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Cover
Demanding singing roles are welcomed by bass-baritone Clayton Brainerd. See story, "Voce Fortissimo," pages 6-8.
Circuits lab is now industry quality

The same caliber of equipment used by engineers in the semiconductor industry is enticing students and faculty alike to the renovated circuits lab in the basement of Portland State's engineering facility.

The Integrated Circuits Design and Test Laboratory, unlike any other U.S. university lab, features a state-of-the-art test-and-measurement system donated by Credence Systems Corporation. Also new to the lab is an automatic wafer-probe station donated by Electroglas, Inc. Together, the $2.5 million in equipment makes for a research facility that can help overcome one of the key challenges to the future of the semiconductor industry — making sure that a high percentage of integrated circuits function correctly.

"These contributions enable us to develop test and probing processes that will meet the ever-increasing need for high-yield, high-quality production," says Robert Daasch, director of the lab.

Portland is one of the nation's leading hubs in the semiconductor industry and is home to companies that specialize in integrated circuit design and manufacturing. In the past, PSU engineering students had to rely on industry partners for time on real testers at area plants. Now those companies have true research partners and graduates with a working knowledge of their equipment.

Credence Systems, which is based in Fremont, Calif., has made more than $2 million worth of equipment donations to Portland State since 1998. In addition to providing and maintaining the equipment, Credence will continue to train PSU faculty and staff in its operation. Electroglas, based in San Jose, Calif., is a leading supplier of wafer probes.

Finance professor joins the SEC

Corporate governance is a hot issue these days in the wake of federal investigations of top executives at Enron and other public companies. Many shareholders are looking to the Security and Exchange Commission (SEC) in Washington, D.C., for reforms.

This climate is a perfect setting for John Bizjak, professor of finance, who is already on the job as a SEC Division of Corporation Finance fellow.

Bizjak joined the SEC division in August after being awarded a competitive, one-year fellowship. An expert on corporate finance and corporate governance, Bizjak's research has been cited by The Economist, The Wall Street Journal, and Business Week. And the media have called on him for comment during Enron's troubles.

"I am looking forward to being involved in what appears to be an expanded role of the commission in restoring faith in financial markets," says Bizjak, the first Cameron Professor of Finance at PSU.

As a fellow of the SEC's corporate finance division, Bizjak will work on top-level accounting and finance issues as public companies file with the SEC. He will develop and present training on emerging and controversial issues for policy makers and attorneys in the division.

Encouraging civic leaders of tomorrow, today

What stirs students to get politically involved? What does it take to make them leaders in their communities after graduation? The Carnegie Foundation for the Advancement of Teaching wants to know and has invited Portland State to participate along with 21 other universities including Duke, Harvard, and Georgetown.

Courses on leadership and civic engagement are the focus of Carnegie's three-year study on the political engagement of young people. The faculty leaders behind these courses will work together to document, assess, and improve key elements of student political engagement. Carnegie will publish recommendations and essays at the end of the project.

"Colleges and universities are the institutions most involved with shaping the values, knowledge, skills, and motivation of people between the ages of 18 and 28, but there are few attempts to help strengthen students' political engagement at these institutions," says Lee Shulman, Carnegie Foundation president. "Those efforts that do exist remain isolated from each other and little is known about their effects."

The two courses selected for study at PSU are Civic Initiative: The Ethics of Leadership, taught by Douglas Morgan, professor of public administration and director of the Executive Leadership Institute at Portland State, and Civic Engagement: The Role of Social Institutions, taught by Craig Shinn, associate professor of public administration.

In the Ethics of Leadership course, students apply ethical frameworks they have developed to actual case presentations by local political and administrative leaders. The Civic Engagement course has students conduct field-based projects using two historical models of the common good: the representative republic model and the civic republic model.
Asian immigrants seeing rising blood pressure

The longer Asian immigrants live in North America, the more likely they are to have high blood pressure, according to a new study by researchers at Portland State's School of Community Health.

Previous studies have shown that immigrants to Western countries have higher rates of heart disease and heart risk factors than their peers who do not emigrate. This study follows hypertension in Asian immigrants and shows its prevalence is closely linked to a timeline of cultural adaptation.

Asian immigrants who lived in Canada for four years or less showed hypertension rates below three percent. Those who lived in Western countries for five to nine years were reported to have a seven percent prevalence of hypertension and this rate grew to 13 percent for immigrants here for more than 10 years.

The study, funded by the National Institute of Mental Health, included data on nearly 2,000 Asian immigrants surveyed as part of the 1996-1997 Canadian National Population Health Survey.

"Differences in hypertension may be a result of changes in traditional lifestyles and dietary practices, including meal patterns and food choices," says lead researcher Mark Kaplan, associate professor of community health.

The study also showed that risk of hypertension doubled among overweight or psychologically distressed immigrants, compared to their peers. These factors, as well as age, sex, education status, smoking and drinking status, physical activity, health status, and access to health care were controlled in determining the effects of duration of residence on hypertension.

One weakness of the study is that the hypertension rates are based on survey respondents' answers to a question about whether they had been diagnosed with the condition, rather than actually taking blood pressure measurements, says Kaplan. He adds that the results should be interpreted with caution.

Family tree becomes family solar system

In a new poster of Oregon's Silicon Forest, parent companies look like suns and their spin-off companies are orbiting planets. This silicon universe was created from research by student Heike Mayer.

A doctoral candidate in urban studies, Mayer is writing her dissertation on the evolution of the Silicon Forest. As she interviewed high-tech leaders she noticed posters of the local industry's family tree in many of their conference rooms. Several posters, the latest created in 1997, were produced by KVO Public Relations, a planet of Tektronix. KVO, now owned by Fleishman-Hillard, is helping Mayer promote her version. Design of the poster was a project of Prof. Liz Charman's undergraduate graphic design class. An expert jury of artists and high-tech entrepreneurs picked senior Kayoko Teramoto's design.

The poster traces Oregon's high-tech roots back to the 1940s and features 370 companies. The most prominent are Tektronix and Intel. During Mayer's research she posed the question: How did the Silicon Forest develop without a world-class research institute, such as Stanford or MIT? She found that Tektronix and Intel filled this gap by functioning as surrogate universities. Both companies attracted and trained a qualified labor pool and conducted cutting-edge research and development. More importantly, the two companies served as incubators for many Silicon Forest startups, which went on to spawn planets of their own.

Oregon's high-tech entrepreneurship peaked in the first half of the 1980s and again in the second half of the 1990s, paralleling local venture capital investment patterns, says Mayer. She speculates that the availability of venture capital will be critical for new business ventures in the future, as will a larger pool of university-trained engineers and computer science graduates.

The 27-by 39-inch poster is on sale for $15 and may be purchased at the Web site www.oefstore.org. A portion of the proceeds will go toward further PSU research of the Silicon Forest.
Teaching the Constitution

James Madison, fourth U.S. president and acknowledged father of the U.S. Constitution, would be proud of Portland State. A prestigious fellowship named in his honor has gone to a PSU student three out of the past five years.

The James Madison Fellowship is awarded yearly to one student from each state in support of full-time graduate study. Winners are either aspiring or experienced secondary school teachers of American history, government, and social studies. The grant covers up to $24,000 for two years of study.

Cathy Saks, David Douglas High School teacher and PSU student, won the fellowship this spring. Previous winners were Vickie Mashos in 2001 and Mindy Norton in 1998.

"This is a notable accomplishment for our students," says Tim Garrison, history faculty and a steward for the fellowship on campus.

$1 million donated for Judaic studies

The University will create a certificate program in Judaic studies thanks to a $1 million pledge from the Harold Schnitzer family of Portland. The program is designed to collaborate with University of Oregon's Harold Schnitzer Family Program in Judaic Studies, which was established in 1998.

Jordan Schnitzer, Harold's son, took the lead in crafting the family donation to PSU. It will serve as a challenge grant that must be matched by community funds.

The Portland State program will focus on the encounter of Jews and Judaism with the modern world. It will complement the UO program in furthering an understanding of Judaism and Jewish history as part of Western and world history. While the two programs will maintain separate identities, they will work in conjunction with other colleges, universities, and community organizations as part of a statewide effort.

Portland State will offer a certificate program combining foundation courses in Judaism and Jewish history with elective concentrations in Judaic studies.

Up until now, Portland was the only major city on the West Coast without a Judaic studies program.

Jordan Schnitzer received an Outstanding Philanthropy award from the University in May. A lifelong Portland resident and president of Harsch Investment Properties, Schnitzer has been an active leader in Oregon's civic and business communities and has been a supporter of Portland State for more than 10 years. He is involved in numerous civic organizations locally, including the University of Oregon Foundation and the Citizens Crime Commission, and with national organizations such as the Trust for Jewish Philanthropy and the National Symphony Orchestra.

Biotech foxes to guard Biotech chickens?

Can a consortium of increasingly corporate-financed universities and corporate-derived nonprofits objectively "assess if relationships between universities and private biotechnology companies serve the public good?" ("What's Brewing in Biotechnology Food Laboratories," spring 2002, PSU Magazine).

Consider just one partner, Winrock International. According to the National Institute for Research Advancement [Web site], Winrock's budget of $32 million and assets of $73 million derive from national government (58%); interest/dividends, gains on investment (21%); international organizations (U.S. AID, World Bank, Asian Development Bank, 14%); domestic foundations (Ford Foundation, Rockefeller Foundation, 3%); private donations (2%); local or state government (1%); foreign foundations (1%). How's that for independence from international market capitalism?

