

Portland State University

PDXScholar

Portland State Magazine

University Archives: Campus Publications &
Productions

Winter 1-1-2009

Portland State Magazine

Portland State University. Office of University Communications

Follow this and additional works at: https://pdxscholar.library.pdx.edu/psu_magazine

Let us know how access to this document benefits you.

Recommended Citation

Portland State University. Office of University Communications, "Portland State Magazine" (2009).
Portland State Magazine. 116.

https://pdxscholar.library.pdx.edu/psu_magazine/116

This Book is brought to you for free and open access. It has been accepted for inclusion in Portland State Magazine by an authorized administrator of PDXScholar. Please contact us if we can make this document more accessible: pdxscholar@pdx.edu.

Light, Bright, Open: Shattuck Hall / 10
Sustainability—More Than Just “Green” / 14

PORTLAND STATE MAGAZINE

WINTER 2009

\$25 million gift

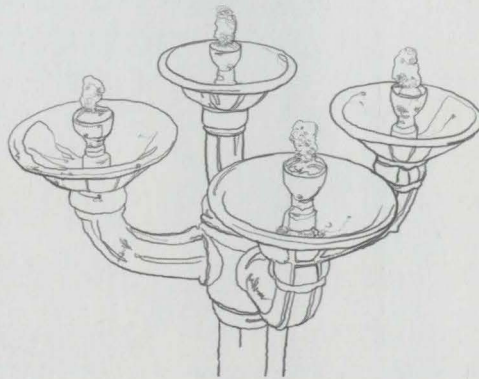
A vote of confidence for the University
and Portland's future / 8

When asked what they
thought a great investment
in PORTLAND would be, each
Trustee of the James F. and
Marion L. Miller Foundation
put Portland State University
at the TOP of THEIR list.
The result is the largest Donation
in the History of Portland State.

We can't thank THE MILLER FOUNDATION
enough for THEIR commitment to Portland
State University and our Great city.

The Miller Foundation's extraordinary
gift of \$25 million is a challenge
grant dedicated to advancing Portland State
University's leadership in sustainability.

Be part of the \$50 million investment in
our future. Visit www.investinportland.org.



Departments

2 FROM THE PRESIDENT
Sustainability permeates PSU

3 AROUND THE PARK BLOCKS
An MBA with OHSU
Bugs check in
Counseling Portland teens
Health plan lottery provides
unique study
What's new? Neuberger Hall
breezeway

4 LETTERS
Give transportation its due

6 FANFARE
Taking on Verdi
Artists share a way of life
One woman's struggle
New Works

17 ATHLETICS
He has it all taped up
Volleyball wins Big Sky

18 ALUMNI CONNECTIONS
Viking love and marriage
PSU Day in Salem
Meet the president
PSU Weekend highlights

20 ALUMNI NOTES
Intel's 'Green Goddess'
Master of the search engine

29 LOOKING BACK
Class of 1958 celebrates!



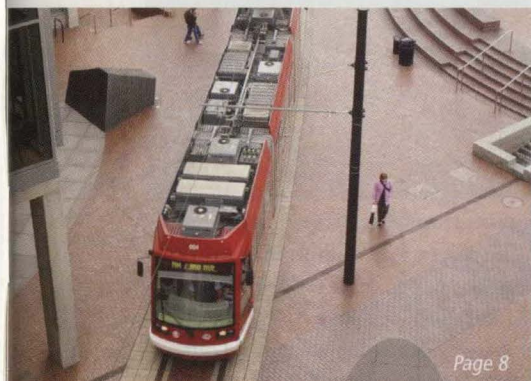
Page 14

Features

8 PRESENT PERFECT
The largest gift in Portland State's
history is also a gift to the city.

10 LIGHT, BRIGHT, OPEN
Shattuck Hall gains new life.

**14 SUSTAINABILITY: MORE
THAN JUST 'GREEN'**
Faculty and student research incorpo-
rates social and economic consider-
ations alongside environmental ones.

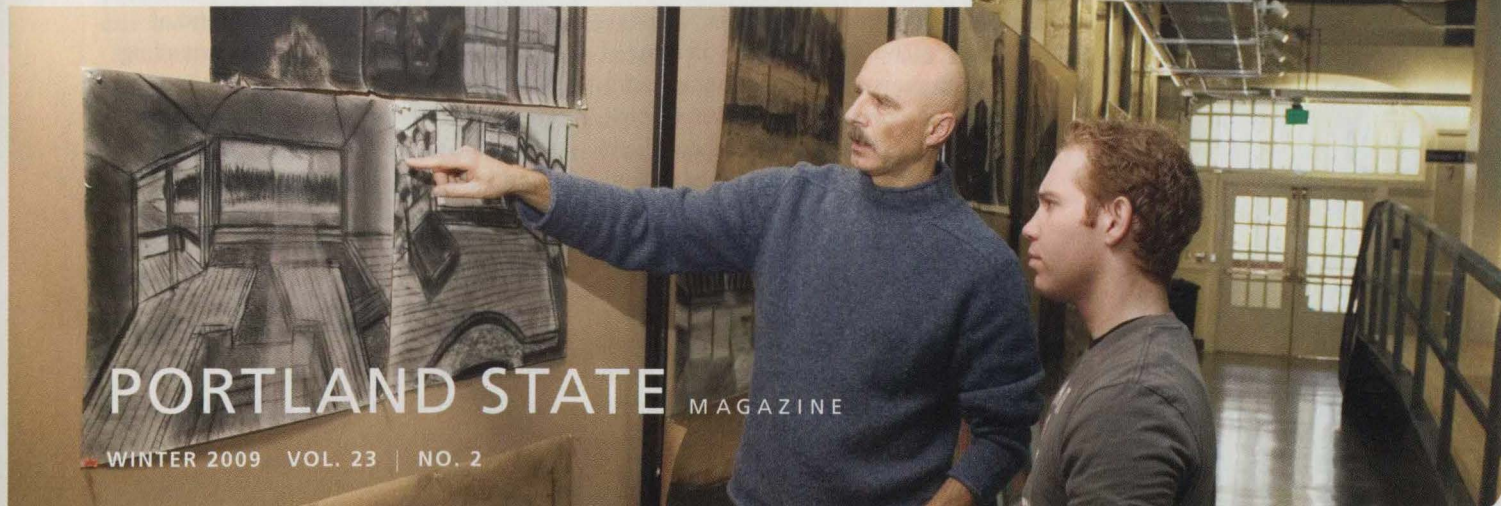


Page 8

ON THE COVER The Miller Foundation expects its \$25 million gift to PSU to make a difference. See story on page 8. Photo by Kelly James.

10

The remodel of Shattuck Hall includes boards for reviewing student work by faculty, such as Prof. Nikola Boscanin.



PORTLAND STATE MAGAZINE

WINTER 2009 VOL. 23 | NO. 2

WINTER 2009 / VOL. 23 NO. 2

EDITOR

Kathryn Kirkland

CONTRIBUTORS

Scott Gallagher
Haili Jones Graff

COPY EDITOR

Martha Wagner

DESIGN

Brett Forman
Matthew Fitchen

EDITORIAL OFFICE

325 Cramer Hall
PO Box 751
Portland OR 97207-0751
503-725-4451, fax 503-725-4465
psumag@pdx.edu

ADDRESS CHANGES

PSU Alumni Association
www.alumni.pdx.edu
click on "update your info"
or call 503-725-4948

ALUMNI RELATIONS OFFICE

Pat Squire MPA '95,
Assistant Vice President
Simon Benson House
1803 SW Park Ave
PO Box 751
Portland OR 97207-0751
503-725-4948
psualum@pdx.edu

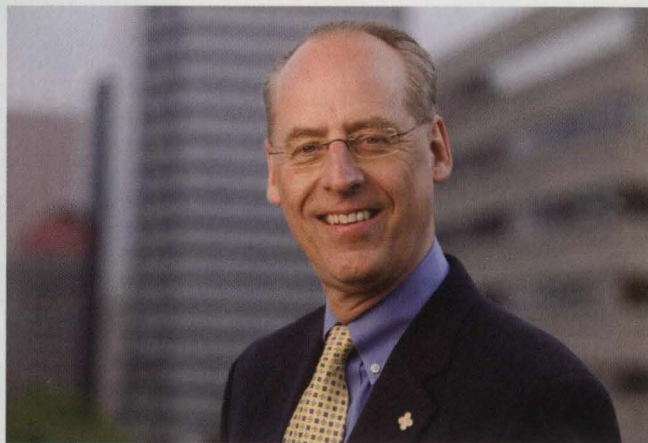
ALUMNI BOARD OF DIRECTORS

Jeff Austin '77, President
Kori Allen '84
Gary Barth '86
Chris Cooper MBA '06
Charles "Chip" Dunn '01
DAvid Friesen '03
Jerry Gordon '68
Linda Hamilton '90
Behzad Hosseini '96, MBA '97
David Keys '81, MBA '92
Bill Lemman, Vanport, DHL '04
Gina Leon '95
Milica Markovic '04
Kendal McDonald MA '02
Tamara "TJ" Newby '90
Gerry Scovil '65, MS '68
Barbara Verchot MPA '97
Rick Watson MBA '00
Cathy Williams '56, emeritus
Angela Wykoff '72, MS '75, '80

ALUMNI AMBASSADORS

Jon Jalali '67, MBA '71, Medford
Dennis Olson '68, MS '80, Pendleton
Cathy Williams '56, Sisters

Portland State Magazine is published three times a year, during fall, winter, and spring terms. Contents may be reprinted only by permission of the editor. The magazine is printed on recycled paper. Portland State University is an affirmative action / equal opportunity institution.



Sustainability permeates PSU

NOT LONG after school began this fall, one of the local television stations aired a story on the shortage of parking at Portland State University—a shortage of *bicycle* parking.

Whether it's students, faculty, and staff pedaling to campus, researchers investigating commuter patterns, or classes discussing the rise of the bicycle culture in Portland, sustainability permeates PSU.

How can sustainable practices be implemented not just locally, but in other urban and rapidly urbanizing areas around the world? What motivates people to utilize alternative transportation? What tools can be used to successfully measure and quantify sustainability in order to separate hype from fact? Students work closely with our faculty on these kinds of regionally relevant and globally consequential issues.

We are teaching sustainability in some degree programs where you might expect it, such as Environmental Sciences and Community Development, and in others where you might not. For example, in the Graduate School of Education, PSU students are teaching kids in Portland Public Schools about reading and writing—and reaping what they sow—through the Learning Gardens Laboratory program that promotes a more earth-friendly and sustainable means of growing food. In our School of Business

Administration, MBA students assess supply chain management issues and case studies with an eye toward the triple bottom line of environmental, economic, and social equity. We also offer specialized graduate and professional certificates designed to augment the skill sets of working professionals.

With the recent \$25 million matching grant from the James F. and Marion L. Miller Foundation (see page 8), we have a tremendous opportunity to solidify our position as a leader, regionally and nationally, for teaching and research of sustainable processes and practices.

And as Portland State's reputation grows, students will increasingly be drawn to the University's shared commitment to learning about sustainability in the living laboratory that is Portland, Oregon.

We will continue to live our motto of "Let Knowledge Serve the City," extending our campus to the community, sharing our graduates, our expertise, and our resources to provide practical solutions to the economic, social, and environmental issues that will face the region as we move forward.

And yes, we're adding more bike parking.

Wim Wiewel

Wim Wiewel
PRESIDENT, PORTLAND STATE UNIVERSITY



Around the Park Blocks

New MBA student Ryan Bushek will ride the tram to PSU and OHSU-taught classes at the waterfront campus.

Photo by Steve Dipaola

An MBA with OHSU

RYAN BUSHEK, a business analyst for Oregon Health & Science University, was looking nationwide for just the right MBA program when he heard about a new Portland State University - OHSU venture. Bushek is now enrolled in the Master of Business Administration in Healthcare Management program, which began in January.

The joint degree program is the only one of its kind in the Pacific Northwest and targets practicing managers in health care and those preparing for a transition into management.

Bushek, who earned master's degrees from the London School of Economics and the Universität Wien in Vienna, plans to focus in the near term on "hospital and clinical administration, and contribute to OHSU as much as possible," he says. Long-term plans may find him in governmental or public health agencies.

