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"The difference between a professional career and a ‘job’ – that stays with me."

Jory Abrams
VP, Regional Transportation Manager, CH2M HILL
B.S., Structural Engineering, Class of ‘79

JORY ABRAMS UNDERSTANDS THE EFFORT A CAREER DEMANDS.

As a Portland State University student, she learned that becoming involved, developing relationships and giving back to her profession and community are always worth her time. And she believes that for people who want more than just a job, PSU remains the ideal training ground – a radiant hub of activity that brings students, business, government and the community together for the common good.

PSU created a firm foundation for Jory’s life – and she wants to give others the same opportunities she had. That’s why she’s a contributor to Building Our Future, Portland State’s $100 million comprehensive campaign. To join her in supporting the place where real careers start, call 503.725.4PSU, e-mail give@pdx.edu or visit www.pdx.edu/giving.
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In the Public's Best Interest

Cover

The University's Ooligan Press is publishing a new, author-edited version of the book Ricochet River that parents, teachers, and school boards may find more acceptable. Illustration is adapted from the student-designed cover of the book. See story on Page 6.
What do you do when temperatures sizzle?

When temperatures sizzle, what do people in Portland do: crank up their air conditioning, drive to an indoor mall, or lay out in a backyard kiddie pool? What do people in Houston do (and don't forget they have the added whammy of high humidity)?

Air quality, energy consumption, and public policy could all be affected by the answers to these questions.

David Sailor, a mechanical and materials engineering professor, is leading a team of researchers working on a project titled "Complex Interactions Among Urban Climate, Air Quality, and Adaptive-Reactive Human Response." Portland and Houston are the focuses of the four-year, $1.7 million project. The scientists will study how residents of those cities behave during adverse weather conditions or in response to health advisories, and how that human response in turn affects urban climate and air quality.

Cities often develop policies during heat waves or episodes of poor air quality, but don't take into account the potential interactions or measure outcomes, says Sailor. For example, Portland drivers are encouraged to carpool or use mass transit on days when the air quality is particularly bad. This seems to make sense, but no one really knows how effective it is in redirecting behavior or cutting down on air pollution.

"An improved understanding of these interactions will enable the development and implementation of improved policies and advisory systems," says Sailor.

Northwest learns from East Asia's deadly tsunami

As Curt Peterson, professor of geology, surveyed the reach of the tsunami that hit the coast of southeast India, he couldn't help but compare it to the geological deposits he's observed on the Oregon coast. He has seen sand deposits—the telltale signs of a long-ago tsunami—three times as far inland as those in India. With the loss of life and property so great in India, the possible threat to Oregon's coastal communities took on new meaning.

Peterson was part of an international team of scientists allowed into India just a week after the tsunami disaster. They investigated the tsunami's dynamics and resulting flooding, comparing it to computer models of possible tsunami paths in the Pacific Northwest.

The scientists found that while the height of the waves rose only 9 to 12 feet above mean tide level, it proved devastating to the residents who had built homes and businesses just a couple feet above sea level. Buildings imploded and the resulting debris was deadly. Standing water from the floods—reaching distances of 600 feet from the beach—were fatal to some children.

A PSU geologist got a firsthand look at the tsunami devastation in India.
The Leroy Vinnegar Jazz Institute at Portland State unveiled this photograph, “A Great Day in Portland,” in a poster celebrating the city’s vibrant jazz legacy and kicking off the institute’s annual jazz week, May 1-10. The photograph, inspired by the famous 1958 portrait “A Great Day in Harlem,” features 169 Portland musicians—from elder statesmen to young women to international artists. Noted Portland photographer Owen Carey took the photo. The 24 by 35 inch exhibit quality poster is available through the Leroy Vinnegar Jazz Institute Web site at www.lvji.pdx.edu. Funds from the sale of posters and a limited edition photographic print will support the institute’s education programs.

PSU featured in Colleges with a Conscience

According to The Princeton Review and Campus Compact, Portland State is one of the nation’s best colleges in fostering social responsibility and public service.

PSU was selected from a pool of 900 colleges to be featured in The Princeton Review’s forthcoming book, Colleges with a Conscience: 81 Great Schools with Outstanding Community Involvement (Random House / Princeton Review Books) and is the only public university in Oregon selected for the publication. Lewis & Clark College is the only other college or university in Oregon recognized.

The Princeton Review, a test-preparations company, partnered with Campus Compact, a national organization committed to the civic purposes of higher education, to choose the schools featured in the book. Criteria included the college’s admissions practices and scholarships rewarding community service; support for service learning programs, student activism, and student voice in school governance; and level of social engagement of its student body.

Available in bookstores on June 21, the book has two-page profiles on each college.

Education earns national award for diversity

This winter the Graduate School of Education received the 2005 “Best Practice Award in Support of Diversity” by the American Association of Colleges for Teacher Education.

The school was honored for its commitment to making an “Intentionally Inclusive Community” comprised of students, staff, faculty, and administrators who support diversity, equity, and social justice.

Since 1998, the Graduate School of Education has taken a comprehensive approach to building an inclusive community, including developing a faculty recruitment policy requiring applicants to document their experience in multicultural settings; acquiring funding and support for the Bilingual Teacher Pathway Program; strengthening the 15-year Portland Teachers Program, a licensure program for recruiting and supporting teachers of color; and placing all students in multicultural field settings.
Mercy Corps CEO to speak at spring graduation

Neal Keny-Guyer, Mercy Corps CEO, has accepted the University’s invitation to deliver the spring 2005 commencement address Saturday, June 11, in Portland’s Rose Garden Arena.

“Given the gravity of events throughout the world during the past year and Mercy Corps’ mission to help build communities around the globe, I cannot think of a more appropriate perspective to be shared with this graduating class,” says President Dan Bernstine.

Keny-Guyer joined Mercy Corps in 1994 as CEO. During his leadership, Portland-based Mercy Corps has emerged as a leading international relief and development agency, with programs today in more than 35 countries, over 2,000 staff, and an annual operating budget of nearly $200 million. A native of Tennessee, Keny-Guyer earned his B.A. in public policy and religion from Duke University and a master of public and private management from Yale.

This term, Mercy Corps has partnered with Portland State to offer students “International Humanitarian Relief: Reports from Mercy Corps Staff” every Wednesday from noon to 1 p.m. Topics have ranged from Food for Work Programs to Microfinance in Afghanistan. In addition, on Feb. 9, Provost Michael Reardon presented Mercy Corps with a check for $2,000. This money was raised by and from students on campus to aid in the eastern Asia tsunami relief efforts.

Enjoyed reading about state’s unique history

I really enjoyed the book review “The Far Out Story of Vortex I” and the feature story “Objectors to War” (winter 2005). Both stories were unfamiliar to me and made for interesting reading. For those of us who left Oregon after graduation, it is always fun to be reminded of the state’s unique history.

Phil Perisich ’64

Faculty members were conscientious objectors

Thanks for the nice piece on the conscientious objectors (“Objectors to War,” winter 2005). Professor Katy Barber is doing some promising research on COs in the Northwest during World War II. COs should be of great interest to PSU and its archives. I don’t know how many staff and faculty members we had who were COs—probably quite a few. I do know President Branford Millar and professors Channing Briggs, G. Bernhard Fedde, and Charles Frantz were. The last three are still alive, and professors Briggs and Fedde live in Portland.

Charlie White
Professor Emeritus of History

For additional materials on war pacifists

I’ve just seen your splendid article on Katy Barber and her work with the students on the Waldport Forest Service interviews (“Objectors to War,” winter 2005). Doug Erickson, head of special collections at Lewis & Clark College, and I are, of course, great admirers of Dr. Barber’s work, and it’s a treat to have this tantalizing, brief taste of the interviews. The Lewis & Clark special collections contain a growing archive of CPS (Civilian Public Service) and pacifist materials, as do The William Stafford Archives. That was also a fine cover photo of (left to right) William Eshelman, Kermit Sheets, and Vladimir Dupre (back view of David Jackson).

Paul Merchant
Director, The William Stafford Archives

Editor’s note: The late poet William Stafford was a conscientious objector during World War II and a lifelong war resister. While in a camp himself, Stafford was an enthusiastic supporter of the fine arts group at Waldport, but never resided there.
Good Soldiers: The History of the 353rd Infantry Regiment, 89th Infantry Division

"American individuality was the greatest contribution that the millions of young men and women brought to the armed forces during World War II," writes author Richard Matthews. And that individuality shines through in his book written about and for the 353rd Infantry Regiment. Individuals' written accounts and letters home are interspersed through the story of their training and warfare. Matthews, an amateur historian and life-long resident of Portland, has spent his life in conversation with veterans of World War II and subsequent wars.

Hello Exile

Lilian Gafni worked for the Commission on Soviet Jewry, and during the 1970s corresponded with prisoners of conscience at the height of visa denials for Soviet Jews. From that experience she has written a fascinating fictional account of Klara, a Soviet Jew who is not only denied a visa but sentenced to a slave labor camp in Siberia for four years. She must face backbreaking labor, grueling living conditions, and housing with convicts who threaten to rape her. Klara works hard to survive so she can return to the man she loves in Moscow.

Sailing into the Abyss

In 1969, the merchant marine vessel SS Badger State was given the task of transporting bombs from Seattle to Da Nang, Vietnam. The ship never made it and most of the crew died when the bombs on board came loose during a colossal storm, and not only blew a hole in the ship, but destroyed the lifeboat. William Benedetto began researching the Badger State while serving on the Coast Guard's Marine Investigation Unit. Using eyewitness accounts, official documents, and rarely seen photos, he has written a minute-by-minute narrative of the ship's last journey.

