

Spring 5-1-2012

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" (2012).
Portland State Magazine. 107.
https://pdxscholar.library.pdx.edu/psu_magazine/107

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.

SPRING 2012

PORTLAND STATE MAGAZINE

SEEING AUTISM

PSU experts step in / 8

Saving a black family's story / 10

Profit with purpose / 12

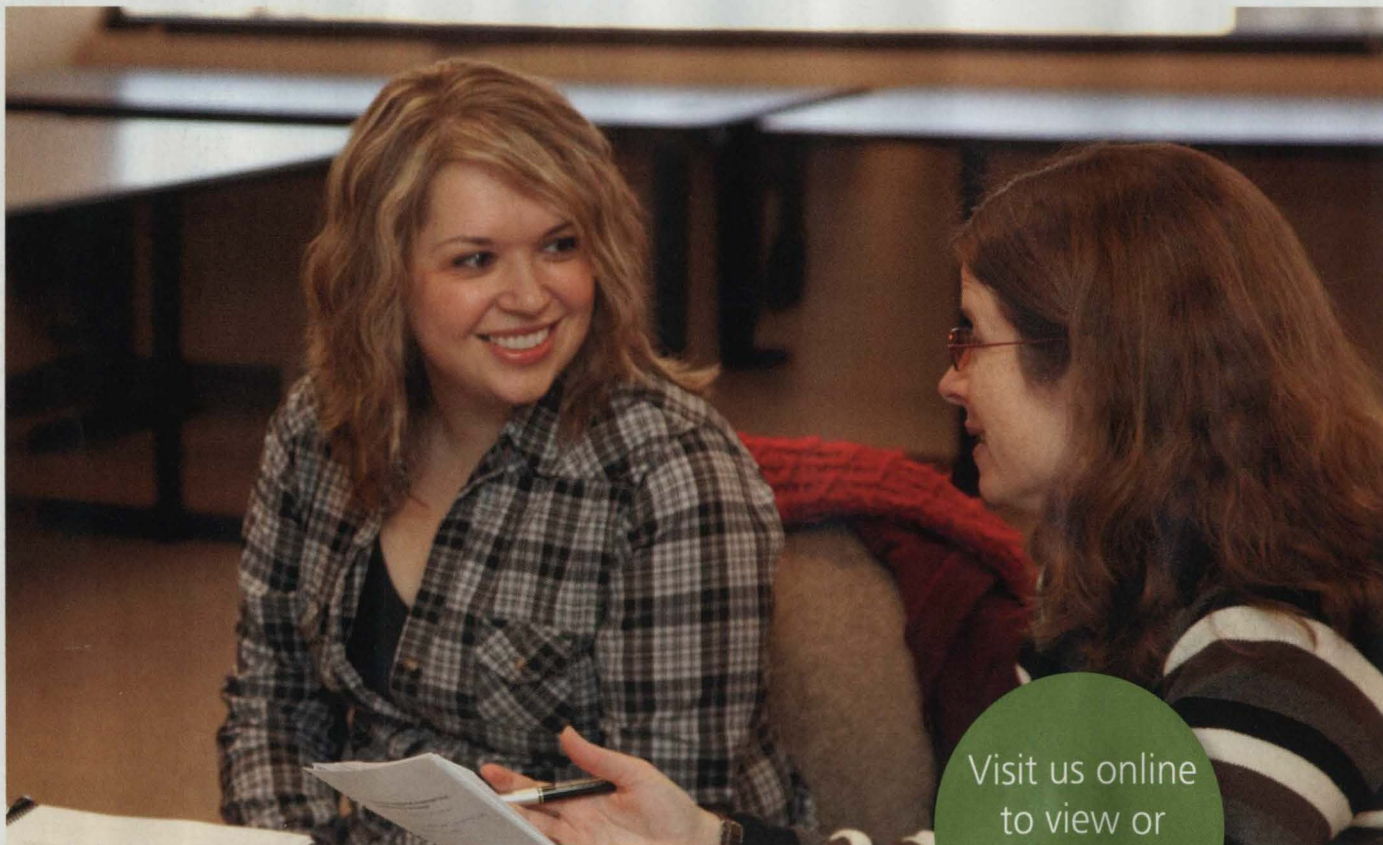
My classroom is . . . / 14



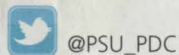
Professional Development Center

Courses offered year-round

www.pdx.edu/professional-development



Visit us online to view or download our catalog



Professional Development Center
PORTLAND STATE UNIVERSITY

Departments

2 FROM THE PRESIDENT

Urban renewal will jumpstart the city and PSU

3 LETTERS

A PSU history lesson
Watch out for crocs
Giving her own high marks
Viking vessel

4 PARK BLOCKS

Welcome to the USA
Calling small businesses
Wind tunnel testing
Wisdom for graduates

6 FANFARE

Folkies forever
Front line therapy
V for vegetables
Jazzed up
New Works

18 GIVING

Funding inventive solutions

19 ATHLETICS

Running fast
New tradition starts here

20 ALUMNI

Reaching out to Seattle alumni
Building a new online community
Come back for PSU Week
Against all odds
Found in translation
Millennial mind

28 LOOKING BACK

The birth of Title IX



Features

8 SEEING AUTISM

Autism diagnoses are rising at an alarming rate, but help is out there.

10 SAVING A BLACK FAMILY'S STORY

A new collection in the PSU Library chronicles a Portland couple's commitment to civil rights.

12 PROFIT WITH PURPOSE

The University's Social Innovation Incubator is guiding businesses that want to save the world.

14 MY CLASSROOM IS . . .

Photos submitted by the campus community show some amazing "classrooms" around the world.



ON THE COVER Mike was diagnosed with autism when he was 18 months old. Early intervention made a huge difference for this bright third-grader. Photo by Kelly James. See story on page 8.

10

A new collection donated to the PSU Library gives a glimpse of what it was like for African Americans living in Portland in the 20th century.



EDITOR

Kathryn Kirkland

CONTRIBUTORS

Tyler Brain MS '11, Chris Broderick, Scott Gallagher, Suzanne Pardington, Heather Quinn-Bork, David Santen '99, MS '04, Su Yim

COPY EDITOR

Martha Wagner

DESIGN

Brett Forman

LETTERS TO THE EDITOR

730 Market Center Building
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 ENGAGEMENT OFFICE

Tom Bull, Executive Director
Simon Benson House
1803 SW Park Ave.
PO Box 751
Portland OR 97207-0751
503-725-4948
psualum@pdx.edu

PSU ALUMNI ASSOCIATION

BOARD OF DIRECTORS

David Keys '81, MBA '92,
President
Ron Adams '60
Leila Aman '99
Sarah Bracelin '01
Chris Cooper MBA '06
Aubré Dickson '98
Al Fitzpatrick MA '83
Nicole Gallagher '01
Jerry Gordon '68
Richard Helzer '62
Kelly Hossaini '90, MURP '93
Matthew Johnson '03, MURP '06
Bill Lemman, Vanport, HD '04
Dan McDonald MBA '91
Kendal McDonald MA '02
Greg Meyer MBA '08
Krishnakumar Regupathy MS '99
John Whearty '91

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.

FROM THE PRESIDENT



Urban renewal will jumpstart the city and PSU

SO MUCH HAPPENS every day at Portland State that it can be challenging to take a longer view of our campus and envision what we will look like two decades from now. We have a historic opportunity to capture that vision as PSU and the city of Portland seek to revitalize the south end of downtown into a thriving education urban renewal area (URA) that will help guide our growth over the next 25 years.

In May, the Portland City Council designated our campus and surrounding 144 acres as an urban renewal area—making PSU the anchor for up to \$169 million in investments from property tax revenues estimated over that period. The URA will help Portland State become a leading engine of economic growth, education, and innovation for our region.

It's an exciting and ambitious plan, and we worked closely with the city, the county, the Portland Development Commission, Portland Public Schools, and others to iron out details and present them to the public and our downtown neighbors. As Mayor Sam Adams told a recent public gathering: "Every time PSU gets a little bit of unexpected money, it does great things with it."

URBAN RENEWAL comes at a crucial time for us, given the sharp decline in state funding for higher education and the slow recovery of Oregon's economy. It is equally important for the city because it will help renew some of the blight near our campus and attract more private investment that will create jobs and stimulate growth.

To be clear, the URA doesn't subtract property tax revenues that schools and services now receive from development in this designated area. The \$169 million will come from additional tax revenues generated by growth that will be set aside for PSU, social

services, affordable housing, Lincoln High School, and other partners in the district.

PORTLAND STATE will receive an estimated \$50 million from the urban renewal revenue over 30 years, and campus projects that will benefit include expansion of the School of Business Administration, renovations to Cramer and Neuberger halls, and expansion of science, engineering, research and academic facilities. Without urban renewal funds, many of these projects would have to be delayed or scaled back. We need to accelerate these projects to keep pace with enrollment demands. PSU is projected to grow to 50,000 students by 2035—far beyond our current infrastructure capacity—if we continue at our recent growth rate.

In addition, revenues from the URA will also help finance expansion of programs that spin off long-term benefits to Portland's economy.

The urban renewal plan also serves urgent community needs. For example, 30 percent of the URA—or \$46 million—will be set aside under city policy for the preservation or creation of affordable housing. The safety net also will be bolstered countywide because Multnomah County Human Services will receive \$19 million under an agreement that includes a stronger partnership with PSU's School of Social Work.

With all these pieces of the urban renewal plan stitched together over the next two decades, all of us will be able to look back at 2012 as a pivotal year for Portland State and for Portland.

Wim Wiewel
PRESIDENT, PORTLAND STATE UNIVERSITY

Portland State Magazine *wants to hear from you. E-mail your comments to psumag@pdx.edu or send 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.*

Letters

A PSU history lesson

The paragraph about Stanley Johnson in the “In Memoriam” section of *Portland State Magazine*, Winter 2012, notes that he started teaching at Portland State in 1955. I believe he started in the 1950-51 academic year. The error is a common one.

Portland State, which Steve Epler started at Vanport in the summer of 1946, gained four-year collegiate status in 1955. Before that time, the State Board of Higher Education and many influential leaders were inclined to consider Vanport temporary. It wasn't, of course, but when a college seal was developed, 1955 was listed as the school's beginning year instead of 1946.

All of the professors who were

teaching at Portland State at the time were listed in the college catalogs as beginning in 1955!

That changed under the leadership of President Judith Ramaley (1990-1997) and Alumni Association Director Pat Squire (1989-2011), and the University's seal was modified in 1991 to show 1946 as Portland State's founding year. Epler was brought back to the campus, feted, and given emeritus status.

Those of us who were on the staff in the years before 1955 fondly remember the dynamism and excitement of PSU's pre-collegiate period.

Charlie White, Distinguished Professor Emeritus of History (taught from 1952 to 2009)

Watch out for crocs

What psycho let Sarah Wimmer get close up and personal with a really big crocodile? (“Postcards from the World,” *Portland State Magazine*, Winter 2012) She's squatting next to the croc with her hand on it and looking at the camera. Wow! That croc could grab her in a flash, have her in the water, and be gone. Someone needs reprimanding, starting with the *Portland State Magazine* staff.

