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SPRING 2014

PORTLAND STATE MAGAZINE

WRITING *for* SALVATION

Mitchell Jackson's path out
of drugs and prison / 10

What people want / 13 Faces of caring / 16 Zombie viruses / 20
Investing in a new worldview / 22 Historic leadership change / 24

**FEARLESS
EDUCATOR**



Brett Bigham '02 – Education Alumnus

OREGON TEACHER OF THE YEAR



Portland State
UNIVERSITY

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ON THE COVER Reviewers are praising Mitchell Jackson's new autobiographical novel, *The Residue Years*. Photo by John Ricard. See story on page 10.



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FROM THE PRESIDENT



Attracting high achievers

COMING OFF one of Portland State's most rapid growth periods, it's tempting to look at the University from the standpoint of numbers: our growing diversity, record-breaking graduating classes, the \$59 million in research grants our professors were awarded last year.

But behind the numbers, there is a qualitative picture of PSU that helps explain why we are drawing so many students. One clear example is our Urban Honors program.

Two years ago, the University revamped our honors program, made it more inclusive and sharpened its focus on PSU's unique urban setting. Director Ann Marie Fallon and Honors faculty regularly visit with high school students and teachers in the community to spread the message that PSU is a rigorous destination for high-achieving students.

Their efforts have paid off. Enrollment in Urban Honors increased 268 percent over the last two years. It now has about 600 students, and statistics show that 85 percent of them will go on to graduate school. A third of Honors freshmen come from out of state. They include Ryan Scott, a mechanical engineering student from Northern California who graduated from high school with a 4.0 GPA. He continues his 4.0 here at PSU.

Almost 30 percent of Honors students are the first in their families to go to college. Tiffany Morrison, for instance, grew up in hardship and moved from one town to the next during her unsettled childhood before settling at PSU. She went on to an internship with the National Institutes of Health while a PSU student, and is now in medical school in Philadelphia.

Urban Honors takes what we're already doing at PSU and makes it more intensive.

Every discipline at the University is fair game for Honors research. Theresa Mau, who graduated last year, became the first person in the world to sequence and synthesize spider RNA while a PSU Honors student.

URBAN HONORS is just a slice of the whole. The bigger picture is of an urban research university with a rising national reputation.

- The number of minority students at PSU has increased more than 57 percent over the last five years. The largest increase is in the enrollment of Latino students. PSU's 2,386 Latinos now make up nearly two thirds of all underrepresented students on campus.
- Seventeen percent of incoming freshmen this year—including 14 local valedictorians—had near-perfect GPAs in high school.
- Enrollment at the Maseeh College of Engineering and Computer Science rose 22 percent just in the past two years, driven as much by the College's reputation as the rising job demand in Oregon's tech sector.

These are just a few examples of Portland State's growing stature. There are many more. I hope you share my pride in how our faculty and students are shaping this very special place.

Wim Wiewel
PRESIDENT, PORTLAND STATE UNIVERSITY

Portland State Magazine *wants to hear from you. Email your comments to psumag@pdx.edu or send them to Portland State Magazine, Office of University Communications, PO Box 751, Portland OR 97207-0751. We reserve the right to edit for space and clarity.*

Letters

Mystery photo revealed

About your mystery photo for the fall issue [Looking Back, Fall 2013], I'm sure that someone has identified those three men: J. Neil "Skip" Stahley, athletic director; Tim Von Dulm, outstanding quarterback of that year's [1970] team; and Don Read, head coach. Tim was a teammate of mine that season, and I remember him as a fierce competitor, with great skills.

J. Jahns '71



About that playing field

I was on the football team at the time and am certain that's Don Read and Tim Von Dulm. Note the old artificial turf [Civic Stadium now Providence Park]. It was Tartan Turf and was like indoor/outdoor carpet. Worst stuff ever. Great for abrasions and transmission of infections!

Jon Carey '73

She changed Roosevelt High

I just received the *Portland State Magazine* with Deborah Peterson's picture on the cover. What a great picture and article ["Urban Principal Finds Hope," Fall 2013]. I was so moved reading the article. It was Deborah's dedication and perseverance that changed Roosevelt High School into what it has become today. Deborah is a passionate teacher and principal. She shows her love of knowledge and reveals herself to be deeply stirred by issues that challenge students in our schools. She is also monumental in affirming students' identities as well as establishing caring relationships with teachers as well as students. I have always admired Deborah's professionalism and commitment to education.

Rose Bloom '70

A principal with grit

I loved the article Deborah Peterson wrote for *Portland State Magazine*. I really liked how Deborah shared her ambivalence about staying at or leaving her position. That grit and determination only comes from adversity, which she faced in spades. Her reflections remind me of the shared personal and professional challenges that educators face each day as they work in schools. I am now working in three different elementary schools in Vancouver as a district coach for positive behavioral interventions and supports.

Eoin Bastable MSW '02



'Real' life in our schools

I appreciated the description of "real" elements in Deborah Peterson's article on her time at Roosevelt. It was powerful due to her writing—so colorful! I hope she'll continue to be a wonderful conveyor of life in schools.

Bob Everhart

Dean emeritus, PSU Graduate School of Education

Park Blocks

An artful entrance

A CANOPY of three-dimensional twists that create abstract, cloud-like formations now hovers over the main entrance to the Science, Research and Teaching Center (formerly known as Science Building 2). Inspired by the lighting and layering of trees in the Park Blocks, Faulders Studio designed the sculpture, Entrium Light Cloud,

as “a corollary to the open-ended twists and turns encountered during the process of creative research and innovation.” The art was funded by Oregon’s Percent for Art program, which sets aside at least one percent of the cost of state legislature-approved construction—in this case the remodel of the science center—for public art.





When newspapers die

THE VALUE of newspapers to their communities may become most apparent after their demise, says communication professor Lee Shaker. Using data collected by the U.S. census, Shaker discovered that civic engagement in Denver and Seattle dropped significantly from 2008 to 2009 compared to other large cities. He argues that the decline could be explained by the demise in 2009 of Denver's *Rocky Mountain News* and the transition of the *Seattle Post-Intelligencer* to an online-only format. Shaker concludes that metropolitan newspapers provide communities a unique sense of identification with their cities, "and as dead newspapers are replaced over time by new media, it is possible that citizens' relationships with each other and their society will fundamentally change as well."

Computing the cosmos

HOW ARE GREENHOUSE GASES from homes, farms, motor vehicles, manufacturing plants and even forest fires affecting our air quality and ultimately our climate? Scientists at Portland State have a new tool to help find the answers: a supercomputer 10 times more powerful than all other computing on campus. Located in the Maseeh College of Engineering and Computer Science, the new computer was named Gaia after the Greek earth goddess. With 20 teraflops of computational power, Gaia will enable advanced modeling of the factors behind air pollution and climate change. Gaia was funded by a \$350,000 grant from the Murdock Charitable Trust. Photo from National Oceanic and Atmospheric Administration/Department of Commerce.