To accommodate working professionals, the new program is taught part-time using a combination of online and in-person learning. Faculty from both schools will deliver classes, and will include two residencies each term at OHSU's South Waterfront campus.

Portland State's emphasis on leadership development in its top-ranked MBA program and its national accreditation was just what OHSU was looking for, says James Huntzicker, director of OHSU's Division of Management. The new program also builds upon OHSU's Graduate Certificate in Healthcare Management.

"The synergies from the two institutions in offering this program was apparent as was the benefit to the region," says Huntzicker.



Coddling Moth

[Letter]

Give transportation its due

I am writing in regards to the recent cover story "Urban Visionary" in fall 2008 Portland State Magazine. The notion that biking to work with Sam Adams reinforces the university's commitment to "sustainability" is embarrassing, as is the photo on page one. Bicycles are nice, and there is a niche market for them in Portland. But motor vehicles (cars, trucks and buses) do the heavy lifting for the daily movement of people and freight in Portland and will for the foreseeable future. Leaders who want to be taken seriously should acknowledge that.

Moreover, motor vehicles pay their own way for the infrastructure needed, unlike the bikes, streetcars, and light rail so favored by many PSU academics. If a mode of transport generates negative cash flow, then it's not really sustainable.

*John A. Charles, Jr., MPA '91
Sandy, Oregon*

Portland State Magazine wants to hear from you. E-mail your comments to psumag@pdx.edu or sent them to Portland State Magazine, Office of University Communications, PO Box 751, Portland OR 97207-0751. We reserve the right to edit for space and clarity.

Bugs check in

IF GROWERS are not vigilant, little insects like the coddling moth can take a big bite out of Oregon's \$84 million-a-year pear harvest. Detection has gotten easier, thanks to a group of Portland State engineering students.

Rebeka Davidova, Rico Delapaz, Justin Lind, and Tin Nguyen upgraded a bug trap with a sensor that allows farmers remote access to key information on insect presence. Usually growers must inspect traps in their orchards and fields. The improved trap is integrated into what the student team calls a wireless remote insect monitoring network. The low-cost system works on all kinds of bug infestations.

The student team created the technology—valued at \$50,000—for APTIV, a start-up company located in PSU's Business Accelerator. It was their Senior Capstone project: a real-world, community service project that is part of Portland State's undergraduate curriculum.

Counseling Portland teens

BEING A TEENAGER is hard. They face pressures to fit in, do well, stay clean, and hardest of all, grow up. It's nice to have someone to talk to.

Teens in five Portland high schools now have that someone: a Portland State master's degree student in social work. "Because there are limited mental health services in our schools, the PSU students are filling a real need," says Jason Breaker with Portland Public Schools.

The students are counseling teenagers at Benson, Franklin, Lincoln, Marshall, and Meek ProTech (formerly Vocational Village) high schools. Breaker hopes to expand the program to 10 schools next year with the help of Monica Parmley

MSW '04, who was recently hired to run the new program. Research shows that students who get referred to on-site counseling are far more likely to actually receive it than if they are referred out, said Breaker.

For Parmley, the Portland Public Schools position was "the job I'd been waiting for."

Many PSU students want to do school social work when they graduate, says Ellen Masterson, director of field placement for the School of Social Work. "We're expanding our

curriculum so that MSWs will be able to meet licensure standards to work in schools," she says.

"I think it's a tremendous partnership," says Parmley. "My hope is that high school students whose mental health needs were going unmet will be helped because of this program."



Josh Thomas, a social work master's student, is counseling teenagers at Benson High School.

Health plan lottery provides unique study

NINE MILLION DOLLARS and researchers from such places as MIT and Harvard are enabling Portland State and a local team of scientists to study an extraordinary policy experiment: the Oregon Health Plan lottery.

This past year, Oregon's Medicaid agency drew names in a statewide lottery to fill approximately 10,000 open slots in the Oregon Health Plan. The names were randomly selected from a waiting list of nearly 100,000 uninsured Oregonians whose incomes are below the federal poverty level. Each received an application to be covered by the plan.

Researchers are comparing data from those who were selected for coverage with data from people who were not to see what role health care coverage—or the lack of it—plays in the lives of low-income adults. If, for example, the study shows that a lack of coverage is a big negative, then it may point to the need for wider coverage.

It is the random lottery selection process that has researchers excited. Scientists on their own could never deny health coverage to a group of people for study purposes. But the fact that the state initiated a lottery makes the study possible.

"This research provides a rare chance to do work that can drive state and maybe even federal policy," says Matthew Carlson, a PSU sociologist and a principal investigator in the study.

Phase 1 of the study involves surveying 70,000 low-income adults evenly divided between those who were randomly selected to receive Oregon Health Plan applications and those who were not. Carlson is convinced it is the largest, statewide Medicaid study ever undertaken.

A collaborative effort, the study includes investigators from the Providence Center for Outcomes Research and Education, Oregon Health & Science University, the Oregon Office for Health Policy and Research, and the Division of Medical Assistance Programs.

Although the Oregon Health Plan once served more than 100,000 people, budget cuts in 2003 reduced the number to about 17,000. Reopening the plan produced a dilemma for state officials. Should they enroll the sickest from the waiting list? Who is to decide? And what about children? The lottery was a small step toward fairness, says Jim Edge, state Medicaid director in the Oregon Department of Human Services. ■



What's new?

Breezeway between Neuberger Hall and Smith Memorial Student Union remodeled with new:

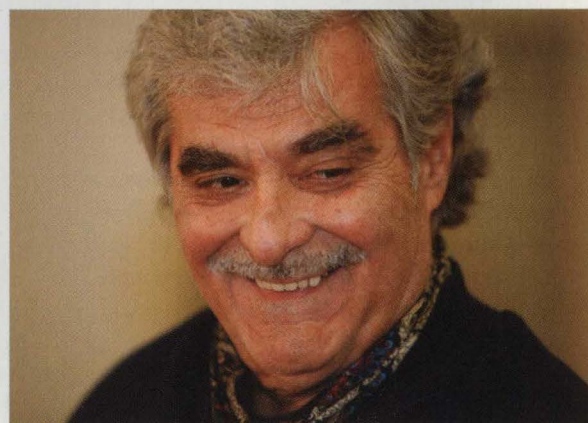
- concrete, benches, railings, and trees,
- a lighted, fabric ceiling scrim

Neuberger Hall lobby remodeled with new:

- signs, surfaces, lighting, and customer windows
- benches, tables, and low counters

Fanfare

Photos by Steve DiPaola



Tito Capobianco, an internationally renowned stage director, returns to PSU to direct *Falstaff* this spring. The opera includes a full student orchestra.

Taking on Verdi

UNIVERSITIES RARELY perform Verdi operas with their demanding voice and instrumental scores. But PSU is doing just that with a student orchestra and an almost all-student cast.

Giuseppe Verdi's *Falstaff* plays April 13, 15, 17, and 19 under renowned stage director Tito Capobianco. Local professional Richard Zeller plays Falstaff. With Lincoln Hall under construction, the performances will be at St. Mary's Academy, 1615 SW Fifth Ave., at 7:30 p.m. with a Sunday matinee at 3 p.m. The opera will be sung in Italian with English surtitles.

The lyric comedy opera is based on Shakespeare's larger-than-life character, Falstaff, as he comically attempts to woo two wealthy married women using identical love letters.

Capobianco returns to PSU for his fourth year as a Jeannine B. Cowles Distinguished Professor. Under his direction, PSU's spring 2007 production of *Così fan tutte* won the second place award in category I in the National Opera Association's opera production competition, a major step up for the University, which previously competed in category II.

ABOUT THIS PAGE

We want to hear about your books and recordings and your future exhibits, performances, and directing ventures. Contact the magazine by e-mailing psumag@pdx.edu, sending a fax to 503-725-4465, or mailing *Portland State Magazine*, Office of University Communications, PO Box 751, Portland OR 97207-0751.

Artists share a way of life

FOR ARTISTS speaking at the free, highly acclaimed MFA Monday Night Lecture Series, their work isn't just something to hang on a wall—it's a way of life.

Artist, curator, and editor Julie Ault is founder of a New York-based artists' collaborative that explores the political and public possibilities of art. Fashion and installation artist J. Morgan Puett joined forces with other artists to transform a crumbling Pennsylvania farm into a historical museum that hosts art installations.

Ault and Puett are just two of the nine artists chosen by Portland State Master of Fine Arts students to speak about their work during winter term on Mondays at 7:30 p.m. in Shattuck Hall, southwest Broadway and Hall. Ault speaks Feb. 9 and Puett on March 9. Other artists scheduled include Edgar Arceneaux, Feb. 2; Mark Beasley, Feb. 16; Althea Thauberger, Feb. 23; and Modou Dieng, March 2.

The lecture series is the brainchild of Harrell Fletcher, professor of art and an internationally recognized artist. For more information, visit www.pdx.edu/art/lectures.html.

One woman's struggle

WITH GRIT AND BY GRACE: BREAKING TRAILS IN POLITICS AND LAW, A MEMOIR

by Betty Roberts '58 with Gail Wells,
Oregon State University Press, 2008

Born in Depression-era Texas to a father crippled by bootleg whiskey and a mother who took in laundry to make ends meet, it is a wonder that Betty Roberts became a teacher, lawyer, state legislator, candidate for governor, and Oregon's first woman Supreme Court Justice.

In her memoir, *With Grit and By Grace*, Roberts holds nothing back as she recounts her deeply personal story, which also reflects the struggles and stereotypes women have historically faced. She returned to college as a 32-year-old wife and mother despite being told that she should be happy being a housewife. She went on to earn a law degree from the Northwestern School of Law at Lewis & Clark College.

During her 13 years as a legislator, Roberts was instrumental in the passage of the Equal Rights Amendment, the Oregon Bottle Bill, and laws decriminalizing abortion and banning workplace discrimination. In 1982, she was appointed the first woman judge in the 124-year history of the Oregon Supreme Court and came to enjoy "professional collegiality" with her male fellow justices.

Roberts, now 85, made international headlines in 2004, when she performed Oregon's first same-sex marriage ceremonies. ■

New Works

HOW CITIES WON THE WEST: FOUR CENTURIES OF URBAN CHANGE IN WESTERN NORTH AMERICA

By Carl Abbott (urban studies and planning faculty), University of New Mexico Press, 2008

PORTLAND'S WOODLAWN NEIGHBORHOOD

By Anjala Ehelebe '78, Arcadia Publishing, 2008

BREAKING THE ASHES: THE CULTURE OF ILLICIT LIQUOR IN SRI LANKA

By Michele Gamburd (anthropology faculty), Cornell University Press, 2008

THE ALCHEMY OF AIR: A JEWISH GENIUS, A DOOMED TYCOON, AND THE SCIENTIFIC DISCOVERY THAT FED THE WORLD BUT FUELED THE RISE OF HITLER

By Thomas Hager '75,
Harmony Books, 2008

OVER COFFEE: WE SHARED OUR SECRETS

By Julie Surface Johnson '67, WinePress Publishing, 2008

SWEDISH OREGON

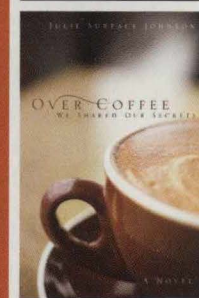
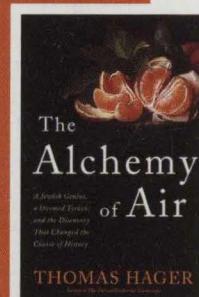
Edited by Lars Nordstrom '81, Swedish Roots In Oregon, 2008

FOOD FRAY: INSIDE THE CONTROVERSY OVER GENETICALLY MODIFIED FOOD

By Lisa Weasel (biology faculty), Amacom, 2008

LINCOLN'S DAUGHTER

By Tony Wolk (English faculty), PSU's Ooligan Press, 2009



Present perfect

The largest gift in Portland State's history is also a gift to the city.

WRITTEN BY MELISSA STEINEGER

THE \$25 MILLION grant awarded to Portland State in September from the James F. and Marion L. Miller Foundation is the largest gift in the University's history. It is also the largest grant the Miller Foundation has ever made, and the way its directors came to the decision shows what deep roots PSU has in the life of the city.