The Language of Baklava

Recipes for Tabbouleh—when everything is falling apart—and Baklava—when you need to serenade someone—punctuate each chapter of Diana Abu-Jaber's humorous memoir. The child of an eccentric family, she weaves their stories around vividly remembered meals in upstate New York and in Jordan, her father's homeland. Abu-Jaber is also the author of the award-winning novels Arabian Jazz (2001) and Crescent (2004).

When the Thrush Calls

This is the personal story of Rachel O'Neal's grief and eventual renewal after the death of her young husband, Greg, who died of cancer. Healing ceremonies and nature helped O'Neal find new hope. After Greg's death, O'Neal earned her master's degree in social work, and she now works with elderly and disabled people at Clackamas County Social Services.

Shadow Boxers

Jim Lommasson's stark and gritty photos of boxing gyms across the country are the soul of the book—the dozen essays by veteran boxing writers are the heart. For the past decade, Lommasson has chronicled the culture of American boxing gyms, starting from his hometown, Portland. His images reveal the pain and sacrifice as well as the triumphs of the men and women who box. The book includes a foreword by former heavyweight champion Joe Frazier.

Proven Strategies Professionals Use to Make Their Proposals Work
By Michael Wells (adjunct faculty), PSU Continuing Education Press, 2005.

This is the first in a new Grantwriting Beyond the Basics series from the Continuing Education Press at Portland State. Michael Wells shares his strategies for securing millions of dollars for nonprofit institutions during his 30-year career. He has a unique approach for using a budget to present an organization's story and need. The next volume in the series, due out in spring 2006, will discuss finances and budget for grant writers.

Reviews are of faculty and alumni books, recordings, and Web publications. To have a work considered for this page, please contact PSU Magazine via email to psmag@pdx.edu, or fax to 503-725-4465, or mail to PSU Magazine, Office of Publications, Portland State University, PO Box 751, Portland, OR 97207-0751.
When Robin Cody started talking with PSU's Ooligan Press about republishing his acclaimed first novel, *Ricochet River*, the Oregon author had a curveball to throw.

The coming-of-age novel, originally written for adults in 1992, includes two brief sex scenes and four-letter language that some might say is appropriate for the book's colorful, Oregon logging town characters.

Since then, the book has become a staple in Oregon high schools. But periodically, parents object to its language and sex scenes and joust with their local school boards—as they did this past winter in North Clackamas School District.

These objections have lead to predictable outcomes: books banned, books banned from the classroom but approved for the school library, or, as in the recent North Clackamas ruckus, the book was kept on the reading list, but parents are notified and an alternative book is available as an option.

Cody's curveball is less predictable: Working with Ooligan Press, he revised the book to make it less objectionable to parents.

"All it takes is a couple of parents to call it literary pornography," says Cody. "A paragraph or two taken out of context and read to a school board or church group—it's devastating. I'm against censorship, but I was in a personal situation where I could make this book available to more people—and I did it."

"It's very surprising to me, actually, that an author would do it without pressure from the publisher," says Joan Bertin, executive director of the National Coalition Against Censorship. Bertin says she is not aware of another instance where an author has voluntarily censored a published work.

Instead, such issues are typically undertaken during editing, says Bertin.

"Editors and authors discuss this all the time, especially if the work is going to be marketed to minors," says Bertin. "I have heard of authors whose books are marketed as adult literature because they have sexual content, when their intended audience is young adults. That way the publisher doesn't worry so much."

*Ricochet River*’s main characters are three teenagers: star athlete Wade, independent Lorna, and Jesse, a blithely spirited American Indian. These three friends struggle toward adulthood within the claustrophobic confines of Calamus, a fictional logging town modeled on Cody's own hometown of Estacada.

The book is often compared to *Catcher in the Rye*, J.D. Salinger's classic 1951 novel of teenage angst. But where Salinger's characters come from upper-class New York, Cody's have working-class roots.
Jesse, the new boy, continually finds himself in trouble with the town rule makers—from cutting baseball practice to shoplifting to blowing up a small dam that blocks the passage of wild salmon. Wade, a dutiful town son, tries to help Jesse stay within the rules of Calamus society. But as he sees how much harder the town is on Jesse than on other teenagers, who misbehave within the accepted societal norms, Wade gradually begins to see Calamus in another light. Meanwhile, Lorna, Wade's girlfriend, must figure out just how much wildness—and sexuality—a woman is allowed in Calamus society.

"In my mind," says Cody, "the reasons it gets blocked are so peripheral to the book. I thought, 'Okay, I'll make it easier for teachers and school boards to get this book into the hands of kids.' It started as a compromise. I'll budge. I'll tone down the sex scenes, and see if I can take out some of the

logger language. That's the way I went into it."

Cody turned to Ooligan.

Ooligan is Portland State's teaching press, where students run a real-world publishing house. The 70 or so students in the program edit, produce, and publish books that honor the cultural and natural diversity of the Pacific Northwest. Ooligan's first book, Abraham Lincoln: A Novel Life, was published last year.

Ooligan's publisher, Dennis Stovall, is the former co-owner of Blue Heron Press, which published the paperback edition of Ricochet River for several years until Blue Heron shuttered its doors. When Stovall took on the top job at Ooligan, Cody looked him up.

The six students in PSU's graduate editing class separately reviewed a copy of the book—marking unclear passages and flagging profanity, then met to discuss their findings with each other.

"We were very much on the watch for vulgarity or overly sexual themes," says Karen Kirtley, instructor of the editing class. "We understood that was the main thing we were being asked to do. We wanted to keep all the vivid color and power, at the same time we wanted to eliminate the obstacles to the book being adopted. We spent a lot of time discussing this."

Among the more extensive debates, Kirtley says, were those over the profanity.

"Often the deterioration of language reflects the deterioration of the character," she says. "We thought the vulgarity, most of it, could go without significantly reducing the color. We took as a given that we needed to help Robin make this book something that would pass under the radar."

Finally the students met with Cody to review their suggestions. Cody, truth be told, was shocked.

When Knopf published the hardback edition in 1992, he recalls wryly, the editors changed nary a word. But the students, he soon saw, had taken their task with the utmost seriousness. Some of their suggestions were no-brainers. The students politely pointed out that since the book was set in the 1960s, the reference to U2 was an anachronism.

"They were thinking rock band," says Cody. "I was thinking spy plane."

No point in confusing readers over such minor details, Cody figured. He made those changes and others of the same ilk. In all, he figures, he accepted about a third of the student editors' suggestions.

The students also marked each occurrence of a profanity. Again, Cody reviewed each suggestion.

"After I got their consolidated edit," he says, "I made the decision which vulgarities would remain." Mostly, he says, the changes consisted of replacing "f---" with less offensive expletives.

Cody spent the summer and fall taking an even more critical look at his first novel—at the language, at the development of the theme, at the craft of the writing. And at the two sex scenes.

"If you put something you write in a drawer for six months, then read it you'll see stuff to change," Cody says. Ricochet River was his first novel and it had been years since he'd viewed it afresh.

"Some things were surprisingly good, like, 'man, I never would have thought of that,' yet I wrote it," he says. "On the other hand, you learn a lot about the craft of writing. There were lots of ways to make this better. You read a paragraph and think, 'This isn't helping.'"

And he looked with a critical eye at the scenes of passion.

In the first, Wade and Lorna watch salmon spawning, are inspired by the rhythms of nature and make love.

"That was the scene people liked to take out of context and say how horrible the book is," says Cody.

Cody felt the scene was essential to the theme of the novel, but felt he could tone it down. "I just made it less explicit about how far they go," he says. "It's still there, but it doesn't describe the body to body stuff."

The second scene was less thematic, although Cody admits it was one of his favorite comic scenes. In it, the three teens take a road trip and spend the

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night in a hotel room in The Dalles. Cody, a former English teacher himself, had several concerns about the scene.

"This is difficult to handle (in class)," he says. "They're not married. They're young people. They're drinking wine. I cut the overnight part completely. It just doesn't belong in the high school classroom and that's where my book's being sold."

After all, he says, his original purpose in editing the book was to make it more accessible to high schools.

"I left in more than I took out," Cody says. "It's not kiddy lit. It's not dumbed down for children. Some people will still object to it. But with the revisions, Cody adds, "I think I've got a better, tighter book. It still will be objectionable to some, but it will be harder to call it pornography."

Bertin, of the censorship group, doesn't try to second-guess Cody's decision, but she does worry about the implications.

"It's such a slippery slope," says Bertin. "How do you know? Once the pressure is exerted, how do you know, even assuming everyone's trying to be honest with themselves. How do you disconnect the response from the anxiety the pressure creates? What we would hate to see is for the work to lose something, in some important way, because of the values other people bring to bear that may not necessarily be widely shared."

Cody is confident that hasn't happened with Ricochet River.

"When an author gets a chance to redo something after 14 years, and when he becomes a better writer, it's an opportunity. Of course the initial motive was to make it more accessible to teachers. There's some small sorri ness that I chose to cut that comic sex scene in The Dalles. But that's balanced by going back to something I did nearly 20 years ago and making it shorter and cleaner and crisper and better as literature. That wasn't the motive going in—that was the surprise."

(Melissa Steineger, a Portland freelance writer, wrote the article "Women of Honor" for the winter 2005 PSU Magazine.)

Almost immediately after Ricochet River was published, Hollywood came calling. At first a production company merely wanted the option of being able to make the movie if they decided to. For the privilege, they paid author Robin Cody a small sum each year.

"That went on for years," says Cody. "I gave up hope it would ever be a movie. People told me that Hollywood types take out options on lots and lots of stuff."

But eventually, the option was picked up—rumor has it that actress Goldie Hawn wanted the script as a vehicle for her daughter, Kate Hudson, who did play a lead role in the 2001 movie.

"They called up and said, 'We're going to do it,'" says Cody. "As a courtesy they showed me the script, then disregarded everything I said about it."

The movie was shot in Oregon with Cody and Oregon author Ken Kesey playing bit parts.

