Portland State Magazine

Portland State University. Office of University Communications

Follow this and additional works at: https://pdxscholar.library.pdx.edu/psu_magazine
Let us know how access to this document benefits you.

Recommended Citation
https://pdxscholar.library.pdx.edu/psu_magazine/102

This Book is brought to you for free and open access. It has been accepted for inclusion in Portland State Magazine by an authorized administrator of PDXScholar. Please contact us if we can make this document more accessible: pdxscholar@pdx.edu.
I have always been interested in older people. When I was a kid I’d hang around and listen to their stories. I grew up in Tennessee in a large extended family. Listening to grandparents and aunts and uncles was like reading a book.

My mother had a stroke when she was 56 and was in a nursing home for a decade. Her one abiding goal was to get out of that nursing home, but there were no real alternatives at that time, in the '60s and '70s. She wanted to live her life as she’d always lived it. But the environment in the nursing home was not “normal.” People didn’t bring their own furniture and things, there were rules about everything, and they had to share space with strangers. I was studying gerontology at the time, and mom told me, “You need to help people like me.” Her experience motivated me to try to help older and chronically ill people live as normally as possible. Unfortunately, my mother never did get out of that nursing home.

I met Michael when he hired me to do an evaluation of a research project he was working on in Olympia, Washington. I was in school at University of Washington and working at a local nonprofit. Later, we teamed up with an economist friend to build what became one of the nation’s first assisted-living residences in Tigard. It was a totally new model featuring private apartment-style living with assistance, and it didn’t fit any of the state’s licensing categories. We got an exemption after a lot of negotiation. In 1988 we started our company, Concepts in Community Living, with a $5,000 loan. It was a struggle financially, but we were committed to promoting the concept of assisted living nationally.

I learned early about the impact of philanthropy. My father was a coal miner, and there was a lot of hardship and struggle while I was growing up. Our family experienced firsthand the difference people who cared could make in both small ways and big ways. Michael and I have always tried to give to the best of our ability, but it wasn’t until recent years that we were able to do anything significant.

The timing for our contribution to the Urban Center was right. Each of us got a Ph.D. from the College of Urban and Public Affairs, and we had both taught at the Institute on Aging. We have great admiration for Dean Toulan and we wanted to express this through our gift. PSU is in our will, but we said to ourselves, “Why wait? Now is when it’s needed.” We are also setting up a scholarship, because scholarships made our educations possible.

When I was in college I dreamed of making a difference, and I think that is what both of us want, each in our own way. I think we have helped to change the way older people are regarded and treated in our society. We’ve been able to help people who needed help. We’ve been blessed to have both the means and the will, and we’ve been lucky. We want to pass on the luck.

Keren Brown Wilson

Keren Brown Wilson Ph.D. ’83 is the president and CEO of Assisted Living Concepts and president of the Jessie F. Richardson Education Fund. Her husband, Michael DeShane MSW ’72, Ph.D. ’77, is president and CEO of Concepts in Community Living.
CONTENTS

FEATURES

Seeing Is Believing 8
Students make amazing creative leaps with digital graphics.

Business Ethics: An Oxymoron? 12
The fall of Enron casts a spotlight on honesty in business.

Damn That Traffic Jam 15
Wires, sensors, and cameras help unclog the nation’s highways.

Not for the Squeamish 18
For Ray Grimsbo ’72, the challenge of forensic science is looking beyond the obvious.

DEPARTMENTS

Around the Park Blocks 2
What’s Brewing in Biotech Food Labs?, Miss America to Address Class of 2002, PSU’s Kow for Art, Ice Shelf Collapse Proves Prof’s Theory, Seeking Memorabilia, Curtain Closes on Pipfest, 30 Years at Camp Kiwanis

Letters 4
Professor Is Not Smiling

Off the Shelf 6
Women Coaches; The Unspeakable and Others; Pacific Asia; Ida B. Wells-Barnett & American Reform, 1880-1930; On the Cave You Live In

Alumni Association News 20
Benson House Open to Visitors, Intel Alumni Get Together, Upcoming Events, Honoring Alumni and Friends at PSU Salutes

Alum Notes 22
Elizabeth Snyder ’83 Finds a Job in the Haystack, Teacher Robb Peck MS ’93 Is Honored by Disney

Philanthropy in Action 28
Building a Place to Honor Women, New Professorship to Target At-Risk Youth

Sports 29
Coming Soon: The Best Seats in the House, Anderson Named Finalist for Hayward Award, Facing a Competitive Football Season

Cover
Student Hyojin Choi created this image as one of three for a photo narrative in a computer graphics class. See story, “See is Believing,” pages 8-11.
What’s brewing in biotechnology food laboratories

Genetically modified produce that resists pests, survives drought, and stays fresh longer in the supermarket has private industry’s stomach rumbling in anticipation of profits, while university scientists are salivating over the research challenge. Whether you think genetically modified (GM) food is a good idea or not, biotech companies and university laboratories are busily cooking up new foods together.

But if they are successful, who will benefit—industry, academia, or the public? Dave Ervin, professor of environmental sciences, aims to find out with a $2 million grant from the U.S. Department of Agriculture. He is heading a team of researchers who will assess if relationships between universities and private biotechnology companies serve the public good or if they might result in products being less available for public use.

“There is very little information available to describe how the university-firm relationships are functioning,” says Ervin. He and researchers from Oregon State University, University of California-Davis, Clarkson University (New York), the Wallace Center for Agricultural and Environmental Policy of Winrock International, and the Farm Foundation expect to find many kinds of relationships—ones where all parties benefit and others where the balance is off and one entity is taking advantage of the others.

The study will not judge whether GM foods are good or bad. “We’ll try to assess the relationships that are influencing the kinds of projects coming out,” he says. Project investigators will interview and survey university and industry personnel and test socioeconomic models. Their findings will be used to identify problems and potential policies to foster the development of products with traits that promote widespread public benefits, including improved environmental conditions.

Miss America to address graduating class of 2002

PSU student Katie Harman will share insights from her reign as 2002 Miss America with graduating Portland State students at the 2002 Spring Commencement ceremony. The event will take place June 16 at 10 a.m. in the Rose Garden Arena.

“I am delighted that Katie Harman has accepted our invitation to speak at commencement,” says President Dan Bernstine. “At a time of national challenge, Katie has risen to the occasion and inspired millions.”

As a national spokesperson and advocate for women with breast cancer, Harman travels the country increasing awareness about support needed by these women. She is pursuing degrees in speech communication and vocal performance from Portland State and received more than $75,000 in scholarship assistance with the Miss America title.

Approximately 2,500 graduating students and 400 faculty will participate in this year’s commencement ceremony, which is expected to last two hours and 30 minutes.

“Reaching Bovana” is the name given by PSU students to their creation in the Kows for Kids fund-raising campaign in Portland. The students decided their kow’s interior was more exciting than the exterior, prompting them to cut it in half and insert a monitor that plays a high-speed video of the inner workings of Portland. The PSU kow is now grazing in Pioneer Courthouse Square until an auction in July. Proceeds from Kows for Kids will go to New Avenue for Youth and Trillium Family Services.
Extreme Environments Center receives grant
The study of life or the remnants of life in thermal vents on the floor of the Indian Ocean, hot springs at Yellowstone National Park, and the frigid depths of a lake in Kamchatka, Russia, have brought the PSU Center for Life in Extreme Environments a new $750,000 grant.

Their work described in PSU Magazine two years ago, scientists David Boone, Sherry Cady, and Anna-Louise Reysenbach continue to study microbial life, or the traces of it, in nature's most inhospitable places, to provide clues to the beginnings of life.

The grant comes from the W.M. Keck Foundations of Los Angeles, one of the nation's largest private philanthropic organizations, established by Superior Oil Company founder William Myron Keck. The foundation awards "exemplary institutions where outstanding people are doing bold and important work."

Men's golf discontinued
Facing budget reductions, Athletics Director Tom Burman announced in March the elimination of the Portland State men's golf program. Burman's decision will be effective at the conclusion of the spring season.

The decision to drop the program was based upon budget reductions for the Athletics Department that are expected to reach $225,000 next year. While the decision to eliminate a sport was challenging, the Big Sky Conference does not recognize men's golf as a core sport, says Burman. With only five schools participating in men's golf, the conference does not receive automatic qualification into the NCAA Championships.

In five previous seasons, PSU placed fourth ('97), sixth ('98), first ('99), fifth ('00) and second ('01) among Big Sky schools. This spring PSU is scheduled to compete in at least five tournaments, including the Big Sky Championship, April 23-25.

With the elimination of men's golf, Portland State will have 16 intercollegiate athletic programs.

Ice shelf collapse proves prof's theory
An ice shelf the size of Rhode Island shattered in just five weeks this year on the eastern side of the Antarctic Peninsula. Remarkable not only in size, the shelf was ancient, an estimated 12,000 years old.

How could such a massive piece of ice splinter apart so quickly? PSU Geology Prof. Christina Hulbe and a team of scientists answered that question for the world.

The Larsen Ice Shelf has been under close observation since 1995, when its northernmost sector (Larsen A) collapsed in a similarly dramatic event.

"At the time, we didn't have a good explanation of why an ice shelf should break apart into so many small pieces. Usually, icebergs calve (break off) only from the seaward front of an ice shelf," says Hulbe, who worked with Ted Scambos of the National Snow and Ice Data Center, Boulder, Colorado, and Mark Fahnestock at University of Maryland, College Park.