PSU Magazine goes on to say: "The study will not judge whether genetically modified foods are good or bad." How can we decide if biotech industry/university collaboration "serves the public good" without a measure of whether biotech products are good for the public? Corporations may avoid such self-scrutiny. We poor public interest researchers can't afford such indulgence.

Nathaniel Wander (Ph.D.) M.S. '94
Salem, Oregon

Bad language discouraging

I do not think the term "Damn" is necessary in the title of the article about traffic in your PSU Magazine ("Damn That Traffic Jam," spring 2002). This title was used on the cover of your magazine as well. There are better ways to call attention to your magazine contents than the use of bad language.

Your magazine can influence people in a positive way and it should. The use of poor language does not entice me to read an article like that, it discourages.

Joani Hamilton
sent by email

PSU Magazine wants to hear from you. Send your comments to PSU Magazine, Portland State University, PO Box 751, Portland OR 97207-0751; or to email address psmag@pdx.edu. We reserve the right to edit for space and clarity.
Dreams of a Dancer
Recording by Trio Spektrum: Marilyn Shotola, Stan Stanford, Tomas Svoboda (music faculty); North Pacific Music, 2002.

This is the second CD released by the flute-clarinet-piano trio. The title track, Dreams of a Dancer, a six-movement suite, was composed especially for the trio by Svoboda. The professors also perform the early Tarantella of Camille Saint-Saens, Dance Preludes by Witold Lutoslawski, and an arrangement of a rarely heard suite by the 19th-century Russian composer Cesar Cui. Trio Spektrum, formed in 1993, chose its name from the Czech spelling of the work spectrum, referring to an array of tones and endless possibilities of sound.

Exploring the Tualatin River Basin
Edited by Susan Peter '80, S. Swart, B. Schaffner, Oregon State University Press, 2002.

This 174-page guide introduces 85 readily accessible sites from the Tualatin River's tributaries in the Coast Range to its confluence with the Willamette River. Included in each description are directions and maps along with area plants, wildlife, and natural attractions. The book was created by the Tualatin Riverkeepers, and Peter served as primary editor—a job she took beyond the call of duty by providing many of the color photographs, particularly those of local plant life. Exploring the Tualatin River Basin opens up one of the least known natural areas in the greater Portland area to those who can appreciate it.

American Nightmare: The History of Jim Crow

For a hundred years following the end of the Civil War, laws and customs known as "Jim Crow" kept African Americans subjugated at a level as close as possible to their former slave status. Together with a rigidly enforced canon of racial etiquette, these rules governed nearly every aspect of life and outlined the draconian punishment for infractions. In American Nightmare, Packard examines and explains Jim Crow from its beginnings to its end: how it came into being, how it was lived, how it was justified, and how, at long last, it was overturned. Packard, who lives in Vermont, has written seven books on a variety of historical subjects, including Victoria's Daughters.

The Online Educator: A Guide to Creating the Virtual Classroom
By Marguerita McVay Lynch (instructional design faculty), RoutledgeFalmer, 2002.

In the race to get courses on the Internet, some institutions and faculty forgot the golden rule—make it good for the students. Slapping an existing system into cyberspace and making it work—doesn't work. Expert preparation and knowledge of the process of Web-based learning is Lynch's job. She guides readers from administrative planning to hardware and software selection to individual course development. And in case you had a bad experience with an online course, know that communication is a key link for Lynch—nothing replaces direct contact between students and instructors.

My Story as Told by Water
By David James Duncan '73, University of California Press, paperback 2002.

In the past, PSU Magazine has forgotten to claim Duncan, author of The River Why and The Brothers K, as one of our own—until now. The English grad grew up in Portland but now lives in Montana. The 22 essays in this collection eddy around the author's early forged bond with the rivers of the Pacific Northwest and their endangered native salmon. With skill and humor, Duncan tells of mystical, life-changing fishing adventures, draws portraits of humans and wild creatures who shaped his destiny, and attacks corporate greed and political decisions that have adversely affected the environment.

Navigating Comprehensive School Change: A Guide for the Perplexed

Teach for more than two years and you have probably experienced sweeping—or at least the threat of sweeping—educational reform. As the authors point out, reform is "usually difficult and always complex." That is why they have taken the big concepts of change and worked them out on the level of day-to-day practice. They have further humanized the challenges faced by administrators and teachers by allowing readers to follow the fictional story of a new school principal, Mary, and her staff at South Central Middle School as they face a national comprehensive change model. Chenoweth and Everhart serve as consultants to Mary, roles they have taken on many times in real life.

Reviews are of faculty and alumni books, recordings, and Web publications. To have a work considered for this page, please submit pertinent information to Mary Ellen Kenreich, PSU Library faculty, via email to kenreichm@pdx.edu, or fax to 503-725-3799, or mail to Portland State University, PO Box 1151, Portland, OR 97207-0751.
Loud, complicated, demanding opera roles are this alumnus’ forte.

By James Bash

At 6 feet 5 inches and with a double-wide chest, Clayton Brainerd ’86 is a big guy with a big voice. It’s a voice perfectly suited for music played by large orchestras with lots of French horns, trombones, trumpets, and tubas, music that would strip the gears off the larynxes of many of the best singers in the world.

Fortunately, Brainerd was born for this loud, complex music, and has built a career in which his declamatory and heroic bass-baritone embodies the characters he plays—especially Wotan, chief of the Nordic gods, in Richard Wagner’s Ring operas.

Brainerd has performed Wotan and many other roles on stages as far afield as New Zealand, Japan, Argentina, Spain, France, and Scotland. His performance in the Scottish Opera’s new production of Die Walküre at the 2001 Edinburgh Festival earned him a glowing review in The New York Times and the coveted Herald Angel Award as one of the festival’s most outstanding performers. Consequently, the Scottish Opera booked the 44-year old singer for this year’s production of Siegfried and for the 2003 production of Aïda.

“I feel blessed to live this truly fabulous life,” says Brainerd. “I love to work with these genius conductors, musicians, stage directors, and all of the people involved to create world-class art.”

Brainerd has about 25 operatic roles under his belt, and has performed three-quarters of them on stage. The others he has thoroughly prepared so that he will be ready when the opportunity to perform them arises.

“Each role that I take on involves a massive amount of work,” explains Brainerd. “I take the text out of the opera and translate it word for word. I recite the text over and over. I learn the music, the rhythms, the pitches, and put it all back together, interpreting the music.”

For Debussy’s Pelléas et Mélisande, Brainerd took four months to learn the gigantic, complicated role of Golaud. He has learned many roles for each of the four Ring operas and it took him a couple of years to master each one. He intends to take 10 years to study the music for Hans Sachs, the central character in Wagner’s Meistersinger, considered one of the most demanding roles in opera literature.

Yet Brainerd didn’t grow up in a home steeped in Bach and Brahms. In fact, his parents watched Lawrence Welk every week, leading Brainerd to think that the tunes on that show were classical music. He later turned into a rebellious youth who was more interested in drugs than in learning.

“I drank a lot, smoked marijuana, did LSD, and wasted school from seventh grade through high school,” explains Brainerd. “I think that I graduated with a 1.9 grade point average. I had a fast car. I was into fighting—just being a hoodlum. The teachers probably graduated me just to get me out of there.”

After high school Brainerd worked at a lumber mill until he was forced to take medical leave following a serious on-the-job injury. During his recovery he heard classical music for the first time on an album of Beethoven symphonies that a friend had given him for Christmas.

“Up until that time I mostly listened
Other up-and-coming PSU opera grads (left to right) Kelley Nassief ’98, Angela Niederloh ’99, and Jason Ogan ’98 rehearse with Brainerd for a huge, June 2002 performance of Beethoven’s Symphony No. 9 Choral in Portland.

Brainerd sang the role of Holländer in a Knoxville Opera production of Richard Wagner’s Der Fliegende.

Brainerd performed in Berlioz’s Damnation of Faust under the baton of Seiji Ozawa in Japan and in Paris. The first set of rehearsals for the principal singers took place for three weeks in Carnegie Hall. Then they traveled to Japan for more rehearsals and, finally, performances for the Saito Kinen Festival.

“lt was a fantastic production that involved some complex scaffolding with five runways, each of which was eight feet wide,” recalls Brainerd. The opera contains a great deal of ballet music, so members of Cirque du Soliel portrayed evil spirits by flying all over the place. They had worked for months on the choreography in Montreal, where the scaffolding had been assembled.”

When Brainerd performed in the same production several months later in Paris, he needed only three weeks to rehearse all of the material again. During this period he had more free time to take in The Louvre, Notre Dame Cathedral, the Eiffel Tower, and many of the other famous sights.

Brainerd especially enjoys when his wife, Toni Lea, can take a break from her work as a graphic artist to accompany him, and he hopes that in the future they will be able to travel together most of the time.

“Thank God she isn’t a musician,” says Brainerd with a chuckle. “My ego is too fragile.”

As a young PSU student, Brainerd promptly connected with music professors Ruth Dobson and Bruce Browne, who quickly recognized his talent.

“When I first met Clayton he was very much a black leather jacket guy,” recalls Dobson. “But his voice has a lot of personality, and he always had musical integrity—all of the nuts and bolts were there right away—the stuff of star quality.”