"We were shooting down there on the MacKenzie river and a cousin of Kesey's was on the crew," says Cody. "I said, 'Let's just call him up.'"

In the end, though, the film was less than magic. Never released in theaters, Ricochet River was distributed only on DVD.

"The book is very slow developing," says Cody, assessing its failure to translate to the screen. "It's literary. It doesn't have a villain. The movie people tried to create a villain, a black hat character and a white hat character and then create a love interest." None of which was in the book.

Things like the theme of the teenagers taking their cue from nature went by the wayside.

"The movie misses that and comes out pretty shallow," says Cody. "I was talking about it with Kesey. He thinks Hollywood ruined Sometimes a Great Notion and One Flew Over the Cuckoo's Nest, and he was wrong. So I hesitate to criticize Hollywood."

"On the other hand," he says with a laugh, "everyone says Ricochet River is a bad movie."

And the big Hollywood bucks?

"I got a choice of whether to take a percentage or a lump sum up front," says Cody. "I took the lump sum up front, which was the best financial decision I ever made. To a teacher-writer it was a lot of money. Counting the three or four years of options, it came out to $80,000."
For a book 373 years old, Galileo’s Diálogo sopra i due massimi sistemi del Mondo is in surprisingly good shape. As a star of PSU Millar Library’s special collection it is treated tenderly; however, it is possible that the book rarely saw the light of day during the two centuries it was banned by the Roman Catholic Church.

Dialogue Concerning the Two Chief World Systems was published in 1632. It is written in the form of a conversation among three friends about the relative merits of two cosmic beliefs: one in which the Earth is the motionless center of the universe, and the other, which demotes the Earth to a planet orbiting the sun. Galileo’s conversation favored the latter—the Copernican system—which is fairly close to commonly accepted theory today. The author was summoned to Rome and brought before the inquisition, where he was forced to renounce his Copernican beliefs and sentenced to life under house arrest.

As a result of Galileo’s punishment, scientists—particularly in Italy—avoided controversial areas of investigation or presented them as hypotheses. Diálogo remained on the list of prohibited books until 1831, although the decree against the Copernican system was lifted in 1757.

Diálogo stands out for its age and rarity in the Millar Library’s special collection. It joins 1.3 million volumes and digital databases used for research and advanced study by faculty, staff, and the community. Patron usage of the library is the second highest in the state after Multnomah County Library.

In the past five years, the library completed a $2.7 million fund raising effort to build the Library Research Center. Located on the second floor, the center allows students and community patrons access to all the library’s electronic and printed materials from one location. The library also added the Orbis network, providing access to books and documents from 21 other academic libraries in the region.

Renovation and equipment updates are a continued focus of the Millar Library and a priority for the University’s $100 million Building Our Future Campaign.

-Kathryn Kirkland
George W. Bush has one. So does Nike founder Phil Knight and noted mutual fund manager Peter Lynch.


It's a Master of Business Administration degree. Depending on whom you talk to, an MBA is either a prestigious key to reaching the higher rungs of the corporate ladder, or an unnecessary and often ill-conceived degree that guarantees nothing.

On the one hand, business schools in the United States are pumping out more than 100,000 MBA grads per year, and businesses are hiring them (although at a cautious rate that parallels the country's slow economic recovery). On the other hand, there is a growing list of detractors—not only of the people coming out of the business schools, but of the way business master's programs are traditionally taught: with an overemphasis on the technical side of accounting and management and a woeful lack of exposure to the human element of real-life business.

The United States alone now produces upwards of a million MBAs per decade who believe that they have the capacity to manage by virtue of having spent two years in an academic school of business,” writes Henry Mintzberg in Managers Not MBAs (Berrett-Koehler Publishers, Inc., 2004), a 460-page critique of the degree. “The MBA trains the wrong people in the wrong ways with the wrong consequences.”

Aware of this prevalent criticism, administrators of Portland State's School of Business Administration reformed its MBA program in an effort to break the mold of this degree with the stodgy reputation that's been around since 1900. The new program, now in its first year, is called MBA+.

The “plus” stands for the teaching of core personal attributes such as integrity, listening skills, and creativity.

Business school dean Scott Dawson says other schools teach some of these skills, but are not integrating them into their core classes to the extent PSU is.

Portland State's reform process started three years ago when the School of Business Administration took a hard look at how its MBA program was serving the economic needs of the region. A committee of faculty members was formed to look at some of the common criticisms of business degrees and also look at successful, creative companies. What kinds of people were they attracting for key managerial posts? What attributes did they have? Could they be provided by the typical MBA?

As it turns out, the answer to that third question was “no,” according to Rodney Rogers, the school's associate dean. Wall Street Journal articles, books, and at least one highly critical academic study showed that there was little in the “typical” MBA curriculum that provided the kinds of personal qualities companies needed to thrive in the highly competitive world of business.

One study the committee looked at asserted, “We have built a weird, almost unimaginable design for MBA-level education that distorts those subjected to it into critters with lopsided brains, icy hearts, and shrunk souls.”

The school put together focus groups that included local business representatives, then hired a company from San Diego, Organizational Systems International (OSI), to identify the kinds of “competencies” they wanted their MBA graduates to have. OSI works with Nike, Dow Corning, Wendy's International and other major corporations, but had never before helped a university with such a project, according to OSI operations manager Crystal Jeffers.

“We wanted to make our program distinctive. There are people coming out of MBA programs who can recite chapter and verse how to read a balance sheet, but they don't have the art of managing a business,” says focus group member Roger Rollins, a project manager for Freightliner who earned his MBA at PSU.

The art of good management is a product of the kinds of competencies the new MBA+ program is requiring of its students. Incoming students are given a “360-degree assessment” by their peers, as well as people who have worked above and below them, so students and their academic advisers have a benchmark on where they stand. The rest of the two-year MBA experience is taken up with
in the degree too, even if the common perception of the degree is somewhat inflated.

"People have an expectation that it's a fast-track to CEO. That's unrealistic. I do think the MBA is getting to be not exactly a requirement, but a nice credential to have," he says.

And it's a credential that can make a big difference in pay. The average starting salary for an MBA grad in Oregon is $64,600, according to Vinitia Mathews, director of graduate placement and career services. Someone entering the marketplace with an undergraduate business degree in Oregon can expect a starting salary between $33,000 and $45,000, she says.

By comparison, the average starting salary for a Stanford MBA graduate is $125,700. But this grad is also spending a lot more money to get the degree. Rogers says private Ivy League schools can easily charge four times the $21,500 that a PSU student would pay for an MBA.

The elite school pedigree can also carry some baggage that can turn off potential recruiters if the graduate is not careful. In his annual Wall Street Journal article ranking the nation's top business schools, Alsop quotes recruiters who visited some top schools and came away disappointed. Students at UCLA's Anderson School were described as arrogant and disrespectful, with several making salary demands during the first interview. Recruiters repeatedly used the words "chip on their shoulder," "snobbish," and "arrogant," to describe students they met at Harvard.

"But the feeling isn't universal," Alsop writes. "I think there are actually a lot of nice people at Harvard," says Gates Bryant, a Wall Street Journal survey respondent and consultant at Parthenon Group in Boston. "The problem is that some Harvard graduates have the wrong expectations. They expect to be managing projects and people right off the bat."

Companies are fluid, ever-changing entities, and to manage them well, you have to be flexible, imaginative, and ready to admit that maybe somebody else's ideas are better than your own, says McKnight. Managers may have MBAs from the best schools in the country, but if they don't know how to be flexible and deal with conflict they'll drag their organizations down.

"No company has this nailed. It's not something you check off. It's a practice," she says.

By incorporating these soft skills into all phases of the MBA curriculum, McKnight and others say PSU is taking the very same steps that a flexible company would take in making positive changes: It's listening to what other people are saying and is showing a willingness to break the mold.

Does that mean you have to have an MBA to be successful in business? No. Bill Gates runs Microsoft just fine, even if he dropped out of Harvard. But he still appreciates academic credentials when he sees them. His wife, Melinda, earned her MBA at Duke University, Class of '87.

(John Kirkland, a Portland freelance writer, wrote the articles "The Far Out Story of Vortex I" and "Top of Her Class" in the winter 2005 PSU Magazine.)
When you look in the mirror, who's looking back? A Republican? A Democrat?

If you answer neither, you may be on the leading edge of a new political philosophy poised to sweep the nation—and it's starting on the West Coast.

In most states today, when you step into the voting booth for the primary, you choose from either a list of Republicans or a list of Democrats—no crossover voting allowed. The Democrat and Republican winners go on to be their party's candidate in the general election.

What if instead you could vote for anyone you wanted, no matter which party they belonged to or whether or not they belonged to a party at all? The top two vote getters—be they both Democrats, Republicans, or some combination with maybe a well-liked independent thrown in—would then duke it out in November.

Oregon Sen. Charlie Ringo, D-Beaverton, introduced three bills this session aimed at achieving that nonpartisan idea. His bills run a gamut from making only the state legislative seats nonpartisan, a system currently used in Nebraska, to making all offices nonpartisan—including Oregon's U.S. congressional delegates.

All of Ringo's proposals call for nonpartisan primaries, similar to those used for judgeships and the Portland City Council.

And former Secretary of State Phil Keisling, who championed vote-by-mail, promises that if Ringo's legislative proposals don't pass, a ballot initiative calling for open primaries is in your future.

How will you decide?

One of the main advantages in supporters' eyes is that open primaries might lead to a reduction in partisan bickering. How? Consider that in a staunchly Democratic district, the Democratic candidate who wins the primary is virtually a shoo-in at the general election. Multnomah County can be counted on to go blue. The same is true for Republican strongholds: Red votes red.

So how do you win the primary? Conventional wisdom says candidates in primaries must appeal to party extremists, because those voters can be counted on to show up on primary polling day. Middle-of-the-road voters, goes the thinking, often wait until the general election—even though in a reliably red or blue district, the general election is merely a rubber stamp for the winner of the primary.