"We eventually concluded that surface melt water, generated during long summers, was filling normally air-filled cracks in the ice surface, creating the potential for rapid disintegration of the ice shelf."

The recent collapse of the section known as Larsen B came at the end of the one of the warmest summers on record in the Antarctic Peninsula. Past assessments of ice shelf stability were based primarily on mean annual temperature, which has been rising steadily in the Antarctic since the late 1940s. The importance of melt ponds, as assessed by Hulbe, Scambos, and Fahnestock, indicates that mean summer temperature is a better guide.

Through Hulbe's sophisticated computer simulation of the motions and forces within an ice shelf, and Scambos's and Fahnestock's analysis of two decades of satellite images, the scientists demonstrated that added pressure from surface water filling crevasses can crack the ice entirely though. The team's study is the first to connect the basic physics of the process.

Days before the final breakup of Larsen B, their theory was confirmed. Satellite imaging showed large melt ponds contracting, indicating that the surface water was draining through to the sea. An open but slushy bay, is all that remains in the region once covered by a millennia-old ice shelf.

The research team's next objective is to improve temperature trend observations for the icy continent and determine if such massive breakup events could take place on the larger, colder ice shelves farther south. A new grant to PSU from the National Science Foundation and an ongoing grant from NASA, supporting Hulbe's development of computer models to study ice fracture processes, will be part of that effort.
Seeking memorabilia for new archives

Have you saved an old play poster or basketball program from your student days? Want to give it a good home? The University recently created an official University Archive office to collect materials important to Portland State's institutional memory. However, it is not a museum—so, no yearbooks, letterman sweaters, or student papers—no matter how brilliant.

Gordon Dodds, professor emeritus of history, is serving as first archivist. Dodds, who is also the University historian, has an extensive knowledge of Portland State archival material gained through writing its history, The College That Would Not Die. Cathy Croghan Alzner will serve as assistant archivist. She received archival training as part of her work for a master's degree in history.

The first priority of the archivists is to inventory several hundred boxes of archival material now in the Millar Library's storage facility in northwest Portland. The archives will eventually be available to the public.

Dodds and Alzner are gathering material appropriate for the collection. Alumni who believe they may have items of archival value should send a brief written description of the items by email to Archives@pdx.edu or call the office at 503-725-5760.

Curtain closes on performance festival

For 10 years the Portland International Performance Festival—PIFest for short—brought international and experimental theater, dance, music, poetry, and storytelling to the Portland community. For all that time the University was home to the festival, but beginning this summer, Portland State is giving up PIFest.

The University took a hard look at the $80,000 to $100,000 subsidy the festival required each year, and decided to eliminate the program because of the budget shortfalls public institutions and agencies are facing across the state. PIFest Director Michael Griggs is looking for other sponsorship, but the festival cannot possibly be up and running again until the summer of 2003, he says.

During its decade-long run at Portland State, PIFest brought 220 performances to Portland from all over the world, drew an audience of 45,000 through the years, and consistently received enthusiastic critical response. Some of the crowd-pleasing favorites were playwright Mahesh Dattani from India, contemporary theater company Wierszalin from Poland, and the theater group Les deux mondes from Canada.

"The idea was to combine international with an intercultural experience and stretch the minds of our audience in terms of what's possible in the arts," says Griggs.

He found an adventurous theater audience in Portland that was willing to take a chance. Now Griggs is looking for another college or Portland arts organization that will fund PIFest in its efforts to present new ideas to the Portland community.

L E T T E R S

Featured professor is not smiling

I was distressed to read an inaccurate quotation, supposedly from me, in the article, "The Enigmatic Smile," in the winter issue of PSU Magazine. It says, "In Japan . . . if a male stranger smiles at a girl, she can assume he is either a sexual maniac or a very impolite person."

This is an affront to the Japanese and embarrassing to me. It is also an example of the fragile nature of communication. Somehow that statement was attributed to me instead of the student, Japan got substituted for Hong Kong, and the past became the present. It's even possible the young man from Hong Kong would not say today what he said about smiles 30 years ago. Apologies are due all around.

LaRay Barna MS '70 Associate Professor Emerita of Communication Studies

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.
30 years of experience in an outdoor classroom

For 30 years, Portland State students have changed lives—including their own—as they’ve helped people with disabilities at Camp Kiwanis in the Mt. Hood National Forest.

In 1972, Prof. Steve Brannan entered an agreement with the Mt. Hood Kiwanis Camp, Inc., to assist in the outdoor experience provided for children, youth, and adults with disabilities. That assistance has come in the form of PSU student counselors, who in turn have gained experience and understanding in special and general education, human service professions, and in the world of those with challenges different than their own. No other university in the United States has sustained a program such as this.

Forty students enroll as counselors for each two-week session every summer. They live at the camp, each overseeing the care of a camper as he or she participates in fishing, swimming, horseback riding, canoeing, games, singing, skits, and campfires. The counselors focus on giving their camper the best experience possible. There are also supervisors—licensed special education teachers or professionals from related fields—who provide training, assistance, and oversight for the students.

“The dynamics of resident training is an experience that can accomplish so much for students and the people they serve,” says Brannan, now professor emeritus of special education. “In this true-life setting, our students see all aspects of a person with disabilities—the cognitive, personal, social, emotional, physical, and working self—really, the whole person.”

This total immersion is what makes counseling at Camp Kiwanis life changing for PSU students, but it is also just plain hard work. The camp is for people with challenging levels of disability who may not have been served by other camps. Many of these children and adults require assistance with basic needs such as bathroom, bathing, and feeding, while others require close supervision. For many of the PSU students the camp is the first time they have assisted another person with their daily personal care or learned to communicate in ways other than talking.

It may be hard, but the students appear to relish the experience. “I always like to learn new things—the biology of plants, the chemical makeup of different compounds, the physical laws,” said Abel Ahumada Alniz, a former pre-dental student who served as a counselor. “But the most rewarding class to me was, without a doubt, the Kiwanis experience. This is a class that teaches people not only how to care for others with disabilities, but also how to dig deeply inside themselves and get the caring human out of them.”
OFF THE SHELF

Hard Fought Victories: Women Coaches Making a Difference
By Sara Gogol MA '81, MA '82, Wish Publishing, 2002.

Marlene Piper spent the '70s coaching volleyball at PSU. In Hard Fought Victories, Piper remembers being more adept at women's basketball, but says, "I was hired as a volleyball coach because it didn't mean anything anyway. Women's sports didn't matter at the time." Piper went on to coach women's volleyball at Willamette University and to see women's programs gain in prestige and respect. Sara Gogol, a professor at Portland Community College, tells the stories of women coaches from across the nation. PSU softball coach Teri Mariani is included along with such strong women sports advocates as Tara VanDerveer, the 1996 Olympic basketball coach, and ice hockey coach Digit Murphy, who was involved in the groundbreaking Title IX lawsuit against Brown University.

The Unspeakable and Others

Weird tales and essays of dense description and elaborate sentence structure make up the more than 40 pieces in Dan Clore's book. "The Unspeakable" refers to Clore's main character, Lord Weyrdgiff, a nightmarish creature who hates mankind. In his misanthropic actions, Weyrdgiff provides some truly horrific scenes, but a macabre humor surfaces. Clore parodies science fiction, fairy tales, and even himself in the tales. Along with original material in the book, he includes some pieces that appeared in publications such as Black October Magazine and Deathrealm. The introduction to The Unspeakable and Others suggests the book will leave readers "unsure whether to question the author's sanity or our own."

Pacific Asia? Prospects for Security and Cooperation in East Asia

Prof. Mel Gurtov takes issue with the pessimism, power-politics orientation, and American centeredness that guides so much analysis of East Asian security. In Pacific Asia? he stresses a definition of security that focuses on basic human needs, social justice, and environmental protection. He argues for new efforts at regional dialogues based on multilateral cooperation, sensitivity to Asian nationalism, and a role for Japan as a "global civilian power." The question mark in the book's title is answered in the first chapter, when Gurtov takes on the debated question: Is there an Asia Pacific or an East Asian identity? The answer is important to our understanding of security in the region.

Ida B. Wells-Barnett & American Reform, 1880-1930

Ida B. Wells-Barnett was an African American journalist who is best remembered for taking on the fight against lynching in the late 1800s. Prof. Patricia Schechter gives us a broader look at this woman and her times by including the social activism of the day as well as Wells-Barnett's influence on the civil rights movement in general and the cause of African American women in particular. Though forced into the shadow of black male leaders and ignored by white women reformers, Wells-Barnett nevertheless successfully enacted a religiously inspired, female-centered, and intensely political vision of social betterment and empowerment for African American communities throughout her adult years.

On the Cave You Live In
By Philip Jenks (university studies faculty), Flood Editions, 2002.

Growing up in West Virginia and receiving advance degrees in creative writing and political science gives Prof. Philip Jenks license to experiment with some rarified topics in his poetry. On the Cave You Live In is his first full-length collection of poems, and they are both intimate and strange. He encompasses his personal history as well as such subjects as the politics of Appalachia, Baptists speaking in tongues, and Kentucky coal mining. Jenks has said that what matters to him when it comes to poetry "is the wild encounter with the imagination, a free space without limits and with infinite possibility."