About a year ago, the four foundation directors asked executive director Charles Rooks to develop a list of organizations that could use a grant to create a substantial and ongoing benefit for the community.

Rooks cast a wide net, talking with influential and knowledgeable people in business, education, arts, and nonprofits. When the list was ready, each of the directors worked independently to rank the 20 or so candidates. Then they came together to discuss their choices. They might have faced a tense meeting, except that independently all four had ranked the same entity among their top three: Portland State University.

The directors asked PSU where the funds could have the most impact. University officials presented them with many options for the grant, and together, they decided that PSU's expertise, strategic direction, and possibilities for increased stature lay in sustainability.

The result is a 10-year, \$25 million challenge grant. PSU receives \$2.5 million each year and raises an equal amount, for a total financial boost of \$50 million for sustainability.

Much thought has gone into what sustainability means at Portland State.

The consensus is a straightforward definition: meeting the economic, social, and environmental needs of the present without compromising similar needs of future generations. Faculty and students are already researching sustainable food systems, economies, green technology, water management, transportation systems, renewable energy, business practices, and urban development. The PSU Center for Sustainable Processes and Practices is a clearinghouse for efforts across campus.

IN CHOOSING PORTLAND STATE for the grant, the directors considered it a vote of confidence in the University's ability to make a difference in Portland. "Our gift was in part a gift to the city of Portland," says director Charles Putney, who graduated from PSU in 1962 with a degree in business. "The vibrancy of the city is critical to the state, and it has a huge impact for the students who will attend this urban University in Portland."

As a Portland State College student, Putney worked part time and took five-and-a-half years to earn his degree. "I still remember almost all of my professors' names. It was that meaningful to me."

Today, Putney is an executive with UBS, a global giant in investment banking and securities. Blyth & Co., the investment bank where Putney and the late James "Jimmy" Miller—then-president and the foundation's namesake—met, is a predecessor firm of UBS.

"Jimmy was a very, very bright man," says Putney. "Not formally educated,

but bright and well read. He strongly believed that if you were going to have success in the world, you had to have an education."

That same conviction in the value of an education is shared by Miller director Charles Walker, retired president of Linfield College and father of a current PSU student.

"The University began as a service organization for veterans who had trouble getting into a college or university elsewhere. That beginning and PSU's subsequent major progress were key points for me."

As a former vice-chairman of the Ford Family Foundation, Walker got to know Ford student scholars at PSU.

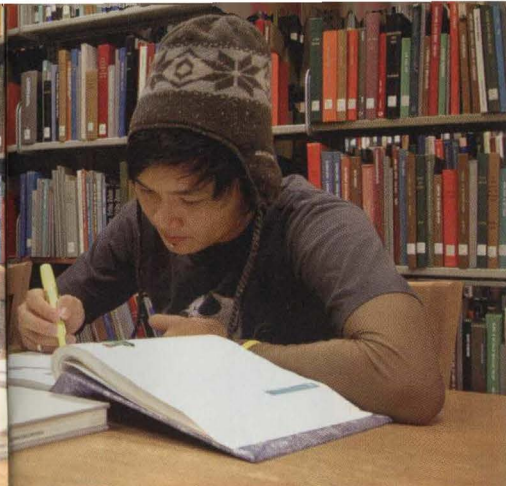
"I was impressed with the delivery of services to these students," says Walker, "as well as to nontraditional students and to the community at large."

Director Alice McCartor, who was with the Meyer Memorial Trust before joining the Miller Foundation, saw the University's connection to the city as a key.

"PSU touches so many families in the metropolitan area from all walks of life," says McCartor. "Certainly it serves the student who lives at home, is working his way through school, and cannot afford a 'campus-bound' experience. Also, it links with our high-tech and business communities for ongoing training, and serves nontraditional students, including people returning to school after time in the work world."

"Our family is an example. Our daughter finished her undergraduate





degree at PSU while raising a family. Our son is returning to the pre-nursing program after 10 years in another career, and from time to time I take art classes to hone skills in my avocation.”

PERHAPS MOST IMPORTANT to the directors, says William Blount, one of the foundation’s original directors, is the fact that Miller would be proud of their choice. Blount, also an executive at UBS, knew Miller for nearly a half century.

“I think Mr. Miller would be immensely proud of what we’re doing with his money,” says Blount. “Portland State attracts a high grade of student and is doing a lot of positive things. We’re giving it a push, and it will be up to the rest of the community to see if they want to match that.”

“Great cities need great universities,” agrees Charles Rooks, who has stepped down as executive director and is now a foundation director. “We were very aware of how development of Portland State would affect the development of Portland, and it is an ideal time to have a catalytic influence. Portland State is so much further along than people realize. Not only is Portland State ready to move to a higher level, it is a time in the nation when it can move into the forefront in the area of sustainability.” ■

Melissa Steineger, a Portland freelance writer, wrote the article “From the Lab to the World” for the fall 2008 Portland State Magazine.



BEHIND THE MILLER NAME

BORN IN OREGON IN 1905 to parents of modest means, the late James F. “Jimmy” Miller lived a classic rags-to-riches story. Starting work at 16 as an office errand runner, he rose to become president of Blyth & Co. (a predecessor to UBS, the Swiss banking giant).

A hard worker, Miller was also savvy. As a stockbroker in Portland during the Great Depression, he wrote down the names of 50 wealthy Oregonians all considered to be “tough sells.” One by one, he called on each and offered to review their portfolios for free, telling them, “All you’re risking is some time.” A few grudgingly agreed, and Miller prepared detailed recommendations on each stock. Some of the people he approached were impressed enough to agree with his recommendations, and Miller’s income grew from \$200 a month to \$800.

“People with whom I deal know that my word’s good,” Miller told Chet Orloff, adjunct faculty in PSU’s School of Urban Studies and Planning, for an oral history Orloff was conducting. “I’ve never had a written contract with anybody, ever. It’s all been a verbal contract, a handshake, and all those deals have worked out 100 percent just the way we started them.”

When Blyth & Co. transferred Miller to New York in 1956, Miller and his wife, Marion, continued their lifelong involvement in the arts—attending and funding various arts programs in both New York and Portland. The high point of his philanthropy came in 2002, when he founded the James F. and Marion L. Miller Foundation to support arts and education in Oregon.

Even in his 90s, Miller spoke regretfully of having to leave college after one year because of finances. And the arts were a lifelong love. By creating the foundation, Miller told Orloff, he realized he could not help all who needed help, but he hoped to lead by example.



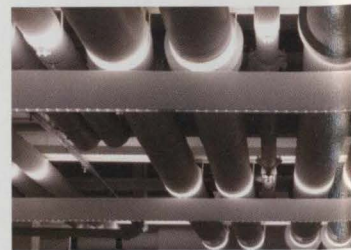
Light, bright, open Shattuck Hall gains new life

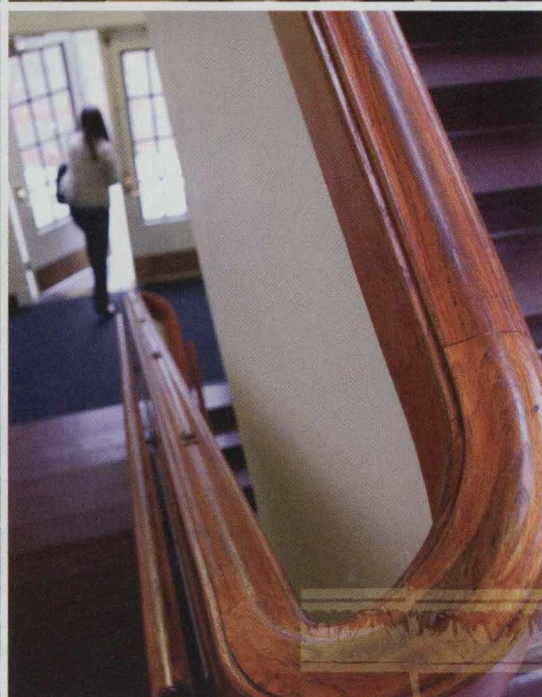
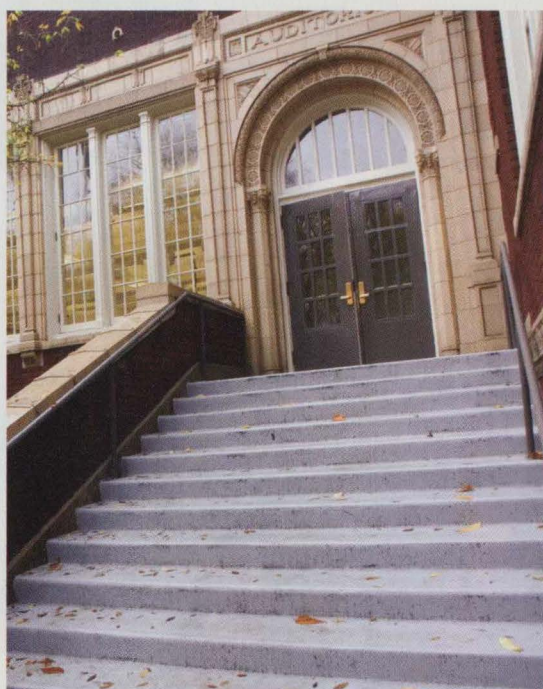
PHOTOGRAPHY BY KELLY JAMES

The remodel of Shattuck Hall has created spaces that inspire. Walls were removed, skylights added, and the building's structure exposed to provide a teaching and learning environment for architecture students. The building is also home to general classrooms and a new metal foundry and workshops for wood, metal, and model making. Although much of the original 1915 elementary school is gone, its elegant windows, central atrium, and stairwells remain. Stop by the second floor Architecture Department office before touring Shattuck at southwest Broadway and College.



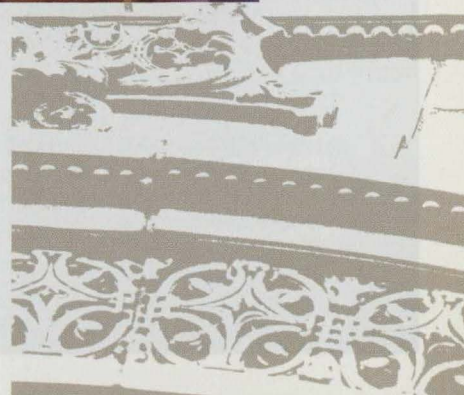






READY FOR A NEW CENTURY

The renovation of Shattuck Hall opened up the elegant spaces of the original building to expose its structure and mechanicals as a teaching tool for students. The central atrium was restored and existing windows and handrails were kept. Pivoting glass walls are a feature of the Architecture Department office (upper left) on the second floor.





Sustainability

More than just 'green'

Janet Hammer, director of a social equity forum in the College of Urban and Public Affairs, will assess Portland-area developments for their social benefits to the community.

Faculty and students are taking a triple bottom line approach to sustainability research that incorporates social and economic considerations alongside environmental ones.

WRITTEN BY J. DAVID SANTEN JR. '99, MS '04

PHOTOGRAPHY BY KELLY JAMES

WHEN IT COMES to defining sustainability, experts and advocates are quick to rely on that sturdiest of metaphors: the “three-legged stool,” reflecting the concept’s environmental, economic, and social components. If only it were that simple.

“Three strands of a braid may be a better metaphor,” says Janet Hammer, director of the Social Equity and Opportunity Forum in PSU’s College of Urban and Public Affairs. She suggests the braid analogy more accurately reflects the entwined, systems nature of the concept.

Indeed, sustainability is complex, evolving, and suddenly on the tip of everyone’s tongue. It’s no wonder that PSU researchers and professors have found ready audiences for their work to define and develop models of sustainability in practice. And their audiences are not just students and academics, but also businesses, nonprofits, and government agencies anxious to “green up” their organizations, but unsure how to go about it.

“It’s often equated with environmentalism, but really sustainability is about solutions that take a more integrated approach,” says Jennifer Allen, interim director of PSU’s Center for Sustainable Processes and Practices. “You can’t just take the ecological, social, engineering, or economic perspective—you need to bring those multiple views together.”