Keisling thinks as many as 70 to 80 percent of state legislative seats in Oregon are essentially selected in the primary because the districts are so strongly red or blue.

And, he points out, in the current system you can win a primary with a small percentage of votes.

Keisling cites the example of a former congressman who won the 1993 primary in a heavily Republican district with what Keisling recalls to be the support of about 10 percent of all eligible voters. How did it happen? Only 40 percent of all registered voters participated in the primary, and the Republican vote was split in a five-way contest.

Richard Clucas, PSU political science professor, agrees that in most primaries a smaller, more committed group of people tends to vote. Which means that candidates must appeal to the fringe to have a hope of winning in the primary. And if elected, candidates must serve the radicals who put them in office—which is usually not conducive to working with members of the other party.
In states with districts gerrymandered into perpetual blue or red status, the situation is exacerbated.

But what if instead of voting in an ultra-conservative Republican candidate over an ultra-liberal Democratic candidate in the general election, voters instead could choose between a moderate Republican and a conservative Republican because they were the top two vote getters in the primary? Like Portland's mayoral contenders, candidates could speak their minds, not ideology. They might even find it easier to compromise to get things done. Would we return to the halcyon era when Oregonians of various stripe thought moderate Republicans Mark O. Hatfield and Tom McCall were doing a good job? Perhaps.

That would be the Schwarzenegger scenario. California Gov. Arnold Schwarzenegger—with his conservative fiscal views and almost liberal social views—won in what was essentially a nonpartisan race following former Gov. Gray Davis' recall. He would likely have found the going much tougher in a traditional primary setup.

But it might also be wise to consider a cautionary tale from Louisiana, which has an open primary. In a particularly memorable case, two candidates split the moderate vote, which left the general election to a square-off between two fringe contestants—a former member of the Ku Klux Klan and his opponent, who had twice been indicted and was eventually convicted for bribery and fraud. In the general election, bumper stickers exhorted: Vote the crook, not the Klan.

On the minus side, small parties fear the party would be over, so to speak. With scant chance of capturing enough votes to make it to the general election, Libertarian, Independent, Green Party and other candidates not in the majors would likely find it far tougher to land a spot on the general election ballot. Today, on the other hand, they're assured of a place by meeting far less stringent criteria.

Then again, Clucas wonders whether a nonpartisan primary would really change things that much. He notes that conflict is inherent in legislative politics. Oregon, after all, is split between the rural and urban perspectives. A nonpartisan primary won't change this.

"Conflict is a product of our society, not the system," says Clucas. "The system reflects the society." Party identification, he says, at least gives voters cues as to where candidates will stand on the issues.

Keisling sees things differently. He believes politics in Oregon are broken and the resulting partisanship has stifled political debate.

"The current system limits significantly what you can talk about, much less do anything about," says Keisling. Because each party has strong official stands, individual politicians must toe the line or risk being ostracized.

A majority of Oregonians appear to agree.

Two years ago, Keisling polled the state and found 59 percent of voters preferred the concept of an open primary, 21 percent were against it, and the rest were undecided. There was no difference, Keisling said, among rural, urban, Democrat, or Republican voters.

If you're more than 100 years old, the debate may have a familiar ring—except that in the early 1900s, the issue was whether it was better to select a party's nominee in a smoke-filled backroom or take a vote of the party faithful.

Correct answer? Smoke-filled backroom, if you were a party boss.

But when proposals creating primary elections passed in Wisconsin and Oregon—and with a Populist movement sweeping the nation—the idea caught on and primary elections became the norm.

"I believe," says Keisling, "this is a similar moment in time. The vast majority of Oregonians don't define themselves by party affiliation. Candidates would like to speak to this, but can't. They have to run the zigzag gauntlet, and I think we're poorer for it. We need to constantly fine-tune and make the process better. The rules by which we live our Democracy are up to us."
A key to unlocking a cure for cancer may someday be swimming in an aquarium in a campus laboratory built specially for assistant biology professor Jason Podrabsky.

Hundreds of fish inhabit the tight quarters, made even tighter by Podrabsky’s small crew of graduate students, who squeeze past each other in the warm humidity to reach for pipettes, claim space in front of the microscope, or collect and label lidded glass dishes containing fish eggs. And of course they feed the fish, which swim in carefully controlled conditions in row upon row of aquariums stacked on a system of tall metal shelves.

These are no ordinary fish. The killifish, a native of Venezuela, possess a particular talent for surviving in an unforgivingly harsh environment. They live in mud puddles that can heat to as high as 113 degrees Fahrenheit, then dry up completely. When the puddles dry, the fish die, but their fertilized eggs live on.

In an early stage of development, the egg embryos go dormant, encasing themselves in a hard protective shell that seals in all moisture. They stay this way throughout the hot, dry summer, waiting in the cracked earth. Then, when the infrequent rains come and the dusty depressions become ponds once again, the embryos emerge from their state of suspended animation to become adult fish and start the cycle anew.

In Podrabsky’s lab, these embryos look like tiny glass beads, which roll freely and clink together when you tip their glass dish. But look at one under a microscope and you’ll see a large eye and the very beginnings of a body that will eventually become a spotted and rather flashy-looking adult. Some 4,000 of these embryos are produced in the lab every week.

What interests Podrabsky is the mechanism within each embryo’s cell that tells it to go dormant and form a hard shell. It’s called gene expression. Under certain conditions, some of the cell’s genes are “switched on” to make more of a specific protein. Genes can also turn off the production of other proteins to produce another result. In the case of the killifish, environmental factors trigger a kind of gene expression that allows the fish embryos to live without water for months or perhaps years at a time.

Not much is known about how factors such as temperature differences, exposure to light, changes in oxygen levels, or dehydration cause the embryos to do certain things. Podrabsky is working to find those answers with funding help from the National Science Foundation.

Although killifish use their adaptive talents in a novel way, gene “expression” is a common trait among all living things.

“All organisms have it, including us. All of us are looking for ways to adapt in our environment,” says Podrabsky, who earned his bachelor’s degree in biology at Oregon State University and his doctorate at University of Colorado in Boulder.

And that’s why his research may offer insights into the causes of and possible cures for cancer and other diseases. Cancer is a disease in which the mechanics of cell growth and functioning are thrown off kilter, often by an environmental trigger. In a sense, cells lose the ability to adapt to their environment. Excessive exposure to sunlight can trigger skin cancer, for example. Exposure to the chemical benzene has been identified as a possible trigger for leukemia. Environmental factors may be the only explanation for why one person develops cancer while his or her twin sibling doesn’t.

Part of Podrabsky’s research involves the environment in which the killifish live. “We can put the embryos in a higher incubation temperature to cause them to bypass...
ne characteristic of all embryos is that they grow rapidly from a single cell. The cell divides, then divides again, doubling continuously until it reaches a certain point. Then the rapid development phase stops. The cells are programmed to stop dividing so that other phases of development—such as building of the skeleton, nervous system and organs—can take the forefront. Cancer cells are immune to the negative regulators that halt cell growth. They divide uncontrollably.

"These killifish embryos have the ability to globally shut down or regulate cell proliferation and metabolism. If we can figure out how to do that, we can address cell proliferation in cancers," Podrabsky says.

Each type of tissue in the human body has its own unique types of cells, each with its own set of cues telling it to grow or not grow. So studying a liver cell won't tell you much about colon cancer, for example.

"But in these embryos," Podrabsky explains, "everything is shutting down. We are looking for this master controller that could act in any cell at any one time."

Podrabsky says that if he can find the genes responsible for cell proliferation, he will pursue National Institutes of Health funding for cancer research. While he is working on that problem, the American Heart Association has given him funding to study another: the effects of oxygen deprivation.

While adult killifish have to have oxygen, early embryos and embryos that are in their dormant phase can go 90 days without it. If we can understand the differences at the cellular level between the heart of an embryo and that of an adult, Podrabsky says, we will gain a better understanding of how to survive heart attacks and strokes.

When a person has a heart attack, for example, the heart is deprived of oxygen. Some heart cells will die as a result, but other cells will survive the low-oxygen event only to die when oxygenated blood flows back into the area, Podrabsky explains.

"So it's not a given that a heart attack victim will survive after they've been stabilized. Much of the damage happens when blood is reintroduced," he says.

The killifish embryos Podrabsky is studying don't have that problem. They can go for extended periods of time without oxygen and suffer no ill effects when oxygen is reintroduced.

"Is it their genes or the environment? One theory holds that the heart cells that die when they are reexposed to oxygen do so because they are programmed to self destruct. This phenomenon of programmed cell death, called "apoptosis," is inherent in all healthy cells. Under normal conditions, cells die off to make room for new cells or to make way for a new phase in the organism's development.

"Every cell in your body is ready to commit suicide if given the right signals," Podrabsky says.

For example, humans are born with fingers instead of paddle-like fins because the cells that form the webbing between the fingers kill themselves off during embryonic development. One reason cancer is such a lethal disease is that cancer cells have lost this ability to self destruct.

So why would a heart cell choose to do away with itself instead of taking advantage of a new chance at life in the form of oxygen-rich blood? Podrabsky is hoping that the killifish, whose embryonic hearts make that choice to live, will provide an answer.

"These fish are a gold mine," he says.
Nose around the city of Portland and you can find many references to Multnomah. There is the county, of course, and its myriad agencies. There is Multnomah Village, Multnomah Athletic Club, even a statue of Chief Multnomah in Washington Park. Just a short distance away, Multnomah Falls lures tourists by the thousands each summer. The name is everywhere, but just who—or what—was Multnomah?

For Ann Fulton, adjunct professor of history, this question wouldn't go away.

Fulton teaches American history, and about two years ago she realized she was avoiding the history of Native Americans in Oregon; it was an area she knew little about.

