Portland State Magazine

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THE LOST TAPES
Voices from our past / 10
Mike Richardson '77—Art Alumnus

FOUNDER OF
DARK HORSE
COMICS

What makes you Fearless?
#FEARLESSPSU
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ON THE COVER A recording of Robert F. Kennedy’s talk with students in March 1968 is now available online. Photo by Craig Hickman ’71. See story on page 10.
Rediscovering the future of PSU

WHEN I ARRIVED at Portland State six years ago, I laid out an ambitious plan for improvement based on five themes:

- Providing civic leadership
- Improving student success
- Achieving global excellence
- Enhancing educational opportunity
- Expanding resources

We—meaning faculty, students, staff and alumni—have made tremendous progress on each of those fronts. I’ll mention a few examples in a bit. Now it’s time to take the next step to stay in front of the head-spinning changes that all universities face on a daily basis.

To be clear, I see no need to revamp our fundamental mission as a research university rooted in access and excellence. We are doing some truly remarkable work, and the value of a PSU degree continues to grow. But so do the challenges. We need to think about the steady reduction in state support combined with mounting pressure to graduate more students. We need to respond to the intense competition among universities for new students and the explosive growth in online education. We need to readdress PSU’s evolving role in Oregon’s recovering economy.

In that context, we have embarked on a new round of strategic planning that builds on the themes stated above. By fall 2015, I expect to announce a refined and refocused set of guidelines to ensure that PSU remains competitive and vital for decades to come.

THE BEST WAY to plan is through a broad-based and transparent exchange of ideas that wraps the entire PSU community. This is a grassroots exercise, not a top-down effort. My hope is to not only tap the creativity of our huge alumni base, but also to bring the campus closer as we determine our destiny. In the coming weeks and months, look for a variety of ways to participate, whether through a focus group on a specific topic, a campus forum or a chance to interact on my web page, pdx.edu/president.

It all starts with a list of questions: Are we meeting the needs of our students—current and prospective—who must contend with an increasingly complex post-college environment? Do we offer the right mix of classes, work experience and research opportunities? When and how do we engage students online? How do we showcase PSU’s success stories to encourage better state support and to broaden philanthropy?

From there, we zero in on the difficult but thrilling task of declaring what PSU wants to be and how we can accomplish that. As we plan for the future, it doesn’t hurt to look over our shoulder and take some pride in what we already have accomplished. We conferred more than 6,000 degrees this year, more than any other Oregon university. We opened the Collaborative Life Sciences Building in Portland’s South Waterfront area—a spectacular new home for PSU health and science students and faculty that represents a unique partnership with Oregon Health & Science University and Oregon State University. Seven of our students won Fulbright Scholarships for international research—a record for PSU.

Those sorts of achievements help point the way as we develop our next strategic plan. It’s a serious, high-stakes endeavor, and I anticipate a robust, enlightening and even fun colloquy. I hope you will be part of the conversation.

Wim Wiewel
PRESIDENT, PORTLAND STATE UNIVERSITY
Talkin’ about my generation

Thank you for publishing “The Celluloid Generation” [Looking Back, Spring 2014]. I was part of that generation. I started classes in the fall of 1969 and took every film course offered. Tom Taylor’s classes in filmmaking were great. For one class, he gave every student reels of Super 8 film footage of his own children and their friends acting in action shots of old west gunfights and chases. Our task was to edit the film into story form. Every student in our class edited the shots into different stories. What a learning experience!

After graduating, I moved to Illinois and enrolled at Columbia College in Chicago and received a master’s in film education. I taught filmmaking and film study at Rolling Meadows High School during the 1970s, using much of my classroom experience learned at Portland State.

I retired from teaching in 1997, but I am still using my film appreciation skills learned at PSU teaching noncredit adult education classes at the Center for Learning in Retirement, sponsored by Rock Valley Community College.

Ron Johnson ’69
Rockford, Illinois

Award-winning documentary

I enjoyed reading the salute in your last issue [“Looking Back: The Celluloid Generation,” Spring 2014] to the late-great PSU film studies program, Center for the Moving Image. CMI got its original boost, as I recall, from having a group of film students covering the activities surrounding the PSU student strike of May 1970, a response to Nixon invading Cambodia and the four students shot dead and eight wounded at Kent State University in Ohio.

CMI was able to capture on film more than 200 members of the Portland Police Department attacking an equal number of peaceful demonstrators in front of Smith Center on the Park Blocks, plus the estimated 5,000 who marched in protest to the violence the next morning through the streets of downtown Portland. The CMI students made a documentary by piecing together their coverage and interviews of the student strike and call it The Seventh Day, for which they won a second place award later that year at the DOC NYC Film Festival.

Doug Weiskopf ’70

1970 film still relevant today

Your spring issue mentioned Portland State’s former film studies program, Center For the Moving Image, in retrospect and their documentary film, The Seventh Day, which was their most important work and is still relevant today as a history of the PSU Vietnam War protests of the late 1960s and early ’70s. The documentary film has been shown continuously over the years in Portland and elsewhere, as well as used often as an educational tool in campus history classes (the film narrator’s British accent gave the feel that The Seventh Day was being covered by a foreign correspondent in a war zone).

Chris Lawrenson

Another alumni rocker

Hey, I loved the article on page 9 of the Spring 2014 Portland State Magazine [“Rockin’ on Broadway”]. Ross Seligman ’06 indeed rocked the house on Broadway in NYC as the director of “A Night With Janis Joplin!” I saw the show a number of times, because of the other PSU alum in the background on bass—Patrick Harry. Patrick is an alumnus of the music program at PSU as well [2009]. You may want to do a feature story on these guys. It is amazing how it all came together!

Sean Harry MIM ’04

Larger picture appreciated

I’m glad I cracked the cover of your spring issue when it landed in my mailbox. As a longtime communications professional, I found it impressive throughout, with poignant stories that tie into the university but also look at the much larger picture. It doesn’t just tout the university’s successes; it reaches out to the larger community in smart, fresh ways. The layout is swell, too.