Architects get down to business

THE SCHOOL OF Business Administration is getting a \$60 million makeover, and Northwest firm SRG Partnership was chosen to design it. The firm will work closely with German firm Behnisch Architekten, a world leader in sustainable design, on the project. They are tasked with tripling the size of the business school with a design that brings its nearly 5,000 students under one roof. Included in the remodel and expansion is a new 42,000-square-foot structure on the north side of the current building, seen here. An \$8 million gift from alumnus Rick Miller MBA '91 and his wife, Erika, brought the school closer to the \$20 million in private funds it needs to raise. Expected to be complete by 2017, the project has received \$40 million in state-backed bonds.

A window to the arts

LOOKING UP at the right moment, drivers on Southwest Broadway may catch a dancer's leap in the new three-story glass tower addition to Lincoln Hall. The glass entrance is the final piece of a \$37 million renovation of the historic building. Lincoln Hall, built as a high school in 1911, is home to the University's College of the Arts. The new tower adds 3,400 square feet of dance, drama and gallery space. Philanthropist Arlene Schnitzer made construction of the \$3.7 million tower possible with a \$2.3 million gift in memory of her late husband, Harold.



Four and no more

PORTLAND STATE has taken the lead among Oregon's public universities and created a Four-Year Degree Guarantee to help students graduate on time and save money on tuition. Here's how it works: Starting in this fall, students entering PSU as full-time freshmen may sign an agreement to follow a four-year degree path. If they stay on track, the University guarantees they will have the courses and advising they need to graduate on time, or they won't pay tuition for any remaining required courses. It's guaranteed.



Good design and good will

ARCHITECTURE STUDENTS took on a design-build adventure in Haiti this past winter for “definitely the cutest and most appreciative clients in the world,” says Todd Ferry, PSU architecture faculty. The children of Montesinos Orphanage, north of Port-au-Prince, Haiti, were close at hand as students built dormitory overhangs they designed. Ferry (*below*) and Portland State colleague Sergio Palleroni led the project. For years, students and faculty from PSU and Ecole Speciale d’Architecture in Paris have worked on designs for the orphanage, a school and the surrounded town. The smart, new overhangs provide seating and shade for the children and also channels water runoff from the area’s torrential rains to a bioswale—a future building project. ■



Fanfare



Remembering Freedom Summer

FIFTY YEARS after activists claimed the seats of the Mississippi delegation at the 1964 Democratic National Convention to demand equal voting rights for African Americans in that state, PBS will debut the documentary *Freedom Summer* about that turbulent time in Mississippi. Cyndee Readdean'95 produced the film for Firelight Media, a nonprofit that tells the stories that mainstream media often neglect. She tracked down people who were there, interviewing and filming their recollections. Readdean has produced or directed nearly 30 educational films, including another Firelight Media documentary for PBS about the Black Panthers. *Freedom Summer* appears on PBS's American Experience June 24.

WE WANT TO HEAR about your books and recordings and your future exhibits, performances, and directing ventures. Contact the magazine by emailing psumag@pdx.edu, or mailing Portland State Magazine, Office of University Communications, PO Box 751, Portland OR 97207-0751.

A wow for the jazz world

NEW YORK TIMES critic Nate Chinen called it one of the finer piano trio albums of 2013. The "it" was *The Endless Mysteries* by George Colligan, jazz area coordinator in PSU's School of Music. Colligan, 44, is a jazz pianist, drummer and trumpeter who has performed on more than 100 CDs as a sideman backing up some of the greats of contemporary jazz. He's also an award-winning composer and a former faculty member at Julliard. *The Endless Mysteries*, released at the end of last year, is a collection of original Colligan pieces recorded in a few hours with no rehearsal. Chinen refers to it as "the product of rough-and-ready post-bop expertise." We call it cool virtuosity and a rich listening experience.





Rockin' on Broadway

ROSS SELIGMAN spent 17 weeks on Broadway in the musical *A Night with Janis Joplin*—a fact he finds ironic since he got there from Portland rather than his New Jersey hometown just an hour away.

The PSU alumnus was the show's musical director and was on stage most nights playing electric guitar with Joplin soundalike Mary Bridget Davies. On February 9, he turned in his hippy threads and longhair wig when the show closed after its successful run at the Lyceum Theatre.

“Considering the hundreds of people who performed on that stage—it was an honor to work where they worked,” says Seligman '07, who first started playing with the show when it was at Portland Center Stage. Written and directed by Randy Johnson, *One Night with Janis Joplin* premiered in Portland in 2011 and then traveled for the next two years before hitting Broadway.

Seligman and his actress wife, Leah Yorkston, who graduated from PSU in 2006, are still in New York. She is taking classes from seasoned professionals and auditioning for musical theater and commercial roles. He hopes to bring his behind-the-scenes expertise to another musical. They plan to return to Portland later this year unless one of them scores a musical role that just rocks. ■

New Works

MY BEST TEACHERS: FATHER TIME AND MOTHER NATURE

By Robert Bresky, Outskirts Press, 2014

MOTOWN SUITE

Music CD by Nichole Cooper '10, Violet Fire Records, 2013

FINAL ROUND AT THE FEEDING GROUND

By R. Alex Emter '89, Amazon Digital Services, 2013

THE DUST PAN GIRL

By James Fox '89, Amazon Digital Services, 2013

ROLLER DERBY FOR BEGINNERS

By Frisky Sour (Kelley Gardiner '02), CreateSpace, 2013

ASK THE ANCIENTS: ASTONISHING ADVICE FOR DAILY DILEMMAS

By Sylvia Gray '88, MA '91, Bolchazy-Carducci Publishers, 2014

BECAUSE...I AM

By Gloria Ngezaho '08, MA '12, Wasteland Press, 2014

WE BELONG IN HISTORY: WRITING WITH WILLIAM STAFFORD

By PSU Ooligan Press, 2013

CONVERSATIONS WITH KEN KESEY

Edited by Scott F. Parker MS '09, University Press of Mississippi, 2014

UTTERLY HEARTLESS

By Jan Underwood MA '98, CreateSpace, 2013

THE UNEXPECTED

Music CD by Liv Warfield (attended in 2000), Kobalt, 2014





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WRITING *for* SALVATION

Alumnus Mitchell Jackson found his voice and a path leading away from drug dealing and prison.

WRITTEN BY **SARA HOTTMAN** PHOTOGRAPHY BY **JOHN RICARD**

MITCHELL JACKSON stands at a podium in front of a group of hardened prisoners who are leaning back in their chairs, arms crossed, jaws stiff.

He's reading from the autobiographical novel he started in prison, *The Residue Years*, published last year. As Jackson proceeds through the prologue, the inmates lean forward, resting their elbows on their knees, nodding to the prose.

Jackson ends: "This place ain't built for dreams." His audience applauds.

