“Nature is not a place to visit. It is home.”
-Gary Snyder
WHAT’S INSIDE

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Take Our Survey!
Let the Live Green! Team know how they can improve sustainable efforts for ISU and Ames. Take our online survey and be entered to win $20 worth of local business giftcards.

Check Out Our New Look!
Check out the newly-designed Live Green! website at www.livegreen.iastate.edu for sustainable events, prior Live Green! Monthly issues and information about all things sustainable at ISU.

Happy Earth Month!
The Live Green! Team wants to wish you a happy Earth Month and invite you to the ISU Earth Day celebration themed “Love Your Mother” on April 19 on the East Marston Lawn, near Parks Library from 11:00 a.m. to 2:30 p.m. For more information about this event and events throughout all of April check out Pages 10-13.
Live every day like it’s Earth Day!

Earth Month Celebration
“Love Your Mother”
April 19
East Marston Lawn
11:00 a.m. to 2:30 p.m.

Sustainable Connections!

Contact us to highlight your sustainability efforts and accomplishments: livegreen@iastate.edu.
It’s just an everyday sort of day. Wake up, take a deep refreshing breath... in and out. Get out of bed, turn on some lights, eat breakfast, shower, brush your teeth and start the day by getting to where you need to be via car, bus, bike or foot. Just an everyday sort of day. Nothing really worth noting, right? Just the usual stuff.

But, wait! Think about that a minute. What makes the usual stuff usual is that it is always available. In it being available every day, we have the foundational components to ensure each day begins as an everyday sort of day and then grows from there.

And what connects all this, the usual to “the everyday”? Everything we count on to give the start of our day a consistent (and even sustainable) foundation comes from nature, the earth, our home -- all the components for that everyday day being air, water, energy, food, fuel. While each of us has our own unique components and adjustments that make our days “the everyday,” collectively, all of our “everyday days” connect to and depend upon the same basic components -- to proportion, nurture and protect for all the future “everyday days.”

April 22 is that one designated day each year that gives a shoutout to the privilege we have in the overflowing bounty in an everyday sort of day through celebrating Earth Day. This year marks the 48th celebration of the gift of everyday every day.

This issue of Live Green! Monthly is bursting with opportunities to offer gratitude for and reflect on all that allows us “the everyday.” From volunteer opportunities to lectures, from philanthropic events to classes, and through fashion, gardening, budgeting and local shopping, Earth Day is honored and celebrated throughout the entirety of April at Iowa State, throughout the Ames community and beyond -- all in support of (environmentally, socially and/or economically) that which supports us every day and beyond.

This month, amid hectic schedules and long (and longer) To-Do lists to finish out spring semester, take a minute to embrace your everyday. Attend, play, watch, listen, plant, grow, discuss, learn, conserve, protect... sustain.

Have an outstanding Earth Day (and week and month)!

Yours in green-ness,

Merry Rankin

MERRY RANKIN is Iowa State University’s Director of Sustainability and the City of Ames Sustainability Coordinator. She works with both the ISU campus and the community of Ames in developing a working relationship with sustainability. She leads and assists teams on campus and in the community in creating and enhancing programs, events and communication pieces to help educate, engage, and empower our collective journey toward a more sustainable future.

The Live Green! Newsletter is a monthly publication from the Office of Sustainability at Iowa State University.

Live Green! is Iowa State University’s campuswide sustainability initiative, encouraging all students, faculty, and staff to be fully committed to and engaged in making our projects and initiatives, our operations and our campus environmentally, economically and socially sustainable.

Underlined text throughout this publication is hotlinked to offer additional information.
Iowa State University offers many hands-on sustainable experiences through clubs and organizations -- one of which is the Iowa State Apparel, Events, and Hospitality Management's (AESHM) Fashion Show. From its humble beginning as a simple runway show in a MacKay Hall classroom, it has grown to be one of the largest student-run fashion shows in the nation, now being held in C.Y. Stephens Auditorium in Ames, Iowa.

The 36th annual Fashion Show accommodates more than 75 Apparel, Merchandising, and Design (AMD) students to display their garments on the runway, promoting durable and creative fashion, opposed to wasteful, fast fashion. The show is also produced, designed and marketed entirely by the 150 students chosen to be a part of the planning committee. Even 100 percent of the models are Iowa State students. Every year, the nearly sold-out event hosts more than 2,500 audience members, with the additional 650 online viewers. Those who come to see more than 150 student-designed garments on the runway and in the mounted exhibitions leave with an eye-opening experience and a new appreciation for fashion design.