Julie Beals ’96, MS ’99
Park Blocks

Oregon’s invisible immigrants

RUSSIAN is the third most spoken language in Oregon after English and Spanish. Yet Multnomah County’s Russian and Slavic immigrants experience more unemployment and poverty, and lower levels of education and health care than the general population, according to a recent PSU study. The study by PSU’s School of Social Work and the Coalition of Communities of Color found that one reason for this disparity is that these immigrants are counted as “white” on census forms, statistically indistinguishable from the mainstream English-speaking, American-born population. As such, they miss out on receiving needed government help. The Coalition presented the findings to the Multnomah County Board of Commissioners in the hope of getting these immigrants the services they need.

Teaching tots to eat their veggies

The food a toddler thinks is “icky” could matter for long-term health. A new partnership between community health professor Betty Izumi and Head Start programs introduces young children to healthy foods: fruits, vegetables, salmon and white fishes. Research suggests that children’s palates are mostly determined before the age of 5. The program, Harvest for Healthy Kids, seeks to curb the negative outcomes of a poor diet, such as childhood obesity, through changes in institutional food service, classroom education and family engagement. About 1,000 children from low-income families now receive healthier Head Start meals and by next year all will have received lessons on healthy food.
An artful journey

PARTICIPATORY ART unbound by gallery, museum or classroom space, took 10 students on a five-day walk from campus to Mt. Hood’s Timberline Lodge this summer. Along the way, each student gave a researched talk about something the group would see. The class, part of the Art and Social Practice MFA degree program, moved beyond creating and looking at artifacts to using experience as artistic expression. Professor Harrell Fletcher and instructor Eric Steen MFA ’09 taught the class. Fletcher led a similar trek in California, going from San Francisco to Mt. Diablo, and Steen led one in Colorado, ending at Pikes Peak. But as either one of them would tell you, the destination is far less important than the journey.

Record number of Fulbright scholars

FOR AN INCOMPARABLE opportunity to learn both in and out of the classroom, Portland State alumnus Dylan Waite is headed to the United Kingdom as a Fulbright scholar—one of a record seven PSU students who recently won the grant. "The academic and professional development opportunities that come from this will be nearly endless," says Waite, who graduated this summer. "But also the opportunity to explore the U.K. will be amazing." PSU Fulbright scholars will pursue research projects across the globe—from English theater in Mexico to Waite’s study of racism in the U.K. Last year two PSU students received Fulbright grants; the previous record was six in 2011.
Fearless you

“When we are fearless, knowledge has no limits—and neither do our hopes and dreams.” This is the anthem for the University’s new Fearless Campaign to recruit students, increase fundraising, and build PSU’s reputation. The University is featuring faculty and students in the new campaign, but at its core are fearless alumni, such as Julius Thomas ’10, tight end for the Denver Broncos; Mike Richardson ’77, founder of Dark Horse Comics; and Jill Kuehler MEd ’06, executive director of Zenger Farm. Read about them at pdx.edu/fearless.

$3 million to fight malaria

More than 600,000 children die from malaria every year. But a new approach to a drug once considered a miracle treatment and now reimagined by chemistry professor David Peyton could change that. Peyton, pictured here far left with student Rob Jensen, has been working on malaria treatments for more than 15 years. Chloroquine was once the main drug in treating malaria until the disease developed a resistance to it. The National Institutes of Health granted Peyton’s company, DesignMedix, located in PSU’s Business Accelerator, $3 million to use the professor’s technology to develop and manufacture a hybrid chloroquine treatment that reverses the resistance process in malaria.
Saving Alaskan ancient history

**ANTHROPOLOGY PROFESSOR** Shelby Anderson is combating the impact of climate change on an unexpected victim: humanity’s archaeological record. She is studying archaeological sites in northern Alaska that tell the story of past human occupation. These sites are now in danger of being destroyed by the effects of climate change. Rising sea levels and decreasing snow and ice cover erode archaeological sites, compromising artifacts, but also reveal new ones. Anderson’s research project is helping to preserve the record by prioritizing archaeological sites for protection while gathering information about how climate change, in general, affects sites—a worldwide issue.
Laika’s latest: The Boxtrolls

IN A HILARIOUS TWIST on the raised-by-wolves story, Laika’s new stop-motion animated film The Boxtrolls tells the tale of a boy raised by “boxtrolls”—kooky creatures feared by the townspeople, but loved by the boy. Eggs, the boy’s given name, must learn to leave his box for human society in order to save his unusual family. Under the leadership of Travis Knight ’98, president and CEO of Laika, this is the Hillsboro-based animation studio’s third feature film. The first two were Coraline and ParaNorman. The Boxtrolls hits theaters Sept. 26.

An artistic state of mind

AUGUST GRADUATE Cindy Sullivan landed a surprise job this summer: designing the artwork for the University’s annual Portland State of Mind celebration. The graphic design major pulled from her knowledge of other places—in this case, Denmark—for her simple, almost modular representation of Portland: bridges, beer, a bicycle wheel and, of course, a Viking helmet. “There’s such a mix of cultures and people here,” says Sullivan, an Alaska native. “There isn’t any one thing that makes Portland.” Her design will be used on T-shirts, totes, coffee mugs, and advertisements promoting the many events that make up Portland State of Mind, Oct. 17-26. See pages 14-16 for a full list.
Telling a soldier’s story

**FROM THE DARKNESS OF WAR**, an artist emerges from his broken soldier shell in *The Wax Bullet War: Chronicles of a Soldier and Artist*. The memoir by Sean Davis ’09 tells his story of being moved by patriotism to serve in Iraq after Sept. 11, 2001, the pain he experienced on his return home, and how he overcame those challenges through painting. PSU’s Ooligan Press published Davis’s book—a decision, he says, that preserved its personal feel. The teaching press is staffed by PSU master’s students, and looks for stories unique to the Pacific Northwest.