This scene shot at Salem's Santiam Correctional Institution is from a documentary Jackson took on once his book was complete. The film is also titled *The Residue Years*.

"One guy said to me after a reading, 'What you wrote is exactly how I feel,'" Jackson says of the scene. "That's exactly what I wanted."

Jackson, 38, made the film to document his journey from young Portland drug dealer through college and graduate school at Portland State, to published author and college instructor in New York City. As a young black man in 1990s northeast Portland, his start wasn't unique, but his path has been.

"I feel like my book is my salvation," Jackson says. "I was an average black man"—growing up in a single-parent home amid adults who were in and out of prison, then selling drugs and serving his own time, a fate that disproportionately falls on young black men in America. "But the book makes me more than average."

This year Jackson plans to debut his documentary at film festivals. He's finishing a collection of short essays exploring the shame of manipulation and deceit, titled *Head Down, Palm Up*, an expression from his stepfather, who as a pimp, told it to his prostitutes.

JACKSON'S LIFE as a writer began at PSU, where he earned a bachelor's in speech communication in 1999 and a master's in writing in 2002.

His college experience was distinctive: He attended on a scholarship for under-represented minority students, and on the side he was a drug dealer "hustling" crack cocaine.

Jackson was 15 years old when he started selling crack. Stick-thin and baby-faced, he had people stealing his drugs before an uncle who had been a big-time dealer in the 1970s and '80s showed him the ropes, Jackson says. "That's when things took off."

He hustled through high school. Childhood friends in the documentary say they couldn't believe that "Square Bear Mitch"—known for his intelligence and love of basketball—was dealing. But a life among drugs was familiar to him: When he was 10 years old his mother started experimenting with crack and became an addict, serving time in prison and rehab.

"I justified that by saying at least Mitchell had 10 years with me," his mother says in the film.

Steve Lawrence gave Jackson his first pills to sell. In the documentary, Jackson visits his old friend in prison, where he's serving 17 years, and Lawrence diagnoses their choices: "You needed a father figure," he says. Lawrence's father and grandfather were "pimping and hustling" through his childhood. Jackson's stepfather was a pimp and did time for robbery. "He was dad," agrees Jackson.

Michael McGregor, PSU English professor who had Jackson in graduate writing classes, says students from less-than-perfect backgrounds bring a diversity of experience and realness to the classroom.

"It forces other students to think beyond the smallness of their white, middle-class background," McGregor says. "Even struggles of grammar and punctuation are indicative of real-world problems," McGregor says.

While college is valorized as a way out of difficult circumstances, for Jackson school was a connection outside the underworld in which he remained.

"I felt very much like a student," he adds, "except on days when I took drugs to school."

As a dealer, Jackson was making \$4,000 a night—"the kind of money that no degree I was going to earn could make me," he says. At 19 he had accumulated \$20,000 in cash; he considered investing it. "Then I went out and bought a Lexus," he says.

IN HIS DOCUMENTARY Jackson says his lowest point was when his mother begged him for drugs, for a fix.

“Mom was always on drugs so I became apathetic to selling drugs to someone else’s mother,” he says. But “that made me think, ‘What the hell are you doing?’”

A year into his bachelor’s degree, he was arrested for possession of a gun and crack, a lot of crack. It was the first time he’d gotten in trouble; he’d never even been suspended from school. He took a break from PSU to serve his 16-month sentence.

“Had I not made that mistake, I wouldn’t have that experience to draw from as a writer,” Jackson says.

He started his novel in prison, infusing *The Residue Years* with observations that could only come from someone who’s been there. “And believe me,” his character muses in prison, “sometimes it’s as if I could die here, fall comatose on a mattress so thin, it takes a prayer for a wink of sleep.” He writes about job hunting as an ex-convict: “The first few times you tell the truth and hope for goodwill, but afterwards you take your chance on lie.”

He continued writing after college in PSU’s Master of Writing program.

“I wasn’t much of a reader,” Jackson says. He felt like he was behind other students, but “I saw the work other people were producing and felt like I could catch up. That heartened me. I started to think I could really be a writer.”

McGregor remembers that while writing seemed new to Jackson, he was driven by enthusiasm.

“Converts are the most zealous about things,” McGregor says. “He took the bull by the horns and was one of three people in the class that got a piece published.”

Jackson’s first published piece appeared in the *Portland Tribune*, and was about three friends from Jefferson High

School whom he thought should make it to the NBA. The story gave Jackson a chance to write about the world as he saw it—“a world where frankly most of our students don’t have experience,” McGregor says.

For Jackson, sharing a personal experience, having a teacher invest in the final product, and seeing his byline uncovered a passion for the craft.

“I’ve had students who were strippers, drug addicts, alcoholics,” McGregor says. “Students who write about their

He started his novel in prison, infusing *The Residue Years* with observations that could only come from someone who’s been there.

stories, especially in nonfiction, find their story has worth in other people’s eyes and adds to their ability to overcome their circumstances.

“They have tangible results,” McGregor adds. “They don’t just learn something, they bring something out into the world and people respond to it.”

AFTER HE EARNED his master’s, Jackson moved to New York City—where the writers live, he says—and started a second master’s program in creative writing at New York University. There he read a short story by John Edgar Wideman, an African American author whose writing style resonated with Jackson. “It opened up my sense of voice,” he says. “I had been under the impression that I had to sound like a writer. He understood where I was from—both parts of my life.”

Wideman inspired him to return to the novel he’d started in prison, beginning a long path to publication. The book had soul—what *The New York Times* book review called “warmth and wit, and a hard-won wisdom about the intersection of race and poverty in America”—but not structure. Jackson wrote, revised, rewrote and re-revised *The Residue Years* until finally an agent agreed to pitch it to publishers. It was rejected repeatedly—“we stopped counting at like 18,” Jackson says—until eventually Bloomsbury picked it up. The novel has since won glowing reviews.

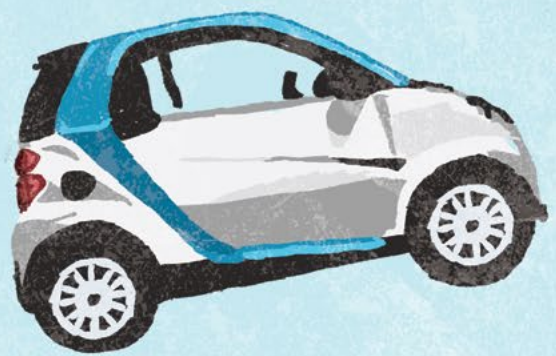
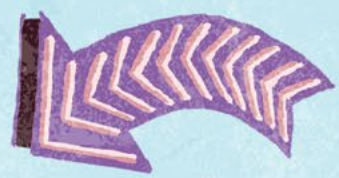
Growing up in northeast Portland, everyone had a dream of getting out, Jackson says in his documentary: “The sexiest dream is to be a basketball star. The second is to be a hustler.”