During his fifth year at PSU, Brainerd participated in an exchange program that sent him to Stuttgart, Germany, where he matriculated to the Stuttgart Conservatory of Music. PSU helped by granting enough exceptions for him to stay in Germany for four years.
But in his final year, Brainerd was hired to sing with the Stuttgart Opera Chorus, and he began to overextend his voice.

"I was strong as an ox and could do it, but it ended up wrecking my voice," says Brainerd. "I crashed and burned in the biggest way. What tipped it over was that I was singing the wrong opera literature. Verdi's music is written for a higher vocal range. My voice became so muscle bound that I couldn't even finish my senior recital, and I came back to the States with my tail between my legs."

After investing a year in retraining his voice, Brainerd stopped singing altogether. Instead he did some logging in the Cascades, worked at a furniture factory, sold cars, and quickly began to lose hope for a career in opera.

"But I'd turn on the radio and hear a broadcast from the Metropolitan Opera and start drooling all over again," recalls Brainerd.

Through a friend, Brainerd went to Tacoma and met Bill Eddy, the voice teacher of acclaimed Wagnerian tenor Gary Lakes. Over the next five years, Brainerd put his voice back together, and in January 1996 he got his big break with the Arizona Opera, singing the role of Wotan in a production of Das Rheingold. Since then, Brainerd has been kept busy, singing operas and appearing in concert with symphony orchestras worldwide.

"There are not many Wotans in the world," says his former teacher, Dobson. "Clayton brings a depth to the role that is perfect."

Brainerd's performances have also included last minute heroics, such as when he flew to Buenos Aires on one day's notice to replace an ailing James Morris, opera's reigning king of Wotans, in a production of Die Walküre.

"After I got to Buenos Aires, there wasn't any time for a musical rehearsal," recalls Brainerd. "They just gave me a general idea of what would happen on stage. There were going to be some flashes and a bonfire at the end of this five-hour opera. And this was the first time I had ever performed the role of Wotan on stage in this opera!"

Brainerd's performances were a complete success. Then, because the Argentine currency was unstable, the opera company handed him $16,000 in American cash. He went back to his hotel room, threw the money up in the air, and swam in it for an hour.

Besides his stage appearances, Brainerd has sung excerpts from Modest Mussorgsky's Dream of the Peasant Grishko in a recording with the New Jersey Symphony called Heaven & Hell and made a live recording from Carnegie Hall of Wagner's Tristan und Isolde.

"I'm not singing because I'm in love with the sound of my own voice," says Brainerd. "I sing because I get to spend my life with these musical geniuses and their masterpieces. Creating art of this caliber releases me from my ego. I can be the vehicle for this great music, and I can't envision doing anything else."

(James Bash, a longtime member of the Portland Symphonic Choir, is a Portland freelance writer.)
Fifty—OK, it is not a huge number, and 50 magazines will only fill a small cardboard carton. But picture this: 50 magazines means 7,000 Alum Note listings, 400 campus news articles, 250 in-depth features, 85 book reviews, and two profiles on 1983 alumnus John Callahan, our own politically incorrect, syndicated cartoonist.

For years, alumni were kept informed through Perspectives, a newspaper tabloid. Then, in the spring of 1987, the University switched to a black and white magazine. During the next 15 years PSU Magazine slowly evolved, all the while retaining its main goal: to keep alumni and friends connected to Portland State University.

The process wasn’t always smooth. There was the time in 1992 when the presses were stopped—by the pressmen. “Did you intend for the cover to look like this?” they asked. It was a dark, purplish-yellow photograph of broadcast journalist Susan Stamberg. Too bad Photoshop was not yet in existence. Susan stayed, and the editor, yours truly, turned purplish-yellow in embarrassment.

Then there was the time we innocently ran the feature, “An International Prize,” about the Turkish government’s award of $750,000 to Portland State for the creation of a contemporary Turkish studies program. The local Armenian community and others flooded the magazine’s office with letters protesting the University’s acceptance of Turkish dollars. The money was kept, and the letters were published (winter 1998).

Controversy is always welcome in the pages of PSU Magazine.

Then there were instances when everything went right. Regionally important issues are favorites of the magazine staff. The timing couldn’t have been better for the feature, “Great Shakes: The Pacific Northwest is Ripe for a Major Quake.” Our editorial crystal ball was clear that issue. Less than two months later, in March 1993, the area experienced the jarring, Spring Break quake.

It is easy to pick out good covers and display them on this page, but good features need to be read, or reread. We did just that and came up with these:


We have a lot of fun putting out the magazine and value our alumni and friends—all 82,000 of you. We hope that esteem is reflected in the pages of PSU Magazine.

—Kathryn Kirkland, editor

FALL 2002 PSU MAGAZINE 9
Whenever you exhale, you tell a story.

It may be that you had a Caesar salad for lunch, or that you popped a breath mint in anticipation of meeting someone. But it could also be that you have diabetes or a number of other medical conditions.

PSU chemistry professor Bob O'Brien is an expert in testing the hundreds of volatile organic compounds (VOCs) that exist in any sampling of air, whether human breath or the urban atmosphere, and has formed a private company, VOC Technologies, to develop and market the kinds of equipment required for such precise work.

O'Brien received an $850,000 grant this year from the National Institutes of Health to develop instruments that use human breath in diagnoses that previously could only be performed through blood sampling, CT scans, or exhaustive tests. He has a two-year goal to make this diagnostic tool commercially available. Toward that end, he is working with doctors at Oregon Health & Science University (OHSU) and is sampling the breath of about 300 Portland State students in order to establish a baseline of what may be considered "normal."

He already knows what's not normal—aberrations that can indicate the presence of disease. For example, people with diabetes show elevated levels of acetone in their breath because they are metabolizing fats instead of sugars. Breath indicators even exist for schizophrenia, he says. O'Brien is working most closely with OHSU specialists in chronic obstructive pulmonary disorder, or COPD. Like emphysema, much of COPD is brought on by smoking, but O'Brien says there is also a genetic component to the disease—one that may be detected through breath analysis. If so, doctors will be able to use his device to diagnose the disease early and give incentive to patients to quit smoking.

These are only some of the many possible applications of the work generated by O'Brien and his partner, Lucas Klesch, at VOC Technologies.

Klesch, 26, studied under O'Brien as an undergrad, then returned to Portland to help start the company after attending graduate school at the University of California at Riverside. Seeing the possibilities of what was to come, he worked a year without pay as VOC Technologies was getting off the ground. He got by on leftover graduate school money, as well as help from friends and family. He stuck with it, he says,
“because the potential was great, and I knew my knowledge and experience would help take it [the company's technology] to commercial application.”

So far, the business has no corporate park and no publicly traded stock. (Of course, O'Brien is always interested in talking with "angel" investors.) The company is run out of O'Brien's home in Clackamas County and a PSU chemistry lab. Because VOC Technologies is linked to PSU, the University will hold the patent to VOCTEC's basic technology, but will either sell the patent's exclusive rights to the company, or, in a more likely scenario, provide the licensing for free in return for a equity share in the company. The second option became possible when Oregon voters approved a ballot measure in May allowing universities to profit from the technologies produced by their faculty. As of this writing, no other university in the state has jumped in to claim this right, according to Bill Feyerherm, PSUs vice provost for research and graduate studies, so PSU is sailing in uncharted waters. "We want to do this soon, but we don't know what the rules are yet," he says.

As it stands, the basic technology developed by O'Brien and Klesch has hundreds of potential uses, from atmospheric testing and monitoring, to health, to environmental quality. It even has possible applications in law enforcement because many of the processes for making illegal substances leave chemical traces that could easily be detected by VOCTECs instruments. Even the war on terrorism is a candidate; O'Brien has applied for a grant with the Department of Defense to work on detecting chemical warfare agents.

The technology, developed by O'Brien and Klesch in the late 1990s, is called pneumatic focusing gas chromatography, which measures and graphically displays compounds in the air. Versions of this technology have been around for 50 years, O'Brien says, but he and Klesch took the concept a quantum leap forward in two ways: they made it ultra-sensitive (it can measure elements down to 50 parts per trillion), and they made it automated. By automating it, they can set up a device anywhere—in a building with poor indoor air quality, or on a rooftop in a neighborhood where pollution is suspected to be high—and obtain a continuous readout of what's happening in the air.

In one study over several weeks, O'Brien and his assistants set up a device to measure the outdoor air in Portland, and discovered a sharp spike in the level of a group of pollutants that wafted through downtown. It happened on a regular basis, and always between midnight and 3 or 4 a.m. Coincidentally, this was the same time of night that gasoline, shipped to the region by barge, was being unloaded to storage tanks in the northwest industrial area. Empty tanks contain fumes that are displaced into the air when they're filled. Under Oregon law, companies involved with gasoline storage are required to trap those fumes so they don't enter the atmosphere. Since those measurements were taken, the Department of Environmental Quality (DEQ) is now forcing companies to recover gasoline fumes.

VOC Technologies is also working to improve the air inside some of Portland State's buildings. It is studying the air quality inside Neuberger Hall, which has long been a source of complaint, most likely due to solvents and chemicals used in the Art Department, says O'Brien. It also is part of the remodeling team for the Helen Gordon Child Development Center, testing the indoor air for signs of mold or harmful vapors from building materials. In both cases, O'Brien says his technology can point to energy-efficient solutions to improving the air. Instead of expensive ventilation improvements for a whole building, for example, he'll be able to suggest spot ventilation systems that concentrate only on problem areas.