Jack Sterett '73

Giving her own high marks

I am responding to President Wim Wiewel's article, “Portlanders give high marks to PSU,” in *Portland State Magazine*, Winter 2012.

As a native of Portland and a graduate of PSU, I agree that PSU plays an important academic role in the Portland metropolitan area and contributes to the overall quality of education for the entire state. But PSU has never been an “ivory tower” institution; rather, it is accessible and welcoming to the people who surround it—whether alums, business people, high school students or others.

As a social services manager in Portland, I frequently benefited from the knowledge and skills of PSU staff and students, including through the Capstone projects. As an alumna, I frequently attend PSU Weekend to continue my education and explore the campus. As a Portland resident, I often enjoyed the galleries, dances and other cultural activities offered on campus.

My husband and I moved to rural Cottage Grove a few years ago, a location we chose partly due to its proximity to the University of Oregon. We anticipated a continuation of strong

university-community bonds and many enjoyable activities. What we have in fact discovered is a sports-based relationship between the university and the community, primarily focused on football and track. Other public activities do take place on campus; however, those we have found are mostly events hosted by organizations simply using the U of O space. The Eugene Public Library plays host to many of the activities that would often occur on the PSU campus and does a “bang-up” job of community outreach.

I remain proud of my connection with PSU and regularly remind locals here in the Southern Willamette Valley that there are more than two quality universities in this state. Keep up the good work, PSU!

Barbara Butzer '81

Viking vessel

Being a 1976 alumnus of PSU now retired, I thought you would like to see my new boat. That's me running the boat as we fish for salmon in Tillamook Bay. My motivation for doing this? I love PSU and the experience and education I received.

Also, the Viking is cool. The boat's detailing was done by NW Marine Graphics in Washougal, Washington. We need to see more PSU stickers out there. Go Vikings!

John Avery '76



Park Blocks



Welcome to the USA

THE SALIH FAMILY—Qusay, Ali, Shaymaa, Diana, Mohammed, and U.S.-born baby, Hussein—immigrated to Oregon from Iraq in 2010 with limited English language skills and even less understanding of American culture. Portland State student Kyle Hubbard, 19, visits them weekly to help. He is one of many PSU students, mostly from the Arabic language program, working with Iraqi refugees through a PSU partnership with Better Life – USA, a nonprofit based in Portland. Nearly 2,000 Iraqi immigrants have moved to the Portland area since 2009.

Calling small businesses

BUSINESS MAJORS are working with local small businesses and nonprofits to help solve their most pressing strategic challenges—for free. The PSU School of Business Administration is seeking more companies to participate in its Business Strategy Senior Capstone. Since the class started last fall, students have worked with 25 businesses, including the new Rogue Hall pub and restaurant on campus, pictured here. Students suggested changes based on their survey and analysis of Rogue's competition. The restaurant has already "implemented some of the students' ideas to great success," says Jennifer Anderson, Rogue general manager. To enquire about becoming a community partner, contact Bill Jones at 503-725-9992 or email wmy@pdx.edu.



Wind tunnel testing

YOU DON'T have to build full-size windmills to figure out ways to make them work better. Mechanical engineering students are doing it with six-inch miniatures, which they've placed inside a new state-of-the-art wind tunnel on campus. Under the guidance of professor Raúl Bayoán Cal, the students control the temperature and terrain as well as the angle and velocity of airflow. They also rearrange the windmills to see if, for example, putting one behind another helps—or hinders—electrical generation. The National Science Foundation underwrites the work.



Wisdom for graduates



WHILE IN HER 40s, Jean Auel reinvented her life. She received her first university degree, quit her longtime job, and became a novelist—an amazingly successful novelist. Her books, *Clan of the Cave Bear*, published in 1980, and the other five in the Earth's Children series, have sold more than 50 million copies in 35 countries.

Auel could never have predicted the course of her life when she was in her 20s or 30s, and neither can today's graduates, says Auel, the featured speaker at Spring Commencement on June 17. She will receive

an honorary degree along with Ken Thrasher, local business executive and philanthropist.

"I want to tell graduates that what you are going to be today is not the same as what you will be at 45," she says.

Auel had written poetry, but writing fiction was new to her. She had a glimmer of an idea for a book, and following meticulous research, created her main character, Ayla, an orphaned Cro-Magnon girl adopted by a tribe of Neanderthals. She received a \$130,000 advance for *Clan of the Cave Bear*, at the time a record-setting amount for a first book, and her research of prehistoric Europe earned her the respect of anthropologists and paleontologists around the world. *The Land of Painted Caves*, the final book in the series, was published last year.

At age 76, Auel looks back at a life of continual learning. Before earning a degree, she took night classes for years at PSU while working and raising five children.

Those early years at PSU are now coming full circle. Among the graduates at Spring Commencement will be two of her grandchildren.

"Life will come at you with all kinds of possibilities and different paths," Auel will tell her grandchildren. "Be open and enjoy it."

KEN THRASHER will receive an honorary degree at Spring Commencement June 17. He has held senior management positions at Fred Meyer, Inc., and Compli, a Portland software company. At PSU, Thrasher serves on the Foundation and Social Work Advisory boards, and, in 2006, he helped lead PSU's successful \$100 million comprehensive fundraising campaign. ■



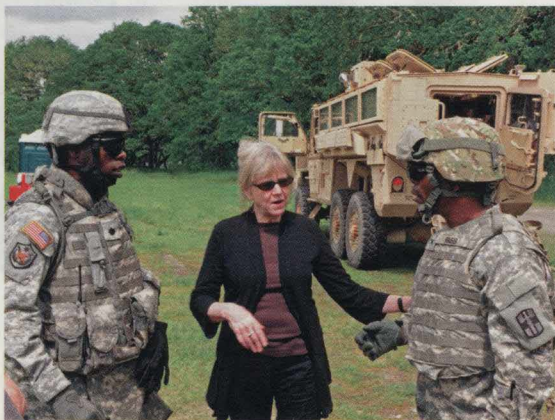
Fanfare



Folkies forever

THE FOLK MUSIC revival of the 1960s with its storytelling songs and right-on harmonies enthralled Bill Klausman '66 so much that he started his own group while a Portland State student. Klausman (second from left) never stopped performing, and for the past 36 years his band the River City Ramblers, have kept the folk genre alive. The band includes drummer and alumnus Jerry Severson '63 as well as four other musicians. They give performances throughout Oregon and Washington and will be on the road this fall. Read about them at www.rivercityramblers.com.

WE WANT TO HEAR about your books and recordings and your future exhibits, performances, and directing ventures. Contact the magazine by emailing psumag@pdx.edu, or mailing Portland State Magazine, Office of University Communications, PO Box 751, Portland OR 97207-0751.



Front line therapy

PSYCHOLOGY PROFESSOR Jan Haaken and her film crew followed a U.S. Army Combat Stress Control Unit from stateside training to a base in Afghanistan. The resulting documentary, *Mind Zone: Therapists Behind the Front Lines*, investigates the dilemma military psychologists face in war zones: protect the mental health of soldiers, but return them to front lines as quickly as possible. *Mind Zone*, Haaken's fourth documentary, will screen in Portland in June.



V for vegetables

FREELANCE GRAPHIC ARTIST Joe Wirthem '10 has combined his artistic and progressive sensibilities to create Victory Garden of Tomorrow, a series of self-commissioned, World War II-style propaganda posters in praise of homegrown food. The posters caught national attention a little over a year ago in *Martha Stewart Living* magazine. At its core, Wirthem's work taps a historic sense of American optimism to encourage sustainable changes in how we live today.

Jazzed up

NAOMI LAVIOLETTE started playing the piano when she was 4 years old, but it was her time at Portland State earning her master's in piano performance that kicked off her love of jazz vocals and piano. Now, the classically trained musician and singer has released a self-titled debut album described as a mix of Sarah McLachlan and Madeleine Peyroux. The CD release party at Jimmy Mak's sold out, and LaViolette, who lives in Wilsonville with her husband and two young children, plans to soon tour the West Coast. ■



New Works

A REBEL'S RUBA'IYAT: TALKING THE TALK/WALKING THE WALK

By Ralph Bunch (Political Science emeritus faculty), Odin Ink, 2011

WALKING THE CLOUDS: AN ANTHOLOGY OF INDIGENOUS SCIENCE FICTION

By Grace Dillon (Indigenous Nations Studies faculty), University of Arizona Press, 2012

STOP SIGNS: RECOGNIZING, AVOIDING, AND ESCAPING ABUSIVE RELATIONSHIPS

By Lynn Fairweather '00, MSW '05, Seal Press, 2012

LYNDA BARRY: GIRLHOOD THROUGH THE LOOKING GLASS

By Susan Kirtley (English faculty), University Press of Mississippi, 2012

RIFF RAFF: A JACK VU MYSTERY

By Doc Macomber '84, Floating World Press, 2011

THE DISTANT ECHO OF A BRIGHT SUNNY DAY

By Pat O'Brien '75, Strategic Book Publishing, 2012

THAT'S NOT IT

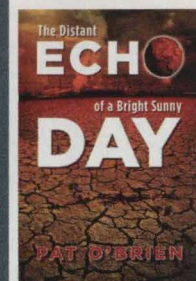
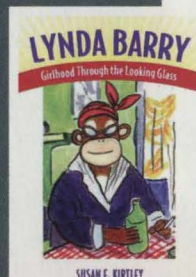
By Nancy Ellen Row '89, CreateSpace, 2011


IN THE GARDEN

CD by Little Hexes Anmarie Trimble MA '98 and Amy Spreadborough (University Studies faculty), Little Hexes, 2011

THE COMPLETE IDIOT'S GUIDE TO BELLY FAT WEIGHT LOSS

By Claire Michaels Wheeler (Community Health instructor) and Diane A. Welland, Alpha Books, 2012





SEEING AUTISM

WRITTEN BY SU YIM

Autism diagnoses are rising at an alarming rate, but help is out there.

JEN REINMUTH remembers well the five hours she spent in the waiting room. Her 18-month-old straddled her hip, a diaper bag hung from her shoulder, and stubborn resolve filled her heart: She was not leaving without seeing a specialist. Reinmuth knew that something was wrong with one of her twin boys and was tired of being written off as an overly worried mother.

Ten minutes with the doctor, and the diagnosis was clear: autism.

Reinmuth was devastated. Unprepared, she had joined a growing wave of parents whose children had been given a diagnosis of autism spectrum disorder—a range of brain disorders that can include language and social challenges, sensory disorders, cognitive and motor difficulties, and emotional and behavioral problems. There is no proven cause or cure.

Like a lot of parents, Reinmuth worried about how her son, Mike, would get the additional help he needed. That's where PSU's Autism Training and Research Center comes in. The center, established in 2005, developed a comprehensive autism program for teaching strategies rooted in research. It partnered with Oregon education districts to pilot the program, and quickly demonstrated improvements for kids. The center now is testing the program in a five-year project with 350 children in 40 Washington school districts.