There’s another driving factor behind all this talk about sustainability, of course, with several zeros attached. That would be the recent pledge of \$25 million over the next decade by the James F. and Marion L. Miller Foundation—a gift that requires an additional \$25 million match by PSU—to support the University’s efforts in sustainability.

Naturally, that’s prompting even more faculty to consider, “How does my work relate to sustainability?” That’s a good thing, says Allen. “It catalyzes broader thinking about research opportunities and creates opportunities to find connections they wouldn’t have otherwise.”

JUST A FEW YEARS AGO, business students who heard the term “sustainability” in a supply chain management course would have assumed the professor meant “fiscal sustainability.” But while textbooks have yet to adapt, the classroom conversation has evolved.

Today, business practices are increasingly influenced by a growing interest in a triple bottom line approach that incor-

porates social and environmental considerations alongside economics. For PSU faculty members like Madeleine “Mellie” Pullman, Willamette Industries Professor of Supply Chain Management and Logistics, it’s an opportunity to study what’s working, who’s changing, and why.

Country Natural Beef (formerly Oregon Country Beef) requires its member ranchers to raise beef using sustainable agriculture practices. That means no hormones, no antibiotics, open ranges, and higher costs. But by creating its own supply chain, the Country Natural Beef cooperative gets fair prices for its products, which can be found in grocery store meat departments, on the menus of fine dining establishments, and in Burgerville drive-thrus.

Adaptive business practices, coupled with consumers’ growing concerns about food origin and quality and animal treatment, have proven to be a successful counter to standard industry practices for Country Natural Beef. And it’s shown that there are some shared values and common ground between ranchers and urban consumers.

“They don’t completely ‘get’ their customer base, but they’re trying to understand them,” says Pullman. That willingness to innovate makes the cooperative a model worth academic investigation. “They’re using values as a foundation to create their structure,” she says.

With other companies and economic sectors facing similar challenges—doing business in a way that is meaningful, respectful, and at some point profitable—Pullman has found much interest in her research, even as it has taken her from crunching numbers to interviewing wheat farmers and ranchers in the middle of their fields.

Meanwhile, students have been very receptive to the curriculum shift. “They expect it,” says Pullman. Sustainability crops up early and often, from courses on ethics to her class on Food Industry Supply and Logistics. “We’ve created that culture in the business school.”

SO FAR, it’s the economic and environmental aspects that have “captured the attention and airtime,” says PSU’s Janet Hammer. Her goal at the Social Equity and Opportunity Forum is to change that, addressing sustainability’s oft-neglected social dimension and its interconnectedness with



The successful use of local produce by Hot Lips Pizza is studied by Mellie Pullman, a professor of supply chain management and logistics.

economy and environment. "In the long run, you just can't have one without the other."

To people who question the relevance of social sustainability, Hammer points out pragmatic reasons to pay attention: social inequalities can spread far beyond the poverty line. Costs associated with crime, health care, and a weak workforce, for example, jeopardize the well-being of society as a whole. But it's a cause that's been slower to gain momentum, she notes, partly because we don't have effective language for social sustainability, let alone a way to measure and quantify it.

Compare this cause to the increasingly ubiquitous Leadership in Energy and Environmental Design (LEED) rating system prescribed by the U.S. Green Building Council. New buildings and even entire neighborhoods can earn LEED certification essentially by accumulating points on a checklist. While the program has its flaws and critics (who say it's too expensive, too prescriptive, and limits innovation) LEED has emerged as the de facto designation of environmentally sustainable construction.

But a true triple bottom line assessment of investment performance means looking beyond constructing "green" buildings. "Does the project benefit the people who live there?" Hammer asks. She references the Market Creek Plaza development in San Diego as a project that exemplifies that social component of sustainability.

Built on a 10-acre abandoned factory site, the project is owned in part by nearby residents of a long-impooverished neighborhood, who bought shares through the nation's first

community development "initial public offering."

Residents took part in planning the development and identifying the types of businesses that the neighborhood would prefer. The result has been new jobs and job training, economic development, a grocery and other shops serving the community, public art and gathering spaces, and a renewed sense of pride replacing urban blight.

Through the Social Equity and Opportunity Forum's Social Bottom Line Project, Hammer has developed a draft framework to assess social dimensions of development investment. More than 100 leaders from business, community, development, finance, government, labor, and research sectors helped define what constitutes a "good social bottom line." Four overriding themes emerged: the investment responds to and benefits the community; fosters healthy living; strengthens the community fabric; and fairly distributes the burdens and benefits of growth.

Over the next year, Hammer and a team representing those sectors plan to refine and test the draft framework to see whether it works, and how developments in the Portland region stack up. The goal is to encourage more organizations to adopt a triple bottom line approach, with results they can measure. "We want to elevate the social dimension of sustainability and reintegrate it," says Hammer. "The bottom line is: Are we building healthy communities?" ■

J. David Santen, Jr., is the director of communications for sustainability initiatives at Portland State.

GET ALL OF THE LATEST sports news at www.GoViks.com. Game stories, statistics, schedules, and much more are available and updated daily. You can also hear and/or see game broadcasts. Buy season and single game tickets online at www.GoViks.com or call 1-888-VIK-TIKS or 503-725-3307.

Athletics

He has it all taped up

AS FANS WATCHED Kerri Walsh play Olympic beach volleyball this past summer in Beijing, many wondered what the black thing on her shoulder was: a tattoo, an advertisement?

NBC let us know that it was elastic Kinesio Tape, a sports medicine technique to support her shoulder following recent rotator cuff surgery.

The world is now aware of Kinesio taping, but Jim Wallis, PSU's head athletic trainer, has known about it for more than a decade. In fact, Wallis is an internationally recognized expert in the special taping technique used to reduce pain and inflammation and enhance muscle function and joint movement.

Back in 1994, Wallis made a presentation in Japan about athletic training in the United States. While there he heard about Dr. Kenzo Kase and his development of the Kinesio taping technique. Kase, in turn, heard about Wallis and asked him to help introduce the new technique and tape in the United States.

A friendship and partnership was born, and together they wrote *Clinical Therapy Applications for the Kinesio Taping Method*, which has sold 16,600 copies and is used in most of the 68 countries where athletic trainers and other health professionals have adopted the technique.

Since then, Wallis has been involved in training all of the 35 or so active Kinesio method teachers in the U.S., and every year he conducts a training workshop with the Japan Athletic Training Association for Certification at Portland State.



Photo by Kristine Sarreal

PSU athletic trainer Jim Wallis is an international expert in Kinesio taping, which he demonstrates on PSU-winning volleyball player, Erica Jepsen.

KINESIO TAPING is a "very different way to use tape," says Wallis. "It's elastic tape and when applied to the skin, it creates tension and stimulation that the body reacts to while healing. It's designed to mimic your skin."

The tape technique does not replace medicine for pain and inflammation, says Wallis, but it does allow therapists to use less of those drugs.

As a student at Washington State University many years ago, Wallis chose sports training because it combined his interest in medicine with his passion for sports. He had no idea that this would lead to him becoming an international expert and author. Although Wallis has never met Olympic star Kerri Walsh, he was on hand to tape members of the winning U.S. Olympic fencing team at a pre-Olympics Pan Am Championships held in Mexico in July. ■

VOLLEYBALL WINS BIG SKY

The Portland State volleyball team won the Big Sky Championship and played in the NCAA Division I tourney for the first time in school history. The women lost in the first round, but finished the year at 20-9, the program's fourth straight 20-win season. Team members (left to right) Christie Hamilton, Lana Zielke, and Nique Fradella celebrate.



Photo by Troy Waymyren

Alumni Connections

Viking love and marriage

WORK AND SCHOOL are two common places for people to find love, and for couples Andrea and Bob Shunk and Dianne and Brian Black their Portland State romances led to marriage. Did you find love in the halls of PSU? We would like to put your story on our Web site in February; e-mail it to us at psualum@pdx.edu

AS STUDENTS, Robert "Bob" Shunk '02, MS '05 and Andrea (Barnum) Shunk '01, MS '08 worked for the *Vanguard*, Portland State's student newspaper. It was a defining experience, says Andrea. As a new couple, "we had to learn to balance our personal and professional relationship, and agree to keep our relationship out of the newsroom."

Both applied for the job of news editor in 1998, and Bob got it. When he left a year later, Andrea was his replacement. The couple attribute much of their success as students to their mentor, Judson Randall, adviser and executive secretary for the *Vanguard* and namesake to their two-year-old son, Jud.

Bob and Andrea married in August 2003. Today Andrea teaches language arts at Fir Ridge, an alternative high school in the David Douglas School District. Bob is an academic adviser and site coordinator for PSU's School of Extended Studies. The couple are also PSU football season ticket holders, and "we love attending Young Alumni Events," says Andrea.

"I'm a big PSU booster," says Bob. "It's easy for me to tell people about how great the school is. We made lifelong friends at Portland State."

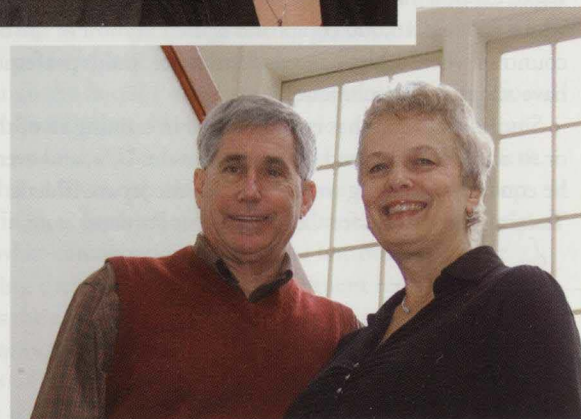
YOU MAY NOT believe in love at first sight, but the story of Brian Black '69 and Dianne (Erickson) Black '70 may convince you of love at first step.

Brian first saw his wife-to-be walking down the stairs in Shattuck Hall. He knew immediately he'd like to meet her, and arranged through a mutual friend for them to be introduced. After that chance encounter, things moved fast. Brian and Dianne's first date was January 21, 1966, they were engaged in July of the same year, and married in September 1967.

The Blacks had two daughters and went to work in banking in Portland. Dianne is now retired and has more time for their five grandchildren.

The couple still enjoy their connection to Portland State and have been involved in PSU Weekend and participated on the Alumni Board. They remain avid fans of Portland State athletics and are both members of the PSU Alumni Association.

"We couldn't have afforded to go to college if it weren't for PSU," says Dianne. Brian adds, "We feel it's important to support the University that gave us so much. That's why we became members of the Alumni Association."

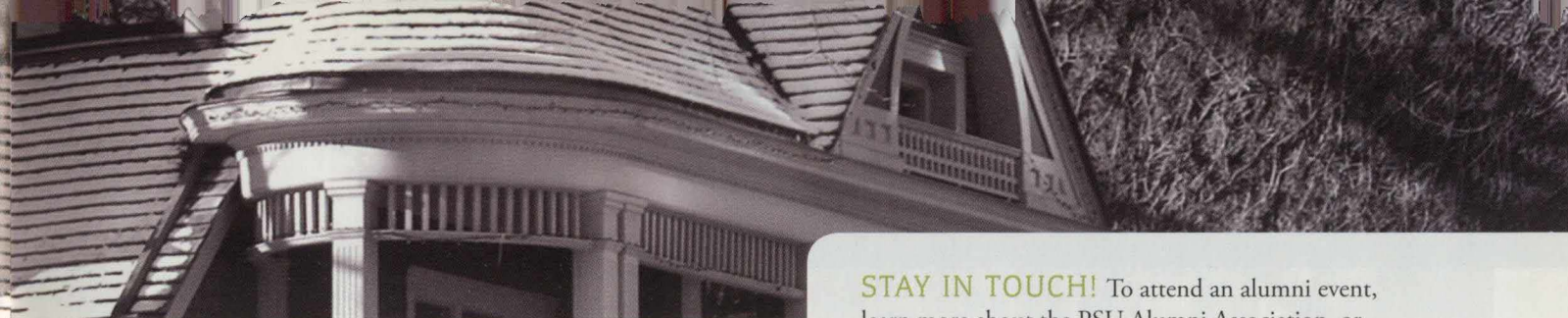


TOP PICTURE

Bob and Andrea Shunk fell in love at PSU and worked on the *Vanguard* together. They named their son, Jud, after *Vanguard* adviser Judson Randall.