The future of the "green" approach to indoor air quality—pinpointing and eliminating harmful materials and finding the most cost-efficient ways of venting a building—is unlimited. Energy-efficient building methods and materials over the last decade or two have created tightly sealed homes and buildings. But that same efficiency also traps the indoor air and creates a breeding ground for mold—which sometimes can be fatal.

O'Brien says there could be a bright future in working with heating, ventilation, and air conditioning companies. Coupled with its future in medicine and outdoor monitoring, O'Brien and Klesch may find that anywhere there's air, there's business.

For more information about applications of this new technology, check out the Web site www.voctec.com.

(John Kirkland, a Portland freelance writer, wrote the article "Damn That Traffic Jam" in the spring 2002 PSU Magazine.)
On the road for Humanity

By Melissa Steineger

The real challenges came after retirement for professor Steve Kosokoff.

Steve Kosokoff, speech communication emeritus faculty, now works for human rights issues in the Balkans.

What he thought would be an interesting twist on a vacation to Mongolia has turned into a passion for Steve Kosokoff, professor emeritus of speech communication.

In 1996, Kosokoff and his wife, Terry Rogers, were casting about for an unusual vacation destination and thought of Mongolia. But a simple two weeks in the remote Central Asian country wouldn’t do the trick.

Kosokoff and Rogers had been traveling to China almost yearly since 1974. Kosokoff taught in Inner Mongolia for a year during a sabbatical in the early 1980s. And the couple had just returned from a year in Kyrgyzstan, where Kosokoff had taught at the Kyrgyz-American College. So “unusual” took a little doing.

A chance connection provided the twist.

“A friend of a friend who lived in Mongolia said, ‘Come be an election observer,’ says Kosokoff. “That sounded interesting, so we did.”

Kosokoff’s decision launched an after-career he could never have imagined. He’s listened to victims of ethnic cleansing tell horrific stories; heard the accounts of girls sold into slavery after they answered ads for babysitting; and struggled against bureaucratic politics within the human rights movement.

He says the five years since he retired from PSU have been some of the most difficult—and rewarding—of his life.

It started on the roadless plateau of Central Asia.

About the size of Alaska, Mongolia and its 2.3 million inhabitants had been under Communist rule since the 1920s. On the desolate plain of the high steppe lies the small town of Harhorin, once the capital of ancient Mongolia.

In 1996, when Kosokoff and Rogers arrived after a rugged overland expedition, Harhorin was a sleepy town of a few hundred year-round inhabitants. But as the time for the election approached, rural residents resplendent in their finest clothing began flooding in. As a guest of the opposition party, Kosokoff hunkered down at the election site and watched.
In 1998, Rogers accepted a CEELI posting to Macedonia. Kosokoff, who had taken early retirement in 1997, went too and again served as an election observer, this time with the Organization for Security and Co-operation in Europe (OSCE).

This election, says Kosokoff, was different from the Mongolian election. In Macedonia, oftentimes a man would come in with several women, and they would huddle together to mark ballots, he recalls. It seemed clear to him that the men were instructing the women how to vote, but when he mentioned this to election officials, he says, the officials replied that it was “local custom.”

“We’d say, ‘You’re not supposed to do this’ and the local guy said, ‘If we didn’t allow it, no one would vote.’” All the observers could do was report the situation to the OSCE, but other than this the election seemed, in general, fair, says Kosokoff.

Then war erupted next door in Kosovo. Three hundred thousand ethnic Albanians fled into Macedonia, and as they arrived they reported massacres and other war atrocities occurring in Kosovo. The Coalition for International Justice set up an International Criminal Tribunal for the former Yugoslavia (covering Kosovo, Macedonia and Serbia). Kosokoff volunteered to help.

“I went to work for them,” says Kosokoff, “and I was hooked. It was the most difficult and interesting period of my life.”

Ethnic Albanians living in Macedonia welcomed the refugees into their homes, sometimes as many as 60 people living in two rooms, says Kosokoff. He and other volunteers would talk with the refugees to document war crimes that had occurred in Kosovo.

“Every day we would hear the most horrible stories,” says Kosokoff. “No matter what you could tell me, I assure you I’ve heard worse.”

Although interviewing nearly 100 individuals about their horrific experiences was emotionally difficult, Kosokoff says he was able to persevere. “I wanted to help,” he says, “and I felt that I was doing something important.”

One man Kosokoff interviewed described a massacre of which he was the only survivor. It was the first the Coalition had heard of the carnage, and later, Kosokoff says, the man testified in the war crimes trial of former Yugoslav president Slobodan Milosevic. In fact, much of the work of Kosokoff and the other interviewers, he says, was used in Milosevic’s trial.

When the Macedonia assignment ended, Rogers accepted a posting to the Middle East with another human rights group. She and Kosokoff moved to the West Bank town of Ramallah, where Kosokoff volunteered as a researcher and editor for the al-Haq Human Rights Organization investigating Israeli war crimes. After seven months, though, he and Rogers were forced to leave when the uprising of Palestinians known as the Intifada made life too dangerous.

They returned to Eastern Europe in 2001, settling this time in Bosnia. Rogers began volunteering again with CEELI. After a chance meeting with the United Nations Commission for Human Rights field representative for Bosnia and Herzegovina, Kosokoff was offered a position investigating trafficking in women.

Throughout poor regions of the old Communist block countries, false solicitations for babysitters and other innocuous jobs have delivered young women into the hands of slave traders who transport them far from their homelands, hold them prisoner, and force them to work as prostitutes. Women often disappear from their hometowns without a trace, so girls left behind have no inklings of the danger.

Kosokoff was asked to conduct interviews and document where women were being recruited and how. With that work done, the UN could target those regions with information campaigns to warn women. The effort bogged down in political squabbling, however. After several months without progress, Kosokoff was forced to drop the project.

He found another assignment with the UN Human Rights Commission, investigating foreign-born Muslims who were being deported from Bosnia under questionable circumstances.

Rogers’ assignment in Bosnia ended in late 2001, and she was transferred to Serbia. Kosokoff found a position as editor and consultant for the Belgrade Center for Human Rights, where he lectures at workshops for Serbian judges, teachers, and police about the foundations of international human rights. And he’s developing a smaller proposal to counter trafficking in women by targeting high school girls in Serbia to warn them of the danger.

After more than 30 years in the Speech Communication Department, eight as chair, Kosokoff has many ties to the area. He comes home twice a year for extended stays. Still, he soon feels the need to be back doing the work that has him hooked.

“I need to be back. I need to be doing the work,” he says. “It’s kind of intoxicating, actually . . . I’m sorry I didn’t get into this a lot earlier. I loved teaching, but I wish I’d spent more of my life doing human rights work of some kind. I feel that at this time in history, it’s more important to teach people about human rights and ensure human rights everywhere.”

(Melissa Steiniger, a Portland freelance writer, wrote the article “Business Ethics: An Oxymoron?” for the spring 2002 PSU Magazine.)
Problems, politics, and 16-hour days: welcome to the world of the school principal.

Sherri Sims is proof that being a principal is definitely not for the 9-to-5 type.

Sims simultaneously worked as a school principal in the eastern Oregon town of Ontario at the same time she was preparing for her education administrator license at PSU in 2000. It required her to fly to Portland for classes and then back to Ontario for work.

"I'm not a person who is easily discouraged. That's probably why they gave me the job," she says. "Yes, I could probably go somewhere else and make more money, but then I may be leaving the children in my district to someone who doesn't know what they're doing. That might sound egotistical, but that's the only way to reconcile the hard work. I'm glad I'm here to do it."

A selfless work ethic is just one of the qualities needed for this vocation. No longer the somber recluse or disciplinarian of last resort, today's school principal must be a people person. Principals are called upon to inspire and support, work with troubled families and kids, interpret huge amounts of data on learning and the best teaching practices, and show up at least once a year to get hit in the face with water balloons to raise money for the PTA. All of this takes place in an environment of precious little money with which to deliver a knowledge base that's spiraling out of control to a student population that grows more diverse with each passing day.

It's a credit to human endurance that anyone is willing to take the job.

More than half of these special people drawn to this mission in the Portland metropolitan area are products of Portland State University's Educational Administrative curriculum. It includes a one-year initial administrator licensure program called Leadership 2000+.

The program is unique in the Portland area because it is the only one designed for small groups of students—15 to 25 on average—who study together and support each other during the year.

Course material, developed from the competency standards designated by Oregon's Teacher Standards and Practices Commission (TSPC), is delivered with a PSU twist. The standards focus on demonstrable skills such as analyzing data, managing resources, and communicating effectively, but PSU's program takes the focus a step further, stressing themes such as social justice, student diversity, school culture, shared leadership, and the teaching and learning process. While the Oregon TSPC requires a 360-hour practicum, most PSU graduates will do twice that number of hours.

Graduates take the same dedication that enables them to get through the program and apply it on the job in schools throughout the state.

Sims, for example, is now the director for school improvement for the entire Ontario School District. She and the district's five elementary principals are reinventing their schools. Their programs are challenged by rural poverty, high numbers of English as a second language students, and a sense of isolation that pervades the education community. Sims looks for new ways, such as holding breakfast book discussion groups, to provide teachers with the kind of support she hopes will make a difference in the classroom.

