Hard times in sharp focus
Dorothea Lange’s photographs of rural Oregon / 14
PORTLAND PUZZLE

Across
1  Soccer team – or home supporters? (7)
5  Pink ––– (Portland musical group) (7)
9  Herb of mustard family reportedly favored by Obama (7)
10 Original name for PSU (7)
11,23 Message of support from PSU to Portland (3,9,5,3,4)
14 Heavy metal (4)
15 Pull it back to place near Portland (6)
17 Pine is just south of it (3)
19 Concert venue on Sunset Highway (3)
20 Putting on ship, as cargo (6)
21 Park in St. Johns for skating, or place for boaters (4)
23 See 11
27 Suitable outerwear for Portland winter (7)
28 Person going to bed, or just finishing work (7)
29 Tree-lined walk in Portland neighborhood (7)
30 City in Wyoming man in song came from (7)

Down
1 Make your marks, as basketball players do (10)
2 High point of Southeast Portland (5,5)
3 Like runners at Portland Meadows (6)
4 Don’t change, Portland! (4,5)
5 Milk or Elephant, for example (5)
6 Turncoat (8)
7 Material for much metalwork in Portland (4)
8 I translated into Greek (4)
12 Edge of ocean on which Oregon lies (7,3)
13 Producer of spring blossom in Portland (6,4)
16 How cyclists let it all hang out in Portland sometimes, as they say in France (2,7)
18 Park this side of the Columbia Gorge (4,4)
22 Lloyd ––– (6)
24 View from octagonal house on peak in the Gorge (5)
25 Island drink popular in Portland … (4)
26 … as is this meditative practice (4)

Win a chance to meet puzzle master Will Shortz and win other great prizes too! Complete the crossword puzzle and submit it to the Portland State University Alumni Association Office by Monday, October 5. Winners will be selected by random drawing.

For an electronic version of this puzzle and more details on the Will Shortz prize package, please visit: www.pdx.edu/alumni

Please mail your completed crossword puzzle to:
Portland State University Alumni Association, PO Box 751, Portland, OR 97207
Or fax the puzzle to 503-725-5074

All eligible entries must include:
Name: ____________________________
Phone: ____________________________
Email: ____________________________
Departments

2 FROM THE PRESIDENT
A bountiful experience

3 AROUND THE PARK BLOCKS
Enjoy the walk
In support of green building
What’s new? State stimulus dollars
Intel invests in international students
Students care at stroke camp

5 LETTER
Just throwing it out there

6 FANFARE
The music of Ernest Bloch
Daring feminist plays
Prospero’s enchanted isle
Alumni art on exhibit
New Works

22 GIVING
Class of $20.09

23 ATHLETICS
The legend has retired

24 ALUMNI CONNECTIONS
My story, your story
Changing of the board
Lives worth remembering
Just click and salute

26 ALUMNI NOTES
Helping companies turn it around
Charter school champion

33 LOOKING BACK
College Center for students

Features

8 MAKING IT REAL
Senior Capstones give students a last and lasting experience.

11 CREATING WRITERS
An impressive group of writers is teaching in the new MFA program.

14 HARD TIMES IN SHARP FOCUS
Renowned photographer Dorothea Lange recorded the Great Depression in rural Oregon.

ON THE COVER Dorothea Lange’s 1939 photographs of rural Oregon, featured on pages 14-17, are on display in a new campus exhibit. Lange photographed this young mother in front of her home near Klamath Falls.
FROM THE PRESIDENT

A bountiful experience

WALK THROUGH our campus buildings and you will see lively classrooms teeming with students and faculty offices overflowing with books and projects. But understand that these rooms are just gateways—portals to further learning that may take place on Portland-area rooftops or riverbanks, in third-grade classrooms, or in company boardrooms.

This "engaged learning" is what attracted me to Portland State and now makes me proud of both the University and this wonderful community. Together we are forming valuable partnerships, providing real experiences, and making a difference for us all.

This culture of cooperation was literally brought home to me and my family this past year. In May, a group of graduate students helped us transform a portion of our front lawn at the PSU-owned president’s house into a permaculture garden. It started out as a class project: Design a self-sufficient, organic garden for food, flowers, and herbs. But the students went far beyond the call of academic duty when they volunteered to actually put in the garden and brought along their spouses and friends to help. I was so impressed with their commitment to the cause of permaculture and also with their obvious belief in the value of "social capital"—doing something together that contributes to a greater good.

Alice and I both loved working with the students, as did our 17-year-old son, Sam. It took 10 of us all day to put in the garden. Since then Alice and I have maintained it: weeding, watering, and harvesting. So far, we have enjoyed strawberries, blueberries, lettuce, peas, tomatoes, and squash.

The garden is pretty low maintenance because of the design: Cardboard under the topsoil keeps weeds to a minimum and the co-planting of certain plants has totally discouraged pests. We use no fertilizer and are saving clippings and scraps from the kitchen in a compost pile to enrich the soil next year.

We look at the garden’s growth with delight every mealtime, since we can see it right from our kitchen window.

Portland State students and faculty are responsible for hundreds of campus-community projects each year. Please read about a few Senior Capstone projects starting on page 8. I’m pleased that I can now talk about these learning experiences from a very personal perspective.

Wim Wiewel
PRESIDENT, PORTLAND STATE UNIVERSITY
ELLEN LAW, Portland's first African American woman school principal, is honored along with scores of other women path breakers and ceiling busters at Portland's Walk of the Heroines, completed this summer in front of Hoffmann Hall.

More than 650 women's names are engraved on stone walls—no woman is underfoot—and their biographies and photographs are featured on an on-site computer. Trees, flowers, benches, and a fountain are interspersed along the walls. All border a meandering stone walkway. One more wall and a stage honoring former Gov. Barbara Roberts will be added in the near future.

The honored women, living and deceased, were submitted by family, friends, colleagues, and organizations who made a donation in their name. Most are from Oregon, but they come from all over the country and from all walks of life. Those honored include Josephine Cochrane, a Shelbyville, Illinois, housewife, who hated doing dishes and invented the automatic dishwasher in 1886. Heroine Matsu Ito raised eight children on a farm in Hood River enduring many hardships, including internment during World War II. Former students have honored Diane Edgington, a Clackamas High School speech and debate teacher.

Portland State students have been involved in the Walk of the Heroines from the beginning, providing the first major gift of $200,000 from the Associated Students of PSU.

Learn more about Portland's Walk of the Heroines and the women it honors at www.woh.pdx.edu.
In support of green building

BUILDINGS and their taken-for-granted amenities—heating, cooling, lighting—account for 40 percent of total energy consumption in the United States. Reducing this massive carbon footprint through smart architecture, engineering, and use of materials is what the University's new Green Building Research Laboratory is about.

The new lab allows faculty researchers from around the state to comprehensively analyze green buildings. This includes extensive study of buildings' energy use and conservation, air and environmental quality, building material performance, and storm water runoff.

The lab is a signature research facility of the Oregon Built Environment & Sustainable Technologies Center, an independent nonprofit established by the Oregon Legislature in 2007 to grow the state's reputation as a national innovator in sustainability, natural resources, and renewable energy.

Run by David Sailor, professor of mechanical and materials engineering, the lab incorporates faculty from PSU's engineering departments as well as Architecture, Urban Studies and Planning, and programs throughout the Oregon University System. The facility also supports the region's booming green building industry through applied research projects and gives students hands-on experience with new and innovative building technology.

What's new?

Portland State received $29 million in state stimulus funds to put Oregonians to work improving the campus by:

- Centralizing heating and cooling systems
- Turning Cramer Hall offices into seven new classrooms
- Replacing and upgrading roofs on four buildings
- Seismically upgrading skybridges
- Replacing windows during the Lincoln Hall remodel
- Beginning the remodel of Science Building 2
Intel invests in international students

TWENTY-EIGHT top science students from Vietnam are studying engineering at Portland State thanks to a $2 million investment from Intel.