She decided to educate herself and began talking with Indian people and reading. Focusing on Oregon’s settlement era, the 1840s through the 1860s, she read Indian accounts, captains’ logs, settlers’ journals, diaries, and many, many newspapers.

A name continually cropped up: Chief Multnomah. Some of the references pointed to his existence as an archetype only, while Indian sources assured her that he was a great chief-tain who dominated the Columbia River Valley in the 18th century. Fulton was hooked on the research and kept digging.

Frederick V. Homan, fourth president of the Oregon Historical Society, wrote in 1910, “Multnomah was not the name of a chief nor of any one Indian, but it may have been used as a nickname.” Another president, Omar C. Spencer, agreed, writing in 1953 that “Chief Multnomah is pure fiction.”

Fulton suspected that their verdicts were handed down simply because they discounted Indian oral history.

Those who lived closer to the legendary chief’s time saw—or heard—it differently. Very differently.

“Before the pale-face appeared, this country had been the home of the powerful Mult-no-mah, the most noted chieftain of his time, who counted his warriors by the thousands, in the days before they had horses.” Thus wrote Andrew Jackson Splawn, based on stories he had heard from Native Americans.

Splawn was six in 1851, when his family settled in Linn County. He and other settler children were probably eager listeners when Indians repeated the stories of their tribes. From their accounts, written when they became adults, and other corroborating sources, Fulton, has pieced together the life of Chief Multnomah.

For 40 years in the 1700s, Multnomah ruled from the Cascades to the Pacific Coast as chief of the Willamettes and war chief of the Wauna confederacy. This vast network included tribes from areas now known as Okanagan Valley, Puget Sound, Willamette Valley, and the Oregon Coast.

Within the Wauna confederacy, the Willamettes were the most powerful. One Native American recalled in the 1880s that “Once, long before my father’s time and before his father’s time, all the tribes were as one tribe and the Willamettes were tyee (chief).”

“Over sixty or seventy petty tribes stretched the wild empire,” wrote Frederic Balch, and they were “welded together by the pressure of common foes and held in the grasp of the hereditary war-chief of the Willamettes.”

Sculpture by Hermon Atkins MacNeil, 1907, Metropolitan Museum of Art
ultnomah Myth

By Melissa Steineger

That would be Multnomah. Balch, born in 1861, grew up along the Willamette and Columbia rivers listening to the Native Americans and their accounts of the days before white men arrived. He, too, heard stories of Chief Multnomah and fictionalized the stories in his novel, Bridge of the Gods: A Romance of Indian Oregon.

Chief Multnomah's headquarters were at Sauvie Island, a strategic position of power at the confluence of two main transportation routes. As late as 1854, some Willamettes still lived on the island.

William Tappan, the Washington Territory's southern Indian district sub-agent at the time, wrote, "Among them are two or three of the once original occupants of the soil, representatives of the once bold and numerous tribe called the 'warriors' nation' (whose) head quarters were where the town of St. Helens now is and who there established a sort of Custom House, leveeing and collecting taxes of all who passed whether white or Indian. But four or five of that great tribe are still alive."

Another of those who listened to the stories about Chief Multnomah was Dr. Elijah White, Oregon's first federal agent of Indian affairs. White later wrote about the stories he had heard in the 1850s.

"It seems the country about the (Willamette) falls was once inhabited by a tribe, at the head of which was a chief, whose standing was similar to that of dictator," wrote White. "He was, in fact, their idol, and to him were rendered honors as were never before granted a single chieftain in the western world. When he attended council, he was borne thither upon a mat litter, on the shoulders of eight men. It is said to be about 70 years since this chief expired, and he is still in tradition remembered and deeply mourned by the scattered remnant of his tribe."

The eruption of Mt. Hood in the 1780s may have led to the decline of Chief Multnomah and the Willamettes, concludes Fulton after reading Indian accounts. The mountain's eruption may have destroyed the Bridge of the God, a land bridge that some think once crossed the Columbia River, and that Indians believe was the Willamette's spirit power.

When the expedition of English Captain George Vancouver reached the area in 1792, its members heard nothing about a Chief Multnomah. However, historians have found that early written accounts of the Northwest missed other important people and places.

In 1805 Lewis and Clark described a village of Native Americans known as "mulknomahs" encamped on Sauvie Island, and they originally called the Willamette River the Mulknoma. Multnomah County takes its designation from these Native American words.

Multnomah's story might have ended long ago, except for the Indian people who knew it and the settler children who later wrote it down.

Following publication in 1890, Balch's Bridge of the Gods became a bestseller in Portland and raised white awareness of Chief Multnomah, at least temporarily.

Balch, as was the style of his day, romanticized Multnomah as a "noble savage," writing that, "His dark, grandly impassive face, with its imposing regularity of feature, showed a penetration that read everything, a reserve that revealed nothing, a dominating power that gave strength and command to every line."

Based on the book's popularity and the belated interest of white reformers in Indian people, sculptor Hermon A. MacNeil in 1904 created The Coming of the White Man, a bronze statue of two Indians, the older of whom is identified as Chief Multnomah, now in Washington Park. MacNeil later produced statuettes of Chief Multnomah in the noble savage style.

But despite these tangible legacies, over time memories faded.

Chief Multnomah needs recognition, says Fulton, to honor a Native king of Portland and the Indian heritage of the city. Portland began as an Indian place, and Indian people, both past and present, have contributed to its development.

By relying on Indian oral histories and written records, Fulton has written a paper hoping to expand awareness of Chief Multnomah. An early draft has a list of footnotes almost as long as the paper.

Fulton is sensitive to being an outsider both to historians—since her area of expertise is not Native American history—and, more importantly to Native Americans—since she is "only a sixteenth Choctaw."

"I don't feel that what I'm saying is more important than what anyone else says," Fulton explains, "but I have the luxury to do the research, and so I'll toss what I have into the pile."

And she's convinced the effort is important.

"You live in a county named Multnomah," she says. "You've heard there may have been a tribe named Multnomah. We're using this identity. We've appropriated and capitalized on Chief Multnomah, and we don't even believe in him?

SPRING 2005 PSU MAGAZINE 17
They bowled us over

This year marks the 40th anniversary of the championship College Bowl Team that took Portland State College, Portland, and the state of Oregon by storm back in 1965.

The nationally televised quiz show, sponsored by General Electric, was a Sunday night "must-watch" that pitted teams of college whiz kids from across the country against each other. The PSC team, coached by the late speech professor Ben Padrow, knocked off its competitors for five consecutive weeks, retiring as champions, and setting a new record for total points scored.

Jim Westwood, now a Portland lawyer, was captain of the team and is the sole surviving first-team member. Michael Smith died of cystic fibrosis in 1968, just a few years after graduating (Smith Memorial Union was named in his honor.). Larry Smith died in 1999 in Newport, and Robin Freeman died in November in London.

Westwood and the 1965 team's alternates, Marv Foust, Al Kotz, and Pat Evenson Brady, were honored recently at a 1620 Club dinner.

"It's still a defining moment in Portland State's history," said Clarence Hein '65, editor of the Vanguard at the time. "We proved that we could win on a nationally televised show that had great credibility. It gave everyone a terrific sense of pride and put Portland State College on the national map."

Come to campus to learn about the world

In a recent survey, PSU alumni indicated great interest in maintaining closer ties to PSU through campus lectures, guest speakers, and other events. To provide alumni and friends with better access to these kinds of activities, the Alumni Association is planning to expand its marketing efforts and informational outreach and will be launching an improved Web site in the coming year.

PSU at OSU: Leave the driving to us

The PSU Viking football team will take on the Oregon State Beavers at Reser Stadium Saturday, September 3. Hop on a bus to Corvallis with fellow Viking fans and enjoy a lively pre-game tailgate at Reser Stadium.

The price is $45 ($40 for kids 12 and under) for round-trip transportation on a chartered bus and a lunch of hot dogs and burgers at the Viking tailgate (no-host beer and wine). Cost for the tailgate only is $20; bus trip only is $25.

For game tickets call the PSU Box Office at 503-725-3307, or call 888-VIK-TIKS. For more information, call the Alumni Office at 503-725-4949 or email psualum@pdx.edu.

A gift to our alumni! Get a free, permanent email forwarding address that you'll always remember! Even if you move or change jobs, you'll never have to worry about losing email or having to give your friends and colleagues your new email address. It's a forwarding service that directs all emails sent to it on to your existing email address. Sign up at www.alumni.pdx.edu, where you can also submit an alumni note, update your mailing address, or sign up for newsletters—all online.

In the meantime, educational opportunities for alumni are plentiful. In fact, the University has grown so fast in the past 10 years that it's often difficult to know where to go for information about campus activities. Talks by visiting professors, free noontime concerts, opera performances, and panel discussions on current topics are just a few of the offerings available.

For the most up-to-date list see the campus calendar on the Web at www.pdx.edu/events/. Individual department and school Web sites may also promote their own lectures and concerts. The Alumni Association site at www.alumni.pdx.edu posts information about alumni events. And, if you still have questions, call the Office of Marketing and Communications at 503-725-3711 or the Office of Alumni Relations at 503-725-4949.

Class of 1956 prepares to celebrate 50 years

The first graduating class of Portland State will celebrate its 50th anniversary next year, and the University is seeking memorabilia to use for the celebration.

If you have any items you would like to loan or give the University archives, please contact Kathy Crogan Alzner at 503-725-5760, or at archives@pdx.edu.

Also, the PSU Alumni Office is seeking addresses of class of '56 grads whose whereabouts are unknown. If you know of a classmate who is not getting PSU Magazine, please contact Myrna Duray at psualum@pdx.edu or at 503-725-4948.

Save the date!