Light drawing

**AS YOU MOVE** in front of a hologram created by Portland artist James Minden ’77, it twists and turns, expanding toward you as it simultaneously appears to retract. It’s a medium that Minden has literally taken to new artistic heights. He calls his holograms light drawings, but others have called them sculptures. “Somehow the piece is greater than the sum of its material parts,” he says. For most of his career, Minden has concentrated on painting, drawing and printmaking. In 2011 he began to exhibit his light drawings, which are now his main focus. His work can be seen in a group exhibit, Mind to Hand, at the Oregon Museum of Science and Industry in Portland through Jan. 4. Photo courtesy of Laura Lucanidae.

New Works

**YOU ARE THE NEEDLE AND I AM THE THREAD**
By Pam Anderson ’76, MA ’91, WestBow Press, 2014

**EDGAR ALLAN POE: THE FEVER CALLED LIVING**
By Paul Collins (English faculty), New Harvest, 2014

**YAWNING AT TIGERS: YOU CAN’T TAME GOD, SO STOP TRYING**

**THE IMPROVISOR’S PATH: EXPLORING THE BASSIST’S PATH TO MASTERY**
By Damian Erskine (music adjunct faculty), CreateSpace, 2014

**THE BULLY OF ORDER**
By Brian Hart ’05, HarperCollins Publishers, 2014

**REUNION**
By Ken Lizzi ’92, Twilight Times Books, 2014

**RIVER CITY**
By Denny “Doc” Macomber ’84, Floating World Press, 2014

**THE QUIRKY LANDLORD**
By Clancy Rohring (Mary Ann Luhrs Jayne MA ’72), CreateSpace, 2014

**THE HEIR OF KHORED**
By Debbie J. Ross MS ’73, DAW, 2014

**THE LAST EXOTIC PETTING ZOO: A BOOK OF POEMS**
By Jessica Tyner ’05, MS ’07, Tayen Lane Publishing, 2014

**SHADDS OF VIRTUE**
By Jack Whitsel ’00, Twilight Times Books, 2014
Robert F. Kennedy spoke in the gymnasium at Portland State College in March 1968, during his campaign for the Democratic Party presidential nomination. His speech is available in PSU Library’s Oregon Public Speakers Collection at pdxscholar.library.pdx.edu/orspeakers.
A PSU archivist finds a treasure trove of old recordings and posts them for the world to hear.

IT’S MARCH 1968. American soldiers are in the midst of the bloodiest year of the Vietnam War. President Lyndon Johnson goes on national television to say he will not seek re-election. College protests sweep the country. Martin Luther King Jr. has less than a month to live.

And Robert F. Kennedy, only 10 days into his campaign to win the Democratic Party’s nomination for president, comes to Portland State.

He steps to the podium in the college’s packed gymnasium. Students give him a raucous welcome and for the next 50 minutes or so they listen and applaud as he criticizes the Vietnam War and voices support for the growing radicalism of American college students. Kennedy is, in turns, witty, earnest, engaging, and completely relaxed in this over-crowded gym. When a student says she needs to leave for her 11 a.m. lecture, Kennedy decrees that everybody can skip school for the week.

“Just remember when you’re deciding who to vote for, it was Kennedy who got you out of class,” he quips.

A recording of this event is just one gem out of hundreds discovered in some battered cardboard boxes of reel-to-reel tapes by Cris Paschild, PSU archivist and head of the PSU Library Special Collections. She found them almost by accident as she was walking through an off-campus warehouse used to store overflow collections from the library.

“I popped them open and saw that the labels had very specific dates and times, and in some cases, locations at PSU. So I realized these were original recordings made on campus, not copies of national speeches,” she says. “Right away I knew this was something special.”
The boxes included recorded speeches given on campus during the 1950s, ’60s and ’70s by luminaries such as Allen Ginsberg, George McGovern, Dave Brubeck, Margaret Mead and many more.

The tapes were part of the PSU library collection for years, and students could listen to them on library tape players. But as technology changed they were packed away in boxes and shipped off to the warehouse to make room for newer library collections.

Now they’re available again. Paschild had all 257 hours of the tapes converted to digital format and posted them online under the name Oregon Public Speakers Collection. Visitors to the site at pdxscholar.library.pdx.edu/orspeakers can listen to hours of complete, professionally recorded speeches from history makers, activists, scientists and cultural icons. The collection also includes recordings of many local academic and political figures, as well student speeches made during the October 1969 National Moratorium on Vietnam.

CONVERTING THE OLD TAPES to digital format was a dicey undertaking. Paschild and library technician Carolee Harrison thought the tapes would be so fragile from age that a single listen might cause them to break or the recording surface to flake off. So, before putting them on a tape machine, they hired a consultant to oversee the process.

As the consultant threaded the tape machine and was about to press “play,” Paschild says, “I was so nervous I wasn’t sure I could be in the same room.”

The first tape they listened to was of Branford Millar, president of Portland State College in the 1960s and the namesake for PSU’s main library.

“As soon as we heard his voice, we teared up—for two reasons: one, because the tape worked, and two, because we heard his voice. We never knew what he sounded like until then,” she says.

Paschild obtained a $10,000 grant through the Library Services and Technology Act to pay for an audio technician, Marti Clemmons, to transfer the tape recordings to digital format. To support the project, the library also acquired a quality reel-to-reel tape deck—a challenging purchase given its outdated technology. Paschild found a good one on eBay from an audio equipment dealer in Pennsylvania.

The transfer process took a year, and was completed in May 2014. A few of the tapes were unplayable because they were stuck together, and one (of Malcolm X) had been vandalized. But the bulk of them are nearly flawless and sound as clear as the day they were recorded.

They provide glimpses into the past outside the realm of standard sound bites of the day:

- Oregon Sen. Wayne Morse, one of only two U.S. senators who voted against the Gulf of Tonkin Resolution that led to a dramatic escalation of U.S. involvement in the Vietnam War, says to a PSU crowd in 1965, “I say with all solemnity that … if we follow our present course of action in South-east Asia, then 12 months from today there will be several hundred thousand American troops in Asia and there will be thousands of them coming back in coffins.”