This year, The Fashion Show will take place at 7 p.m. on April 14. There is always an opportunity for sustainability to be sewn into The Fashion Show through students incorporating it into the creative design and vision of their garments. The overarching theme of the show has also been patterned within a sustainability template. In 2011, the show’s theme was “green” and introduced a new category of eco-friendly garments to promote sustainable clothing exhibited down a runway, adorned by recycled textiles. This year, the show follows suit with sustainable undertones integrated into their theme of RESILIENCE. RESILIENCE was chosen because it is a “representation of minimalistic, modern concepts and organic, greenhouse-inspired elements,” according to the AESHM website. The Fashion Show’s theme shines a light on sustainability; however it’s the students’ commitment to finding a Guest Designer who matches the RESILIENCE theme, ensuring this light on sustainability shines through.

“We focused [our sustainability efforts] solely on recruiting a Guest Designer whose mission addresses sustainability and environmental issues,” The Fashion Show’s student vice presidents Josie Brownmiller and Emily Clark said. “With RESILIENCE, we look to honor all Patagonia associates as they worked to rebuild their community during the infamous Thomas Fire that spread throughout southern California, all while never losing sight of their culture.”

The Fashion Show’s student planning committee wanted to host a brand that valued sustainability and whose socially responsible initiatives were applicable to majors not limited to the AMD department. They also found it was important the Guest Designer’s brand followed a significant mission statement and had a solid presence on Iowa State’s campus. Based on these standards, they decided on Patagonia.

Since securing Patagonia for this year’s event, the production team has been working tirelessly to unite Patagonia’s company values with activities related to The Fashion Show’s theme. In doing so, they have structured events like the annual Pop-Up Shop (4/13) to showcase this idea in the 2018 Fashion Show’s
activities, vendors and adornment.
An event recently added to The Fashion Show’s Pop-Up Shop roster, and that the planning committee is especially proud of, is the clothing swap. The clothing swap encourages ISU students, faculty and staff, as well as Ames community members to donate their gently-used clothing items to The Fashion Show in exchange for a new item of clothing during the Pop-Up Shop on April 13. Compared to other reusable materials, textiles have one of the poorest recycling rates with about 10.5 million tons of clothing waste occupying landfills annually. In recycling and reusing old clothing, clothing waste is reduced immensely.

"Apparel companies need to focus on their supply chains and production processes to find ways to incorporate sustainable practices," Brownmiller and Clark said. "Consumers can practice sustainable habits by purchasing garments that are made for multiple seasons, avoiding fast fashion retailers, reducing their clothing purchases and recycling their old clothing."

In addition to the clothing swap, Patagonia’s Worn Wear College Tour is setting up shop on the Iowa State University campus. As part of its mission to “cause no unnecessary harm and implement solutions to the environmental crisis,” Patagonia has developed this program for people to have their Patagonia gear mended by a traveling Patagonia repair team in order for their clothing to be worn longer. This program also offers an easy way for customers to recycle garments if they are beyond repair.

As another part of Patagonia’s visit to ISU’s campus, representatives will be educating students on the importance of sustainability and the value of their voice in environmental issues. In doing so, they will be speaking to several AMD classrooms, engaging with high school students during The Fashion Show’s Behind the Scenes Day (4/13) and introducing their Fall 2018 concept at Fashion’s Night Out.

Furthermore, the Patagonia team will present a lecture at Iowa State University at 4 PM on April 12 in Curtiss Hall about Patagonia’s supply chain policies, agricultural perspective and product development processes.

The students involved in The Fashion Show are grateful for the opportunities that Patagonia is offering the show, ISU’s campus, the Ames community and the planet. Striving for a sustainable future, Patagonia is helping The Fashion Show live every day like it is Earth Day. Show support for The Fashion Show by checking out the sustainable events sponsored and planned by this year’s student team through the weeks leading up to the April 14 exhibit, and by buying tickets for the show. Experience and enjoy how The Fashion Show has incorporated sustainability, RESILIENCE and nature into its color palette, set design and student-designed garments.

"Participation with The Fashion Show has been one of the most rewarding experiences of our college careers," Brownmiller and Clark said. “We both strive to take the knowledge from our apparel classes as well as the values and ideals we have adopted from our Guest Designer, Patagonia, into our future careers."
NOW YOU KNOW: ENSURING GLOBAL FOOD ABUNDANCE

Nothing says springtime like blooming flowers and rows of green shoots in a garden. As warmer months edge closer, the U.S. prepares for the busiest growing season of the year, abundant with private and community gardens, large fields full of crops and sprouting herb gardens in kitchen window sills.

National Gardening Month
In 2015, former Secretary of Agriculture and Iowa Governor Tom Vilsack declared April as National Gardening Month. The official proclamation celebrates the great American tradition of gardening at home, at school and in the community. Three programs that represent the diversity of this tradition are highlighted below.