BOTTOM PICTURE

A quick glance at each other in the stairwell of Shattuck Hall in 1966 was just the beginning for Dianne and Brian Black.



STAY IN TOUCH! To attend an alumni event, learn more about the PSU Alumni Association, or update your own contact information, visit the Web site www.pdx.edu/alumni or e-mail psualum@pdx.edu.

PSU Day in Salem

SHARE YOUR PSU story with Oregon legislators and let your voice be heard March 12 during our unofficial but well-attended PSU Day.

"Our collective voice for higher education can be a powerful catalyst for change and understanding," says Angela Wykoff '72, MS '75, '80, chair of PSU Advocates.

Alumni are encouraged to spend the day at the capitol, says Wykoff, reminding legislators that PSU is an outstanding institution, providing a quality education, and deserving of continued support through the state budget.

Join the PSU Advocates, an informal network of alumni and friends of Portland State started in 1989. Year round, Advocates contact legislators, write letters to the editor, and attend town hall and other meetings with community leaders and elected officials.

Meet the president

The Alumni Association is pleased to introduce President Wim Wiewel at the following events:

February 26	PSU Salutes Awards Ceremony	Portland
March 12	PSU Day at the State Capitol	Salem
March 12	Alumni & Friends Reception	Salem
April 9	Alumni & Friends event with OSU	Corvallis
April 16	Alumni & Friends Reception	Beaverton
May 12	Alumni & Friends Reception	Astoria
May 21	Alumni & Friends Reception	Bend

We also are planning Portland get-togethers for young alumni—those of you who graduated in 2000 or later—on March 3, International Career Networking with the World Affairs Council; and May 14 for a networking happy hour. Watch your e-mail for more information.

PSU Weekend highlights

- > PSU Weekend, held October 17-18, sets a new record for sponsorships received. (Thank you!)
- > President Wim Wiewel delivers a knockout introduction of keynote speaker and travel author Paul Theroux to the delight of the audience and Mr. Theroux.
- > Paul Theroux personally signs more than 200 books for appreciative fans.
- > Students talk with Paul Theroux and receive insight into the author's world.
- > The Preview Night Party is held in newly renovated Shattuck Hall.
- > Professor Melody Rose talks politics with her lecture on the masculinization of the 2008 election.
- > Seminar presenters include a train historian, Portland culinary expert, and Northwest Rock and Roll Hall of Famer.
- > A "global marketplace" is introduced, bringing together fair trade goods, PSU Capstone students, and their educational work in developing countries around the world. ■

Alumni Notes

ALUMNI NOTES COMPILED BY DONNA HARRIS '07

1960-1969

David Patience '60 spent 30 years in the insurance industry. Patience's hobbies and interests include historical art illustrations and genealogy. He is also a member of the Sons of the American Revolution and the Descendants of the Mayflower.

Laureen Nussbaum '62 is a retired Portland State language professor, who recently spoke to students at Essex High School in Essex Junction, Vermont, about her childhood friend, Anne Frank. At Nussbaum's wedding in 1957, Anne's father, Otto Frank, was the best man. Nussbaum lives in Portland with her husband, Rudi, who is a retired PSU physics professor.

Jim Kemp '64 is vice president of quality and regulatory affairs at Connect-Tech, a fine-wire assembly manufacturer in Beaverton.

Charles Chapman '67 has published his second book of poetry, *A Life of Passion*. Chapman taught sixth grade at Markham and Smith schools in Portland and taught for 15 years at Uplands School in Lake Oswego, until his retirement in 1984. He lives in Florida, where at age 86, he rollerblades, bicycles, and power walks around his retirement community. His travel adventures include an eight-day raft trip through the Grand Canyon and overnight mule trip to phantom Ranch in the Grand Canyon.

1970-1979

Cynthia Heller '70 teaches advanced math at St. Mary's

Academy in Portland. Heller is married to **George Heller '75**.

Charlotte Ott '70 is a substitute teacher in Honolulu.

David Yaden '70 has been appointed by Gov. Ted Kulongoski to the State Board of Higher Education. Yaden is a lifetime member of the PSU Alumni Association. He lives in Lake Oswego with his wife, Janice.

Michael Harris '71 is the executive director of the Sudan Evangelical Alliance Partners, a Texas-based organization that offers financial, educational, and spiritual support to the people of Sudan. Harris recently attended an opening ceremony for two classrooms at the new Faith Learning Center in Sudan. He lives in Portland with his wife, **Renee Harris '84**, a tax analyst at Portland General Electric.

Rose Bond '71, MS '76 is an installation artist, animator, and media artist, who lives and works in Portland. Bond's animation, *Intra Muros*, was recently screened in the Holland Animation Film Festival in Utrecht. Her short films have been shown at international competitions around the world. Bond teaches animation and time arts at Pacific Northwest College of Art in Portland.

Sarah Edelson Rodgers '71 is managing director of a nongovernment organization, Sunshinetenango, in Antigua, Guatemala. Rodgers works one-on-one with children to help them access resources such as health care and education. The first female student body president at PSU, she is married to Frank Rodgers, a former PSU library director.

Joy Hirsch MS '71 is studying brain function at Columbia University in New York.

Paul De Muniz '72 was honored at the 2008 Global Business Awards luncheon in Portland in October. De Muniz is the first Hispanic chief justice of the Oregon Supreme Court. He lives in Salem with his wife, Mary.

Richard "Dick" Chiesa MBA '74 is a financial services professional in Myrtle Point. Chiesa was honored with the excellence award from H.D. Vest Financial Services, a subsidiary of Wells Fargo, as one of its top 75 accounting professionals in the nation.

Barbara Tillman Clapp MSW '74 has retired after 31 years as a social worker with the Washington Department of Children and Family Services. She worked in both Seattle and Spokane. Clapp is thankful to PSU Prof. Lee Curtis, "for helping me out in my first year of grad school." She lives in Spokane with her husband, Rick.

Adam Davis '74 is a partner in Davis, Hibbitts & Midgall, Inc, an opinion research and consultation firm in Portland. **Tim Hibbitts '75** is also a founding partner.

John Williams Jr. MBA '74 has been appointed to the board of trustees for Acumen Health, a nonprofit quality review company. Williams is a health care marketing, strategic planning, and policy consultant. He lives in Portland with his wife, Katherine.

Rance Spruill '75 is the at-risk youth director at Albina Youth Opportunity

School in Portland. Spruill recently celebrated his 41st year in alternative education.

David Zegar '75 has been reassigned as pastor to the St. Peter Parish in Portland. Zegar, a Catholic priest, has served at St. Alexander Parish in Cornelius, St. Clare in Portland, St. Luke in Woodburn, and on assignment in San Salvador, El Salvador.

Carol Van Natta '76 recently returned to Portland after more than 30 years working at universities around the country. Van Natta is now vice president of the Oregon State University Foundation Portland Center.

Mark Weber '76 is an accredited historian serving as director of the Institute for Historical Review, a private history research and publishing company in Newport Beach, California. Weber specializes in 20th century American and European history.

James Minden '77 exhibited his new paintings in a show titled *Possibilities - Actualities* at Portland's Augen Gallery in November. Minden's paintings can be viewed at jamesminden.com. He writes, "My recent work reflects my fascination with the relationship between painting and quantum physics." Minden lives in Portland with his wife, **Carolyn Cole '77**, who is also an artist.

Anjala Ehelebe '78 is a financial adviser and has served on the Woodlawn Neighborhood Association board for more than 20 years. His book, *Portland's Woodlawn Neighborhood*, was recently published by Arcadia Publishing. While researching the book, Ehelebe found out that Woodlawn was once a town

and is one of the oldest settled neighborhoods in Oregon.

Don Bloodworth '79 is the new chief financial officer with Tyfone, a global company that is developing banking technology for cell phones. Bloodworth works in the company's Portland headquarters.

Larry Dodds MBA '79 is the executive vice president and chief operating officer of Adventist Health in Roseville, California. Dodds is a fellow in the American College of Healthcare Executives. He lives in Granite Bay, California, with his wife, Jane.

1980-1989

Grace Kuto '80 recently revised her cookbook, *Harambee! Stories and Recipes from the African Family Circle*. Kuto was raised an orphan in Chwele, Kenya, and despite living in Portland for many years, remains devoted to her former home. She is a longtime patient services administrator in the school of dentistry at Oregon Health & Science University.

Isik Aytac '81, MS '85 is an associate professor of sociology at Bogazici University in Istanbul, Turkey.

Aldie Howard '81 has returned to being a land use consultant in Oregon. Howard had just become interim city administrator and planning director in Vernonia, when the town was flooded in December 2007. Howard lives in Forest Grove.

Ky Huynh '81 is cofounder, chief technology officer, and vice president of operations at Connect-Tech, a fine-wire assembly manufacturer in Beaverton.

Mark Prater '81 staffs the U.S. Senate Committee on Finance, where he advises Iowa Sen. Chuck Grassley, ranking

member, who is working to reform the pension system and make changes in our tax laws.

Don Williams MPA '81 is the chief operating officer at Schwabe Williamson & Wyatt law firm, where he has worked for the past 24 years. Williams lives in West Linn with his wife, Janet.

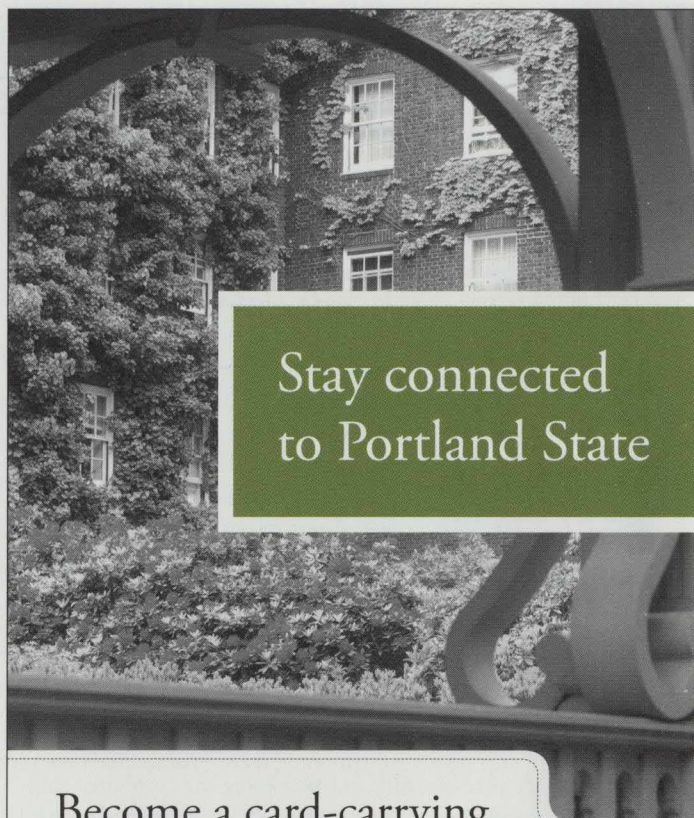
Ruth Rogers Bauman MPA '82 is the vice president of actuarial and underwriting at Clear Choice Health Plans, Inc., in Bend.

Donna Henderson MSW '82 was a featured writer along with her sister, Bonnie Henderson, at the October Writers' Series offered through the Nye Beach Writers Group in Newport. Henderson has written a collection of poetry titled *Transparent Women*. She lives in Monmouth with her husband, Richard Sutlift.

Steve Heniges '82 is the new vice president of sales and marketing for Comp-View Medical, an audiovisual provider for health care environments. The company is located in Beaverton.

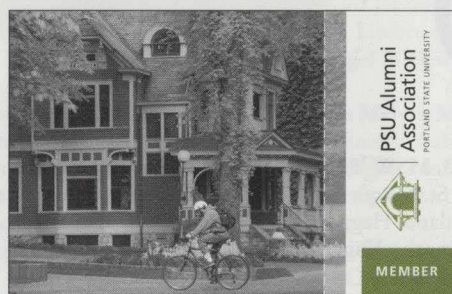
Clayton Hoffman '82 is a third-generation artist specializing in sculpture. Hoffman teaches cartooning and sculpture classes in elementary schools through the Young Audiences Art for Learning program. He recently received a grant from the Regional Arts and Culture Council for his Web site, www.ArtByClay.com. He lives in Tigard with his wife and two sons.

