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he buzz word for Oregon state government these days is “glide path.” It is the metaphor used to describe how government services will be eliminated in phases or diminished over time. The term derives from the aeronautic technique of aligning an aircraft losing power in such a manner as to extend its glide, buying time to look for a landing site and avoid a crash.

Governor Roberts’s unenviable task is to pilot state government on a glide path toward a soft landing that will injure as few people as possible. The Governor is skilled and resourceful, but she is no magician. Oregon’s landing is going to be bumpy and a lot of people are going to be jettisoned on the way down. They won’t all be state employees. Anyone who uses state health, human resources and education services knows firsthand about the effect of the first round of cuts. Four thousand more state jobs will be lost before we get to the next biennium. By then we may have to cut our budgets by another 20 percent.

It is very sad that public confidence in government is so low that the dangers of crippling state government are widely disbelieved, or worse, welcomed. Maybe there is a grain of truth in the criticisms. Some of us have been complacent. Some of us have cried “wolf” before we fully understood the consequences of a proposed cut. We have not always been as efficient as we could be. But, these are failings that are as common in the world of business as in the world of government. Managers in government and in business should strive to operate as close to maximum efficiency as they can, but no one should expect efficiency to offset every cut or to eliminate the need for investment.

We can get by on less. Efficiency can reduce, but not eliminate, the effects of budget and personnel cuts. By concentrating and refocusing our resources and energy, we will be able to perform better in certain ways. Teams of people at PSU have spent the last year examining what we do and how to do it better. Their recommendations are being implemented, and I am proud of what we have accomplished. Nevertheless, there will be programs we can no longer offer, and services we can no longer provide.

The choices we have to make are seldom easy. Should PSU concentrate on upper division and graduate studies at the expense of lower division? Should we insist on improving the quality of education even if fewer students can be admitted? Should we remove resources from one school to enhance another?

During the first round of budget cuts we closed one school and eliminated or suspended more than a dozen degree programs. PSU is being asked to reduce its administrative staff by 73 more positions as its share of the 4,000 positions to be cut from state government during this biennium. Our budget planning for the 1993-95 biennium assumes another 20 percent reduction.

Those who know PSU, know that there isn’t much “fat” here. There never has been. The number of our support positions per 100 students is well below the national average and the lowest of any public university in Oregon. A 20 percent reduction in state support for PSU is twice as great as the reduction we absorbed during this biennium. A cut of that magnitude would mean $8 million fewer state dollars in 1993-94. That figure is more than the total budgets for the Schools of Business Administration and Engineering and Applied Science. It is equivalent to the salaries of half the full-time instructional faculty. There is no way we can make up this loss through efficiency or reorganization.

PSU is one of Portland’s least recognized assets. If a company with a $50 million payroll that purchased $20 million worth of goods and services each year were to move to Portland, it would be considered a major coup for the city. But, PSU is a much better investment than that. It is non-polluting, makes a significant contribution to the arts and culture of the region, and its principal purpose is to educate students, most of whom will continue to live in the area and will contribute millions of dollars to the state economy over their careers. In addition, the University serves the community and improves the quality of life in the region.

Oregonians need to take stock of their public assets. Like other assets, higher education needs investment in order to perform at its best and to pay the highest dividends. A small investment made now will be repaid many times. Unfortunately, the cost of continued neglect is more than just missed opportunities. How do we calculate the loss of young Oregonians who leave the state to pursue their educations because there is no room for them here? Conversely, what price tag can we attach to having a nationally recognized university in Portland?

Difficult as these questions are, Oregonians are going to have to choose. They will have to decide whether they are willing to make a long-term investment in quality higher education, or whether getting by is good enough.

Judith A. Ramaley
President
FEATURES

Senior Seniors: The New Student Body
Retirement for many senior adults means more time for travel, leisure—and study.

Digging for Ancient Truth
Professor Jon Mandaville was an international news source as archaeologists in Oman uncovered the fabled city of Ubar.

Nail-Shoe Dilemma in Oregon
In the face of budget cuts, will state and local services—the nail and shoes—support long-term planning goals for Oregon—the horse and rider?

Plop! Plop! Fizz-Fizz-
Growing up in Ethiopia has given alumna Jan Kurtz a unique perspective as director of the American Advertising Museum.

DEPARTMENTS

Around the Park Blocks
Cityscape
Foundation
Alumni Association News
Alum Notes
Calendar

Cover: Archie Goldman, along with more than 200 seniors each term, audits classes at PSU (see story on page 6). Photo by Steve Dipaola.
LETTERS

Focus on traditional work
The Winter 1992 PSU Magazine featured a recent graduate of the Graduate School of Social Work, Thayer Willis ("The Price of Wealth"). Ms. Willis' work is certainly illustrative of the wide range of employment opportunities open to one holding an MSW. However, this form of service delivery is not representative of traditional social work practice, nor is it representative of the employment that the majority of MSWs engage in after graduation.

Social Work is committed to training students to work with disenfranchised and vulnerable populations. Generally, these populations access services through a social service agency. The profession promotes efforts in empowering vulnerable populations, changing environmental systems and intervening in the conditions that contribute to social problems.

I would appreciate an article in PSU Magazine that focuses on one of our graduates engaged in the type of social work that embraces the above-stated values.

Charlene Rhyne, '83 MSW
PSU Assistant Professor of Social Work

Math help remembered
I was greatly touched reading the article "Mastering Math" (Winter 1991) which aptly describes Mildred Bennett's interest in assisting the minority student population during my years at PSU, 1971-1973.

I was an average high school student, who was a "non-math major" and had certain "math deficiencies." With Professor Bennett's assistance, I was able to complete a remedial course in algebra and nine hours of statistics.

Operation Plus provided me with an opportunity to attend Portland State, and, as a result, I completed a political science degree within three years. I attended the University of Oregon School of Law and received my JD degree in 1976.

I sincerely believe that not only am I indebted to Professor Bennett for her assistance, but the minority community in the city of Portland should be deeply indebted for her caring and service.

Melvin T. Toran, Sr. '73
Erie, Pennsylvania

Reading the article about Mildred Bennett reinforced my feelings that PSU is a special place with special people, reaching out into the community to serve. I want to thank Professor Bennett for the help and knowledge she gave to one student many years ago.

Jerry A. Parson '62
Portland

PSU Magazine wants to hear from you; however, we reserve the right to edit for space and clarity. Send your comments to PSU Magazine, Portland State University, P.O. Box 751, Portland, OR 97207.

Business as usual in Russia
Despite upheaval in the former Soviet Union, Earl Molander, professor in the School of Business Administration, taught a new MBA certificate program in the Russian Federation during winter term.

The Soviet and East European Business Administration (SEEBA) program in the School of Business Administration, which Molander heads as executive director, has opened two new business schools—one in Novgorod, the ancient Russian capital between St. Petersburg and Moscow, and the other in Blagoveshensk in the Russian Far East. The schools will be affiliates of SEEBA's Soviet American School of Business Administration (SASBA), which is in its second year of operation in Khabarovsk, Portland's sister city in the Russian Far East.

According to Molander, one measure of the displacement of the old communist orthodoxy with the new orthodoxy of capitalism and business is that all three schools have been given a wing of the former local party headquarters for their offices and classrooms. "Many of the rooms are still decorated with pictures of Marx and Lenin," said Molander. "It's quite ironic to be teaching subjects antithetical to communist theory with those two staring over your shoulder."

In September 1992, the Soviet American Schools will begin offering Master of Business and Public Administration programs, combining instruction in business and public administration and regional economic planning. Also in September, SEEBA expects to open three additional schools. The program has received requests for schools from more than 30 locations in the former Soviet Union.

Recycle this magazine
When you are through reading PSU Magazine, please don't throw it away. Recycle it! In Portland (and Seattle) it is now possible to leave glossy magazines on the curb side for recycling into newsprint.

Readers living outside Portland but in Clackamas, Multnomah or Washington counties can call Metro Recycling Information Center, 224-5555, to locate a recycling center that will accept glossy publications. If you live in another area of Oregon or in another state, call your garbage hauler or chamber of commerce for recycling information.

Through the years, we have explored using other paper for PSU Magazine, but have found the cost of recycled paper to be too high. This may change as consumer demand for recycled paper increases. We'll keep looking into it.

Of course, if PSU Magazine goes straight into the recycling bin without being read, let us know and we will take your name off our mailing list. If not, we'll continue sending the magazine to you, free of charge. And please, help us with our good intentions by completing the survey on the back cover of this issue. There might be a free vacation in it for you!

—Kathryn Kirkland, editor
Doig to give Kellogg lecture

Ivan Doig is a hunted man. Besides being one of the Northwest's most revered novelists, Doig is also one of the region's most sought-after lecturers.

He will give this year's Nina Mae Kellogg lecture, reading from a work-in-progress Wednesday, May 13, at 3 p.m. in 75 Lincoln Hall. A reception and book signing will take place in the Littman Gallery, 250 Smith Center, following the reading.

Doig is best known for his trilogy of novels, Dancing at the Rascal Fair, English Creek, and Ride with Me, Mariah Montana. His first book, This House of Sky, was nominated for a National Book Award and won The Christopher Award.

This is the 28th year for the Kellogg Lecture and accompanying English Student Awards. Nina Mae Kellogg was a teacher with a lifelong interest in language and letters.

A short awards ceremony will take place prior to Doig's reading.

A summer of exploration

New perspectives on the world through "Exploration" is the broad theme of a series of PSU Summer Session courses being offered to students of all ages.

More than 500 classes in 50 departments will be offered beginning June 22. Most courses will run through Aug. 14, a few are only two-day seminars, but some will continue through Sept. 4. Summer Session is part of PSU's School of Extended Studies.

Miles Turner, Summer Session program assistant, says the exploration theme goes far beyond courses that focus on geographic exploration of the world. "You can explore the world through reading and research. Anyone taking a class is exploring something new," says Turner.

Many of this year's courses have a decided travelers' bent to them. Classes in the Department of English, for example, include "The Literature of Discovery" and "Lady Travelers." The latter course discusses early 20th century women who wrote extensive travel journals—some of the first women travel writers.

"Human Disease and Travel," offered by the Department of Biology, investigates how diseases are spread throughout the world, and informs the would-be globetrotter about what diseases may be encountered in foreign lands.

The travel theme is extended through special classes on the tropical rain forest and domestic tourism. "Geographers are looking at tourism more intensely these days," says Turner. "Tourism has a tremendous economic impact on Oregon and the Northwest." This summer's tourism classes will examine both the economic and environmental effects of tourism in America and Europe.

Field trips, of course, make up a notable part of Summer Session offerings. Included this year are four field trips to explore volcanoes of the Northwest's Cascade Range. Another outing will examine the alpine ecology of Mt Hood. Serious explorers can choose from among eight overseas programs, including France, Italy, the Virgin Islands, and Palau, a chain of islands in the Pacific.

For a free Summer Session catalog, which lists a full slate of classes, activities and special programs, call the Summer Session office at 725-4081 in Portland. Or call toll-free inside or outside of Oregon at 1-800-547-8887.

Long-time HPE prof dies

Joe Holland, first football coach and athletics director at Vanport Extension Center, died of cancer Jan. 23 in a Portland hospital. He was 75.

Holland became a coach at Vanport in 1947 and continued as a director and as a member of the faculty until his retirement in 1981. He earned bachelor's and master's degrees from Willamette University in 1941 and 1945 and received a doctorate from the University of Oregon in 1956.
Dig site in Jamaica

PSU Professor Candice Goucher and a handful of Portland State students are helping to add to an important part of African and Caribbean historical understanding.

Last summer Goucher, associate professor of black studies and international studies, took eight students to Jamaica to work on the excavation of a 220-year-old brass and iron foundry. The foundry, located near Morant Bay north of Kingston, only operated for 12 years. But the site’s archaeological treasures are helping scholars and students learn more about the importance of African and Caribbean metallurgical technology and its association with the vastly different European technology of the time.

Students worked at the dig site for 10 days.

“This site is an important link between the African and European experiences,” Goucher says. British colonists established the foundry in 1771 to produce equipment for sugar processing, produce shot for weapons, and repair British navy ships. It employed about 300 people of African descent. The colonial Jamaican government abruptly dismantled the foundry in 1793, fearing foreign invasion.

Goucher is especially interested in the mixture of people employed at the foundry. Some were slaves shipped from Africa. Some were freed Africans. And some were Maroons—escaped slaves who established sovereign strongholds within Jamaica. Each group brought its own technology to the foundry.

Through artifacts and metal fragments discovered in a series of archaeological digs, Goucher has determined the extent of African metallurgical technology. “For fuel, African-based industries continued to use charcoal from hardwood trees rather than coal, as the British did. The use of fuel would dictate the varying methods of casting and forging.”