The need for this training continues to grow. Since Mike's diagnosis in 2004, numbers for autism have skyrocketed. In April, the Oregon Department of Education reported serving 8,694

students with autism, a 14.7 percent increase since 2008-09. Earlier this year, the Centers for Disease Control and Prevention (CDC) reported its latest data estimate that 1 in 88 American children have some form of autism spectrum disorder, a 70 percent increase in six years. And boys with autism continue to outnumber girls 5-to-1, according to the CDC report. This increase in diagnoses has prompted intense speculation.

Some researchers attribute the rise to increased awareness of parents and medical professionals. Others point to broadening diagnostic criteria, which include children who in the past simply might have been considered odd or shy. Debate over diagnostic criteria has been especially heated this year as the American Psychiatric Association considers possible changes in how autism is defined in the fifth edition of the *Diagnostic and Statistical Manual of Mental Disorders*, due out next year.

In many states, a shift in the DSM definition rings alarm bells because a medical diagnosis is required before a child may receive special education services tailored to autism. Critics worry that the change will sharply cut autism disorder diagnoses, and abandon people who have benefited from services but no longer fit the narrower definition.

However, Oregon is relatively insulated from DSM changes, says Helen Young, director of PSU's autism center. Unlike many other states, the Oregon Department of Education does not require a medical diagnosis to grant services. Instead, it follows state rules to establish eligibility for school-based

programs. As a result, Young says, any change in the DSM likely will have minimal effects on Oregon families.

PSU'S AUTISM CENTER believes in early intervention, a value that most special education researchers share, says Young.

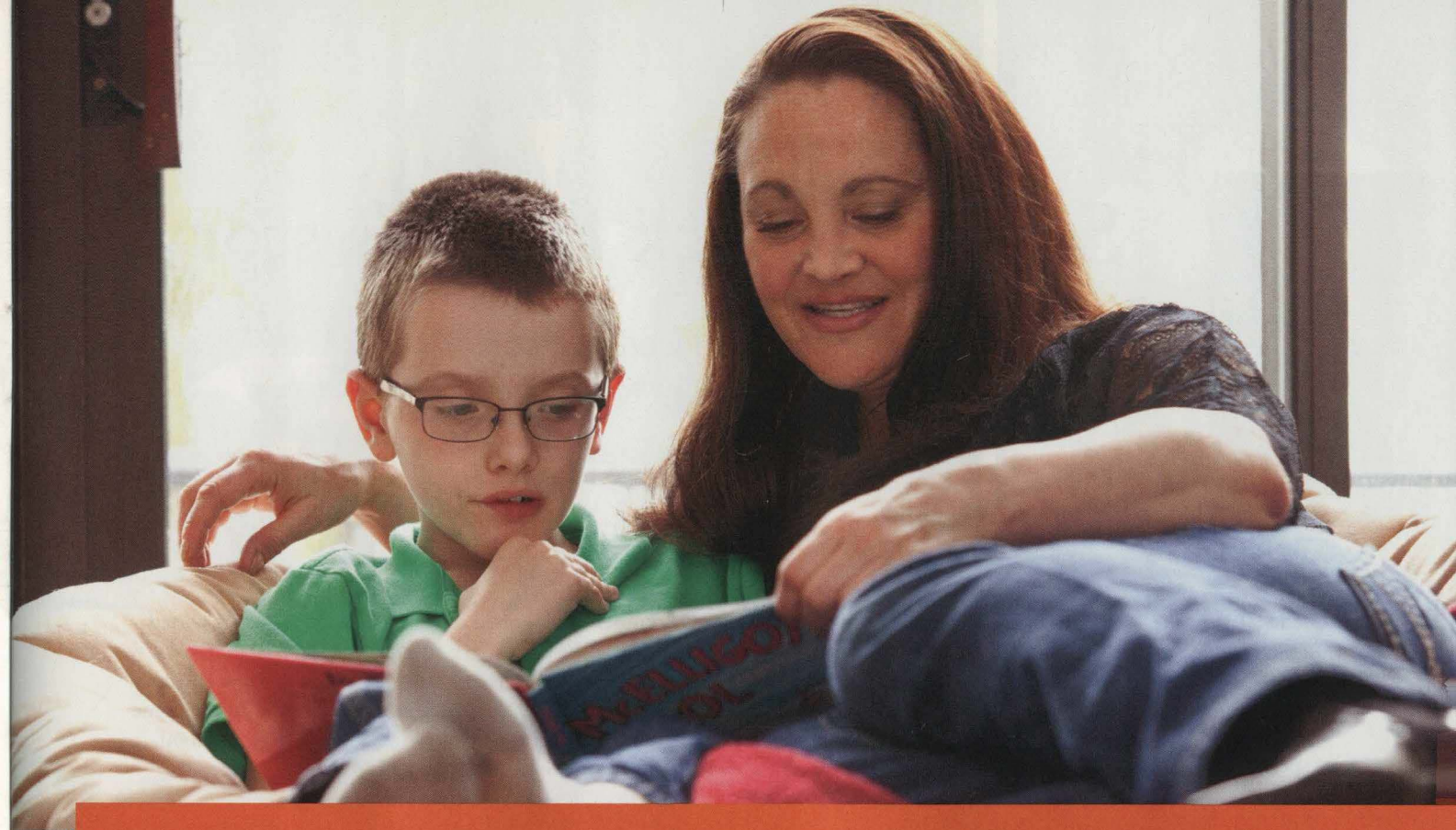
"If kids get services early, their lives can be so improved," she says.

The PSU program includes trial training of unique language and social skills for children who are two to five years old. An example of that training might look like this: An autistic three-year-old with language difficulties wants to play with a truck on a shelf and communicates by pointing or grunting. The adult, who put the truck out of reach intentionally, coaches the child to ask for the truck by encouraging him to make the "t" sound. The child then gets the truck. Over time, the adult helps the child form the full word.

While PSU's center focuses primarily on training educators to work with kids in preschool or school settings, it also provides training to parents through workshops.

"Parents can be doing a lot of these things at home," says professor Ruth Falco, a special education colleague of Young. This kind of early training is inexpensive, Falco says, especially when compared to the plethora of unproven goods and services sold on the Internet for thousands of dollars.

"I've seen families sell their house, sell everything, to get the money to buy services to help their kid," Young says. "That's tragic."



Jen Reinmuth reads to her 9-year-old son, Mike, who received early intervention for his autism and is at grade level. Photo by Kelly James.

Reinmuth, who is now a graduate assistant in the autism center as she pursues a master's degree in special education, remembers seeing ads for \$20,000 sensory rooms for kids with autism. What proved more effective for her son were some of the deceptively simple strategies the center teaches, such as using pictures of food to help her son communicate what he wanted to eat. Each word was a triumph.

Alumnus and major donor Fariborz Maseeh '80, MS '84 is also the concerned parent of a child with autism. Frustrated with having to drive from location to location for services for his son, he created the Kids Institute for Development & Advancement (www.kida.com). Located in Orange County, it is one of California's largest centers for autism and a place for families needing education and total treatment under the same roof for their autistic children.

Reinmuth wishes there had been more parent resources when she was first trying to figure out how to help her son.

Instead, she jokes, she "got a Ph.D. from the University of Google."

That could change for Portland area residents. In June, Young and Falco plan to apply for an Institute of Education Sciences grant to further develop parent training and create a process for parents and educators to collaborate on using the materials, Young says. The center also is looking for funds to develop the PSU Autism Training and Research Center Parent Education Unit, which would provide an array of training materials and workshops on evidence-based strategies parents can use at home. Services would be free.

"It will make a huge positive impact on local families," Young says.

For information about supporting the center, contact Aaron Pearlman at 503-725-8020 or pearlmana@pdx.edu. ■

Su Yim, a graduate assistant in the PSU Office of University Communications, will be graduating in June with a master's in social work.

STEPPING IN EARLY

Parents who suspect their child may have autism can seek early intervention—from birth to three years old—through the Oregon Department of Education. The child will be screened to determine if he or she is eligible for free state services. For more information, go to ode.state.or.us or call 503-947-5747. The state has nine geographic service areas. Other resources include the Autism Society of Oregon, oregonautism.com.



Saving a black family's story

A new collection in the PSU Library chronicles a Portland couple's commitment to civil rights.

WRITTEN BY SUZANNE PARDINGTON

FOR MUCH of the 20th century, Verdell Rutherford collected thousands of rare documents, newspapers and photographs recording the history of African Americans in Portland.

Verdell and her husband, Otto, were leaders in the black community, and their northeast Portland home was a hub of social and political activity from the era of racial segregation through the civil rights movement. Verdell saved everything, hoping that someday her archive would tell the story of the city's early African American community to future generations.

And now it will.

The Verdell Burdine and Otto G. Rutherford Family Collection will open to the public for the first time this summer, when it goes on display as PSU Library's newest special collection.

Verdell and Otto's daughter, Charlotte Rutherford '76, gave the collection to the library and Black Studies Department at the suggestion of history professor Patricia Schechter and former State Sen. Avel Gordly, whose own papers are housed at the library. University archivist Cris Paschild oversees the library's special collections.

Schechter's students archived the collection item by item and are working with Paschild to create an exhibit that will be on display in the first floor of the library during fall term. The students found everything from the 1914 charter for the Portland branch of the National Association for the Advancement of Colored People (NAACP) to Verdell's brown and crumbling wedding corsage from 1936.

"What you see in the Rutherford Collection is how everyday people helped advance the civil rights movement, and often those people were women," Schechter says. "It puts Oregon on the map of the larger American story of freedom."

OREGON was more than a decade ahead of the federal government in ratifying civil rights legislation, and Otto and Verdell were instrumental in passing Oregon's version in 1953. At the time, Otto served as president and Verdell as secretary of the local NAACP.

Prior to the law's passage, African Americans were routinely banned from or segregated at many public places in Oregon, such as hospitals, hotels and amusement parks. Employment

opportunities were limited to service jobs. Restaurants posted signs saying, "We cater to white trade only."

African Americans were not allowed to live in most Portland neighborhoods. In 1921, Otto's father bought the family home on Northeast Ninth and Shaver, then a white neighborhood, with the help of someone who could "pass" for white.

Even after Oregon's anti-discrimination law passed in 1953, it often was not enforced. Charlotte Rutherford recalls sitting in a movie theater balcony in the 1950s and roller skating at a rink only on Mondays in the early 1960s. At the time, she was unaware that she was not allowed to sit anywhere else in the theater or roller skate on another day because of her race.

The Rutherford collection "confirms that Oregon has a particular story to tell about civil rights that is different from the South or the East," says Schechter. "It's going to help us tell the Pacific Northwest story."

For more information about the Rutherford and other collections, visit library.pdx.edu/specialcollections.html. To support PSU Library special collections, contact Jennifer Wilkerson at 503-725-4509 or email jwilk@pdx.edu. ■

Suzanne Pardington, a staff member in the PSU Office of University Communications, wrote "A Brilliant Life" for the Winter 2012 Portland State Magazine.





Opposite top: Verdell and Otto Rutherford proudly display a treasured newspaper from the 1950s. They are standing in front of their Portland home, which is now a state historic landmark. The couple were in their late 80s when Otto passed away in 2000 and Verdell in 2001.

Opposite bottom: The Rutherfords served as NAACP local officers, national delegates, and started an NAACP federal credit union out of their home.