The Intel Vietnam Scholars program is paying for the students' tuition, fees, books, room and board, and other expenses. Upon their graduation in 2011, Intel expects to employ the new electrical and mechanical engineers at its largest global assembly and test site, slated to open soon in Ho Chi Minh City.

Portland State already works closely with Intel in Oregon and is the third largest supplier of engineering talent to Intel in the United States. The University is also a familiar partner in Vietnam. PSU offers an advanced training program in computer science with two Vietnamese universities and works with agencies there on studies of urbanization and public leadership.

Students care at stroke camp

FOR STROKE SURVIVORS and their caregivers life can be lonely and isolated once professional treatment ends.

Providing continued care and respite is the driving force behind Stroke Camp Northwest, a partnership between Portland State and Pacific University in Forest Grove. For a week in August every year, stroke survivors and their families have fun and learn new skills with PSU speech and hearing students and Pacific physical and occupational therapy students.

The program won the first-ever Jimmy and Rosalynn Carter Partnership Award for Campus-Community Partnerships in April. Former first lady Rosalynn Carter presented the award herself to faculty responsible for the camp. With the recognition came $10,000 for the program.

Each year, students and faculty plan and put on the camp activities, ranging from adapted tai chi to crafts for charity. Help does not end with camp. Students and faculty run self-help groups throughout the year, and they have created a Web site for camp goers to keep in touch with each other.

Just throwing it out there

Caressa Sims certainly deserves the attention given her through the article, “Giving it her all,” in the Spring 2009 issue of Portland State Magazine. However, for those not familiar with track and field weight events, the photo of her might be confusing.

The article mentions Caressa’s weight events as the hammer and shot put. Those are her outdoor track events. Her indoor track events are most likely the weight throw and the shot.

The photo shows Caressa with an indoor weight throw implement in an open field. The weight throw competition is held indoors inside a cage. If the photo had shown Caressa with a hammer—a proper outdoor implement—it should have been taken in a hammer throw cage.

Tim Marsh — Pullman, Washington
The music of Ernest Bloch

OREGONIANS should be proud of composer Ernest Bloch, who wrote some of his best works while living on the Oregon Coast.

Hear his music for yourself, as students and faculty take on Bloch's lush melodies and rich, textured instrumentation all year as part of the International Bloch Jubilee Festival that marks the 50th anniversary of the composer's death.

Swiss-born Bloch lived in Agate Beach from 1941 until 1959. His many works encompass string and piano solos as well as orchestra and chamber ensembles. Unlike many of his contemporaries, Bloch composed music that is considered romantic and reminiscent of Wagner, Mahler, and Strauss.

"Many of our music majors don't know anything about Bloch," says Bryan Johanson, Music Department chair. "It's great music, and much of it is influenced by his Jewish faith. So we are working with the Judaic Studies program to present insightful lectures."

"It shows how we can accomplish something much greater through cooperation," says grandson Ernest "Ernie" Bloch II '62, of the partnership between PSU's Music Department and the Judaic Studies program.

Ernie Bloch, who lives within walking distance of campus, will have close to a hundred public performances and lectures at PSU to choose from, capped by a "Bloch Buster" gala.

For a full schedule, visit the University's Web calendar at www.pdx.edu/events.

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.
Daring feminist plays

DEPICTING Joan of Arc as an anorexic, cross dressing, teen lesbian, has earned Carolyn Gage '82, MA '84 national recognition. This past spring, she received the Lambda Literary Award in Drama for The Second Coming of Joan of Arc: and Other Plays. Considered the top literary award for the lesbian and gay community in the United States, the Lambda recognizes a work that Gage originally published 15 years ago. The new collection also includes six other plays in which Gage, a lesbian-feminist, interprets the lives of such famous women as Charlotte Cushman, Calamity Jane, and Harriet Tubman.

Gage also performs her plays around the country, including the award-winning, one-women show, The Second Coming of Joan of Arc. She will be at Pacific University in Forest Grove performing the play on October 16.

Prospero’s enchanted isle

THE TEMPEST creates a world where nothing is as it first appears.

With that in mind, director and professor William Tate, plans a PSU Theater Arts production that embraces the full abundance of the play's ending and beginnings and alternately grim and beautiful illusions.

Shakespeare’s The Tempest opens November 20, 7:30 p.m., at Artists Repertory Theater, 1515 SW Morrison (Lincoln Hall to reopen in fall 2010). The evening performances continue November 21, 24, 25, 27, 28. A 2 p.m. matinee is planned for Nov. 22. Tickets may be purchased at the PSU Box Office, 503-725-3307, and at TicketMaster outlets.

ALUMNI ART ON EXHIBIT

Double Dutch, a mixed-media painting by Anna Fidler '05, is part of the Outlook: Contemporary PSU Art Graduates 2005-09 exhibit November 5-27. The exhibit is in Autzen Gallery, 205 Neuberger Hall, weekdays 10 a.m. to 5 p.m. James Wood, School of the Art Institute of Chicago, is curator.

New Works

THE BOOK OF WILLIAM: HOW SHAKESPEARE’S FIRST FOLIO CONQUERED THE WORLD

By Paul Collins (English faculty), Bloomsbury USA, 2009

THE BEST DANCER

By Christoph Keller, PSU's Ooligan Press, 2009

SMALL TOWN SUSTAINABILITY

By Paul Knox and Heike Mayer MUS ’00, PhD ’03, Birkhäuser Basel, 2009

SUPER SUNDAY IN NEWPORT: NOTES FROM MY FIRST YEAR IN TOWN

By Matt Love '86, Nestucca Spit Press, 2009

NEW PERSPECTIVES ON TECHNICAL EDITING

By Avon J. Murphy '65, Baywood Publishing, 2009

TENTACLES

By Roland Smith (attended PSU in the 1970s), Scholastic Press, 2009

JOURNAL KEEPING

By Dannelle Stevens and Joanne Cooper, Stylus Publishing, 2009

SUPER FUN TIMES

Music recording by SuperZ: Stephanie Hays ’01, Chris Gabriel ’01, Brandy Kechn ’00, Jessica Bell ’02, Klaus Ferguson ’00; Bopser Records, 2009

LINCOLN'S DAUGHTER

By Tony Wolk (English faculty), PSU’s Ooligan Press, 2009
Imagine getting course credit while simultaneously building career connections and answering a community need. This describes what Senior Capstones at the University are all about.

In a Capstone project, teams of senior-year students with different majors work together to solve—not just study—a community-identified need. The students think critically, apply what they've learned, and oftentimes develop new skills while getting on-the-job training.

More than 230 of these community-based research projects are completed each year, and Capstone students provide a huge part of the 1.3 million volunteer hours contributed annually by the University to the community—an estimated value of $21 million.

From roof gardens to monitoring marine habitats, sustainability projects were a strong focus this past year. Many Capstones allowed students to see the practicality of their work, such as a 3-mm-thick fan prototype that was handed off to Intel. What follows are just a few of the projects taken on by graduating seniors this past spring.

Moving air in a tiny space

BUILD A FAN that is not quite as thick as two stacked pennies. That was the task given to four mechanical and materials engineering students for their Senior Capstone.

Under the guidance of professor Chien Wern and mentored by Intel thermal mechanical engineer, Jered Wikander, the students created a rough prototype that their project partner Intel is now evaluating.

Labeling the 3-mm-thick, air-moving device a fan does not do it justice. There is no traditional radial device or rotating motor, says Wern. Instead a wire coil magnet causes a diaphragm to vibrate and push air out. It is small, quiet, and could probably be mass produced for less than $3 a piece.

Cooling small mobile computers is the intended application for the flat fan, but Intel engineers are working to see if its design is viable.