“The expectation is that you’re not going to make it,” he says. “I made my way through life like that until I realized that I could be great.” ■

Sara Hottman is a PSU political science student and a graduate assistant in the Office of University Communications.



Mitchell Jackson promotes his novel at a the 2013 Bookexpo America in New York City.



Launching a product is more complicated than you think.



WRITTEN BY MEG DESCAMP

CONGRATULATIONS! You've created a product—a brilliant, new, groundbreaking product. You just know the world will welcome it with open arms, and you're ready to launch it into the marketplace. So, what do you do next?

Put down the champagne, say three Portland State professors with extensive business and research experience. Almost undoubtedly, your next step is to start over.

"Most new businesses fail because the founder makes a product or service simply because it's interesting to create or because it can be created," says Charla Mathwick, marketing and advertising faculty in the School of Business Administration. "However, that doesn't mean that it solves a current market need."

Professors Mathwick, Antonie Jetter and James McNames all teach and conduct research in the rapidly growing field of lean start-ups. Real-world business experience (Jetter and McNames worked in start-ups; Mathwick in corporate marketing) informs their approach to teaching about entrepreneurship.



They say successful product launches often spring from substantial refinements to an initial idea or product—a little-known fact that can trip up starry-eyed inventors. “The product ideas are always changed. It’s never what you start with,” says McNames, chair of PSU’s Electrical and Computer Engineering Department and CEO of APDM, a movement monitors and wearable sensors company he co-founded.

When Nat Parker first conceived his and Michael Gray’s Portland-based company GlobeSherpa, it was going to be a travel guide app for cell phones. “Today we call that Wikipedia and Google, but I thought of it first,” he jokes. The 2010 graduate of PSU’s Master of International Management (MIM) program cycled through numerous ideas in search of market need, and settled on a mobile ticketing app now used by TriMet, Portland Streetcar and transportation agencies across the country. Riders can buy a ticket on their smartphone and immediately flash it on their phone’s screen for a bus driver or MAX inspector.

“Our product is for everyday transit riders,” Parker says. “Mobile payments solve everyday problems.”

ENTREPRENEURSHIP IS CHANGING, and start-ups are no longer considered “small copies of big companies,” says Jetter, an Engineering and Technology Management Department faculty member. “The strategic questions that everyone thinks they have to ask—what is your five-year plan, what is your 10-year plan—are not helpful. They are much too structured for start-ups. The questions that need to be answered are much more basic, starting with ‘Does anyone really need this?’”

Extensive contact with potential customers from the very beginning is a hallmark of lean start-ups. “Assume you know nothing. Get out of your building, so to speak,” Jetter says. “You need to experiment and test your assumptions in the real world.”

That can be difficult for some potential business founders. “For lots of engineers, it’s much easier to develop prototypes than to actually talk to potential customers,” McNames says. “But they really need to talk to people, see if there’s a need and find out if their idea would fill that need.”

McNames was conducting research at Oregon Health & Science University in 2007 when he discovered a market need in Parkinson’s disease diagnostics. He was struck by the subjective nature of assessing the disease: Physicians give patients something to hold, and then visually measure how much their hands tremble. There was no way to consistently and objectively quantify the physical symptoms of the disease.

“I thought I could do better than that,” McNames says. “As an engineer, I measure things all the time. I knew I could develop a way for physicians to quantify the symptoms.”

His subsequent search for a movement monitor came up empty-handed. He consistently heard, “No, we don’t know anyone who makes such sensors, but if you find one, would you let us know?” Working with two former PSU graduate students, he founded APDM, which produces wearable sensors the size of a wristwatch that monitor and record movement for medical, athletic and other uses.

MARKET RESEARCH doesn’t have to happen in the field. As recently as 10 years ago, talking to people about product needs and desires required face-to-face conversations, often in expensive focus groups run by market research companies. Fortunately for cash-strapped entrepreneurs, most market research and investigation can now take place online, where Internet communities hold massive amounts of data for anyone willing to dig deep enough. “If there’s a problem, there is an online group talking about it,” Mathwick says. “See if you can find any evidence that the problem even exists before you go any further with developing your product.”

Jetter and Mathwick both stress the importance of approaching online research in an impartial manner—which can be hard for the proud parent of a new product or idea. “You have to really articulate and examine your assumptions,” says Mathwick, who teaches a class on innovation and identifying compelling problems in need of marketable solutions. “The solution must be market-focused, or it will fail. Too often, product creators find that their assumptions are way off the mark.”



That leads to the next step in launching a new product: Establish an online presence to get your product out there and find what sparks people's interest. "Social media presents an unprecedented opportunity to inform people about your product or your product idea and get feedback," Jetter says.

Sometimes it's clear that the market is begging for a good solution to an urgent problem. Ryan Jenson is an Oregon farm boy and engineering genius who earned his bachelor's and master's in electrical and mechanical engineering from PSU. He was having a conversation with a family friend about crop spraying and realized that it is an all or nothing endeavor; there was no way to target a problem area with a crop dusting plane. "He mentioned that people were looking into spot spraying with technology," Jenson says. "I figured you could do that with robots."

With that idea, Jenson founded HoneyComb, a company that builds agriculture surveying drones that use imaging and mapping to precisely locate problem areas suitable for targeted spraying.

FINALLY, the experts say, don't try to launch by yourself. Parker worked with classmate Michael Gray, also a MIM program graduate, to turn his GlobeSherpa idea into something useful and marketable. McNames' APDM has a licensing agreement with the PSU Business Accelerator, and has increased revenue each of its six years. It now employs 16 people. Jenson combined his engineering virtuoso with two friends' skill sets—Ben Howard's software expertise and John Faus' marketing skills—to create an agriculture drone with potential for a worldwide market.

"Good ideas are worth pennies—they're the least important element of success," McNames says. "I would rather have a strong team, with trust, commitment and a terrible idea, than a great idea and no team, or a great idea and a team that works badly together. Product ideas are always changed, but a bad team will sink you." ■

Meg DesCamp, a Portland freelance writer, is a frequent contributor to Portland State Magazine.

Getting smart about business

ENROLL IN A DEGREE PROGRAM

School of Business Administration
Maseeh College of Engineering and Computer Science: Engineering and Technology Management

ENROLL IN A CERTIFICATE PROGRAM

Athletic and Outdoor Product Management
Business of Craft Brewing
Project Management
Business of Social Innovation

WORK WITH A STUDENT TEAM

Business Outreach Program
Business Strategy Capstone
MBA Consulting Project

INCUBATE A TECHNOLOGY COMPANY

PSU Business Accelerator

VISIT

pdx.edu/magazine/business for details

FACES OF CARING

For its 50th anniversary, the School of Social Work celebrates the success of its alumni.