Top left: As members of an NAACP delegation, Verdell and Otto Rutherford (far right) worked with Sen. Philip Hitchcock and Rep. Mark O. Hatfield (seated) on the passage in 1953 of an Oregon civil rights bill. Other delegation members are (left to right) Edgar Williams, Marie Smith, Ulysess Plummer, Rev. J. Harold Jones, and Lorna Maples.

Top Right: Verdell Burdine and Otto Rutherford before they married in 1937.

Bottom: Black Masonic Grand Lodge members traveled in 16 train cars in 1937 to a convention in Portland.

PROFIT *with purpose*

WRITTEN BY SHELBY OPPEL WOOD



The University's Social Innovation Incubator is guiding businesses that want to save the world.

CONSIDER THIS the next time you put on a pot of water to boil: Nearly half of the world's population—some 3 billion people in the developing world—rely on open fires for cooking or on smoky, dirty, and inefficient cookstoves. It is mostly women who do this work, with children nearby, each inhaling amounts of smoke equivalent to consuming two packs of cigarettes a day, according to the World Health Organization.

Where some see only sad statistics, Portland-based EcoZoom sees a market opportunity—a way to “help people and make a good living.” One year after the company began distributing safer, less-polluting cookstoves, EcoZoom is on track to meet both its revenue and do-gooder goals.

Portland State's Social Innovation Incubator is helping it get there.

Launched in 2010, the incubator—SII for short—caters to social entrepreneurs who view business as a path to profit and solutions for society's problems. Incubators help companies build business plans, offer strategic advice, and connect them with resources. But SII tailors that counsel to the needs and challenges of social entrepreneurs—startups, young companies, and established firms—and provides a network of like-minded peers and mentors.

“SII helps us understand a new set of hurdles and a new set of opportunities as we look to stay on our current growth trajectory in year two,” says Ben West, EcoZoom's CEO. “They provide the resources, expertise, and support to help us keep accelerating.”

SII is part of Impact Entrepreneurs, a suite of initiatives within the School of Business Administration. Professor Cindy Cooper is founder of Impact Entrepreneurs and serves as director of SII. She and her SII staff and volunteers meet with clients in monthly mentoring sessions.

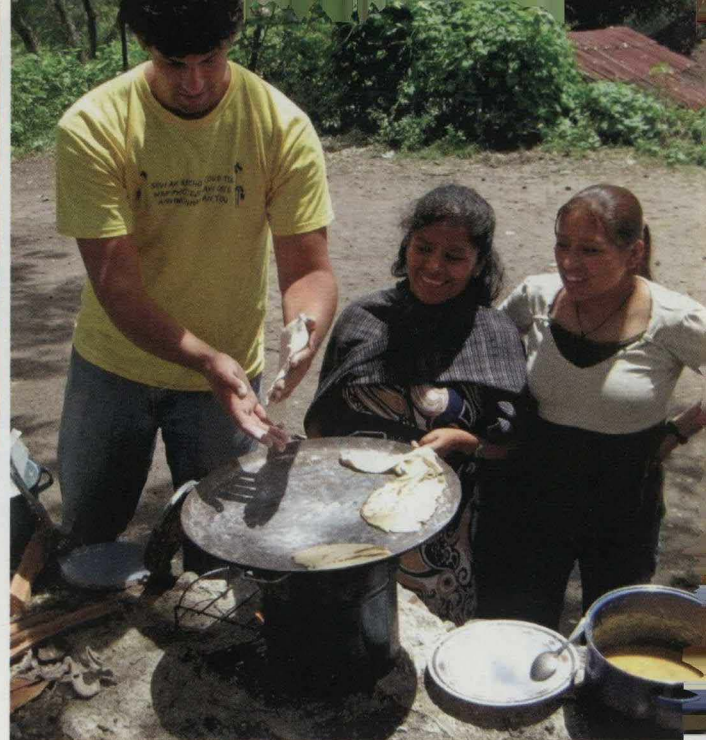
FOR SOCIAL ENTREPRENEURS, “the social problem is the market opportunity. You start with the social problem and you build the business model to address the problem,” says Cooper, who is also a business owner.

For Amelia Pape and her partners, the problem is the limited access urban residents have to convenient, nutritious food. Their solution is a business model for a mobile grocery called My Street Grocery, known until recently as Fork In The Road. Pape signed on with SII last year, shortly before she received her MBA from PSU.

“We had all these academic papers and a solid business plan, but the incubator was what helped transform it from an academic idea to a real-world business concept,” she says.

The partners raised enough money through a Kickstarter campaign to retrofit their first truck, which Pape says began making its rounds in May. SII not only helped with their business plan, it also connected the fledgling company with PR giant Waggener Edstrom Worldwide, which provided free rebranding and marketing services.

Out of SII's nine current clients, two came from within the University. Most emerge from the community, such as Sustain-



able Harvest, a specialty coffee importer since 1997, with headquarters in Portland's Pearl District.

When the already-profitable company embarked on a new path to develop iPad apps that deliver training and education to coffee growers out in the fields, Cooper and her team helped troubleshoot the plans. After a successful pilot program in Tanzania, she pressed the company to ensure that the apps would be available for public purchase by April, when the Specialty Coffee Association of America would meet in Portland.

"It was one of our quarterly SII meetings with Cindy that really lit the fire for us to push and put it out there in time for the meeting, and to map out the steps that would get us there," says Debra Rosenthal, director of technology development at Sustainable Harvest.

SUSTAINABLE HARVEST, a veteran of social entrepreneurship, and My Street Grocery, a newbie in the field, benefit from SII membership in distinct ways. For EcoZoom, a young but fast-growing company, SII provides valuable contacts, increased visibility and a crucial sounding board as it expands into more countries and markets.

In its first year, EcoZoom has turned a \$40,000 investment into \$1.4 million in sales, says Amanda West, who co-founded the company with Ben West and others. So far, they have distributed 50,000 cookstoves in the developing world, from Mexico to Haiti to Uganda. Not only are they cleaner and safer than traditional cookstoves and release fewer greenhouse pollutants, they burn fuel more efficiently, which reduces the hours each day that women and children must search for wood, often in dangerous conditions.

"The stoves themselves are their own social and environmental mission," Amanda West says.

Each week, Cooper receives three to five emails from companies interested in SII. Tuition ranges from \$350 for a six-month program to \$1,200 for the yearlong option. She is eager to recruit more volunteer mentors—from all business backgrounds—to strengthen the SII network.

"We measure our success by clients' success at creating the change they want to see in the world," she says. "We're still really young, and I think there's so much potential." ■

Shelby Oppel Wood, a Portland freelance writer, contributed the story "How's Work?" in the Fall 2011 Portland State Magazine.

Sign up for the PSU Social Innovation Incubator newsletter or Facebook at www.pdx.edu/impactentrepreneurs. To learn more about the program or support its efforts, contact Director Cindy Cooper at cynthia.cooper@pdx.edu.



Opposite page: Bringing training to coffee growers around the world through an iPad app was an attainable goal for Sustainable Harvest with some coaching from the PSU Social Innovation Incubator.

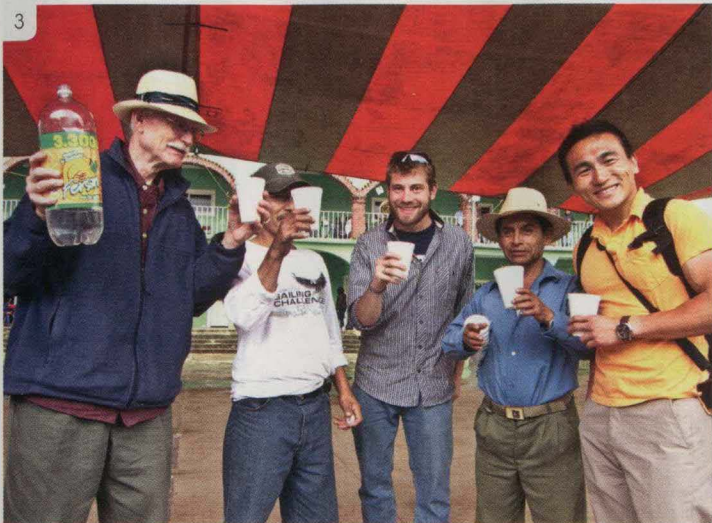
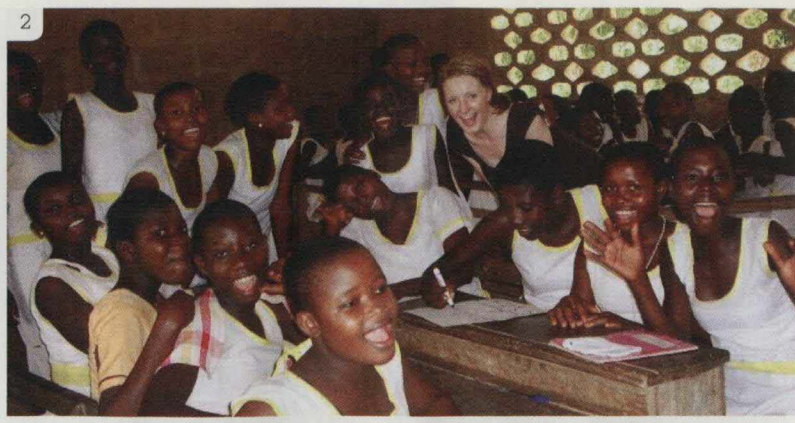
Top left and right: EcoZoom is making a profit as it expands distribution of its clean-burning cookstoves in developing countries with advice from the PSU Social Innovation Incubator.

Bottom: New mobile grocery company, My Street Grocery, was connected to free branding and marketing services through PSU's Social Innovation Incubator.



MY CLASSROOM IS...

In February, the University asked the campus community, including alumni, to finish the phrase "my classroom is..." not in words but pictures. Exactly 100 photos were chosen, and as you can see, Portland State classes are held in amazing places. View the entire collection on Flickr using the web address bit.ly/myPSUclassroom.



- 1 Public administration graduate students (left to right) Todd Deweber, Erik Mandell, and Lauren Waudé discuss mole sauce ingredients with a restaurateur in Oaxaca, Mexico.
- 2 Alumna Haley Swanson '11 teaches health education and girls empowerment seminars in rural Ghana.
- 3 Locals celebrate the opening of a museum in San Juan Bosco Chuxnaban, Mexico, with Erik Mandell (center) and Leo Lee (right), public administration graduate students.
- 4 Student Lisa Lynch (left) conducts a biodiversity assessment in the Willamette River.
- 5 Engineering students Muhammad Amer and German Castro study wind farm development in eastern Oregon.





