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PSU Alumni

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PSU Alumni

Benefits to last a lifetime
FEATURES

The Predicament of Crime
Making improvements in our justice system is more than an academic exercise for PSU’s Administration of Justice.
Pages 4-7

Physical Fitness for Those at Risk
Using a new fitness test, PSU researchers are finding safer ways for the elderly to exercise.
Pages 10-12

History in the Making
History Professor Gordon Dodds is writing a book on the first 50 years at Portland State and asks for alumni help.
Page 13

Spain: Always a Delight
For 20 years Professor David Romey has introduced students to the adventures of Spain.
Pages 14-16

DEPARTMENTS

Around the Park Blocks 2-3
Books 17
Campus Notes 18-19
Alum Notes 22-27
Sports 28
Calendar 29
“Officially” open for business

A large banner declaring “We Hit the $7 Million Jackpot!” marked the official dedication of the new School of Business Administration Building on June 1.

The banner refers to $7 million in State Lottery funds which paid for construction of the six-story building which houses the University’s School of Business Administration and the International Trade Institute.

Students and faculty moved into the building last fall as contractors took care of finishing touches. The building features a series of “Case Study” rooms, designed to accommodate the latest in audio-visual technology, an auditorium, and research and study areas. The first floor lobby is highlighted by the hanging sculpture “Levitated Light” by Dale Eldred. The building was designed by Yost/Grube/Hall/PC of Portland.

Speakers at the afternoon dedication included Portland State President Natale Sicuro, Secretary of State Barbara Roberts, Oregon Lottery Chair E.E. “Debbs” Potts, Roger Smith, partner in Arthur Andersen & Co., Vergil Miller, Dean of the School of Business Administration, and Jack Burns, chairman of the Board of Burns Bros., Inc.

Student newspaper receives high rating

Portland State’s student newspaper, the Vanguard, was accorded the highest national rating this spring by the Associated Collegiate Press, the largest college newspaper evaluation service in the country.

The University of Minnesota-based Association gave the paper its All American honor rating for the fall 1987 issues. Newspapers are rated in five broad categories: coverage and content; writing and editing; opinion content; design; and photography, art and graphics. The Vanguard was given “marks of distinction” in all categories except the photography, art and graphics division.

Portland architecture tour

Get to know downtown Portland in a free, week-long lecture series and Saturday walking tour at Portland State, August 1-6.

Participants are welcome to bring a lunch (coffee and tea provided) to the noon “Portland Profile” lectures in Room 338 Smith Memorial Center. Each talk will last 30 to 40 minutes with discussion following. The schedule includes:

- August 1, “From the River’s Edge to the Suburbs: Influences on Portland’s Urban Landscape,” by Carl Abbott, PSU professor of Urban Studies and Planning and author of Portland: Gateway to the Northwest
- August 2, “Fareless Square Seen from all Sides,” by Peter Grunfossen, Director of Community Relations, Tri-Met
- August 4, “Portland by the Numbers,” comparing Portland to other metropolitan areas by Robert Liebman, PSU professor of Sociology

On Saturday, Aug. 6, a walking tour of downtown Portland begins at 10 a.m. (come rain or shine) under the clock on the west side of Lincoln
Hall, SW Market and Park. Leading the tour is Architect Gerald Brock and History Professor and Summer Session Director Charles White. The series is sponsored by the PSU Summer Session. For more information call 464-4081.

(The Lincoln Hall clock illustration was done by architect Gerald Brock.)

Summer Musical to be “Simple Heavenly”

Harlem in the 1950s sets the scene for an all black cast of actors and singers in PSU’s summer musical “Simply Heavenly.” The premiere Portland performance of this Broadway musical opens August 18 in Lincoln Hall Auditorium at Portland State.

“Simply Heavenly” portrays the life and music — classic blues and ballads — of Harlem blacks as seen by the playwright, famed writer and poet, Langston Hughes. Directing the Portland production is Garland Lee Thompson a native Portlander who is celebrating 31 years in the theater as a playwright, producer, director and actor on both coasts. He has appeared in films and on the stage in Los Angeles and works extensively in the New York theater.

Thompson acted in the original West Coast production of “Simply Heavenly” in 1958, and last year he directed the musical’s 30th anniversary performance in Philadelphia.

The cast for the Portland production includes West Coast actors Brenda Philips, Michael Holiday and Neal Thomas.

“Simply Heavenly” begins Thursday, August 18, and runs through Sept. 4. Evening performances will be held Thursday, Friday and Saturday, with a 3 p.m. Sunday matinee each week. All seats are reserved and admission is $12.50 general and $5 for students and seniors. A special group rate will be offered to parties of twenty or more.

The production is sponsored by PSU Educational Activities and Summer Session. Upward Bound, a PSU Unlimited,” a fictitious beer.

Grover Rodich, a PSU professor of business administration, advised the team, as he has for the past 13 times Portland State has competed in the annual event. PSU has compiled the most wins yet of any collegiate team — 14 times as world winners and eight times as grand champions.

“We used to be called the UCLA of the business games, but that no longer seems appropriate considering how UCLA’s been doing lately,” Rodich said in an interview. “I guess you could just say we’re the team to beat.”

Blue jeans and beer

Successfully marketing blue jeans and beer brought four trophies including a grand championship to PSU teams competing in the annual International Collegiate Business Policy Games hosted by the University of Nevada in Reno, April 6-8.

The games pitted 30 U. S. and Canadian universities against each other in the competitive world of business management. Events started at the home universities earlier this year as the teams developed mock business firms on computer programs.

PSU’s undergraduate team marketed blue jeans and was champion in its world, which consists of six schools. The Viking graduate team was named grand champion and world champion for its marketing of “Premium Suds

New mini-park on campus

Benched paths winding around rhododendrons, azaleas, cherry trees and an expanse of cool green grass — this inviting place is the University’s new mini park on the north side of the School of Education and School of Business Administration. Completed this spring, the park includes over 400 plants.
I shall achieve in time
to make...

The punishment fit the crime
— W.S. Gilbert, "The Mikado"

Article by David Richie

It's easy to be confused about the issues of crime.


The consensus is there is no consensus. Crime is an urgent, emotionally charged issue that defies easy answers.

Fuel for the debate is never ending. Suggesting the crime rate has been "flat" since 1970 while the prison population doubled, a May 1 Oregonian article argued that America was locking too many people up and that this was enormously expensive. Still others would suggest that while we are putting large numbers of criminals in prison, we're failing to keep them there long enough.

The fact that the crime rate has fallen slightly over the years is of little comfort to Multnomah County District Attorney Michael D. Schrunk (a '64 graduate of PSU), who was quoted as saying "It's like last year I was drowning in 10 feet of water," he said, "and this year I am drowning in 9 feet of water. It's still too high. And it's a crisis. It's going the right way, but it's still
horrible.”

The next day The Oregonian quoted a Chicago law professor as saying “There is no unusual crime wave in Portland or Multnomah County...” What has happened, he explained, is that crime “is stabilizing at a very high rate. I’m not saying it’s good. It’s a very serious problem that needs long-term attention — and not just before the elections.”

Amid the confusion, researchers at Portland State University are digging into the issue in the hopes that they may someday shed light on a problem that has plagued society since society began.

Dr. Gary Perlstein, professor of Administration of Justice at PSU, is not your average professor person. He recently underwent surgery to correct breathing problems from a nose wrecked in childhood street fights. Perlstein invites ex-convicts to dinner, and the heavy smoker freely discusses his interest in mercenaries and the life and times of the French Foreign Legion (he is an expert on terrorism as well as crime control strategies and offender assessment.)

Growing up in New York City and being the first in his family to go to college have definitely influenced his thoughts about crime.

Perlstein’s opinions amount to a mix of unconventional diagnoses and fairly conventional solutions.

“There’s a story,” he said, “about a professor who was doing an international study on problems of juvenile delinquency. He goes up to the mayor of a small Italian village and asks him whether he’s had any problems of this type. ‘No,’ says the mayor, ‘we’re not rich enough yet.’ In Oregon we’re growing up and crime is becoming part of our society. In Portland we’re no longer a small town, but we act as if we could bring back some past time that may or may not have even existed.”

(“What do we know?” Perlstein asks. “We know that rehabilitation has failed and we know that the ‘get tough’ policy has failed.” The better question, he argues, is what don’t we know. “We have no proof that punishment as we use it changes people except for the worse. Prison appears to make criminals more sophisticated,” possibly a college for criminals.

Crime in Perlstein’s view is more a symptom than a problem. He believes that we are all potential criminals. “I tell my students, if you want to see the true offender, look in the mirror. We’ve all done something in our time.” He added, “I asked this guy why he got into dealing cocaine. His answer was, ‘They offered me $100,000 a week.’ With that kind of money around there’s no way you’re going to get drugs off the street. You have to figure out a way to stop people from wanting drugs, to stop them from wanting to be artificially high. And that means a change in the economic and social structure.”