1. The United States Department of Agriculture (USDA) People’s Garden Initiative has registered 2,116 gardens in communities across the United States, its territories and in 12 foreign countries since its curation in 2009. This was made to introduce growing food to communities around the world, enabling access to fresh, nutritious and affordable food.

2. As First Lady, Michelle Obama founded the Let’s Move! Initiative in 2009, providing information about starting a kitchen, school or community garden toward increasing nutritious meals, getting Americans outside and teaching children the importance of a healthy diet.

3. The USDA’s Agricultural Research Service introduced the Plant Hardiness Zone Map in 2012, providing information on locations most suitable to grow plants. The Map also served as a How-To guide, enabling growers to plant food at the appropriate times and ensure thriving, fresh gardens across the U.S.

Though it is the time of year for growth and growing food opportunities, the Economic Research Service International Food Security Assessments estimates that between 500 and 700 million people in the world are food insecure. Therefore, as well as celebrating growing food, National Gardening Month is also dedicated to increasing education and awareness toward eliminating national food waste.

Food Security Around the World
According to the USDA, 870 million people around the world are struggling to obtain a sufficient supply of nutritious and safe food, a number estimated to increase 70-100 percent by 2050, according to the USDA.

In 2017, to meet increased food needs around the world, the USDA founded Feed the Future, an initiative confronting food security and abundance, to which the U.S. committed more than $3.7 billion.

Aimed at teaching local farmers proficient ways of farming to feed their communities and ensure food abundance, Feed the Future implements trainings on plant and animal health systems, risk analysis and avoiding post harvest loss in food. Specifically, the program plans and supports agriculture development in target countries and regions including Ghana, Kenya, East Africa, Bangladesh, Haiti, Guatemala and Central America.

Combatting Local Hunger Through Community Gardens
As international endeavors work toward securing food sufficiency and quality, local communities are proactively ensuring their food future as well. Community gardens have been sprouting up in urban areas and enabling families to obtain fresh produce since the late 19th century. The start of these mini-farm plots began when urban residents struggling with food insufficiency and economic instability decided to take matters into their own hands.

As a result, gardens started sprouting throughout an a diversity of open spaces including empty lots, school playgrounds and rooftops. Not only are communities receiving delicious and fresh food through community gardening, they are also supporting an excelling collective sustainable future (environmentally, socially and economically).

Environmentally, they are making a positive impact by decreasing their carbon footprint and decreasing food waste. Growing food locally eliminates the need for supermarkets to ship food, requiring as many as 7-14 days to transport, and losing as much as 50 percent of the transported food to spoilage. Since food travels 1,300 miles, by removing miles traveled through local growing, emissions are also removed.
Economically, citizens who grow food in community gardens also grow savings. According to Gardening Matters, community gardeners save between $75 and $380 in food costs every season from growing their own produce and the savings that results in fewer miles traveled to purchase food and reduced cost in growing rather than purchased food.

Socially, these gardens bring a sense of community to build a place of working together and commitment. Community members who garden are working toward increased personal mental and physical health. For people living in cities or urban areas, the connection with nature is a proven remedy for stress and depression symptoms. By finding ways to be around nature and out of their normal daily routines and surroundings, citizens experience an improved quality of mental and physical quality of life.

Currently more than 18,000 community gardens across the U.S. offer gardening outlets. Ames is among the many communities offering community garden opportunities -- visit the City of Ames’ two community gardens, City of Ames Community Garden located in East River Park and at 600 S Maple. Plots range from $15 to $25, depending on location and size. To find out more information or to reserve a plot, contact Joshua Thompson at jthompson@cityofames.org.

If time is of concern, instead of committing to a personal garden, volunteering locally on farms such as ISU’s Good Earth Student Farm and Mustard Seed Farm offers the opportunity to experience growing food and taking home a share of the produce.

Efforts in Eliminating Food Waste
Forty percent of the food produced in the U.S. is wasted, according to the USDA’s Economic Research Service. The Ames community is actively engaged in food waste elimination.

The ISU chapter of the Food Recovery Network (highlighted in the Nov. issue of Live Green! Monthly) assists in collecting unwanted food and distributing it to community outlets, such as Food at First. Food at First serves the Ames community by turning unwanted food donations into free meals for those in need 365 days a year. It also offers a free food market comprised of food that is not used to create the daily meals.

ISU student Sugam Sharma wants to move beyond the Ames community and figure out a way to utilize wasted food to our collective societal advantage. Recently, Sharma has created a software prototype called eFeed-Hungers focused on diverting wasted food to a second use.