Sharon Williams '82 is a Portland attorney specializing in family mediation. Williams and her husband, John Deits, have four daughters and three grandchildren. Williams writes, that she attends "at least one PSU Viking football game a year! I had a great experience at PSU and am a loyal alum."



Stay connected
to Portland State

Become a card-carrying
member of the PSU
Alumni Association!



JOIN online at www.alumni.pdx.edu
or call 503-725-4948



**PSU Alumni
Association**

PORTLAND STATE UNIVERSITY

Intel's 'Green Goddess'

LOOKING OUT HER WINDOWS, Lorie Wigle MBA '89 sees an unfamiliar streetscape—Beijing at 6:30 a.m. “It’s dark right now,” she says by cell phone. “But I know there are a lot of tall buildings and a very busy street.”



Wigle is in Beijing for an international workshop on information and communication technology and energy conservation. In 2008 she’s been to Sweden, Germany, India, Australia, Taiwan twice, and Japan three times. And this is her third trip to China. “I travel about 75 percent of the time—a little too much, actually,” she says.

A few years ago, Wigle became known as the “Green Goddess” for her work in ecotechnology at Intel. “Then I learned that Green Goddess is actually a salad dressing,” she says. “Now I prefer the term ‘Green Queen.’”

As general manager for Intel’s Ecotechnology Program Office, Wigle is responsible for overseeing the computer chip giant’s energy efficiency and green product design and manufacturing strategies. “Basically, I’m Intel’s evangelist to the

outside world about all of the positive things we’re doing for the environment with our products,” Wigle explains.

She is also the president of Climate Savers Computing Initiative, a global partnership cofounded by Intel and Google that now includes 350 public and private partners. Its goal: to reduce the energy consumption of computers by 50 percent by 2010.

Wigle’s efforts are paying off. Intel, widely heralded for its international sustainability and environmental efforts, was named the 2008 Green Power Partner of the Year by the U.S. Environmental Protection Agency.

Wigle joined Intel’s IT department in 1984. While working full time, she went back to PSU for her MBA. “I wanted to transition into marketing, and I felt my MBA was a prerequisite for that,” she explains. “I worked long and hard for that degree.”

Wigle, a native Oregonian, grew up in Bandon with green in her genes. Her current responsibilities are, she says, a natural outgrowth of her work in Intel’s advanced technology group. “I realized there was more and more Intel could be doing in the ecotechnology area,” she says. “It’s so important to so many of our customers. To be able to undertake a project like this with the phenomenal resources and technology of a company like Intel behind me gives me the chills. It’s a very exciting opportunity.” ■ BY JEFF KUECHLE

'89

Anne Hagge '83, MSW '89 is a counselor at St. Mary's Academy in Portland. Hagge is married to **Timothy Hagge '88, MSW '92**, who is a counselor in PSU's Student Health and Counseling Center.

Debra Derr MS '84 is the new president of North Iowa Area Community College in Mason City, Iowa. Derr was vice president for student development at Mt. Hood Community College in Gresham.

Leslie Morehead MBA '84, PhD '96 is a consultant providing financial management services for small businesses in Portland.

Troy Lee Bowers '85, has been promoted to senior vice president in the Portland office of Murray, Smith & Associates, Inc., a Pacific Northwest engineering firm.



Troy Lee Bowers '85

Gretchen Schaffler '85 is the creator of Devine Color, a line of interior paints now in stores across the United States, Canada, and Ireland.

Chris Hans Uber '85, has been promoted to senior vice president in the Portland office of Murray, Smith & Associates, Inc., a Pacific Northwest engineering firm.

Stephen Amen '86 is teaching documentary field production as the artist-in-residence in Portland State's Theater Arts Department. Amen is executive producer and host of *Oregon Field Guide* on Oregon Public Broadcasting.

Robin Ator '86, MFA '88 is a multifaceted artist working in Portland. Ator has been at Laika Studios, a Portland animation studio (formerly Vinton Studios), for more than 18 years. He has also taught drawing at Portland State and the Art Institute of Portland. Ator is an accomplished painter, comic book creator, mannequin repairman, parade float designer, and tree carver. He is married to **Pamela Ator '87, MS '92**.

Steve Geer MT '86 has been reassigned by the Archdiocese of Portland as pastor of Immaculate Conception Parish in Stayton. Geer, a Catholic priest, has done pastoral work in parishes around the state.

Greg Walck '86 is president of the Cheyenne Mountain chapter of Trout Unlimited, a trout and salmon conservation organization. Walck lives in Colorado Springs, Colorado.

Todd Ames '87, MS '92 is an associate professor of sociology at University of Guam in Mangilao, Guam.

Patricia Barr '87 is principal at St. Mary's Academy in Portland.

Doug Miller MS '88 was a featured reader at the Solo Gallery of Hood River during the *Duo at Solo* reading series. Miller, a poet, has been teaching English and creative writing at Columbia High School in White Salmon, Washington, for more than 30 years. His poems have been published in *Rattle*, *The Eleventh Muse*, and *Into the Teeth of the Wind*. Miller performs in coffee houses, restaurants, and in poetry readings throughout the west and is a past recipient of a Fishtrap Fellowship.

Dena Stock-Marquez '88, MAT '99 is department chair and a Spanish-language teacher at St. Mary's Academy in Portland. Stock-Marquez is also yearbook adviser.

Lisa Watson '88 is owner of Cupcake Jones, a bakery specializing in gourmet cupcakes in Northwest Portland. Watson opened the business with her husband, Peter Shanky, after discovering a cupcake shop in Victoria, Canada.

Kelly Carlisle MST '89 is the new director for high schools with the Salem-Keizer School District. Carlisle was principal at Milwaukie High School.

Peter Collier MS '89, PhD '97 is a professor of sociology and director of the Students First Mentoring Project, a pilot program designed to improve first-generation college student retention at Portland State.

Anna Maria Lopez MST '89 is athletic director at St. Mary's Academy in Portland and in 2001 was named Oregon 4A Athletic Director of the Year and 4A Female Coach of the Year.

1990-1999

Jeff Agar '90 is the new director of Columbia High School's music department in White Salmon, Washington. Agar comes from a family of educators. His father taught school for more than 35 years, and his sister has taught for more than 25 years.

Chris Apgar '90 is president of Apgar and Associates, a health care information security consulting firm in Portland. Apgar has written articles on health care privacy and security for *Microsoft Executive Circle Magazine*, *Money* magazine, *The Washington Post*, and *Computer Week*. He lives in Portland with his wife, Julia Hudleson.

David Simmons MSW '90 and **Terry Cross MSW '77** were pleased to see in October the president sign into law a historic child welfare legislation that allows American Indian and Alaska Native tribal programs to operate foster care and adoption assistance programs in their communities. Simmons and Cross, director and executive director of the National Indian Child Welfare Association, have worked on the legislation for more than a decade.

Donald Housley '91 is a department chair and teaches U.S. government and politics at St. Mary's Academy in Portland.

Greg McGreevey MBA '91 has been named executive vice president and chief investment officer for Hartford Financial Services Group, and president of Hartford Investment Management Company. He joined the Hartford, Connecticut, firm in August.

Jill Board MS '92 has been recognized by the Oregon Council of Teachers of Mathematics with the Mildred Bennett Award for a lifetime of outstanding contributions to Oregon's children. Board works for Teachers Development Group, an educational consulting firm in West Linn.

Greg Frick '92 is a partner in the real estate firm of Hagerman Frick O'Brien in Portland.

Lisa McMinn MS '92, PhD '95 is a professor in the sociology department at George Fox University in Newberg. McMinn is the author of *The Contented Soul* (2006) and *Growing Strong Daughters* (2007). When she is not teaching or writing, McMinn is a small-time farmer, forester, and beekeeper living in the Newberg area with her husband, Mark.

Rick Patrick EdD '92 is the new principal at Twality Middle School in Tigard.

Stephanie Limoncelli MS '93 is a staff research associate with the UCLA International Institute in Los Angeles, California.

Kyle Patrick McTeague '93 has been promoted to principal engineer and joined the board of directors in the Portland office of Murray, Smith & Associates, Inc., a Pacific Northwest engineering firm.



Kyle McTeague '93

Katherine Socha MS '93 was honored with the Henry L. Alder Award for Distinguished

Teaching and the Lester R. Ford Award by the Mathematics Association of America at MathFest 2008. Socha is one of only three national recipients of the 2008 Alder Award, which honors early-career college or university faculty. Socha is an assistant professor of mathematics at St. Mary's College of Maryland in St. Mary's City, Maryland.

Kevin Mark Thelin '93 has been promoted to vice president in the Portland office of Murray, Smith & Associates, Inc., a Pacific Northwest engineering firm.

Pete DuBois MS '94 has been promoted to sustainability coordinator of Clark County Public Works in Vancouver, Washington.

William "Ike" Eisenhower '94, MEng '03 has been appointed director of the Office of Systems Redesign at the Portland Veteran's Medical Center. He will oversee efforts to improve the veteran-patient experience.

Marcus Limbrunner '94 married Jennifer Bryk in July 2008. Limbrunner is a property manager in Newport, Oregon.

Susan Melvin MST '94 is a department chair and teaches mathematics at St. Mary's Academy in Portland.

Darin Molnar '94, MA '99 is CEO of eXcolo Research Group, a leadership consulting firm in Portland and Seattle. Molnar recently contributed a chapter titled "Assessment Strategies for Servant Leadership in the Virtual Organization" published in the book, *Leadership in the Digital Enterprise: Strategies for Planning and Training*. Molnar lives in Gresham.

Kim Palumbis Schneiderman '94, MEd '00 has joined the staff of the Portland Jewish Academy as a music teacher in kindergarten through second grade.



Master of the search engine

HALF ART, HALF SCIENCE, search engine optimization (SEO) is the new mantra of Internet commerce. By placing the right keywords on a site's homepage and massaging its underlying code, skilled SEO consultants improve a site's natural search order ranking, dramatically enhancing its visibility to those searching for goods, services, and information online.

It's no wonder, then, that people like Marshall Simmonds '95 are in such high demand.

Since 2005, Simmonds has served as the chief search strategist for the New York Times Company. In this role, he orchestrates search engine strategy to yield maximum traffic and search engine exposure for the *Times* and its other online properties, including the *Boston Globe*, *About.com* and the *International Herald Tribune*. Simmonds is cofounder of Bend-based Define Search Strategies; the company's other clients, including Hearst Corporation (*Cosmopolitan*, *Esquire*, *Popular Mechanics*, and *O*, the Oprah magazine) and Time Inc. Interactive (*Time*, *Sports Illustrated*, *People*) make him one of the world's elite SEO consultants to the fast-growing online media industry.

During his time at PSU in the early 1990s, Simmonds had no idea of the incipient power of the Internet. Then, one afternoon, he saw the light. "I remember sitting in an apartment and seeing the Netscape browser for the first time," Simmonds says. "And it blew me away."

Simmonds majored in psychology, with minors in sociology and communications. After graduation, he went to work at Portland's Parry Center for Children. But at \$7.32 an hour, he had trouble paying off his student loans. "I really wanted to learn more about computers," Simmonds says. "I figured the best strategy would be to work somewhere they built them."

Simmonds took a job with CompUSA, taking every opportunity to introduce himself to and network with the businessmen who came in. "That's how I met my future boss," Simmonds says. "He talked me into moving to Bend to work for this small company he'd started."

The company was the Multimedia Marketing Group, or MMG for short. Simmonds started out in MMG's SEO/search marketing department. One of the company's clients at the time was Intel; Simmonds helped to ensure that its new processor, the Pentium II, received maximum Internet exposure.

While at MMG, he started a discussion list, the ISearch Digest, that quickly grew to more than 7,500 users. "Its purpose was to encourage discussion about how to work with search engines," Simmonds explains. "It became pretty popular and established me as an expert in the industry. That's how my current employer found me."