Other books & recordings
Ethics in Community Mental Health Care, edited by Patricia Backlar (philosophy faculty) and David Cutler, Kluwer Academic, 2002.

The Material Culture of Sex, Procreation, and Marriage in Premodern Europe, edited by Anne McClanan (art history faculty) and Karen Encarnacion, Palgrave, 2002.

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 e-mail to kenreichm@pdx.edu, or fax to 503-725-5799, or mail to Portland State University, PO Box 1151, Portland, OR 97207-0751.
Barbara Roberts shares her lessons on loss
An intimate look at the last year of her husband's life.

Former Oregon governor Barbara Roberts writes in her book, "The art of living and the art of dying are equally significant. Grieving is an intimate part of both."

Never has this been better illustrated than in the intimate portrait she paints in Death without Denial, Grief without Apology, New Sage Press, 2002. The book, Roberts' first, is as much an instruction book as it is a first-person account of the last year of her husband's life.

"I wanted to help people who were going through the process of dying or who are close to someone who is dying," she says.

Frank Roberts, a former PSU speech professor, was a senator in the Oregon Legislature when he was diagnosed with terminal cancer in October 1992. Roberts recounts the last year they spent together, how deep her sense of loss was, and the gradual lessening of her pain. It is an honest book without being maudlin or self-indulgent. It is unflinching and filled with love.

Ironically it was Frank Roberts who introduced Oregon's death with dignity legislation, not once, but three times, and saw it defeated every time. It still was not a law in October 1993 when he died, though, as his condition deteriorated, Frank wished it were, wrote Roberts. A ballot measure passed in 1994 as a result of a petition campaign and the Death with Dignity Act went into effect in November 1998. The law has always been controversial and is currently the object of federal scrutiny.

For a book about loss, this one is amazingly positive. As Frank prepared to die, Barbara was in the early part of her term as the governor of Oregon. Together they decided he would die at home with the help of family, close friends, and hospice workers.

Frank's diagnosis was a gift in disguise, giving the couple the opportunity to know that their days together were drawing to a close. They decided to forgo chemotherapy. Doctors estimated it would only add a month or so to Frank's life. It wasn't worth it, she says, either in loss of quality of life or in its intimations of false hope.

Throughout Frank's final year, they struggled to open themselves up to the process of dying as best they could. "Denial is not your friend," she writes. "Truth offers you more freedom and broader options . . . seize the opportunity to face closure on your terms."

Despite the loving atmosphere they created during Frank's illness and the inevitability of his death, Roberts' sense of loss was almost unbearable. The lessons that she learned leading up to and following Frank's death are about healthy suffering and recapturing the power of choice where that is possible.

"I started out writing out of frustration about how unsupportive our culture is to those who grieve," she says. "I realized I could help people through my own experience. That was really the expertise I carried into the writing process."

Frank died in the governor's mansion in October 1993 with family and friends gathered at his bedside, and Barbara holding his hand.

Roberts finished her term in 1995 and went to Boston to work in Harvard's Kennedy School of Government, where she started the book. Today she is associate director for the Executive Leadership Program in PSU's Mark O. Hatfield School of Government.

"The book started out to be a magazine article," says Roberts, "but it became clear to me I had a lot more to say than that."

She spent the next five years working on the manuscript, finishing last summer. And so far, she says she's been gratified by the response. The book is selling well, she says. Publisher's Weekly has recommended it for library purchase, and she has lined up readings in Colorado and New Jersey—and the book's only been out since January.

She says she is looking forward to her next project, and that she's already got a couple of ideas she's beginning to explore. While she hasn't decided precisely which one she'll work on next, you can be pretty sure it won't follow on the heels of this one.

"This time I think I'm ready for a happier subject," she says. -Merlin Douglass '95
Digital art combines a colorful palette, wizard-like tools, and unlimited possibilities.

The carefully crafted and powerfully stated graphics displayed across these pages are the work of students. The computer was their canvas as they completed class assignments in the University's computer graphics courses. While the light of a computer screen may show off these images to their best advantage, the use of image, of color, of 3-D modeling, and of human imagination is not lost on the printed page. And for some of these students, print is the ultimate destination for their creations.

Graphic design students at Portland State are learning the digital medium as they prepare for careers in print and Web design, production art, and fine arts. The program is popular, with the more than 400
students enrolled. A state-of-the-art computer lab allows them to explore digital tools as they weave together images and shapes, apply and adjust color, overlay type, and in some instances, put it to video and add sound.

"Digital is a new medium with its own vocabulary, work flow, and look," says Daniel Pirofsky, assistant professor of art and a digital artist. "But in some sense, the digital medium emulates and simulates all other media."

Yasha Poursafar's piece looks like a softly flowing oil painting, while Monica Bonner's takes the form of a photographic montage. A majority of the work displayed here is, in fact, rooted in photographic exploration. The students have scanned photographic images and finessed
them into individual creations.

The efficiency of creating images on the computer is a major attraction, says Pirofsky. A piece's color palette can be changed instantly, steps can be undone, and versions of the same piece can be saved independently. The latter sparked a synapse for Pirofsky. He assigned students a photo narrative project in which they were to create three or more images that told a story. The students could use pieces of one to create the others—a natural process when working on a computer. Most of the images that appear here are from this project, others are publication layouts and a 3-D still life.

The power and control over images when using a computer would appear to
allow anyone to try
their hand at creating
a Web page, a
newsletter, a poster,
or a magazine cover. But like any art,
digital still requires understanding the tra-
ditional processes of line, color, and subject
matter while communicating effectively to
the audience. The real
strength of the digital
medium, according to
New Mexico writer,
editor, and longtime
digital artist J.D. Jarvis,
"lies in synthesis—in
bringing together
existing forms in such
innovative ways as to
yield completely new
ones."

Students are able
to use all the "soft-
ware tools and all the
traditional processes
together to make
something that has
not yet been imag-
ined," says Jarvis.
"This is the power and
the challenge of
working digitally."

—Kathryn Kirkland
Business Ethics: an oxymoron?

Headlines about shredding, profiteering, and lying among America's business elite bring ethics to the forefront.

By Melissa Steineger
need a code of ethics for your workplace? Enron's 64-page booklet is for sale on eBay. And it's not, as one would-be comedian joked, blank inside.

But judging from the fact that the eBay sellers are asking $9.99, Enron's code of ethics—including a four-page memo initialed by CEO Kenneth Lay—isn't worth much more than the paper it was printed on.

Why is that? How does a giant—once the seventh largest corporation in the United States—violate its own carefully crafted ethics to such a degree that its name becomes a synonym for sleaze? And could the same thing happen where you work?

"It's easy to claim to be ethical until we're faced with a real situation," says Steve Brenner, professor of business administration. "Under significant pressure, our real values come out."

For instance, he says, if someone offers you $10 million to do something that might be legal but unethical, it's likely you'll at least take a look at it.

Something similar may have happened at Enron. Early during the inquiry into what went wrong, investigators found that the company paid hefty bonuses occurred at the same time corporate officials were improperly inflating the company's stated profits, and thus stock prices were soaring. In other words, it appears that Enron offered very large bonuses, and officials found a way to earn them.

Think Enron's an anomaly? Consider the whole dot-com flame-out.

A typical scenario might go something like this. A dot-com entrepreneur "goes public"—that is, sells shares of the company to the general public. Investors eagerly spill $10 million into the company's coffers and the dot-com exec hands out 70 percent of the stock—keeping 30 percent for himself.

For the next year, the dot-com chief talks up his company, and the price of the stock soars as more and more people want a piece of the action. If the price of the stock doubles, the 30 percent of the stock the CEO kept is now worth $6 million. Say the chief sells half for a cool $3 million. He's set, so the incentive to make good business decisions is, says Brenner, "greatly reduced." Pretty soon the company is toast.

But unethical individuals are only one aspect of business ethics.

"We tend to think of ethics in terms of good people and bad people, says Kristi Yuthas, assistant professor of business administration. "But the work environment has a big influence on what problems surface and how they are handled."

For instance, say your company policy requires you to report your hours. But you get bonuses for completing projects ahead of schedule. If you decide to work through the weekend on your own time to finish a project ahead of schedule, should you report the hours worked?

"It doesn't matter how ethical the individual is," says Yuthas, "the company is putting them in an awkward position." In other words, you're told to do one thing but rewarded for another.

But isn't dog-eat-dog just par for the corporate America course? Caveat emptor and all that?

"Our whole system is based on ethical expectations," says Brenner. "We expect honest financial reports. We expect managers to act in the interest of the corporation, not themselves. We expect managers won't risk our jobs. As consumers, we expect safe products."

Problems arise when those things don't happen. Take the case of a certain national baby food company cited by Brenner. The company bought apple juice concentrate from a supplier who sold it for far less than any other supplier—less even than the cost of actually producing real juice concentrate.

Employees questioned this too-good-to-be-true price, but a supervisor ordered them to ignore their doubts. It turned out the supplier was selling flavored sugar water, not apple juice concentrate at all. The company had ignored its ethical responsibility to investigate.

"Money can't be the only thing you seek," says Brenner. "You must have and live up to standards that are unassailable."

And chances are, whether you're a one-person shop or 100,000-employee mega-corporation, you have an ethics program—whether you know it or not. In fact, says Brenner, a company may have a strong ethics program that isn't formalized at all. Still, it's generally smarter to have it in writing.