Goucher, who discovered the site’s existence three years ago, says the findings indicate that African metallurgical technology played a much more important role in the Caribbean than historians first believed.

“As historians, we’ve looked at other aspects of the Caribbean culture, such as dance and music, but little elsewhere. When it came to the subject of technology, the assumption has been that the African technology couldn’t compete favorably with the European methods. We’re questioning that assumption now.”

Goucher has researched the foundry for five years, assisted by the University of the West Indies Mona campus and the Jamaican Heritage Trust. She plans to take another group of PSU students to Jamaica for additional excavation work in 1993, possibly linking up with the University of the West Indies.

“We already have a waiting list of 16 students. They’re from a mix of disciplines—geology, anthropology, political science,” Goucher says. “We’ll expand the program in the future, and we hope this will be the basis for an ongoing overseas program for the Black Studies Department.”

Recording artist, pianist, composer, scholar and jazz legend Andrew Hill is in residence this spring in the PSU Music Department. He is teaching two courses in jazz improvisation as part of the University’s Jazz Studies Program.

American opera featured

The title role in Carlisle Floyd’s opera, Susannah, was originally written for and performed by Phyllis Curtin in 1956. Curtin, now dean of the Music School at Boston University, will be on campus as a consultant for the May 29-June 7 performances of this PSU spring opera production.

Considered one of the most accessible of contemporary operas, Susannah has a unique American flavor. Based on the Biblical story of Susannah and the elders, the opera tells the story of a young Appalachian girl seduced by an evangelistic preacher.

Stage director for the spring production is Allan Nause, artistic director of the Artists’ Repertory Theater, and an award-winning actor and director. Musical direction will be provided by Ruth Dobson, well-known soprano and coach of award-winning vocalists. The title role will be sung by Kelley Nassief and Coral Welterman, both award-winning lyric sopranos and products of PSU’s vocal program.

Susannah will be presented Fridays and Saturday at 8 p.m. and Sundays at 3 p.m. in Lincoln Performance Hall. Tickets, $10 general and $8 for senior adults and children, can be purchased in advance through the PSU Ticket Office, corner of SW Fifth and Mill Street, 725-3307.

Funding on the increase

Grant and contract funding of faculty research and scholarship at PSU is up significantly for 1991-92.

As of January 31, 1992, the University had been awarded $5.6 million, a 40 percent increase in funding as compared to the same period last fiscal year. C. William Savery, vice provost for Graduate Studies and Research, predicts that by the end of the year awards will total $8 million compared to last year’s $5.8 million.

The largest increases in grant and contract awards are going to the Schools of Business Administration, Engineering and Applied Science, Extended Studies, and Social Work. Each is up 50 percent or more as compared with last year.
PSU composers honored

The applause resounded this winter for music faculty members Bryan Johnson and Tomas Svoboda at two separate events celebrating each composer's talents.

On Feb. 16, the Oregon Symphony premiered Johnson’s Symphony No. 2. In attendance at the performance, Johnson was called back for three bows by the audience. His music has been described by critics as “formal and often lyrical, shot through with elements of virtuosity and drama.”

The music professor is an active performer himself—playing classical guitar. He has composed an earlier symphony, chamber music, and individual pieces for piano, flute, guitar, and other instruments.

On Feb. 14, Tomas Svoboda was given a Governor’s Art Award by Gov. Barbara Roberts in a ceremony at the Newport Performing Arts Center. A professor of music, Svoboda teaches composition and music theory and is a highly regarded composer and performer. The Prague Symphony Orchestra premiered his first symphony in 1956 in his native country Czechoslovakia. He has composed 26 orchestral works, that have received 180 performances.

Svoboda will conduct the Oregon Symphony Orchestra doing his most recent work, Symphony No. 6 for Clarinet and Orchestra, on April 26.

Working with students

The Portland chapter of the Pacific Northwest Personnel Management Association/Society for Human Resource Management has received a national award for its work with PSU business students.

A 1991 Pinnacle award was given to the Portland chapter for its 11-year support of the student chapter at PSU. Through the years, the professional group has supported the students with internship programs, monthly luncheon meetings, annual business visitation days, resume book, speaker and network opportunities, exchange of newsletters, scholarship programs, and regional conferences.

“The Portland chapter feels it has a distinct responsibility for the quality and caliber of new human resource professionals entering the work place,” said Jim Zwicker, past president of the Portland chapter and human resource director for MicroPump in Vancouver, Wash.

The $1,000 awarded to the Portland chapter will be used for a Special Pinnacle Award Scholarship and for sponsoring students at the next national and regional conference. The student group, advised by Alan Cabelly, associate professor in the School of Business Administration, has won superior merit status from the national organization for the past nine years.

Accounting partnership

When the crunch of tax season subsides for another year, members of the Oregon Society of CPAs, with the help of Portland State accounting students, will again offer volunteer services to not-for-profit organizations.

Oregon Society (OSCPA) members, paired with members of the PSU chapter of the national student business honorary Beta Alpha Psi, offer support for select accounting projects, from setting up computerized accounting systems to creating financial statements. The OSCP A began offering accounting assistance to tax-exempt organizations several years ago, but the time commitments were too great for many CPAs. With student assistants, supervised by a CPA, the group realized it could tackle projects it was unable to accept in the past.

“Many of these not-for-profit agencies have no accounting knowledge and little funding. CPAs have limited time for volunteer activities, and students have little actual accounting experience. This program is great for all parties,” says Jim Richardson, chairman of OSCP A’s Accounting Aid Committee.

Study of the earth

Dr. Lynn Margulis, a world-class evolutionary theorist, will discuss “The Gaia Theory: Earth as Living Organism” on May 1 at 7:30 p.m. in the Arlene Schnitzer Concert Hall.

This is the last lecture in the 1991-92 Science, Technology and Society Lecture Series, co-sponsored by Portland State.

Margulis, a botanist from the University of Massachusetts, has pioneered fundamental insights about the central role of symbiosis (cooperative relationships) in evolution. Tickets for the lecture are available from FASTTIXX outlets and from Portland Center for the Performing Arts. The series is presented by the Institute for Science, Engineering and Public Policy.

Readings from new plays

The call went out in April 1991 inviting Oregon and Washington playwrights to submit original, unpublished scripts to PSU’s New Plays Conference. Applicants competed for a one-month residency and the unprecedented opportunity to network, hone their skills, receive comment from theater professionals in several fields, polish their plays and present them in fully staged readings.

That year-long process culminates in the reading and performances of four new plays April 15-24 at 8 p.m. in the Lincoln Hall Studio Theater.

Out of the more than 100 scripts, the four chosen for production and their playwrights are: On the House by Wayne C. Anderson, Portland; This Sunset by Dana Woodbury, Portland; Rite of Passage by Joel Harmon, Corvallis; and Remember Where You Started From by Susan Pakenen Holway ‘88 MA, Oysterville, Wash.

“We were looking for works that reflected a new voice or a distinctly individual perspective,” says Jack Featheringill, artistic director of the Conference and chair of PSU’s Theater Arts Department. “In the process, we’ve uncovered a lot of potential.”
A commitment to lifelong learning is bringing seniors back to campus.

By Meg DesCamp

Senior Seniors:
the new student body

Archie Goldman repeated a course in Shakespeare last term. But he's still no closer to graduating than when he first stepped foot on Portland State's campus 12 years ago.

That's fine with him. Goldman already holds a master's degree in social work from the University of Pittsburgh and has had a full career as a social worker in Minneapolis and Portland. He's 77 years old, and he's at PSU because he loves learning.

"I'm now taking a course on the Mideast," he says. "It's very interesting for me being Jewish and studying Islam, the Muslim religion and all the Mideast nations that are anti-Israel. To be able to learn at my age..." He pauses. "To have this stuff hit me has really made me do some soul searching."

Ann Scherrer has already done her soul searching, and she's heading off to the Peace Corps in June. The 68-year-old mother of four has been a fixture in the PSU Spanish Department for three years. Her successful language studies have made possible a two-year assignment in Costa Rica, advising women's groups who sell agricultural and crafts products.

"I'm astounded at the changes in my life because of the people I've met through Spanish classes," says Scherrer, who tutors Hispanic students in a Portland Community College English as a Second Language class in addition to her PSU studies. "I've had great adventures already," including a solo trip

Archie Goldman has been taking classes at PSU for the past 12 years.
to Mexico in 1989 and practicing Spanish on some of her ESL students.

Goldman and Scherrer are part of a nationwide trend. An estimated 320,000 seniors study each year for college credit, according to the Census Bureau. Thousands more, like Goldman and Scherrer, audit classes at little or no cost. And the elder campus population is projected to grow steadily: The first of the baby boomers will be wrapping up their careers near the turn of the century, and they'll live longer than any generation before them. That means more time for travel, leisure—and study.

The concept of lifelong learning got its first big push during the 1970 White House Conference on Aging, says Alice Scannell, director of the Senior Adult Learning Center (SALC), a program of PSU's Institute on Aging in the School of Urban and Public Affairs. The idea received attention, but no federal funding. It was left up to the states to implement programs in higher education institutions where seniors could take classes at little or no cost, and Oregon was one of the first states to do so. Now, each public Oregon college and university must allow seniors to audit classes, free of charge except for special materials, on a space-available basis. Several states have similar programs. Still others charge modest tuition or fees for returning, retired students.

The commitment to lifelong learning may prove to be financially sound for colleges and universities. At a time when higher education is moving out of the reach of many younger students, senior citizens present a new, potentially lucrative market. They have money to spend on books, class materials and, when required, tuition and fees. They may even be more inclined to respond to development campaigns, as some schools have found. About one-third of the SALC budget at Portland State is now funded by participant donations.

Sensing an opportunity to both give and receive, big-name and less well-known schools alike are getting on the older-student bandwagon. Yale, Boston University, Oberlin, Stanford and others all have programs designed to bring seniors back on campus. Some schools, such as Iowa State and the University of Virginia, have retirement communities built on or near campus.

At many campuses, PSU included, going back to school carries benefits other than learning. Senior students often have access to the library, student bookstore discounts, and physical education facilities.

One fast-growing segment of senior education is called "Learning in Retirement" (LIR). It was pioneered in 1962 by the New School for Social Research in New York City. LIR members design their own courses, hire instructors (often non-academics) from within their membership and support their chapters with annual fees. There are now more than 150 LIR programs in the U.S. One of the largest, at the University of Delaware, boasts nearly 1,500 students in 100 courses.

PSU does not have such a peer-taught LIR program, rather, senior students audit scheduled classes taught by regular faculty. About 200 seniors enroll each term through the Senior Adult Learning Center.

The SALC is unique in Oregon. At both Oregon State University and the University of Oregon, seniors file forms with the registrar’s office to have tuition and fees waived. No formal program exists to help them pick courses, contact instructors or get acquainted with campus. PSU senior students count on the SALC for help in all of those areas.

Seniors who benefit from the SALC differ widely in goals and expectations. Some, like Goldman, want to fill in the gaps left by earlier education. Others, Scherrer included, need the education in order to go on to something else.

Still others are planning overseas vacations and want to know more about the areas they'll visit. For instance, those bound for Europe may take an art history course and use their class notes instead of buying a travel guide for the different towns, says Scannell.

Both Scannell and Thomas Poulsen, chair of the Geography Department, feel that older students who study simply for the joy of learning are often as dedicated as those with a specific goal in mind. “There’s a hard-core group of about 60 seniors who are in class nearly every term,” she says. “They feel it’s important to live in the present and make decisions based on what’s happening in the present. No one ever comes in here and says, ‘I want to be an informed citizen,’ but that’s how it works out. They’re very interested in hot political topics such as the Gulf, Russia, Eastern Europe and other contemporary political issues.”

Spanish studies at PSU will help Ann Scherrer during her two-year, Costa Rica Peace Corps assignment.
Alice Scannell is director of the Senior Adult Learning Center at PSU.

"Retired people have the luxury of time that they didn't have before," says Poulsen. His political geography class is popular with senior citizens who find it, as he says, "a revelation that helps them make sense out of their previous experiences and put [those experiences] in context. Political geography gives some of the permanent factors around which world affairs relate."

Poulsen enjoys having older students in his classes. "I've always enjoyed the age mix at PSU. And I appreciate it when they (seniors) volunteer from their past experiences." The result, he thinks, is a richer class experience for everyone, himself included.

Many colleges and universities hold separate classes and seminars for retired students, but, as Scannell points out, PSU's age range is so broad that seniors don't stand out here the way they would on more traditional campuses.

There's a strong indication from the seniors Scannell works with that they love being in classes with students of all ages. Goldman and Scherrer agree. "Even the younger people accepted me," says Scherrer. "I still study with the same young people I studied with during my first year. It's been a wonderful experience."