The main problem at the moment, he argues, is that the public has come to believe that all criminals are dangerous and therefore they should be locked up. Perlstein believes this mistaken idea arises from a number of sources: law enforcement and corrections people campaigning for funds; the media’s constant interest in heinous crimes; the political salability of the drugs issue. The fact of the matter, he explained, is that violent crime constitutes a very small percentage of all crimes and that drug users in most cases tend only to harm other users.

The public must be educated, he added, about what crime really is: a constant that must be held in check. “We want there to be less crime, but we can’t stop it. We want to control crime.”

“There are no great solutions,” he explained. “Nothing in this field is anything more than a theory.” He argued that we must learn prevention, to lock doors — the majority of burglaries in Portland are not professional jobs. We must also arrange for punishment to be swift, just and sure; there should be prison space so offenders know where they may end up, but there should also be alternatives so that when they are willing to change help is at hand.

“There are not enough vocational programs,” he concluded. “I may be wrong in saying that rehabilitation has failed. We haven’t really tried it yet.”
At first sight the head of the Department of Administration of Justice at PSU, Dr. Charles A. Tracy appears to be a calmer man than Perlstein. He is an expert on criminal justice history and statistics as well as police dynamics. In his office the air is filled not with smoke, but with the music of Beethoven. There is, however, more than a trace of the iconoclast about the man.

One might speculate that this strange mixture is the result of Tracy's training; originally a policeman, Tracy got his advanced degrees at Berkeley during its most turbulent years.

On some subjects Perlstein and Tracy echo one another. "There are a lot of myths about crime," the latter began. "That it will be made to go away, for example. It won't fall below a certain level."

"Increasing the number of police has not decreased the crime rate."

But on at least one subject Tracy seems the more radical of the two, "Increasing the number of police has not decreased the crime rate." This, he said, is partly because "American police are mostly reactive. They are not trained to be good watchers. They conduct random patrols, hoping to stumble on crimes in process. That approach does not control crime." What we need, he said, are "problem-solving police who talk to people in the neighborhood and solve problems with local co-operation. One of the many things we do here is to promote this proactive strategy."

Tracy says he is not a mere "theoretical academic." There's nothing "ivory tower," he explained, about being involved with a restitution center only two blocks away from campus. "Our students and faculty must live with its success or failure."

PSU, he explained, has become the educational focal point for reform movements in the field of criminal justice. He regards the major goal of his department as trying to make sense of an un-coordinated justice system. Recently, the department was authorized to offer a masters program that addresses this problem. Unfortunately, funding for the program has not been provided and students are not being admitted.

"PSU," he said, "would like to become the central state repository for crime data." At the moment, he added, most agencies collect their own information, which means that there's little system wide-analysis. It is almost impossible, for example, to trace an offender's path from arrest through release from prison.

Tracy's doctoral research was about criminal justice in Oregon in the early 1800s. "There's very little that's new," he explained. The last century's equivalent to today's latest electronic surveillance and house arrest was something called "the Oregon Boot"—a heavy brass shackle that prevented criminals from doing anything too feisty.

Across the hall from the Administration of Justice offices, PSU houses an independent body—the Oregon Criminal Justice Council. It is headed by a very capable lawyer, Kathleen Bogan, who lists among the many influences on her thinking about criminal justice, time spent in Alaska.

"The sense of responsibility to the community demonstrated by Kathleen Bogan, head of the Oregon Criminal Justice Council located on the Portland State campus.

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Council, according to Bogan, has become a place to send problems that won't go away. But more importantly, she added, while preparing plans and reports, the Council has become a forum for new ideas.

"Legislators and correction managers tried tinkering with the system," Bogan said. "Now we are trying to help them to manage resources better. For example, in an effort to control the number of offenders entering the system, the Legislature has charged the Council to develop sentencing guidelines for use by judges in felony cases. If you're going to use expensive prison space you must be able to both identify serious offenders and be consistent in its use."

Bogan suffers moments of pessimism. The system, she said, "is so far from even beginning to ask the right questions. If we really wanted to fix it, we'd strip it to the bare roots, and talk about how people in this society relate to one another. We'd go back to the begin-
ning and try to figure out how to make offenders responsible to the community.”

Having lived in all three states, Bogan surmises, “that one reason crime rates in California, Florida and New York may be so high is the states are so large and diverse the residents lose all sense of community; they lose their sense of affinity with one another. There’s ‘us’ and lots of ‘thems,’ ” she says, adding, “Oregon is a smaller state with more willingness to see itself as a community, and people here are more aware of the economic reality involved in prison construction. But

I don’t expect to see these things addressed in my lifetime.”

On the positive side, she hastened to add, Oregon has been in the vanguard of many reforms. It was among the first to have a community corrections act and to adopt a parole release matrix (a standard to help parole boards come to uniform decisions). Oregonians are also unusual in that they report crime at a rate far above the national average.

But with the tight budgets of the 1970s, information gathering and planning was given low priority. Hence, Bogan explained, we are now trying to make decisions without knowing much about what we are doing.

Are innovative solutions currently being considered? In 1984, funded by a grant from the Edna McConnell Clark Foundation, Rutgers criminologists conducted a nationwide search for a suitable “laboratory” for a daring project—an attempt to change a probation department’s organization and practice while it continued to go about its business. They chose Multnomah County Department of Justice Services and the Oregon Corrections Division to be guinea pigs. Tracy was among those selected to be members of the Community Advisory Board.

The idea was to conduct a two-pronged attack: to use the principles of organizational development to change the structure of the department and to test whether intensive supervision of carefully selected criminals would be a good alternative to locking them up. Unfortunately the first idea seems to have been too ambitious and the second proved only that an expensive alternative to expensive prisons results in about the same recidivism (backsliding) rate among criminals.

So, do academic experts have anything new to say about crime? Dr. Margaret De Lacy, president of Northwest Independent Scholars (a Portland-based study group) and author of Prison Reform in Lancashire, 1700-1850, said that historical research led her to conclude that we don’t know much about what causes people to do things.

“There are ways to reduce crime. The Puritans were very good at getting people to behave, but it took superhuman energy and people tended to resent their efforts. Prison reformers in Lancashire, England, achieved some success, but the cost was so huge the officials who were responsible for the success were driven out of office. There is always a painful balance to be struck between freedom and security, and between the social cost of crime and the equally real cost of punishment.”

It is not true, she argued however, that nobody knows anything about crime. “The Victorians achieved a real reduction in the crime rate. The problem is that no one has successfully explained why. Was it the discipline of the changeover to industrial working, the repressive moral system, political stability, the homogeneity of the community? We just don’t know.”

It’s tempting to side with Shakespeare on this subject, to endorse the famous comparison in “King Henry V” of the world to a beehive. In that society all go about their chores correctly, busying themselves as nature intended. The only work for the “sad-eyed justice” is to deliver into the hands of executioners a drone who has proved to be lazy.

Executing people for being lazy is not the way we do things here. But the picture describes a tension in urban societies between longing for a possibly imaginary pastoral, neighborly society that is orderly if a little repressive—a Lake Wobegon, if you like—and desiring the thrill of a freer but more dangerous urban environment. Perlstein may be right to argue that this tension is one reason why we are currently throwing up our hands in dismay.

But finally it’s not true that nobody knows anything. Crime is real. Prisons are real. The problem is that what we know is of little comfort. Declaring “war” on crime, we expect to be able to order the enemy, to make him as we believe ourselves to be: whole, sound, civil, correct.
Portland State University conferred its 50,000th degree during a ceremony that graduated the most students ever in the University's history.

Some 1,400 graduates (of more than 2,000 total for the current academic year) crossed the Coliseum stage to receive degrees. In the past, PSU held four separate commencement ceremonies each year but, beginning this June, only one ceremony will be held each spring.

Among those graduating was the University's 50,000th degree recipient, Master of Business Administration (MBA) candidate Randy B. Smith.

Smith, a full-time student, was a member of the first day-time MBA graduating class. Until two years ago, students in this program could only take evening classes. An excellent student, Smith maintained a 3.95 grade point average, was named "Graduate Business Scholar," and was a member of Beta Gamma Sigma, the National Honor Society in Business Management.

Like many Portland State students, Smith, 30, came to the University with years of work experience behind him. A graduate of Carlton College in Minnesota, he had worked as a software engineer in that state, California and eventually in Portland, Ore. "When the high tech consulting firm came upon bad times and I was laid-off, I decided I really wanted to pursue business and went into the MBA program," says Smith, adding, "And I have been very pleased with the program."

Describing the MBA as a "generalist degree," Smith says he has stayed fairly broad in his studies, but is particularly interested in a new field just offered at the University—strategic cost management. "There is reason to believe it may be one of the most important fields of the 1990s because it has to do with making production processes more efficient," says Smith.

He is hoping this enthusiasm and new degree will land him a career with one of the big eight accounting firms or a large local business like Tektronix.

Along with impressive business skills, Smith will be taking an admirable attitude to his new employer. "The students I've met in the day MBA program are not what I would consider stereotypic MBAs out for the almighty dollar," observed Smith. "The quality of our education was important and we are out there, I would hope, to do good in addition to helping our companies run."