The software is designed so donors can identify a public place to take leftover food to a public place, such as a food pantry or church serving free meals, through a local, interactive map. Sharma’s team is continuing to test the software and hopes to introduce it to the Ames community in late summer or early fall, according to the Iowa State University News Service.

Similar to Sharma’s software, food recovery programs, such as Eat Greater Des Moines, Chow Bank and Google Eat Greater Des Moines assist in finding a second home for expiring or excess food throughout Iowa.

“If we can help provide food for even one percent, we’ll be happy,” Sharma said.

This month celebrates National Gardening Month and starting your own garden, donating to a local food bank or helping a cause that is focused on securing global food abundance. With population growth, there is a direct correlation for increased food and nutritional needs around the world. With more than 870 million people worldwide struggling for sufficient food and nutrients, addressing key issues to supply nutritional, healthy food to every village, town, city and country is vital in ensuring a sustainable future.
Earth Day is a day dedicated to the engagement, education and appreciation of the planet, while bringing awareness to the health, sustainability and long-lasting well-being of the environment. Occurring annually on April 22, this year’s national Earth Day theme is ‘End Plastic Pollution’, focusing on changing human attitudes and behavior towards plastic and eliminating it from our planet’s rivers, oceans, landscapes and landfills. At Iowa State, we incorporated the national theme into our campus theme, “Love Your Mother,” to bring attention to the entirety of Mother Earth. This April 22, go outside, enjoy nature, make a conscience effort to “care for your mother” and this April 19, celebrate Earth Day at Iowa State University!

EARTH DAY | Thursday, April 19 | 11 AM-2:30 PM
East Marston Lawn (Near Parks Library)

Join The Green Umbrella and the ISU Office of Sustainability for ISU’s annual Earth Day celebration. More than 30 campus and Ames organizations will display their sustainable contributions, efforts and initiatives on campus, in the community and to the planet.

- Green giveaways
- Free bike and longboard tune-ups
- Free snacks and refreshments*
  *Bring your own mug

Add Yourself to our Earth Day Gallery!
Iowa State University and the Ames community are offering sustainable campus and community events to celebrate throughout the entire month of April. These events are focused on engaging, empowering and educating students, faculty, staff and Ames community members on the importance of the facets of sustainability (economic, environmental and social) and celebrating our commitment to the Earth. For a full and detailed list of earth Month events, visit the Live Green! website.

**APRIL**

### April 4

“Bill Nye: Science Guy” Documentary Screening
Troxel 1001, 7-9 PM

### April 6

“Bad Feminist” by Roxane Gay
Great Hall, Memorial Union, 8 PM

### April 7

International Food Fair
Sun Room, Memorial Union
11 AM-2:30 PM

### April 8

Volunteer Open House
Reiman Gardens, 9-11 AM

### April 9

“Escaping the Cult of Busy”
Sun Room, Memorial Union
8 PM

### April 11

Worn Wear College Tour
West Loop, Memorial Union
10 AM-4 PM

### April 12

Challenges of the Sustainable Supply Chain - Patagonia
0127 Curtiss Hall, 4 PM

### April 14

Cyclone Carnival
Parking Lot B6 and C, 6 AM-5 PM

### April 12

Miracle Playground 5K Run/Walk
Ada Hayden Park, 10 PM

### April 18

Arbor Day Celebration
Iowa Arboretum, 10 AM-12 PM

### April 20

“Trashion” Show
Serenity Couture, 6:30-9 PM

### April 21

For a full listing of Earth Month events visit the Live Green! website.
Beginning April 16, celebrate sustainability every day in honor of Earth Day at the end of the week. Iowa State has teamed up with clubs and organizations on campus that have planned fun and hands-on events and activities to commemorate his holiday. Make these events the start of your Earth Week festivities, leading up to Earth Day on April 22. Live every day like it is Earth Day.

**Monday 16**

**“Bean Nice” to Your Mother**
Morning Bell Coffee, 3-4 PM
Learn about one of Ames’ Smart Business Challenge Platinum Smart Businesses, Morning Bell Coffee Roasters, and experience their espresso, and specialty brewed, pour-over and nitro cold brew coffees.

**Tuesday 17**

**Terrace Tuesday**
Terrace, Memorial Union, 5-8 PM
Dance and sing to local artists, AIBU and Chris & Jess for free on the MU terrace, as well as enjoy great DJs and fresh air.

**Wednesday 18**

**Is Sustainable Intensification of Agriculture Possible?**
Sun Room, Memorial Union, 7 PM
Listen to Michigan State Professor Sieglinde Snapp discuss her work on sustainable agricultural systems.