"People in my generation look down on the younger ones," says Goldman, noting that many retirees think college students smoke dope every day, party every night and are leading the country into decline. He disputes that forcefully. "I've gotten to know these kids. I'm impressed with their people quality. They're really conscientious." And, he adds, "It makes me feel good and feel young again to be around them."

Goldman thrives on both the interaction with younger students and the classes. Long before his retirement, he had planned to return to college and study everything he didn't have time for the first time around. He also wanted to get a better perspective on the world at large. "I figured there had to be more to living than social work."

He was right, although he admits to being a bit scared when he took his first classes. That soon wore off, and over the past dozen years he's studied a multitude of subjects that a college student in the late 1930s wouldn't have dreamed of, including Afro-American literature, the history of Africa, and East Asian history, which held special significance for him. "I realized we had fought three wars during my lifetime in an area of the world that I knew nothing about beyond, 'Confucius says...' followed by some wisecrack. To really learn what Confucius stood for, and Taoism, and the history of China... a whole new world opened up for me. My thinking has changed and been broadened."

Goldman used to write class papers and take exams, but now contents himself with keeping up with in-class discussions and assigned readings. "It makes me feel guilty when I'm behind on the reading," he admits.

Scherrer, however, is still going full force on her Spanish classes. She credits her language instructors with going out of their way to help her learn.

Bringing more students like Scherrer and Goldman to campus is an on-going challenge for Scannell. She uses notices in senior calendars and direct mail to publicize the center. The SALC also sponsors an annual Festival of Lifelong Learning. This year's Festival, scheduled for May 12-14, will bring senior citizens in touch with departments and faculty who offer courses of special interest.

Scannell's not sure what the future holds for the program, although she doesn't anticipate any radical changes. There is a chance that the state may allow universities and colleges to charge modest registration fees for seniors. Although nothing is currently underway toward that end, Scannell thinks it might not be a bad idea. "You do provide lots of guidance," she says, referring to assisting with registration, contacting professors and giving advice about course offerings.

A modest fee probably wouldn't stop Archie Goldman. "I'm having a ball," he says of his studies. "I have such a feeling of indebtedness to the University. Just imagine their permitting me to do this!"

Then he excuses himself. He has to watch a King Lear video, he explains, for his Shakespeare class. "Life is so full," he marvels. "I can't understand how anyone could be bored." □

(Meg DesCamp, a Portland free-lance writer, has contributed to PSU Magazine in the past.)
Passionate about buried civilizations, Jon Mandaville became a media target following the discovery of the fabled city of Ubar.

By John R. Kirkland

A fence built around the Standard Oil company town in Saudi Arabia where young Jon Mandaville spent his adolescence, served the dual purpose of keeping desert wildlife out and the residents in. But for Mandaville the desert was a fascinating place, and at every opportunity, he would slip out of the compound and go exploring.

He collected arrowheads that went back 6,000 years. He routinely found bits of pottery, medieval coins, and multicolored glass bracelets from the 16th and 17th centuries.

In those days, the junior high-age Mandaville was simply looking for "stuff." As the years went on, growing up in the Middle East, the son of an American school teacher and blue-collar oil worker, Mandaville's search became one of—as he puts it—truth.

Buried truth: how people lived. What people were doing 500 years ago, a thousand, three thousand years in the past. The languages they spoke, the tools they used.

A professor of history at Portland State University for more than 25 years, Mandaville has become a well-known authority on the Middle East. He's a generalist who can speak intelligently about a wide range of Middle Eastern subjects outside his specialty of 16th Century Ottoman studies.
It was this passion to learn anything and everything about buried civilizations that made Mandaville a media target in February when archaeologists in Oman uncovered the fabled city of Ubar.

The city is one of legend. Built nearly 5,000 years ago, it is thought to have been a center for the trade of frankincense—the aromatic resin that the three wise men presented to the baby Jesus. Ubar was an architectural spectacle with lofty pillars. It was also believed to be a wicked place—so much so that God was said to have destroyed it, as He did Sodom.

Ubar was literally swallowed by the desert. Built above a large limestone cavern, the city's weight ultimately caused the cave to collapse into a huge sinkhole. No wonder T.E. Lawrence—Lawrence of Arabia—called it the “Atlantic of the sands.”

Archaeologists found the city partially through the use of Space Imaging Radar. The satellite images showed roads—perhaps the ancient frankincense trade routes—leading to an area at the edge of a desolate sand sea called the Rub‘al Khali, or “Empty Quarter.”

The find of an unusual eight-sided building under the surface of the desert made front-page news worldwide Feb. 5, 1992, and for one intensive week, Mandaville became an international news source.

The first reporter, looking for background, contacted the Oriental Institute at the University of Chicago. The Institute steered him to Mandaville, who had been head of the American Institute for Yemeni Studies in Yemen, during 1979 and 1980. After he appeared in print once, journalists from a dozen other sources joined the commotion and called Mandaville for whatever information they could get.

Archaeologists found Ubar. The news media found Mandaville.

He says being a generalist allows him to talk to a variety of audiences, including the news media. “I know a lot of people, and a lot of people know me,” he says.

Had he become a faculty member at Michigan or Princeton or Harvard, Mandaville speculates that he would have been pigeonholed into his speciality and discouraged from venturing elsewhere. But at PSU, he has the freedom to branch out, partially because smaller budgets force faculty to take a broader approach. Mandaville likes that. It fits with his philosophy of learning, that to uncover knowledge, historians must share work with archaeologists, anthropologists, and members of other disciplines to get at the big picture.

Blending history with anthropology and archaeology, he says, “is not only legitimate, it’s obligatory as far as I’m concerned. Any one who blocks them off is leaving part of the picture out. And the whole picture is the truth.”

He was elated recently when PSU hired a tenure-track professor in ancient history who also had worked as an archaeologist.

Few places on earth have a longer human history than the Middle East, and for a curious boy growing up there in the 1940s and 50s, the romance of history was constantly beckoning.

Young Mandaville and his family moved to Saudi Arabia in 1948, joining his father who worked at a refinery in Ras Tanura.

The Standard Oil company town where they lived was not only fenced off from the desert, it was in a kind of cultural enclosure as well. The schools there were American schools, and the activities—such as baseball and football—were American. After school, Mandaville would swim and fish in the Persian Gulf, and routinely slip out of the fence to the desert.

“As kids, it became a challenge to find our way in the desert,” he says. “It was the challenge of the sands. How do you survive, and can you survive out there? It was instinctive Boy Scouting.”

Walking along the beach, Mandaville developed an eye for the detritus of ancient civilizations: flints, pottery shards, bits of jewelry. In some places they were littered everywhere.

“That probably had a lot to do with my involvement in working with archaeologists—looking for something other than the sand. There’s not a lot there, and suddenly you come across a field that is covered with the stuff. Instinct makes you collect it. Then you pursue it.”

As time went on, the Middle East held more cultural significance for him than did the United States. “A trip to the states was basically going from motel to motel, shaking hands with people I was told were uncles and aunts and cousins. I didn’t know who they were; I didn’t care.”

After graduating from junior high, Mandaville had two choices: go back to the United States for high school or attend an American high school in Beirut. He and his parents chose Beirut.

Beirut, at least in those days, was considered the Paris of the Mediterranean—a beautiful place where one could swim in the sea in the morning, and ski in the mountains in the afternoon. It was a multicultural mecca with all the refinements and vices associated with great cities.

Let loose in this enticing environment, Mandaville liked to break rules, and finally was suspended for riding motorcycles. His parents exiled him to a school outside of Rome. He stayed there a year, learning to speak Italian and to love Italy. Then, it was back to Beirut.

The spark of curiosity he picked up in Saudi Arabia was nurtured during his high school years. In Beirut he could pick up ancient flints along the Mediterranean, but, unlike Saudi Arabia, he had a library with which to research his finds, and a faculty that
encouraged him to analyze his collections and put them in historical context. He came to know neolithic arrow heads, spear points, ax heads, and to distinguish between those of different eras and cultures.

"I was surrounded by history, and I was constantly reinforced," he says.

During spring break his senior year, Mandaville and some friends wanted to touch history on a different front by hiking the route of the first Crusade. The Crusade routes were no stranger to him; Crusade castles were the frequent destination of school field trips, and the students would bring back cannon balls that they would roll down the tile halls of the dorm.

Their hike started at the Turkish border town of Antioch, and was to go south over mountains. With only ordinary shoes, two of the five friends developed severe blisters, and they had to cut the trip short. Rather than waste the rest of spring break, they decided to visit a friend at the American embassy in Damascus, Syria. As they arrived, their embassy friend was packing supplies to take to an archaeologist in the late-Roman city of Palmyra.

The supplies turned out to be crates of beer and whiskey, and the archaeologist turned out to be Carlton Coone, one of the better known American diggers, who was working in a cave looking for flints—some of which were as old as 40,000 years BC.

Mandaville impressed Coone by being able to identify flints of different ages on the site.

"Boy, did I feel important," he says.

If Mandaville had an interest in history before, the experience in Palmyra with a well-known archaeologist turned it into a hunger. He didn't yet think of it as a vocation, because he was raised to think of business as the logical path to follow—particularly coming from a blue-collar family that was trying to climb the economic ladder.

He began college at Dartmouth, a business-oriented school in the cold climate of New Hampshire. Mandaville didn't like it, and didn't fit in. He majored in philosophy to prove to everyone that he was different, "because I felt different."

Mandaville spent considerable time driving archaeologists out to their sites. The country had just opened Yemen to archaeologists, and those who came there were looking for biblical cities in order to tie up loose ends of history.

In neighboring Oman, Ubar represented another loose end, but not one that was actively pursued when the Yemeni Institute opened. Archaeologists, Mandaville says, tend to go after finds that show some degree of probable success. Cities that are truly "lost," like Ubar, don't fit in that category.

Now that Ubar has been uncovered, those loose ends can be tied up. The find is showing historians that people lived in that part of the Arabian Peninsula long before they were previously thought to have been there. And the more they dig, evidence of an even earlier civilization is likely to be found, says Mandaville.

His yearly trips to Yemen help him keep on top of the latest finds and make physical contact with that part of the world—the Peninsula—which he is an expert. Physical contact makes history come alive: the sights, the feel of the Arab sun, and the grit of the sand.

"It's all real to me," he says. "I've comfortably walked around outside Jerusalem where Jesus walked. It's real.
And trying to get that reality across is my ambition."

Philosophy was another way, he says, of looking for reality. Looking for truth.

Earning barely a C-plus average going into his junior year, he transferred to the University of Edinburgh in Scotland, where he got the chance to study Arabic and Islamic history. From then, he says, he was totally dedicated. He found his vocation, and he began earning straight As.

Midway through working on his thesis in Turkey in 1965, his advisor told him of a job opening at Portland State in Middle East history. PSU, it turned out, had a good Arabic collection in its library. He arrived in Portland from Istanbul, and has been here ever since, "carrying with me all those funny ideas of digging around."

Media contacts aside, life at PSU is typically routine for Mandaville. Like all professors, he publishes articles and teaches classes. In additions to his specialty of 16th Century Ottoman, he teaches classes on Palestine and Israel, Modern Arabia, and World History.

He does make it back to Yemen annually, the place where in 1978 he helped set up the American Institute for Yemeni Studies in San'a to aid a newly established research effort in that part of the world. In addition to a library, it contains a storage place for picks and shovels for use in archaeological digs.

(John R. Kirkland, a Portland free-lance writer and photographer, is a frequent contributor to PSU Magazine.)
Higher education is facing major challenges and unique opportunities as Oregon cuts state-supported services.

By Clarence Hein

Benjamin Franklin used this proverb more than 200 years ago to urge his "courteous reader" to pay attention to the details, avoiding the trap of unintended consequences. If the proverb's horse and rider are important, then so are the services critical to keeping them active on the field.

That advice might be reprinted today in "Poor Oregon's Almanac," because Oregon faces some of the most difficult nail-shoe-horse-rider problems in its history. Instead of a horse and rider, however, Oregon has long-term planning goals called the Oregon Benchmarks. And, rather than nails and shoes, the essential building blocks for these benchmarks are provided by a network of state and local services, services supported by a state general fund under enormous pressures resulting from Measure 5.

The question facing Oregon is, how to make necessary budget reductions on the one hand, but ensure that critical services still are in place to move us forward toward the goals set in the Oregon Benchmarks.

The benchmarks (which establish measurable standards for progress such as, "percentage of Oregonians with economic access to basic health care") were developed by the Oregon Progress Board, a governor-appointed group that helps mold policy for the state's future. The process grew out of an earlier report, "Oregon Shines," a status report on the Oregon economy and a look forward for the state, prepared for then Gov. Neil Goldschmidt.

But unlike many reports, the process of self evaluation and goal setting that led to "Oregon Shines" was made continuous and self-correcting with adoption by the State Legislature and appointment of the Oregon Progress Board. The board, in consultation with citizens across the state, has begun developing strategies to reach the standards established by the benchmarks, which are divided into three major categories: exceptional people; outstanding quality of life; and, diverse, robust economy.