Mark October 21-23, 2005, on your calendars for PSU Weekend, a celebration of lifelong learning offered annually as a gesture of thanks to our alumni and friends. Stay tuned to our Web site at www.alumni.pdx.edu and your mailbox for details.
Honoring alumni and friends at PSU Salutes

Thursday, May 12 • 5:30 to 7:30 p.m. • University Place Ballroom

Johanna Brenner
Distinguished Faculty Achievement Award
♦ Faculty member since 1981; professor of sociology and women's studies
♦ Chair of the Women's Studies Department since 1999
♦ Board co-chair of the Women's Community Education Project since 1993
♦ Board member of the Oregon Human Rights Coalition since 1992
♦ Co-founder and advocate of PSU's Walk of the Heroines project
♦ 1988 recipient of PSU's Hoffman Award for Faculty Excellence and 1999 recipient of the John Elliot Allen Teaching Award
♦ Author and co-author of two books and numerous articles

Richard Fink '72
Outstanding Friend of Athletics
♦ Co-owner and CFO of General Transportation Services, Inc.
♦ Former Viking football player
♦ Member of the Viking Backer Advisory Council since 2002
♦ Steering committee member for PSU Night of Wine & Roses and the Coaches Open
♦ Supporter of the PSU Campus Recreation Field and Stott Center gymnasium renovation projects
♦ 1999 recipient of the PSU football program's annual Withers Memorial Award
♦ Athletics program donor and season ticket holder for nearly 30 years

Molly Gloss '66
Outstanding Alumna Award
♦ Author of the novel, The Jump-Off Creek, finalist for the PEN/Faulkner Award and winner of the H.L. Davis/Oregon Book Award
♦ Author of the novel, Dazzle of Day, winner of the PEN Center USA West Award for Fiction
♦ Author of the novel, Wildlife, winner of the James Tiptree Jr. Memorial Award
♦ Recipient of the national Whiting Writers Award
♦ Adjunct faculty for PSU's Center for Excellence in Writing and the English Department
♦ Longtime faculty member at PSU's Haystack Program in Cannon Beach
♦ Guest speaker and visiting writer at venues from Cleveland, Ohio, to Homer, Alaska

Dolores A. W. Leon '70, MD and Fernando Leon, MD
President's Award for University Advancement
Through the years the Leons' giving to Portland State University has provided support for:
♦ The Dolores and Fernando Leon Family Endowed Scholarship
♦ Viking athletics
♦ Jane Wiener Endowed Alumni Scholarship
♦ Forbes/Lea Endowed Student Research Fund in Biology
♦ Chicano/Latino Studies
♦ Presidential Scholarships for high-achieving students
♦ The Fund for PSU
Dolores serves on the PSU Foundation Board of Directors, and Fernando is a previous board member; Dolores was also a member of the Alumni Board

Mark C. Edlen
President's Award for Outstanding Philanthropy
Personal gifts and contributions through his firm, Gerding/Edlen Development, have advanced the progress of:
♦ The Broadway student housing and the Northwest Center for Engineering, Science and Technology building projects
♦ The Mark and Ann Edlen Family Scholarship in Portland State's new Center for Real Estate
♦ PSU's Walk of the Heroines (construction to begin in late 2005)
♦ Simon Benson Awards Dinner and Friends of Simon Benson House fund-raising projects
Eden is a former member of the PSU Foundation Board of Directors

Gary Robinson '61, MA '73
Outstanding Alumnus Award
♦ Founder and owner of Training and Development Programs in Portland
♦ Longtime instructor for Portland Community College and an instructor at Oregon Institute of Technology
♦ Past president and founding member of Friends of the PSU Millar Library and past president of the 1620 Club
♦ Avid athletics fan and co-founder of the Three Point Club for basketball boosters
♦ Tireless PSU ambassador and member of PSU Advocates
Historic season for men's basketball

Despite the disappointment of failing to reach a major post-season tournament, the men's basketball team can look back on a remarkable 2004-05 campaign with satisfaction.

The Vikings made history by winning a first-ever Big Sky Conference regular season title in their ninth year as a member of the league. PSU hosted the Big Sky Tourney in Portland's Memorial Coliseum, but was upset in the semifinal round by Weber State. That loss eliminated the Vikings' shot at the NCAA Tournament.

Amazingly the team started the season in last place with a 5-9 record. Turning the record around in one season is a Big Sky Conference first.

The Vikings' overall 19-9 record marks the most wins by a PSU team as a Division I program, and the most overall wins since Portland State won 20 games in 1958-59 as an NAIA program.

New school records were plentiful in 2004-05, particularly by Seamus Boxley. The senior forward established new marks for career games played (114) and blocked shots in a season (39). He also extended his own records for career field goal percentage (.560) and career blocked shots (128). Will Funn, a senior guard, established a new season record for assists (224). As a team, the Vikings set new records for blocked shots in a game (10, against Weber State, Jan. 1) and a season (108). The Vikings also raised the field goal shooting standard to .492 for a season.

The Viking team also achieved national acclaim. Funn was among the nation's leader in assists. At 8.0 per game, he ranked second at the end of the season. Boxley was 17th in the nation in scoring (20.6) and field goal percentage (.592). Collegeinsider.com named Boxley Big Sky Conference Player of the Year and a Mid-Major All-American. The Big Sky Conference agreed and named Boxley both conference player and defensive player of the year. Funn earned first-team All-Big Sky honors as did fellow guard Blake Walker. The Vikings were the only Big Sky school with three first-team selections.

On the home front, Portland State sold out the Peter W Stott Center for the final four games of the season and five overall. These games were the first sellouts at the campus arena since PSU brought basketball back to the Park Blocks in 1996-97.

Students named themselves The Horde and provided a frenzy of support for the men's basketball team, including record-breaking Viks Seamus Boxley (42) and Will Funn (21). Photograph by Dick Powers.

GET ALL OF THE LATEST sports news at www.GoViks.com. Game stories, statistics, schedules, team information, press releases, and much more are available and updated daily. You can also listen to live broadcasts of football and men's and women's basketball games, or archived broadcasts. Buy season and single game tickets online at www.GoViks.com or call 1-888-VIK-TIKS or 503-725-3307.
Compiled by Myrna Duray

**'57**

Susan (Brewster) Bertotti is retired after 31 years with the Los Angeles County Department of Children's Services. Bertotti lives in Los Alamitos, California.

WHERE ARE YOU? The class of 1958 is organizing reunion activities to coincide with the 2008 PSU Weekend. "Yes, we are staring early," says Gary Coats, reunion chairperson, "but to find our 45 lost alums, we need time and help." See the class of 1958 Web site at http://home.comcast.net/~x4x3x2/ for more information.

Daniel Rowl ey has been an independent consulting engineer in wood products manufacturing with Dan Rowley & Associates since 1973. He also is a guest writer for the timber industry's principal magazine, *Timber Processing*. He and his wife, Jacqui, have been married for 49 years, have three children, 12 grandchildren, and one great-granddaughter. They live in Portland.

**'64**

Jankees "Jan" Duvekot is a lawyer in Amsterdam and former negotiator of the Canadian Arctic Nunavut Territory. He plans on visiting Portland this summer and sends greetings to old friends. Emails are welcome at info@duvekot.nl.

Dennis Henniger recently retired after 34 years of practicing law. He is now completing Spanish immersion studies in Mexico and will resume volunteer work teaching ESL upon his return. Henniger and his wife, Linda, live in Tigard, where they have a small Pinot Noir vineyard.

**'66**

Jack Shields was honored Feb. 19 at a dedication ceremony for the Jack Shields Green Room in Clackamas Community College's Niemeyer Center for Communication Arts. Shields founded the college's theater arts department in 1972 and retired in 1996 as associate dean of arts, humanities and social sciences. He has acted in and directed more than 200 educational, community, and professional theater productions throughout the Northwest. He lives in Beaverton.

**'67**

Pat (Borden) Karella owns a bed and breakfast inn and artist studio on Finger Lake, 45 miles from Anchorage, Alaska. She also is a hospice bereavement coordinator in Wasilla, Alaska. Karella took early retirement from a career in state government and nonprofit educational and social service agency work.

Otto Papasadero is owner of Marton Consulting, a business consulting firm in Portland.

Kenneth Sample is a commander with the U.S. Public Health Service in Chicago. He writes, "I am five years into my third (and last) career since leaving PSU 37 years ago. After spending five years in North Carolina, we transferred back to Chicago this summer."

Helen Marie Casey MA has written a chapbook—an informal booklet—of her poems about Joan of Arc titled * Fragrance Upon His Lips*, published by Finishing Line Press.

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A new jazz venue at PSU

All shows begin at 7 p.m.

May 6
John Gross Duo (saxophone)

May 7
Nancy Curtin/Tom Grant (vocals)

May 13
Greta Matassa (Seattle jazz vocalist)

May 14
Greta Matassa

Live jazz
$2 happy hour
Full dinner menu
All ages seating
No cover

May 20
Dan Gaynor Duo (jazz piano)

May 21
Mary Kaddeley Trio (jazz vocals)

May 27—TBA

May 28
Tony Pacini Trio (jazz piano)

June 3
Mitzi Zilka/Mike Doulin (vocals/guitar)

June 4
Darrell Grant Trio

310 SW Lincoln
(Located adjacent to the University Grill at University Place)
503-221-0140
Dan Manassau is a senior financial analyst for Lockheed Martin in Sunnyvale, California. He was appointed by the League of Women Voters to the Measure B Citizens Watchdog Committee for Santa Clara County. Manassau and his wife, Michelle, took a trip to six countries last summer for their 30th anniversary.

Scott Parker remains the unofficial chess champion at Backspace Gallery in Portland. His photo can be seen at www.backspace.be/images/Tournaments/scott_chess.jpg. Parker can be reached by email at scott.asp2003@yahoo.com. He is also a recognized analyst of T. S. Eliot's catalyst theory of literary criticism.