So how do you develop an ethics program tailored to your company? Yuthas offers a simple formula. Take into account the needs of all stakeholders—employees, shareholders, consumers, and society—and determine your business goals; create policies and processes to reach those goals; allocate resources to those goals; make sure rewards are consistent with those policies and processes; and hold yourself accountable by faithfully reporting the results of your efforts internally and externally.

For instance, if diversity is a value a company is trying to promote, simply adding a diversity bullet point to its code of ethics won't cut it. The company must establish policies and processes to achieve greater diversity in the work force, provide resources for hiring, give rewards based on the policies and processes, and hold itself accountable—perhaps with a publicly distributed annual report on diversity to determine how well efforts are working.

In addition to such attention at the company level, Brenner also sees room for improvement in the big picture. First, he says, schools of business, both
Making hard choices

Operating on the gray side of the law—without technically violating the law—can become a game to companies that give only lip service to ethics. And the bigger the stakes, the more nerve-wracking it can be for would-be whistle-blowers to know what to do. For instance, what would you do if:

1. Your boss orders you to inform a customer that a product will be shipped next month so that your company gets the sale, even though you know the product can’t possibly be shipped for three months.

2. You learn that a production manager has started shipping merchandise in order to meet stringent new production goals even though the merchandise failed quality tests by a tiny margin. If the production goals are not met, your department could be closed.

3. You see your company involved in unethical activity and consider blowing the whistle, but all your 401(k) is tied up in company stock, and whistle-blowing could torpedo the stock price—wiping out your savings.

To help with making these and other ethical decisions, business professors Steve Brenner and Kristi Yuthas suggest starting with some basic principles.

Yuthas offers the “stakeholder” approach. First, she says, consider the conditions that may have caused the dilemma. For example, reward systems may be inconsistent with resource allocations. Then, identify all the affected parties or stakeholders, such as stockholders, employees, customers, suppliers, community members, and consider which of their rights are being violated. Take into account your options—generally these are to say nothing, to speak up, or to quit. Take into account the consequences of each option for the stakeholders, and consider long-term effects of each choice on the organization. Then act.

Brenner also notes that we must live with the consequences of our decisions—either to act or to not act—and so must others. Even when we think we are acting ethically, others—either now or in the future—may see things differently.

Brenner stresses the importance of determining for oneself how to come to a decision in ethical situations, but he also agreed to provide his answers to the situations posed above.

1. Lying to a customer to get an immediate sale could lead to that customer’s distrust of the salesperson and of the company and perhaps the company’s loss of this customer in the future. Honesty, says Brenner, would be better for all concerned. And the consequences of truth-telling can’t be perfectly foreseen.

2. It is important to know what the quality test was for. If the company advertises sheets with a thread count of 300 threads per inch, but one batch only has 295 threads per inch, then offering the customer a coupon for another item or the chance to return the sheets might be enough. But if the quality test is on, say, an “O” ring for a rocket, then promptly informing everyone who received the defective units and making good on the claimed standards is the only option.

3. Delaying the discovery of a problem could make it that much harder to fix. And if you delay or cover-up, adds Brenner, when the problem is finally discovered, you could be seen as a willing co-conspirator.

“Never believe that improper actions can be covered up—they can’t,” says Brenner. “There are consequences in avoiding doing what you know is right. Your subconscious, in most cases, will make you pay a price—even if society never finds out.”
The image appearing on the graduate student's computer monitor is like the schematic of a beating heart, fed by veins and arteries, full of multicolored blood cells speeding along in a purposeful frenzy.

A valve closes and the cells in one of the minor blood vessels back up one after the other. Then the valve opens, and the cells rush into the main artery to be carried along in the fast-moving current.

But these aren't blood cells, and the schematic isn't of a heart and arteries. It is the outline of the Interstate Highway 5 interchange at Wilsonville, the cells are cars and trucks, and the valves are traffic signals. Every move by every car is an actual recorded event—wires imbedded under the asphalt picked up data, which was later archived at Portland State and used in this computer model.

The graduate student pulls down a menu at the top of the screen and asks the computer to simulate what the situation would look like with 20 percent more traffic. As if fatty deposits are suddenly plastered along the walls of arteries, the cells back up in longer and longer lines, increasing pressure on the system, threatening an aneurysm.

This is vital information to have if you are a transportation planner, the mayor of Wilsonville, or a real estate developer. What if a proposed housing development in Wilsonville added another 1,000 cars a day to the local traffic? Would we need to widen roadways and add lanes? If so, who pays for it?

This is just one of many projects under way at PSU's Intelligent Transportation Systems (ITS) Laboratory in Science Building 2. "Intelligent Transportation" is the use of surveillance and communications technology by government and other agencies to make traffic flow faster, smoother, and safer. You see it in action when you wait for a green light to let you onto

The data collected every 20 seconds from sensors imbedded in Oregon's Highway 26 is studied by students in PSU's Intelligent Transportation Systems Laboratory.
the freeway, or when a warning sign tells you to use an alternate route because of an accident up ahead.

But mostly it's invisible.

Using technology to improve the nation's roads is essential when you take a look at the statistics of what's happened in the last 20 years. During that time, traffic nationally has increased 72 percent, but only 2 percent more lanes have been added for those vehicles to drive on. At the same time, there has been a 33 percent increase in the number of registered vehicles, according to Robert Bertini, civil engineering assistant professor and head of the ITS lab.

"We've undergone a shift in transportation from the glory days of designing the interstate highway system. We're no longer building our infrastructure. We're operating and managing it," he says.

Some of the examples in which agencies are using technology to manage transportation—and have been for years—include:

- Global positioning systems (GPS)—satellite communications devices—installed on Portland-area Tri-Met buses so that central dispatch knows exactly where all buses are located at all times.
- Video cameras positioned at about 60 locations throughout the metropolitan area, primarily on freeways.

These are used to monitor traffic flow, but are particularly useful in managing emergency response to accidents.

- "Inductive Loop Detectors," a fancy name for wires imbedded in the pavement to detect the presence and speed of passing vehicles. These detectors tell traffic signals when to switch. They're also used to detect when a vehicle is waiting to get on the freeway, and to measure how slow or fast traffic is flowing on that freeway.

All this sounds like Big Brother, Bertini encourages you to think about what life on the road would be like without it. Buses would not stay on schedule, ambulances would be slower to arrive at an accident, chaos would abound at freeway entrances.

If there is a flaw in the system as it now stands, it is that not enough is being done with the information collected. Take the inductive loop detectors, for example. Each of the 400 or so loops in the region registers three pieces of data every 20 seconds. That's more than 5 million bits of information a day. This mountain of data belongs to the Oregon Department of Transportation (ODOT), "but they don't use it to its full capacity," Bertini says.

Bertini is archiving the data and developing fascinating ways to unlock its potential. For example, he's putting together a mock transportation management center in the ITS lab that uses color coding to show the speed at which traffic is moving through the main arteries. Ultimately, this could be a Web-based program that could be used by the public to plan alternate routes. Many cars are currently equipped with navigation systems that will map out a travel route, but those routes don't show traffic jams, accidents, or road construction. The Web program could interface with the car's own system, letting the driver know the most hassle-free route from home to work or visa versa.

Bertini also is talking with Intel, ODOT, and others organizations to put together a demonstration project to improve the nation's "telematic" response system. In this system, cars can be linked to a service such as OnStar, which can detect if a car is in an accident. When a car's air bag is inflated, a cellular phone imbedded in the car automatically calls OnStar. The phone is wired into the car's stereo system through which an OnStar operator attempts to talk to the driver to ask if anyone is injured. The driver simply speaks, and the phone picks up his voice. But if there is no response, the operator uses GPS technology to accurately locate the car, then calls the nearest 911 center for that location.

The problem is, the data received by OnStar is limited. What Bertini proposes is a way to incorporate other data into the mix. For example, relaying how fast the car was going before it made impact, the amount of force against the shoulder harness, and the traffic conditions for that particular location. With this information, OnStar would be better able to assess the severity of the accident and the best way to reach it.

In all, four students are working in the lab on research funded by various agencies, utilizing a wealth of information from the area's under-pavement sensors and extensive fiber-optic network. Eventually, the lab will be relocated to the new engineering building on Fourth Avenue. The lab will be paid for in part from a generous gift by engineering firm CH2M Hill. The company employs more than 50 PSU graduates.

"Transportation is the most significant issue facing economic development in the state," wrote CH2M Hill representatives when the gift was announced.

Intelligent Transportation is only one element in the University's Transportation Research Group, a multidisciplinary group involving about a dozen faculty from civil engineering, business administration, and urban studies and planning.

James Strathman, director for the Center for Urban Studies, says he and his students are working on a project involving sensors in the road that can detect whether a passing truck is carrying a legal amount of weight. Currently, the technology can notify a
driver traveling at highway speed whether she is required to pull off at
the next weigh station. PSU is study­
ing the practice to see if it's accurate
enough to use in issuing citations if
overloaded trucks refuse to stop.
PSU also helped Tri-Met evaluate
the effectiveness of its technology,
including GPS and automated pas­
senger counters that measure how well
buses stay on schedule, and how
smoothly they keep passengers board­
ing and unboarding. As with other
information generated in the region,
PSU archived the data. A recent
report for Tri-Met showed that it had
saved more than $50 million over the
past five years by using this technol­
ogy, says Strathman.
PSU is now using that same data to
help Tri-Met write new schedules to
make the agency even more efficient
than before.