Gov. Barbara Roberts has focused on a sub-set of the benchmarks—the "key and lead benchmarks"—and has required all state agencies to develop their budgets with an eye to the strategies necessary to advance the state toward these selected goals. She wants to encourage government agencies to break with tradition, to broaden their view beyond their individual missions, and to include the contributions of other agencies toward the larger goal. In other words, keep an eye on the horse and rider, but make certain the shoes and nails are there, too.

As the state moves toward the use of benchmarks to guide its strategy for developing programs and supporting state services, higher education will need to follow suit. This will not be difficult for Portland State. The strategic planning and reorganization processes instituted at PSU over the past 18 months have broken with traditional ways of looking at how higher education develops programs, interacts with the community, and provides services. The goals set by the strategic planning process are measurable and can serve as the starting point for developing benchmarks for higher education.

The PSU Strategic Plan, the report of the Governor's Commission on Higher Education, and the State System of Higher Education Portland Action Agenda all reflect the importance of collaboration among institutions, agencies and the private sector. It is what PSU President Judith Ramaley calls, "the interactive university," making maximum use of limited resources by combining efforts, pooling resources and acting in concert.

The Portland Agenda, developed by Ramaley and Higher Education Chancellor Thomas Bartlett, and funded by the 1991 Legislature, reflects the kind of collaborative approaches that will be necessary to make progress toward the benchmarks.

The Portland Agenda was built around the idea that only through the pooling of resources and efforts could growing higher education needs be met in the face of diminishing resources.

For example, the Agenda responds to the need for a major comprehensive library in the metropolitan region through development of an electronically linked library system using PSUs's Millar Library as the hub. By combining a relatively modest state contribution ($1 million over two years) with local library budgets, the state will acquire comprehensive library service for the metropolitan region.

The same collaborative and interdependent approach is evident in the Portland Educational Network (PEN), another part of the Portland Agenda, which is aimed at improving educational access and success for students of all ages in the metropolitan area. One of the overall strategies for achieving the
Collaboration through PSU stretches resources

Portland State faculty have been able to make giant strides in the development of innovative, collaborative academic, research and service projects thanks to a proposal for Faculty Incentive Grants included in PSU's Portland Agenda.

Kenneth Dueker, urban studies faculty. The $18,536 grant will fund development of a research and education data base on urban natural resources that will serve as the basis for an interdisciplinary curriculum and as a source of information for citizen involvement. Program sponsors include the PSU Center for Urban Studies, the Audubon Society, the Portland Bureau of Environmental Services, and the Friends and Advocates of Urban Natural Areas. The grant will leverage $50,000 from the U.S. Fish and Wildlife Service, $20,000 from Metro, and $30,000 from the Portland Bureau of Environmental Services.

Craig Wollner, history faculty. The $6,666 grant will fund a public symposium on breakthrough and follow-through cultures in high technology manufacturing. The History Department and School of Engineering will work with the Boston Center for Labor Market Studies, a representative of the Oregon high technology industry, and a member of the Oregon Graduate Institute faculty.

Mary Kinnick, education faculty. The $15,700 grant will support creation of a PSU/Community College Research Consortium to address the factors affecting success of students transferring from community colleges and to identify support services which promote success. Faculty of PSU and the community colleges will conduct the research.

Teresa Bulman, geography faculty. The $8,100 grant will support establishment of the Portland Metropolitan Geography Academy for Teachers to develop new ways for university resources to be applied to teaching geography in the primary and secondary schools. Co-sponsors include the National Geographic Society and the Oregon Geographic Alliance (OGA). Matching funds have been committed by the OGA and the World Affairs Council.

Gerald Blake, urban studies faculty. The $17,372 grant will fund the development and implementation of a recycling education program for owners and managers of multi-family complexes and solid waste recycling and hauling companies. Co-sponsors include the City of Portland and Metro.

Thomas Harvey, geography faculty. The $12,285 grant will support development of a field component in urban geography to train students in real world planning issues. Co-sponsors include the Southeast Uplift Neighborhood Association, the Portland Bureau of Planning, and the Portland Design Community.

Erik Bodegom, physics faculty, Richard Young and Mark Utlaute, urban studies faculty. The $17,987 grant will support a consortium between PSU and the University of Portland for the development of an upper division physics lab and serve as a model for regional equipment sharing, knowledge pooling, and sharing of faculty resources.

Bernard Burke, history faculty. The $12,000 grant will fund four PSU graduate fellowships in applied history at the Oregon Historical Society.

Sandra Rosengrant, foreign languages and literatures faculty. The $4,691 grant will fund a two-week visit to Portland by Vladimir Sorokin, Moscow city council chair of the Committee on Educational Reform, to discuss education reform measures with PSU education faculty, local school administrators, and Oregon Department of Education staff.

(Brace Hein'65 is coordinator of Community Programs at PSU and a frequent contributor to PSU Magazine.)
A display of Nike advertisements plays itself out across three walls of the American Advertising Museum in downtown Portland with the familiar faces of Michael Jordan and John McEnroe selling shoes. But across the room, the siren song is equally compelling. There, a bellboy uniform from the original 1932 Phillip Morris cigarette advertising campaign hangs, “Call for Philip Morris-iss!,” and Frank Sinatra can be heard singing a jingle for Halo Shampoo, “Halo everybody, Halo!.”

Housed in a historic building, this six-year-old institution is the only museum in the world devoted entirely to American advertising. And if the patterns of our lives sometimes assume a quirky logic, the fact that Jan Kurtz, 29, a 1987 graduate in history and a current member of the alumni board, is now executive director of the museum, seems—perhaps—fated. Kurtz grew up as the daughter of American Presbyterian missionaries in Ethiopia, a country where advertising was limited to radio commercials for Fanta soft drinks and “Ev-ready” batteries, and Lucky Strike cigarette billboards left over from the 1940s. Her only childhood exposure to the abundant consumer choice in the United States came on family furloughs home, every three years.

“Those furloughs overwhelmed me,” Kurtz says. “Things that people here take for granted were beyond my comprehension. I couldn’t figure out how to use elevators.” Fast food restaurants were especially disturbing for Kurtz.

“How could anyone make quick choices from so many menu items?” she asks. “I was terrified at checkout counters and vending machines.”

Kurtz was born in 1962, a little less than midway through her parents’ 23-year assignment in Ethiopia. She was the youngest of six children.

Although Kurtz says that the education she received in Ethiopia was excellent—she attended school there through her freshman year in high school—she says that it was not a covered in depth during her education.

Jan Kurtz has been director of the American Advertising Museum in northwest Portland since March 1990.
school—she was in the peculiar position of being a youthful citizen of the United States without taking part in the cultural passages of the '60s and the '70s.

Access to television, for example—one of the most universal influences of most of Kurt's generation—was severely limited. "As a missionary family, there was no television set in our home," she says. "Our only exposure to American television was on Friday nights. We'd go to a neighbor's house for a few hours to catch up on things."

But even then, what was available in Ethiopia was years behind what was currently playing in the United States. "We'd see reruns of 'Lassie Come Home' or 'Hawaii Five-O'—maybe a science program," Kurtz says.

By the early '60s, television—and by extension advertising's influence on television—had begun to play a major role in the way America defined itself. In Ethiopia, the decades of the '60s and '70s were marked by a Marxist revolution and the overthrow of Haile Selassie. In the United States, cultural changes during that same time encompassed the relative innocence of the Kennedy years through the turbulence of the post-Vietnam War years. Kurtz's family had lived on the outside of major transformations in American culture.

Kurtz returned to the United States in 1977, when she was a sophomore in high school. Because she did not grow up in a culture of mass consumption, and because she was interested in writing and the interplay of words and ideas, Kurtz was especially sensitive to the dynamics of what she considered her new "life in a material culture."

Although the first year's transition in a Minneapolis suburb was difficult, Kurtz says, she was more comfortable when her family moved to Portland the following year.

Part of the reason was her enrollment at Jefferson High School, which is known for an innovative educational approach that places an emphasis on the arts.

"There was enough freedom at Jefferson—so many outlandish people were going to school there—that I didn't stand out as being different," Kurtz says.
a national or international level at any given time.

An undergraduate thesis drawn from pioneer women's diaries from the Oregon Historical Society's collection again emphasized the personal perspective as a historical microcosm.

After graduation from Portland State, Kurtz worked briefly in the public relations office of Pioneer Courthouse Square. She became general assistant to the director of the American Advertising Museum in late 1987.

In March 1990, she was asked to become the American Advertising Museum's executive director. Ray Watson, vice president and general manager of radio station KXL, was president of the museum's board of directors at the time. And Watson says Kurtz initially had some doubts about the position.

"Jan had done an excellent job of setting up programs for us, and she enjoyed it, so she was hesitant about leaving her original position," Watson says. "But there were leadership qualities the board saw that made us want her in the top position. Perhaps one of the most important is that she works so well with people."

And although the job description for the position of the museum's executive director did not specify a background in social history, Watson says that Kurtz's academic training has proven to be invaluable.

"She has expanded the perception—for all of us—about the relevance of the museum," he says. "The emphasis on education, on understanding advertising within the scope of a large social context, comes from Jan."

The idea came up in 1986 at a meeting of the Portland Advertising Federation, one of the oldest and largest advertising clubs in the United States. Why not set up a museum featuring work done by Portland advertisers?

The concept was soon expanded to include the Pacific Northwest, then the entire American advertising industry.

Initial displays came from the private collections of Advertising Federation members. But the advertising grapevine began producing results. Offers for film, video, radio, print, and television advertising collections started pouring in. Soon there were enough samples of decades of American advertising to fill the museum, a library, and a warehouse.

### Occupational surnames, like Smith, Weaver, and Potter were among the first forms of English advertising

Both permanent and revolving displays were created.

One of the museum's most interesting permanent exhibits places the earliest known advertising in Babylonia around 3000 B.C. Traces of political advertising messages were found in Pompeii, some with negative campaign strategies that might stand up in today's presidential campaigns.

And occupational surnames, like Smith, Weaver, and Potter were among the first forms of advertising in the English language.

Other artifacts displayed at the museum include a collection of Burma Shave road signs hanging from the rafters, a winged Mobil Oil stallion, and a neon portrait of a boy and his dog: Buster Brown shoes.

Although the museum is now six years old, Kurtz says offers to donate private collections are still frequently made. "We get calls every week," she says. "Someone might call from Iowa, saying 'I have hundreds of old magazine advertisements hanging on the walls of my house. Do you want them?'"

The calls have increased, Kurtz says, since the museum's first traveling exhibit opened in New York City in September of 1991. The Advertising Museum's most ambitious project to date, the five-panel exhibit examines predominant themes of advertising in each of five decades: the '20s, '30s, '40s, '50s, and '60s. Booked through the end of 1992, the exhibit will also show in Houston, Cincinnati, South Carolina, Canada, and make its first appearance in Portland during June of 1992—Rose Festival time.

Each of the exhibit's seven-foot panels shows how an era's advertising was related to larger trends of the times, Kurtz says. For example, she explains, one of the sociological themes of the '20s was the cultural upheaval caused by rural populations migrating to the cities. Advertising at that time taught the rules of urban existence. People learned that it was polite to use deodorant, and that silk stockings were the norm.

Advertising in the '20s was a stand-in for the social instructor, and the message was, "Are you socially correct?" It was an era of trust; people allowed advertising messages to shape their social, dietary, and buying habits.

By the '30s, public confidence in advertising had eroded. But the exhibits' 1940s panel shows how advertising of that decade was used to sell compliance with the aims of World War II. The '50s panel portrays the concept of America as a homogeneous middle class: mother in an apron (and high heels) and dad as the bread-winner. Perhaps more than anything, this first traveling display has enhanced the American Advertising Museum's reputation as the definitive source for the study of advertising as a social force.

"We're not just assembling old things to be shown in glass cases for their curiosity value alone," Kurtz says, "but also as an education about the implications of advertising."

"We tend to be squeamish sometimes," Kurtz says. "The influence of advertising in society causes mixed feelings. Is it bad? Is it good? Is it manipulative? Does it serve to perpetuate common goals? Probably the answer is yes to all of those questions."

"Yet knowing our own social and cultural history is important," Kurtz says. "And advertising is an accidental cultural discourse."

"It's been said in other ways before, of course; but in order to choose what we will become as a culture, it's important to know who we have been."

(Eva Hunter, a Portland free-lance writer, is a regular contributor to PSU Magazine.)
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Just a phone call away

Recent PSU graduate Vinette Scott is helping long-lost alumni and former students reconnect with the University.