William "Bill" Plympton, Portland cartoonist, was nominated for an Oscar in March for his animated film, Guard Dog. This is the second Academy Award nomination for Plympton. His film, Your Face, was nominated in the same category in 1987.

William "Trey" Taylor was chosen by Esquire magazine in December as one of "America's Best and Brightest: 39 Visionaries, Rebels, & Leaders." He is president and co-founder of Verdant Power, a company that harvests electricity from underwater turbines. The company has been awarded $1.5 million by the state of New York to begin tapping the tidal energy of the East River between Queens and Roosevelt Island.

Percy Woods is a systems analyst for University of Eastern New Mexico. He writes, "My wife, Georgia, and I lived on a houseboat in north Portland until last summer, but decided New Mexico offered a better climate in many ways. We had been in Roswell in the early 1990s and decided then to retire here, although we do miss our friends in Puddle City."

Paul Hildenbrand is with the Wyoming Department of Environmental Quality Water Quality Division in Cheyenne. Hildenbrand is responsible for all petroleum contamination remediation projects and new facility storage tank inspections in the southeast portion of the state.

Margaret Carter was elected president pro tempore of the Oregon Senate in January. Carter has served in the Oregon Senate since 2001 and previously served seven sessions in the state House of Representatives. She is a past president and chief executive officer of the Urban League of Portland.

Tom Clodfelter retired from the Portland branch of the Federal Reserve Bank of San Francisco after 31 years of service. He lives in Beaverton.

Eileen Fligg MS '77 is a third-grade teacher with Reynolds School District. Fligg has been teaching for 30 years. Her husband, Robert Fligg '71, is controller at Al Angelo Company in Vancouver, Washington. They live in Troutdale.

Jack Monteth is managing partner at Chinook Capital Management in Portland.

Gregory Blake (formerly Gregory Blake Krimmer) is a wine consultant for Renaissance Vineyard and Winery in Oregon House, California. Blake says that after graduation, he worked a short time with the federal government, then spent many years working in the electronics field. In 1993, he went to Russia on a religious mission, married a Russian woman, and now serves as a freelance Russian translator.

Marlene Gaskins retired in November following 30 years in law enforcement. Gaskins was the first female patrol deputy when she was hired in Washington County in 1978 and went on to become the first woman field training officer; the first woman assigned to the drug, property crimes and child abuse units; and the first and only woman elected president of the Washington County Police Officers Association. She plans to work part time in a bridal shop and spend time traveling and learning to scuba dive.

Mary "M.J." Anderson is a sculptor living in Nehalem. She typically sculpts in granite and marble and travels to Italy once a year to pursue her craft. One of her pieces, The Vital Nature of Man, was sculpted for a show in Germany six years ago, then was shipped back for display at a show in Lake Oswego, and now can be viewed in Maryland at Howell's 3rd Street Square.

Rosanna Bowles is a dinnerware designer and owns a store, Rosanna, in Seattle. Bowles created a dish collection that includes a plate for almost every special occasion. Her dishes are also distributed through national retailers such as Tully's, Crate & Barrel, and Pottery Barn.

Harold Rogers is coordinator of the Safe Drinking Water Act Program with the U.S. Environmental Protection Agency in Portland. Rogers has worked in the drinking water program for Oregon since 1978.

Randy Houston was one of 10 people recently selected for the 2004 International Towing and Recovery Hall of Fame and Museum located in Chattanooga, Tennessee. He is owner of Randy's Towing in Okanogan and Wenatchee, Washington. The Washington Tow Truck Association named him Tow Operator of the Year in 1993 and he received the president's award in 2000.

Judy Beebe MBA is a member of the Marion and Polk Schools Credit Union board of directors. Beebe is an adjunct professor at Chemeketa Community College and at Western Oregon University. She was vice president of finance at Kaiser Permanente Federal Credit Union in Pasadena, California, and chief financial officer at ORCO State Employees Federal Credit Union in Orange, California. She lives in Sublimity.

Karen King is director of college relations information systems at Reed College in Portland.

Richard Marty MS '83 is plutonium soils manager and his wife, Susan Evans '83, MS '86, is off-sites manager with the Stoller-Navarro Joint Venture in Las Vegas, Nevada. The venture, a team of five companies, is providing environmental engineering services in the restoration of historic nuclear weapon test sites in Nevada, New Mexico, Colorado, Mississippi, and Alaska.

Jim Cady is president and chief executive officer at LightPointe Communications, Inc., in San Diego.

Marshall Gannett MS is a hydrologist with the U.S. Geological Survey, water resources division, in Portland.

Christine Hess is chief of staff to Alaska State Rep. Reggie Joule.

Mark Byrnes is senior environmental scientist at Fluor Hanford in Richland, Washington.

Milana Robben MS '04 is a school counselor at St. Mary of the Valley in Beaverton and an adjunct professor at Warner Pacific College, where she teaches human development. Robben has raised six children and her counseling interests he
in working with adolescents from alternative families. She writes, "I hope to do research on adoptees adopted out of culture, and the manifestation of bonding to their offspring ... possibly a doctoral dissertation?"

'Maryann Beebe works for Merck, Inc., as a worldwide marketing director for a drug used in oncology. She travels to Europe, Asia, Africa, and the Americas for the company. Beebe won Merck's 2004 marketing award for her work with an osteoporosis drug. She is currently working on her second doctorate at George Washington University and lives in Bethlehem, Pennsylvania.

James Halliday is a dentist and director at Aspen Dental Clinic, a community health clinic in Kenai, Alaska. Halliday, his wife, and their four children moved their household to Alaska themselves over the summer.

Joan Kvitka MS teaches social studies at Wilson High School in Portland.

Michael Erickson is president and founder of AFMS Logistics Management Group, a transportation consulting firm in Tigard. Erickson, a former student body president and football player at PSU, started the company in 1992 in the basement of his home. Inc. magazine listed AFMS at number 319 in the 500 fastest growing private companies in the country.

Daniel Bruce has been promoted to the rank of major in the U.S. Air Force. Bruce serves as chief of minority enrollment in admissions at the U.S. Air Force Academy. He lives in Colorado Springs, Colorado.

Sharon Howard writes that since graduation she worked as a youth counselor for Janus Youth Programs for two years, a trial assistant at a public defender's office (1994-95), and now serves as case manager and a skills trainer with a mental health agency in Portland. In 2002 Howard obtained her Certified Alcohol and Drug Counselor license.

Michael Lankton is an account executive with the Orlando Magic NBA basketball team. Lankton previously worked in sales and marketing in the high-tech industry in San Francisco.

Douglas Babbitt is a third-year chiropractic student, working on his doctoral degree at Western States Chiropractic College in Portland.

Alex Holberg is an owner of Alex & Company Jewelers and Watchworks in Portland.

Brent MacNab received two Fulbright Fellowship awards while conducting research on ethics management within NAFTA. MacNab teaches cross-cultural management at University of Sydney's school of business in Australia.

Roberta Morgan is a mental health specialist at Mid-Columbia Center for Living, a county mental health clinic in The Dalles.

Stacey Ewton MBA, PhD '03 is president and chief executive officer of UltraShred, a worldwide, document shredding equipment manufacturer located in Spokane, Washington.

Reynold Roeder is chief financial officer with Portland Family of Funds in Portland.

Cheryl Teigen is director at Third Party International, Inc., a marketing consulting firm in Portland.

Elizabeth Beckley is an administrative assistant at Office Team, an employment agency in Portland.

Roger and Jan Capps believe it's critical to support the young people who will one day shape the course of our city, state and region. That's why they've made a gift of real estate to Portland State University through Building Our Future, PSU's $100 million comprehensive campaign.

By arranging a charitable contribution of real estate assets to Portland State, the Capps have ensured that many others will experience the same unique education that fueled their own lives and careers. To learn more about giving to PSU today or through your estate, call 503.725.4PSU, e-mail give@pdx.edu or visit www.pdx.edu/giving.
Creating living history for a new museum

WITHOUT TERESA NEVA TATE '94, MA '97, the art and facts behind the Our Peoples exhibit at the new National Museum of the American Indian would be lost on most visitors. For almost six years, Tate helped collect and organize the exhibit’s artifacts for the museum’s opening in September.

Our Peoples is one of three permanent exhibits at the Washington, D.C., museum, and gives Indians from North and South America a forum to convey—in their own words—their tribal histories. The exhibit mainly encompasses the last 500 years and uses many videotaped interviews with present-day tribe members to tell the history of Indian culture, government, industry, and war.

A self-proclaimed people person, Tate loved traveling to villages in Mexico, Oklahoma, and Arizona to interview tribe members for the museum.

“So many people think that history is about the past,” she says. “But what I worked on was living history.”

Tate, 36, left Portland for Washington, D.C., in 1999 with fond memories of managing the Portland State’s Littman and White Galleries and volunteering at the Portland Art Museum, Oregon Historical Society, and the Children’s Cultural Museum. She had to head east, she said, to advance her career.

Being the exhibit’s lead researcher was sometimes daunting, but Tate says her PSU education in art and history gave her the intellectual tools to succeed.

“It really did prepare me for doing research and for synthesizing my findings into reports,” she says. “My experience at PSU was definitely helpful.”

Tate now helps verify, correct, and update database information on the museum’s vast 800,000-piece collection. In the fall, she plans to enroll in an art history doctoral program in the Washington, D.C., area. Her goal is to teach Native American and Latin American art history at a university and also work as a museum curator. She would love to return to Portland and plans to apply for jobs at both PSU and the Portland Art Museum.

“There’s no other place like Portland,” says Tate. “Portland has a certain charm to it that D.C. does not.”

-Chris Ehrlich
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• The unique and memorable lodge experience of the Hotel Elliott
• Tour of the Ilwaco Heritage Museum
• A visit to the historic Ft. Stevens

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ALUM NOTES

Gregory Robinson MBA is executive director at Columbia River Mental Health Services in Vancouver, Washington.