"We can talk about the 16-hour days," says James Hiu, assistant principal at Milwaukie High School outside Portland, "or the lack of respect people in education sometimes believe that people with similar degrees do or don't
"Strong principals are respectful of teachers, dedicated to the needs of children, and have their finger on the pulse of legislation."

James Hiu
Assistant Principal
Milwaukie High School

have for us, or the lack of equitable pay, but the bottom line is you do it because you love kids and you want to make the world a better place for children. There is a lot of satisfaction in seeing a kid who is struggling grow, develop, and mature. There isn’t any price tag you can put on that.

The role of shared leadership, stressed in PSU’s administrative program, is indispensable in creating those kinds of success stories.

"No one principal can do it all. The job has become too complex, too demanding," says Tom Chenoweth, PSU’s coordinator for the program. "Education is much more of a communal leadership experience now. The only way a principal can stay sane and still get the work done is to have shared leadership in the building. That’s the kind of model we promote in our program, working with people and through people to get things done."

It’s a model that PSU graduate Linda Hall uses in her role as assistant principal at Raymond A. Brown Middle School in Hillsboro. Hall recently teamed up with other educators in a workshop to prevent 13- and 14-year-old students at Brown from dropping out. They created a program that Hall says has the potential for radically changing the lives of the 15 children identified as most at-risk at Brown.

Program leaders asked these students and their families to answer the questions “What do you want and need to learn?” and “What do you want to know more about?” They also bring these students together in a smaller class with a dedicated teacher. Going into its second year, the program is still too young to post results, but Hall says when it succeeds—as she fully expects it will—the credit will go where it

Linda Hall
Assistant Principal
Raymond A. Brown Middle School

"I find that every time I talk with families, even families with very few resources, they want the best for their child, too."

PHOTO BY STEVE DIPAOLA
PHOTO BY STEVE DIPAOLA
belongs: to the teacher and the students.

While being a principal can be rewarding, it's also humbling, says John Blanck, principal at Maplewood Elementary in southwest Portland. "To me the job is like trying to catch a waterfall in a bucket," he says. "You try to catch one issue and while you're doing that you realize there is something else flowing right by you. Some days you go home soaking wet."

Chenoweth says it is impossible to train people for every possible situation they might encounter in school administration. That is why PSU's program has its participants focus on their core beliefs and values and develop an individualized educational approach. By doing so, he says, they bring their greatest strengths to bear, no matter what the situation.

Blanck, who was a school psychologist for 24 years before becoming a principal, says service is at the forefront of his leadership priorities. He aims to jump in front of the parade. By making sure he's working on the goals of the community, he knows he can count on its support.

"My community is clearly saying its children's education should be more than just getting high test scores. Parents want their children to be happy and be excited about learning."
Bulldozers, dump trucks, and grown-ups in hard hats showed up for school July 29 at the Helen Gordon Child Development Center. The heavy equipment and its operators arrived to begin a $3.5 million expansion and renovation of the historic building, daytime home to 138 preschoolers aged 18 months to 5 years. When construction is complete in September 2003, the center will have the room to double enrollment, adding care for infants 9 to 18 months as well as a new kindergarten program.

The additional space is long overdue. “We’ve had a waiting list for almost 20 years,” says Director Ellie Justice. “What the center offers is crucial. For student families—especially single parents—affordable child care on campus can make the difference between college or not.”

Student building funds provided by the Oregon University System will cover much of the construction cost. Support from the community will do the rest. To kick off the fundraising effort, the center held its first auction and dinner in June. The event raised $12,000 to go toward remodeling the new kindergarten quarters. “Our goal was $10,000,” notes Justice. “The response from parents and the community was fabulous. It’s exciting to launch our expansion during the same year as our 30th anniversary.”

Features of the renovated facility will include seismic upgrades and new windows, a new infant/toddler suite, an enlarged kitchen opening onto community gathering space, an expanded and redesigned playground, sun rooms/play porches linking classrooms, a new art studio/gallery, and offices and a seminar classroom.

Named for one of the founders of Head Start in Oregon, the Helen Gordon Center is also the University’s laboratory preschool. In 1986 it became the state’s first early childhood center to be accredited by the National Academy of Early Childhood Programs. It serves the children of students, PSU staff and faculty, and the community.

How will the children and their teachers cope during the construction? “The children’s curriculum will reflect what’s going on in the building,” Justice comments wryly. There will be a temporary playground across the street, and with the kitchen closed for the summer students and teachers will be brown-bagging it. “We’ll get through it with a lot of humor, good communication, and chocolate.”

Grant opens doors of opportunity

Helping individuals transform their lives is the theme running through a multifaceted new grant from the Maybelle Clark Macdonald Fund. Through its partnership with Portland State, the highly regarded Oregon foundation hopes to increase opportunities for those who face educational, economic, or social barriers to success.

A total of $450,000 will support the following:

Campbell Professorship in Children, Youth & Families provides leadership in determining best practices to help at-risk youth succeed, and improve training for those who work with youth and families.

Macdonald Opportunity Scholarships for promising undergraduates who would not be able to pursue a college education without assistance.

Marilyn Folkestad Scholarship for Creative Writing, named in memory of a Portland State alumna and poet, helps returning women students who plan to study writing after a difficult situation, or who plan to use writing as a therapy in a clinical setting.

Leadership Fellows Program of the Institute for Nonprofit Management, a summer program developed by and for people of color who work in nonprofit organizations serving diverse populations.

President’s Circle and President’s Funds help to address immediate needs and emerging opportunities, including support for students, seed money for innovative programs, and support for faculty research and community partnerships.
Simon Benson House: How Do I Use Thee? Let Me Count the Ways

On a cold and windy day in January 2000, the Simon Benson House rolled into its new location at SW Park and Montgomery on campus. Within a year, the 100-year-old Queen Anne style house was restored to its original splendor, and the home's primary occupants, the Alumni Relations staff, were ready for business.

For the past two years the Benson House has been evolving in its new role as PSU's Alumni and Visitors Center. It has also become a source of pride for Portland State and the Portland community. The Simon Benson House gives us a glimpse into our city's past and serves as tribute to its original owner, Simon Benson, a visionary philanthropist who made many gifts to the city and state. The house is available for a variety of uses. Here are just a few ways to enjoy the Simon Benson House:

❖ Seeing is believing – Stop by the main floor Visitors Center and see the beautiful restoration work—grand staircase and all—for yourself. You'll also find campus maps and general information on PSU and the Benson House. Group tours are available by appointment. The Visitors Center is open weekdays, 11 a.m. to 5 p.m. Times are subject to change as we run on volunteer power.

❖ Relaxation – Enjoy a good book, eat your lunch, or just sit and rest a while in the garden patio adjacent to the Benson House. While visiting the garden take note of the inscribed bricks and look for your own or read others.

❖ Art imitates life – This holiday season let the Benson House glitter for you—as an ornament. The limited edition, hand numbered, 24-karat gold-plated ornaments are $28 and available by calling 503-725-4948.

For more information on the Simon Benson House, including volunteer opportunities and rental information, contact Mary Coniglio, assistant director of Alumni Relations, 503-725-5073 or by email at coniglio@pdx.edu. Or look for the Benson House on the PSU Alumni Web site at www.alumni.pdx.edu.

❖ Speaking of volunteers – Are you looking for an exciting volunteer opportunity? Friendly people are needed to greet visitors and provide general information about the house and Portland State. Training is provided.

❖ Location, location, location – Think the Benson House would make an ideal location for your next company retreat or social gathering? We do, and that is why the first floor is available to rent.

❖ Get to know our newest alumni, the Class of 2002

Did you know that 3,476 students graduated in 2002, joining the ranks of our 82,000 alumni around the world? And it was an illustrious group, with 34 percent earning graduate degrees, including 35 doctorates.

Within the class of 2002, 44 percent of the students received their degrees from the College of Liberal Arts and Sciences, followed by 21 percent from the School of Business Administration. Female graduates outnumbered males 59 percent to 41 percent, and women represented 63 percent of the master's degree recipients. Ethnic minorities accounted for 14 percent of the total, and international students represented nearly 10 percent.

Congratulations graduates and welcome to the PSU Alumni Association! We look forward to keeping our newest alumni connected to Portland State University.
New officers and board members elected

Tamara Lewis (formerly Kelly) ’69, is the new Alumni Association president. A territory manager for Warner Chilcott Labs, Lewis has served on the board for three years. Gerry Craig ’69, manager of credit and operations for Executive Capital, was elected vice president, and Don Riggs ’83, a partner with Deloitte & Touche, is treasurer.

 Newly elected board members are Jeffrey Austin ’77, a partner with Miller We w ill mi ss th e m b o th .” behind our new logo and Web page. “And Eric has been the guiding force for the past three years. “We’ve accomplished so much during Pam’s era on the board, including realizing our nonprofit status as an organization and completion of the Simon Benson House project,” says Pat Squire, director of Alumni Relations and executive director of the Alumni Association.

“And Eric has been the guiding force behind our new logo and Web page. We will miss them both.”

For information on becoming involved with the PSU Alumni Association, call 503-725-4948; email psualum@pdx.edu; or go online at www.alumni.pdx.edu

Web site provides alumni career help

For most of us, once we have our degree, our career takes center stage. That is why the PSU Alumni Association is pleased to offer CareerTools®, a free, Internet-based service for job search and career management resources. The service was developed in conjunction with Lee Hecht Harrison, the largest outplacement firm in the world.