- 6 Student Todd Deweber helps make sure that his PSU classmates get to their next destination in Mexico.
- 7 Instructor Sarah Wolf Newlands shares a photo of her capstone class, Object Talks, at the Portland Art Museum.
- 8 Engineering faculty Mark Weislogel and Evan Thomas conduct experiments aboard NASA's Weightless Wonder aircraft, which is stationed at Johnson Space Center in Houston.
- 9 The Monte Alban Archeological Site in Santa Cruz Xoxocotlan, Mexico, is a study site for students Lauren Waudé and Liz Eslinger.
- 10 Classroom work on aging and health in Nicaragua has its lighter moments for student Daylis Torres Delgado (left).
- 11 Student Sara Henderson helps an injured great horned owl for an honors project in Wilsonville.
- 12 Students in a field studies class on international migration, observe the challenges faced by local dry land farmers in San Andres Huayapam, Mexico. ■

Giving



More than 250 Oregon middle and high school students design and build projects on the Portland State campus, competing against each other, during MESA Day—Mathematics, Engineering, Science Achievement Day. The Lemelson Foundation recently awarded a \$226,000 grant to Oregon MESA. Photos by Steve Dipaola.

FUNDING INVENTIVE SOLUTIONS

The Lemelson Foundation provides support for budding scientists in Oregon.

CHALLENGE middle and high school students to design a prosthetic arm and who knows what their future could hold.

Oregon MESA—Mathematics, Engineering, Science Achievement—hopes it's a future that includes college and a career in science and engineering.

Based at Portland State, Oregon MESA is part of a national organization that teaches hands-on skills through real-world projects in after-school programs. The goal is to help create the next generation of innovators.

Thanks to a new \$226,000 grant from the Portland-based Lemelson Foundation, underserved middle and high school students have an opportunity to connect with university faculty who foster excitement about innovation.

PSU's program is unique in the country in its focus on invention education to solve problems in developing countries. Part of The Lemelson Foundation grant will be used to create a curriculum guided by Oregon MESA's invention emphasis and disseminate it to the other eight MESA programs throughout the United States.

Oregon MESA faculty and students worked with D-Rev, a nonprofit technology incubator, to develop a low-cost

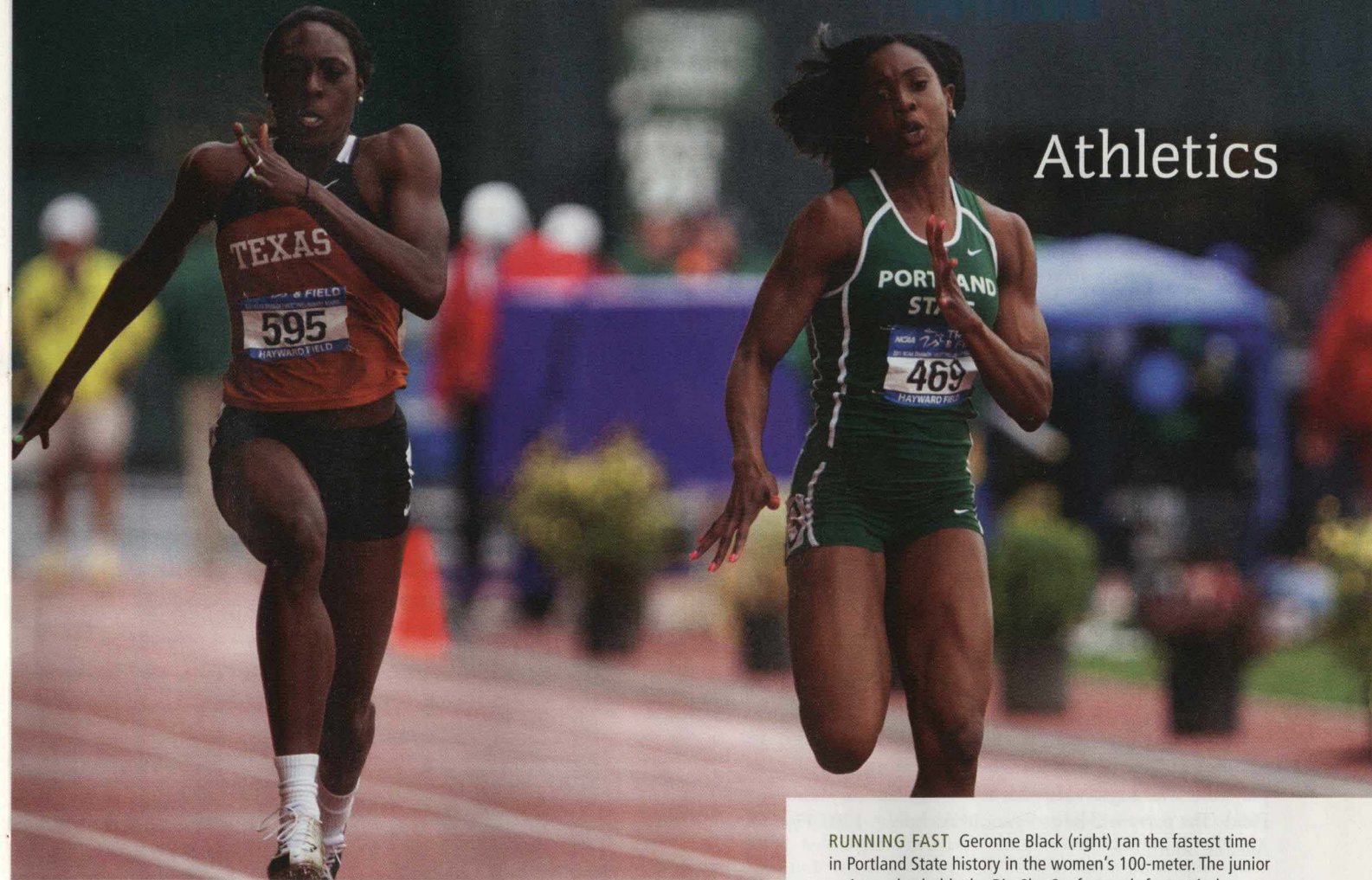
prosthetic arm that could be used in places such as Afghanistan, where civilians are often injured by land mines. MESA students across the U.S. will now design prosthetic arms using the curriculum.

STUDENTS involved in Oregon MESA focus on "human-centered design" to solve problems for people in developing countries such as water filtration and solar cooking. They will soon address the problem of infant mortality.

"We're excited by our work with Oregon MESA and how they connect to our mission to support inventors and invention-based enterprises that improve lives in the U.S. and developing countries," says Dorothy Lemelson, president and board chair of The Lemelson Foundation. "The students get to apply their math, engineering, and science concepts in new ways to develop solutions to today's problems."

The Lemelson Foundation, established by inventor Jerome Lemelson, has provided financial support to Oregon MESA for more than six years, including \$192,000 over the past three years.

To learn more about Oregon MESA, visit oregonmesa.org or contact Pamela Gesme Miller at 503-725-2865 or pgm@pdx.edu. ■



RUNNING FAST Geronne Black (right) ran the fastest time in Portland State history in the women's 100-meter. The junior sprinter also holds the Big Sky Conference's fastest indoor 60-meter record. The women's team placed third in this year's indoor championship. Photo by Larry Lawson.

New tradition starts here

FORMER STUDENT ATHLETES, cheerleaders, team managers and trainers are invited to become founding members of the new V Club and reconnect with the University and former teammates.

"The V Club is a continuation of the unique tradition experienced by every student athlete who passed through the Park Blocks," says Tygue Howland '10, a former Viking quarterback. Howland helped start the V Club this past year as an intern in the Athletics Department.

Cost to join the V Club is \$20 a year; however, gifts to support student athletic scholarships and specific sports programs are encouraged. Membership benefits include specific game tickets, party invitations, and a newsletter. Former student athletes who are currently members of a sport-specific support club will receive automatic membership in the V Club.

To sign up, look for the V Club link at www.goviks.com or call Scott Boyd at 503-725-9744. ■



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.

Alumni

Reaching out to Seattle alumni

PORTLAND STATE staff and administrators, including President Wim Wiewel, were in the Emerald City in February for a brunch reception with alumni at the World Trade Center.

The PSU Alumni Association has targeted Seattle as the first of 25 areas with large alumni populations for its new alumni clubs. Seattle-area alumni Matthew Bear '03, Jeffrey Eulberg '04, Mary Sykora '04, MA '09, and Joseph Wisner '05, are helping the University form a Seattle club for the approximately 3,000 alumni living in the area.

University representatives will be back in Seattle Sept. 15 to host a tailgate party before the PSU Viking football team plays the Washington Huskies at Seattle's CenturyLink Field. The party will be at Pyramid Alehouse, 1201 First Avenue South.



TOP President Wim Wiewel welcomes alumni to a PSU Alumni Association brunch at Seattle's World Trade Center. **MIDDLE** Alumni mingle with each other and with **BOTTOM** Alice Wiewel, wife of President Wiewel.

Building a new online community

From Portland to anywhere in the world, PSU alumni should be able to connect with each other and the University online. Portland State will make these links possible in the next year with a new online program that allows secure instant communication. Stay tuned.



Come back for PSU Week

Homecoming, free seminars and tours, nationally prominent speakers, and the 13th annual Simon Benson Awards are planned for October 5-14 on campus and in the community. Mark your calendars. ■



Visit pdx.edu/alumni or call 503-725-4949 for information on upcoming events as well as benefits available for all alumni of Portland State University.

1960–1969

Edre (Reese) Berry '66, '67 is a retired transcriber with the County of Los Angeles. Previously, Berry worked for First Interstate Bank and Norcrest China, both in Portland. He lives in Long Beach, California.

John Polos '66, an engineer, founded Polos Electronics in 1979. The Battle Ground, Washington, company specializes in security systems and home theaters. He retired in 2004 and handed control of the company to his son. Polos now spends his time volunteering with the Boy Scouts and the Young Eagles pilot program, and meets regularly with the PSU chapter of Phi Kappa Phi.

Joan Albertson '67 is retired from a career that started in 1969, when she became one of the first 2,000 women to be certified as a public accountant in the United States. A longtime resident of Gresham, Albertson serves on Gresham city police committees and is administrator of the city's Government Affairs Council. Albertson received a 2012 White Rose Award from the Oregon March of Dimes.

James Westwood '67 received the 2012 Legal Citizen of the Year award from the Classroom Law Project for his work with We the People, a U.S. Constitution program for high school students. He is a partner at Stoel Rives law firm in Portland, where he is regarded as a constitutional scholar specializing in state and federal appellate courts. Westwood was a member of the PSU team that won the 1965 General Electric College Bowl, a nationally televised "quizbowl."

1970–1979

Kay Toran MSW '70 is president and chief executive

officer of Volunteers of America Oregon. In January she was named to the Albina Community Bancorp Board of Directors. Toran also sits on the Oregon Community Foundation Board of Directors and the University of Portland Board of Regents. For a career supporting and empowering at-risk communities, Portland Mayor Sam Adams named April 19, 2009, Kay Toran Appreciation Day.

Glen Maynard '71 is a mental health counselor and consultant in Portland. Maynard has directed mental health and addictions programs at Oregon Health & Science University, Providence Health System in Portland, and at PSU.

Arthur Nelson '72, MUS '76, PhD '84 is the presidential professor of city and metropolitan planning at the University of Utah in Salt Lake City. He has written more than 20 books, and his work has been sponsored by organizations such as the National Academy of Sciences and the Environmental Protection Agency. In 2000, he was elected to the college of fellows of the American Institute of Certified Planners. Nelson also works as a private consultant.