- In 1968, more than a decade before he began hosting the TV series Cosmos, astronomer Carl Sagan, was looking ahead to the Apollo 11 mission the following year. “Shortly, there will be human beings on the moon,” he says. “They will go up for long walks and examine another world. There’s no telling what’s there. The sense of adventure involved in this is absolutely compelling.”
• Timothy Leary, the psychologist and University of California - Berkeley professor who openly promoted the use of LSD and the idea of space colonization, tells a crowd of Baby Boomers in 1977 of their special place in history. “I like to think that everyone born after 1945 is a mutant member of a post-human species. It’s time to move this species off this little planet,” he says.

• African-American novelist Toni Morrison, speaking in 1975, criticizes the teaching of history for perpetuating racism by generalizing about peoples and cultures. “To continue to see any race of people as one single personality is an ignorance of Gothic proportions—an ignorance so vast, and a perception so blind and so blunted, an imagination so bleak, that no nuance can be ascertained,” she says.

• Two years earlier, Stokely Carmichael, the civil rights activist who coined the phrase “Black Power,” had a remarkably similar take on history. “Most of history was written by the enemy, by the oppressors,” he says. “All of their heroes are positive. There are no negative images.” He reminds the crowd that George Washington owned slaves “and even that is positive because he treated his slaves well,” he laughs.

“The political speeches are amazing to listen to because you see how central Portland State was. It was a major stopping point,” Paschild says. Also amazing is their dynamic and often spontaneous nature. The speakers don’t seem overly scripted, and they invite questions. Audiences clap and boo. Things fall in the room. There are unexpected laughs, awkward silences, faux pas, occasional profanity. In short, you feel like you are there.

That immediacy is enough to give chills to even the most casual history buff. When you add in the knowledge of what came later—the predictions that came true, the promises that didn’t, the fate of some of the speakers (Bobby Kennedy was assassinated 10 weeks after his PSU speech)—listening to the tapes can become addicting. ■

John Kirkland is a staff member in the PSU Office of University Communications.

Craig Hickman ’71 took photographs for the Viking yearbook from 1967 through 1971. He went on to create the computer Kid Pix art program and is now a professor of digital arts at the University of Oregon. In January he was honored as a pioneer who made a profound impact as part of Apple’s 30th anniversary of the Macintosh.
Get into a Portland State of Mind as PSU opens its doors to the community. For a full list of events visit pdx.edu.

Tickets & Reservations
pdx.edu or 503-725-3307

Travel Accommodations
Discounted hotel accommodations and car rentals are available for alumni. Read about them at pdx.edu.

Friday, October 17
PDXTalks
Fearless faculty and students tell their stories, 8 to 11 AM, 75 Lincoln Hall, free

School of Art + Design Scholarship Exhibit
10 AM to 5 PM weekdays, through Oct. 31, lobby and MK Gallery (room 207), Art Building, 2000 SW Fifth Ave., free

Arlene Schnitzer Visual Arts Prize Exhibit
10 AM to 5 PM weekdays, through Oct. 31, Autzen Gallery, 205 Neuberger Hall, free

Biology Alumni Night
Talk at 4:30 PM, 107 Science Building 1; reception to follow, second floor, Science, Research and Teaching Center, free

Into Unknown Worlds—Portland State Chamber Choir
7:30 to 9 PM, 175 Lincoln Hall, $25

Saturday, October 18
Oregon Archives Crawl
Visit PSU Library Special Collections and University Archives table, 10 AM to 3 PM, Academic and Student Recreation Center, fifth floor, City of Portland Archives, free

Homecoming Football Game & Tailgate
Tailgate party, 2 to 4 PM, 1730 SW Taylor, free; Vikings vs. Northern Arizona, 4:05 PM, Providence Park, $64/$24

Portland Bands in Concert
Radiation City, TxE, and DJ Anjali & the Incredible Kid, 7 to 11 PM, 355 Smith Memorial Student Union Ballroom, $15/$10

Sunday, October 19
University Honors Alumni Brunch
10 AM to noon, Simon Benson House, 1803 SW Park Ave., free with RSVP

Tamara Stefanovich—Portland Piano International
4 PM, repeats on Oct. 20 at 7:30 PM, 175 Lincoln Hall, $54/$45
Monday, October 20
Women, Gender and Sexuality Studies Open House
2 to 4 PM, 294 Smith Memorial Student Union, free

Film: Everything Went Down
Q&A with the director, professor Dustin Morrow, 6 to 9 PM, 115 Lincoln Hall, free

Tamara Stefanovich—Portland Piano International
See October 19

Tuesday, October 21
Scavenger Hunt #PSOMhunt
9:30 AM to 1:30 PM, starting at Urban Plaza, 506 SW Mill St., 9:30 AM to 1:30 PM, free with RSVP

Maseeh College Open House: A Celebration of Ingenuity
2 to 5 PM, Northwest Center for Engineering, Science and Technology, 1930 SW Fourth Ave, free

Future Teacher Fair
4 to 6 PM, 296 Smith Memorial Student Union, free

Fall Connect to Community
For graduate Business alumni, 6 to 8 PM, Bridgeport Brew Pub, 1313 NW Marshall St., free with RSVP

Oregon’s Great Pot Debate
Oregon legalized marijuana initiative, Measure 91, discussed; 6:30 to 7:30 PM, 175 Lincoln Hall, free

Wednesday, October 22
Political Science Open House
3 to 4:30 PM, Urban Center Building, second floor gallery, free

Winona LaDuke—Campus Sustainability Day
LaDuke gives keynote talk on climate change, 7 to 8:30 PM, 355 Smith Memorial Student Union Ballroom, free

Modern America’s Mysterious Religious Anomalies
Talk by professor Jon Butler, 7 to 9 PM, 75 Lincoln Hall, free