Smith found it hard at first to go back to school after having been an engineer on an engineer's salary, but fortunately his wife worked and he received financial aid. The table may soon be turned for Smith and his wife. Last spring she joined the MBA night program. "She saw how much fun I was having and decided this was the direction she wanted to try," says Smith. Once Smith is established in a new job his wife will go into the program full-time as a day student. With Randy Smith's excellent record at Portland State, his wife will not have an easy act to follow.

Congratulations to Portland State University's newest Alumni, the class of 1988!
The University recognized another landmark achievement during this spring's commencement exercises. Robert S. Jaffe, 48, of Portland received the first Ph.D. degree awarded by Portland State University in Electrical and Computer Engineering.

Retzlaff presented PSU with its first endowed professorship to foster the concept of accounting as a valuable management tool. Originally an emigrant from Germany but now a long time resident of Portland, Retzlaff believes PSU's School of Business Administration is best suited to foster his ideals.

The new President's Medal, designed by PSU Professor of Art James Hansen, is the highest award for distinguished service to the University. Cast in silicon bronze using the lost wax casting process, the medal sits in a solid walnut case. According to the artist the design is "allegorical depicting the theme of protection and nurturing." A Phoenix and orphic egg imagery have been cast into the medal to represent both potential and continual regeneration.

Recognizing extraordinary service to Portland State as well as qualities of humanity, scholarship, and distinctive achievement, the medal was also awarded to past recipients of the University's Distinguished Service Award on June 11. The following individuals are now members of the President's Medal Society:


"He's been brilliant as a student and is very highly qualified as a teacher," said Dr. Lee Casperson, acting chair of PSU's Department of Electrical Engineering. This new doctoral degree program was first approved in 1985.

Jaffe also holds the master of science degree in electrical and computer engineering awarded by Portland State in 1985, as well as the master of science degree in mathematics granted by PSU in the same year.

He has been offered a teaching position as assistant professor in the Department of Electrical and Computer Engineering at San Diego State University.
Gain without Pain

Aerobic workouts based on a safe, new, fitness testing method are being developed for older Americans through PSU.

Running... Walking... Aerobic dance... For many Americans the fitness craze has got them up and moving. Regular workouts can lessen stress, waist sizes and even the aches and pains from summer yard work.

Today, the benefits of regular exercise are hardly debatable. But what about for the elderly or for those recuperating from serious illness? A medically-approved exercise program makes good sense. However, before prescribing one, health specialists often put subjects through rigorous physical tests to determine their capacity for exercise. Daunting tests with potentially harmful results to those not already in good condition or with unsuspected heart disease.

Now, a research study at PSU has shown that you needn't push people to the point of exhaustion to measure their personal fitness. Using a system called a "sub-maximal E.M.G. (electromyographic) test," PSU researchers produced fitness assessments every bit as reliable as the popular treadmill tests which require maximal oxygen consumption and exertion.

This research also has documented the improved physical work responses of scores of younger and older exercise volunteers as they took part in a standard aerobic training and conditioning program over several weeks.

Pedaling for health and for science, this elderly test subject is monitored at the Metro YMCA by Jane Loverin ('76 MST) and Michael Tichy, PSU professor of Health and Physical Education.

Photographs by Claude Neuffer
But none of the welcome news could have come about without a professional partnership between Dr. Herbert de Vries, a distinguished exercise physiologist from Laguna Beach, Calif., and faculty members in Portland State's School of Health and Physical Education (HPE).

De Vries, professor emeritus with the famed Andrus Gerontology Center at the University of Southern California, is an exercise physiologist of international renown. Still an active researcher in his 70s, he continues to pursue an ambitious schedule of research and lecturing.

Speaking from his Southern California home, de Vries recalled that as little as 20 years ago, prevailing scientific thought was that if individuals had not trained vigorously and conditioned themselves prior to age 40, then they were no longer trainable at older ages.

“We set about testing that hypothesis and...we were among the first to show that the elderly are still as trainable — and in percentage terms even more trainable — than the young, because they start from a lower point,” he said.

His subsequent lectures and consultations with Portland State's Health and Physical Education faculty in recent years laid the groundwork for the ambitious research on whether a safer and more accurate sub-maximal fitness test could be developed, one that sensed muscle fatigue accurately, well before the subject became exhausted.

The research team's initial study was completed two years ago at PSU and involved testing healthy, young male subjects recruited from the student population. The students pedaled stationary cycles while researchers measured their fitness levels by sensing when the increased electrical impulses in their upper leg muscles began to tire, thus detecting the onset of fatigue. The study proved successful.

The second and most recent study was designed to build on the successes of the first, while seeking to answer several more research questions: could this fitness assessment method be used effectively, precisely and safely for the needs of the elderly? After all, this population group is at risk if forced to exert to the point of exhaustion during a maximal treadmill fitness test. De Vries knew from his and others' research that apart from questions of safety, many elderly people simply cannot put out enough power to give valid oxygen consumption readings on a treadmill test.

Men and women 65 and over were recruited as test subjects.

De Vries had still more questions to answer: once this new sub-maximal fitness test proved sensitive enough to measure existing fitness levels, could it also be used to measure progress in a standard aerobic training and conditioning program over several weeks? And would the seniors make progress toward improved fitness which the test could measure?

These were exciting challenges, and de Vries, with the help of Dr. Jack Schendel, a research team member and dean of Portland State's School of Health and Physical Education, had no trouble in recruiting other HPE faculty members: Dr. Michael Tichy, Dr. Loarn Robertson, Dr. Milan Svoboda, and Dr. Gary Brodowicz.

Also joining the team was Tichy's wife, Anna Mae, an instructor in the nursing program at Mt. Hood Community College in Gresham, Ore.

Dr. Paul Hull, Portland cardiologist and medical consultant to the "YMCArdiac Program" designed for cardiac patients undergoing rehabilitation, helped link the PSU study with the local Y's busy building schedule. In this way, the study could be conducted on the same days when physicians were already present to supervise the cardiac rehabilitation subjects.

"The Y was eager to join us in this project," Schendel noted. "I can't say enough about their..."
Men and women ages 65 and over were recruited as test subjects. Several of the volunteers lived at Terwilliger Plaza, a retirement living complex conveniently located near the Metro Center YMCA. After a preliminary health screening, the subjects who ranged up to 85 years of age were divided into three testing groups: those in Group 1 were given an aerobic workout at 70 percent of their measured physical work capacity (or fatigue threshold); Group 2 had their workout set at 85 percent; and 17 subjects in Group 3 functioned as a control group and were simply tested and re-tested at the beginning and end of the study with no fitness exercising allowed in between.

The 36 subjects in Groups 1 and 2 went to work, training at their assigned workloads for 30 minutes a session, three days each week for ten weeks, with their performance measured consistently. Dedication to the cause became so pronounced that their combined attendance rate for all exercise sessions was 98.6 percent. "These people were phenomenal," Schendel stressed.

To the uninitiated who might have happened on the scene, it must have presented a singular sight: on Mondays, Wednesdays and Fridays, up to six seniors could be seen riding exercycles, decked in earphones, listening to a steady metronome beat which kept their pedaling constant — all in the name of science.

But the results of their labors encouraged everyone. The subjects exercised at a comfortable rate, and all improved their fitness in a statistically significant way as measured by the test.

These findings have important practical uses, Schendel said.

- Since the test is sub-maximal and therefore safer to use than traditional tests, it can establish one's safe workload before starting a fitness training program.
- Workloads can then be set at modest levels and still give measurable results.

For example, seniors who exercised at the 70 percent rate still made significant improvement in their work capacity during the study, in part because they were consistent in their exercising.

"That's an important finding," said Schendel, "because it means we can assure people that they can get improvement in their fitness with very modest workloads, as long as they're consistent in its application."

"And they don't have to hurt to improve," he added.

In view of the test results, Schendel speculates that cardiovascular and muscular system exercises involving the legs — such as walking, could produce for many older people a training benefit similar to that accomplished in the study.

There were other benefits as well for the study participants: a sense of camaraderie encouraging them to show up for each day's testing, as well as the satisfaction of taking an active role in improving their personal fitness.

The electrical impulses generated by working leg muscles are measured by this specially-designed, exercycle-mounted scale.

... there was the knowledge that they were contributing something of real value to scientists, and potentially to people everywhere...
Telling the Portland State Story

The University will celebrate its 50th anniversary in 1996. Recording this historical half century in a new book is Gordon Dodds, professor of history.

When the muddy waters of the Columbia River swept through through the Vanport Extension Center's North Portland campus (forerunner of Portland State), it carried off the college, people's belongings and even buried the Vanport Rock just donated to the college nine days earlier during the second anniversary celebration.

The 1948 Vanport Flood closed the school. But only temporarily. The rock was dug up from the flood debris and resurrected at the college's new quarters in an old shipyard administration building. In 1952 the Vanport Rock found a permanent home on today's campus in front of Lincoln Hall.

This kind of perseverance has always marked Portland State — founded in 1946 as a temporary educational institution for returning World War II veterans, resurrected from the 1948 Vanport flood, designated a four-year college in 1955, and given university standing in 1969.