Margaret Doherty '73 is state representative for House District 35 in the Oregon Legislature. She previously worked for 22 years as a labor consultant with the Oregon Education Association before retiring to open a home-based floral design business in Tigard. Doherty has also served on the Tigard Planning Commission and volunteered for the Tigard Public Library for more than 10 years.

Cathleen Cavin '74 has retired after 20 years with the Bonville Power Administration in Portland, where she was an analyst for the Columbia River Treaty, an agreement between

Canada and the U.S. that facilitates the development of dams on the upper Columbia River. She previously worked for 17 years as a scientist and program manager in the Arctic, Antarctica, and onboard the research vessel Polar Duke. Cavin lives in Portland.

Steve Laccinole '74 is the owner and founder of Selpoco Resources, Inc., an engineering firm for ore and chemical terminals and storage facilities. The company is located in Bellevue, Washington. Laccinole was previously vice president of corporate development at Harris Group, an engineering consulting firm.

Jerome Griffin '76 has been appointed vice president for academic affairs at African Methodist Episcopal University in Monrovia, Liberia. The private college is the second-largest college in Liberia. Griffin was formerly dean of the college of education at Tubman University, a public university in Liberia.

Roberta McEniry '76 is a Portland-based consultant for Resources Global Professionals, an international business consulting firm. Previously, she was a deputy executive director with the Housing Authority of Portland. McEniry has served as president and board member for both the PSU Alumni Association and the PSU Foundation.

Oscar Flores-Fiol '77, an international artist living in Eagle Creek, has created an oil painting, *The Quantum 1 & 2*, to mark his 73rd birthday. The painting represents influences from his 35 years as an artist and depicts petroglyphs and ancient cultures from Egypt, Japan and Peru. Flores-Fiol is also a consul emeritus of Peru, and hopes to sell the painting and donate a portion of the proceeds to the Oregon Consular Corps Scholarship Fund.

Ken Butler MFA '78 is an artist and musician whose hybrid musical instruments, multimedia performances, and sound sculpture installations have been featured in galleries, clubs, museums, festivals, and theaters around the world. He lives in New York.

Gregson Parker '78 is the owner of Forensic Accounting Services in Portland, which specializes in fraud investigations. Parker is also a member of the Multnomah County Interagency Committee for Abuse Prevention.

Marilyn Bergen MS '79 is a partner with Confluence Wealth Management, a Portland financial planning firm. *Medical Economics* magazine and *Worth* magazine have each selected her multiple times as one of the top financial advisors in the U.S. Bergen has also served as board president of the Oregon chapter of the Institute of Certified Financial Planners, and is currently chair of the Portland Allied Professional Partnership steering committee.

Samuel Brooks '79 is president and co-founder of S. Brooks and Associates, Inc., a Portland staffing agency. He is also the founder, president, and board chairman of the Oregon Association of Minority Entrepreneurs, the largest minority-owned business association in the Pacific Northwest. Brooks has been a delegate to the White House Conference on Small Business.

Vanessa Bunker MS '79 retired in 2011 after a 19-year career with the Tigard-Tualatin School District, most recently as principal of C.F. Tigard Elementary. In 2004 she was named Oregon Elementary Principal of the Year, and in 2005 the National Association of Elementary School Principals named her a national fellow. Bunker now lives in Beaverton.



ALUMNI PROFILE

RAMON TORRECILHA '84, MA '86

Against all odds

Ramon Torrecilha was recently appointed provost, the second highest academic post, at California State University - Dominguez Hills. But back when he began his education at Portland State—as a farm worker who spoke little English—this appointment would be too fantastic to even consider.

Torrecilha moved to the United States to participate in an agricultural exchange program that promised education in return for working on an orchard in White Salmon, Washington. But the Brazil native, who came from a laborer background, soon found that his new employers were less interested in teaching than they were in cheap labor. It was only with the help of a bilingual Bible that Torrecilha started to understand English and found his way to Portland State. Here, he became part of a community that encouraged his desire to learn.

"I've come to where I am today because of education," says Torrecilha, "and I received my education through Portland State University. For that, I'm eternally grateful."

He started at Portland State studying English as a second language, a PSU program that is ranked highest by *U.S. News and World Report* for providing English proficiency for more international students than other universities in the United States. After his first term, Torrecilha enrolled in regular classes and fell in love with sociology. He eventually earned a doctorate in the subject, but he still remembers a conversation with a PSU professor that he recalls as a turning point in his schooling.

"She said, 'absolutely, you can do what I do.' And that day my life changed because I had somebody that really saw potential in me."

Dennis Hoffman PhD '79 received a 2012 Alumni Outstanding Teaching Award from the University of Nebraska at Omaha where he is a professor in the school of criminology and criminal justice.

Sharon Brabenec '83 MBA '88 is director of development for the YWCA of Greater Portland. She also chairs the membership committee for the board of governors at the City Club of Portland, where she has been a member since 1993.

1980–1989

Teresa Smith-Dixon MSW '81 is a clinical social worker and bereavement care coordinator with Grande Ronde Hospital in La Grande. Smith-Dixon has spent more than 21 years providing social work services in the community.

Christopher Owens '82 has been promoted to major general and will assume command of 1st Marine Aircraft Wing in Okinawa, Japan. He was serving as deputy commanding general for a Marine expeditionary force in Camp Lejeune, North Carolina.



Christopher Owens '82

Lloyd Rice '82 is the Saudi Arabia country manager for National Oilwell Varco, a drilling rig components supplier. Rice works out of their Houston headquarters.

Patricia Maguire Armstrong '83 is a freelance writer and author of nine books. She co-authored *Big-Hearted Families*, a collection of stories about Catholic families, for Scepter Publishers. Armstrong lives in North Dakota with her husband Mark and their 10 children, including two Kenyan AIDS orphans.

Scott Johnson '83 is vice president of finance for Saint Luke's Hospital in Kansas City, Missouri. Previously, Johnson held the same position for Legacy Health System in Portland.

Timothy Joy '83 is principal of De La Salle North Catholic High School in Portland. Previously, Joy taught English, religion, and system dynamics at La Salle Catholic College Preparatory in Milwaukee.

Leslie Morehead MBA '84, PhD '96 is a Portland-based small business consultant specializing in management services. She has worked abroad as a consultant and has taught business management courses in Eastern Europe and Russia. Morehead is a member of the City Club of Portland board of governors, and was given its Member of the Year award in 2010.

Dorinda Himes '85 is the environmental compliance manager for the Hetch Hetchy Water System Improvement Project, part of the San Francisco Public Utilities Commission. She oversees permit compliance and the protection of natural resources during pipeline construction.

Matt Jensen MA '85 is the principal executive coach of ExecuFeed.com, an executive coaching firm based in Portland.

Fernando Martinez '86 is a councilman in Leesburg, Virginia, where he has lived with his wife and children since 1993. Martinez previously worked as an associate with Booz Allen Hamilton, a management and consulting firm in Washington, D.C.

Catherine Otto '86, MBA '90 is president of the American Society of Clinical Laboratory Science, a Washington, D.C.-based advocacy organization for laboratory personnel.

Wilson Zehr '86, MBA '90 is chief executive officer of Cendix, a Portland-based technology consulting firm. Zehr also teaches in the PSU School of Business Administration as adjunct faculty.

Robert Willoughby MPA '87 is city manager of Silverton, where he lives with his wife, Janice. He has held the same post with the cities of Florence and Cascade Locks.

Jim Kuhlmann EdD '88 is acting principal of Reynolds High School. Kuhlmann has held administrative posts with the North Clackamas School District and the Juneau School District of Alaska.

Robin Rilette '88 is music director of Northwest Public Radio at Washington State University in Pullman, Washington, where she also hosts *Classical Music with Robin Rilette*. She began her radio career as a volunteer for Oregon Public Broadcasting in Portland.

Beth Oljar '89 is an assistant professor of philosophy at the University of Detroit Mercy in Michigan. She specializes in philosophical ethics. In 1995, Oljar received an Excellence in Teaching award from the University of Washington, where she earned her Ph.D.

Scott Rose '89 is a principal with the Portland office of the DLR Group, an engineering and architecture design firm.

Nancy Ellen Row '89 is an author whose debut novel, *That's Not It*, was published in December 2011. Row has worked as a children's librarian, journalist, freelance writer, and

Send your news to:

Donna Harris, Alumni notes editor

ONLINE
www.alumni.pdx.edu

E-MAIL
psualum@pdx.edu

MAIL
Portland State University
Office of Alumni Relations
PO Box 751
Portland OR 97207-0751

child welfare caseworker. She lives with her husband and two children in Portland.

1990-1999

James Orth '90 is principal of Yamhill-Carlton High School. Previously, Orth taught physical science and physics at Glencoe High School, and served as assistant principal for several local high schools.

Allan McCandless '91, '99 is a vocational rehabilitation counselor with the State of Oregon in Baker City.

Gregory McGreevey MBA '91 is head of Invesco Fixed Income, an Atlanta branch of Invesco Investment. McGreevey has more than 25 years of experience in the financial industry, most recently as president of Hartford Investment Management Company.

Leonard Weitman MS '93 is vice president of technical operations for BendBroadband, a cable communications provider for Central Oregon. He was recently inducted into the Academy of Distinguished Engineers at Oregon State University's college of engineering.

Michael Barber '94 is a polysomnographic (sleep study) technologist at Legacy Health in Portland.

Keith Bernards MBA '94 is director of Communications Product Development, Inc., a provider of prepaid billing systems. The company is located in Vancouver, Washington.

Kathy Hardie-Williams '94, ME '95, MS '10 practices family therapy as an intern at Family Institute in Lake Oswego.

Laurie Lopez '94 is a partner and general manager of technology contracting at Winter Wyman, a Boston staffing firm.

John Savage '94 is a flutist and an Alberto Vilar Fellow in the music doctoral program at New York University. Savage performs regularly with The Savage 3, his jazz trio, as well as Cartridge and the Andrew Hill Sextet +11.

Paul Baumeister '95 is marketing research director for the Rodale Sports Group headquartered in New York City. The company publishes *Bicycling*, *Runner's World*, and *Running Times* magazines.

Gilles Foisy MFA '96 has his work on display at the Clackamas Community College Outdoor Sculpture Exposition, which ends June 15. Foisy lives in Portland.

Lonnie Kishiyama '96 is deputy director of the Office of Policy and Plans at the U.S. Maritime Administration in Washington, D.C. In 2004, Kishiyama received a law degree from the University of Maryland in Baltimore.

Paresh Patel '96 is president and founder of Courtesy Vending in Portland. Patel has developed a new wireless touch screen for vending machines called VendScreen. It gives users nutrition information and a cashless payment option and provides analytical data for machine operators.

James Snyder MBA '96 is director of market research at Avant Assessment, a Eugene company that creates language assessment products and tests.

Randy Shelton MBA '97 is a recruiting manager at Mad-den Industrial Craftsmen Inc, a Portland area industrial staffing firm. Shelton is also an instructor at Portland Community College, where he teaches marketing.

Jack Chiu '98, MIM '09 is the supply chain planner at ESCO Corporation, a Portland-based manufacturer of industrial machinery.