**Phi Psi Sliders**
316 Lynn Ave., 5-8 PM
Eat hamburgers, chips and cookies at Phi Kappa Psi Fraternity to raise money for The Boys and Girls Club of America as their spring philanthropy event.

**Thursday 19**

**Earth Day Celebration**
East Marston Lawn, 11 AM-2 PM
Participate in an event dedicated to the appreciation and sustainability of the earth. Put on by the Live Green! Team, enjoy booths, activities and prizes.

**Friday 20**

**Paint Your Own Pottery: Hello Spring!**
Workspace, 4-8 PM
Decorate and paint the pottery of your choice to embrace the spring season. Studio fee is $4-5 to attend, plus the cost of bisque.

**Saturday 21**

**SCAVMA Scamper**
ISU College of Veterinary Medicine, 10 AM
Bring your dog or just yourself to the 35th annual 5K/10K to support OneHealth mission, which ties together human and animal medicine. Register on their website.

**Sunday 22**

**Earth Day at Your Library**
Ames Public Library, 1-5 PM
Visit the Library on Earth Day and find out how they are keeping it green! There will be refreshments available throughout the day.

**SHARE A CUP O’ JOE WITH YOUR MOTHER!**
BRING A REUSABLE CUP OR MUG TO ANY ISU CAFE ON APRIL 22-23 AND RECEIVE A FREE BREWED COFFEE, TEA OR FOUNTAIN BEVERAGE.
MAKE A PLEDGE
Take the Financial Literacy Month Pledge on the FLM official website to set responsibility for money management behavior and financial activities.

ASSESS CURRENT FINANCES
Make a list of places current finances and expenditures are going for the week, month and year.

CLEAR FINANCIAL CLUTTER
Maintain paychecks and credit card receipts, and get rid of financial paper clutter like grocery receipts and utility bills.

FIND FINANCIAL WELLNESS
Add up liabilities and assets to determine where finances need to be allocated. The FLC website has an easy net worth fill-in-the-blank worksheet to help with the process.

ESTABLISH PRIORITIES
Make a list of the budget needs and wants and rank in order of importance. Determine where more money needs to be prioritized and where there is room to take away spending.

CREATE S.M.A.R.T. GOALS
Create S.M.A.R.T. goals to keep track and stay organized. S.- be specific, M.- make sure it’s measurable, A.- Achievable goals are important, R.- reward yourself for your hard work, T.- be able to track the financial S.M.A.R.T. goal effectively.

SET A TIMELINE
Set goals that are realistic and achievable to help stay on track and reward success. Set short- (two years), mid- (three) and long- (five) goals that are trackable and attainable. These goals can be modified as you add financial goals!

SAVE IT
Put extra change into a jar at the end of every day, round up checkbook entries and put the extra money into a savings account, as well as save a certain amount of your paycheck every week to a savings account.

DOCUMENT YOUR BUDGET
Write down all the fixed, variable and periodic expenses, and then subtract from monthly income. From there, see what leftovers can be allocated for unforeseen circumstances, extra spending or saving money.

IDENTIFY AND REDUCE
Identify ways to cut and reduce unnecessary spending and start allocating finances more effectively. Start small, like bringing lunch to work, taking public transportation, shopping second hand and getting books from the library.

10 Steps and Tips to Living a Financially Sustainable Lifestyle

Celebrate Financial Literacy Month (FLM) by taking steps and toward a healthy and empowered financial future. Iowa State has resources to help, through Student Wellness and the Student Loan Education Office.

For more information and to see the full challenge, visit the Financial Literacy Month’s website and get to saving!
The warm spring and summer months bring exciting adventures of new opportunities, activities, vacations, moving and sharing time with family and friends. While these experiences may be fun, they can be stressful too. Look to Ames local businesses for help! In your search, check out these local businesses who have also taken the challenge to not only benefit your shopping needs, but also our community through sustainability dedication and commitment, by participating in the Smart Business Challenge.

**Auto Services**

In preparation for summer vacations and weekend road trips, look to these Smart Business Challenge businesses to assist and support your transportation needs.

- **Don & Sons Body Shop, Inc.**
  - Auto Body Shop
  - Certification: Participant
  - Sustainable Highlight: Provide free estimates and loaner cars

- **Wild Water Car Wash**
  - Car and Pet Wash
  - Certification: Participant
  - Sustainable Highlight: Use floor heaters in place of a de-icer when available

- **Reusuable Energy Group**
  - Energy Provider
  - Certification: Participant
  - Sustainable Highlight: Provide parking lot LED lights

- **Ron’s Auto Repair Center**
  - Auto Repair Center
  - Certification: Participant
  - Sustainable Highlight: Offer digital and interactive inspection create a waste-free ordering practice

**Community Services**

From community events to community health and well-being, these Smart Business Challenge businesses support a holistic Ames.