PICTURED: Robert Gasso
Listening underwater

THE SOUND OF fish, boats, or underwater construction tells researchers a lot about the health of a marine habitat. Equipment for this kind of monitoring is expensive and inflexible. So a device built by three engineering students, which uses a cell phone, hydrophone, waterproof casing, and open source software, makes budget-strapped agencies happy.

The Nature Conservancy sponsored the Capstone project as part of a five-year initiative with Portland State to provide technology for conservation problems. The students worked under professor Martin Siderius, electrical and computer engineering faculty.

The seniors designed and built a passive cell phone-based acoustic system that can be used to monitor maritime or freshwater habitats. It takes advantage of cell phone services such as GPS and wireless communication. One day, the system may even be able to call a researcher with its immediate findings, such as a motorboat in a restricted area.

Right now the students' device stores the data for later analysis.

“This is an exciting system for monitoring remote places such as Spirit Lake (wiped out by Mount St. Helens in 1980) by the U.S. Geological Survey,” says Lisa Zurk, a director of the Nature Conservancy/PSU partnership. The conservancy has plans for future use of the device locally and by its Hawaii team.

PICTURED: (left to right) Amna Ljusevic, Minjun Zhuo, and Emily Smith
Hanging out among the plants

LOOK UP AND SEE GREEN is the name and inspiration behind a huge student volunteer effort to transform a bleak campus terrace into a welcoming and educational green space.

The terrace tops the distance learning wing of the Urban Center Building on Southwest Sixth between Mill and Montgomery streets. Today, native plants and a bamboo wind-screen fill the terrace planters, many of which are connected to benches. Eco-roof display tables tell a story, and water captured from an existing canopy into rain barrels keeps the whole thing green.

The project began more than a year ago, when students in professor Barry Messer’s Neighborhoods and Watersheds Capstone invited the campus community to offer ideas for the terrace. Students, faculty, and staff responded and in some cases provided sketches of their dream garden.

There was not enough time and money to implement all the ideas, but student Patricia Graf and others would not let the project die. “I was inspired by the ideas and efforts of people I respected, my peers and professors in the department,” says Graf.

Over the course of the past year, more than 60 students volunteered their time. Many people and local companies, including Living Walls and Edible Skylines, helped students with the planning and building.

“The success of this project was really in connecting these resources,” says Graf, “and empowering students to utilize their strengths as well as learn new ones.”

PICTURED: Cherize Ramirez, foreground, and (left to right) Derek Abe, Patricia Graf, Claire McLeod, Rajeev Indiranagaraju, and Jeremy Spaulding

Tracking tobacco marketing

DOES YOUR CHILD stop at a convenience store on the way home from school? Chances are he or she is bombarded by cigarette ads. They appear on store windows, walls, and sandwich boards, and may be right next to ads for popsicles and candy.

Capstone students worked with the Multnomah County Chronic Disease Prevention Program to map tobacco advertising around K-8 schools. Ultimately, the county could use the students’ findings to shape public policy.

“Tobacco and signage regulations are complex, but tobacco companies are clever at getting around them and advertising to a vulnerable audience—children,” says Meg Merrick, Urban and Public Affairs instructor for this Capstone.

“Studies show that getting hooked on tobacco before age 18 likely results in a lifelong habit,” says Merrick. With the goal of preventing chronic disease, the county program is aimed at discouraging the start of this habit.

Students used GPS mapping technology and a listing of businesses to identify possible tobacco retail outlets. They then documented what they found at stores within a half mile radius of elementary, middle, and high schools in parts of Multnomah County. At many stores, the signs were big, everywhere, and right next to ads for products that kids like.

“I now notice these ads everywhere I go,” says Merrick. “The county does not have the people power to collect this evidence. I am glad our students could.”

PICTURED: Students (left to right) Ben Harper, Kimie Ueoka, and Mike Conley
CREATING WRITERS
An impressive group of writers is teaching in the new MFA program.

WRITTEN BY JEFF KUECHLE
TOM BISSELL

Bissell, new to Portland State this fall, started out as a fiction writer, but he had an urge to write about Uzbekistan, where he once was a Peace Corps volunteer. Harper's Magazine took a chance, and Bissell's thoughtful article eventually became his first book. He now successfully mixes fiction, travel, history, and memoir writing. His newest book is inspired by his father's experiences during the Vietnam War.

WORK: The Father of All Things: A Marine, His Son, and the Legacy of Vietnam, memoir; God Lives in St. Petersburg, short stories; Chasing the Sea: Lost Among the Ghosts of Empire in Central Asia, travel book

REVIEWERS SAY: "A stunning and prodigious talent"; "Scabrously funny"; "Razor sharp, blackly comic"; "The literary assurance of a young Hemingway"

EXCERPT: "Bleszinski drove into Epic's parking lot in a red Lamborghini Gallardo Spyder, the top down despite an impending rainstorm. His current haircut is short and cowlicked, his bangs twirled up into a tiny moussed horn... He could have been either a boyish Dolce & Gabbana model or a small-town weed dealer." — from "The Grammar of Fun," The New Yorker

PAUL COLLINS

Quirky and obscure figures from history are the fodder for Collins' books and articles. His passion is indulged by National Public Radio, which has made him its "literary detective." A PSU professor of nonfiction writing since 2004, Collins won a Guggenheim Fellowship that will fund his next book about crime reporting and the birth of yellow journalism in the 1890s.

WORK: The Book of William: How Shakespeare's First Folio Conquered the World; The Trouble With Tom: The Strange Afterlife and Times of Thomas Paine; Not Even Wrong: A Father's Journey Into the Lost History of Autism; Sixpence House: Lost in a Town of Books; Banvard's Folly: Thirteen Tales of People Who Didn't Change the World

REVIEWERS SAY: "Passionate"; "Knowledgeable"; "Sassy"; "Witty, detailed, highly entertaining"; "Exemplary scholar-adventurer writing"

EXCERPT: "Our stretch of Waller Street was crammed with Victorian flats, and we all oohed and aahed over each other's wainscoting, box ceilings and carved mantels. Yet, walking away from the whole thing, stuffed with architecture and potato salad, I felt a nagging doubt. "Did you notice," I asked my wife, "ours was the only house with books?" — from Sixpence House: Lost in a Town of Books
CHARLES D'AMBROSIO

An award-winning short story writer and essayist, D'Ambrizio joins the Portland State faculty this winter. *The Dead Fish Museum*, his second book of short fiction, won the Academy of Arts and Letters Award for Literature and was a finalist for the PEN/Faulkner Award. The Seattle native is also an accomplished professor of creative writing, having taught at the Iowa Writers' Workshop, the Tin House Summer Writers Workshop, and the Warren Wilson MFA Program for Writers.

**WORK:** *The Dead Fish Museum*, short stories; *Orphans*, essays; *The Point*, short stories

**REVIEWERS SAY:** "Funny," "Moving," "Soulful," "Really astonishing"

**EXCERPT:** "The ancient Chinese man was a brown, knotted, shriveled man who looked like a chunk of ginger-root and ran one of those tiny stores that sells grapefruit, wine, and toilet paper, and no one can ever figure out how they survive. But he survived, he figured it out..." — from *The High Divide*

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DEBRA GWARTNEY


**WORK:** *Live Through This: A Mother's Memoir of Runaway Daughters; Home Ground: Language for an American Landscape*, with Barry Lopez

**REVIEWERS SAY:** "Profoundly moving," "Harrowing," "Raw," "Unflinchingly honest," "Builds to a magnificent, hard-won communion"

**EXCERPT:** "Amanda was getting more sullen the more she sliced her own skin and spilled her own blood, becoming a faint and frightening presence in our household—dark and sultry as a storm just over the mountain. I knew the cutting was more than a release." — from *Live Through This*

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PRIMUS ST. JOHN

Nationally esteemed poet St. John has been a member of the PSU English faculty since 1973. A master of both brief lyric and longer narrative poetry, St. John's work has earned the Western States Book Award for Poetry and the Oregon Book Award for Poetry. In 2000 he was a finalist for poetry for both the Oregon Book Award and the PEN West Award.