Thursday, October 23
Tweetup
Food, games, live Twitter feed; 11 AM to 1 PM, PSU campus, free

Show and Tell Graphic Design Lecture
12 to 1 PM, 320 Art Building, free

Education Abroad Open House
Panel discussion and social hour, 4 to 6 PM, 298 Smith Memorial Student Union, free

Center for Retail Leadership Open House
Meet current students and faculty, 4 to 7 PM, 260 School of Business Administration, free

Simon Benson Awards Dinner
Philanthropy awards and Leon Panetta to speak, 5:30 to 9 PM, Oregon Convention Center, tickets available for purchase

A Talk with Hollywood Director Fred Dekker
Q&A between Dekker and professor Dustin Morrow, 6 to 7 PM, 115 Lincoln Hall, free

Intersections: An Evening of Storytelling About Identity, Culture, Community, and Pride
Diverse students, faculty and staff to talk; 6:30 to 8 PM, 228 Smith Memorial Student Union, free

Shop
Look for Portland State of Mind gear at pdx.edu.

MFA Programs vs. NYC Publishers: A Debate
7:30 to 9 PM, 102 University Pointe, 1955 SW Fifth Ave, free/donations accepted

More events on next page >>
Forecasting the Future: An Economic and Population Outlook for the Greater Portland Region

Friday, October 24 7:30 to 9:45 AM

Don’t miss your chance to join the conversation. The PSU Alumni Association is bringing together a panel of experts to give insights into our area’s job, housing, transportation and demographic trends. The discussion takes place at The Sentinel Hotel, The Library Room, 614 SW 11th Ave. Cost is $25 and includes breakfast.

PSU Library Special Collections & University Archives Open House
Highlights of PSU history and rare treasures, 2 to 5 PM, 180 PSU Library, free

LGBTQA+ Alumni Happy Hour
Connect with community, 8 to 10 PM, West Café, 1201 SW Jefferson St., free appetizers, no host bar

PSU at the Farmers Market
Visit our booth, 8:30 AM to 2 PM, South Park Blocks, free

Rogue Hall Celebration
PSU Rogue ales and free pizza, 5 to 7 PM, Rogue Hall, 1717 SW Park Ave.

New Now Wow!—Northwest Dance Project
See October 23
A strong Foundation

PSU’s new fundraising structure creates financial sustainability.

**AFTER TRIPLING** gifts to the University in four years, Portland State is building on its momentum and changing its private foundation structure to raise even more support.

“We have an opportunity for deeper outreach and relationships,” says Mark Rosenbaum, chair of the PSU Foundation Board. “Our new structure is an excellent model to enhance overall fundraising. For the future of the University, it will mean more resources for students, faculty and the campus as a whole.”

In July, the University transferred development responsibilities to its Foundation, streamlining operations and setting the stage for growth. Similar changes are occurring across the country, says David Bass, director of foundation programs and research at the Association of Governing Boards of Universities and Colleges. In a survey his organization conducted last December, 27 percent of universities had transferred some development functions to their foundations in the last five years.

“For some, it is strategic,” says Bass. “A young foundation may basically be a bank. Taking a more active role in fundraising is a maturation process. You can recruit the highest-caliber board members because they will have substantive responsibilities and can accomplish something.”

Engaged business and community leaders make up PSU’s current 28-member Foundation Board, including 15 alumni: Al Barkouli ’83, MS ’87; Keren Brown Wilson PhD ’83; Mary Dick MPA ’80; Elizabeth Fuller ’08; Ray Guenther ’83; Rupa Jack ’82; Erik Lawrence ’02; Jack Loacker ’67, MBA ’77; Jon Mitchell ’69; Tammy Neitzke ’97; Azam Qayum ’92; Alex Sokol Blosser ’97, MBA ’03; Barre Stoll ’89, MSW ’92; Peter Stott HD ’11; and Don Vollum ’94.

Françoise Aylmer is the PSU Foundation president and chief executive officer. Since September 2010, she has served as vice president for University Advancement at PSU. She and her staff have more than tripled private gifts to the University, from $12.8 million in fiscal 2010 to $39.3 million in fiscal 2014. Top fundraising priorities currently include student scholarships and building projects for the School of Business Administration and the Viking Pavilion and Academic Center building.

“Over the past four years, PSU has seen a steep increase in alumni giving, in six- and seven-figure gifts and in the number of volunteers invested in helping to secure private funding,” says Aylmer. “Looking to the future, a strong Foundation supporting the university, its students and faculty will result in increased access and success for students and will provide long-term financial stability for the institution.”

Alumni giving has more than quadrupled in four years. Alumni are PSU’s largest group of donors, representing 48 percent of the 10,800 total donors and giving 36 percent ($13.9 million) of the $39.3 million raised in fiscal 2014, up from $2.9 million in fiscal year 2010.

“We are creating broad support for Portland State through vibrant fundraising and community engagement,” says Rosenbaum.
The University is sharing space in a new building on Portland’s South Waterfront.

WITH ITS FUTURISTIC facade and airy, multi-tiered atrium, the Collaborative Life Sciences Building (CLSB) soars from the banks of the Willamette River on Portland’s South Waterfront. It’s the newest—and biggest—addition to Portland State’s expanding campus, providing lab, research and classroom space for health and science majors.

To build it, PSU partnered with Oregon Health & Science University and Oregon State University, which will share the state-of-the-art training rooms and lecture halls, as well as sweeping views.

“This gives our students not only the space and equipment they need to compete, but the invaluable experience of learning and working side-by-side with OHSU and OSU grad students,” President Wim Wiewel said during the CLSB dedication ceremony in July.

The $295 million project, designed by SERA Architects of Portland and CO Architects of Los Angeles, received LEED Platinum designation—the top category for sustainable construction. The building is accessible from PSU’s main campus by foot, bicycle, streetcar, and within a year, light rail.