CareerTools includes a career “wizard” that provides step-by-step directions on how to conduct a job search and build a personal career development plan. It also contains personalized tools that feature online resume building, resume storing and sending, a personal calendar, and a contact manager.

Resources included in CareerTools Web site are:

♦ Index of more than 400 job boards by industry, geography, and function.
♦ Index of career fairs.
♦ Salary surveys.
♦ Mega-Search function: request a type of job and get results back from over 100,000 corporate job sites and 900 job board sites.
♦ Resume building or importing.
♦ Resume submission to established job boards and select headhunters.

The Alumni Association also provides many other services. For more information on CareerTools or other association activities and events go to www.alumni.pdx.edu.

PSU Weekend features all-star lineup

David Halberstam, author and political commentator, and Landrum Bolling, international peace negotiator, will highlight this year’s PSU Weekend, slated for October 25-27.

Halberstam is best known for his in-depth analysis and commentaries on American contemporary issues. Nearly all of his books have been on The New York Times best-seller list: The Best and the Brightest, The Fifties, The Summer of ’49 and most recently, Firehouse, about the conduct, code, lives, and deaths of Manhattan firefighters during 9/11. Halberstam will give the keynote talk, “America and the World: New Challenges in a Time of Uncertainty,” at noon Saturday, Oct. 26, in the Smith Center Ballroom. Advance registration is necessary. Patrons and sponsors of PSU Weekend will have the opportunity to meet Halberstam personally at a Friday evening event.

Bolling is a director-at-large for Mercy Corps, the international humanitarian organization that provides quick-response assistance to over 5 million people around the world each year. Bolling has intensively pursued the study of the Arab-Israeli conflict for the past 21 years and served as an informal liaison between President Jimmy Carter and Palestinian President Yasser Arafat. He is an author, former college president, and senior fellow at the Center for International Policy. He will speak on “Hopes for Peace in the Middle East?” at 3 p.m. on Saturday.

Among the 20 featured speakers during Saturday’s Seminar Day are professors Gary Perlstein talking on terrorism, Scott Burns on soil and wine, Ruth Dobson on opera appreciation, and Tom Potiowski (also Oregon’s state economist) on Oregon’s economy. Other events include a wine tasting, departmental gatherings, a Saturday evening football game against Montana, and Sunday tours of downtown Portland. For more information, call the PSU Alumni Association at 503-725-4949 or go to www.alumni.pdx.edu

Stay connected to PSU!
Keep up-to-date with the latest alumni news, events, travel programs and resources available to you as a PSU alum! Visit our newly designed Web site at www.alumni.pdx.edu. You can submit alum notes, update your address and email, or sign up for future email newsletters, all online!
Helping at the sites of terrorism

LIKE MANY PEOPLE ON THE WEST COAST, Chuck Wright '70 was awakened with a phone call the morning of Sept. 11, 2001. The caller told him to turn on his television and watch what was happening at the World Trade Center in New York.

Ten days later the Red Cross put him to work at the Pentagon and eventually sent him to New York City for most of December. Wright has been a volunteer mental health counselor with the Red Cross National Disaster Team since his retirement in 1999 following 30 years as a Washington state probation and parole officer.

At the Pentagon, Wright supervised a team of mental health professionals. He also counseled families of Pentagon burn victims being treated at area hospitals. In New York City, he worked 15- to 19-hour days, six days a week, in a center set up to help traumatized families who had lost or were still searching for family members.

"My job," he explains, "was to help people identify their trauma and their strengths to get through it. Watching people get back to some normality in their lives and begin setting goals—that gave me hope."

Wright had nightmares, but he kept in touch with his family by phone, and says he "lived on hugs from people. They were so grateful to us."

Wright's commitment to give to others goes back to his years at PSU, where he majored in sociology. A professor's comment that students had a responsibility to give back to the community made a lasting impression, he says.

Wright later received a master's degree in human sexuality from New York University. During his career, he earned credentials as a family therapist, became a specialist in sexual deviancy and sex offenses, and worked on the Green River Task Force. It was exposure to serial killers, he says, that made him especially empathic toward families with losses and led to an interest in the bereavement process.

In August, he returned to New York City to work with police officers who are still experiencing flashbacks to when their peers or family members died in the terrorist attack. —Martha Wagner
Sharon Schneider MS '74 retired in June, following a 30-year career with the Canby School District. Schneider was a counselor at Canby High School and was awarded the Oregon Education Association's Lifetime Achievement Award in 2002.

Michael Scott is branch manager at Prudential Securities in Portland.

Vonne Williams MS '70 is principal at Pacific Middle School in Vancouver, Washington. Her husband, Joseph Williams '65, MST '67 retired from the Portland Public School District, where he most recently served as a principal.

Ronald Glaus is a forensic psychologist at Oregon State Hospital in Salem.

Paul Thompson MST carves carousel horses. He previously taught at David Douglas High School, served as athletic director at Portland's Mittleman Jewish Community Center, and retired in 1996 from his position as athletic director at the Dallas, Texas, Jewish Community Center. He and his wife live in Leaburg.

Barbara Hermanson is an advertising systems manager with The Washington Post in Washington, D.C. Hermanson writes, "After 29 years at Fred Meyer moved to D.C. area to work at Post."

Linda Noah MS '85 is the artistic director with Northwest Children's Choir in Portland.

Harry Tate writes, "After teaching at Jefferson High School in Portland and at the Byron Middle School in Byron, Illinois, I have retired with my wife, Adele, to Wilsall, Montana."

Steven Huff is an attorney with the law firm of Anderson, McPharlin & Conners in Los Angeles.

Joan Loschiavo is a service center executive with ADP, a payroll services firm. Loschiavo lives in Mulino.

Ronald Hudson MST is retired and lives in Oregon City. He was principal at Madison High School in Portland.

Patrick Stone MS is executive director of Tucker-Maxon Oral School in Portland. The nonprofit school teaches deaf children to talk. Stone received the Honors of the Association award from the Alexander Graham Bell Association for the Deaf and Hard of Hearing in July. He also is an adjunct professor at Lewis & Clark College and a clinical instructor at Oregon Health & Science University.

Jon Townsend has been a mediator and negotiation professional for 28 years. He founded the Clackamas County Dispute Resolution Center, is chair of the center's advisory board, and is managing partner of Cascade Alternative Resolution Services in Portland. He is a founding faculty member of Sonoma State University's conflict resolution certificate program.

Prasit Kooponsakorn is a senior engineer with International Rectifier Corporation in El Segundo, California.

Lynn Carver is director of sales operations at Xerox in Wilsonville.

Linda Gerber MS '88, EdD '94 is dean of language and literature at Mt. Hood Community College. Gerber is an evaluator for the Northwest Association of Schools and Colleges Commission on Colleges. She lives in Portland with her husband and enjoys the company of four children and two grandchildren.

Ed Murphy MURP is principal at Ed Murphy & Associates, an urban planning and consulting firm in Tigard.

Jean Thorne MPA '79, who led the successful 1994 implementation of the Oregon Health Plan, returned to the Oregon Department of Human Services in October as acting state Medicaid director. Thorne, who was state Medicaid director for eight years, has worked in the office of Gov. John Kitzhaber since 1995, the past five years as the governor's education and workforce policy adviser.
Jeffrey Austin has joined the PSU Alumni Board of Directors. Austin is partner at Miller Nash LLP, a Portland law firm. Austin and his wife, Bess, live in Portland.

Mark Bird is a business teacher at Robert Faltell High School, part of Hillcrest Juvenile Corrections Facility in Salem.

Ruth Hulett MAT is a retired English and drama teacher. Hulett is a member of the Washington State Poetry Association and in 1999 was chosen best supporting actress at the Old Solcum Theatre Company in Vancouver, Washington.

Oscar Flores-Fiol, Eagle Creek resident and international artist, created "Maui Kowie" for the Kows for Kids fundraiser in Portland. His colorful bovine sold for $3,500 during the fundraiser's online auction.

Ed Lone Fight MPA is tribal operations specialist with the Bureau of Indian Affairs in Billings, Montana.

Keith Robinette is president at Compere & Robinette, a CPA practice in Ozark, Missouri.

Mark Neffendorf is principal at Scappoose High School. He was vice principal of South Ridge High School in Beaverton.

Reiko Yamada is professor of Japanese at Williams College in Williamstown, Massachusetts. Yamada, who has been at Williams since 1986, was previously associate professor of linguistics of Hokkaido Tokai University and visiting assistant professor of linguistics at Meiji Gakuin University in Japan.

Jan Weston is chairman and chief financial officer at Weston Pontiac-Buick-GMC in Gresham.

Andrew Bittner is manager of Stone Lodge, an independent retirement apartment management facility in Bend.

Kristin Mangino MS is vice president at Arden Tree Farms in Colville, Washington.

Terry Ramsey MSW is a kindergarten teacher at Sutton School in Sutton, Vermont.

Charles Gohn writes, "Currently working on master's of divinity at Emmanuel Seminary in Johnson City, Tennessee."

Mark Kloster is a probation officer with the Denver probation department in Denver, Colorado.

Seeing to Oregon's future as head of DEQ

STEPHANIE HALLOCK '77, MPA '79, is a native Oregonian with a lifelong interest in the environment. Two years ago, Hallock's dedication to the environment and public service was rewarded when she was named director of the Oregon Department of Environmental Quality (DEQ).