Sean Suib met Jeri Kiefel when she was 14 years old and living on the streets of Portland. She was one of the first teens to seek help at New Avenues for Youth, where Suib was a counselor. Kiefel came to trust Suib, but it took her three years to get off the streets. Today, at age 30, she has a good life, a full-time job and volunteers at New Avenues, where Suib—who earned a social work master’s degree from PSU in 2000—is now executive director.

Suib and Kiefel are among the faces on these pages. In celebration of the School of Social Work’s 50th anniversary, 25 accomplished alumni like Suib were photographed and interviewed along with a client, colleague, mentor, family member or friend who made a difference in their career. The photos were taken by Julie Keefe, Portland’s first creative laureate.

Join the School of Social Work for its 50th Anniversary Grand Celebration on May 28 in the Smith Memorial Student Union Ballroom. Visit pdx.edu/ssw/50th for details.

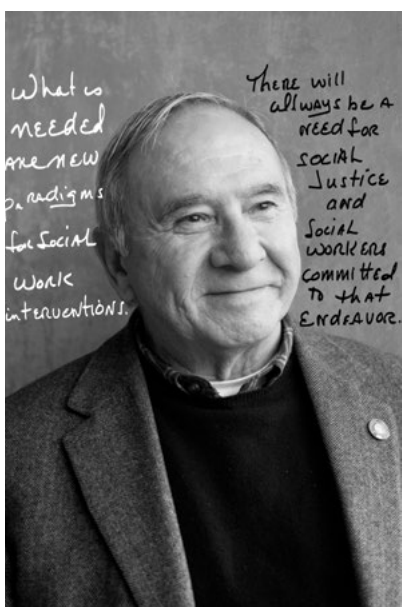


Left to right, **Top Row:** Traci Rossi; Sean Suib '00; Kay Toran '70; Kitty Huffstutter '04, '07; Thuy Vanderlinde '88. **Second Row:** Larrita Riggs '13; Kaig Lightner '12; Lorena Sanchez '12; Maggie Vitello '09, '11; Fay Schuler. **Third Row:** John Spence; Rebecca Nickels '02; Jae Douglas '88, '01; Misty Alsup; Melinda Veliz '10. **Bottom Row:** Ben Anderson-Nathe, Donald Lincoln, Genny Nelson, Tarina Tong '10, Ted Teather.

FACES OF CARING



SOCIAL WORK IS A FAMILY affair for the Sanchez siblings Demetrio '09, *above left*; Ricardo '12, *above right*; Leroy '09 on the *opposite page*; and Lorena '12 pictured on *page 17*. It's a calling that started with their parents, who opened their home to people from Mexico. "Since a young age we accompanied people to doctor appointments and meetings to help them translate and complete paper work," says Demetrio, who with Ricardo is a social worker at OHSU family medical clinics. Leroy and Lorena are school social workers in Woodburn, where the siblings grew up.



JOSEPH GALLEGOS '73



SANDRA MEUCCI



JERI KIEFEL



THE SCHOOL OF SOCIAL WORK'S FIRST GRADUATING CLASS IN 1964

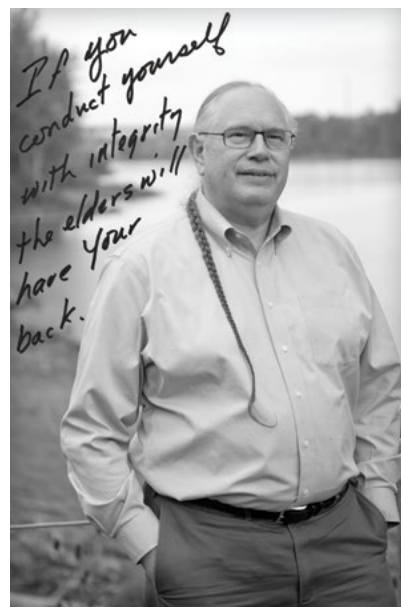
From left to right, **front:** Alice (Allen) Moss, Suse Katz, Joanna (Metzger) Stuart, DeLois Nelson, Jean Altorfer, Miriam (Berry) Fallstrom. **Back row:** Lee Cumpston, Dick Newstrom, Glen Gilden, Jerry Brickey, Robert Guerrero, Alden "Bud" Powell, Bernadette Plummer. Leo Henry and Hattie Gaskin are not pictured.



LEROY SANCHEZ '09



NALANI BROWN



TERRY CROSS '77

ZOMBIE VIRUSES

Viruses that 'come back to life' could lead to vaccines that last longer, are cheaper and easier to transport, and most importantly—save lives.

WRITTEN BY JOHN KIRKLAND

VIRUSES GET A BAD RAP. Yes, they give us colds and the flu, they infect our bodies and in many parts of the world, they can kill. They spread like crazy, which is how malicious computer bugs got their name. But viruses also play positive roles in nature. They kill bacteria, for one, and they form the basis of many life-saving vaccines. So while it's sometimes good to kill viruses, at other times it's better to save them.

Biology professor Ken Stedman and graduate student James Laidler have found a way to save them.

They found that coating viruses in a silicate shell can keep them in a state of suspended animation. The shell dissolves and the virus becomes active again when exposed to water. Stedman nicknamed the process “zombification” because the “undead” viruses come back to life once the coating has been removed.

The discovery is important because the technique could extend the shelf life of vaccines and allow for storage at room temperatures. Vaccines preserved in this way could be given orally or injected into a patient, and the glassy coating would harmlessly melt away.

This could alleviate a longstanding problem with vaccines: They are often extremely fragile and will spoil quickly if they're not stored at a cold temperature. Nearly half of vaccines produced every year spoil due to inadequate refrigeration during transport.

“It's really hard to put a fridge on the back of a donkey,” says Stedman. “This process has the potential to stabilize vaccines so that they can get to more places and more people more often. Six million people per year—mostly children—die from diseases that could be helped with vaccination.”

The process could save the pharmaceutical companies that make vaccines about \$2.3 billion per year by cutting product

losses, Stedman adds. It would also reduce the cost of shipping and encourage the development of new markets.

