The Department of Mathematics at the University of Iowa has undergone a remarkable change over the last ten years. This change came about as a result of our efforts to increase the number of Ph.D.’s from US minority groups underrepresented in Mathematics. For our success in these efforts the Department recently received a Presidential Award for Excellence in Science, Mathematics, and Engineering Mentoring. In this talk I will describe the change in culture that has resulted from our transformation of the Department into a "community of mentors". I will further describe our efforts that led to this change with an emphasis on how we structured our principles and programs to benefit all students. I will also discuss how our model attracts more students to Mathematics and the replicability of our model. (Received September 28, 2005)