**WORK:** *Communion: Poems, 1976-1998; Dreamer, Love Is Not a Consolation*

**REVIEWERS SAY:** "Idiosyncratic and evocative"; "Trolls fragmented, consciousness-laden waters"; "St. John achieves a calligraphic, haunting efficacy"

**EXCERPT:**

The answer to everything
Is a just peace
(Or better umbrellas
That are not afraid)

— from "Our Lady of Congress,"
*Communion: Poems, 1976-1998*

**Jeff Kuechle**, a freelance writer, wrote "Oregon's Tour Guide" in the spring 2009 Portland State Magazine. **Tom Bissell** photograph by Hendrik Dey. All other photos by Kelly James.
Hard times in sharp focus
Renowned photographer Dorothea Lange recorded the Great Depression in rural Oregon.

WRITTEN BY MELISSA STEINEGER

A Quaker Friends church congregation in Dead Ox Flat, Malheur County, in front of their dugout church.
DOROTHEA LANGE'S photographs tell stories. Sometimes uneasy tales of hard work, poor living conditions, and the resulting despair. But most capture the inner strength and pride of Lange's subjects despite their impoverished surroundings.

An exhibit of some 40 of Lange's photographs from 1939 rural Oregon during the Great Depression will be on display in Portland State's Littman Gallery October 1 through November 26 before traveling to other points in Oregon.

Lange (1895-1965) is perhaps best known for Migrant Mother, a photographic icon of the Great Depression. Taken in California, it shows a young mother staring stoically into the distance, her children huddling close in their tent home.

"Lange's portraits capture the spiritual essence of people caught up in something far greater than they can control," says exhibit coordinator David A. Horowitz, PSU professor of history. "She gets right down into the heart of people and their experiences. That's her strength."

IN THE 1930s, Lange was one of a dozen photographers hired by Franklin Delano Roosevelt's New Deal administration to photograph rural America. The government's goal was to use the photographs to build support for the Farm Security Administration. In all, the photographers produced 270,000 images of American life—creating a superlative visual record of America during the Great Depression.

While on assignment, Lange turned her eye to Oregon in 1939. She traveled the state, not just photographing her subjects but taking notes and writing thoughtful captions. For example, accompanying her photo of the hopeful young mother, which appears on the cover of Portland State Magazine, Lange quotes the woman as saying, "Next year we'll be painted and have a lawn and flowers."

Horowitz and members of the Oregon Cultural Heritage Commission will give a dramatized reading of Lange's captions and field notes, accompanied by a visual display of her work, during PSU Weekend on October 10. The group will be joined by Lange expert Linda Gordon, an Oregon native and New York University social history professor. Gordon will also talk about Lange on October 8. The Lange events are made possible by the Cultural Commission and the PSU Friends of History.

During the Great Depression, many rural Oregon families and migrant workers lived in tents, shacks, and dugouts as they eked out a living harvesting crops. Times were hard, but stories of small joy can be seen in Lange's photos along with the essential human spirit of the American West.

Melissa Steineger, a Portland freelance writer, wrote the articles "The Sky's the Limit" and "Giving It Her All" in the spring 2009 Portland State Magazine.
PORTLAND STATE URBAN STYLE

TREE HUGGER TEE
$14.95

STADIUM JACKET
$65.00 / XXL $69.00

VIKING TEE
$18

VIKE BIKE TEE
$24
TREE HUGGER TEE
(14008757)
design: Can Vander Yacht
Made of 100% fine ring-spun combed cotton, this lightweight fine jersey is exceptionally smooth and tight-knit, making it just as opaque as a much heavier fabric.

Color: Green
Brand: American Apparel
Sizes: S - XXL
$14.95

VIKE BIKE TEE
Limited-edition design by PSU Alumni Fritz Mesenbrink.

Color: Heather Grey
Brand: Anvil
Sizes: S - XL
$24

CLOUD TEE
design: Sockeye Creative

Color: Chocolate
Brand: Anvil
Sizes: S - XL
$24

STARBURST TEE
design: Sockeye Creative

Color: Smoke
Brand: Anvil
Sizes: S - XL
$24

TRIBAL TEE
design: Sockeye Creative

Color: Black
Brand: Anvil
Sizes: S - XL
$24

SILK TIE (PS-126)
Color: Green
Brand: Buffalo Bay
$39.95

WOMEN'S DRYTEC CHAMPIONSHIP POLO (LCK08541)
Moisture wicking, comfortable, breathable. 65% Cotton/Cotton, 35% Polyester.

Color: Green
Brand: Cutter & Buck
Sizes: XS - XXXL
$39.95

NIKE WOMEN’S SHORT SLEEVE VIKING LOGO TEE (00018797XP)

Color: Black
Brand: Nike
Sizes: S - XXL
$18

WOMEN’S & MEN’S RECYCLED PLANET TEE (1112416)
50% Polyester from recycled plastic bottles, 50% organic cotton, made in USA. Have you hugged your planet today?

Color: Green
Brand: Jones & Mitchell
Sizes: S - XL
$24.95 Women's / $26.95 Men's

ISLANDER V-NECK TEE (171)
Sheer jersey v-neck tee. 60% cotton/40% polyester with raglan sleeves and 2X1 rib trim at neck and bottom hem.

Colors: Forest green and Fossil (grey)
Brand: Camp David
Sizes: S - XL
$21.95

GO GREEN. WEAR GREEN ON COLLEGE COLORS FRIDAYS.
**MEN'S FULL-ZIP HOODIE (FM113)**
An extraordinarily soft hoodie with a full front brass zipper and 'Vikings' in appliqué. 80% Cotton/20% Polyester.

- Color: Green
- Brand: Boxer & Stone
- Men's sizes: S - XXXL

**$63**

**CLASSIC FLEECE CARDIGAN (FL143)**
Smart and stylish fleece cardigan with contrasting collegiate stripes on the cuffs and collar. 80% Cotton/20% Polyester.

- Color: Black
- Brand: Boxer & Stone
- Sizes: S - XXXL

**$56**

**LADIES BELTED TOGGLE COAT (FL115)**
A classic fleece coat featuring armband detailing, side pockets, hood and adjustable belt. 80% Cotton/20% Polyester.

- Color: Green
- Brand: Boxer & Stone
- Ladies sizes: S - XXL

**$72**

**STADIUM JACKET (70020)**
100% Polyester - Dobby Texture Water and Wind resistant, Brushed poly fleece lining, Hidden embroidery zipper at full back.

- Color: Black
- Brand: Ouray
- Sizes: S - XXL

**$65.00 / XXL $69.00**

**PSU COTTON SUEDED HOOD (31000)**
80% Cotton/20% Polyester - 9.5 oz., front kangaroo pocket, jersey lined hood (this hood you need to feel the difference).

- Color: Grey
- Brand: Ouray
- Sizes: S - XXXL

**$42.95 / XXL, XXXL $44.95**

**MEN'S 100% COTTON PIQUE CARDIGAN (FM142)**
A soft, light-weight cotton pique cardigan with two front page pockets.

- Color: Black
- Brand: Boxer & Stone
- Sizes: S - XXL

**$44**

**LADIES COWL NECK SWEATSHIRT (PSU34)**
Need something new for those chilly afternoons? This cowl neck pullover looks great by itself or layered with a t-shirt. 80% Cotton/20% Polyester.