- **McFarland Clinic**
  - Medical Center
  - Certification: Participant
  - Sustainable Highlight: Have a 300kW solar panel project that cuts annual energy costs

- **Campustown Action Association**
  - Student Housing Company
  - Certification: Participant
  - Sustainable Highlight: Put on community events such as Summerfest on June 2

- **Lutheran Services of Iowa**
  - Non-Profit Human Service Organization
  - Certification: Gold
  - Sustainable Highlight: Offer campus garden for residents

- **Green Hills**
  - Retirement Community
  - Certification: Platinum
  - Sustainable Highlight: Maintain spring flower garden and prairie field for land conservation
Home Updates

Warm weather inspires the home and business renovator in all of us. Glean some expertise from these Smart Business Challenge businesses for your extreme or not-so-extreme makeover needs.

**SB & A Architects**  
Architect Firm  
**Certification:** Participant  
**Sustainable Highlight:** Work with local businesses to incorporate sustainable updates

**Nelson Electric**  
Electrical Contractor  
**Certification:** Participant  
**Sustainable Highlight:** Upholds family values and from family business that started in 1908

**Fighting Burrito**  
Mexican Grill  
**Certification:** Platinum  
**Sustainable Highlight:** Use fully-electric delivery cars

**Barilla**  
Italian Food Company  
**Certification:** Participant  
**Sustainable Highlight:** Produce gluten-free pasta by using renewable energy

**SB & A Architects**  
Architect Firm  
**Certification:** Participant  
**Sustainable Highlight:** Work with local businesses to incorporate sustainable updates

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Italian Food Company  
**Certification:** Participant  
**Sustainable Highlight:** Produce gluten-free pasta by using renewable energy

Food

Summertime is filled with gatherings involving food. Check out the edible offerings of these Smart Business Challenge businesses for your culinary needs.

**Fighting Burrito**  
Mexican Grill  
**Certification:** Platinum  
**Sustainable Highlight:** Use fully-electric delivery cars

**Barilla**  
Italian Food Company  
**Certification:** Participant  
**Sustainable Highlight:** Produce gluten-free pasta by using renewable energy

Shopping

To help you prepare for spring prom, summer weddings and a plethora of fun shopping opportunities for warm weather activities and events, check out these Smart Business Challenge businesses.

**Pure Bridal**  
Wedding and Prom Dress Shop  
**Certification:** Participant  
**Sustainable Highlight:** Carry all dress sizes equally with an emphasis on petite and plus sizes

**Ames Chamber of Commerce**  
Community Business Directory  
**Certification:** Bronze  
**Sustainable Highlight:** Aid in planning and coordinating several community events

The Smart Business Challenge (SBC) Team is dedicated to inspiring businesses to achieve a smaller carbon footprint, engage with the community, reduce waste and conserve energy and water. The team works with businesses to help them achieve their sustainable goals and encourage them to take the next step to attain a higher level in the Challenge. Currently there are 24 local businesses participating in the Challenge. Please contact SBC Team members Taylor Silvestrini at tws@iastate.edu or Scott Nemec at snemec@iastate.edu to find out more information or get involved in the Challenge!
Earth Day is April 22! Use this month to celebrate environmental, economic and social sustainability with these fun and unique GIYs and add even more green to your holiday activities.

HEART-SHAPED SEED BOMB
Create self-planting wildflower bunches for friends and family and color our world!

**Supplies:** Air-dry clay (Crayola Model Magic), potting soil, wildflower seeds

1. Roll a small 1-1/2 in. ball of white air-dry clay.
2. Flatten it out and add a small teaspoon of potting soil.
3. Knead the soil into the clay.
4. Flatten it again and add approximately 1/4 tsp. seeds.
5. Knead the seeds into the clay one last time.
6. Shape into hearts and allow to dry.

**To use:** Scatter the seed bombs wherever there is dirt and enjoy the pop of color when the wildflowers grow!

MASON JAR PIGGY BANK
Stop spending money and save it in this homemade, personalized piggy bank!

**Supplies:** Mason jar with lid, white foam sheet, pencil, scissors, art supplies, like paint, stickers, ribbons, etc.

1. Place the mason jar lid right side down on the foam sheet and trace the circle shape.
2. Using the scissors, cut out the outline on the foam sheet.
3. Draw and cut an even + shape in the center of the circle shape with scissors.
4. Insert the white foam circle shape inside the mason jar lid.
5. Screw the lid onto the mason jar.
6. Using the art supplies, decorate the jar, giving it your own personal flair.