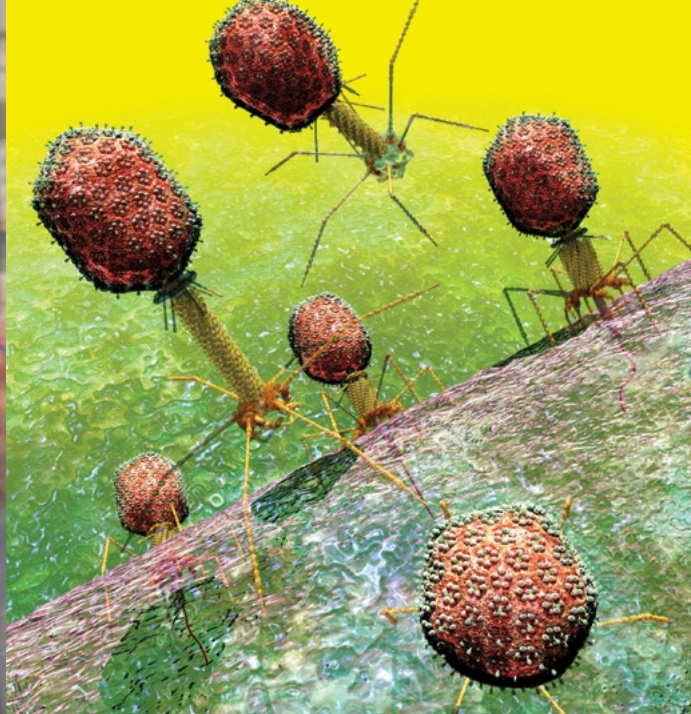
STEDMAN AND LAIDLER discovered zombie viruses while taking samples from bubbling hot springs in the American West. They found that silica from the hot springs protected the viruses from drying out and allowed them to stay viable outside their natural environment.

Back in the lab, they were able to replicate the coating process. The work involves placing a liquid solution containing viruses into a membrane bag, and putting the bag into a prepared solution of sodium metasilicate, also known as water glass. The membrane's microscopic pores are large enough to let the water glass pass through, but small enough to keep the viruses contained. After a while, the scientists take out the bag and put it in a fresh solution to do another coating. They do this again and again to slowly build the shell.

Taking this initial discovery and turning it into something for widespread use will require five to 10 more years of experiments. Fortunately computational equipment funded by Duane and Barbara McDougall '75 helps process the massive amount of data required in Stedman's research. The equipment translates complex substances collected by Stedman and other Portland State scientists into mathematical data that can be analyzed and modeled.

While Stedman and Laidler continue their experiments, PSU students in a senior year capstone course are looking into the business possibilities of zombie viruses.

“This has amazing and profound potential,” says professor Ted Khoury, who teaches the class. Working with PSU's Center for Innovation and Entrepreneurship, Khoury and his



Ken Stedman, biology faculty, experiments with viruses such as the T4 bacteriophage depicted in the illustration (copyright Russell Kightley). Coating the virus in a silicate shell keeps it in a state of suspended animation until it is revived with water, which dissolves the shell. He nicknamed the process “zombification.”

students are examining nonprofit funding ideas, patenting and strategies for the best way to bring the idea to market.

Another class taught by engineering professor Antonie Jetter, is also looking at the zombie viruses’ market potential, but from a little different angle.

“My students are engineering graduates, and they’re strong in technology analysis,” she says. Her students are talking to potential end users of the technology, including clinicians who know how to store vaccines. They’re also looking at how the vaccine market is structured, and may point out business possibilities that Stedman and others hadn’t thought of.

“It could inform Ken on what to do for his next round of experiments,” says Jetter.

NOT ONLY could the discovery result in safe transit of more vaccines to the developing world, but it could also give clues to the origins of life on Earth and the possibility of life on other planets, including Mars. NASA provided funding for Stedman’s research because of this extraterrestrial possibility.

Water, and perhaps oceans, once coated the surface of Mars, according to data from several NASA missions. “Whether microbes were in the supposed Martian water is still up for debate,” states an article about Stedman’s research in the November 2013 issue of *Astrobiology Magazine*. If they were, then they might be fossilized on the Martian landscape. But Stedman says scientists don’t even know how to look for viruses in the geologic record of Earth, let alone Mars.

“I’m convinced there are viruses in the rock record, but we don’t have the technology to detect them,” Stedman says in the article. “We really need to develop the technology here before

we can even think about going to look there. We’re trying to do just that.”

Here on Earth, it’s clear that once viruses are covered in silica, they are extremely resistant to drying out. They might also survive deep freezes and other harsh conditions. Stedman says that when viruses are encapsulated this way, they can be disbursed for many miles by geysers, fumaroles, or even volcanic explosions.

Professor Ken Stedman and student James Laidler discovered zombie viruses while taking samples from bubbling hot springs in the American West.

Knowing that, is it possible that viruses could be transported by meteorite from one planet to another? As enticing as that idea is, Stedman doesn’t think so—although questions like that are always on the minds of people who study the stars.

For now, his big goal is to be able to transport preserved vaccines to the developing world—by donkey if need be. ■

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



Investing in a new worldview

Life will never be the same for study abroad student Seth O'Malley.

WRITTEN BY HEATHER QUINN-BORK

ON A WARM NIGHT this past January, 22-year-old Seth O'Malley walked across the border from Bulgaria into Serbia. O'Malley, a Portland State student, was hitchhiking through Europe from Turkey with a friend, and while they had a rough idea of when they would get to their final destination—Prague, where his traveling companion teaches English—they left the other details of the journey open to chance. The sky was clear but it was pitch black in the Serbian countryside, and O'Malley's friend became nervous. After spending the past five months studying abroad and traveling throughout Turkey, O'Malley had learned to be comfortable with uncertainty.

"I was just so glad to be standing on the side of the road in Serbia, drinking plum brandy and waving at truckers to stop and give us a ride," says O'Malley. "I told him, 'Maybe we won't catch a ride tonight.' And we didn't. But I was just happy to be there. Just like the rest of the trip, it was more



Alumna Theresa Farrens and her husband, Bill, find traveling a valuable experience. They started a new scholarship for PSU students studying abroad that supported Seth O'Malley.



of an excuse to be in these deeply special places and in these circumstances that otherwise, I had no reason to be in." The next day they hopped a bus to Belgrade, Serbia, and 556 miles later parted ways in Prague.

The circumstance that brought O'Malley, an applied linguistics senior, to Turkey in September was the opportunity to study abroad for a semester at Boğaziçi University in Istanbul, a prestigious and rigorous university referred to locally as the Harvard of Turkey. He took classes in Turkish and linguistics that deepened his fluency in the language, but of equal importance was the chance to immerse himself fully in an unfamiliar culture, live as authentic a life as possible during his stay, and rid himself of biases or preconceptions.

"I came to Turkey to experience something that was totally different, that would challenge me," he says.

His living situation supported that goal. Rather than staying in the university dorms, O'Malley opted to live with two Istanbul locals, sleeping on a futon in their living room. While both of his roommates were friendly and welcoming, he became particularly close to Ruşen Filiztek, a Kurdish musician who was also in his early 20s. Filiztek took him to Kurdish music concerts and invited him out with his friends. O'Malley didn't always understand the conversations around him and at times felt conspicuous as the only blonde person in a room, but he was glad to be included in Filiztek's circle.

"Ruşen was just a really easy person to like, always the life of the party when we were hanging out eating meze at bars with friends," says O'Malley.

Together the two traveled to southeastern Turkey, where Filiztek was performing traditional Kurdish music. They visited Hasankeyf, an ancient town on the Tigris River that



While studying in Istanbul and traveling through Europe, Seth O'Malley (above) marveled at the sights and the diverse cultures but was surprised by the underlying commonality he found among the people he met.



will be partially flooded by the construction of a controversial dam planned by the Turkish government. O'Malley attended a town meeting there, and was surprised to find that nearly as many residents supported the dam as opposed it.