- Color: White
- Brand: Boxer & Stone
- Ladies Sizes: S - XL

**$48**

**ADIDAS TRACK JACKET (5963W)**
100% Polyester Tricot.

- Color: Black
- Brand: Adidas
- Sizes: S - XXL

**$52.95**
H2GO WIDE MOUTH BOTTLE
(PS-4967)
40 oz stainless steel single wall with two-tone threaded top.
Color: Green
Brand: PSU
$18.95

H2GO WIDE MOUTH BOTTLE
(PS-4971)
40 oz stainless steel single wall with two-tone threaded top.
Color: White
Brand: PSU
$18.95

ATHLETIC CORN PLASTIC (6948)
KEGGER Made from 100% U.S. Corn plastic.
Color: White
Brand: PSU
$11.95

COLORMAX PSU SYMBOL COFFEE MUG (CM5200)
Also available as an espresso mug.
Color: Green/Black
Brand: PSU
$9.95

ECO-FRIENDLY TOTE BAGS (8503)
100% biodegradable, reusable replaces disposable shopping bags, made from unbleached natural cotton canvas, no harmful chemicals used in the manufacturing of this product.
Color: Beige
Brand: PSU
$8.99

H2GO NATURE DESIGN BOTTLE
(PS-4171)
20 oz stainless steel single wall.
Color: White
Brand: PSU
$14.95

VERBANO THERMAL TUMBLER
(PS-78564)
14 oz stainless steel double wall, vacuum insulated with threaded spill-proof lid.
Colors: Green, White
Brand: PSU
$19.99

IMPRINTED METAL SHAFT GOLF UMBRELLA
(PS-127/14012)
48" arc, automatic open, black electrostatic steel shaft and ribs, curved wood handle, 100% nylon canopy.
Color: Green
Brand: Shedrain
$21.95

IMPRINTED WINDJAMMER UMBRELLA (PS-128/2044)
58" arc, two section shaft, automatic open, closed: approximately 21 1/2" in length, vented canopy engineered to resist windy conditions, steel shaft and ribs, wood ergonomic grip handle with leather strap, Sofshock™ opening system, nylon/mesh case with bungee cord-lock closure, 100% nylon canopy.
Color: Green
Brand: Shedrain
$23.95

ORDER NOW!
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WHEN PSU TELEFUND student managers Zack Smith and Maggie Serpa first sketched out last spring's senior gift campaign, they felt confident that despite the tough economic times they could beat campaign results from 2008. They doubled it.

"We were amazed," says Smith. "The campaign brought in $6,000 last year. We knew we could do better, but $12,000 was a way bigger stretch than we imagined."

What made the difference? A student-driven campaign with a purpose graduates could personally identify with.

Students Maggie Serpa and Zack Smith led a team that successfully called 3,000 graduates this spring asking them to give to a student emergency fund.

"People know how hard it is to pay for school right now, so they could relate to a request to support scholarships," says Smith. "It was something they could really get behind."

SERPA CREATED a Facebook page, and the team invited as many Portland State students as they could to be fans—even if they weren't yet graduating. "Our idea was to pave the way for next year, or the one after that," says Smith. "We wanted to spread awareness about giving to PSU in a place students see every day," adds Serpa.

The Facebook page included a photo book, "The Adventures of Victor E. Viking," as well as an online contribution link and a chance to win a new iTouch in exchange for providing contact information. Facebook event invites alerted students to follow-up phone calls from the student Telefund.

"We had five specially trained callers who were comfortable asking their peers to give," Smith notes, "and over three weeks we called every student who'd signed up to graduate—about 3,000."

The campaign emphasized participation over dollars, suggesting a contribution of $20.09, but encouraging graduating students to give at any level they could afford. "I heard callers saying things like, 'Can you give even $10—it's what you might spend on pizza one night.' Or, 'I could only give $10, but a lot of others are doing $20.09.' We were surprised at how many people did that," says Smith.

Their success in 2009 inspires Smith, Serpa, and their team to reach even higher in 2010, which will be their own graduation year. "We want to add an event for all graduating students to celebrate and kick off the campaign—maybe a barbecue or student band concert," Smith suggests, adding with a smile, "or maybe a dunk tank if we can get a dean or professor to go along with it." ■ BY KATRINA RATZLAFF

LEARN MORE ABOUT THE IMPACT OF GIFTS TO PSU.
Visit www.pdx.edu/giving.
The legend has retired

The University said goodbye to Darrel "Mouse" Davis for the second time this past June. The former 1970s head football coach had served as offensive coordinator under good friend Jerry Glanville since 2007.

Davis, an ageless 76, made a difference these past two years. He helped the Vikings lead the nation in passing and give top performances in scoring and total offense. But his impact as coach between 1975 and 1980 is the stuff of legend.

Davis first came to the University after coaching for almost 20 years at Portland-area high schools. The Vikings gave him the opportunity to perfect the pass-oriented run-and-shoot offense, a style developed by an Ohio coach but made famous by Davis.

"This was my first chance to test the offense at the college level. At every level the defense gets more sophisticated," says Davis. "This was a step up in the defenses we faced and it helped me strengthen my offensive approach."

Davis arrived at PSU at a time of crisis, he recalls. "They were talking about discontinuing football. They (then-president Joseph Blume) kept the program, and we led the nation in total offense for the next five years. It put us on the map and really confirmed my confidence in the offense."

Under Davis, the PSU program went 42-24 over six seasons, averaged 38 points and nearly 500 yards of offense per game. PSU led the nation in scoring three times, and the unique passing game made stars out of quarterbacks June Jones, who played with and coached the NFL Atlanta Falcons, and Neil Lomax, NFL all-star with the St. Louis/Phoenix Cardinals.

Although his career has taken him to the NFL, Canadian Football League, now defunct USFL, Arena Football League, and the WLAF, Davis still remembers such PSU highlights as the 105 points scored against Delaware State—a team which sent three players to the NFL—in a game where Lomax only played two quarters.

Under Davis’ direction, the Vikings set 20 NCAA Division 1-AA offensive records and were the NCAA’s all-time point producers in 1980, scoring 541 points in 11 games and averaging 49.2 points per game, 434.9 yards passing, and 504.3 yards of total offense.

"I coached some great kid," says Davis. "They’ll come up to me today and say, ‘Remember me? I played for you in such and such.’ That’s the reward for a coaching career. Of course, they’re all in their 50s now, and I’ll think, did that old guy really play football?” says Davis with his legendary loud laugh, which still can be heard from one end of the football field to the other. ■ BY JOHN WYKOFF ‘65
My story, your story

IT WAS in the midst of the early 1980s recession that I found my way to Portland State.

I started at a private liberal arts college here in Oregon, when financial aid and grants were plentiful. By the end of my sophomore year, they had dried up. In addition, I learned something valuable during those first two years: I wanted to be at a larger institution with diversity. So I moved back in with mom and dad, enrolled in Portland State. If I remember correctly, I was a little younger than PSU's then average age student of 28, but I was typical in other respects: I was working and relied on TriMet to get me to and from campus.

Portland State proved to be full of richness. The students came from all walks of life and from many countries, and the professors were (and continue to be) passionately active in their fields. Suddenly, I was alive, challenged, and engaged in ways I hadn't imagined.

I graduated, the first in my family with a college degree, a little later than the scheduled four years with a Bachelor of Arts, a Certificate in Central European studies, and a six-month internship in the Oregon Legislature under my belt. The education and experience exceeded expectations and I'll be forever grateful.

And this is why I've been involved in the Portland State Alumni Association since 1999, and this year I have the good fortune of being its president.

We are in the process of surveying a sample of alumni to better understand your needs and interests. With over 120,000 alums of this illustrious University, there will be dispersion, but also some prominent themes.

We've got an interesting year ahead. Our new president has exciting plans for our University and community, and in these tough economic times, we also want to ramp up our services so that others can be as fortunate as we've been in graduating from PSU. Later this summer we will embark on a revised strategic plan. If you have ideas, or want to get involved, please get in touch with the Alumni office.

Kori Allen '84
President, PSU Alumni Association

Changing of the board

THE PORTLAND STATE University Alumni Association wants to thank retiring board directors Jeff Austin '77; Gerry Scovil '65, MS '68; and Angela Wykoff '72, MS '75, '80. All were board presidents during their terms.