Beginning this fall, Portland State science and health students are taking advantage of new lab and classroom space in the Collaborative Life Sciences Building. Luz Alvarez and Joanna Wolfe, above left, walk one of the building’s many skyways. In a biology lab, above, Anky Guchait talks with Joe Bongen and Ashley Davis studies to the right. Photos by Kelly James and Alene Davis.
Tales of grit & inspiration

After reading the admission essays for the Honors College, I know it’s going to be a great year.

WRITTEN BY ANN MARIE FALLON

“I was a straight-A high school drop out.”

“The doctors determined that I had acute lymphoblastic leukemia.”

“An education in Ukraine was expensive, and my family had no money to pay.”

These three excerpts are from the hundreds of admission essays I read this year as director of Portland State’s Honors College. They show the wide range of unconventional routes this fall’s 200 incoming students took to the College.

What stands out for me is how brave they all are. They have survived illnesses, immigrated to the United States, and dealt with disabilities, divorces, and deaths. They have come out as gay, questioned their faith, and found solace in education and community.

These stories set us apart from other Honors Colleges—in a good way.

Last spring, the University’s Urban Honors program was elevated to an Honors College in recognition of our rapid growth in quality and size. With help from a $1 million gift from the Rose E. Tucker Charitable Trust, we tripled our enrollment to 700 students in three years and revamped our curriculum to focus on PSU’s urban setting.

OUR NEW FOCUS on real-world urban issues attracts students from all over the country, students such as the “straight-A high school dropout” who was bored and bullied at a traditional high school.

She writes that she left high school to follow her academic passions as an “unschooler,” working as a farm hand and studying at a community college with a gang member and a 65-year-old widow. She took “whatever roads seemed interesting” with the help of “frequent flyer miles and the ability to pass as an 18-year-old.”

I was particularly interested in reading about her experience working at a farmers market.

After a year at the market she could spin her own yarn, milk a goat, and she could even “tell you what breed a chicken was based off the eggshell color,” she writes. “Math class also took place at the market. How many coolers full of eggs can you stack on the truck? (10) How many dozens does that make? (150) If someone asks you for a dozen eggs with a mix of eggshell colors, how many coolers will you have to go through before you can find a mixed dozen? (Good luck.)”

FOR CONTRAST, I want to share another student’s essay about leaving farm life behind and gaining a formal education when she moved from Ukraine to the United States.

If she had gone to school, she would have faced religious persecution.

As a young girl, she was expected to learn to milk the cow, dig potatoes and clean the chicken coop, because her family could not afford an education. If she had gone to school, she would have faced religious persecution for not attending on Saturdays, a required school day in Ukraine and a holy day for her family.

When her family immigrated to the U.S. in 2000, they lived in her aunt’s two-bedroom apartment with 11 relatives.
They couldn’t speak English, had only $500, and bought everything at Goodwill.

“We felt as if we placed ourselves into a worse place than Ukraine even though we came to America to receive a better life,” she writes.

Hard work eventually helped them overcome the hardships of starting over in America, and she came to see the move as a blessing. As a result, she writes, “I want to accomplish the optimum. I want to take every opportunity and chance coming my way.”

ANOTHER STUDENT’S story that I found inspirational told of how she had to give up traditional classrooms after she was diagnosed with leukemia. She fought to find her way back to health and school.

Six months into a chemotherapy regimen, she had a rare neurological reaction to the drugs and became paralyzed. Unable to walk or speak and barely able to breathe, she was admitted to the intensive care unit at Oregon Health & Science University for life-saving measures.

With a lot of hard work, she regained her normal functions, but she had to complete much of her high school studies online from the hospital.

“I was determined to rejoin my high school classmates and continue my education beyond high school,” she writes. “I craved to learn something beyond myself.”

She returned to high school with a new respect for education, gratitude for the care she received, and “an indelible enthusiasm for the gift of life.”

“After experiencing such a hardship with my cancer experience, I am well-equipped to handle the academic challenges of the Honors College,” she writes.

I have no doubt about that.

As a whole, it impresses me that these students have risked so much and are so willing to continue to test boundaries and find new opportunities. I think they will be strong leaders on campus from the minute they step foot on the Park Blocks. ■
LOOKING AT Lisa Bauman over a cup of coffee, it’s hard to imagine this impeccably dressed woman as she’ll be 24 hours from now: dirty-faced, caked in mud, and crawling around in a cave. For Bauman, the lessons in self-reliance and problem-solving that she finds underground translate directly to her academic career and her energetic approach to life. “There’s a whole world down there. It makes my own problems seem so small,” says this single mother of two young children.

Bauman is a PSU marketing major and multiple scholarship winner. She moved to Portland determined to expand her educational and career opportunities and to create a better life for her son and daughter. She quickly decided that PSU was the best place to accomplish those goals. “I am one of Portland’s biggest fans, so it made sense to me to learn from the best marketing professionals in the city. I found them at Portland State.”

Thanks to her pursuit of multiple scholarships, Bauman will graduate in 2015 from the School of Business Administration Honors Track Program with a marketing major, a graphic design minor, and very little debt. Funding for scholarships at Portland State has increased 53 percent since 2010, with more than $2 million available for students this year, and Bauman has applied for every scholarship appropriate for her. In fact, she calls researching and applying for funds her second full-time job. “I’ve been fully funded so far, and my goal is to graduate as debt-free as possible.” Bauman currently supports her family with a job as a science educator at the Oregon Museum of Science and Industry (OMSI)—a job she pursued because the field was totally new to her and it sounded like fun.

One of her major scholarships this year is from the Columbia Pacific Foundation, funded by Robert and Gay MacLellan, which awards scholarships to working single parents. Other funding has come from the Herbert Retzlaff Endowed Scholarship, McAllister Memorial/NW Sales and Marketing Group Scholarship, and the Nancy Ryles Endowed Scholarship.

BAUMAN GREW UP poor in the Willamette Valley—that’s part of what drives her to succeed. “I don’t want my kids to grow up like I did,” she says with a half smile. “A little hardship is good, but not a lot.” Her parents ran a transmission parts warehouse. From an early age she watched them negotiate with suppliers and work with customers. “I learned to be resourceful. I was fascinated even then with building business relationships, and with the psychology behind advertising, like how a logo can make people interested in buying things.”