Scott works the phones for PSU’s Annual Fund Program, administered by the Office of Development. Like her Phonathon co-workers, she spends several hours each week contacting Portland State alumni and parents of current students, seeking donations and gathering useful comments about the University. As of early March, the Phonathon program had collected well over half of its $641,936 annual pledge goal.

Among Scott’s contacts is a special group—the men and women who attended Portland State’s predecessor, the Vanport Extension Center, during the late 1940s and early 1950s.

The whereabouts of many of these Vanport students had been lost by PSU until this year. Aggressive research led to the discovery of names and addresses for approximately 10,000 former PSU students and graduates—some who attended the Vanport campus in north Portland. The Annual Fund Program contacts about 25,000 alumni each year, says Trish Trout, a development director coordinating the Phonathon.

Says Scott, “Many of these (Vanport) people hadn’t been contacted by the University for years. A lot of them didn’t feel connected with the school. My aim is to reconnect them with PSU.”

The fact that Vanport alumni are at or near retirement age makes the phone calling doubly enjoyable for Scott, who graduated in December 1991 with a bachelor’s degree in social work and plans to pursue a master’s degree in sociology and a graduate certificate in gerontology at the University.

“I approach the calls more on a personal level because I have an interest in older people,” says Scott. “I try to establish a rapport by just listening. Some of these people have no connection with families, and are so happy to talk about what they’ve been doing.

One man, an educator, never received a degree but wanted to talk about how attending Vanport made a big impact on his life.”

Scott patiently explains to her contacts the changes and new developments at Portland State. “Some of these people have taken workshops at the campus, but many haven’t been on the campus for years,” she says. “I invite them back to take part in all the activities and programs that they might not be aware of and tell them that they’re an important part of PSU’s history, too.”

Many former students who attended Vanport aren’t aware of all the benefits available to them, such as use of the library and health facility for nominal annual fees.

Trout says it’s important to explain the University’s historical context to alumni. “These aren’t just fund-raising calls,” she says. “We’re trying to get to know alumni better. We take the several thousand comments and suggestions we get each year, and forward them to the appropriate deans.

Vinette Scott ’91 may be calling you as she talks with alumni for the PSU Annual Fund.

“We try to explain how the campus has changed physically over the years, and remind them about how some aspects of the University—such as the Vanguard newspaper and Viking yearbook—have a long tradition.”

Loretta Chasse, manager of the Phonathon campaign program, brings in PSU alumni to help student callers learn more about PSU’s tradition and history. Old films of campus activities from the 1950s and 1960s show the phone callers what Portland State was like a generation or more ago.

The Office of Development has conducted annual fund-raising campaigns since 1978, but on a much more modest scale.

“We only reached a small percentage of the alumni, and the people calling were volunteers,” Trout notes. “We realized we were much farther behind in fund raising than our sister schools.”

Now, student phone callers are paid and given in-depth background about Portland State to help them answer more questions from alumni.

Thanks to Vinette Scott and the dozens of other PSU students working the phones, Portland State is getting better acquainted with an important part of its past.

New board members

The PSU Foundation Board of Directors has recently added three new members. Joining the board is Isao Iwashita, president and CEO of SEH America Inc., and past president of Shokookai of Portland, the Japanese Chamber of Commerce.

New member Stella Lillicrop is a community leader who recently moved to Lake Oswego from Houston where she served on the University of Colorado Foundation Board, and was active with the Houston Ballet and Zoological Society.

Also new to the Foundation Board is Frank E. Rivera Sr., founder, CEO, and chairman of the board of Advanced Data Concepts Inc., in Portland.
Giving the ultimate dream
Portland State’s largest fund-and-friendraising event, the Ultimate Tailgate, needs a vacation... and dinner for two... and a ride in a hot-air balloon.

Sellable auction items have helped the last three Tailgates earn more than $500,000. Sponsored by the PSU Foundation and the Viking Club, the Tailgate generates money for student scholarships and academic programs.

Planning for this year’s party, scheduled for Sept. 12, is well under way, but items are still needed for the oral and silent auctions. Auction items at last year’s Tailgate included catered meals, children’s parties, coaching sessions, airline tickets, and weekends at vacation homes.

“The more unique the item, the better,” says Eva Hanson, director of the event.

Auction items will be on display—when possible—during the party, and donors will be recognized when the item comes up for bid. In addition, all donors are recognized in the PSU Auction Catalog.

Norm Daniels, president of GI Joe’s, is chairman of the 1992 Ultimate Tailgate which will entertain guests this year with the theme, “Genies and Houdinis.” The event begins at 5:30 p.m. at the HPE Building on campus. Cocktails and silent auction take place on the roof-top tennis courts, followed by dinner and live auction in the gymnasium below.

To contribute auction items to the Ultimate Tailgate or for more information about the event, contact Hanson at 725-5067.

Viks out to pull punches
The tremendous success of Portland State University athletes during 1991-92 has underscored both the successes and the future needs of the Portland State University Viking Club.

A community-based organization charged with raising athletic scholarship funds, the former Viking Athletic Association (it changed its name to the Viking Club this year) heads into the next six months with a full agenda of fund-raising events and an effort to add more social punch to its agenda.

“Our emphasis right now is on strengthening the organization, new membership growth and long-term planning, which includes development of continuing sources of funding,” said 1991-92 President Cap Hedges, president of Cap Hedges Inc.

“With ever-tightening budgets faced by our state universities, we have a greater challenge to raise funds for student athletic scholarships,” he added. In the meantime, Hedges said the spring slate of activities begins with the annual football scrimmage April 25 in Civic Stadium. Viking Club Membership Committee Chairman Steve Lilly, Koll Construction, is planning a special social and membership generation function around the game.

In late April, a kick-off party also is being planned for Nautilus Plus Month. During May, the five metropolitan area Nautilus Plus fitness centers will donate half their new member initiation fee to the Viking Club in a promotion which has Viking Club board members particularly excited.

“This gesture by Nautilus Plus demonstrates the growing interest in PSU’s fine athletic program by civic-minded business organizations,” said Hedges.

He also pointed to the Fleming Foods-sponsored second annual Casino Night, June 25 at 7 p.m. in Smith Center, as another major sign of community corporate support for PSU. Fleming is the grocery distribution company for Food 4 Less and other stores. Tickets for the Casino Night, which will have a Mexican theme, are $35.

The Viking Club’s successful annual Golf Scramble precedes Casino Night, May 18 at Rockcreek Country Club.

“It’s particularly gratifying to see these new corporate names join the traditional support we get from G.I. Joe’s and Western Family Foods,” said Hedges.

Finishing out the busy spring-summer season is the third annual Ultimate Tailgate dinner-dance and auction, co-sponsored by the PSU Foundation and the Viking Club on Sept. 12.

Hedges also pointed out that the Viking Club activities are a good way for alumni to stay involved with the school “and have some fun at the same time.”

For tickets, more information on any of these events, or to get involved with the Viking Club, call the PSU Athletic Department at 725-4000.

Presidential recognition
The President’s Associates, a group of individuals who have made an annual gift of $1,000 or more to the University, has five new members: Roger Brezeyle, Mel Gurtov, Pieter K. Rol, William Stebbins, and Jacquelyn A. Winters.

Members of this prestigious group receive invitations to lectures, concerts and various events hosted by President Judith Ramaley at her home and on campus, and are listed on the Benefactor’s Wall in the Branford Price Millar Library.

Gift giving omitted
The following PSU Foundation donors were omitted from the “Record of Achievement” which appeared in the Winter 1992 PSU Magazine: Nancy Ryles Scholarship Fund; Doug and Barbara Bledsoe; University Partners: Mentor Graphics Corporation, Security Pacific Bank Oregon; $500-$999: Michael L. Webb ’69, $240-$499: Jerianne L. ‘77 and Frank R. Carbone ’66; $100-$249: Debra L. Stuags Kremer ’86; and $99 and under: Brian Newell ’83, ’89 MBA, Michael John Brock ’88.
VISA card thank you

Dear Alumni and Friends:

Did you know? Thanks to your participation in the U.S. Bank/PSU Alumni VISA Card program this year, you—along with 4,000 other card holders—helped pay for:

- Three student interns per term in Washington, D.C.
- A program of alumni advocates lobbying in Salem
- Alumni Weekend, an annual event featuring Seminar Day, College Bowl, Viking Alumni Night, and other activities
- Alumni receptions for President Ramaley around Oregon
- A variety of other programs for students and alumni

Revenues from the VISA card are the main support for alumni programs. In turn, you receive a truly distinctive card that features the PSU campus. And you profit from an extremely competitive interest rate and the many benefits associated with VISA. We all win with this card!

Please encourage your alumni friends to apply for a PSU Alumni VISA card. It’s an easy way for you to help us expand support for the Alumni Association, and help your friends acquire a credit card with a low interest rate. (A VISA card application is available by calling 1-800-422-8762.)

Thanks again for your valuable support through the VISA program. And remember, when you renew your card, and every time you use it, the Alumni Association benefits.

Sincerely,

Miriam Selby ’68, ’70 MA, President
Louise K. Glur-Cox ’73, Treasurer
PSU Alumni Board of Directors

A great chance to network

Finding other PSU graduates in the same business or profession can be like looking for the proverbial "needle in a haystack." But not anymore. Soon a directory of Portland State alumni will be available to help graduates locate former classmates and colleagues.

The first PSU Alumni Directory, scheduled for release in early 1993, will be an up-to-date and complete reference on more than 40,643 Portland State alumni. This comprehensive volume will include current name, address, and phone number, plus a section cross-referenced by occupation. The Alumni Office has contracted Bernard C. Harris Publishing Company Inc., to produce the library-quality directory. Harris will be mailing a questionnaire to alumni as it begins compiling the publication. (Alumni who prefer not to be listed in the directory, should contact the Alumni Office in writing as soon as possible.)

The new directory will make finding PSU alumni “as easy as opening a book,” said Pat Squire, Alumni Affairs director.

Black alumni luncheon

The Black Cultural Affairs Board and the Alumni Office hosted their second annual luncheon for Black alumni and students on Feb. 22 during Black History Month.

President Judith Ramaley welcomed a group of 40 alumni and students who gathered to hear speakers Ed Washington '74, Joycelyn McKenna ‘82, and keynote speaker, Jefferson High School Principal Alcena Boozer ‘74, explore the luncheon’s theme “Working Together Works.”

Washington, a member of PSU’s Alumni Board of Directors, urged students to “take advantage of the window of opportunity you are offered at PSU.” Elaborating on that message, Boozer, who was PSU’s Outstanding Alumna of 1989, asked alumni and future alumni to give back to their institution and to others who are still struggling.

Speaking of alumni

An internist, a pediatrician, and a family practitioner—all PSU alumni—will join forces for a panel discussion of “Medical Changes & Moral Choices,” April 30 at noon in the PSU Ballroom.

This is the third and final presentation in the University Lecture-Luncheon Series 1992, sponsored by the PSU Women’s Association.

The panelists, Dr. Daniel Amato ’67, an internist; Dr. Blaine Tolby ’67, a geneticist and pediatrician; and Dr. Nancy Wells, ’86, a resident in rural family medicine, will explore advances and breakthroughs in the medical world and the ethical issues that are being raised. The panel discussion will begin at noon, with lunch served at 12:45 p.m.

Gary Ames ’67, president and CEO of US West Communications Inc., in Denver, kicked off the series April 2 with a talk on the telecommunications revolution. Kristine Kershul, a PSU student from the early ’70s, world traveler and author of books on foreign languages, spoke on challenges in global communication on April 16.

The lecture-luncheon series, now in its fourth year, is a fund-raiser for student scholarships. Tickets for the final luncheon may be obtained by calling Shirley Kasperek at 636-8779.

Meeting in Clatsop County

President Judith Ramaley will be in Astoria April 28 to meet with PSU alumni and friends and attend a performance of the Portland Baroque Orchestra. A pre-concert buffet for alumni and friends is scheduled for 5:30 p.m. at the Heritage Museum of the Clatsop County Historical Society.

The concert program, featuring Vivaldi’s Four Seasons, will begin at 7:30 p.m. in the Grand Ballroom at the Elks Club, 453 11th Street, Astoria.

The pre-concert event is being sponsored by the Alumni Association and the Haystack Summer Program. For information, call the Alumni Office at 725-4948.
Outstanding alumni

James Westwood '67, Portland attorney and City Club president, and Roy Love '61, assistant to the president for athletics at PSU, are this year's Outstanding Alumni and will be honored at the annual PSU Salutes luncheon Friday, May 1, at the Multnomah Athletic Club.

Westwood and Love are being awarded for their service to the University and the community. They were selected by a committee of alumni.

Westwood, an appellate attorney and partner in the firm of Miller, Nash, Wiener, Hager & Carlsen, has been an unflinching champion of Portland State since his arrival in 1962. As nominator Clarence Hein '65 wrote, "People who don't know Jim graduated from PSU are people Jim hasn't yet met."