Austin, immediate past-president, also served on the finance and executive committees. Scovil, board president in 2007-08, led the PSU Advocates committee. Wykoff, also a leader with the PSU Advocates, was board president in 2006-07 and served on the search committees for President Wim Wiewel and for the dean of the Maseeh College of Engineering and Computer Science.

Welcome to our newest members Steve Brannan '57, retired PSU education professor Aubre Dickson '98, acquisitions manager with Homestead Capital; Al Fitzpatrick MA '83, retired school principal; Eric Graham '87, president at Montgomery and Graham, Inc.; Richard Helzer '62, attorney at Helzer Cromar; Karen McCarty '06, community affairs specialist; Nancy Morgan '87, retired account executive manager, Bonnevile Power Administration; and Krishnakumar Regupathy MS '99, engineering technology development manager at Intel Corp.

Alumni Board officers for 2009-2010 are President Kori Allen '84, investment manager; Vice President Behzad Hosseini '96, MBA '97, general manager at PGE; Treasurer Gina Leon '95, vice president at US Bank; and Secretary Kendal McDonald MA '02, office manager and archeologist at Applied Archaeological Research, Inc.
Reflections on connections

WITH ONE FOOT firmly in the boomer camp and a somewhat "millennial" spirit, I never imagined I would be in one place as long as 20 years. But here I am, reflecting on my years directing Alumni Relations at Portland State.

To say that things have changed is an understatement. In 1989, we served 16,000 students and 48,000 alumni. Today our numbers are 27,000 students and 120,000 alumni living around the world. And our staff has grown from two to six.

However, some things remain the same, such as finding the time to keep up with all of our alumni and friends. But we've managed, and through the years have held alumni gatherings in such places as Kuwait City, Tokyo, Washington, D.C., and Bend. I've found that alumni share many of the same PSU experiences no matter where they live now.

I want to remember some colleagues and alumni who left us too early with unfinished agendas and lives.

Jane Wiener ’69, a deputy district attorney who attended PSU as a quadriplegic, was a wonderful alumni board member and advocate for children. She passed away in 1997.

Debbie Murdock, assistant to the president for government relations at PSU, worked closely with the PSU Advocates and was a mentor to many of our students and a huge contributor to this campus through her lobbying efforts. She died in 2007. David Fitzpatrick ’75, MA ’77, senior vice president at The Standard, was PSU Alumni Association president and an enthusiastic Viking supporter who made a difference in many lives. He died suddenly this past spring.

And finally, professor John Damis, an outstanding professor, scholar, athlete, and most recently director of the Middle East Studies Center, who was a friend and guide to my learning about the Middle East and our many alumni there. John died in June.

There is a scholarship named for each one of these individuals—scholarships that will certainly make a difference to our students right now. For information, visit www.pdx.edu/alumni and click on scholarships.

I always look forward to meeting alumni and hearing your PSU stories, so keep in touch (squirep@pdx.edu).

Pat Squire, MPA ’95
Assistant Vice President, International Alumni Relations
Executive Director, PSU Alumni Association

JUST CLICK AND SALUTE

BRING A LIFETIME of recognition to a Portland State alumnus, student, or faculty member by nominating them for a PSU Alumni Association 2010 award to be presented at PSU Salutes in February.

In addition to the annual Distinguished Faculty Achievement and Outstanding Alumni Service awards, four new categories were added this year to better reflect the impact and contributions of our alumni. They are:

- Outstanding International Alumnus Award
- Distinguished Alumni Service Award
- Outstanding Young Alumnus Award
- John Hakanson Student Advancement Award

Award criteria, past recipients, and a short nomination form can be found at www.pdx.edu/alumni. Nominations must be received by November 1. For more information or a hard copy of the form, contact the Office of Alumni Relations at 503-725-4948 or e-mail psualum@pdx.edu.
Vanport


Lawrence Leighton Smith '57, an internationally known conductor and pianist, is music director of the Colorado Springs Philharmonic. Smith is also music director of the Sunriver Music Festival outside Bend, Oregon. He lives in Colorado Springs, Colorado, with his wife, Kathleen '76.

Wallace Harding '59 is senior vice president of real estate finance at Norris Beggs & Simpson, a financial services organization. Wallace, a former PSU Alumni Association and PSU Foundation board member, lives in Wilsonville with his wife, Linda '59.

1960-1969

Richard William Riggs '61 is a senior judge for the Oregon Judicial Department. Riggs retired from the Oregon Supreme Court in 2006.

Sandra Satterberg '62 was one of 25 women business leaders given the 2009 Orchid Award by the Portland Business Journal.

1970-1979

Linda Cramer '70, MPA '89 is owner and founder of Parent Care, a geriatric consulting firm in Naples, Florida, which was recently acquired by national provider SeniorBridge.

Christopher Howell MA '71 is a professor of creative writing at Eastern Washington University in Cheney, Washington. Howell's poems, essays, and translations have appeared in many anthologies and journals, including Denver Quarterly, Harper's, and Iowa Review. He is also senior editor for Eastern Washington University Press.

Marisa Lino '71 is corporate director for federal agencies in the Washington, D.C., office of Northrop Grumman Corporation, a global security company. Lino was a U.S. diplomat, who held postings in Albania, Italy, Pakistan, Syria, Iraq, Tunisia, and Peru.

Glenn C. Maynard '71 is an assistant professor of psychiatry and director of the Behavioral Health Clinic at Oregon Health & Science University in Portland. Maynard created a nationally recognized program that assists people with mental illness to continue to live in a community setting rather than being institutionalized.

Paul Soderholm '68 has retired as a district representative for the Illinois Lutheran Brotherhood, a financial services company for members of the Evangelical Lutheran Church in America. Soderholm works on his family's tree farm in Mount Morris, Illinois, and also works on prairie conservation issues.

Richard Ball '68, MST '72, a retired Canby High School teacher, is giving back to the community. Ball is chairman of Canby's Southwest Neighborhood Association, vice chairman of Canby Area Transit, a board member of Cedar Ridge Civic Association, and is serving on the citizens advisory search committee for Canby's new police chief. His son, David '95, and daughter-in-law, Lisa Koch '96, are PSU graduates as is his daughter, DeAnna '99.

Paul Soderholm '68 has retired as a district representative for the Illinois Lutheran Brotherhood, a financial services company for members of the Evangelical Lutheran Church in America. Soderholm works on his family's tree farm in Mount Morris, Illinois, and also works on prairie conservation issues.

Robert Card '74 is executive vice president and risk management director for Columbia River Bank in The Dalles.
Carol Manson Williams-Bryant MSW '74 has retired as a governor's appointee from the California Department of Aging and is now a gospel music artist with a new CD release, *All Is Well*. Williams-Bryant is also a part-time social work consultant for foster group homes for boys. She lives in Sacramento, California, with her husband.

Laura Ross-Paul '74, MFA '76 is a part-time adjunct instructor of contemporary oil and wax painting at Portland State. The Froelick Gallery in Portland represents Ross-Paul's paintings and monotypes.

Layton Borkan MSW '75 has retired as director of Counseling and Psychological Services in the Student Health and Counseling Center at PSU. In June, Borkan received the Mary H. Cumpton Award for Service to Students at PSU. Her daughter, Johanna MSW '09, recently completed an internship with Outside In, a social service agency for low-income adults and homeless youth located near campus.

Norman Purves '76 is an instructor in physics and astronomy at University of Hawaii at Hilo. Purves supervises the campus observatory, where he hosts weekly star parties.

Carolyn Cohen '77 and her husband, Scott Cline MA '82, recently spent a 10-month sabbatical in Israel. Cohen, who owns a research and evaluation firm in Seattle, led workshops at various Israeli institutes. Cline, who is an archivist for the city of Seattle, presented to senior staff of the Israel State Archives.