Her stand-out high school grades earned her a full-ride scholarship to community college. After earning her associate’s degree, she married and put plans for further education on hold. When her marriage broke up, she found herself and her children briefly homeless. Determined to raise competent, confident children, no matter what financial and emotional challenges they faced, she quickly decided that the best thing
she could do was to finish her degree. The move to Portland and enrollment at PSU followed soon after.

In addition to her work at OMSI, Bauman uses her marketing savvy to run social media for Willamette Valley Grotto, a cave exploration, conservation and preservation group that is a chapter of the National Speleological Society. Earlier this year, she founded Extraordinary Women Leaders in Speleology, a nonprofit whose mission is to unite, support and encourage women to become leaders in caving. She’s focused on bringing more women into caving—and if their kids come with them, so much the better. Children can carry their own caving packs complete with medical kits and water bottles. This is what Bauman expects from her own children—giving them an early start in learning important lessons in independence and initiative, she says.

After graduation, Bauman plans to bring her drive and creativity to an organization that encourages vision and innovation. “I want to help people and make a difference. I’m not just a caver, and I’m not just a business person. I want to bring my whole person to my career.”

The article was written by Meg DesCamp, a freelance writer and frequent contributor to Portland State Magazine.

Caving is a study in self-reliance and just plain fun for student Lisa Bauman.

Scholarship for single parents

Walk into a restaurant and you’re likely to be greeted by a woman, seated by a woman, and served your food by a woman. Robert MacLellan, former part-owner of Pacific Coast Restaurants, noticed that many of his hardest-working female employees were single mothers who attended college. “Robert saw the incredible fortitude of single moms and really wanted to support them,” says his wife, Gay MacLellan. The MacLellans founded the Columbia Pacific Foundation in 2008 to award scholarships to working single mothers. The scholarship is now also available to single fathers.
GET STUFFED at men’s and women’s home basketball games this winter. Purchase a game ticket for the Peter W. Stott Center and concession food is free. It’s all the food you can eat and most games are scheduled just in time for dinner.

Two 5 p.m. exhibition home games open the women’s basketball season under head coach Sherri Murrell. The women play George Fox University on Nov. 6 and Lewis & Clark College on Nov. 8. The season continues with another 12 home games.

The men will play 13 home games—building on last year’s success and a trip to the CollegeInsider.com Postseason Tournament. The 2014-15 season starts with an exhibition game against Linfield College at 7:35 p.m. on Nov. 8 in Stott Center. Head coach Tyler Geving returns for his sixth year.

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Enjoy basketball and the food is on us

Top: Senior Gary Winston is one of the best, long-range shooters Portland State has ever seen. Bottom: Junior Emily Easom is a returning guard for the Vikings.
Ron Talney '60 wrote the dedication poem for Portland’s Portlandia statue in 1985. The poem was listed as the 42nd reason to love Portland and reprinted in the May issue of Portland Monthly. The last line of the poem, “This is how the world knows where we are,” was featured in a massive fan tifo at the Portland Timbers’ 2014 season opener.

Carolyn Gage ’82, MA ’84 was one of six featured playwrights for the 53rd World Theatre Day (UNESCO sponsored) held in Rome during March. The theme was Violence Against Women, and excerpts from her plays were read in English and Italian. Gage is a playwright and actor living in Portland, Maine.

Miguel Southwell '86 was named general manager of the world’s busiest airport, Hartsfield-Jackson Atlanta International Airport, in May. He joined Atlanta’s aviation department in 2013 after a 12-year stint with Miami-Dade aviation department in Florida.

Paul Travis ’95 is executive director of the Flathead Land Trust, a nonprofit that has preserved more than 10,000 acres of land in Flathead Valley, Montana.

Nova Newcomer ’99 was named executive director of Friends of Baseball, a Portland area nonprofit. She has been a member of the organization’s board of trustees since 2010.

Jen West Brotherton MA ’01 is the new principal at Boston Harbor Elementary School in Olympia, Washington. The post is half time; she will also serve half-time as the Olympia School District’s staff development coordinator.

Jonathon Medeiros MS ’02 was selected as a Hawaii State Teacher Fellow with Hope Street Group, a national nonpartisan, nonprofit organization dedicated to expanding economic opportunity and prosperity in America.

Medeiros is a high school language arts teacher at Kauai High School in Kauai.

Sally Cross MPA ’03 is director of planned giving for the Community Foundations of the Hudson Valley, which supports community grants and scholarships in three counties in New York state.

Sonia Marie Leikam MEd ’06 has left her position as executive director of the Oregon Holocaust Resource Center for a yearlong Carl Wilkens Fellowship program that started in August. She will work alongside national leaders to create and strengthen the permanent anti-genocide constituency in the entire Pacific Northwest. You can follow her journey at www.workingtowardneveragain.com.

Robyn Pierce MPA ’06 is receiving a 2014 Women of Vision Award from the Daily Journal of Commerce Oregon in September for her work in the building industry. Pierce is a facilities manager for the new Collaborative Life Sciences Building, which provides classrooms and laboratories for health and science students of PSU, OSU, and OHSU.

Bryan Henderson MS ’08 is joining the faculty at Arizona State University this fall as a tenure-track assistant professor in education and learning sciences. He earned a Ph.D. from Stanford University in science education.

Matthew Haussler ’12 creates award-winning art mazes and has several maze puzzle books coming out for children through MindWare, Inc. He has also partnered with British actress and model Lily Cole to promote her “gift economy” site impossible.com.
At first glance, Amelia Pape's trolley looks more like a tourist attraction than the potential game-changer it represents for urban food access. But passersby who stop and admire the converted green streetcar and its tempting array of organic produce quickly realize there's more going on here than a photo op.

