As he readies himself for City Hall, Portland’s mayor-elect shares his urban visions.

by Cynthia D. Stowell

Bud Clark, Portland’s spirited mayor-elect, keeps coming back to Portland State.

Whether it’s to take a class, find talent, or drop off a bag of money, the former Vanporter has been a frequent visitor to campus. And the school — as extension center, college and university — has been an undeniable part of the urban landscape that has shaped the new mayor.

Clark enrolled at Vanport as an “idealistic” youth just out of Lincoln High School, and spent a year studying business technology and playing a lot of pinocchio. In the next decade, after his first wife died in a traffic accident, he sought intellectual solace in anthropology and geology classes at Portland State College (“they were still playing pinocchio”). Then in 1984, PSU speech professor and Clark campaign manager Ben Padrow helped engineer Clark’s surprise defeat of incumbent Mayor Frank Ivancie in the May primary.

Immediately, the mayor began brushing up on public administration in a private seminar with PSU’s Dan O’Toole and PSU adjunct professor Jim Marshall. And as January approaches, Clark and his staff are using O’Toole’s talents as a facilitator to help them set goals for the next four years in City Hall.

Throughout 23 of these eventful years, Clark was a tavern-keeper, depending on the patronage of PSU students and faculty who flocked to first one tavern, the Spatenhaus, and then another, the Goose Hollow Inn. In fact, Clark helped memorialize one of his patrons, Bruce Baer — a former Vanguard editor whose successful media career was cut short when he died of cancer — by setting up a cash award in his name for public affairs reporting. PSU Foundation staff can remember at least one occasion when Clark came in with a paper sack full of money collected at “the Goose.”

Now, of course, PSU people wonder if Clark, in his new mayoral duties, will remember the school up on the Park Blocks, not only with nostalgia (and a nice mention on Johnny Carson’s Tonight Show) but also with a commitment to the “vital partners” notion that has been on the agenda of PSU presidents and Portland mayors for more than a decade. And Portlanders in general are anxious to see whether Clark has the ideas to match the enthusiasm he brings to city government.

PSU Perspective talked with Bud Clark in October, during the quiet — but not idle — time before the general election, to find out just what he envisions for the city, its inhabitants and its institutions. These are some of his words.

Importance of the urban university:

We’ve got to have a liaison there. All the colleges in the area must be strong because we want businesses to come into this area and a large reason for coming in is fine and excellent educational facilities. Students coming here from out of state, or from other parts of the state, can be an industry and business within itself. We’re all in one bag together.

I don’t know if it’s the influence of the legislature or the State Board of Higher Education, but money tends to go to the other state colleges before Portland State.

Also, it looks to me like the state colleges and community colleges are competing with each other for students. I think they should cooperate more.

What the city can offer PSU: Advocacy. I’d like to encourage people within city government to extend their education and take sabbaticals or just take courses on their own. We should be constantly improving city government and
Conversation

Clark wants to tie colleges to city, and city to rest of state

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making it more efficient, and education is part of that. At the college level, people will help themselves, so what you do is encourage and advocate.

It seems like whenever the city wants a consultant they go to California. Why not get somebody out of Portland State? These two gentlemen (O'Toole and Marshall) have done work for other parts of the city government - facilitating goal setting for the zoo and the fire department - and it's been written up in national magazines.

This goes for the business community, too. Say you've got a project that your company wants to do and there are some students at Portland State who want on-the-job experience. There should be ways to get them together.

Right here in Portland, Oregon:

One of my big things to say has been 'look in the Portland yellow pages first.' I'd like to put that point in 1931 when Bud bought the Pittack Mansion. He used all local labor, local talent, and the light fixtures were cast in Portland.

Nobody learned from that. The Metropolitan Arts poster that won a prize here - they started to get an outside printer and outside distributor, and we've got the biggest out-of-state distributors and the best printers right here in Portland, Oregon.

What Bud's been up to:

Bud's been working his butt off, I'll tell you that. He's been meeting

"My God, I get good vibes from neighborhoods I go to and boardrooms I visit . . . !"

bureau heads and many functionaries within the city government. We've tried to keep a low profile for Frank because he is the mayor. . .

I've been down to Salem to talk to the department heads which influence enormously what goes on in Portland, from the highway and transportation department to unemployment and human resources. They were floored by that - no city official had ever done that before.

We've talked to, I hope, every level of businessmen, to JETRO, a Japanese trade organization. I've talked to Dr. Ha from Lewis and Clark on international trade and gotten his views. I've got a schedule that most people couldn't keep up with. I'm embarrassed that we haven't gotten through all the mail and phone messages and gotten back to people. We've just been inundated.