Michael Fletcher '77 is chief marketing officer for Giftango, a virtual gift cards company in Portland. Fletcher lives in Beaverton with his wife, Maryann '99, a systems engineer for Nike. They have two children.

Deborah Boone '79 represents Cannon Beach in the Oregon House of Representatives. Boone serves on House human services, veterans affairs, environment and water, and transportation committees.

Dennis E. Hoffman PhD '79 is a professor in the School of Criminology and Criminal Justice at University of Nebraska-Omaha. Hoffman has written two books, *Scarface Al and the Crime Crusaders* and *No One is Above the Law: The Trial of Al Capone*.

Laura Ross-Paul '74, MFA '76 is a part-time adjunct instructor of contemporary oil and wax painting at Portland State. The Froelick Gallery in Portland represents Ross-Paul's paintings and monotypes.

1980-1989

Judy Beebe MBA '80 is an adjunct accounting instructor at Western Oregon University in Monmouth. Beebe serves on the Marion and Polk Schools Credit Union board of directors. She lives in Independence.

David Brewer '80, MS '81 is an instructor in Cornell University's Employment and Disability Institute.

Roberta L. Rudnick '80 is a geology professor at University of Maryland, College Park, Maryland. Rudnick's research focuses on the origin and evolution of the continents.

Robert Voeks MS '81 is a geography professor at the University of California—Fullerton. Voeks is studying the Afro-Brazilians' relationship with the South American plant world and documenting how quickly this way of life is disappearing.

David L. Myers '83 is director of faith-based and community initiatives for the Federal Emergency Management Agency in the Department of Homeland Security. Myers is responsible for engaging religious and community groups in preparedness, relief, recovery, and response. Meyer's brother, John '91, is also a PSU alumnus.
ALUMNI NOTES

Making sure others know where your will is located is as important as making one.
To learn how to leave a lasting legacy to PSU, visit our 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, mrees@pdx.edu.

Diane O’Malley ’83, MBA ’00 is an accounting manager for the Portland Youth Philharmonic Symphony. O’Malley also teaches hospitality accounting at Mt. Hood Community College.

Arthur “Chris” Nelson PhD ’84 is director of the Metropolitan Institute and professor of urban affairs and planning at Virginia Polytechnic Institute and State University in Alexandria. Nelson specializes in growth management and metropolitan development patterns.

Sandra Ward Webb ’84 received a 2009 Presidential Scholars Program: Teacher Recognition Award. Webb teaches biology at Mililani High School in Waipahu, Hawaii. Her sister, Linda Ward ’94, attended the ceremony in Washington, D.C. Ward is an assistant to the president of New York-based The Greenwall Foundation, which provides arts, humanities and bioethics grants.

Eric Hungerford ’85 recently retired as a lieutenant colonel for military intelligence in the United States Army Reserve. Hungerford is a member of the Artillery Honor Society. Honorable order of Saint Barbara. He lives in Silverton, with his wife, Diane, and their four children.

Rosanne Vecchio ’85 is a broker at the Windermere/Cronin & Capland Realty Group in Portland’s and Northwest Johnson office.

Karen D’Arcy PhD ’86 is chair of the Division of Science at Governors State University in University Park, Illinois. D’Arcy’s husband, Bruce Dumdei PhD ’84, is the principal of air services at URS Corporation, an engineering design services firm in Rolling Meadows, Illinois.

Robert Goitein MBA ’86 is assistant director of Quality Resources at Adventist Medical Center in Portland.

Eric Olsen MBA ’86 received a 2009 Faculty Excellence Award from University of Colorado at Colorado Springs. He is chair of the marketing, strategy, and international business department and director of the sport management program in the university’s college of business.

Eric Spangenberg MBA ’86 is dean of the college of business at Washington State University in Pullman.

Katja Tunger Freeborn ’87 is a teacher at Aloha High School in Aloha. Freeborn says professors Michael Reardon and Lawrence Wheeler were inspirational.

Michael Erickson ’88 is founder of AFMS Logistics Management Group in Tigard. Erickson started the company in his basement, and the Portland Business Journal recently honored it as one of 2009’s fastest-growing private companies in Oregon.

Patrice Hudson ’88, MS ’08, a program administrator in the PSU Center for Academic Excellence, has been appointed co-chair of the PSU President’s Commission on the Status of Women.

Phillip Lucas ’88 is a professor of religious studies at Stetson University in Deland, Florida.

Michael Ascura ’89 is a lieutenant colonel in the U.S. Army. Ascura is the product manager for crew served weapons at Pica-tinny Arsenal in New Jersey.

Mary K. Turina ’89 is president and chief operating officer of Children’s Cancer Association in Portland.

1990-1999

Suzanne Dalton MA ’90 is professional development coordinator for the Confederation of Oregon School Administrators.
Helping companies turn it around

AS THE RECESSION drags on, businesses continue to fail at a jaw-dropping clip. The GMs and Chryslers may grab headlines, but smaller and mid-sized companies are also shuttering their doors. Sadly, many might have avoided that fate, says Renee Fellman MBA ’85.

“There are a lot of companies going out of business,” says Fellman, “that might have been saved or sold at prices more favorable to the shareholders.”

Fellman should know. She is a turnaround expert—hired by companies struggling to stay afloat. Recently a large employee-owned manufacturing company turned to her for help. The company was delivering half its orders late. The angry and frustrated sales staff complained that they couldn’t sell the company’s products if they didn’t have confidence that the jobs would be done on time.

By streamlining and creating accountability—tracking how long it took everyone, including the sales staff, to complete a job—Fellman turned the company around. It delivered 98 percent of its orders on time while banking more profit.

“The day I left,” says Fellman, “I had my management team in my office teary eyed. We’d been through the war together and survived.”

Fellman, who is headquartered in Portland, takes clients that allow her full decision-making authority. Typically she’s on board six to 12 months. She has no interest, she says, in staying once the immediate challenge is met.

In the past 18 months, Fellman has seen an enormous spike in the need for her services—oftentimes at companies that haven’t yet faced up to the music. Many construction-related businesses are reporting a 50 percent decline in revenue, and consumer retail spending is dropping off the cliff. “People are just caught totally by surprise,” says Fellman. “Things happen so fast.”

That’s why she developed a list of steps companies should take to prevent the worst.

Renee’s Rules™ for the Recession

1. Don’t sell to customers who won’t pay.
2. Prepare worst-case cash projections for the coming six months; if necessary, take action now to prevent a meltdown.
3. Solicit ideas from employees and advisers; implement those that will have the greatest impact in the shortest time.
4. Implement changes to company processes that will lower costs and improve customer service.
5. The sooner, the better.

“Many companies can be saved through operational improvements,” she says. “But sooner is better in avoiding bankruptcy or closure... the most important rule of all.”

BY MELISSA STEINEGER

Barbara Barber ’91 was one of 25 women business leaders given the 2009 Orchid Award by the Portland Business Journal. Barber is a senior human resources manager for AT&T Mobility Pacific Northwest.

Dan Olds ’91 is owner of Gabriel Consulting Group, a marketing and strategy consulting firm in Beaverton.

Rebecca Ann Rix ’91 is an assistant professor of history at Princeton University. Rix earned an MA from Reed College and a PhD from Yale University.

Rodney Sargent ’91 is president and chief executive officer for BMSI Holdings, Inc., a provider of insurance services to the banking industry. Sargent lives in Edmond, Oklahoma, with his wife, Heather ’89.

Penny Lutz MA ’92 retired after 30 years of teaching with the Lake Quinault School District in Amanda Park, Washington. Lutz first came to Quinault as a seventh grader and returned to teach in 1972. She writes, “It’s not just a job but a love for the area and its people.”

Garret Romaine MBA ’92 was honored as a fellow of The Society for Technical Communication at its national conference in May. A fellow is the highest rank that the society confers on a member. Romaine teaches technical writing courses at PSU. He is also the author of the 2009 third edition of Gem Trails of Oregon.
Karl Steiner MBA ’92 is a broker for Meadows Group Realtors in its southwest Portland office.