How well is all this technology
working to improve traffic in
and around Portland? It depends on
how you look at it. A study by the
Texas Transportation Institute at
Texas A&M University ranked Port­
land/Vancouver ninth out of 68
metropolitan areas in the country in
roadway congestion. That's better than
some of the more predictable traffic
heavyweights such as Los Angeles,
San Francisco, Washington, D.C., and
Seattle, but worse than Detroit, New
York City, and Houston.

"Where Portland leads the nation
is in the way it's deployed its Intelli­
gent Transportation System in such a
collaborative manner," says Bertini.
That collaboration involves ODOT,
the city of Portland, Tri-Met, county
Governments, state and local police,
Washington state agencies, and 911
responders, all of whom meet on a reg­
ular basis to stay on top of traffic issues.
And with PSU playing such a
major role, further "intelligent"
solutions to the area's traffic conges­
tion are limited only by technology
and imagination.

(John Kirkland, a Portland freelance
writer, wrote the article "Thinking Small"
in the winter 2002 PSU
Magazine.)
When Christian Longo goes to trial later this year for the murder of his wife, Mary Jane, and their three small children, the biggest challenge will be trying to figure out what really happened last December on the Oregon coast. For that, the defense attorney will turn to Dr. Ray Grimsbo.

Grimsbo '72 is a forensic scientist, a man who predicts the past. The court has appointed him to help with the Longo defense, and right now Grimsbo's not talking about the case. His job will be to piece together a picture of the events with whatever physical evidence investigators can turn up.

Grimsbo, who majored in both biology and psychology at PSU, says he wanted to be a forensic scientist ever since he learned what it was. He went on to earn a doctorate in forensic science, and if you add up the time he spent as a police officer in the state crime lab, and the time he's owned his own lab, Intermountain Forensics, he's been at it over a quarter century.

"You see all kinds of cases in forensics," he says, having worked on evidence in some of the highest profile murder cases in the Northwest. But he has also been asked to provide expertise in cases around the country and internationally.

"We had a case a couple of years ago out in Indiana. It was a case where everything you touch turns to gold," he recalls.

It started out as a disappearance, but police suspected foul play. Only problem was they had no witnesses, no body, and a cleaned up crime scene. Until the missing man's car turned up four months later, stripped of its license plates, there was nothing to go on at all.

Examination of the car found large bloodstains in the car's hatchback area. Police talked to the man's best friend, Jonathan Whitesides, the last person to see him alive, but Whitesides denied knowing what happened to his friend, Eric Humbert, or how blood got all over the car.

After he failed a polygraph test, Whitesides changed his story. Humbert died accidentally, he said, and he had panicked and dumped the body in the Ohio River. The body was never recovered.

There wasn't much evidence found in the car besides the blood in the back, but there was a bit of blood sitting on the engine with a green fiber stuck in the middle and what appeared to be a small piece of human tissue clinging to the distributor cap.

Rod Englert, a nationally known crime scene investigator from Portland, was asked to look at the blood spatter evidence. He thought the pattern was probably the result of a gunshot. Then he recommended the police call in Grimsbo.

"Grimsbo and I go back 25 years, to when I was a homicide detective," Englert says. "Whenever there's a DNA question, I always ask him."

Back at his Portland lab, Grimsbo demonstrated that the tissue found on the engine was brain tissue. Then, using DNA tests, he proved the tissue belonged to Humbert and that he'd been shot in the head while bending over the engine of his car.

Now the only mystery was why there was so little blood in the engine. Grimsbo says that's when the light went on for him.

"The green fiber," he says. "He had to be wearing a cap. That's why there was a green fiber stuck in the blood and another one attached to part of a bullet extracted from just below the windshield wiper."

"There was very little evidence at all, but what there was all fell into place," says Grimsbo. "Even though the body was never found, Whitesides was convicted of murder and sentenced to 50 years."

It is the opportunity to explore beyond the obvious that intrigues Grimsbo the most about forensic work. In a murder there is often an attempt to disguise the facts, but rarely are the facts as convoluted as they were in the "happy faced killer" case. In this case Grimsbo helped confirm the true killer's confession, which eventually lead to the release of two innocent people from prison.

In 1990 Taunja Bennett, 23, was found strangled on a bluff in the Columbia Gorge. Police had no clues, but they did have a statement from Laverne Pavlinac, who told them her boyfriend, John Sosnoviski, had committed the murder. They didn't believe her at first, but over time she convinced them. She did such a good job that she was convicted of manslaughter, and Sosnoviski pleaded guilty to murder.

"They didn't have any real evidence in that case at all except for Laverne trying to stick her boyfriend with it," says Grimsbo, who worked the case for Sosnoviski's defense attorney. "The real killer wrote a letter in 1994 to Phil Stanford, an Oregonian columnist at the time. The letter was signed with a little happy face."

A year later, in 1995, Keith
Jesperson, 40, of Selah, Washington, was arrested for murder. The body of another woman had been found in the gorge. Detectives found a letter Jesperson had written to his brother confessing to eight murders in all, including Bennett's. The handwriting was an exact match to the letter the Oregonian had received. However, authorities were still convinced that Pavlinac and Sosnoviski were guilty of Bennett's murder.

"The forensic evidence in the case was woefully inadequate, but there were some blood and fiber examinations, hair comparisons, these types of things," Grimsbo says. "Finally Jesperson took police to Bennett's Walkman, her identification, and her wallet, which had never been found. They believed him then."

Last year Grimsbo established the Oregon Innocence Project, Inc., because he believes he can help some people—like Pavlinac and Sosnoviski—who have been wrongly convicted of crimes by re-examination of the evidence. Usually, he says, there isn't much he can do, but once in a while he can make a real difference. That's what happened when the phone rang one afternoon last year.

"I got a call on a Thursday from the Center for Death Penalty Litigation out of South Carolina," he says. "They asked me if I could review expert witness testimony from a trial that happened nine years before. The man was scheduled to die on the next Tuesday, so I said sure, and they sent me the transcripts."

It was a complicated case. The man had been accused and convicted of both murder and rape. Each crime occurred in a different part of town at about the same time on the same night. He admitted the rape, but denied having committed the murder. As Grimsbo read through the transcripts he found that even the experts who testified at the trial disagreed about the facts of the case.

"If I was confused, I was pretty sure a jury would have been," he says.

He called the attorney back Sunday evening, suggesting he ask for a stay of execution based on his findings. The attorney asked Grimsbo to be available to answer the governor's questions if there were any. He agreed. He didn't hear anything on Monday or all day Tuesday.

"By Tuesday night I figured the appeal wasn't successful," he recalls, "but then on Wednesday morning the attorney called back to say the governor had agreed."

The man's sentence was commuted to life in prison, but the evidence in the case was not re-examined nor was the case ever retried.

Even so, it is the ability to review and test the evidence that allows citizens to have confidence in the system, says John Connors, director of the Multnomah County section of the Metropolitan Public Defenders office. In his years as a public defender, he's gotten to know Grimsbo and depends on him to give him the straight scoop.

"Ray is helpful and he's smart," says Connors. "He likes to teach. He's always willing to take lawyers up to the lab or out to the field so they can really understand the results. He'll tell you the truth and what that means, whether it's good or bad, for the client."

Grimsbo's search for truth isn't limited, however, to criminal cases. Recently a PSU doctoral student in archeology, Julie Schablitsky, came to him with a question of an entirely different nature. She'd been digging at a site in Virginia City, Nevada, and wanted to find out more about a syringe, some hand-rolled copper needles, and a male urethra irrigator she'd found under the floorboards of the house she was excavating.

She told him she thought the needles might contain morphine, but since the syringe had been underground for 125 years, it would be almost impossible to confirm her assumption. A test that could detect such a highly degraded, aged, and weathered sample had never successfully been conducted. Though it took almost a year of Saturdays, Grimsbo successfully tested the syringe using a mass spectrometer and provided Schablitsky with positive results.

Then he turned his attention to one of the copper needles. Using DNA analysis he was able to show that several people had used one of the needles, that the users were both men and women, and that one of them was most likely of African descent. Thanks to the tests, Schablitsky now believes that the home she has been excavating was also used at one time as a medical clinic, possibly for treating cases of venereal disease, which was rampant in the mining camps of the time.

"You know, forensics work isn't like it's portrayed on television," Grimsbo says, "or if it is, it's more like MASH than CSI. You try to be good at what you do, and you take it seriously, but you have fun doing it."
Simon Benson House open to visitors

The newest old addition to campus, the historic Simon Benson House, is now open as an alumni and visitors center. The first floor is open to the public Mondays through Fridays from 11 a.m. to 5 p.m. Volunteers, who work two- to five-hour shifts, are currently staffing the public rooms. “We couldn’t be open these hours right now without their help. And we still could use more volunteers to assist with this effort,” says Pat Squire, alumni director.

The Office of Alumni Relations occupies the second floor of the house; office hours are Mondays through Fridays 8 a.m. to 5 p.m. Alumni and University events are being scheduled in the house this spring. For information about volunteering or renting the house call 503-725-5073, or go to the Web site 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 alumni notes, update your address and email, or sign up for future email newsletters, all online!