"It reminded me of how hard it is to judge things from a distance," he says. "Things may look really clear-cut, but when you're actually there on the scene, when you talk to people, it's always more complicated."

O'MALLEY'S EXPERIENCE abroad would not have been possible without financial support from the Bill and Theresa Farrens Endowed Scholarship for Overseas Study. He was the first recipient of the scholarship. Theresa '67 and Bill Farrens both consider their experiences studying abroad as students to have been life changing, and have encouraged each of their five children to include it as part of a well-rounded liberal arts education. The new award, ranging from \$3,000 to \$5,000, is available yearly through the World Languages Department.

Travel has continued to be a lifelong passion for the Farrens, who among their many trips have visited Turkey three times. Theresa Farrens, who majored in French at PSU, fondly remembers her first stay in France, even though it was as challenging as it was rewarding.

"It was probably one of the most difficult years of my young adulthood," she says. "But having a good experience does not mean having fun all the time. It changed my life."

Jennifer Hamlow, PSU Education Abroad director, says that studying abroad is one of the best investments students can make for their education. Not only does the experience expand a student's worldview, it also gives a new perspective on the role the U.S. plays in the global community. Travel also teaches coping skills that are useful in day-to-day life.

"You develop patience for managing people, for dealing with ambiguity and for navigating life," she says. "The skills you learn when you go abroad are invaluable, and you can apply them to any experience that you're going to have for the rest of your life."

For O'Malley, traveling taught him confidence in his own resiliency, but more than that, it made him reevaluate his ideas about where he comes from. Through interacting with locals throughout Turkey and Europe, he learned that while place does matter, there is more in common between people than there are differences.

"It's hard to talk about the world in absolute terms," he says. "I guess one of the most valuable lessons I've learned is it's just people, no matter where you are. We all struggle with all the same problems. It's the same arguments and ideology, just with different names. It made the world a smaller place." ■

Heather Quinn-Bork is a PSU creative writing student.



HISTORIC LEADERSHIP CHANGE

A new, independent governing board is bringing focused and experienced oversight to the University.

RAYLEEN MCMILLAN had five minutes and the full attention of the 15 people who will determine Portland State's future path: the new Board of Trustees.

The moment was significant both for her and the University. It was the first time a student had immediate access to a governing board solely focused on PSU. McMillan, a student leader, has an open invitation to speak on behalf of the Associated Students of Portland State University at the beginning of each board meeting.

"She doesn't have to go to Salem to meet with people who have 100 other issues on their plate," says Peter Nickerson, interim board chair. "We are here specifically for Portland State."

PSU's new board marks a major change in the way Oregon runs its universities. This year, oversight of the state's three flagship universities—PSU, Oregon State and the University of Oregon—is shifting from a state Board of Higher Education with responsibility for all seven state universities to independent boards for each campus.



Peter Nickerson, co-founder and principal of Chinus Asset Management, is interim chair of the new PSU Board of Trustees.

For PSU, that means a local board of community, business and campus leaders—including six alumni—who will help set budget, academic and capital project priorities, while the president and top administrators continue to run day-to-day operations.

"This is the beginning of a new chapter for Portland State and a new era for higher education across the state," says President Wim Wiewel. "Students will be the ultimate winners under the new system, because the board members will focus primarily on helping them succeed."

At the board's first regular meeting in January, McMillan used her time to update the board on student government and establish a positive working relationship for future tough discussions on issues such as tuition rates.

"Our voices at the table do matter," McMillan says. "I think the familiarity that students will be able to have with board members as individuals and the board as a whole will be beneficial."

BOARD TRUSTEES, who were appointed by the governor and confirmed by the state Senate, are Swati Adarkar; Erica Bestpitch MS '12; Pamela Campos-Palma; Gale Castillo MA '74; Sho Dozono MS '69; Maude Hines; Thomas Imeson; Margaret Kirkpatrick; Irving Levin; Fariborz Maseeh '80, MS '84; Rick Miller MBA '91; Peter Nickerson; Peter Stott HD '11; Christine Vernier; and Wim Wiewel. They officially take over July 1.

Nickerson says he agreed to join the board because he respects Wiewel's leadership and wants to support his goals.

"I think we are still deficient in blowing our horn loud enough so that the community knows what impact Portland State has, and it's huge, bigger than most people understand," he says. "The more community members get involved, the bigger the role Portland State can play in shaping our community." ■

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Athletics

Super Bowl for new recruits

TWO FORMER VIKING football players faced off at this year's Super Bowl, likely clinching a few letters of intent from new PSU football recruits and definitely boosting prospects for 2015, says head coach Nigel Burton.

Julius Thomas, a starting tight end for the Denver Broncos, graduated from PSU in 2010, and DeShawn Shead, a backup defensive back for the Seattle Seahawks, in 2011. As ESPN observed, PSU had more players on the Super Bowl's active roster than football powerhouses Auburn, Alabama, Oklahoma and Ohio State.

PSU coaches signed 21 student athletes—mostly top picks—from across the Northwest for the upcoming season. Most players had committed before the Super Bowl. But for those visiting the school one last time, who “saw a lot of headlines, and Julius and DeShawn talking about their experiences at PSU, my guess is that it impacted them,” Burton says.

Thomas, a star Bronco tight end with 65 receptions for 788 yards and 12 touchdowns, was selected to play in the NFL Pro Bowl, Jan. 26. Shead now has a 43-8 Super Bowl win. Only two other Vikings have won Super Bowls: Clint Didier in 1983 and 1988 with the Washington Redskins, and Ted Popson in 1995 with the San Francisco 49ers.

“Now it's common knowledge that DeShawn won a Super Bowl and Julius is a Pro Bowler,” Burton says. “As much as we tell recruits they can get to the NFL from PSU, now it's a little more in-your-face.” ■



Top: Denver Broncos tight end Julius Thomas '10 caught four passes for 27 yards during the Super Bowl. **Bottom:** The Super Bowl trophy looks good next to alumnus DeShawn Shead, backup defensive back for the Seattle Seahawks. Photos by USA Today Images

Alumni



Getting together around the world

THE BUILDING OF regional Alumni Networks is going strong with events and gatherings happening in cities across the United States and overseas. The next major event will be a Mariners game in Seattle in May. For more information about existing networks or how to build one, please visit pdx.edu/alumni and click on “Networks.”



Japanese Alumni Network: In January, 17 Portland State alumni living in Japan got together for a traditional “shinnenkai” new year’s party at an izakaya pub in Nihonbashi, Tokyo.

New York City Alumni Network: Jazz Studies professor Darrell Grant (center) met up with former students, now NYC transplants, actress Leah Yorkston and her husband,



Ross Seligman, a musician and musical director (*see story on page 9*). Grant premiered his jazz piece, “The Territory,” at the Jazz Standard in New York City.