PSU History Professor Gordon Dodds has been asked to chronicle these events in a full length book. Appointed official University Historian by PSU President Natale Sicuro this spring, Dodds is writing the book in time for PSU's 50th anniversary in 1996.

"One of the major themes of the university has always been a sort of eye-of-the-storm institution, beleaguered and making its way against tremendous difficulties," says Dodds.

In the '40s when there were threats to the housing allowance which enabled many students to live in Vanport housing, the ex-GI's broke out their trenching tools and dug fox holes on the campus, vowing to move into them if housing was eliminated. It was not.

"World War II veterans around the country were very hard working and intense people who wanted to make up for lost time," says Dodds. Because the University was founded on this strong desire from students to improve their life both socially and economically that theme will become part of Dodds' book.

Continued on page 16
When in Spain

Friendly people and humbling historical sites greet Portland each year with the help of program director David Romey.

For the ancient city of Toledo 20 years is nothing. At left, John Hardiman walks the streets in 1987, and below, in 1968, Arlene Wilson (left), Christie and Mary Talbot, David Romey, and Ken Wallace rest at a sidewalk cafe.

When John Hardiman, then 22, decided to go on Professor David Romey's summer program in Spain, he had no idea it would change his life's ambition.

Hardiman was a business major at PSU. He had taken Spanish language classes off and on since his days at Gladstone High School. But this 1987 trip to Spain changed everything; he is now a Spanish major. Hardiman's business bent remains but only if he can find an international company with operations in Spain.

The Hispanic Studies program has that effect on people. Not everyone takes to it as strongly as Hardiman, admits Romey, but they don't forget. That was evident at the 20-year reunion celebration of Romey's involvement in the program held this spring at Portland State. Students from as far away as California came to share memories, photographs and impart advice to those leaving this summer.

Since 1968, PSU Spanish Professor David Romey has directed the program. He takes 18 to 20 students for a six-week session, which includes daily language and literature classes at the University of Madrid, trips to the north and south of Spain, and exposure to Spanish culture through walking tours, music, theater and art events in and around Madrid. Many of the students attending the program go off on their own before or after the program.

The striking shadows of a Roman aqueduct in Segovia.
Hardiman left Portland a week early last summer, met a Spanish foreign exchange student on the plane and spent a week with him and his family in Tarragona, a coastal city south of Barcelona.

During the long flight and layovers, "Oriol would practice his English on me and I would answer him back in Spanish," remembers Hardiman. The two became good friends and when the PSU program was over, Hardiman went back to Oriol's, this time with his mother who had flown over from Gladstone to join him.

Hardiman has a suitcase full of these stories, ones of being befriended by the Spanish people. "When you ask for directions in Spain often the person will personally take you there and buy you a beer on the way," says Hardiman. He compares Madrid to New York City, "except with a bunch of friendly people."

Romey also remembers incidents of welcome he and his students have experienced through the years, but, maybe for entertainment's sake, he enjoys telling the "things-gone-wrong" stories better.

"Cada dia hay un desastre — Every day there is a disaster." This is a phrase he and Ken Wallace began exchanging with rolled eyes on the very first trip in 1968. Wallace, a high school Spanish instructor, was in on Romey's maiden trip and went back again in 1985.

Maybe they coined this phrase because of the never-arriving telegram telling Romey when Wallace would arrive, or the out-of-gas bus in the middle of nowhere, but chances are it was because of the pneumonia that hospitalized Romey for 10 days on that first trip.

Once he was past that first year, Romey found, with enthusiasm and a sense of humor, the summer sessions got better. "There is a special bond the class abroad cements," he says.

This must be the case, because Romey even remembers the problem students fondly. Such as the year of Sylvia. Romey has said he "forgets the years and remembers them by students." That year everything that could happen, would, to Sylvia. She lost a contact lens somewhere in Spain and in a myopic stumble on the bus steps found it again under her hand.

And there was the trip North to see a castle. The bus driver missed a
turn and the group ended up missing its lunch stop. "Sylvia kept saying to me, 'I am so hungry I am going to die. If I die, I bequeath to you all of my Spanish books'," recalls Romey.

The group eventually got to a little one-restaurant town. Sylvia was first off the bus and first in the restaurant where she immediately bought the only food, several salads and a half dozen hard boiled eggs, on display. The rest of the students had to wait until the owners could prepare more food. Sylvia's popularity was in serious question after this incident, says Romey.

The Spanish professor makes a point of keeping in touch with his students and following their progress. Five of his students went on to teach Spanish, two earned doctorates, one student published several short stories about her experiences, and a romance ending in marriage blossomed on one of the summer trips.

One person Romey and many of the students will never forget is former PSU Spanish instructor and co-director of the program Mary Talbot. At the Reunion a special letter was read from the consul general of Spain, praising Talbot's efforts toward fostering better understanding between the two nations. It read, "To one who worked devotedly to translate your love of Spain to the students." A book on the works of Spanish artist Francisco Goya was also given to Talbot's children, who accepted the Consul general's present on behalf of their seriously ill mother.

This summer's group is just beginning its adventures, having arrived at the program site in Madrid on July 1 and remaining until August 10. According in Hardiman, with "open minds and open hearts" they should be having the time of their lives.

University history

Continued from page 13

Dodds himself has seen a lot of PSU history as an instructor during the past 22 years. He teaches Westward Movement, Pacific Northwest and Oregon history. "I can put the University into the state and regional context," says Dodds. He is author of two regional history books, History of Oregon, written in 1976, and The American Northwest, written in 1986.

How can PSU alumni help?

Dodds has already identified individuals he wants to orally interview and has old State Board minutes and Vanguard, Oregonian and Oregon Journal articles to refer to.

The "Vanport Rock"

"I'd like to make an appeal to the alumni if they have any written documents, letters they wrote or diaries they kept. Anything that would be unique to them," says Dodds. "And we are looking for other kinds of artifacts like old letterman sweaters or photographs alumni would like to donate or lend. We don't have many photos of the Vanport campus." Inquiries and information about Vanport and Portland State can be given to Dodds by writing: Gordon Dodds, History Department, Portland State University, P.O. Box 751, Portland, OR, 97207.
Our cities are centers of opportunity

URBAN AMERICA IN THE MODERN AGE—1920 TO THE PRESENT, by Carl Abbott, chair of the Department of Urban Studies and Planning (Harlan Davidson, Inc., 1987)

America's future can be read in the successes, failures and hopes of its urban areas, and in this compact and highly readable summary of the social, political and economic forces which have shaped our cities over the past 60 years.

The book, one of “The American History Series” from Harlan Davidson, Inc., points out that in 1920 fewer than one in three Americans lived in urban areas (including suburbs) while today, that number is more than nine in ten. What drew millions of us to the cities in the 1930s, '40s and '50s, and what drew us out of the cities to the suburbs in the '60s, '70s and '80s, Abbott says, are the same forces that continue to shape American society.

The racial violence and riots of the 1960s, the financial crises in older cities (including the fiscal collapse and rescue of New York City in 1975), rising crime and social dysfunction brought home a multitude of nearly insolvable problems.

Abbott says, “The real dilemma in urban areas, of course, is our willingness to use the old centers of metropolitan areas as dumping grounds for social problems. People with limited abilities to help themselves are shunted into cities and then blamed for their own ills.

“Despite the crisis of the 1960s and the problems of the 1970s, our cities are the focal points of American culture, creativity, economic change, and innovation,” Abbott says. “The solution is not to abandon public concern, but rather to develop cities as centers of opportunity.”

Sculpting the earth

CATACLYSMS ON THE COLUMBIA, by Professor Emeritus John Eliot Allen, Associate Professor of English Majorie Burns, with geologist Sam Sargent (Timber Press, 1986)

The fascinating geologic history of the Pacific Northwest, particularly the Columbia Gorge and Tualatin and Willamette Valleys, is told in this book along with the story of geologist J. Harlem Bretz. He devoted much of his 40-year career to the development and proof of his theory that the physical shape of the Columbia basin was greatly affected by a series of massive floods.

From 15,000 to 12,800 years ago, as many as 40 cataclysmic floods stretched from Missoula, Montana, to the Pacific Ocean, often hundreds of feet deep. More than 16,000 square miles of landscape was transformed by the greatest scientifically documented floods known to have occurred in North America.

This book tells why the floods occurred and how they affected the character of the land.

Anyone travelling around the Northwest can see the evidence and the results of these floods. Cataclysms on the Columbia, written in a very accessible, non-technical style with dozens of photographs and illustrations, tells us what we are seeing. This obviously is a reflection of John Allen who has introduced generations of PSU students to the geology of their region.

Allen, Burns and Sargent also have included a number of auto tours by which readers can track the power of these remarkable floods in sculpting the earth's surface.

Averting tragedy

PREVENTING ADOLESCENT SUICIDE, by Dave Capuzzi, PSU professor of Counselor Education, and Larry Golden (Accelerated Development Inc., 1988)

Teenage years are a turbulent time for most. Physical and sexual maturity is thrusting these children into the adult world, but the perspective that comes with maturity is still some years ahead.