Intel alumni get together

Nearly 70 Portland State alumni gathered at a luncheon for Intel employees who are PSU alumni January 31 at the Spaghetti Factory in Hillsboro.

The event, hosted by Intel, featured brief remarks by Scott Dawson, dean of the School of Business Administration, and Bob Dryden, dean of the College of Engineering and Computer Science. Ray Guenther MBA ’83, general manager of Intel operations – Americas, emceed the program.

The gathering included alumni from many disciplines at PSU and allowed them a chance to meet with faculty, review program displays, and meet with other PSU graduates.

Intel employs more than 750 Portland State alumni.

Vanport Invitational football game – September 14
At this year’s Vanport Invitational the Vikings will play North Carolina A&T, which will be bringing its outstanding marching band. There will be a number of events associated with the game, so watch for details at www.alumni.pdx.edu or www.GoViks.com.

Tailgate party before Vikings vs. Ducks at Autzen Stadium – September 21
Share in the excitement with fellow PSU Viking fans at a pre-game tailgate party Saturday, September 21, at Eugene’s Alton Baker Park, near Autzen Stadium, when the PSU football team plays the nationally ranked Oregon Ducks. Enjoy a barbecue buffet, beverages, and lots of fun prior to the big game, including round-trip transportation from Portland to Eugene. Go to www.alumni.pdx.edu or www.GoViks.fansonly.com for more information.

PSU Weekend – October 25-27
PSU Weekend is a celebration of lifelong learning that brings alumni, friends, and members of the Portland community together for lectures, events, and a good time. Now in its 13th year, PSU Weekend returns this fall on October 25-27. Watch your mailbox and the Alumni Association Web site at www.alumni.pdx.edu for more details!
Honoring alumni and friends at PSU Salutes, May 2

Robert Gootee
Outstanding Friend of Athletics
- President and CEO of ODS Health Plans
- Sponsor of Portland State Athletics and donor to the fund in support of student-athlete scholarships since 1998
- Member of the PSU Foundation Board
- Treasurer of The Nature Conservancy of Oregon
- A board member of the Portland Metropolitan Chamber of Commerce

Senator Margaret Carter '73
Outstanding Alumna Award
- Oregon state senator and former representative
- President/CEO of the Urban League of Portland
- First African American woman to serve in the Oregon House of Representatives
- A leader in the creation of a permanent Head Start Program in Oregon
- Former Portland Community College counselor for 25 years
- Volunteer with American Red Cross board of directors, Meals on Wheels, Emanuel Hospital Foundation

Ray Guenther MBA '83
Outstanding Alumnus Award
- General manager of Intel Operations-Americas
- Former Intel corporate services director of NW Regional Operations
- Instrumental in providing student internships at Intel
- A member of the PSU Campaign Cabinet and PSU School of Business Administration Advisory Council
- Guest lecturer for the School of Business Administration
- Volunteer with Oregon Business Council, Governor's Economic Strategy Advisory Group, Oregon Center for Citizen Leadership, the executive board of Associated Oregon Industries

Ronald '50 and Jane Cease
President's Award for University Advancement
- Tireless advocates for higher education during their careers in public service, including the Oregon Legislature
- Mentors to many PSU students aspiring to careers in public service
- Generous financial support for the University
- Ron founded PSU's Department of Public Administration 25 years ago

Governor Victor Atiyeh and Charles Rooks
Presidential Citations
Victor Atiyeh, former governor of Oregon, and Charles Rooks, retired executive director of the Meyer Memorial Trust, are being honored for their lifetime contributions to the University and the region.

Jordan Schnitzer
President's Award for Outstanding Philanthropy
- President of Harsch Investment Properties
- President of The Jordan & Mina Schnitzer Foundation and director of the Harold & Arlene Schnitzer CARE Foundation
- Leader and philanthropic supporter on establishing a statewide Judaic Studies Program based at PSU
- Supporter of the PSU Native American Student & Community Center now under construction
- Trustee of the University of Oregon Foundation and director of UO Museum of Art Council
- Member of the Portland Metropolitan Chamber of Commerce
- Citizens Crime Commission

Charles White
Distinguished Faculty Achievement Award
- PSU faculty member since 1952
- Founding member of the PSU Friends of the Library
- Former director of Summer Session and International Education, former History Department chair, and professor emeritus of history
- Founding member of Northwest Inter-institutional Council on Study Abroad
- Founder of Chamber Music Northwest
- Former county election supervisor
- Former vice president and chair of PSU Friends of History
- Former board member of OASIS
Compiled by Myrna Dura

Vanport

James Barlow teaches social science at Aloha High School in Beaverton.

'68

John Langslet is senior partner at Martin, Bischoff, Templeton, Langslet & Hoffman, LLP, a law firm in Portland.

Ruth (Sinai) Laughlin is vocational rehabilitation coordinator at the Center for Blindness and Low Vision in Kansas City, Missouri. Laughlin writes, "Plan to retire in two years and continue work in sculpture."

'69

Richard Howard is principal examiner for the State of Maine Office of Consumer Credit Regulation in Augusta, Maine. Howard writes, "My younger son, Jonah Howard, is currently a songwriter and musician with his band, Jonah Howard and the American Dream."

'70

Thomas "Tom" Dearborn MST '72 is principal at Alpha High School in Gresham and was named Educator of the Year by the Oregon Association for Alternatives in Education. Dearborn joined Multnomah Educational Service District in 1996 after 25 years as a teacher, administrator, and vice principal. He also coached football, track, and basketball at both the high school and college levels.

'71

Shelley Adams MS '73 is a retired educator who worked for Beaverton, Hillsboro, North Bend, Canby, and Williamsena school districts. Adams lives in Kingsland, Texas, and writes, "Now retired and living in Texas Hill Country on the Llano River . . . . I would like to hear from friends . . . come visit!" [Call the Alumni Office, 503-725-4948, and staff will pass on your note.]

Michael Crouse is owner and publisher of Loggers World Publications in Chehalis, Washington. Crouse publishes magazines relating to the trades.

'Linda Noah MS '85 is artistic director for the Northwest Childrens Choir in Portland.

'72

Susan Reynolds is director of the Children's Center of Clackamas County, a CARES Northwest Program. Reynolds lives in Oregon City.

'73

Krista McKillip is an English teacher at Parkrose High School in Portland.

Barbara Chartier Schnoor BA '93, MAT '97 is an English teacher at Fernwood Middle School in Portland. Schnoor was recognized at the January 14 Portland School Board meeting. Barbara and her husband, Mark '72, live in Portland. Their son Matthew earned his BS from PSU in 1997; daughter Amy attended PSU in the 90's; and daughter Marie is currently a freshman at PSU.

'74

Dennis Derby MBA '78 was appointed by Gov. John Kitzhaber to serve on the State Land Conservation and Development Commission, representing the Portland metropolitan area. He is president and owner of Double D Development, Inc., a Tigard-based real estate development and building company.

Joe McDonald is a cost accountant with H.B. Fuller Linear Products, a manufacturing company in Vancouver, Washington.

'75

Emil Nelson is a field engineer with the Stayton Co-op Telephone Company in Stayton.

'77

Don Burns is a professional actor. Burns is a member of the Screen Actors Guild and the American Federation of Television and Radio Artists. He lives in Beaverton.

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

'78

Joy Al-Sofi is president of the Jackie Chan Fan Club, USA. Al-Sofi organized a trip to Bangkok to see Chan, who was filming a movie, during the Chinese New Year. She writes, "The fan club will celebrate its seventh anniversary in February. We have had many opportunities for members to meet Jackie, including several trips to Hong Kong. . . . The purpose of the fan club is to promote international friendship and understanding through a common interest." She lives in Portland.

'79

Arthur Hiatt is senior vice president, Western Region, at United Stationers Supply. Hiatt lives in Portland.

Roxanne Waterman is president at Waterman & Associates, Inc., a financial consulting firm in Beaverton.

'80

Kathleen Muldoon MSW writes, "I retired from my position of high school counselor at Chico High School in January. I am now enrolled at Chico State University as an interior design major. I continue to volunteer..."
five hours each week at Chico High, leading groups for special education students on anger management and constructive action skills and also dealing with issues of loss . . . and I found my birth mother this year! Bill Banaka and I recently celebrated our 24th anniversary. Life is good!” Muldoo lives in Chico, California.

Iloha Odum MURP ’83 is field office director with the State of Washington Department of Ecology in Vancouver, Washington.

Clint Vallie MBA is a mathematics teacher at Scappoose High School. Vallie and his wife, Susan, have two children and live in Portland.

Wendy Rader-Hopkins is a ratings analyst with Standard and Poor’s public finance department in San Francisco. She previously managed a public port district in Washington State for 10 years.

Kathy Davis is director at the Think Link Discovery Museum in LaGrande, where her goal is to offer exhibits and projects that complement Union County’s schools.

Scott McKeown MBA is an attorney at McKeown & Brindle, P.C., in Portland.

Robert Edmiston writes, “Recently married and returned to Portland after accepting a position as treasurer at Lennar Affordable Communities, Inc. Lennar is a leading developer of affordable housing throughout the U.S.”