Jake Lancaster '99 is a senior vice president at the brokerage firm Jones Lang LaSalle in Portland. His brokerage team won the 2010 Bill Naito Award for "most complex transaction of the year." Lancaster is also a board member of College Housing NW, an active fundraiser for the American Cancer Society, and a volunteer for Habitat for Humanity.

Mehmet Vurkaç MS '99 is an assistant professor in the department of electrical engineering and renewable energy at Oregon Institute of Technology in Klamath Falls.

Ben Wand '99 is a marketing manager in the Portland office of Sage North America, a business management software company.

2000-2011

Katherine Benson '00, MM '02 is a district executive with the Cascade Pacific Council of the Boy Scouts of America. Her work was recognized in 2011 with a George C. Marshall Public Leadership Award from the city of Vancouver, Washington. Benson also volunteers as a middle school rowing coach with the Vancouver Lake Crew



ALUMNI PROFILE
OLGA LAFAYETTE '98

Found in translation

Olga Lafayette remembers loving language so much as a 6-year-old in Siberia that she concocted a foreign language. Later, she begged her sister, who was learning German, to teach it to her.

Today the 39-year-old woman, who speaks Russian, English, French, and Japanese, has channeled that passion into managing her now eight-years-old translation services firm, Language Fusion. The \$1.5 million Vancouver, Washington, company is providing translations in 150 languages around the world, mostly through the Internet.

Last year, Language Fusion made the Portland *Business Journal's* 100 Fastest Growing Companies list (ranked 12th), and Lafayette was named to its "Forty Under 40" list. She had just landed a multi-year translation contract with the White House. This year Lafayette signed a five-year federal contract that will allow any federal agency to hire her company's services quickly and easily. Language Fusion is able to take advantage of the Women-Owned Small Business Federal Contract Program.

Lafayette says her company sets itself apart by smart application of technology. Thanks to a web-based management system built by her husband, David, a 1999 PSU alumnus, clients can regularly check the progress of their project online. The system also allows online scheduling of translation jobs without cost-intensive scheduling by phone.

Lafayette credits PSU for setting a strong foundation for her life in the U.S. "It's really easy to become disoriented in a completely different environment. In my case it was coming from Siberia to the U.S., leaving all my family behind," she says. "PSU was a perfect choice."

and is a bassist with the worship team at Vancouver First Church of God.

Casey Burkhardt '00, MEd '03 is the 2012 Teacher of the Year for the Department of Defense Dependents Schools, Heidelberg District, in Germany. Burkhardt teaches English language arts at Patch High School at Patch Barracks in Stuttgart, Germany.

Craig Jurs '00, MS '03 is a performance engineer for tire manufacturer Michelin America. He works in the research and development department in Greenville, South Carolina.

Robert Martin MBA '00 is a financial advisor for Waddell & Reed, an asset management firm. Martin lives and works in Eugene.

Heike Mayer MUS '00, PhD '03 recently published the book *Entrepreneurship and Innovation in Second Tier Regions*. She is a professor of economic geography at the University of Bern in Switzerland, and a co-director of its Center for Regional Economic Development. Mayer is also an adjunct professor in urban affairs and planning at Virginia Tech in Blacksburg, Virginia.

Naomi Ulsted MA '00 is director of the Springdale Job Corps Center. The Troutdale-based program provides free skills training for economically disadvantaged youth. She previously served as programs manager at the Partners in Vocational Opportunity Training Center in Portland.

Sidy Diop '01, MS '09 is a software engineer for Apple, Inc., in Portland. Previously, Diop was a senior software engineer for Hewlett-Packard.

Dan Eller MS '01 is a shareholder with the law firm of Schwabe, Williamson & Wyatt in Portland. He also serves as

a mentor at PSU and at Lewis & Clark Law School. Eller is a member of the PSU Graduate Alumni Ambassador Council and is on the board of trustees for the local chapter of the Leukemia & Lymphoma Society.

Anthony Hoangphan '01 is director of health information and technology at Vancouver Radiologists in Washington.

Jason Packham '01 is a retirement services manager in the Portland office of Automatic Data Processing, Inc., a national human resources company specializing in payroll services.

Theodore Stewart Benice '02 is a visiting assistant professor in the psychology department at the University of the South in Sewanee, Tennessee.

Milton Ortega MPH '02 is a project coordinator at the Alberta Association of Immigrant Serving Agencies in Calgary, Canada. Ortega was previously vice president at the United Nations Association of Canada – Calgary.

Jon Pippert '02 owns a franchise of The Maids, a national home cleaning service, which he operates in Albany, Beaverton, and Boise, Idaho.

Kazuhiro Sonoda PhD '02 is dean of the College of Arts and Sciences at Heritage University in Toppenish, Washington. Sonoda is married to Cherie Sonoda '06, who owns The House of Ramen in Portland.

Andrew Jauri MS '03 is a senior software engineer in the Portland office of Ixia, a company that sells testing and monitoring equipment for computer networks.

David Kohl MIM '03 is a Portland-based international business consultant, entrepreneur, and Mandarin-speaking East Asia specialist. He co-founded uGraph, Inc.,

an epidemiological tracking service. Kohl is also an advisory board member and instructor for the Oregon Small Business Development Center, a government-to-university partnership that provides educational services to small business owners.

Ruth White MBA '03 is vice president of client services in the Portland office of Monsoon Commerce, an IT company specializing in e-commerce.

Ken York '03 is chief operating officer of Ascension Software in Portland. This year, York received a Forty Under 40 award from the *Portland Business Journal*.

Elizabeth Bain '04 is an attorney specializing in toxic tort litigation with the law firm Foley & Mansfield in Oakland, California. This year, she and a team of co-workers spent a week in Durazno, Guatemala, where they built 10 cleaner-burning cookstoves and supplied local residents with the materials to build 30 more.

Charlie Devereux MBA '04 is co-founder of the Double Mountain Brewery & Taproom in Hood River.

Matt Guilfoyle MBA '04 is manager of Project 2020, a fuel economy program at Daimler Trucks North America in Portland. This year, Guilfoyle received a Forty Under 40 award from the *Portland Business Journal*.

Sean Harry MIM '04 is a business advisor with the Small Business Development Center at Portland Community College and director of training and talent management at Career Management Solutions.

Christopher Ross '04, MA '06, '11 is director of digital publishing at Top Shelf Productions, an independent comic book publisher. He develops intellectual

property, designs graphic novels, and occasionally letters speech bubbles. Ross lives and works in Portland.

Tyler Russ '05, MA '10 is serving with the Peace Corps as a math teacher at a secondary school in Rwanda.

Katie-Jay Scott '05 is director of community programming at i-ACT, a human rights nonprofit in Los Angeles. She has visited the Chad-Darfur border region five times and coordinated several campaigns and i-ACT partnerships.

Sarabjeet Waraich MS '05 is an IT project manager with the Portland Water Bureau. He is also an instructor and the director of volunteering for the Portland chapter of the Project Management Institute, an advocacy organization for project managers.

Kerry Bassett '06, MS '10 owns Bully Stop/Hawthorne Press in Portland. She offers training, coaching, and crisis intervention to stop school and workplace bullying, and published her own book, *My Very Own Special Body Book*, to help keep young children safe from sexual assault.

Drew Bisenius '06 is a staff accountant with the accounting firm of Pauly, Rogers and Company in Portland.

Michael Endo '06 is an instructor, technician, and assistant curator with Bullseye Glass Company in Portland, a manufacturer of art glass. He is also an artist whose *Et in Arcadia Ego* was one of the Portland Building's monthly installations in 2011. The installation was a full-size shroud of a 1970s-era muscle car resting on industrial and automotive debris. Endo is also an art instructor at Portland Community College.

Tonya Hart-Manning '06 is a senior financial analyst

in the Portland office of Intel Corporation.

Avalon Kalin '06, MFA '09 is an artist and educator whose work has been featured in Portland City Hall and the Yerba Buena Center for the Arts in California. Kalin is considering creating a documentary on house music, and he is compiling a book of graffiti removal from around the world. Kalin lives in Portland.

Albert Koroloff MPH '06 is a public health educator with the Oregon Department of Human Services Immunization Program.

Gregory Price '06, MBA '09 is U.S. sales manager in the Portland office of Emergya Wind Technologies, a global manufacturer of wind turbines. He also co-founded New Roots Energy, a Portland-based consultancy for the wind industry. This year, Price received a Forty Under 40 award from the *Portland Business Journal*.

Katie Rasmussen '06 is location manager for the NBC show *Grimm*. Shot in Portland, the cop drama takes place in an alternate world where the characters of *Grimms' Fairy Tales* live among humans. Rasmussen has also worked on the movies *Transformers*, *Sex in the City*, *Gone*, *Untraceable* and *Extraordinary Measures*, among others.

Jeanie Schwenk MS '06 owns a consulting firm, Software With Design, in Portland. Schwenk is also a fitness instructor with Shute Park Aquatic Recreation Center in Hillsboro.

Kate Simpson '06, MS '08 is a senior coach in the Portland office of InsideTrack, a student coaching service. Simpson was a corporate English trainer at goFluent and an assistant for mentor development and training at Portland State.

Maeve Bartlett '07 is a community education specialist with the Peace Corps in Zambia.

Parfait Bassale '07 is a Portland-based performer who "sings stories" that inspire youth and adults to resolve conflict. His music and podcasts can be found on *parfaitonline.com*. Bassale is also director of deployment at Rubicon International, a Portland-based provider of technical education.

Myka Brown '07 is a coach in the Portland office of InsideTrack, a student coaching service.

Foday Darboe '07, MA '10 is a mental health therapist with the Oregon Department of Human Services in Portland. He specializes in conflict resolution. Previously, Darboe was a board member at the Oregon Peace Institute and a teaching assistant in the Conflict Resolution Program at Portland State.

Bharath Ganesh MS '07 is a technical lead at Cognizant Technology Solutions, a Seattle IT consulting firm.

Christopher Hart '07, MPH '10 is vice chair of the Southeast Uplift Neighborhood Coalition, which provides staff and organizational support to approximately 19 neighborhood associations in Portland. Hart is also an assistant director in PSU Admissions, Records, and Registration.

Sam Livingston-Gray '07 is a senior software developer with Renewable Funding, a clean energy financing company based in Oakland, California.

Ken Ray MPA '07 is a senior public affairs coordinator for Metro, the regional government of the Portland metropolitan area. He is also a member of the board of governors of the City Club of Portland.



ALUMNI PROFILE
GOEL AUZEEN SAEDI '07

Millennial mind

What do the Kardashians, women's college basketball, and a Notre Dame study on income and agreeableness have in common? Goel Auzeen Saedi.

Saedi, 26, has written on all these subjects in her blog, Millennial Media, for *Psychology Today*. A clinical psychologist slated to earn her Ph.D. this spring from Notre Dame, Saedi brings that lens to the blog, which generated 92,000 hits in the first year. But she also credits PSU film classes taught by Sue Brower for giving her a good background in the media of motion pictures. In fact, she sent a thank-you email to Brower earlier this year.