Most adolescents survive this time of life. Why do a few want out through suicide?

Capuzzi and Golden (a professor of Counseling at University of Texas at San Antonio) address this question in their fascinating and easy-to-read new book.

Suicide is the second leading cause of death among the 11 to 24 year age group. This is of great concern to all of us, but particularly to the professionals who deal with adolescents on a regular basis. The book, with model prevention and intervention programs, is aimed toward teachers, administrators, counselors and therapists, but with no counseling jargon for the average reader to stumble over, the book becomes a helpful reference for every parent.
Faculty awards its own

Rhea Paul and Johanna Brenner received PSU’s prestigious faculty excellence awards — the Branford Price Millar Award and the Hoffmann Award — at Spring Commencement, June 10. The pair were nominated and selected by their colleagues for the awards, which carry cash prizes.

Rhea Paul, an assistant professor in Speech Communication, was chosen for the Millar Award, named after the University’s second president and intended to honor a faculty member who has demonstrated excellence in instruction, scholarship, university service and public service. The award committee recognized Paul as, “an internationally respected researcher and lecturer on autism, language acquisition and language disorders, who also is an outstanding teacher.” The award also cites her work in curriculum development and her devotion to students. Paul, who came to Portland State in 1986 from the Yale Child Study Center in New Haven, Conn., has a Ph.D. in communication disorders from the University of Wisconsin in Madison.

Johanna Brenner, coordinator of Women’s Studies, is the recipient of the Hoffmann Award, named for long-time Portland State faculty member and emeritus Dean of Social Science George Hoffmann. The committee found Brenner, “a person of intelligence, insight, enthusiasm and generous spirit, she is the very embodiment of excellence in teaching.”

The committee pointed out that Brenner maintains high expectations for her students and herself while her teaching style reflects personal warmth and intellectual rigor. “An ethical and caring human being, Johanna Brenner clearly is dedicated both to her teaching and to her students,” the committee said. Brenner, who received a Ph.D. in Sociology from the University of California, Los Angeles, has been on PSU’s faculty since 1981.

Loan pay-off for teachers

Top ranking students willing to teach in Oregon may have their loans paid off thanks to a new program designed by the Oregon State Scholarship Commission (OSSC).

The plan, called the Oregon Teacher Corps Program, was approved by the 1987 Oregon Legislature and encourages minority students to stay in Oregon at least three years teaching sorely needed subjects, such as advanced math or physics, in inner city and rural settings. Eleven PSU students were accepted into the program last academic year, and the University is allowed 40 applicants in the 1988-89 school year, according to Carol Burden, an associate professor of education at Portland State.

OSSC will approve loans and later waive them for Oregon residents who are:

- currently ranked in the top 20 percent of their college classes or have a 3.3 GPA;
- enrolled at least half-time;
- pursuing basic certification for elementary or secondary school teaching;
- not in default on any state of Oregon or federal loans; and
- going to complete at least three years of full-time teaching in Oregon within five years.

Priority is given to racial minority students; those who will be teaching in highly needed fields — advanced math, chemistry, physics and handicap endorsement; and students willing to teach in remote or difficult to service areas in Oregon.

National honors for student scholars

Three outstanding PSU students received national awards this spring: History student Phillip Lucas was awarded a $6,000 fellowship for graduate study by the Honor Society of Phi Kappa Phi; graduate candidate Robert K. Henderson will receive a 1988-89 Fulbright Grant to teach in France; and Alfonso H. Pioquinto, Jr., a doctoral student in Educational Leadership, won the prestigious Gerald H. Read Laureate Scholarship of Kappa Delta Pi.

The Phi Kappa Phi fellowship awarded to Phillip Lucas is the fourth such honor given to a PSU student in the eight years the society has been on campus.

Phi Kappa Phi is a national scholastic honor society recognizing academic excellence in all disciplines.

Lucas, 35, plans to study Religion at the University of California, Santa Barbara, where he was also awarded a four-year doctoral fellowship.

Robert K. Henderson will teach conversational English to secondary-level school students in France with his Fulbright grant. Prior to enrolling in PSU’s Master of Arts in Teaching degree program, Henderson, 26, taught French and history in a small high school of 90 students on remote Lopez Island, Wash., in the Strait of Juan de Fuca.

As a member of Kappa Delta Pi, Alfonso H. Pioquinto, Jr., is the second Endowed Laureate Doctoral Scholarship recipient in the six years the education honor society has been on campus. Pioquinto, 35, is on leave from Mabini College in Manila, Republic of Philippines, where he taught education and philosophy. The $1,500 scholarship will help Pioquinto finish his studies in the post-secondary education doctoral program at PSU.
Global economy inspires new program

PSU joins Harvard Business School as the only other university in the U.S. to establish a group of researchers exclusively devoted to the study and instruction of a rapidly emerging field in business: cost management.

H. Thomas Johnson and Peter B.B. Turney were appointed this spring to newly established teaching posts on the new cost management research team in the University's School of Business Administration.

Cost management goes beyond the typical accounting reports to provide relevant information for managers who must make strategic business decisions in an increasingly competitive global economy. It focuses on measuring how efficiently a business consumes resources as it creates the products customers want.

H. Thomas Johnson comes to the University from Pacific Lutheran University in Tacoma, Wash., where he built a reputation in the new cost management field with four books and more than 25 scholarly articles on the subject. He will occupy the Herbert Retzlaff Chair of Cost Management, named after the longtime Portland resident and former treasurer of Fred Meyer, Inc.

Peter Turney of PSU's Department of Accounting is the second member of the research team. A PSU faculty member for the past 11 years, Turney is currently engaged in a major field research project involving the design and implementation of experimental product costing systems. He received the Tektronix Professorship from the Tektronix Foundation to support his new work.

Richard Sapp, a veteran of 11 years with the PSU Accounting Department faculty, will work with Johnson and Turney on the new team. Sapp's area of specialization involves strategic planning for the banking industry. He was recently retained by the U.S. Controller of the Currency to advise his regional controllers on the benefits and techniques of strategic planning.

Civil Engineering students Mark Patterson and Marcus Ostendorp apply finishing touches to "Viking II," their concrete canoe which won the Pacific Northwest regional competition of the American Society of Civil Engineers Concrete Canoe Races at Blue Lake. The Viking II team finished fourth in the national competition held at Michigan State University this June.

Campus gets new BOOST

Clevonne Jackson was appointed new director of the PSU chapter of BOOST — Bettering Oregon's Opportunity to Save Talent.

BOOST helps low-income students complete high school and go on to post-secondary educations in colleges or universities. These students are usually the first in their family to receive an education beyond high school. The program, which is funded by the federal government, recruits from ten Portland-area high schools and serves an average of 700 individuals each year.

The BOOST staff consists of Jackson, who holds a master of education degree in speech pathology from the University of Virginia, one counselor and a secretary.

Grant writing help at hand

Just off the press this spring is the third edition of Getting Funded: A Complete Guide to Proposal Writing by Mary Hall, published by Portland State University.

For 16 years this book has been a reference guide for fundraisers seeking government and foundation grants. Now revised, expanded, and redesigned, Getting Funded (formerly titled Developing Skills in Proposal Writing) gives information on determining funding requirements, searching for the right sources, preparing proposals and making presentations. It offers dozens of critical checklists, sample formats, and examples of both how and how not to go about grant writing.

Cost of the manual is $19.95 with a $2 shipping fee. For order information call (503) 464-4891; toll free inside Oregon, 1-800-452-4909 ext. 4891; and outside Oregon, 1-800-547-8887, ext. 4891.
Alumni involvement growing

Chapters met

The Portland area and Hawaii alumni chapters held their first "get acquainted meetings" this spring.

Alumnus Timme Helzer chaired Multnomah County's Chapter Meeting on April 19, and the following evening David Lomnicki hosted a similar affair for the Washington County alumni. President Sicuro attended both events and a video presentation about PSU was shown.

"I think everyone enjoyed renewing old friendships and making new ones," said Alumni Affairs Director Mary Lou Webb, who was also present at the hors d'oeuvres and refreshment catered events.

As a result of suggestions from alumni at these meetings, Multnomah, Washington and Clackamas County will combine into one Portland Metropolitan Chapter.

Helzer and Lomnicki will be co-chairmen and are forming a steering committee for the new chapter. This committee will review the surveys that over 500 Portland Metro area alumni recently completed. Future events will be planned as a result of the survey findings and the committee's ideas.

On May 14, Michael Kliks hosted 15 PSU alumni at the first Hawaii Chapter meeting in his home in Honolulu. "The group spent an evening getting to know one another and talking about our common interest, Portland State University," said Kliks. This chapter hopes to expand membership to include those PSU alumni on neighboring islands.

New alumni chapters are still forming. If you are interested in becoming involved, please call the Chapter Representative in your area. If your area is not represented, call Mary Lou Webb, Director of Alumni Affairs, at (503) 464-4948.

New grads welcomed into alumni fold

A new tradition has started. The class of 1988 was welcomed into the ranks of Portland State University Alumni during a reception immediately following the spring Commencement Ceremonies.