Recently, Simmonds worked with the *Times* to put its entire 13 million-document archive—articles dating back to 1851—online. "We convinced them that we could leverage the archive much more effectively by making it freely available, rather than putting it behind a wall," Simmonds says. "And the *Times* will be able to monetize through online advertising. It was quite a project."

As one of the most sought-after SEO industry speakers in the world, the Bend-based Simmonds still puts his PSU communications training to regular work. How does he stay on top of the latest developments in his fast-paced industry? "I do a lot of reading, and I go to a lot of conferences," Simmonds says. "And to be honest, we dictate a lot of what's happening in the industry through what we're doing." ■

BY JEFF KUECHLE

'95

Michael Bojorquez '95 is athletic project coordinator and head coach for cross-country and track and field at St. Mary's Academy in Portland. Bojorquez was named the 2008 Mount Hood Conference Girls' Track Coach of the Year.

Thomas Davis '95 is a surgeon specializing in ear, nose and throat, and sleep medicine at Brooke Army Medical Center in San Antonio, Texas. Davis finished his residency requirements at the Walter Reed Army Medical Center in Washington, D.C.

Maria Elena Uhing '95 was reelected for a second term as city councilor in Forest Grove.

Teresa "Treyce" White '95 is vice president and global treasury management consultant for US Bank in Portland. White volunteers for Big Brothers Big Sisters.

Brent Norton '96 is the vice consul in Mumbai, India, for the U.S. State Department. Norton lives in Mumbai with his wife, Melanie.

Paresh Patel '96 is founder and president of Courtesy Vending in Portland. Patel has 17 employees and more than 1,000 snack and drink machines.

Koichiro Ue MA '96 has the distinction of being the first lifetime international member of the PSU Alumni Association. Ue lives in Osaka, Japan, where he works for IBM.

Mubarak Hamad Al Muhairi MS '97 is director general of the Abu Dhabi Tourism Authority in United Arab Emirates. Al Muhairi works with government and industry partners to put UAE on the international tourism map.

Jodi Hawthorne Hewitt '97 is a new information architect with

the Office of University Communications at Portland State.

Jeremy Emerson '98 is a partner and creative director at Wright Strategies, an Internet marketing strategy firm located in Gladstone and Austin, Texas. "I have never been happier in my professional career," writes Emerson. "Our team is slowly growing, as our main focus is to love our jobs, clients, and most importantly, our team."

Richard Fey '98 MS '00 is a lecturer in the school of social and family dynamics at Arizona State University. Fey has begun a new program that brings at-risk and impoverished youth to the university campus to open their world to the possibilities of becoming a college student. He is also a full-time, single father of three girls.

Brennan Williams '98 is a services and solutions executive at Xerox Corporation in Portland. Williams is currently completing an MBA from Florida State University. He lives in Forest Grove with his wife, Kirsten, and his two children.

Elaine Bothe '99 is an interior designer at Jennifer Adams Design Group in Portland. Bothe recently passed her interior designers qualification exam. She also enjoys jewelry making, metalworking, cooking, gardening, sewing, running, hiking, biking, and motor sports.

Paula Carder PhD '99 is an assistant professor in the Institute on Aging and School of Community Health at Portland State.

Amy Fairchild Lee '99 is a case management services coordinator for the Mental Health Association of San Mateo County in California. Lee and her husband welcomed their first child this past summer.

Aaron Falotico '99 works from his home in Lebanon, Oregon, as a pricing manager for Sam's Club. Falotico also serves on the Lebanon Planning Commission.

Ronnie Malka '99 has joined the staff of Portland Jewish Academy to teach Hebrew to preschoolers.

2000-2008

Heidi Allen MSW '00 is project director for the state of Oregon's Health Research & Evaluation Collaborative. Allen lives in Portland.

Paul Coakley '00, MEd '01 is the new principal at Hudson Park Elementary School in Rainier.

Shannon Dencer MBA '00 teaches high school business and computer education in an alternative education and teen parenting program in Beaverton. Dencer, who lives in Tualatin, is married with two children still at home.

Chet Garrison MEd '00 was named Northwest Ford/Portland Trail Blazer 2007 Coach of the Year following a third state cross country championship at Rowe Middle School in Milwaukie. Garrison is also a science teacher at the school.

Tracy Gratto MSW '00 is executive director of the Coalition of Community Health Clinics, an organization that facilitates cooperation among 13 member clinics providing care to uninsured residents in the Portland metropolitan area.

Shannon Mayfield-Porter MPA '00 is owner and president of Mayfield Porter Consulting in Beaverton.

Ebony Sloan Clarke MSW '01 is the new director of culturally specific addictions services at LifeWorks NW, a mental health and addiction agency in Portland.

Tami Culp '01, MS '05 has been recognized with the Presidential Award for Excellence in Mathematics and Science Teaching by the Oregon Council of Teachers of Mathematics. Culp teaches at Ardenwald Elementary in Clackamas. Culp lives in Portland with her husband, Jim.

Helen Hoang MSW '01, MPA '01 is the new administrator for the Oregon Advocacy Commission office. She will support work on behalf of Asians, blacks, Hispanics, and women.

Chelsea King Martin '01, MS '03 is a stay-at-home mom of twin toddlers and a preschooler, which she says, "is pretty amazing in itself." King has also started her own business called 4C Professional Communication, a corporate training and development firm.

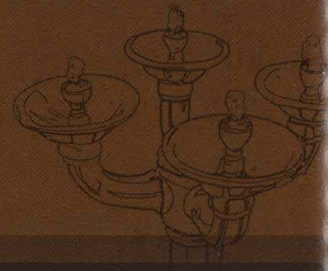
Rachel Routh '01, MS '04 and **Shawn McMorris '95** were married in June in Portland. Routh works for Portland Public Schools and McMorris for Precision Castparts in Portland.

Brian Simmons '01 is president of Fluid Market Strategies, Inc., a Portland-based marketing and program management firm specializing in energy efficiency and conservation. Simmons also mentors former U.S. Marines through the Marine 4 Life program and is a goalkeeper on a recreational soccer team. He and his wife, Jennifer, have two children, Zoe and Joshua.

Dawn Baker MS '02 is the new principal at Hamilton Creek School in Lebanon.

SIMON BENSON AWARD

{ Celebrating 10 years
of recognizing philanthropy in Oregon



PLEASE JOIN US FOR

The tenth anniversary of the SIMON BENSON AWARDS DINNER

Honoring Oregon's pioneers of philanthropy

Named after one of Oregon's first philanthropists, the Simon Benson Award was created in 1999 to honor the state's current pioneers of philanthropy.

Tuesday, April 7, 2009
Reception 6 p.m.
Dinner and Program 7 p.m.
Oregon Convention Center
Portland Ballroom

CONTACT

To register call Meg Chuprevich at 503-725-8212,
events@pdx.edu, or register online:
<https://www.foundation.pdx.edu/simonbensonawards>



Keynote Speaker
ROSALYNN CARTER



Award Recipient
FARIBORZ MASEEH '80, MS '84

To celebrate the tenth anniversary of the Simon Benson Awards Dinner, the evening will also feature a retrospective of all previous honorees.



GWEN BURNS
AND FAMILY
2008



SAM WHEELER
2008



JANE K. AND
ROBERT K.
MORROW - 2007



SHARON L.
AND ROBERT G.
MILLER - 2007



KEN AND MARTA
THRASHER - 2006



GARY AND
BARBARA AMES
2006



PATRICIA L.
WESSINGER - 2004



THOMAS B.
STOEL - 2004



CAROLINE
P. STOEL - 2004



JAMES F. MILLER
2003



ELIZABETH H.
JOHNSON - 2003



ERNEST C.
SWIGERT - 2002



JEANNINE B.
COWLES - 2002



PETER STOTT
2001



JULIE STOTT
2001



DUNCAN
CAMPBELL - 2001



CINDY CAMPBELL
2001



DON FRISBEE
2000



MARY AND
MAURIE CLARK
2000



JEAN VOLLUM
1999



PAUL BRAGDON
1999



Portland State
UNIVERSITY

Ian Lynam '02 recently published a book titled *Parallel Strokes*, which charts the history of graffiti as it relates to type design. Lynam has contributed essays to the new book *Art Space Tokyo* and to the new *Wieden and Kennedy Tokyo Lab Book*. He lives in Tokyo.

Sarah Fielding Moore '02, MPA '07 is the residential sector lead in the energy efficiency division at Bonneville Power Administration in Portland.

Luan Nguyen '02 was ordained a Catholic priest after earning a master of divinity degree at Mount Angel Seminary in Mount Angel. Nguyen, who spent his adolescent years in his native Vietnam, is now the parochial vicar at Our Lady of the Lake Parish in Lake Oswego.

Jeffery Sneddon MSW '02 is a manager for programs for developmental disabilities in the Linn County Department of Health in Albany. He is also vice president of The Arc of Linn County, a chapter of the national organization that advocates for people with intellectual and developmental disabilities. Sneddon enjoys spending time with his wife and two children, and their many cats, dogs, and horses. He also enjoys golfing.

Jesse Thompson '02 is a running back coach for the PSU football team. Thompson played football for the Vikings while attending PSU.

Dave Friesen '03 has been appointed to the Portland State Alumni Association Board. Friesen is a senior manager at Perkins & Company, a Portland accounting firm. He lives in Beaverton with his wife, Rebecca, and their three children.

Rhonda Haag MS '03 teaches health and physical education at St. Mary's Academy in Portland.

Shawn Keinonen '03, Med '05 is a teacher in the woodshop program and head wrestling coach at McMinnville High School.

Kieshawn Lewis '03 is an operations manager at Intel. Lewis is also the vice president of Creative Real Estate Investments, Inc., and a managing member of Infiniti Investments Management Group. He is a member of Kappa Alpha Psi Fraternity and was in the inaugural class of Gates Millennium Scholars (Bill and Melinda Gates Foundation). Lewis is the proud owner of a year-old Boston terrier named Roxy and lives in Portland.

John Morris MS '03 is the director at Fluid Market Strategies, Inc., in Portland. Morris says, "both **Brian Simmons '01** and I are active supporters of PSU. We built the recent Green Professional Conference with PSU students at the heart of that effort. We want to see PSU alumni pave the way for Portland to become an international leader in sustainability." John is married to Theresa Carbonneau, and they have two sons. When Morris is not working, he likes to surf.

Masami Nishishiba PhD '03 is a professor in PSU's Hatfield School of Government, where she is researching a pilot project for Clackamas County to shorten its work week to four days. Nishishiba lives in Portland with her husband, Hisanori.

Nicole Turner '03 is a resident physician at Oregon Health & Science University in Portland.

Mary Walker '03 has been accepted for graduate studies at Antioch University New England in Keene, New Hampshire. Walker will be pursuing a master's in education with a concentration in Waldorf education. She is currently teaching at Colegio Los Charcos Waldorf School in Guanajuato, Mexico.

Elizabeth Bain '04 has joined the national litigation firm Foley and Mansfield, working in its San Francisco office.

Heather Ryan '04 is a full-time writing instructor at University of Oregon. Ryan has written articles published by *Salon.com* and covered by National Public Radio's "Weekend Update."

Joshua Booton MS '05 was awarded a three-year James A. Michener Fellowship in Creative Writing from University of Texas Michener Center for Writers. Booton's poetry sample was chosen from more than 700 submissions in fiction, playwrighting, poetry, and screenwriting. He lives in Austin, Texas.

Allan Collins MS '05 is director of the pathways initiative at the Inland Empire United Way in Southern California. Collins writes, "while at PSU, I was fortunate to work as a mentor in University Studies. This paved the way for my first professional role working as the research and service learning coordinator for the GEAR UP Inland Empire grant at Cal State University San Bernardino."

Jill Hauben MSW '05 and **Jonathan Jansky '07** were married in July in Manchester, Vermont. The Janskys share a love of water sports competition. Jon is an avid white water kayaker, and Jill is a member of a dragon boat team. They live in Portland.

Sarah Liebman Med '05 was recently named director of the Florence Melton Adult Mini-School in Portland. The school is part of a network headquartered at the Hebrew University of Jerusalem.