**To use:** Fill the piggy bank with cash, couch quarters and pocket change to help you achieve your financial savings goals as outlined in the Monthly Challenge.

UPCYCLED HERB PLANTERS
Instead of throwing away used cans, let them grow an herb garden!

**Supplies:** Tin cans, nail, hammer, decorative art supplies, potting soil, herb seeds, popsicle sticks, marker

1. Empty tin cans and remove all labels and remaining adhesive.
2. Flip the cans upside down and, using a nail and hammer, make at least five holes in the bottom of each can for water to drain.
3. Personalize the tin can using decorative art supplies.
4. Once decoration is complete, place a handful of potting soil in the bottom of the can.
5. Taking your finger, poke a hole into the soil, one-inch deep.
6. Sprinkle a few seeds into the hole and cover with soil.
7. Using a marker and a popsicle stick, write the type of herb you planted at the end of the stick and stick it in the soil.
8. Place on a plate to catch drained water, and water when the top of the soil starts to feel dry.

**To use:** Once grown, enjoy fresh herbs as a topping to any homemade meal!
GREEN OPPORTUNITIES

**IMPRESS FUTURE EMPLOYERS**

Complement your academic transcript by recording your achievements, involvements and experiences through the ISU Co-Curricular transcript. Include anything from involvements, community service, awards and honors, study abroad and campus employment to give you the competitive edge when applying to your next internship, job or graduate school. Get started by visiting the Student Activities Center's website.

**FUND YOUR GREEN VISION**

Reward your organization for going above and beyond in your efforts to support and promote environmental, social and/or economic sustainability on campus. Apply for the ISU Green Initiatives Fund to receive extra funding for your sustainable initiatives by April 26 on Student Government's website. Contact Lia Gomez at lvgomez@iastate.edu with questions.

**GREEN YOUR MOVE OUT**

Have an effective and green move out by planning and taking advantage of reuse collection opportunities. Clothing, food and microwave collection will take place outside of residence halls and at hall desks from Apr. 19 to May 9. Also, if you have extra furniture, kitchen items and decor, donate them to Rummage Rampage on Jul. 27 to Aug. 2.

**SUSTAIN YOUR CAMPUS**

Intern with the Office of Sustainability’s Live Green! Team and make a difference by promoting sustainable initiatives, efforts and events to the Ames and Iowa State Community. The 2018-19 Marketing and Communications and Campus and Community Engagement intern postings are now posted on the ISU Job Board and the Live Green! website. Learn more about this exciting opportunity and apply by April 17!

**HAMMOCK RESPONSIBLY**

Head out to hammock but choose a sustainable location. Hammocks can pose a significant threat to historic trees on campus. As a result, posts and signage are being installed toward preventing further damage to our campus trees of distinction.

**DON’T RELEASE, RESCUE**

Each year, many pets are released into our community rather than surrendered. Through the Surrender, Never Release initiative between the Ames Animal Shelter, Story County Conservation, Iowa DNR and the Iowa Wildlife Center, pet owners are requested to contact these entities to learn about their options to ensure a long and happy life for a pet they can’t take with them when moving.

**DECREASE OUR CAMPUS WASTE PRINT**

Volunteer to help ISU evaluate opportunities related to waste at a campus waste sort from 7 a.m. to 2 p.m. on April 11 at the General Services Building. Volunteers will sort waste from campus dumpsters to gain insight into what is ending up in the campus waste stream. For more information and to sign up, contact Halla Shafer at hshafer@iastate.edu.

**GROW LOCALLY**

Volunteer and even get a share of delicious produce you help grow from the Mustard Seed Farm located just outside of Ames this growing season. Spring and summer volunteer and event dates are now available on the Mustard Seed Farm’s website. The Farm is able to work with individuals to set up their own time to visit the farm to volunteer.

**MENTOR TRANSFER STUDENTS**

Serve as a Transfer Ambassador to introduce transferring students to Iowa State while gaining valuable volunteer experience in the 2018-19 school year. Volunteer as a transfer student guide, conduct campus tours and visit days and participate in transfer question Q&As. Find out more information on the ISU Admissions website or email Katie Steigledor at ksteig@iastate.edu with questions.

**TELL YOUR CYCLONE STORY**

Share your ISU story with students about your time as a Cyclone in this paid leadership position with the Dean of Students as a Student Ambassador. Apply online by April 1 on the Dean of Students website!
APRIL CALENDAR

04
A Reading for National Poetry Month
1017 Morrill Hall, 7-8 PM
Enjoy a reading of Allen Ginsberg’s Howl by local poets while surrounded by Sculptor Manuel Neri’s art in celebration of National Poetry Month.