Funny, poignant, and sometimes referencing her Oregon roots, Saedi's *Psychology Today* blog is "a quick and relevant" way to publish, she says. And writing about media for millennials helps her relate to students, a plus for her career goal: psychologist on a university campus. Saedi has interned in the field at Notre Dame, UC-Berkeley, and will soon head to Stanford to do counseling during a post-doc fellowship.

Saedi hopes to keep her career on the West Coast. She grew up in Tualatin and was valedictorian at Sherwood High. At Portland State, Saedi received the University's Presidential Scholarship—full tuition and fees for four years. She went on to earn a full scholarship to Notre Dame.

University students, she says, are "motivated, enthusiastic and full of potential." But sometimes they experience "bumps in the road most likely from depression, anxiety, or relationship issues." As a campus psychologist, Saedi hopes to help students level out these bumps and get back on track.

Sandy Sampson '07, MFA '09 is an art instructor at Portland Community College and an arts specialist at Project Grow, a North Portland arts and urban farming program for adults with developmental disabilities. Sampson is also a multidisciplinary artist whose work involves video, painting, and socially engaged collaborations.

Valery Saul '07 is an apprentice with the Astoria Music Festival. Saul completed a master's degree in vocal performance at the University of British Columbia where she performed as Sesto in *Giulio Cesare* and as Hansel in *Hansel and Gretel*.

Jeramie Bloom MIM '08 is an operations manager for the Trimer Group, an apparel company in Shanghai, China.

Suzi Denight '08 is a freelance creative and technical writer in Portland. She was previously a behavioral health therapist at Volunteers of America Oregon, where she focused on addiction treatment.

Matthew Jellick '08 is an instructor of English as a Second Language at St. Paul's High School in Nonsan, South Korea. Jellick writes, "With an educational foundation rooted in my experiences at Portland State, I feel that I am well equipped to not only be a successful teacher, but to do so in a foreign land, where ideologies and commonalities are a world away from the South Park Blocks."

Michele Knaus MS '08 is an instructor and executive director for Friends of Family Farmers, a Molalla-based nonprofit that promotes socially responsible agriculture across Oregon. Knaus is also a founding member of the Food Farmer Earth Collective, an education-focused brain trust of Portland food leaders.

Dale Miller '08 is chief of police for Ellensburg,

Washington. Previously, Miller was chief of police for Chehalis, Washington.

Laura Uva '08 is regional recruitment coordinator for Boys & Girls Aid in Portland, which finds temporary and permanent homes for children.

Lonny Webb '08, MSW '11 is a neurobehavioral therapist with Neurobehavioral Concepts in West Linn, a privately owned consulting and behavioral sciences clinic.

Kenneth Crockett MA '09 is a senior coach and grant writer in the Portland office of InsideTrack, a student coaching service.

Emerson Murphy-Hill PhD '09 is an assistant professor in the department of computer science at the University of British Columbia in Vancouver, B.C.

Scott Parker MS '09 recently published his memoir, *Running After Prefontaine*, which he wrote as a graduate student in PSU's Creative Writing Program.

Aaron Ray '09 is an assistant land use planner with Benton County in Corvallis. Ray earned his master's degree in city and regional planning from California Polytechnic State University in San Luis Obispo, California.

Leroy Sanchez MSW '09 is a guidance counselor with the Woodburn School District. His brother, **Demetrio Sanchez MSW '09**, is an instructor of family medicine at Oregon Health & Science University in Portland. They have two other siblings, Lorena Sanchez and Ricardo Sanchez, who will be graduating this spring from PSU with a master's in social work.

Kyle Curtis MPA '10 is a food policy specialist for PSU's Community Environmental Services,

which provides research and technical assistance on urban environmental issues. Curtis also serves on the steering committee of the Multnomah Food Initiative, a community partnership that promotes a sustainable, healthy, equitable local food system. He lives in Northeast Portland with his wife and two daughters.

Traci Klena '10 is a real estate broker and a member of The Hilbert Team, a Portland-based affiliate of Prudential NW Properties.



Traci Klena '10

Heather Petrocelli '10 has launched a website, *filmstory.org*, which explores the relationship between film and history. Petrocelli is a master's student in history at PSU.

David Rosenbaum '10 is a National Defense Science and Engineering Fellow at the University of Washington in Seattle. While at Portland State, Rosenbaum was honored with a commendation award for undergraduate academic achievement by the Maseeh College of Engineering and Computer Science.

Mihir Sathe MEN '10 is a design engineer in Hillsboro with Intel Corporation.

Sara Tunstall MBA '10 is founder and owner of Spooltown, a manufacturing company that sews products for Portland area designers. Previously, Tunstall managed the product line for Queen Bee productions, which is now one of her clients.

Ryan Tuttle '10 will be climbing Mount Rainier as part of the 2012 Climb to Fight Breast Cancer, a fundraiser for the Fred Hutchinson Cancer Research Center in Seattle. Tuttle lost his grandmother to breast cancer when she was 56, and his sister-in-law to lung cancer when she was 23. He lives in Wallingford, Washington, with his wife and two children.

Stephanie Van Hook MA '10 is executive director of The Metta Center for Nonviolence in Petaluma, California. Van Hook says she is grateful to Tom Hastings in the Conflict Resolution Department at PSU for his ongoing mentorship and support. She co-taught a course with Hastings last summer on Gandhi and conflict resolution.

Kristin Heller MS '11 is a director and coach for the outreach program at Northwest Children's Theater in Portland. As a student, Heller was assistant director for the PSU production of *The Merry Widow*, and played Anna in the Patrick Marber play *Closer*.

In Memoriam

Regarded by many as "the founding father of pottery in Oregon," **Raymond Grimm**, professor emeritus of art, died January 22. He was 87. Professor Grimm taught for 35 years at Portland State, starting in 1956. In 1968, he established the first university hot glass studio in the region.

William Hamilton, professor emeritus, died February 28 in Portland. He was 87. Dr. Hamilton taught at PSU from 1970 to 1986, and served as dean of arts and letters. Considered a radical theologian, Dr. Hamilton was a prominent member of the Death of God movement of the 1960s.

Jim Heath, professor emeritus of history, died January 4. He was 80. A favorite of students, Dr. Heath taught at Portland State for 26 years, starting in 1967. He was a scholar of American presidents and in 1976 wrote the book *Decade of Disillusionment: The Kennedy Johnson Years*.



Jim Heath

Kristine Nelson, professor emerita and former dean of the School of Social Work, died April 22. She was 68. Through

her 40-year career as a social worker, researcher, and educator, Dr. Nelson contributed significantly to improving social work education as well as child welfare practices.

Hildegard Weiss, professor emerita of English, passed away in Portland on March 30. She was 93. Professor Weiss was hired in 1946, a founding faculty member of the Vanport Extension Center, which became Portland State College in 1955 and Portland State University in 1969. She retired from teaching in 1986. ■

PORTLAND STATE VIKINGS

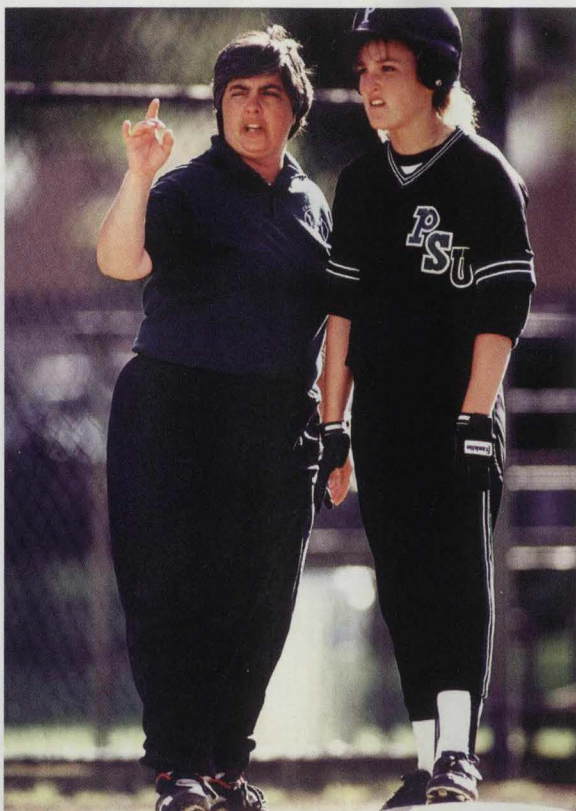
SHOP THE NEW PORTLAND STATE VIKINGS STORE TO FIND THE NEWEST NIKE GEAR FOR MEN, LADIES, AND KIDS. PLUS ALL YOUR TAILGATING AND GAMEDAY GEAR AND MORE!

THE OFFICIAL ONLINE STORE
SHOP.GOVIKS.COM

Looking Back

The birth of Title IX

FORTY YEARS AGO, Congress passed into law the landmark Title IX bill that required any educational program receiving federal funds to provide equal opportunities to both sexes, including in sports. Teri Mariani '76—a former PSU student athlete, longtime coach, and Athletics Department administrator—has seen the before, the after, and the struggles to enforce Title IX. She retired from PSU in 2008, but continues to support the education and advancement of women in Portland.



A longtime softball coach, Teri Mariani won the most games of any PSU coach ever with more than 500 victories.

Q & A WITH TERI MARIANI '76

Q: What were things like for women athletes at PSU before Title IX?

A: We didn't have proper access to the training room. We had to have a trainer meet us in the lobby, put a paper bag over our heads, and lead us through the men's locker room. We used the same uniforms for volleyball, basketball, and softball. We didn't go to volleyball nationals my freshman year, because we couldn't raise enough money. Those kinds of things just should never happen.

Q: Beyond sports, what changes have you seen as a result of Title IX?

A: It has been huge for women in all areas of education, particularly in terms of women getting into college. Women were sometimes refused by universities and only allowed in after all spots were filled by men. And forget about getting into the medical, law, or science fields. It was a huge problem, but now we take our rights for granted.

Q: Title IX changed legislation, but are hearts harder to change?

A: When you see a father whose daughter isn't getting the same opportunities his son received or what he got when he was in high school, you'll see him fighting for her. I really love it when that happens. It's nice when you hear men say, "Hey, that's not right."

Q: What hasn't changed for women in sports?

A: One of the worst men's clubs is the International Olympic Committee. They have bylaws that say countries can't participate if they don't allow women on their teams. But Saudi Arabia doesn't allow women, yet, every year they get to be in the Olympics. They talk a good game, but they're probably the worst old boys' network around. ■



NOURISHING ENTREPRENEURS

Lisa Herlinger began selling her handmade Ruby Jewel ice cream sandwiches as a Portland Farmers' Market vendor. PSU's Business Outreach Program helped Ruby Jewel expand to stores in 11 states. Supporting local entrepreneurs—part of PSU's \$1.4 billion annual economic impact.

CHANGE SERVICE REQUESTED



POUND FOR POUND, THE STRONGEST MBA.



#1 IN THE WORLD
SMALL BUSINESS SCHOOLS



TOP 100 PART-TIME MBA



*TOP 5% OF BUSINESS
SCHOOLS WORLDWIDE*



*ONE OF 2012'S BEST
BUSINESS SCHOOLS*

APPLY NOW FOR FULL-TIME,
PART-TIME, OR ONLINE
<< mba.pdx.edu >>