Hallock joined DEQ in 1988 and has worked in various divisions, from hazardous and solid waste to water quality. Although she did not have a specific aspiration to become director as she moved through her profession, when she was selected to lead the agency, Hallock knew it was the right fit and the right time.

DEQ's strategic directions are to protect Oregon's water, safeguard people's health from toxins, and involve Oregonians in key actions to help the environment. Hallock added a personal priority to these directions with a customer service bent: deliver excellence in performance and product. "We are here to serve the citizens of Oregon, do good work on their behalf, and use funds wisely," says Hallock.

Hallock believes effective communication with the public is essential to meeting these goals. "How people are spoken to and whether they feel listened to form the public's impressions of DEQ's performance," says Hallock. "If we are perceived to do quality work, it becomes a self-fulfilling prophecy."

Hallock sees her position at DEQ as the apex of her career. She wants to effect certain changes in the agency before she retires. Once her time is her own again, Hallock plans to write fiction. Until then, she will continue to squeeze in moments of gardening, swimming, and going to the theater.

For Oregon's future, Hallock worries about what will happen to natural resource activities with the current budget crisis, but she's proud of Oregon's tremendous environmental accomplishments. "We are way out in front of environmental issues nationally," says Hallock. "The path people look to is here."

—Kelli Fields
A ‘Devine’ diva for color

WHEN GRETCHEN SCHAUFLER ’85 talks about house paint, she’s not thinking of the cold, wet stuff some people slop on their walls.

“I need paint that goes on like yogurt; the texture has to look rich; it has to feel good,” she says. “The skin has to glow, not sweat.”

Schauffler’s premium product line, Devine Color, is taking over the West Coast in hand-to-hand combat with Martha Stewart and Ralph Lauren. National volume sales are only a matter of time.

If she sounds more like a pampered day spa owner than she does a splattered do-it-yourselfer, that may be why Schaufler’s passionate approach to paint is paying off, and why her winding educational and career path has consistently ended up taking her right where she needs to be.

“I changed my major, like, 10 times—I’m exaggerating,” Schauf­fler says. “I originally went into art therapy, but I couldn’t deal with the kid thing. Then I went into architecture at University of Oregon, but I hated the straight line thing. Then, I was going to study fashion design at Bassist College (now the Art Institute of Portland), but I hated to sew.

“By chance, I went into graphic design at Portland State,” she says. “I didn’t know what it was, but I thought—communication and art—I like both of those things.”

But after earning a bachelor’s degree in graphic design, Schauf­fler was at odds with her art. She went into a sales position with a pharmaceutical corporation.

“I was always restless,” she says. “As an artist I never honed my craft—too much energy and not enough effort.”

That changed when she left her by-then successful corporate career in 1991 to raise two young daughters, deciding to pursue fine art part time.

The result: bright, multimedia paintings of women having fun swinging, driving, or eating popcorn. Each piece had one or more mirrors inset within its scene. The pieces were so popular, Schauf­fler quips, “I sold every mistake I ever made.” That popularity led to an odd, but monumental turning point.

Schauffler returned one night from an art show in Bellevue, Washington, having sold almost every piece she brought. She and her family had just moved into a new house, and Schauf­fler felt good—inspired in fact.

“I said, ‘I’m going to paint the walls.’” She pauses in her story for a rare breath. “I never did another fine art piece again. Walls became my new canvas.”

By 1996, she’d built a home design consulting business around the colors, finishes, and glazes she’d perfected as a fine artist.

But there was still a problem: While the artist could design a décor treatment down to the most exacting hues, there was no way to ensure the quality of commercial paints her clients purchased.

It sounds like a nit-picking detail, but even today Schauf­fler remembers “the 7,000-square-foot mistake.” The colors had been matched using different product lines. “I knew I needed my own paint line because I couldn’t find the colors I wanted,” she says. “The walls looked wet and greasy, or they looked parched and dry.

“I began to see I had certain theories and ideas about color that others didn’t see.”

Coming up with a “palette”—a collection of colors—was actually the easy part. Harder, at first, was selling her concept to a paint company, so she paid a manufacturer to create the product she wanted.

After a few years, Schauf­fler’s product caught the attention of Miller Paint, a Northwest corporation. Miller now pays her to continue the series as its premium line.

Schauffler’s wild-seeming ideas—combining art, esthetics, and marketing—continue to blaze new trails in the paint industry.

In 2000, Schauf­fler invented “mini color pouches” of her products so customers can actually take home a liquid sample and paint it on their wall. No more holding up small paper samples of colors and squinting to get the possible effect.

It’s the sort of light bulb-over-the-head idea that can only come from a mind that’s schooled, experienced, and unpredictable. Like Schauf­fler herself. —Lisa Loving
Brown Bagging it for social work

When Paula Mike MSW '75 and Lauranell Scarfo MSW '95 discovered their professional colleagues needed a way to network and stay in touch with former professors, they got an idea. Mike, Scarfo, and the board of the PSU Graduate School of Social Work Alumni Association devised Brown Bag Seminars to allow alumni and faculty to share their knowledge and experience. After four years, the seminars' success continues to grow.

Mike is an assistant professor at the Grad­uate School of Social Work and an inde­pendent clinical social worker. She practices family therapy and helps clients through grief and loss. With her dual professions, Mike under­stands the isolation of clinical therapists in private practice and the benefits of the University network. Since PSU has the only school of social work in the state, Mike said the luncheon series is a great venue for bringing social workers together.

"This program serves a real need in the community and allows professionals and faculty to showcase their skills," says Mike.

Scarfo has a private practice with an emphasis on anxiety, depression, and relationship issues. She is also the youth services clinical supervisor for the De Paul Youth Treatment Center. Before attending PSU, Scarfo had a 24-year career in marketing and business development. Now in her fourth year as president of the Graduate School of Social Work's Alumni Association, Scarfo was motivated to organize the brown bag seminars because it blended her past marketing experience with her current interests.

"It's a great way for everyone to help each other," says Scarfo.

Although the demands of social work are many, when not at one job or the other, Mike enjoys gardening and hiking with her Bernese mountain dog. Scarfo has a passion for the coast and feeds her creative nature by making jewelry. -Kelli Fields
Joe Smith is a counselor at Worksource Town Plaza, an employment security firm in Vancouver, Washington.

Joven usi writes, "Got into mortgage banking after graduation from PSU. Currently a managing partner at Centurion Mortgage in Lake Oswego."

Jesse Aranda is marketing media manager at Mercedes-Benz Credit Corporation in Portland.

Sonya Fischer MPA received the Joyce Anne Harpole Memorial Scholarship and is a student at Lewis & Clark College's Northwestern School of Law, where she won first place in the school's mock trial competition.

Richard Lochner works for the U.S. Postal Service and serves as an American Postal Workers Union (APWU) steward and officer. Lochner lives in Portland.

Ana Ramirez is a physician with Northwest Permanente in Vancouver, Washington.

Janice Wilson has been appointed by Portland Mayor Vera Katz and the Portland City Council as a commissioner on the Portland Development Commission. Wilson retired from Wells Fargo Bank in August 2001, where she most recently served as vice president and division manager.

'94

Teresa Elliott is a senior engineer and project manager with the city of Portland Water Bureau.

'95

Columbus Candies MPA is director at St. Luke's Idaho Elks Rehabilitation Services in Boise.

James Mitchell is an assistant professor of family and community medicine at Southern Illinois University school of medicine in Decatur. Mitchell earned his medical degree at Oregon Health Sciences University and completed his family practice residency at the Southern Illinois University center for family medicine in Springfield.

Donna O'Dell-Heinzman MPA is the assistant to the president at Eastern Oregon University in LaGrande.

Michael Ofenloch is a judicial regional account manager with the U.S. General Services Administration in Portland.

Amy Dietschneider is finance director for the Oregon Humane Society.

'96

Becky George MA is an English as a second language program specialist at Leeward Community College and the University of Hawaii. George lives in Kailua, Hawaii.

Orion Gray MUS '00 is recorder for Crossroads Community Organizing Project at Sisters of the Road, Inc., in Portland. Gray writes, "I conduct interviews with homeless people for city-funded research and organize projects. I volunteer at KBOO community radio, engineering and deejaying, and have volunteered a lot with Dignity Village."

Susan Lee MPA writes, "I was awarded the FFWA Eisenhower Fellowship for my public administration and policy PhD dissertation proposal, Regional Cooperation in Transportation Decision Making and System Development in the Portland Metropolitan Area. My project was ranked fifth in the nation in a very competitive process of review. The fellowship will provide tuition and a monthly stipend for up to three years of study." Lee was also recently hired as a community planner with the Federal Highway Administration Office of Planning & Environment in Washington, D.C.

Cynthia Pemberton EdD is an associate professor in the college of education and chair of the department of education leadership at Idaho State University in Pocatello. Pemberton is a nationally recognized authority on Title IX and is the author of More Than A Game, an autobiographical account of her six-year struggle for gender equity in sports at Linfield College.
'97

Craig Davis is a cyogenetist technologist at Oregon Health & Science University in Portland.

Michael Farley graduated from the Western University of Health Sciences' College of Osteopathic Medicine in May. Farley is now an intern in the Eastmoreland Family Practice Residency program in Portland for one year, to be followed by a two-year residency.

Michael Gottlieb is president of MG Consulting, Inc., a computer consulting firm in Lake Oswego.

Joel McCarroll MBA is a traffic manager with the Oregon Department of Transportation in Bend.