William Weber is an oral and maxillo-facial surgeon practicing in midtown Manhattan. Weber was appointed assistant professor of oral and maxillo-facial surgery at the Mount Sinai Medical Center in New York in 1991. He is active in all phases of his specialty, especially facial trauma and reconstructive surgery. Weber lectures extensively on these topics in this country and abroad. He had numerous articles published and was editor of a volume on treatment of mandibular fractures in 1997. He is the medical director of his own outpatient surgical facility, the only one of its kind in New York City.

John Weisensee MBA ’96 is project manager in the test development engineering group at Intel Corporation’s system manufacturing technology and development department in Hillsboro. Weisensee writes, “It’s working out nicely and I’m using both my PSU BSME and MBA degrees.”

Laurie Cooper is a teacher, director of forensics, and fine arts department team leader at Woodburn High School in Woodburn.

James Potter writes, “After 16 years working in industry, I have moved to the government sector as an engineering manager.” Potter is geo/hydro unit manager for the Oregon Department of Transportation in Salem.

Dwight Slade is a stand-up comedian. Slade has appeared in feature films and on national television and has opened concerts for Jay Leno and Jerry Seinfeld. He lives in Portland.

J.D. Perkin exhibited his sculpture at The Laura Russo Gallery in Portland in April. He uses ceramics, sometimes incorporating steel and wood, to create human and abstract forms. Perkin has exhibited his work since 1982. Recently his sculptures were featured at the Portland International Airport, and in “Go Figure! The Human Form in Contemporary Art” at the Bush Barn in Salem.

Arden Lorraine Ray MS ’90 is owner, director, and educator of 4-way health at Upward Lifestyle, a holistic health organization in Tacoma, Washington.

### Finding a job in the Haystack

Ten years of working at home as the mother of three taught Elizabeth Snyder ’83 valuable skills. She learned to juggle multiple tasks at once, develop and maintain budgets, negotiate difficult situations, and handle crisis management.

Now the Haystack program’s new coordinator, Snyder has the opportunity to employ these talents in her job. Haystack is Portland State’s summer program in the arts and sciences offering week-long classes and workshops at Oregon’s Cannon Beach. Snyder says Haystack offers top-notch education.

“We have an exceptionally high quality program, but it’s not snooty,” she says. “We are so fortunate to have professionals who are not only great at their craft, but great teachers as well.”

Snyder believes one of her strongest abilities is forging common ground among people in order to attain specific goals without conflict.

“You have to create a sense of mutual respect, confidence and trust,” says Snyder. “Raising my kids helped me to become resourceful in this area.”

After receiving her degree in anthropology as well as a certificate for teaching English as a second language, Snyder took a position at the Portland Community College Refugee Program. She taught English as a second language, conducted intake testing, and did volunteer work with refugee families.

Then in 1988 Snyder’s third child was born, while her other two were still under the age of three. She decided to stay at home.

When she and her husband divorced 10 years later, Snyder set her sights on working again. Maggie Herrington, then Haystack’s coordinator, needed an assistant and hired Snyder for 18 hours a week. Snyder saw the full cycle of the program, and when Herrington left last fall, Snyder took over as coordinator. She is devoted to her new job and, with her children now in high school, Snyder feels like the timing was just right.

—Kelli Fields
Teacher of visually impaired honored by Disney

Although Robb Peck MS '93 was recently honored with a 2001 Disney's American Teacher Award, he says the fact that his six-month-old daughter just cut her first two teeth is his really big news.

Maintaining priorities on what's truly important has served Peck well in teaching visually impaired students. Early in his career, Peck took a summer job as a resident assistant with the Oregon Commission for the Blind. He immediately noticed the kids were experientially deprived and turned part of his job into being a tour guide.

"I took the kids into the city, out to the beach and up to the mountains," says Peck. "I've done that for 11 years now."

While Peck was attending Portland State University, the department chair of Special Education was Shelly Maron. Maron approached Peck, told him he needed to be a teacher for the blind, and offered him a scholarship.

Peck never planned to be a teacher. As he sought a career in music, however, others noticed his natural teaching abilities and pushed him in that direction.

After receiving his master's in special education, Peck took a position teaching at Washington State School for the Blind. He started a power lifting team there, and his male and female students won national and world victories.

In 1999, Peck became head coach of the U.S. Blind Powerlifting team. Peck also started a Quest program at the school, designed to build self-confidence in middle school students through community involvement and setting goals for healthy living. He team teaches social studies, technology, and journalism courses, and taught woodshop to the blind in the vocational program.

This penchant for helping the visually impaired achieve nontraditional skills is what Peck thinks led to his nomination and award from Disney's American Teacher Award program. He was one of 35 recipients selected from a pool of 112,000 nominated teachers.

Peck is grateful for the award and humbled by the recognition, but his main joy is in teaching the "tiny little moments" when something clicks, and he knows the kids really learned something. —Kelli Fields
Legacy Health System, a health care organization in Portland.

'Bryan Cosgrove MURP '96 is city manager of Silverton. Cosgrove previously was assistant city manager of Oregon City.

Mesut Pervizpour MS is a research faculty member with the Drexel Intelligent Infrastructure and Transportation Safety Institute at Drexel University in Philadelphia.

Barbara Stonewall writes, "I've recently been accepted into an Ed.D. program at Columbia University in New York City. I'll pursue dual doctorates in deaf education and science education from its teachers college beginning autumn semester 2002."

'Scott Eads MST is an attorney with the Portland firm of Perkins Coie, LLP, specializing in patent litigation. Eads formerly was with the law firm of Piper Marbury Rudnick & Wolfe in Washington, D.C., where he focused on the areas of biotechnology law and patent litigation.

'Adam Bjaranson is sports editor and photographer at KPTV in Portland. Bjaranson previously was sports director at KVEW TV in Kennewick, Washington, for three and a half years.

Jayson Dodge is a commercial loan research specialist with US Bancorp in Portland. Dodge writes, "I enjoyed my experience at PSU. With numerous opportunities available, I had the chance to take advantage of all the resources provided. I majored in history (a very interesting subject) and had the chance to write for the Vanguard. I currently work in the banking industry, a field completely unrelated to my major. My future plans include teaching history at the high school level. I also design Web pages as a hobby to show off my creative talents. It would be great to get back together with my old colleagues and share their stories."

Nichole Houchins writes, "I am a senior United States pretrial services officer for the U.S. District Court. Worked three and a half years in Portland and transferred to the Medford U.S. District Court in September 2001. I am responsible for supervising pretrial defendants, corresponding with the court, and making release recommendations. As well, I perform all contracting duties to secure treatment vendors for our clientele. Previously worked for Multnomah County Adult and Juvenile Community Justice for two and a half years."

Kevin Olds MS is principal at Estacada Grade School. Most of Olds' educational career has been with the U.S. Department of Defense Dependents' Schools, working abroad. He was honored by the National Association of Secondary School Principals as the 2001 Department of Defense Education Activity Assistant Principal of the Year.

James Scott MA is the information services librarian specializing in history, rare maps, and California documents at the Sacramento Public Library's Central Branch. Scott lives in Sacramento, California.

Monica Cavinaw is branch coordinator of the Boys & Girls Club of Thurston County, Washington. Cavinaw previously was club director of the north Portland facility of the Boys & Girls Club. She lives in Tumwater, Washington.

Heather Harrison is a corrections deputy with the Multnomah County Sheriff's Office. Harrison lives in Sherwood.

Tracy Williams Murphy MS is a sales representative for McDougal Littell, a publishing company. Murphy lives in Beaverton.

Denise Steinbach MST has been recognized as a nationally certified teacher of music by the Music Teachers National Association. Steinbach is president of the Salem chapter of the Oregon Music Teachers Association and one of several chair persons

Apologies to the poet, but at Night of Wine and Roses, Jake's Catering will cater to your palate with more than mere bread. The fine vintages from McClaskey's Wine and Spirits certainly won't be dispensed in jugs. And the wow? Great silent auction items and the joy of dancing the night away in support of scholarships for PSU student-athletes. Friday, May 31,

Governor Hotel. Call 503-725-5629 or click to www.goviks.com.

Night of WINE & ROSES
Friday May 31 2002
A Benefit for PSU Athletics

SPRING 2002 PSU MAGAZINE 25
Johnny Ahn is a deputy sheriff with the Multnomah County Sheriff's Office. Ahn lives in Sandy.

Don Marbut is athletic director at Edmonds Community College in Lynnwood, Washington. Marbut previously served as interim athletic director and was the college's baseball coach for two years. He was a member of the PSU baseball team in 1996 and 1997.

William Fink MS is a mechanical engineer with CBG Consulting Engineers in Portland.

Darcy DeBok writes, "In 2000, I took over as executive director of the Miss Portland Scholarship Program. Our Miss Portland in 2001, Katie Harman, went on to become Miss America and brought a great deal of positive publicity to PSU and the city of Portland. I am also an account executive at MacKenzie Kesselring, a high-tech public relations firm, where I got my start through PSU's internship program in 1999."

Amy Fairchild is a residential case manager at Ascension Place, a transitional housing facility that serves women with mental health and chemical dependency issues. Fairchild lives in Arden Hills, Minnesota.

J. Michael Garverson writes, "I was recently appointed to complete the elected term of the Skamania County auditor in Stevenson, Washington. I took the oath of office on December 27, 2001, and will be eligible for re-election in November 2002."