While a student at PSU, Westwood served as president of the Associated Students in 1965-66, but he is probably best remembered as team captain of the 1965 Portland State College championship College Bowl Team. The team broke every existing record in the seven-year history of the NBC quiz show. Team members were written up in TIME magazine and given the keys to the city.

Following a stint in the U.S. Navy, Westwood graduated from Columbia University Law School in 1974. He has been with Miller, Nash since 1976, except for 18 months spent as assistant for legal affairs to PSU President Joseph Blumel.

Westwood is a former member and past president of the PSU Alumni Board and served as the board's spokesperson to the Governor's Commission on Higher Education in the Portland Metropolitan Area. He continues to serve on committees for the University and for the past two years has acted as moderator for the alumni-student College Bowl match.

Roy Love enrolled at Portland State in 1955 as a freshman from Cleveland High School and, except for time off to earn a master's degree from OSU, he's been on campus ever since. Love pitched four seasons for the baseball team as a student and made the Oregon Collegiate Conference All Star Team in 1958. After graduating in '61, he came on staff and through the years has served as assistant football coach, head baseball coach and director of athletics at PSU.

During his tenure, PSU athletic teams have won three national women's volleyball championships, two national men's wrestling championships, two Division I baseball championships, and five NCAA Division II football league championships. According to Larry Sellers, Sports Information director, Love is "excellent at evaluating people. He's been responsible for hiring Mouse Davis, Don Reád, Jack Dunn, Jeff Mozoichi and Pokey Allen, and the longevity of the staff speaks highly of the way he treats people."

Perhaps more notable is the fact that Love has achieved these successes with remarkably limited resources.

Ralph Davis, professor emeritus of physical education, says, "If it had not been for Roy Love, there would have been only a token effort, if any, in making athletics what they are today at PSU." Sellers adds, "I've never been around anyone who puts more of himself into a job. Roy is always thinking about what's best for the image and growth of Portland State."

The recognition luncheon, which also honors outstanding friends, faculty, and students at PSU, is open to the public. The cost of the luncheon is $15, and reservations may be made through University Special Events, 725-4910.

Honoring good friends

The University is also honoring five Portland-area leaders for their service to the University and community at the annual PSU Salutes luncheon Friday, May 1, at the Multnomah Athletic Club.

Receiving recognition as Outstanding Friends of PSU are:

Don Frisbee, chairman of the board of PacifiCorp and former chair of the Governor's Commission on Higher Education in the Portland Metropolitan Area, for his strong advocacy of the urban mission of Portland State.

Jerry Nudelman, general manager of Alder Creek Lumber Company in Portland and past president of the Viking Club, for his longtime friendship and support of PSU athletic programs.

Joan Johnson, Leslie Emery, and Jean Morton for their organization and implementation of the successful Nancy Ryles Endowed Scholarship Fund through the PSU Foundation. The fund, established in memory of their friend Nancy Ryles, provides scholarships for returning women students.
Vanport

William Borgeson writes that he received his law degree from Georgetown University Law School in 1957, and, after 25 years as Assistant U.S. Attorney, he retired in 1988.

Elaine Cogan has just published her second book, Successful Public Meetings. Cogan and her husband are partners in Cogan Sharpe Cogan, a Portland planning and communications firm.

Mary L. Kearns writes that she has her own business, Grecian Gardens, located in Milwaukee, Ore. She produces wedding cakes, anniversaries cakes, and floral arrangements. Kearns and her husband, Walter, have been married 37 years.

Norman Lindstedt is a partner in the Portland law firm of Lindstedt, Buono & Gordon.

Rodney G. Minott is a senior research fellow for the Hoover Institution in Stanford, Calif., and a professor of National Security Affairs at the U.S. Naval School in Monterey, Calif.

Thomas R. Moffette writes that after a long career in nuclear power plant safety and design, he is retired and living with his wife Ann in La Jolla, Calif., near their four daughters.

Alan J. Zell is the 1991-92 vice president for the Oregon Chapter of the American Marketing Association.

Vernon Utz, who has been teaching secondary education at Western Oregon State College for 22 years, will retire in July 1992.

Otto Glausi owns Glausi Oil Company in Eugene, Ore., a distributor for Chevron USA in Lane County.

Harvey Steele writes that he has worked for the federal government for the past 30 years. Steele, who lives in Portland, is one of a handful of import specialists for the U.S. Customs Agency on the Pacific Coast.

Harvey Cooper has returned to Oregon from Ohio and joined the eastside Portland office of Oregon Dental Specialists. He is an endodontist.

Alfonse Peterson lives in Winston, Calif., and owns a financial services business. Peterson, who retired from the military in 1986 as a Lt. Col., teaches psychology, human resources and aviation psychology part-time at the college level.

Barcelona Bound

When Lee Ann McNemey '87 travels to Barcelona, Spain, next fall for the '92 Paralympic Games, it will be the latest challenge for a young woman who has already met and overcome an inordinate number of trials.

McNemey, 27, is a former long distance runner from Woodburn, Ore., who competed on the PSU Track and Cross Country Team. After graduating with a bachelor's degree in Spanish, she volunteered for the Peace Corps and was stationed in the Dominican Republic.

She spent two years there counseling mothers on health care and nutrition for their children. On the day she was to return to the states, McNemey boarded a bus for Santa Domingo and seated herself behind the driver. Ten minutes later the bus collided head-on with a truck. All passengers in the first three rows of the bus were killed except McNemey.

Flown to a facility in Miami, Fla., doctors discovered that McNemey's left leg had been completely crushed by the driver's seat and had to amputate it above the knee. Four months later, she began swimming for physical therapy and forming plans to compete.

Today, 2 1/2 years after the accident, McNemey is finishing a master's degree at Columbia University in New York City, in language, literature and social studies, with plans to teach at a community college. Following spring graduation she faces her next challenge, the Paralympics.

Held in conjunction with the Olympic Games, the Paralympics are the competitive zenith for the physically challenged. McNemey will be one of 380 American athletes competing. Her events are the 100-, 200-, 400- and 800-meter freestyle swim, and the 50- and 100-meter backstroke.

Along with the fulfillment of her personal goals, McNemey also hopes to serve as a role model. "As I continue to gain recognition in swimming competitions, I hope my achievements will bring about a positive outlook for other physically challenged persons," she says.

Athletes must provide their own funding for the games, and McNemey could use some help. Persons interested in helping to sponsor McNemey's trip to the Paralympics should write her at P.O. Box 202, Woodburn, Ore., 97071. Any contribution would be welcome.

'59

Harvey Steele writes that he has worked for the federal government for the past 30 years. Steele, who lives in Portland, is one of a handful of import specialists for the U.S. Customs Agency on the Pacific Coast.

'60

Harvey Cooper has returned to Oregon from Ohio and joined the eastside Portland office of Oregon Dental Specialists. He is an endodontist.

'61

Alfonse Peterson lives in Winston, Calif., and owns a financial services business. Peterson, who retired from the military in 1986 as a Lt. Col., teaches psychology, human resources and aviation psychology part-time at the college level.

'63

Jack D. Sanders is retired and living in Seattle with his wife Sydney Sanders '78. Before retiring, Sanders taught fifth and sixth grades in the Orient and Portland Schools.

'64

Marvin Cage is a physicist with the National Institute of Standards and Technology and lives in Gaithersburg, Md.

David R. Hosford is a professor of biology and mycology at Central Washington University in Ellensburg, Wash. He has taught at Central Washington since 1969.

Lambert Deckers is a professor of psychological science at Ball State University in Muncie, Ind. Deckers, who has taught at the university for 23 years, spent fall semester 1991 at the University of Dusseldorf in Germany doing research in the psychology of humor.
'67

Ruth Dalphin and her husband, Judah Roseman, are co-directors of Associates for Creative Wellness in Cherry Hill, N.J. Dalphin is a certified instructor of Shiatsu Massage.

Jonathan Jalali '71 MBA is finance director for the City of Medford, Ore.

Joseph Whittington, an employee of Tektronix, is the 1991-92 treasurer for the Oregon Chapter of the American Marketing Association.

'68

Melvin R. Byrd is managing purchasing services for Palomar College in San Marcos, Calif. Byrd was previously procurement manager for General Dynamics in San Diego, Calif.

James Frazier is senior vice president at Rollins Burdick Hunter of Oregon, an insurance brokerage firm in Portland. He is manager of the Employee Benefits Department.

Gary R. Pope is chief financial officer for Oregon Episcopal School in Portland. Pope writes that in the last three years he has traveled to Europe, Russia, and the Caribbean, and he is planning a trip to Africa next fall.

Michael Vidan is vice president of gymnastics and roofing for the Georgia Pacific Corporation. Vidan writes that he and his wife Doris have lived in Atlanta, Ga., for 14 years and have four children. Vidan has been with the corporation for 23 years.

Terrie Todd Wetle '71 MS, '76 Ph.D., has been promoted to director of the Braceland Center for Mental Health and Aging in Hartford, Conn. She was one of last year's Outstanding PSU Alumni.

'69

Jeffrey Barker is a sergeant at the Portland Police Bureau's North Precinct. Barker edits The Rap Sheet, a monthly newsletter, and is also a board member on the Fire and Police Disability and Pension Board.

Judith Leece directs a learning center at the York campus of Penn State University. Leece received a Master of Arts in expository writing from the University of Iowa in 1986.

Barbara Ann Pugh has resumed a full-time career after retiring from teaching in 1972 to raise her two sons. Pugh graduated from Emmett Travel School in December 1991, and is an outside sales agent for The Travel Shop in Raleigh Hills, Ore.

Captain Donald Suloff has recently been named deputy director of the Coast and Geodetic Survey, a federal scientific agency in Rockville, Md. The agency, which dates back to 1807, produces the nautical and aeronautical charts for all U.S. waters and airspace.

Curtiss Prickett MS is director of the Sylvan Learning Center in Beaverton. Prickett recently returned to Oregon from Scottsdale, Ariz., where he was a certified public accountant for Coopers & Lybrand.

Yvonne Weber MS, '73 Ph.D. is a senior environmental protection specialist with the U.S. Department of Energy in Washington, D.C. He was the first recipient of PSU's Environmental Science Doctoral degree.

'70

Mary Ann Brandon writes that she's a senior criminalist with the Portland Police Bureau. Brandon, who graduated from the Oregon Police Academy in 1977, teaches a "Who Dunit?" course at the Oregon Museum of Science and Industry (OMSI) during the summer. She has also completed advanced fingerprint science training at the FBI Academy in Quantico, Va.
Duncan Hunter '71 MS has been director of special services for the Matanuska Susitna Borough School District in Palmer, Ar., for seven years. Hunter is also active in local, state, and national “At Risk” student research programs.

Mary Gourley MS has her own educational consulting company in Bradenton Beach, Fla. Gourley writes that she will be doing evaluation work in various states and the West Indies. She adds that she has been nominated for Who’s Who in American Education 1992-93.

Leslie M. Nolan writes that she has worked for 20 years for the U.S. Information Agency in Washington, D.C. She manages the agency’s overseas security programs and her job frequently takes her abroad. She is married and has two sons.

Kay Toran MSW is regional administrator for Children’s Services Division’s Metro Region office, which includes Multnomah and Clackamas counties.

Ray B. Broyles MS is a sales associate for Oregon Realty Co. in Portland. Broyles is a member of the Miller Beer One-More-Time-Around-Again Marching Band, a popular adult marching band composed of former high school marching band alumni.

Linda Pedersen Crick is a staff attorney at the Professional Liability Fund of the Oregon State Bar.

Joan Hayse has been business manager in PSU’s School of Business Administration for 12 years. Hayse has taken up mountain climbing, and has climbed Mt. Hood, Mt. Adams, Middle and South Sisters and two mountains in the Olympic Range.

William Lind writes that he just completed 15 years with Freighliner Corp., as manager of Freighliner Software. Lind’s son Gregory is a sophomore at PSU studying music and graphic arts.

Gary G. Simpson is in his 20th year of work for the Clackamas Education Service District. Simpson, a graphic designer for the district, is married and the father of three children.

Michael Stewart and his wife Maria Hanneman Stewart '71 own Dover Nursery, a wholesale nursery business specializing in rhododendrons. Michael serves on the Clackamas County Planning Commission and is president of the Portland chapter of the American Rhododendron Society. They have two children.

Dorothy B. Whitehead MS recently received the Samuel Orton Award from the National Orton Dyslexia Society. A retired learning specialist, Whitehead was with the Beaverton School District for 19 years. She is also the director of Fundamentals of Written Language Inc., a program for adult dyslexics.

Thom M. Armstrong is on the history faculty at El Camino College in Torrance, Calif. Armstrong writes that he recently had a book published by Kendall/Hunt Publishing Co., and that last year he hosted and introduced former U.S. Senator George McGovern when he visited the campus.