Michelle Groner Mederos MSW ’93 is a school counselor at Cape Horn-Skye Elementary School and Canyon Creek Middle School in the Washougal School District in Washington.


Steve Flunker MBA ’99 is international transportation director at JCPenney. Flunker lives in Frisco, Texas, with his wife, Jennifer.

Jason Jones ’99 is a national sales manager for Portland-based Affiliated Resources, a manufacturer of wooden RV, marine, and industrial floor panels. Jones lives and works in Lake Havasu City, Arizona.

Jeffrey Poulin MBA ’99, MS ’05 is a network specialist at International Organization for Standardization, a nonprofit management firm in Geneva, Switzerland.

Jason Pratt ’99 is a political adviser and public affairs officer at the Afghan Embassy in Japan. Pratt writes, “My abilities, knowledge, and will to climb over obstacles were started or polished at PSU.”

Max Schwartz ’99 is senior manager at Geffen Mesher and Co., an accounting firm in Portland.

RELIVE PSU’S HISTORY

With 300 photos and 180 pages in a big, 8-1/2” x 11” format, Portland State: A History in Pictures is a book every alumnus should have. Written by the late Richard Sanders ’57 and photo edited by Brent Schauer, the book shows the history, people, and events that make Portland State unique.

Portland State: A History in Pictures is $34.95 and available at the PSU Bookstore or through the Retirement Association of Portland State by e-mailing raps@pdx.edu or calling 503-725-3447.
Wendy Clark Goodwin MM '02 is a violinist and vocalist performing throughout Oregon. She also gives private lessons in Portland and has released three CDs, the most recent being Road Less Traveled in 2007.

Eric King MRP '02 is Bend city manager.

Seth Coleman '03 is vice president of operations and co-founder of Forix, a business software design firm in Tigard.

Sara Davis '03 is a staff archaeologist for Archaeological Investigations North-west, Inc., in Portland.

Adam Hubka '03 is an online marketing manager for Eagle Publishing in Washington, D.C. Hubka manages online material for conservatives such as Newt Gingrich and Ann Coulter. Hubka is taking classes toward a master's degree in e-commerce at George Mason University.

Fenghua Peng MS '03 is a research analyst for Montclair State University in Montclair, New Jersey.

Thomas Becker MA '04 is a project archeologist for Applied Archaeological Research, Inc., in Portland. Becker is also president of the Association for Washington Archaeology and continues to work with Kofi Agorsah, PSU black studies professor. He is married to Anisa Shasta '01, '02.

Rangineh Azimzadeh '05 is working in the West Bank territory as a 2009 Advocacy Project Peace Fellow.

Kelly Murray Robinson '05 has earned a master's degree in counseling psychology from Lewis & Clark College in Portland.

Diana Sanchez '05 is a graduate student in industrial and organizational psychology at University of Baltimore. Sanchez also works in the benefits department at Johns Hopkins University Applied Physics Laboratory.

Jessica Carlson '06 is a medical student at Oregon Health & Science University. She won Miss Oregon USA in 2005.

Chelsie Freeman '06 is head volleyball coach for Mt. Hood Community College in Gresham.

Michael Martin MA '06 is working on a manuscript reviewing the ethno-historical and archaeological records on Chinookan fisheries. The work will be included in a book titled Chinookan Studies, to be published by University of Washington Press.

Larry Flaig '07 is a project manager/tooling analyst on the new 747-8 Freighter project at Boeing-Everett in Washington.

Jamie Brewer Grassi '07 is a material developer at Adidas Group, where she creates trim for a wide range of NBA products. Grassi is also a freelance graphic designer. She lives in Portland.

Paul Hafford '07 played guard during the 2009 season with the Bellingham Slam, a minor league basketball team in Bellingham, Washington. Hafford also played basketball overseas in Romania with the CS Energia Rovinari in the city of Targu Jiu.

Adam Hayward '07 is a linebacker for the NFL franchise Tampa Bay Buccaneers, now in his third season.

Marielle Pedro '07 works in the geographic information system/information technology department for the Coeur d'Alene Tribe, in Plummer, Idaho.

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ALUMNI NOTES
Charter school champion

IN ADAM REID’S basement, bottles of champagne await the opening celebration of Portland’s Leadership and Entrepreneurship Public Charter High School (LEP High).

The school, which Reid ’03 co-founded and now serves as director of development, opened in fall 2006, yet the champagne remains.

“Every time I think I want to bring it out, something happens,” says Reid, who is working to fill a budget deficit, boost recruitment efforts, and meet fundraising goals.

“I feel like it’s premature to celebrate, because we still have these huge things to do that are so essential.”

As a public school, LEP High is open to everyone, but it targets underserved populations, with 65 percent of its students coming from low-income families and more than 50 percent representing minorities. The school with its 300 students is located at 2044 E. Burnside.

Much like Portland State, LEP High works to get students out in the community through internships and projects, focusing their attention on “how to think” as much as “what to think,” says Reid.

This past March, Reid, 28, was raising funds to cushion the blow of two state budget cuts, when Portland Public Schools denied renewal of LEP High’s charter because of a $143,000 deficit.

Reid worked with passionate students, staff, and community members to raise $80,000 in donations and secure $70,000 in grants to erase the deficit, convincing the school board to overturn its decision and ensure the school’s existence for at least another three years. But just hours later the state announced another round of budget cuts.

“We had three hours of enjoyment,” says Reid. “It’s always been like that. There’s almost an indefinable amount of obstacles that we have to keep dodging and negotiating being a charter school.”

Reid, who went on to earn a master’s degree from Stanford University, credits his experiences as a Student Leader for Service and a University Studies mentor at PSU for helping him form the foundation for LEP High and giving him the confidence and skills to persevere through all the hurdles.

After three years of ups and downs, LEP High will graduate its first class of seniors in spring 2010. Reid is hoping graduation will be a perfect time for champagne. ■ BY IAN RUDER ’04

Julia Ruppell MA ’07

Julia Ruppell MA ’07 is working in collaboration with the Wildlife Conservation Society and the National University of Laos to set up a field site in Laos to study ecology and behavior of white-cheeked crested gibbons.

Ruppell is working on her PhD in biology at Portland State.

Jordan Senn ’07 is a third season linebacker for the NFL franchise Indianapolis Colts.

Daren Heerspink ’08 has been signed as an import offensive lineman for the B.C. Lions franchise of the Canadian Football League.

Solomon Trimble ’08 had a summer fellowship studying epidemiology at the Morehouse School of Medicine in Atlanta. Trimble has also become a model and actor following his role as Sam Uley in the major motion picture, Twilight. He will not reprise the role in the next movie.

Ross Smith MA ’08 is a project archaeologist with Northwest Archaeological Associates, Inc., in Seattle.

In Memoriam

John Damis, professor emeritus of political science and international studies, died June 10. He was 68. Damis, an expert on the Middle East and North Africa, was sought after internationally. He advised the United Nations and was decorated by the King of Morocco.

Wendelin Mueller, professor emeritus of civil and environmental engineering, died July 6. He was 68. Mueller was instrumental in establishing the PSU Infrastructure Testing and Applied Research laboratory, where he and others worked with local agencies to test the strength of full-scale structures and their components. ■
Looking Back

COLLEGE CENTER FOR STUDENTS

During the 1958-59 school year, Portland State College students were happy to have lounge, cafeteria, office, and co-op space in the newly constructed College Center (top photo, right), now known as Smith Memorial Student Union. But with only the basement and first two floors complete, the building was crowded from the first day. The main entrance to College Center (left photo) was on the Park Avenue side. The Jennings House (top photo, middle) was eventually demolished for another section of State Hall, now known as Cramer Hall.

Maybe you have your own great photograph or a 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 97207-9751. Please limit your submission to no more than 300 words and only send us photographs we can keep.
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