Mark Gregory MBA received an Oregon IT Executive of the Year award from the Portland chapter of the Society of Information Management at the InnoTech Oregon Conference in March. Gregory is executive director of the PSU Office of Information Technologies.

Erin Miles is an English as a second language specialist at Greenway Elementary School in Beaverton.

Alice Chung is a senior accountant for Providence Health System in Renton, Washington.

Marlene Camacho Cruz is a government personnel specialist in Saipan, Mississippi. She writes, "I've been in HR since 1999, thanks to the advice and guidance of Dr. Alan Ca belly, my dear friend Stacie Yost, and the PSU HRMA."

Kristopher "Kris" Dickinson MBA '03 is executive director of the Donald C. and Elizabet h M. Dickinson Foundation, which supports education and medical research. He also owns Bizeats, Inc., a restaurant delivery company. Dickinson serves on the Portland Children's Museum board, volunteers at Doernbecher Children's Hospital, and is involved with the SMART reading program and Saturday Academy.

Michael Meo is a teacher at Benson Polytechnic High School in Portland. His research article, "The Mathematical Life of Cauchy's Theorem," was published in the scholarly journal Historia Mathematica, Vol. 31 (2004). He has taught in Portland public high schools since 1989.

Dan Overbay MS '03 is the associate director of student recruitment at Clark College in Vancouver, Washington. He was an academic adviser at PSU.

Kimberly Silva-DuBose MPA is membership director of Hoyt Arboretum Friends in Portland.

Katherine Simpson was promoted to vice president and assistant controller at Columbia River Bank in The Dalles in February. Simpson started her career at the bank while a student. She received her CPA license in October.

Heike Mayer MUS, PhD '03 is assistant professor of urban affairs and planning at Virginia Polytechnic Institute and State University. Mayer has received a 12-month, $24,660 grant from the Ewing Marion Kauffman Foundation to study women entrepreneurs in the high-tech field.

Polly Bangs is owner of Pasta Bangs restaurant in Portland.

Jay Hunt is branch manager at Albina Community Bank in Portland.

Dawn (Foti) Levinson MSW is policy adviser on children and families within the office of the administrator and the office of policy, planning, and budget in the Substance Abuse and Mental Health Services Administration, U.S. Department of Health and Human Services.

Andrew Mayer MPA won third place for his 1,500-word essay, "Seoul: Asia's Leading Megopolis," in the 2004 Seoul Metropolitan Government Essay contest. Mayer was presented the award at Seoul's City Hall in December. He is a U.S. Army specialist serving as a medic with the 168th Medical Battalion at Yongsan Garrison.

Tim Murray MBA is a commercial insurance agent with Elliott, Powell, Baden & Baker in Portland.

Heidi Ames is a répétiteur (rehearsal pianist and coach) with the Neues Stadttheater in Bolzano, Italy. Ames lives with her husband, a tenor and software engineer, and her calico cat.

Rachel Felice MST is Columbia Slough education director and received a Spirit of the Oregon Plan award from Gov. Ted Kulongoski in November. Felice provides hands-on programs for students to learn about the history, ecology, and human impact of the north Portland watershed and its organisms.

Rhonda Fox MEd '04 teaches fifth grade at Lewis and Clark Elementary School in St. Helens.

Lee Loving MS is assistant principal at Seaside High School. Loving, his wife, and three
daughters live in Gearhart and enjoy fishing, crabbing, and clamming.

Cheryl "Cheri" Olson MS was re-elected mayor of North Plains in November. A former city councilor, Olson teaches physical education to elementary students in the Beaverton School District. The mother of two adult children, Olson enjoys dancing, reading, and volunteering.

Brian Owens is a visualization developer at Dirtlogic, an architectural landscape visualization company in Portland.

Aaron Pina is a Middle East policy analyst with the Congressional Research Service in the Library of Congress. She covers a wide range of issues, including Israeli-Palestinian affairs, political reform, and faith-based conflict resolution. Pina earned an MA in international relations and religion from Boston University.

Charlotte Rich MS '04 is an underwriter and manager for commercial real estate loans at The Commercial Center in Portland.

Matthew Sinclair is vice president of education at the Oregon Museum of Science and Industry. Sinclair also is a PSU graduate student in the public administration program. He lives in Beaverton with his wife and two children.

Bryan Lemly is a project manager and mechanical engineer with Hydro-Temp Mechanical, Inc., an HVAC contractor in Wilsonville. He is working on several projects in the Portland area, including PSU's new Northwest Center for Engineering. Lemly writes, "It is interesting to be working on a new engineering building for the school I just graduated from."

Alissa Moore is communications coordinator with the Portland Trail Blazers. Moore was a marketing assistant for Clackamas Town Center through General Growth Properties.

Michele Peters is a financial services consultant with Oregon State University Federal Credit Union in Corvallis.

Joe Rebello

Sara Ackerson is a department specialist in student financial services at Lewis & Clark College in Portland.

Celebrate 50 years of teaching teachers

Join Friends of the Graduate School of Education as they help plan the school's 50th anniversary celebrations in 2005-06. It's an opportunity to reconnect with other alumni, support the school, and offer scholarships for outstanding students.

For more information about the Friends and the upcoming celebrations, contact Chairperson Jane Morrow '65, MS '77 through PSU at 503-725-4789.
Helping tsunami victims in India

ON NEW YEAR'S DAY THE CALL CAME: "How soon can you get to India?" Like millions worldwide, John Stephens MIM '03 had followed the tsunami's devastation on television. A temporary employee of Mercy Corps, Stephens had vacationed in India and still had a current visa. Although he and his wife had a toddler and a second baby on the way, this mission meshed with his life's calling.

"I've always wanted an international career where I could live and work with communities overseas to improve conditions for the people there," Stephens explains.

Standing in the southeastern fishing village of Pondicherry, shell-shocked locals showed Stephens the fallout from the 30-foot wall of water that decimated their town. Rows of homes along the beach were crushed as though a bulldozer cut them in half. The wave tossed 20-foot-long boats into the center of town, where they blocked roadways or were wedged against trees.

Stephens, his colleagues, and India's Disaster Mitigation Institute built temporary housing and distributed drinking water, food, and cooking utensils to villages within a 200-kilometer stretch south of Chennai.

Agricultural communities were also hit hard, as tsunami waters traveled more than a mile inland and saturated crops with salt water and silt. Here, Stephens witnessed profound transformations. In an effort to drain the fields, crews of men from different religions normally won't interact with each other worked side-by-side. In a short amount of time you could see positive changes taking place, not only on the land but with the building of a new community."

While in India, a permanent position at Mercy Corps became available and Stephens interviewed for it over the phone. He got the job and flew home to his new role as the assistant program officer for South Asia. Stephens now facilitates communication with field offices in Iran, Pakistan, and Afghanistan. Eventually his work will take him to these countries, where he will further his firsthand experience helping people overseas. —Kelli Fields
In the public’s best interest

Enron is now enshrined in our vernacular as a byword for corporate arrogance and corruption. By concealing $1 billion in debt, the company went bankrupt, its pension program vanished, and more than 20,000 people were left unemployed.

Additional corporate scandals followed as Halliburton, Rite Aid, and WorldCom were hit with allegations of irregularities and fraud.

What is the public interest responsibility of business in a free market economy? This question lies at the heart of the new Center for Professional Integrity and Accountability, founded in 2004 with a significant contribution from Phil and Suzanne Bogue. The couple made their leadership gift as part of Portland State’s Building Our Future campaign, which seeks to raise $100 million for research, students and faculty, programs, and capital projects throughout campus.

Phil Bogue retired in 1981 as a managing partner of Arthur Andersen in Portland. The audit house collapsed as a result of its Houston office’s involvement in the Enron scandal.

“Free market capitalism requires growth and accumulation of wealth,” says Dillard. “In its pure form it’s based on self-interest—the only responsibility of business is to maximize profits. It’s a system that’s effective and efficient in producing things, but when it’s dominant over everything else, humanity can lose its way.”

Was Enron simply a case of a few bad apples? Yes and no, Dillard says. “This kind of thing is cyclical. Every eight to 12 years we have a major scandal. Ten years ago we had the savings and loans, before that it was junk bonds.” In his view, Enron embodied both the good and the bad of the norms of market capitalism, its top leadership acting without reference to any other set of values.

Dillard, who is founding editor of the journal, Accounting and the Public Interest, wants the center to ask fundamental questions about the role of business in a democratic society. “Is the primary purpose of business simply to create wealth for shareholders? Or do all members of society have a moral responsibility to act in the public interest?”

The Center’s research, education, and outreach activities will be aimed at expanding the discussion beyond the business professions, because all members of society are stakeholders. “We want to make people aware of the ethical issues,” Dillard says. “We can’t tell them what the answers are, but we need to talk about where business fits in our society. It’s hard to imagine alternatives—Marxism didn’t work and the only other model anyone in the West has tried yet is free market capitalism. Some of the European countries are on potentially interesting paths.”

Dillard sees himself facilitating an ongoing academic and community discussion. “What excites me most is the intellectual energy and curiosity coming together here. My job,” Dillard says, “is to provide faculty, students and community members with the resources they need to fully explore public interest and sustainability issues. Phil and Sue Bogue’s early support has been key in this respect.”

Why is Portland State the right place for the Center for Professional Integrity and Accountability? “Because relevance guides the work of the School of Business Administration and the University,” Dillard notes. “We want to do things that matter to life in this world every day. There’s a passion here at PSU and in Portland for asking tough questions, a receptiveness to new ideas, a willingness to take on wide-open subjects.

“If we can’t do it here, where can we?” –Katrina Ratzlaff

Learn more about how the Building Our Future campaign is helping faculty, students, and community members find solutions to today’s most urgent challenges on our Web site www.pdx.edu/giving.
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