Gary Dominick '77 MSW is director of programs for Easter Seals of Oregon in Portland.

Jill Nichols '81 MPA is executive director of the Oregon Trail Chapter of the American Red Cross in Portland.


Teresa Spada has been elected secretary of the United Cerebral Palsy Association of Oregon and Southwest Washington. Spada is a certified public accountant.
Janice Page is a member of the United States Coast Guard and is stationed in Washington. Her specialty is oil spill response in Oregon, Washington, Idaho, and Montana.

Freddye Webb-Petett has been appointed to the board of directors for the National Council on Alcoholism and Drug Dependency Inc. Webb-Petett is associate program director for leadership development at the W.K. Kellogg Foundation in Battle Creek, Mich.

Patrick D. Schwab has been appointed full-time project director of Governor Roberts's Task Force on Technology Transfer.

Michael J. Wade is working for the U.S. Postal Service. Wade has been with the service since 1977.

'74

Alcena Boozer MS has been elected to serve a three-year term on the board of directors for United Way of the Columbia-Willamette. Boozer is principal of Jefferson High School in Portland.

Molly Cook was recently promoted to supervisor of technical publications in the Corvallis office of the engineering consulting firm CH2M Hill Inc. She also continues to serve as an adjunct faculty member with PSU's Professional Development Center.

Dennis Derby '78 MBA has been elected 1992 vice president/treasurer of the Oregon State Home Builders Association. Derby owns Double D Development Inc., in Portland.

Christopher K. Jeffrey MSW, '85 MPA is senior vice president in the Portland office of Lee Hecht Harrison, an outplacement consulting firm. Jerald R. Calavan '69 is a senior consultant with the firm.

Daniel Hickman is a supervising chemist for the Oregon Department of Environmental Quality in Portland. Hickman writes that he's married with three children.

Patricia Koehler has been working on a census of overland emigrant diaries for the Oregon Historical Society. The project is for the 1993 celebration of the 150th anniversary of the Oregon Trail. Koehler volunteers in the Society's research library.

'75

Anna Jaeger Brown was recently appointed a Multnomah County District Judge. Brown was with the Portland law firm Bulliver, Houser, Bailey, Pendergrass & Hoffman.

Linda Folkstad '79 MBA has been elected secretary of the Oregon chapter of Certified Commercial Investment Member. Folkstad is vice president and Northwest regional manager of Alquest Property Services Corporation in Portland.

Marcia Gregor Garrick '90 ELD is principal of Central Elementary School in Newberg, Ore. Garrick is married to 79 graduate O. John Garrick, and their daughter Teresa is a 1990 PSU graduate.

Kenneth R. Greger owns Greger Associates, an executive search firm in Los Angeles. Greger writes that even though he has lived in Los Angeles since 1980, he is "still an avid Blazer fan."

'76

Bonnie D. Hopper MST is an elementary physical education instructor in Anchorage, Alaska. She has received several educator awards and is a candidate for the national title of Outstanding Physical Education Educator.

John Mann is pastor of Peace Presbyterian Church in St. Louis Park, Minn. Reverend Mann has a Master of Divinity degree from Bethel Seminary in St. Paul, Minn., and a doctorate in ministry from McCormick Seminary in Chicago, Ill. He and his wife Sally have three children.

Marlow Fischer is a police officer for the City of Tigard. Fischer, who has been an officer for 8 years, is with the canine unit.

Nicholas Garrow has been promoted to senior vice president and unit manager at Rollins Burdick Hunter of Oregon, an insurance brokerage firm.

Rebecca Judd lives in Alaska and travels throughout the state delivering alcohol and drug education classes to youth. Judd writes that she travels by boat, small plane, snow machine, dog team and sometimes a car.

Ronald Oliver MBA was recently elected treasurer of Peterson & Associates, a Vancouver, Wash., accounting firm.

Karen Whitaker is director of the Oregon office of Rural Health, a state office that serves as a clearighouse for information on rural health issues and as an advocate for improving rural health care.

Edward Dundon MBA is a commercial real estate broker and partner in Dunlea-Dundon Co., specializing in hotel sales and development. Dundon, lives in Portland with his wife and two children.

Gary Schull writes that after his graduation from PSU he spent 10 ½ years as an Air Force pilot. He now is a pilot for American Airlines and lives in the Dallas/Fort Worth, Texas, area.
Auntz Van Gent '84 MPA is administrator of the Taft Home, a residential care facility for elderly people with mental health or alcoholism problems.

Clayton L. Holstine MPA is city manager for Reno, Nev. Holstine, who is married and has two sons, writes that he and his wife adopted a baby girl in August 1991.

Alphonse Liebertz Jr. writes that he and a partner recently started a landscape business, A & J Landscape Maintenance Inc. Liebertz, his wife of 14 years and two children live in Beaverton.

Patrick Moran is a Petroleum Landsman for UNOCAL's North American Oil & Gas Division. Moran lives in Ventura, Calif., and writes that on June 30, 1990, he married Marcia Lynn Wahl of Toledo, Ohio.

Jeffrey Holm Smith is the new curator for the Clatsop County Historical Society in Astoria.

Gene Taylor '86 MST is an assistant professor of business and computers at Central Oregon Community College in Bend, Ore. Taylor writes that in 1993 he will be exchanging positions with a professor from New Zealand for a year.

Rosina Esther Williamson writes that since retiring from Weyerhaeuser Co., in 1983, she's been busier than ever. Williamson manages a tree farm west of Longview, Wash., and has seven grandchildren.

Mark Allred, a senior manager at the accounting firm Deloitte & Touche in Portland, has been elected treasurer of the United Cerebral Palsy Association of Oregon and Southwest Washington.

Ramon Torrecilha '86 MS recently completed his Ph.D. at the University of Wisconsin in Madison and is now an assistant professor of sociology at the University of California, Irvine.


Gene Taylor '86 MST is a senior planner in the Planning Division of the Washington County Department of Land Use and Transportation. King has been with the department for seven years.

Paveena Wong is a certified public accountant who recently opened her own firm.

Kentaro Yamamoto MS, and his wife Lisa '82, live in Lawrenceville, N.J., where he is a research scientist for Educational Testing Services.

Marcia Esther MSW is working on her teaching certification and will be teaching lower grade elementary students in the fall.

Mary Lee Planer is vice president of the Oregon chapter of the National Society of Fund Raising Executives. Planer is director of development for the Tuality Health Care Foundation. Elected secretary of the society, is Helen Vandervort '82.

Gregory Timmons MST has taught seventh- and eighth-grade social studies at Riverdale School in Portland for the past 13 years. He is also part of a non-profit educational organization that produces programs for the Public Broadcast System to distribute to schools nationwide.

Paul Waldram is a partner with Preising & Probst Certified Public Accountants in Portland.

Arash Kasaaian Ph.D. works for Elkmets Company in Marietta, Ohio. He writes that he is working on solving environmental concerns and in the process has saved his company millions of dollars in the field of electromining.

Keith Eggener is on a fellowship at Stanford University in Palo Alto, Calif., working toward a Ph.D. in art history.

James L. Proctor, a lieutenant in the U.S. Navy, is with Commander Naval Air Pacific, Naval Air Station North Island, San Diego.

Robin Sabala MBA is project and product manager for International Paper in Memphis, Tenn.

Jacie Daschel is a chartered financial analyst and a member of the American Society of Appraisers. Daschel works for Willamette Management Association in Portland.

Lawrence M. Dolton MUS is an applications engineer for Strategic Mapping Inc., in Palo Alto, Calif. The company makes desktop geographic information systems.

Debra Staggs Kremer recently passed the Colorado Bar Exam and is a licensed attorney in Colorado Springs, Colo. She and her husband Russ recently had a daughter, Elise.

Shawn Spangle Looney '88 MS is a speech language pathologist for Portland Public Schools.
Kim Quy Nguyen MAT presented papers at the XVII Stendhalian International Colloquium in Paris, France, in March. Nguyen is an assistant professor of French at Eastern Washington University in Cheney, Wash.

Patricia Schroder '87 MS teaches high school special education at Columbia High School in White Salmon, Wash. Schroder is mayor of White Salmon.

Gregory Chiolo is the head of the civil engineering department at Bentley Engineering Company in Portland. Chiolo was most recently senior civil engineer for Robert E. Meyer Consultants.

Andrew Douglas is working toward a master's degree in public administration at the University of Alabama at Birmingham. Douglas hopes to complete his degree this May.

Gail Dundas is treasurer of the Portland-Metro chapter of Public Relations Society of America. Dundas works for The Schmidt Westerdahl Group, an advertising and public relations firm in Portland.

James W. Halliday Jr. is a junior at Oregon Health Sciences University studying dentistry. He is also a first lieutenant in the Army Medical Service Corps., and was deployed to Germany during last year's Desert Storm.

Robert Arthur Jones MS is principal of Beaumont High School, a comprehensive high school in Southern California.

Melody Anne Martin MS is coordinator of the Integrated Outreach Project at the Center for Persons with Disabilities at Utah State University in Logan. Martin provides training and technical assistance to early childhood special education teachers.

Pierre Xiong is an employment specialist with Merced County in Fresno, Calif.

Sandra Squaglia Brubaker is a banking officer for First Virginia Bank in Falls Church, Va. He live in Springfield.

Betty Jean Flick MS is special programs coordinator for the Forest Grove School District.

Daniel Robert Johnson is a research technician coordinator in cancer research at Washington State University's College of Pharmacy in Pullman.

Donna Peterson is staff assistant to the Clackamas County Board of Commissioners. Peterson specializes in natural resource issues. She also serves on the Clackamas County Children & Youth Coordinating Council.

Jodi Stahlnecker, a marketing and management graduate, has recently relocated to Atlanta, Ga., and is very interested in hearing from other PSU alumni in the area! You can reach Jodi at (404) 948-8305.

Marky Hays MBA is director of health care services for The Brentwood Group in Beaverton. The firm is an executive search firm specializing in the high tech and health care fields.

Kelley Nassief, won the Metropolitan Opera National Council Region Auditions and went to New York in March for an all-expense-paid week of coaching sessions with the Met Opera staff. On March 22, 10 winners were chosen, but Nassief was not among them. The soprano has already made plans to compete again next year. In the meantime, she will sing the lead in PSU's spring opera performance of Susannah.

Jilla Khalilolah Schaff MS lives in Houston, Texas, and teaches high school chemistry. Schaff, who had a baby boy July 1990, says she would love to return to Oregon.

Hellenmerie Walker writes that she had hoped to get into the Peace Corps and go to Africa, but the situation was "too volatile.," Instead, Walker is living in Jim Thorpe, Pa., where she is "writing, researching, painting, volunteering, working as an activist on behalf of the disabled, and loving every minute of it."

Christopher Appar is manager of member counseling for the Oregon Public Employees Retirement System (PERS). He lives in Gladstone, Ore.

James Boccio is public relations manager for the Portland/Oregon Visitors Association.

Maria Campisteguy-Hawkin MBA is director of Concordia College's Advanced International Management Studies Program.

Steven Ige is finishing his thesis for a master's degree in recreation administration at California State University in Chico. Ige hopes to spend the summer doing an internship in Australia involving military recreation.

Georgia Majdanci is a realtor for the Realty Group in Portland, specializing in residential sales. Majdanci also manages an apartment building in northwest Portland.

Philip Ratliff is the serials processing assistant in the Technical Services Department of the PSU Library.

Alice van Fleet is living in Germany and teaching English.

Nanette Watson is research director and economist for Grubb & Ellis Commercial Real Estate in Portland.

Dance Taylor-Buck is a chemical dependency therapist practicing at the Family Counseling Center in St. Helens, Ore.

Christopher Winer is a design engineer with MHI Consultants in southeast Portland.

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C A L E N D A R

We thought we would try something new in PSU Magazine! Included in the calendar are a few events from around the state. For more information on Oregon events or for travel information, contact the Oregon Tourism Division at 1-800-547-7842, 775 Summer Street, NE, Salem, OR 97310.