R. Shaun Plummer is director of operations with Norcom Agency, Inc., a distribution and sales company in Camby.

Heather Thomson MS '01 teaches fourth grade at PM Wells Charter Elementary School in Kissimmee, Florida.

Fatma Unal MS writes, "... am now working on my doctorate at the University of Massachusetts at Amherst... PSU is a great university, and I miss the diverse environment... I have a message for all students at PSU, enjoy... It is a great place, where you get education not only for your major but also for life."

Michael Lopez is a news writer for WSVN Channel 7, a Fox network affiliate in Miami, Florida. Lopez writes, "While attending PSU I took advantage of all the opportunities of an urban university. As a senior I got my feet inside the television industry by working as a news assistant to producers and reporters for KOIN Channel 6. While at KOIN I was able to gain news writing and basic producing experience, all while getting paid and receiving school credit."

Cynthia Potter is a police officer with the Beaverton Police Department. Potter formerly served as a records technician with the Multnomah County Sheriff's Office.

Yvette Saarinen is a writer for the News Register in McMinnville. Saarinen lives in Newberg.

Barry Baxter is a test engineer at Micro Systems Engineering, Inc., a bi-o-medical electronics firm in Lake Oswego.

Lynn DeLorme MPA is a technical writer and research assistant with the Northwest Portland Area Indian Health Board. DeLorme writes, "... Once I graduated from PSU, I was accepted to Northwestern School of Law at Lewis & Clark College. After completing one year of law school, I obtained an approved one-year leave of absence. Then I won two free concert tickets, lodging for one week and airfare to Dublin, Ireland, to attend the Slane 2001 concert featuring U2, Red Hot Chili Peppers, and Coldplay. This was an outdoor concert adjacent to Slane Castle... this was the experience of a lifetime, and my good fortune has only begun."

Dan Eller MS is a law student at Lewis & Clark College in Portland. Eller and his wife, Jennifer Eller MS '00, and daughter live in Lake Oswego. He also is the treasurer for his condominium board and a member of the Parks and Recreation Advisory Board for Lake Oswego.

Beth Anne Hamon writes, "I have left grad school to attend to my health... I have accepted a full-time position at the nonprofit Community Cycling Center." Hamon lives in Portland.

Andrew Mayer MPA is a public service representative in the membership employer relations section with the Public Employees Retirement System in Tigard.

Matthew Smith is a police officer with the Gervais Police Department. Smith lives in Woodburn.

Diana Ulatowski is a child skills trainer at Mountanialde Recovery Center, located in Washington County. The center provides residential treatment for substance abusing women with young children.

Jason Yarmer is a prevention and intervention specialist at Columbia Community Mental Health, assigned to Rainier High School and Middle School. Yarmer attended the national Community Anti-Drug Coalition of America conference in Washington, D.C., in December 2001 and shook the hand of President George Bush, who was a keynote speaker. Bush was signing a bill which devoted approximately $450 million over the next five years toward drug prevention. Yarmer lives in St. Helens.
SW Texas State* PGE Park 6 p.m.
Eastern Washington* PGE Park 6 p.m.

Hall of Fame Weekend

October 26
Montana State* PGE Park 6 p.m.

November 9
Weber State* Ogden, UT Noon

November 16
Montana State* Bozeman, MT 11 a.m.

*Big Sky Conference Game ~ All times Pacific and subject to change.
Building a place to honor women

Kathryn Harrison—mother of 10, grandmother of 11, and great-grandmother of 12—is the winner of numerous awards, a seasoned political leader, and the first woman to be elected as council chair of the Confederate Tribes of Grand Ronde.

Attorney Katherine Huff O'Neil is a tireless advocate for advancing women and minorities in the legal profession. She served as the founding president of Oregon Women Lawyers and is a presidential appointee to the American Bar Association's Commission on Women.

Harrison and O'Neil are just two of the women whose stories will be featured on the Walk of the Heroines, an unusual public park to be located at the south end of the Park Blocks on the PSU campus. Artists, students, and community members are working with landscape architect Carol Mayer-Reed to design a walkway that will be a lasting tribute to women. It will be a place to honor the contributions of all women to society, says Prof. Jan Haaken, a co-chair of the project. It will also be a place to educate people about women's history, and to preserve the stories of individual women through narrative and images. The latter can include heroines important to supporters of the Walk.

"A spot on the Walk of the Heroines would make a very meaningful Mother's Day gift," says Haaken. Contributions in honor of heroines will also support an endowment to fund community programs and a scholarship in the Department of Women's Studies.

For more information about the Walk of the Heroines, or to reserve a space, contact the Department of Women's Studies at 503-725-8188.

New professorship to target at-risk youth

Too many young people in our region are at risk for failure through homelessness, school dropout, substance abuse, teen pregnancy, and delinquency.

A strong body of research suggests that a positive relationship with a caring adult mentor, outside the immediate family, can make a significant difference in helping young people shape a positive future.

A new professorship in the Graduate School of Social Work will recruit a nationally distinguished scholar to explore effectiveness and strategies of mentoring. The new post has already received $300,000 in gifts from Cindy and Duncan Campbell, Barre and Robert Stoll, and other alumni. Their gifts are assured only if matching donations are raised.

For more information, contact Olivia Thomas at 503-725-5004.

With continuing low CD rates, how can you maintain income?

There has never been a better time than now to talk about charitable gift annuities. Many seniors find that taking one-third of their CDs and acquiring 8% or 9% gift annuities may restore lost income.

Students and programs at Portland State University, Oregon's only urban university, will also benefit from your gift.

Single life gift annuity rates range from 6.4% to 12% based on age (minimum age 60). Benefits to you include:

✓ Guaranteed income for life
✓ Partially tax-free income
✓ Current charitable tax deductions

Name _____________________________
Address _____________________________
Phone _____________________________ Email _____________________________
Year of birth ____________ Spouse's year of birth ____________

Return to Philip Varnum, PSU Foundation, PO Box 243, Portland OR 97207-0243 or contact him by phone at 503-725-5881 or by email at varnump@pdx.edu.
Coming soon: the best seats in the house

The main gym of the Peter W. Stott Center will be upgraded this summer as a nearly $1 million renovation improves its look and function, and makes it a more comfortable venue for Viking fans.

The current basketball configuration will be changed to an east-west court with new bleachers on the south side and new chair back seating on the north side. When the project is complete in September, fans will enter the gym in the end zone and seating will be more easily accessible. The biggest improvement for fans will be approximately 500 comfortable chair seats added on one side.

Included in the upgrade will be a new floor, new basketball standards, and press tables. The gym will also be more functional for television broadcasts, which have become the norm this past year as Action Sports Cable Network (ASCN) has televised nearly 20 PSU volleyball, wrestling, and men's and women's basketball games.

Facing a competitive football season

An exciting home schedule and one of the nation's top offenses has the Portland State football team anticipating a banner 2002 season.

The Vikings will battle for a Big Sky Conference title behind All-Big Sky quarterback Juston Wood and 3rd team All-American running back Ryan Fuqua. Those two, along with wide receivers Jesse Levin and Antonio Jackson, were part of the nation's fourth best offense last season, and expect to be unstoppable in 2002. The Vikings finished last year at 7-4 and ranked 25th in the ESPN/USA Today I-AA Coaches Poll.

PGE Park will be alive with excitement as the Vikings host Big Sky nemesis Montana on Oct. 26. The game is part of a home schedule that includes Eastern Washington, Idaho State, SW Texas State, Stephen F. Austin, and North Carolina A&T.

In addition to an outstanding home schedule, PSU will play at University of Oregon on Sept. 21. Fans who buy Portland State football season tickets will also have the option of purchasing game tickets for the PSU/Oregon clash. PSU last played at OU in 1994, losing 58-16, in the same year the Ducks went to the Rose Bowl.

Visit the Web site www.GoViks.com or call the numbers below to buy season tickets.

Anderson named finalist for Hayward award

Kiama Anderson was named one of five finalists for the Bill Hayward Award, honoring Oregon's Amateur Athletes of the Year. Anderson, who graduated from PSU last spring, was a four-year star on Teri Marianti's softball team.

An outfielder, Anderson led the Vikings in every major offensive category, batting .320 and setting new records for doubles in a season and a career.

The Hayward Award honors Oregon's finest athletes and was presented at the Oregon Sports Awards, February 24, in the Tiger Woods Auditorium on the Nike Campus. Anderson was in fine company in the finalist lineup. The Female Athlete of the Year honor went to Oregon State basketball player Felicia Ragland. Ragland was the Pac-10 Player of the Year in 2001.

PSU athletes who have previously won the Hayward Award include volleyball player Leanne Peters (1993), quarterback Neil Lomax (1979 and 1980), basketball player Freeman Williams (1978), and wrestler Rick Sanders (1967).

Morrors fund team room

The Athletics Department was proud to open the new Morrow Athletic Team Center in the Peter W. Stott Center on February 1. The team center, which was funded by Bob and Jane Morrow, was developed from an unused room in the lower level of the facility. It provides space for staff meetings, recruiting, booster functions, as a lounge, and for media events.
Welcome to The PSU Alumni Association's New Website...

WHERE YOU CAN:

- Check out our benefits, including insurance.
- Get news of exciting events and opportunities.
- Learn how to use PSU resources.
- Visit the Simon Benson House Alumni and Visitors Center
- Change your address or share your news.
- ...plus much, much MORE!

www.alumni.pdx.edu