Ames Main Street Music Walk
Ames Main Street Cultural District, 6-8 PM
Visit Ames Main Street Cultural District to hear a diversity of local artists during the annual Ames Music Walk. Hosted by Main Street businesses, come enjoy great music, tasty food and refreshing, handmade beverages.

07
Spring Fever Symposium
Iowa Arboretum, 10 AM-3 PM
Listen to horticulturist Joseph Tychonievich discuss rock gardening and cool alternatives for the shade at the Iowa Arboretum’s Spring Fever Symposium. Registration is required and lunch is included.

CyServe Day
Ames Community, 9 AM-4 PM
Commit a day to serving the community by accomplishing volunteer projects with organizations and businesses like Goodwill, ACCESS, Relay for Life and more. Register on the Volunteer Center Story County website.

Stash the Trash
Ames Community, 8 AM-1 PM
Clean up Ames and ISU parks, neighborhoods and campus locations to create a cleaner and more beautiful Ames. Register on the Volunteer Center Story County website.

08
Mustard Seed Farm Spring FUNraiser
130 S. Sheldon, 5-8 PM
Eat, dance and be merry at the annual Spring FUNraiser hosted by the Mustard Seed Farm. All ages are welcome to a free potluck dinner, barn dancing, craft sale and a live band. Free-will donation proceeds support the mission of the farm and help them build a workshop/hospitality space.

Queer Fashion and Style
1015 Morrill Hall, 11 AM-4 PM
Learn about the everyday fashions and styles of LGBTQIA+ folks around the Midwest in a year-long research project art exhibit based on in-depth interviews and conversations with this community.

Vegetable Gardening Best Practices
Reiman Gardens, 6-7:30 PM
Prepare for your summer vegetable garden with a discussion on best practices with horticulturist Sharon Rink. Preregistration and prepayment are required by April 9.

Art Walk: The Art of Growth
Horticulture Hall, 12-1 PM
Celebrate spring and all it brings with University Museums at their newest art exhibit that asks what it means to grow, both literally and figuratively.

14
Love Your Melon Block Party
Durham Bandshell Park, 4-7 PM
Join the Love Your Melon Campus Crew and their SuperHero families for some fun and games to support those who have been impacted by pediatric cancer. One-for-one apparel will be sold at the event, which donates a hat to a child battling cancer for every hat that is bought.

The Fashion Show 2018
C.Y. Stephens Auditorium, 7 PM
Appreciate the art of fashion design as models walk the runway in ISU student-designed garments. The 36th annual Fashion Show’s theme is RESILIENCE, and the guest industry designer is Patagonia. Tickets are $15-$30 and are available at the Iowa State Center Ticket Office or at Ticketmaster.com.

21
Eco Fair
515 Clark Ave, 9 AM-1 PM
Become informed about sustainability education and learn how to reduce, reuse and recycle from displays, booths, conversations, activities and more at the annual Eco Fair.

BiCYcle Day
Brookside Park, 10 AM-1 PM
Pedal your way to the second annual biCYcle Day to learn about safety, announcements and bike 5, 10 or 20 miles through the Ames and Iowa State community. This event is free to the public.

22
2018 Central Iowa Heart Walk & 5K
Des Moines Meredith Plaza, 9 AM
Support the American Heart Association and those affected by cardiovascular disease at the Heart Walk & 5K. All proceeds go toward the American Heart Association to help build healthier lives free of cardiovascular diseases and stroke.

Run for the Trees
Iowa Arboretum, 8-10 AM
Run a scenic 5K or 1-mile Family Walk/Run on the Arboretum trails with the Iowa Arboretum and the Boone History Museums in celebration of Arbor Day.

Wind, Waves and Light Sculpture Exhibit
Reiman Gardens, 9 AM-4:30 PM
Explore the newest sculpture exhibit designed based on space, time and the dynamic relationship of objects in motion, coinciding with Reiman Garden’s annual theme of “movement.” This exhibit runs until Nov. 3.

28
SAVE THE DATE - Art Mart
Trophy Tavern, Memorial Union, 10 AM-6 PM
Shop various types of art created by Ames and ISU artists. All proceeds support individual artists, The Workspace and The Gaffers’ Guild. Dates continue through May 5, 10 AM-1 PM.

MAY 3
SAVE THE DATE - Art Mart
Trophy Tavern, Memorial Union, 10 AM-6 PM
Shop various types of art created by Ames and ISU artists. All proceeds support individual artists, The Workspace and The Gaffers’ Guild. Dates continue through May 5, 10 AM-1 PM.

Have a sustainability highlight, accomplishment or event to feature? Contact the Marketing and Communications Team!

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