“This is fantastic,” says Emilio Hererra, a branding specialist from San Francisco who stopped with his wife to buy corn, potatoes and berries while the trolley was parked in downtown Portland for a day. “It’s putting food where people need it.”

That’s the idea behind My Street Grocery, a business model Pape conceived and nurtured at Portland State’s School of Business Administration and now is part of the giant Whole Foods Market chain. Pape, who got her MBA from the school in 2011, said she wanted to tackle the problem of “food deserts”—defined as neighborhoods more than a mile from a full-service grocery store.

“Food has always been a passion of mine,” says Pape, a soft-spoken 30-year-old with a runner’s build and an idealist’s outlook on how to merge private enterprise with public good. “I want to teach people how good, nourishing food really makes a difference. When you know the joy of food, that’s when your quality of life can be really different.”

Pape’s life certainly has been on the upswing. After learning about her mobile grocery store, Whole Foods hired her as its first “food access coordinator” for the Pacific Northwest region, which includes Oregon, Washington and British Columbia. Now she’s looking at the possibility of vastly expanding her grocery-on-wheels idea.

Just three years ago, Pape was a grad student in Charla Mathwick’s class at PSU, studying how to be an “impact entrepreneur” and unsure of what she wanted out of life. She was struck by areas of the city that had little access to the kinds of fresh, organic fruits, vegetables and other groceries necessary for a healthy lifestyle—food many Portlanders take for granted. Mathwick’s class assignment was to find a market that was being blocked or “disrupted” and come up with a solution.

Pape’s thinking went like this: It’s difficult for families in underserved communities to get to where the good food is being sold, which often means they don’t eat well. So bring the food to them.

“The goal was to get students thinking about innovation,” Mathwick says, and Pape got it. “She’s just a great example of what I wanted to happen out of that class.”

With Mathwick’s encouragement and the help of classmates, Pape, then 27, launched My Street Grocery in 2012. Raising money through Kickstarter, she bought a used Franz Bakery delivery van, loaded it with healthful food and drove it to neighborhoods where families were relying on convenience stores or fast-food chains for many of their daily calories.

The business quickly caught on, and Pape worked out deals with hospitals and social service clinics to serve their clients—most of them homeless or low-income—as part of their therapy. The clinics would provide vouchers, and Pape would set up shop nearby, sell them groceries and discuss healthy recipes and eating habits. The hours were long and compensation was shaky, at best.

“I was in a place where I could take some risks,” Pape says. “No mortgage. No husband. No kids. I was in the right place to take a chance with it.”

But within two years, she says she realized she was at a crossroads. Her business was attracting heavy interest, but she wasn’t sure how to handle it.

“I needed something to change,” she says. “I didn’t know how to move forward. I didn’t want a big check. I wanted a network of resources.”
Pape approached Whole Foods and met with regional president Joe Rogoff. "He told me they loved what I was doing," Pape says. "He said, 'Make us a proposal.'" The net result was Pape and My Street Grocery coming under Whole Foods' wing. The partnership has allowed Pape to hire helpers and to trade the old bread van for the eye-catching trolley, dubbed—what else?—Molly.

The company hopes to shed its "Whole Paycheck" image and is working to open stores in low-income and blighted areas, including parts of Detroit and New Orleans. It recently introduced its own organic label aimed at being more price-competitive. The idea is to reach entirely different communities and neighborhoods than the ones traditionally associated with health food stores, says Julie Carter, the store team leader at the Whole Foods outlet in Portland's Hollywood district.

Pape's model "fits in really well with that," Carter says. "It dovetails with what we do every day."

On a recent sunny afternoon, Molly the Trolley was parked on Southwest Couch Street, in part to serve clients of Central City Concern, an agency that helps homeless, addicted and unemployed residents. A woman pushing a stroller was delighted that she could buy a single banana for her toddler. Another customer—a regular—carefully filled two baskets with a variety of groceries without saying a word, before walking away at a slow, measured gait.

Pape tells a brief story of the time two homeless customers who didn't know each other were shopping at My Street and one asked whether the other wanted to have lunch. She later saw them eating together at a nearby park bench. That kind of connection, she says, speaks volumes.

"It's kind of self-serving," Pape says of her job, "in that I get to feel good all the time."

Harry Esteve is a staff member in the PSU Office of University Communications.
Join us at pdx.edu/alumni

Here are some of the benefits you will find

Portland State Switchboard connects students, alumni, faculty, staff, parents and friends. It’s an online site, where you can ask for what you need and offer what you have. Post job or internship opportunities, furniture to buy or sell, or find each other around the world.

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Becoming a member of the PSU Alumni Association is the easiest way to maintain a connection to Portland State University and our community of 150,000+ alumni worldwide. Membership is free! Just sign up online at pdx.edu/alumni and unlock a host of benefits and services.
Memories of a football legend

I am always asking alumni to give me a story for this page. I’ve realized that I have my own “looking back” memories of the University, which only makes sense since I’ve been the editor of Portland State Magazine for more than two decades. I want to reminisce about Ernest Duncan Allen, better known as Pokey Allen, head football coach at PSU from 1986 to 1992.

Pokey didn’t know me, but like many Portlanders, I enjoyed his flamboyant television commercials showing him riding an elephant and being shot out of a cannon as well as his game-day antics allowing fans to vote for plays.

The fans loved him, and I saw that firsthand one day as he was walking about half a block ahead of me on Southwest Broadway. People continuously stopped him. I would see them talking and shaking his hand. It looked like he was enjoying the encounter just as much as they were.

Pokey didn’t take himself too seriously, but that didn’t stop him from being a great coach. The Vikings won a lot of games during his seven seasons and made the national playoffs twice. When he left PSU, he took the Boise State Broncos even farther. Pokey died from cancer in 1996 when he was only 53. I think the Pac-12 and maybe even the NFL missed a good coach.

-Kathryn Kirkland, editor
Master of International Management alumni Nat Parker ’10 and Michael Gray ’11 developed the mobile ticketing apps for TriMet and Portland Streetcar through their company GlobeSherpa.