Over 1,300 alumni were treated to punch and cookies as they returned their graduation gowns in a crowded but happy jumble of families, graduates, and Alumni Board members.

With alumni benefit cards in hand, Alumni Affairs Director Mary Lou Webb led a dozen board members in greeting the new graduates. The task was almost impossible because of the mad rush to return gowns and find family and friends.

"We had a good time anyway," says Webb, "and the reception will get better each year. We now know what to expect."

Alumni Chapter Representatives

Portland Metropolitan Area
(formerly Multnomah and Washington Counties and to include Clackamas)

David Lomnicki '81
(503) 243-7793
Senior Loan Analyst, Standard Insurance Co.

Timme Helzer '66
(503) 281-2118
Management Consultant

San Francisco

Steve Coiteux '72
(415) 621-2030
Owner, Office Pavilion (office furniture)

Southern California

Diane Grover '83
(213) 216-9379
Law Student, Loyola Law School

Denver

Ron Wendel '70
(303) 893-1862
Vice President, Colorado National Bank of Denver

Chicago

Paul D. Soderholm '68
(312) 477-2477
Owner of a seat on the Chicago Board of Options Exchange

Texas Gulf Coast

Bob Handy '71
(713) 225-0967
Director, Houston World Trade Association and World Trade Institute

Atlanta

Michael Vidan '68
(404) 521-4000
Vice President, Building Products, Transportation Division, Georgia Pacific Corporation

Washington, D.C.

Trey Taylor '69
(202) 624-2449
Director of Advertising Services, American Council of Life Insurance

Tampa

Geoffrey S. Sutton '76
(813) 877-7511
Operations Manager, Tropical Garment Manufacturing Company

Hawaii

Michael Kliks '65
(808) 988-5161
President, Confidential Testing Services Inc.
Memorabilia on display

On a sunny afternoon in March, the Office of Alumni Affairs welcomed former students at an open house in Room 339, Cramer Hall. The event was also held to show-off the newest addition to the office, the College Bowl Trophy.

The Trophy, won by the Portland State College Bowl Team of 1965, was moved to the Alumni Office from the Office of Student Affairs. Jim Westwood, the 1965 team captain, was on hand for the open house. With Westwood's help the original team not only won the trophy but received coverage in Time magazine and brought home $15,000.

Team members were: Jim Westwood, captain, Mike Smith, Larry Smith, Robin Freeman and alternates Marv Foust, Doug Hawley, Al Kotz and Jim Watt. They were coached by the late Ben Padrow, who at the time was an associate professor of speech at Portland State.

In addition to the trophy, the Alumni Affairs Office also features school annuals dating back to 1947 and a number of collages and photographs highlighting PSU events and individuals from the Vanport days to today. All PSU alumni, and friends of the University are invited to stop by the office to see the memorabilia.
### '56

**Chuck Clemans (BS)**, superintendent of the Oregon City School District, Oregon City, Ore., received one of this year's "Good Guy Awards" from the Oregon Women's Political Caucus. The awards are given to men who have contributed to the women's movement for equal rights.

### '59

**Wes Perrin (BS) and Bill Borders** of Borders Perrin & Normander, a Portland advertising firm, were both honored in May as Advertising Professionals of the Year during the Rosey Award Show sponsored annually by the Portland Advertising Federation.

### '60

**William R. Scharwatt, DMD** ('60 BS) was recently elected to the board of directors of the American Association of Endodontists. The AAE is a national association of 3,000 members who specialize in root canal therapy. In addition to his Portland practice, Dr. Scharwatt serves as endodontic consultant on the faculty of the Oregon Health Sciences University, Portland.

### '64

**Gary D. Larsen** ('64 BS) was one of five Oregon science teachers receiving the 1988 Award for Excellence in Teaching Science and Mathematics, presented annually in May by the Oregon Museum of Science and Industry and Tektronix, Inc. Larsen, who has taught at Centennial High School in Gresham, Ore., for the past 20 years, said he expects to spend most of his $5,000 award on classroom equipment and professional meetings.

**Mike Schrunk (BS)** has been re-elected as Multnomah County District Attorney. He was running unopposed.

### '66

**Gery L. Weber** (BS, '70 MST) has been hired as head football coach and social studies teacher at Lake Oswego High School, Lake Oswego, Ore. He is the former head coach at nearby Gladstone High School and a former assistant coach at Oregon City High School.

### '67

**Walt Bowen** (BS) and partner Dave Hunt of Bowen-Hunt Development Co., Portland, currently one of the most active apartment builders in Clackamas County, Ore., will begin construction on its third apartment complex in the county this summer. The $11-million, 264-unit complex near Clackamas Town Center is scheduled for completion in the fall of 1989.

**Kitt Hawkins** (BS) has joined the Stan Wiley Inc., Realtors commercial division in Portland as a sales associate specializing in the sale and lease of industrial properties.

### '68

**Glen Beckley** (BS) of Management Design Associates in Portland has been elected as a new member of the board of trustees of the Pacific Crest Outward Bound School in Portland.

**Thomas DeJardin** (MSW, '77 MPA) has been re-elected to the Metropolitan Service District, Position 5. He ran unopposed.

**Craig S. Hobbs** (BS) has been named president of Composite Research and Management Co., a registered investment advisory firm in Seattle, Wash. The firm manages more than $1 billion on behalf of pension and profit-sharing plans, foundations, trusts, corporations and mutual funds.

**Mary Hoyt** (MSW) has been appointed Region I manager for the Oregon Children's Services Division, serving Clackamas, Columbia, Multnomah and Washington counties. She has been in state government for 21 years and comes to CSD from the Mental Health Division, where she was director of the child and adolescent treatment program at Oregon State Hospital.

**Steve Mikulic** (BS) has been appointed district manager of property management services for Grubb & Ellis Commercial Brokerage's Portland-based operations. Mikulic joined the firm last July as a commercial property manager.

**Tom Pry** (BS) and his wife Marcia have purchased Portland Family Calendar, a monthly tabloid for Chase Manhattan, including County Manager for Japan and Area Institute Manager for Asia.
The Portland State University Alumni Association has joined with U.S. Bank to create a brand new VISA card custom designed for Portland State Alumni. Here are some of the benefits you'll enjoy when you proudly carry the PSU Alumni Classic VISA Card:

- **Low 14.9% ANNUAL PERCENTAGE RATE!**
- **$10 Annual Membership Fee Waived For The First Year!**
- Acceptance At 5 Million Locations Worldwide!
- Emergency Cash – Worldwide!
- 25-Day Interest Grace Period For Purchase Transactions When Balance Paid In Full Monthly!
- Fixed, Non-Variable Interest Rate!
- Distinctive Alumni Identification!
- Check Cashing Convenience!
- Automated Teller Machine Access!

*To qualify for this special offer you must be an alumnus of PSU (spouses are included).*

To request an application simply clip, complete and mail this coupon today, or to save time, call **1-800-422-8762** (in Portland, call 275-7519).

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**PSU Alumni VISA Request Form**

- YES! I'm proud to be a Portland State alumni. Rush me an application for the PSU Alumni VISA card!

(name)  |  Address  | City  | State  | Zip  
--- | --- | --- | --- | ---
published for families with growing children. The Fris also publish two Portland-area weekly newspapers (the Sellwood Bee and the St. Johns Review), as well as three monthlies (the Hollywood Star, the Mid-City Memo, and the Neighbor in Northwest Portland).

Bruce L. Stern (BS, '69 MBA), professor of marketing in PSU's School of Business Administration, has been elected president of the Western Marketing Educators' Association, an organization of marketing professors in the 11 western states and western Canadian provinces.

Terrie Todd Wete (BS, '71 MS, '76 Ph.D.) has been appointed director of research for the Braceland Center for Mental Health and Aging at The Institute of Living in Hartford, Conn. She is developing a nationally significant care and management program for Alzheimer's Disease victims and their families.

'69

David Helgren, Ph.D. (BA) is the co-author of the textbook World Geography Today, recently published by Holt, Rinehart and Winston. Dr. Helgren is research professor at the Monterey Institute of International Studies in Monterey, Calif.

Paul Oakden (BS), a vice president and branch manager at First Interstate Bank of Oregon, has been named to the board of the Mount Hood Community College District Foundation.

Bill Plympton (BA) rubbed shoulders with the likes of actors Jack Nicholson and Meryl Streep during April's Academy Awards ceremonies in Los Angeles, Calif. Plympton attended after he was nominated for "Best Animated Short Film" for his satirical production "Your Face." Plympton financed the film with $4,000 of his own money. It required six months and 800 drawings to complete. The Oscar eventually was awarded to another entry.

Ken Raddle (BS) has been named advertising director for Young American, a bi-weekly newspaper published in Portland for children ages 5 to 15. The five-year-old publication now appears as a supplement in 37 newspapers located in Oregon, Washington and California. This fall, the supplement is expected to appear in newspapers in Los Angeles, San Diego, Dallas, Philadelphia, New York and Boston, pushing anticipated circulation to over 4 million.