MAY

1. PSU Symphony Orchestra
   PSU, 8 pm, 725-3307

1. “The Gaia Theory” Earth as Living Organism is discussed by Dr. Lynn Margulis. Portland, 224-8499

1. PSU Salutes Honoring outstanding alumni and friends of PSU. Multnomah Athletic Club, 11:30 am, 725-4949

1. PSU Celebrates Authors Ivan Doig and

28. PSU Senior Adult Learning Center sponsored event. PSU, 725-4739.

1. Nina Mae Kellogg Lecture Celebrated author Ivan Doig and English student awards. PSU, 3 pm, 725-3521

15-16. Collaborative Art Students from art, dance, music and theater in a unique performance. PSU, 8 pm, 725-3307

17. “Messe di Gloria” PSU University Choir and Vancouver Symphony. First Presbyterian Church, Vancouver, 8 pm, 725-3011

18. PSU Jazz Vocal and jazz combos. PSU, 7:30 pm, 725-3307

23-25. Oregon Coast Aquarium Grand Opening Celebrate with concerts, lectures and children’s activities. Newport, 867-3474

25. Oregon Trail Interpretive Center Opening at Flagstaff Hill, Baker City, 523-6391

28-30. “Chronicle” New work by dancer Jazy Patton. PSU, 8 pm, 725-3307

29. June 7 “Susannah” PSU spring production of Carlisle Floyd's American opera. PSU, 8 pm (3 pm, Sun.), 725-3307

29. June 14 Portland Rose Festival Coronation, parade, celebrity entertainment, competitions and exhibitions. Portland, 227-2681

30. HPP “Last Hurrah” Celebration for the PSU School of Health & Human Performance closing June 30. PSU, 725-4401 for reservations

JUNE

1. Aug. 1 Zoo Concert Series Each Wednesday and Thursday at Washington Park Zoo, Portland, 220-2454

4. PSU Student Contemporary Ensembles The Old Church, 8 pm, 725-3011

5-6. Lebanon Strawberry Festival Oldest festival in the state and the world's largest sweetheart. Lebanon, 258-4444

5-21. Cascade Head Music Festival Lincoln City, 452-2151

6. Rose Festival Grand Floral Parade Portland, 227-2681

8-14. Eastern Oregon Livestock Show Features a rodeo and horse races. La Grande, 562-5902

13-14. Rose Festival Air Show Hillsboro, 227-2681

19. July 3 Oregon Bach Festival Choralist, orchestral music, chamber music, jazz and dance. Eugene, 346-5666


22. PSU Summer Session Classes begin, 725-4081 to register

24-17. “Cat Among the Pigeons” PSU’s Summer Rep Theater production of Georges Feydeau’s farce. PSU, 725-4612

24-10. Tour the World at Home PSU summer lectures each Wednesday noon. Lecturers are from Russia, India, New Zealand, France and England. PSU, 725-4081

29-11. Aug. 7 PSU Haystack Program Workshops in writing, theater, art, music and environmental studies at Cannon Beach. Call 725-4081 to register.

JULY

1. Aug. 31 Lewis and Clark Historical Drama Outdoor drama on the banks of the Nezawanna. Seaside, 738-6391

1. Aug. 31 “Shanghaied in Astoria” Melodrama performed by local actors. Astoria, 325-1078

4. Fireworks! All over the state. Call your local chamber of commerce.


9, 15, 23. “Trains, Crane, and Higher Planes” Railroads in the Pacific Northwest: Bill Crane, Portland Baroque Orchestra executive director; intelligence in its natural and artificial forms. PSU, 7:30 pm, 725-4081

10.12. Oregon Country Fair Veneta, 343-4298


169. Lincoln County Fair Newport, 265-6237

24. History of Yiddish Literature Kenneth Turan, film critic for the Los Angeles Times. PSU, 725-3917

29. County Fairs Washington County Fair and Rodeo, Hillsboro, 648-1416; Union County Fair, La Grande, 963-8588; Yamhill County Fair, Yamhill, 472-9371

29-12. Aug. 22 “Uncommon Women and Others” PSU Summer Rep Theater production. PSU, 8 pm, 725-4612

31-12. Aug. 2 Mt. Hood Festival of Jazz Gresham, 665-1131

AUGUST

6. County Fairs Malheur County Fair, Ontario, 889-3431; Wheeler County Fair, Fossil, 763-4560; Klamath County Fair and Jefferson State Stampede, Klamath Falls, 883-3796; Polk County Fair, Rickreall, 623-3048

7.9. The Bite, A Taste of Portland Portland, 248-0600

7-15. Sunriver Music Festival Sunriver, 593-1084

12. Aug. 15 Douglas County Fair, Roseburg, 440-4505; Clackamas County Fair, Canby, 266-1136; Clatsop County Fair, Astoria, 325-4600; Coos County Fair and Rodeo, Myrtle Point, 269-0215

18. County Fairs Josephine County Fair, Grants Pass, 476-3215; Lane County Fair, Eugene, 687-4292; Grant County Fair, John Day, 575-1930; Wasco County Fair, The Dalles, 596-5494

27. Sept. 7 Oregon State Fair Salem, 378-3247

29-31. County Fairs Baker County Fair and Rodeo, Halliday, 523-1235; and Sumpter Valley County Fair and Flea Market, Sumpter, 523-1235

SEPTEMBER

4-6. Artquakes ’92 Festival of visual arts, music, theater, dance, and craft and food booths. Portland, 227-2787

12. Ultimate Tailgate PSU fundraising auction and dinner. PSU, 5:30 pm, 725-5607
Win a Weekend Getaway! See Back Cover for Details!

20. When away from home, in which of the following hotel or motel chains are you most likely to stay (check up to four)?
   i. Best Western
   ii. Marriott
   iii. Budget Inn
   iv. Comfort Inn
   v. Motel 6
   vi. Holiday Inn
   vii. Hyatt
   viii. Travel Lodge

21. Do you own a vacation exchange program?
   i. Yes
   ii. No

22. Do you have plans to purchase vacation property in the near future?
   i. Yes
   ii. No

23. If you intend to purchase vacation property, where would it be located?

24. Which of the following recreational items do you own (check all that apply)?
   i. Motor home
   ii. Boat
   iii. Sail boat
   iv. Snow ski equipment
   v. Camping equipment
   vi. Golf or other sports equipment
   vii. Pickup with camper
   viii. Tent or travel trailer
   ix. Hot tub, spa or swimming pool

25. Which of the following do you or your family plan to purchase in the near future (check all that apply)?
   i. Motor home
   ii. Boat
   iii. Sail boat
   iv. Snow ski equipment
   v. Camping equipment
   vi. Golf or other sports equipment
   vii. Pickup with camper
   viii. Tent or travel trailer
   ix. Hot tub, spa or swimming pool

26. Check the activities or hobbies you regularly participate in:
   i. Snow skiing
   ii. Golfing
   iii. Fishing
   iv. Camping
   v. Attending live concerts/theater
   vi. Attending sports events
   vii. Hiking or jogging
   viii. Boating
   ix. Photography
   x. Antique collecting
   xi. Attending opera or ballet
   xii. Listening to Public Broadcasting
   xiii. Weekend sightseeing

27. Which of the following do you intend to purchase in the near future?
   i. Carpeting/floor covering
   ii. Deck or building materials
   iii. Decorating service
   iv. Furniture
   v. Hot tub/spa
   vi. Landscaping service
   vii. Paint/wallpaper
   viii. Pest control
   ix. Window coverings
   x. Air conditioning/heating
   xi. Roof replacement
   xii. Appliances
   xiii. Lighting

28. In the near future do you plan to (check all that apply):
   i. Build a new primary residence
   ii. Build commercial buildings
   iii. Build a vacation residence
   iv. Build rental units
   v. Remodel a primary residence
   vi. Remodel a commercial building
   vii. Remodel rental units

29. What are your primary financial institutions?

30. Do you have any of the following (check all that apply)?
   i. CDs
   ii. Stocks, bonds, or mutual funds
   iii. IRAs or Keogh accounts
   iv. Retirement fund
   v. Art or antiques
   vi. Jewelry for investment
   vii. Precious metals

31. In the next 12 months, do you plan to shop for or change any of the following (check all that apply)?
   i. Auto insurance
   ii. Dental insurance
   iii. Homeowner/renter insurance
   iv. Life insurance
   v. Medical (health) insurance
   vi. Group policy (business)
   vii. Bank
   viii. Lawyer
   ix. Accountant
   x. Investment broker

JUST A FEW MORE QUESTIONS FOR CLASSIFICATION PURPOSES ONLY.

32. In which category does your age fall?
   i. 20-29
   ii. 30-39
   iii. 40-44
   iv. 45-49

33. What is your marital status?
   i. Single
   ii. Married

34. Which of the following is your primary residence?
   i. Own a single-family house
   ii. Own a mobile home
   iii. Own a condominium
   iv. Rent an apartment or house

35. What is the chief wage earner's occupation in your household?
   i. Professional
   ii. Managerial
   iii. Technical
   iv. Administrative support
   v. Sales
   vi. Service worker
   vii. Self-employed
   viii. Retired

36. What was your total family income (before taxes) in 1991?
   i. Under $20,000
   ii. $20,000 to 29,999
   iii. $30,000 to 39,999
   iv. $40,000 to 49,999
   v. $50,000 to 74,999
   vi. $75,000 to 99,999
   vii. Over $100,000
Help PSU Magazine and Win a Weekend Getaway!

Please take a few moments to fill out and return this important survey. We’ve started a new advertising program in PSU Magazine to cover rising costs without cutting back on quality. With this information we will be able to provide advertising that is useful to you.

Return this completed questionnaire, with your name and address label still attached, by May 31, 1992, to enter the drawing. The first-place winner will have first choice from the four vacation packages. The selection will narrow for second-, third- and fourth-place winners.

All answers are strictly confidential. Fill in both sides of this survey and mail it with the business reply portion facing out. Winners will be notified by June 15. Only readers who receive PSU Magazine through the U.S. Postal Service are eligible to enter. All entries must be postmarked no later than May 31, 1992. Employees and immediate families of PSU Magazine may not enter.

YOU COULD WIN ONE OF THESE GREAT OREGON GETAWAYS FOR 3 DAYS AND 2 NIGHTS FROM PSU MAGAZINE!

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<tr>
<th>Eagle Crest</th>
<th>Jot’s Resort</th>
<th>Red Lion Inn</th>
<th>Yachats Inn</th>
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<tr>
<td>Redmond</td>
<td>Gold Beach</td>
<td>Eugene</td>
<td>Yachats</td>
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<td>&amp; a Jerry’s Jet Boat ride</td>
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1. Please rate your interest in reading the following types of articles in PSU Magazine using a scale of 1 to 3 (1-great interest 2-some interest, 3-no interest):
   - General campus news
   - Upcoming events on campus
   - News of Portland-area interest
   - News of Oregon interest
   - Alumni notes
   - Alumni Association news
   - PSU sports
   - Fund-raising news
   - Features about faculty members
   - Features about staff members
   - Features about campus programs
   - Features about state, national, or international events or trends

2. What other topical areas would you like to see covered in PSU Magazine?

3. How completely do you read PSU Magazine?
   - Read most articles in detail
   - Read only major stories
   - Read certain sections only
   - Skim entire magazine
   - Do not read at all

4. How many people read your copy of PSU Magazine (including yourself)?
   - 1-2
   - 3-5
   - 6+

5. Which of the following do you or your family plan to buy for personal use in the near future (check all that apply)?
   - Computer
   - Software
   - Television
   - VCR or video camera
   - Stereo or audio equipment
   - Camera equipment

6. In the near future are you planning to (check all that apply):
   - Change jobs (same profession)
   - Change professions
   - Move from present city
   - Move from state
   - Go back for advanced degree
   - Retire
   - Buy or sell a business
   - Sell personal home or other real estate

7. City and state you hope to retire in:

8. Do you live or work in downtown Portland?
   - Yes
   - No

9. Do you make purchases for your business?
   - Yes
   - No

10. How often during a typical month do you eat dinner in a sit-down restaurant?
    - 0 1-2
    - 3-5
    - 6-10
    - 11 or more

11. How much do you usually spend on dinner for yourself?
    - $10 or less
    - $20-25
    - $26-45
    - $45 or more

12. How often during a normal year do you visit the following locations, including business trips (indicate number of times in the blank to the left)?
    - Sunriver/Bend
    - Black Butte/Sisters
    - Oregon Coast
    - Eugene
    - Salem
    - Medford/Ashland
    - Klamath
    - Seattle
    - Vancouver, B.C.
    - Los Angeles
    - San Francisco

13. What is your favorite city on the Oregon Coast?

14. Do you plan to purchase a new or used car in the near future?
    - New used
    - Used new

15. If you plan to purchase a car, approximately how much do you plan to spend?
    - Less than $10,000
    - $10,000-14,999
    - $15,000-19,999
    - $20,000-29,999
    - $30,000 or more

16. What brands of autos do you own or lease (check all that apply)?
    - Ford
    - Audi
    - BMW
    - Buick
    - Cadillac
    - Chrysler
    - Chevrolet
    - Datsun
    - Daimler-Benz
    - Dodge
    - Jaguar
    - Lincoln
    - Mitsubishi
    - Oldsmobile
    - Plymouth
    - Pontiac
    - Toyota
    - Volkswagen
    - Volvo
    - Nissan
    - Honda
    - Geo

17. Do you travel for business?
    - Yes
    - No

18. On which airline do you usually travel?

19. Do you make travel or convention arrangements for your business?
    - Yes
    - No

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