Tom Reynolds is a senior electrical engineer with Electro Scientific Industries, an industrial automation firm in Portland.

Stephen Stetson has been the Veterans of Foreign Wars district six commander for the past three years. Next year, Stetson will be the VFW Voice of Democracy chairman for the state of Washington. Stetson lives in Vancouver, Washington.

Ann Takamura MPA has joined the PSU Alumni Board of Directors. Takamura is audit supervisor at Hoffman, Stewart & Schmidt, P.C., in Portland.

Barbara Verchot MPA is marketing director at Literary Arts, Inc., a nonprofit responsible for the Portland Arts & Lectures series, Oregon Book Awards, Oregon Literary Fellowships, a Writers in the Schools program, and Poetry in Motion.

'98

Sarah (Hackman) Barnett MEd '99 teaches first grade at Lincoln Park Elementary School in Portland.

Joaquin Collings is a pilot with PSA Airlines. She lives in Louisville, Ohio.

Lydia Fettig writes, " ... I have earned my MFA in creative writing from American University. I have spent the last few years teaching writing courses at the college and high school level ... . Working full time as an academic advisor at the University of Maryland. I plan to return to school (though sadly not PSU) this fall to pursue an advanced degree in social work. I got married in 2000; my husband and I live in Washington, D.C., with our many pets."

Michelle Hager is community office representative for Portland General Electric in Portland.

John O'Neill graduated from Lewis & Clark College's Northwestern School of Law. Now an attorney in Portland, his practice focuses on estate planning, probate, wills, and trusts.

Scott Swanson writes, "On June 14 I graduated from Palmer College of Chiropractic West in San Jose, California, with my doctor of chiropractic degree. Ken McMahon '98 helped me celebrate in Las Vegas the following week. I will be moving back to Portland for a few months while I wait for my California and Oregon licensing exam results. I might even take a class at PSU just for fun! I hope to see many old friends when I return."

Reid Vanderburgh MA is a holistic psychotherapist who works with people undergoing major life transformations, including gender transitions, addiction recovery, loss and grief, and sexual orientation. Vanderburgh lives in Portland.

Kelly Werth is a certified public accountant at Baker & Colson, P.C., in Gresham.

'00

Robin Andrea MS was named principal of Naselle Youth Camp School, a school for juvenile offenders in Naselle, Washington. Andrea was with the Astoria School District for 13 years.

Clarice Bailey PhD is a senior consultant with the newly formed Strategic Consulting Group of The Annie E. Casey Foundation in Baltimore, Maryland. The group works with state agencies to improve the futures of disadvantaged children, particularly children of color in juvenile justice systems.

Bruce Bikle PhD is an assistant professor in the criminal justice program at California State University-Sacramento. Bikle says he enjoys being back on the "left coast."

Marie Dunnington is a retirement administrator with ESCO Corporation in Portland.

Andrea Hanson-Garcia is director of reimbursement at Avamere Health Services in Wilsonville. Her husband, Ruben Garcia '01, is a youth advocate for the Oregon Council for Hispanic Advancement.

Kerri Hill is enrolled in the MPA program at PSU and is teaching classes in Carribbean studies through the Black Studies Department. Hill is serving on the boards of the Caribbean Cultural Association and Homowo African Arts and Cultures, and is an honorary member liaison and educational service chair of the Golden Key International Honor Society, Portland State chapter.

Jay Kenton PhD was appointed vice president of Finance and Administration at Portland State. Previously associate vice president, he accepted the top position in July. Kenton came to the University in 1988.

Rebecca McCoun is a benefits administrator for DPA, Inc., in Portland.

Holly Spinks is retail manager at Bally Total Fitness in Hillsboro.

Shannon Stamps is a senior claims representative with Allied Insurance, a member of Nationwide Insurance. Stamps lives in Portland.
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Akihiko Yoshida is a distribution representative with Oregon Logistic Distribution Company in Portland.

Andrew “Andy” Bourret is district manager for Ferrellgas in Grays Harbor County, Washington. Ferrellgas is the largest distributor of liquid petroleum in the nation. Before coming to PSU, Bourret was a Navy SEAL. He was recently granted a U.S. Naval Direct Commission. Bourret married Amanda Paton ’00 in September 2001. Paton has worked for Alaska Airlines since 2000 and is with its management development program. The couple are expecting their first child in March.

Cynthia Driscoll MS is a speech pathologist with the Center for Discovery in Harris, New York.

Nora Fraenkel is catering and banquet captain at the Dragonfish Asian Café in Portland.

Roseann Irwin is an accountant with Intel Corporation in Hillsboro.

Jeremy Johnson writes, “... During my time at PSU I was enrolled in the Air Force ROTC program. I received my commission as a second lieutenant on the 17th day of June, the same day as graduation. After eight months of technical training, I earned my space and missile badge. Currently I am working as a missileman. We tend to the nuclear weapons that safeguard our country... I love my job and what I am doing. Thanks to PSU for letting me pursue my dream of getting my degree in biology and then joining the Air Force.” Johnson is stationed at F.E. Warren Air Force Base in Cheyenne, Wyoming.

Christina Ongpin is case manager with Traumatic Brain Injury Network at Ohio State University in Columbus, Ohio.

Terry Pinnell has been elected to the PSU Alumni Board of Directors. Pinnell is principal at TAP Resources, a human resources consulting firm in Portland. She and her husband, Steven, live in Portland.

Kelly Robertson MS is a speech and language pathologist with the Evergreen School District. Robertson lives in Vancouver, Washington.

Mark Shumaker is a research analyst with Columbia River Economic Development Council, a job recruiting and retention organization in Clark County, Washington.

Steven Voiles is product support manager at SONICblue, a consumer electronics firm in Tigard.

Memorium

Richard Forbes, professor emeritus of biology, died July 18 at the age of 65. More than 300 colleagues and students attended his memorial service July 29—filling Hoffmann Hall to capacity. A faculty member from 1964 to 2001, Prof. Forbes was an expert on the ecology of terrestrial vertebrates and spent his career building a collection of vertebrate specimens for PSU. A favorite teacher, Prof. Forbes received the Distinguished Faculty Service Award in 1997.

Joseph Jones, professor emeritus of sociology, died July 28. He was 69. Prof. Jones taught at Portland State from 1963 to 1996. He specialized in medical sociology, alcoholism research, and criminology and deviance. He co-authored the book, Study of Deviance: Perspectives and Problems. He was also a senior investigator at the Kaiser Foundation Health Services Research Center from 1970 to 1981, providing expertise in medical sociology.

David Newhall, professor emeritus of philosophy, died August 24, in Claremont, California. He was 85 years old. Prof. Newhall started the Philosophy Department in 1955 and continued to teach for the next 41 years. He specialized in the history of philosophy and ethics and later took an interest in the life and teachings of Mohandas Gandhi. In 1986 he received one of the University’s top awards for faculty excellence.

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Truckers put competition aside for Athletics

Diesel fuel apparently runs through the veins of the Viking Backers, the fundraising arm of PSU Athletics.

Four area leaders in the trucking industry, who are in direct competition with each other during business hours, have put aside their differences after hours on behalf of PSU Athletics. First on the road is Peter Stoll, who as a PSU junior founded Market Transport Limited. He went on to make the first $1 million gift to Portland State Athletics. Joining Stoll on the Backers is Bryan Smith, president of Alternative Transport Service; Richard “Dick” Fink, secretary-treasurer and partner at General Transportation Services; and Rick Curl, vice president of operations at Curl’s Hi-Tech Service Corporation.

The latter three businessmen are fondly called the Trucking Triple Threat (TTT) by Mike Fletcher, Viking Backers executive director.

Smith ’84 and Fink ’73, who both played offensive line for the Vikings, are the driving force behind the PSU Football Alumni Committee. The committee hosts several events each year, including the Coaches Open Golf Tournament, chaired by Smith, and the Football Awards Banquet, chaired by Fink. The two have volunteered hundreds of hours over the past five years to build a reputation for their committee. Curl gets in on the action by providing the most sought-after auction item at the Coaches Open: dinner for eight at his home with Coach Tim Walsh. The dinner has been auctioned off for more than $2,000, beating the price paid for a seven-day trip to Hawaii in 1999.

The TTT attend every Viking football game. Each of them has a suite for the season and, as you might have guessed, they are on the same row. Smith serves as president of the Viking Backers. Fink and Curl serve on the planning and procurement committee for Night of Wine & Roses, another premier fundraising event for Athletics. In addition, Curl and his father, Bob, owner of Curl’s Hi-Tech, frequently drive the football team to and from the airport for road trips or move furniture across the country for a new Viking football assistant coach.

The TTT’s contributions have not gone unnoticed. Each received (in succession) the Withers’ Award, presented annually to the Outstanding Friend of PSU Football. Fink was given the honor in 1999, followed by Smith in 2000, and Curl in 2001.

“All three men—despite working in a competitive industry—have shown us that people can come together and rally around a worthy cause: a football program, an athletic program, and a university,” says Fletcher.

Athletics to induct eight into Hall of Fame

Portland State Athletics will host its annual Hall of Fame Weekend Nov. 1-2 in conjunction with the Portland State/Idaho State football game.

The induction banquet will take place at 5:30 p.m. Friday, Nov. 1, at the Multnomah Athletic Club. A halftime ceremony is also planned for the following day during the game.


For details and reservations for the ceremony, call 503-725-5629.
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