'70

Gordon M. Ball (BS) has joined South Coast Lumber Co. at Brookings, Ore., as controller and chief financial officer.

John Daggett (BS, '72 MS) has been named superintendent of the Ashland, Ore., School District. He is a former middle school principal in the Centennial School District just outside Portland, and a superintendent and principal in the Sauvie Island School District west of Portland.

Ronald Melott (BS) of Melott & Associates, Beaverton, Ore., has been named president of the Cascade branch of the Society of Fire Protection Engineers.

Roy Rogers (BS) has been re-elected to the Washington County Commission, District 3 seat. He was running unopposed.

'71

James A. Dumolt (BS) has been promoted to manager of technical and special services for Ross Island Sand & Gravel Co., Portland.

Al Federici (BS) has been appointed senior vice president and manager of the consumer banking group for U.S. Bank of Washington.


Thomas S. Fischer (BS, '72 MS), the former manager of planning and strategic services for Kaiser-Permanent's Northwest Region, has accepted the position of vice president for management information at Kaiser's corporate offices in Oakland, Calif.

W. Eugene Hallman (BS), a Pendleton, Ore., attorney, has been named chairman of the Oregon Liquor Control Commission. He also will serve as a director of the National Alcoholic Beverage Control Association.

Valerie Schaffroth (BS, '75 MAT) is a former teacher with no time to teach, now that her part-time kitchen venture of six years ago has blossomed into Val's Homemade Bagels Inc. of Clackamas, Ore. Her firm now hand-forms and bakes up to 7,500 bagels a night for next-day delivery to 70 local stores, including some 50 Safeway in-store delis in Oregon and Southwest Washington.

'72

Bruce Cook (BS), owner of Bruce Cook & Associates Insurance Agency in Sandy, Ore., has been appointed to the Private Industry Council of Clackamas County, Inc.

Elizabeth Farance (BS) has joined the Beaverton, Ore., office of Barbara Sue Seal Properties Inc. as a sales associate.

Joseph Gallegos (BS, '73 MSW) has begun a year-long position as acting director of social service and gerontology programs at the University of Portland. He is currently on leave from the San Diego State University College of Health and Human Services, where he is an associate professor.

Mike Houck (MST), an urban naturalist at the Audubon Society of Portland, recently shared a Matrix Award for outstanding contributions to the community, which was presented in May by Women In Communications Inc. and Pacific Northwest Bell.

'73

Rick Bauman (BS), formerly an Oregon state representative, has been elected to the Multnomah County Commission.

Mike Loefgren (BS) and Brian Stewart, partners in Brike International of Tigard, Ore., are currently marketing their unique, three-wheeled human-powered vehicle. About 1,100 of the recreation/transportation devices have been sold to date. The firm recently signed an agreement to put the machines on the Japanese market, and negotiations are continuing with Huffy—America's largest bicycle manufacturer—to begin large-scale domestic production.

Jack L. Sterrett (BS) received the 1988 Howard Volum Award for Engineering Excellence from Tektronix Inc., Beaverton, Ore. He received a commemorative sculpture, a $1,000 cash award and a work-related research grant.

C. Norman Winningstad (MBA), founder of Floating Point Systems Inc. of Beaverton, Ore., was one of five prominent Oregonians honored May 15 as Portland's Lewis and Clark College presented its annual Aubrey R. Watzek Awards. Winningstad was honored for his outstanding contributions in science, technology and research. His wife, Dolores Winningstad, also was honored for her support of Pacific Northwest social and educational organizations.

Edward Borst (BS), president of Heritage Development Co., the Portland firm which owns Cascade Plaza—the Beaverton, Ore., shopping center formerly known as Loehmann's Plaza—reports that a major new tenant, Burlington Coat Factory Warehouse Inc., has been signed to a 20-year lease to occupy over 40% of the center. The troubled center's owner had searched for a full year to find an "anchor" tenant to replace Loehmann's.

Tanya Collier (BS, '75 MBA) has been re-elected to the Metropolitan Service District, Position 9.

Bill Griffith (BS) is the new administrator of Presbyterian Nursing Home in Ontario, Ore. He formerly managed a 250-person retirement complex in Portland and earlier served a two-year period as a surveyor of nursing homes for the State of Oregon.

Suzanne M. Hall, M.D. (BS), a cardiologist in private practice in Portland and Tualatin, Ore., has been elected to a fellowship in the American College of Cardiology, a 16,300-member nonprofit professional medical society and teaching institution.

John McDaniel (BS) has been named vice president of development at Cowalt Enterprises Inc. in Albany, Ore., the parent company of Izzy's Pizza Restaurants. McDaniel's major focus will be preparing for development of new Izzy's Restaurants in the Seattle vicinity.
George E. Richardson, Jr. (BS) against IMir, authored the article, "Viet Con" and local government relations for also has written a book, Theaters chain, the 11th-largest nationwide with more than 300 screens in six states. Moyer’s chain tentatively had been sold in April to the nation’s largest movie theater chain, United Artists Theater Circuit, but UAA’s board of directors later decided to call off the deal. Moyer now expects to continue with his three-year expansion program to build new theaters in Anchorage, Alaska as well as in Seattle and Bellevue, Wash.

Richardson

George E. Richardson, Jr. (BS) has been named director of state and local government relations for Northwest Natural Gas Co. He is the firm’s former director of corporate budgets and planning. Richardson also is a current member of the Oregon State Board of Higher Education.

Joseph E. Opasah (BS) has joined the Portland office of Smith Barney Harris Upham & Co Inc. as second vice president of the sales division. Prior to joining Smith Barney, Mr. Opasah was assistant vice president with Kidder Peabody in Portland.

William A. “Bill” Thomas (MPA) is the new administrator of the Oregon Children’s Services Division (CSD), which has a $120-million annual budget and 1,900 employees. He has served as the administrator of the Oregon Liquor Control Commission (OLCC) since 1980, and for ten years prior to that he was a caseworker and social service supervisor for the CSD.

Ruth Horley (BA) has become one of 58 “Faith and Fitness” aerobics leaders in the Northwest. The instructors combine religious faith with love of fitness during workouts in church facilities located in Oregon, Washington, Idaho and Montana. Ms. Horley’s group meets in Forest Grove, Ore.

Diane Linn (BS) has been named vice president for programming and government affairs at Rogers Cable systems, Portland. She will serve as the firm’s representative to the cable regulatory agencies for Portland, East Multnomah County, Gresham, Fairview, Troutdale, Wood Village and the unincorporated areas of East County.

Jeff Parker (BA) was named one of six leading sales agents for 1987 by Portland’s The Realty Group, Inc.

Maryalice Russell (BS, ’82 MS, ’84 MST) is the new principal at Metzger Elementary School in the Tigard, Ore., School District. She is the former principal of East Orient School near Gresham, Ore.

Margo M. Cheek (‘81 BS) has been named vice president in the comptrollers department at the corporate banking center of First Interstate Bank of Oregon.
Diane Cox (BS) has been named an endowed sales associate with the Beaver, Ore., office of Barbara Sue Seal Properties Inc.

Na'im Hasan (BS), a purchasing agent for the Portland office of the CH2M-Hill Northwest, Inc. engineering firm, is currently a top middleweight contender for a berth on the eight-person U.S. Tae Kwon Do team competing at the Summer Olympics in Seoul, Korea this September. A form of karate, Tae Kwon Do is Korea's own sport.

Sue Liss (MS) was named Coordinator Studies. Following her CH2M-Hill Northwest, Inc. engineering, Clark College, Portland, as a one-year position with Lewis and own agent for the Portland office of the county's school about the value of recycling.

John Callahan (BA), the Portland cartoonist whose work appears regularly in publications ranging from Willamette Week to People magazine, has completed his autobiography, scheduled to be released next May by a division of the Hearst Corp. People magazine reportedly has also commissioned an article on the paraplegic artist.

Pam Vredevelt (MS, '85 MS) is co-author of a new book Surviving the Secret (Fleming H. Revell Co., Old Tappan, NJ.). The book deals with child sex abuse and offers practical ways to support its victims. Vredevelt works as a counselor with Christian Counseling Services in Gresham, Ore.

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Portland State University
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state, also serving most of Montana from her office in Spokane. She is reportedly the first woman state geologist serving her agency and the only one to date to have official responsibility for two states.

Paul LaViolette (Ph.D.) has become the first American scientist to receive the deepest ice core samples ever drilled in the Earth, directly from the Soviet Union’s year-round base at Vostok in the Antarctica. The Portland researcher, who currently works outside the “mainstream” U.S. science community, believes the samples may hold evidence of historic “superwave” episodes involving explosive outbursts from the center of the Milky Way galaxy in which the Earth resides. He contends these eruptions may have pushed cosmic dust into the Earth’s atmosphere, causing great climatic changes. The Russian ice core samples are thought to hold trapped air bubbles and particles which can be analyzed, giving Dr. LaViolette a look at atmospheric conditions on Earth extending from more than 160,000 years ago to the last Ice Age some 12,000 years ago.

Kerry Moell (BA) has been promoted to manager at the Portland office of Price Waterhouse, certified public accountants.