Charlie Schluting '05 is the associate director of computing infrastructure at Portland State. Schluting also operates *OminiTraining.net* and recently wrote *Network Ninja*, a must-read for network engineers.

Christine Weilhoefer PhD '05 has been appointed assistant professor of biology at North Central College in Naperville, Illinois. Weilhoefer was an instructor at PSU, the Art Institute of Portland, and Clark College.

Sarah Cody '06 has been accepted to the master's of public affairs program at University of Washington in Seattle.

Eric Herst Med '06 is teaching alternative education at Sweet Home High School in Linn County.

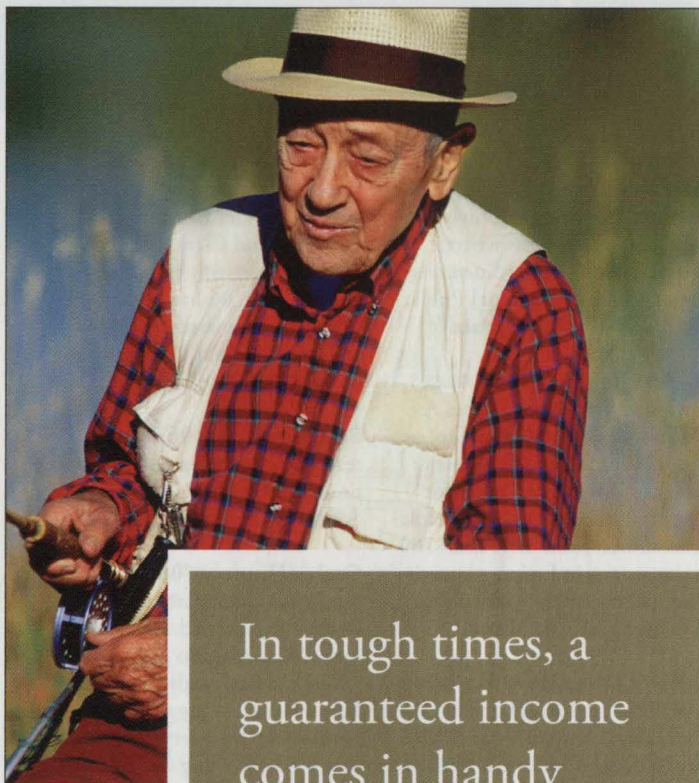
Caelan Huntress '06 is an excellence technician at Liberty Mutual in Portland and was the first PSU student to graduate with a classical studies minor. Huntress enjoys juggling flaming torches every year on July 4th and telling mythological stories to his children. He lives in St. Johns with his wife and their two children.

V. Kathleen Kincade '06 recently graduated from University of Utah with a master's degree in public health. Kincade has moved back to Oregon and is an industrial hygienist/technical specialist at the Oregon Occupational Safety and Health Division in Salem.

Sonia Marie Castanier Leikam Med '06 is a director of student activities at St. Mary's Academy in Portland. Leikam is married to **Theodore Leikam '07**.

Tristan Whitehead '06 is a resource conservation specialist for the city of Gresham's Resource Efficiency Assistance to Businesses program. Whitehead writes, "My favorite part is working directly with those businesses and creating relationships with the people who want to make a difference."

Celeste Renee Alvarez '07 has joined the board of Murray, Smith & Associates, Inc., a



In tough times, a guaranteed income comes in handy

A guaranteed lifetime income with a charitable gift annuity will provide you with:

- > A guaranteed income for life
- > Generous interest rates that are higher than most CDs
- > A partially tax-free income
- > A charitable income tax deduction
- > The personal satisfaction of making a gift to PSU

Please see our award winning Web site at:
www.pdx.edu/giving/planned

For more information on including PSU in your estate plans, please contact: Mary Anne Rees, Director of Gift Planning, 503-725-5086 or mrees@pdx.edu.



Pacific Northwest engineering firm. She manages the company's financial and accounting departments.



Celeste Renee Alvarez '07

Phil Berry '07 is founder and president of Sustainable Product Works, a consulting firm helping businesses create more sustainable products and supply chains. Berry's clients include Target, Cascade Designs, Eileen Fisher, and Boeing. He lives in Brooks with his wife, Joanna, and their three children.

Charles de Grasse MS '07 is a consultant in the Seattle office of Sapere Consulting, Inc., a business management consulting firm.

Caroline Hurley '07 married Casey Walker in May in Juneau, Alaska. Hurley is an administrative assistant for the state of Alaska and is the owner of Walker Development.

Tomoko Kanai MRP '07 is a transportation planner in the Portland office of Nelson Nygaard Consulting Associates, a transportation engineering firm.

Andrew Oliver '07 is a pianist and composer, who cofounded the Portland Jazz Composer's Ensemble and leads the Andrew Oliver Sextet. Oliver can be heard at The Cave as well as other venues around Portland.

Sam Sachs '07 is a bridge builder between the police and minorities in Portland. Sachs, a former Multnomah County sheriff's deputy, is

the only citizen member on the county's deadly physical force planning authority.

Sarah Sharp '07 is a software engineer working for Intel in Oregon. Sharp is working as the Linux representative on a new USB 3.0 file transfer system. Sharp also networks with two professional women's groups: PDXGeekChix and Code 'n' Splode.

Jean-Paul Zagarola '07 is an experimental biology aide at the Tillamook Research Station of the Oregon Department of Fish and Wildlife. Zagarola conducts salmon spawning surveys.

Amadou Issa Diop '08 is a local R&B artist that goes by the name Issa (pronounced E-suh).

Amy Valdez MPA '08 is the new program director for Catholic Charities in Nampa, Idaho. Valdez was a graduate assistant for the Retired Associates of Portland State.

In Memoriam

Art Honeyman '65, MA '74 died Dec. 8. He was 68. Honeyman was featured in the spring 2008 *Portland State Magazine* in an article about Richard Pimentel, who was inspired to devote his life to disability issues because of Honeyman, who had cerebral palsy. Both men were depicted in the 2008 movie, *Music Within*. Honeyman, who was often on campus, was an author and poet. He lived in Gresham.

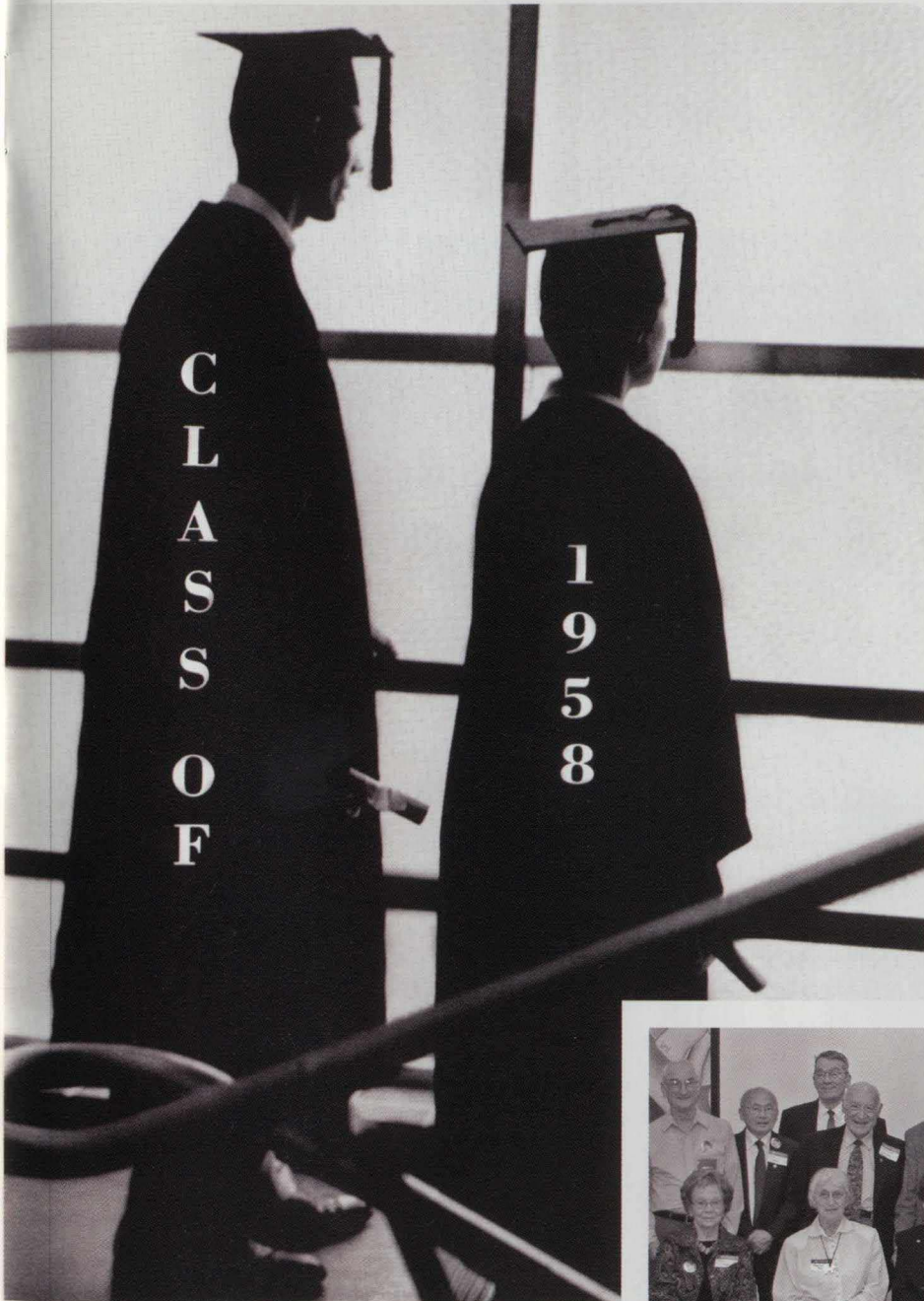
S. John Trudeau, first dean of Portland State's School of Fine and Performing Arts and a founder of the outdoor Britt Music Festival in Jacksonville, died Nov. 3 of complications from congestive heart failure. He was 81. Trudeau, a trombonist and conductor, was on faculty from 1956 to 1986. ■

Looking Back

CLASS OF 1958 CELEBRATES!

PORTLAND STATE COLLEGE alumni came from as far away as Texas and Utah to commemorate 50 years since graduation. The October reunion events included a student-led tour of campus, dinner with PSU President Wim Wiewel, and a talk by alumna Betty Rice Roberts, first female Oregon Supreme Court Justice and author of *With Grit and By Grace: Breaking Trails in Politics and Law*. Reunion efforts were captained by Gary Coats with support from co-chairs Pete Grundfossen and Dick Matcovich.

Maybe you have your own great photograph or story to tell from your time at Portland State. We'd like to put it on this page. Contact us by e-mail at psumag@pdx.edu, or fax at 503-725-4465, or mail us at Portland State Magazine, Office of University Communications, PO Box 751, Portland OR 97207-0751. Please don't write more than 300 words and only send us photographs we can keep.



In October, members of the class of 1958 held a 50th reunion. They are (left to right, front row) Betty Roberts, Rosalyn Paul, Nancy Ebsen Hogerton, Louise Putman, Kay Piacentini, Lynn Handelman, Ron Hunt. (back row) Dick Loughlin, Bob Rawson, Fred Wong, Prof. Charlie White, Dick Matcovich, Pat Welch, Roger Williams, Gordon Layden, Bob Cunningham, Dick Pottratz, Jim McGee, and Pete Grundfossen.



Never, ever say
I should have

Personal Growth. Professional Success.

Change is necessary for survival. The rules change. The challenges change. You need to be ready for what's next, no matter what it is.

Our innovative program is focused on helping high-potential executives reach further.

Take the next step. Find out about our program at **oemba.uoregon.edu**

Now Accepting Applications

Call (503) 276-3622 or

Toll-free (866) 996-3622



A University of Oregon degree in partnership
with Oregon State University and Portland State University.

*Vicki Vondross, Class of '07, Director, Global Bid Team,
North America, DHL Global Forwarding*



Portland State Magazine

P.O. Box 751
Portland OR 97207

NONPROFIT ORG
U.S. POSTAGE
PAID
PORTLAND OR
PERMIT NO. 770

CHANGE SERVICE REQUESTED