Salem Alumni Network: Jackie Fitzner (*center*), Alumni Networks coordinator, poses with PSU Advocates Chair Al Fitzpatrick (*left*) and Tom Bull, executive director of the PSU Alumni Association, at a reception for alumni in Salem.



Talk jobs and have a beer

EACH MONTH the PSU Alumni Association brings together alumni with career and professional development experts to talk, learn and network at BridgePort Brewpub in northwest Portland. “How to Craft an Effective Job Search Strategy” is scheduled for May 14, and “How to Interview like a Champ” is planned for June 5. The microbrews, good food, and laid-back atmosphere were a backdrop to business professor Scott Marshall’s recent talk pictured here. Not in Portland? Take advantage of free, monthly webinars on similar topics available online. For more information about the webinars and speaker series, visit pdx.edu/alumni and click on “Career Resources.”

Join the Alumni Board

THE PSU Alumni Association is accepting nominations for its volunteer Board of Directors. The current 19-member board includes alumni from various class years, majors, backgrounds and professions. Board members serve a two-year term and meet throughout the

year to discuss issues of interest to alumni and to advance the standing of Portland State. To find out more about the board and how to nominate yourself or someone else for consideration, go to pdx.edu/alumni and click on "About Us."

ALUMNI IN THE NEWS



Kay Toran MSW '70, president and chief executive officer of Volunteers of America-Oregon, received Concordia University's third annual Governor Victor Atiyeh Leadership in Education Award for her "lifetime commitment to serving the health and education needs of all Oregonians."

Linda Samek MS '84, EdD '03 is provost, the top academic position at George Fox University in Newberg. Samek was dean of the university's college of education and served as provost at Corban University in Salem.

Kate Wells MBA '95 has been promoted from chief operating officer to president of Labrix Clinical Services, Inc, a hormone testing clinic based in Clackamas.

Michael Ralls MA '01, assistant principal at Milwaukie High School, was named 2014 Assistant Principal of the Year by the Oregon Association of Secondary School Administrators.



Molly Mayo MS '03 is founder and executive director of On-the-Move Community Integration, a Portland nonprofit that helps adults with special needs access outdoor recreation. The organization won a 2013 Innovation in Sustainability Award from Sustainable Business Oregon.

Adam S. Johnson '04 is the founder and chief executive officer of a new global consulting firm, International Relations Group, based in Washington, D.C.

Johanna Ogden '04 has received international recognition for her groundbreaking historical research on the role of Sikh and

Indian immigrants in Astoria, who formed the revolutionary nationalist Ghadar Party in 1913. The government of India invited her to Punjab to speak on the subject at a seminar in March, and the University of Washington Press wants her to write a book. In October, the city of Astoria held a centennial celebration of the Ghadar Party because of Ogden's research, and she was a guest speaker.

Kayla Walker Edin MA '05 went on to earn a doctorate degree in English from Southern Methodist University in Dallas and has since joined the faculty at Milligan College in Johnson City, Tennessee. Edin specializes in 19th- and 20th-century British literature.



Christopher J. Miller '08 is witnessing history as an editor at the *Kyiv Post*, an English-language weekly in Kyiv, Ukraine. He's covered the country's bloody revolution and provided updates for journalists in Europe and the U.S. He has held this post since January 2013 and was a Peace Corps volunteer in the country from 2010 to 2012.

Emily Yoder '10 completed a master's degree in social sciences at University of Chicago, and is now studying at the University of Warwick in England on a postgraduate Fulbright fellowship. She is pursuing a second master's degree and researching the participation of women in early modern medicine.

Justin Monahan '13 was signed to the Portland Thunder of the Arena Football League. Monahan started 30 games as wide receiver for the Portland State Vikings, compiling 1,579 receiving yards and 14 touchdowns. ■

FOR MORE ALUMNI NEWS follow us on [Twitter@PSU_Alums](https://twitter.com/PSU_Alums). Have news you would like to share? Email psualum@pdx.edu or mail your information to Portland State University, Office of Alumni Relations, PO Box 751, Portland OR 97207-0751. To submit your own alumni news online, register for AlumniNet at alumni.pdx.edu.

Giving

THE JOY OF GIVING

More than 7,800 donors have supported Portland State scholarships in the past five years. Meeting with the students they've helped can be a delight.



Alumna Karen Groth (right) puts her head together with art student Maggie Heath. In 1981, Groth earned a master's in history at PSU, which started a steady stream of family members attending the University, including her husband, Harry, who earned a bachelor's in painting following retirement as a physician. Heath also paints, but sculpture is her real passion, and she earned the Harry and Karen Groth Scholarship on the merit of her portfolio.



Top photo: Betty Trudeau (right) shares a smile with Nina Comiskey, a senior in architecture. Comiskey received an endowed scholarship honoring Trudeau's late husband, John, first dean of PSU's School of Fine and Performing Arts.



Bottom photo: Architecture master's student Dylan Morgan (center) was excited to win a scholarship from Yost Grube Hall Architecture, "a significant local firm," in Morgan's words. He met with YGH representatives Amy Winterowd and Mark Stoller.

TO LEARN HOW YOU CAN HELP OUR STUDENTS WITH A GIFT TO SCHOLARSHIPS, PLEASE CALL 503-725-2649 OR EMAIL CAMPAIGN@PDX.EDU.



A MERGER FOR FUNDRAISING

UNIVERSITY ADVANCEMENT, the fundraising office for Portland State, will merge with the PSU Foundation, an independent not-for-profit corporation, on July 1. The move will better position Portland State for a successful comprehensive fundraising campaign, says Jon Mitchell '69, PSU Foundation Board chairman who is president and CEO of Aclumetra Health. Françoise Aylmer (pictured here), PSU vice president for Advancement, will become PSU Foundation president and CEO. "Françoise has proven experience in the field and will be able to maintain our momentum in significantly increasing fundraising," says Mitchell. ■

Looking Back



The celluloid generation

FROM 1969 TO 1982, the Center for the Moving Image at Portland State inspired students to document, connect and influence their surrounding community using the tools and language of film and video. The center, established by the late Andries Deinum and Tom T. Taylor, gained an international reputation, and its graduates went on to become filmmakers, cinematographers, media artists, writers, journalists, educators and activists.

Portland State Library has published 11 interviews with former CMI students and colleagues online. Heather Petrocelli '10, MA '12 conducted the interviews for her master's thesis. The Library has also digitized a selection of films by Deinum, Taylor and their students, including *Albina Murals* (top photos), *Riches of the City* and *The Seventh Day* (bottom photos).

The Center for the Moving Image Collection is now available at pdxscholar.library.pdx.edu/cmi. ■

CHANGE SERVICE REQUESTED



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FEARLESS ENTREPRENEURS

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.