Laurie M. Schwartz-Knee (BS) is the new developer of programs to assist horseback riders with mobility handicaps who visit the new, nonprofit Circle “R” Ranch, located on 40 acres in rural Washington County, Ore. She has also been appointed to the Oregon Developmental Disabilities Planning and Advisory Council. The council oversees all state-run programs that deal with developmental disabilities. Schwartz-Knee, who suffers from cerebral palsy, traveled across America in her wheelchair in 1981 to dramatize the needs of disabled people.

Ray Bartlett (MS) and his firm, ECO Northwest, are serving as economic and land-use consultants to a steering committee under contract to the City of Portland. Their combined task is to explore ways in which the Interstate 5 Freeway could either be relocated or else routed under its current route along the Willamette River’s east bank between the Steel and Marquam Bridges.

Norman “Butch” Pribbanow (BS) graduated in mid-May from Willamette University Law School in Salem, Ore., where his classmates selected him to give the commencement speech at the class banquet. Pribbanow was rendered quadriplegic by a 1973 accident.

Dwight D. Wallis (BA), an archivist with the City of Portland, has been elected director of education for the Association of Records Managers and Administrators.

Lisa R. Weaver (BA), a human resources representative with Avia Athletic Footwear, Portland, has been selected to represent the Portland chapter of Business and Professional Women. The program honors young women’s scholastic work, community service and career achievements.

Gloria Chenoweth (BS) of Design Council Inc. in Portland, received two first place awards for design, one for Western Paper Company’s 1986 Christmas card and another for Pacific Printing Industries Award design.

Carol Hendrickx (BA) has been promoted to director of consumer service at Anthro Corp., a Tektronix company which designs and markets furniture to accommodate computer equipment.

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Team expects to stay in the limelight

The Portland State Football team expects another great season to follow this year's second place national finish, record-breaking crowds and national television coverage.

Head Coach Pokey Allen, who led the Vikings to an 11-2-1 season overall — the best in PSU history — was selected as District Coach of the Year and one of five finalists for the national honor. Fourteen Vikings were named to the first or second All-Conference teams and with only three seniors, most will be back next season.

Leading the returnees are All-America candidates quarterback Chris Crawford and tight end Barry Naone. The team includes a total of 42 returning lettermen and 16 starters.

Allen says the team also includes "the best recruiting class in Portland State history." Leading the way are four Portland city league first-team all-stars: Benson's tight end Matt Asay and linebacker Rodney Hicks, and Jefferson's quarterback Jeff Thomas and wide receiver Tony Melson.

The 1988 season opens against Eastern Washington University on Sept. 5 in Cheney, Wash. This season's schedule promises to be one of the toughest in Division II, according to Allen, with the addition of Texas A & I and Indiana University of Pennsylvania to PSU's home game schedule.

'88 Vikings Football Home games

Sept. 17  *Cal Poly, 7 p.m.
Sept. 24  Texas A & I, 1 p.m.
Oct. 1   *Santa Clara, 7 p.m.
Oct. 8   Indiana - Pa., 1 p.m.
Oct. 22  *Southern Utah State, 7 p.m.
Nov. 12  University of Montana, 1 p.m.
  *Western Football Conf.

All games at Civic Stadium. Call 464-4000 for tickets.

Batting records set

For the sixth consecutive season, the Portland State University baseball team completed its season with 30 or more wins. The Vikings were 33-25, losing two close games in the PAC-10 North Tournament to place third in the conference at 12-9.

Under Coach Jack Dunn, this year's team packed an offensive punch by setting five team batting records and tying two others. The most significant was the team batting average of .317 which broke the old mark of .316 set in 1985. The team also set new records in most hits in a season, most hits per game, most doubles, and most triples.

Sports wrap-up

Viking football brought home the biggest trophies, but the University's other teams gained their own honors and became better prepared for next season.

Wrestling team member Hiag Brown was slowed by injuries but finished third in Division II after winning the title in 1987. Dan Russell came away with the championship in this weight class in Division II. Both wrestlers competed in the National Division I championships, and although neither placed, according to Coach Marlin Grahn each built up experience for next season.

The women's tennis team had more wins then losses, a 14-13 finish and with all team members remaining, the future looks good, says Coach Shaun Ball.

Women's softball, ending with a 17-27 record, faced one of its toughest road schedules to date with an inexperienced, freshman-dominated team, according to head coach Teri Mariani. Fortunately, this means only one player, the lone senior on the team, is graduating.

The three freshman starters on the Women's basketball team got plenty of court experience this season when the team was cut to only eight players. They finished with a 7-19 record.

PSU's volleyball team, ranked eighth in the NCAA poll, is looking forward to next season with recruit Dawn Krenick who is training this summer at the Olympic Training Center in Colorado Springs, Colo., where PSU Coach Jeff Mozzochi is serving as head coach.

And javelin competitor Kent Newberry made All-American when he came in eighth in NCAA Division II Track and Field.

University applies for Division I

Portland State University has filed a formal application with the National Collegiate Athletic Association (NCAA) to advance to Division I membership.

The application does not signal an immediate move for PSU but is the beginning of a two-year process of transition for PSU from Division II to Division I. The University must successfully meet the NCAA's criteria plus a series of financial and community support goals to be monitored by the State Board of Higher Education.

The University applied to NCAA headquarters in early June and on June 17 presented a progress report to the State Board. The board will discuss the report at its July meeting. If PSU meets all the NCAA and fiscal goals the University could advance to Division I status in June 1990.

Approval of Division I membership would mean restoration of Men's basketball, which was dropped following the 1980-81 season. The University presently offers a dozen intercollegiate varsity sports, six each for men and women.
Performing Arts

Musical
8 pm Thurs-Sat., 3 pm Sunday, Lincoln Hall Aud. $12.50 gen'; $5 sr. adults, students.
Aug. 18 - "Simply Heavenly" by
Sept. 4 poet & playwright Langston Hughes

Dance
8 pm, Lincoln Hall Aud. $7/$5/Free to Summer PSU students.
July 15, 16 CIA (Company of Individual Artists) in a multi-media dance performance.

Lectures
Tour the World
Noon, 338 Smith Center, Free
July 13 "Revolt of the Ladies: Feminism in Greece," Eleni Varikas, Greece
July 20 "The Greatest Brazilian Art: Literature & Music," Rosa Neves da Silva, Brazil
July 27 "Berlin: The Divided City," Elke Stenzel, West Germany
Aug. 3 "Voices of Protest in South Africa," John Burns, USA
Aug. 10 "The Steel Drum as a Cultural Tool," Ellie Mannette, Trinidad (lecture/demo in Smith Center Ballroom)

International Studies
Sept. 21 U.S./Canada Trade Agreement

Portland Profile
Noon, 338 Smith Center, Free
Aug. 1 "From the River's Edge to the Suburbs: Influences

A Portland architectural feature illustrated by architect Gerald Brock. He will be leading a tour of downtown Portland Aug. 6.

on Portland's Urban Landscape," Carl Abbott, PSU
Aug. 2 "Fearless Square Seen from All Sides," Pete Grundfossen, Tri-Met
Aug. 4 "Portland by the Numbers," Robert Liebman, PSU

Families and Aging
Noon, Standard Insurance Center Aud. (Concourse Level), 900 SW 5th
July 12 "Services for Seniors: What They Are & How to Find Them"
July 21 "A Change in Residence: When Home is No Longer the Best Place to Be"
July 26 "When Medicare Doesn't Pay the Bill: Supplemental & Long Term Care Insurance"

Special Events
10 am-Noon, west side Lincoln Hall (SW Market & Park) under the clock, Free.
Aug. 6 Downtown Portland Walking Tour led by architect Gerald Brock & professor of history Charles White

Visual Arts
Littman Gallery
12-4 pm, Mon-Thurs., 250 Smith Center, Free.
Preview reception June 24, 5-7 pm.
Thru "Survival," art of the Caribbean
Aug. 11 Photos by Charles Howell of Trinidad, Tobago & Antigua

White Gallery
8 am-8 pm weekdays, 2nd floor Smith Center south.
Preview reception June 24, 5-7 pm.
Thru "Rockers"
Aug. 11 "Up to a Certain Point"
Aug. 27 "Quilombo"
Aug. 3 "Dona Flor & Her 2 Husbands"
Aug. 10 "Bye Bye Brazil"

Campus Notes
Aug. 1 Fall quarter advance registration begins.
Sept. 2 Fall advance registration ends.
Sept. 5 Labor Day. University closed.
Sept. 20 General registration, fall term.
Sept. 21 Day & evening classes begin. Sr. adult registration thru Sr. Adult Learning Center, 113A Urban & Public Affairs bldg.; call 464-4739.
"This city — as well as state, region, and rim — is alive with our graduates who head our agencies, start new businesses, contribute to the arts, and keep coming back to PSU to teach a course, serve as advisors and supporters, and to learn some more. Our students are life-long learners of any age whose demand for learning is what energizes this faculty."

Arthur C. Emlen
Director of Regional Research Institute and
1987 Millar Award Winner