Defining 'mayor' has been a lot of the job right now. I've been going to the people and trying to interpret from their reactions what sort of mayor they want.

What the people of Portland want from their mayor:

I think they want to be represented. I think they want to have a voice in their government. They want to be proud of their mayor. When they are represented someplace they don't want to be embarrassed by that mayor.

There was a revolution in the late Sixties, all over the city, and it started with people getting involved in government. That's when I started on the neighborhood associations. Then when Frank (Kvancle) got into office it was just like going back to the 1950s. The pendulum had swung too far and too quickly and by my election you've seen this explosion of delight, so to speak, which surprised me.

My God, I get good vibes from neighborhoods. I go to and boardrooms I visit and everywhere. The mayor's role:

Under the duties of mayor, all it says is, "The mayor shall supervise the affairs of the city." That covers everything. It depends, therefore, on the mayor and how much he wants to get involved. We don't want to get involved in so many things that we're not effective. But it's also important that we leave ourselves wide open. That's our philosophy.

Fifty percent of it will end up in protocol and being pushed aside. Fifty percent will be things and representing the city. The other fifty percent is probably administration or making the right decision - making the decision that's best for the whole city, not any one particular interest group.

The quality of life in Portland:

People get so interested in the buildings, they think of the city as being a physical structure and forget that the physical structures are built for the people to be in and not just to be monuments. It's supposed to be self-satisfying life and there should be prosperity and it should be humane.

I could have stayed in California when I got out of the Marine Corps, but I wanted to come back to Portland because I loved this city and loved the people here much more. And I figured out a way to start over and make a living, raise a family. I don't want to have to see my kids leave the state to go work someplace else. That's one reason we need that economic development. Responsible economic development, eh?

Bud Clark and his transition staff are using the talents of PSU's Dan O'Toole, School of Urban & Public Affairs (above), to assist in goal-setting.

Development in Portland:

Everybody on the west side wants to move the east side and that's ridiculous. During this administration I want to jump that river and make the east side a very vital part of the city. . . The inner east side business area's just hotter than hell to get going with their plans.

Portland as the regional hub:

I like to look at it regionally. This is really the hub of the Pacific Northwest and Columbia Basin empire. We ought to sell ourselves as the communication center. We can be a great convention center city, a great tourist center. We're the launching-off spot - you come to our parade and you go see the rest of the state.

We've put our political career on the line for a convention center in Portland, and we'd like to fund it regionally, at least Clackamas, Washington and Multnomah Counties, through hotel/motel taxes or something. We've got a committee investigating that.

The rest of the state:

Portland has tended to set itself up as imperial Portland, dividing itself from the rest of the state. I went down to the Oregon Mayors Conference in Ashland - they were delighted as hell to see me there. And there's strength in that because when Portland goes to the legislature they should have some support from the outlying regions. There has always tended to be a battle and then nothing gets done in the whole state.

"Is Bud Clark serious?"

We'll have a certain amount of fun, but we'll still maintain the dignity that's needed. I used to wear suits all the time in my younger days. . .

I don't want people to be upset because I go 'whoop whoop' - that just adds color to the city of Portland. I'll do the best job I can and I think it'll be a damn good job. But you never know until it's over, do you?

PSU alumni are winners in local elections

The general election Nov. 6 was notable for the high turn out of voters. Equally impressive was the high visibility of Portland State alumni in city, county and state races. Perspective congratulates the following alumni who were elected to office:

Rick Bauman (73)
State Rep., 13th Dist. (D)
Margaret L. Carter (73)
State Rep., 18th Dist. (D)
Ron Cease (Vanport)
State Rep., 19th Dist. (D)
Bruce Hugo (74)
State Rep., 1st Dist. (D)
Tom Mason (67, 74 MS)
State Rep., 6th Dist. (D)
Rod Monroe (66, 69 MST)
State Senator, 7th Dist. (D)
Glenn Otto (Vanport)
State Senator, 11th Dist. (D)
William Probstfield (77)
Sheriff, Washington Co.
Roy Rogers (70)
County Commissioner, Wash. Co.
John Schoon (75 MBA)
State Rep., 14th Dist. (R)
Mike Schrunk (64)
Dist. Attorney, Multnomah Co.
Bob Shiprack (72)
State Rep., 23rd Dist. (D)
Adversity met with cheer by pioneering scientist

by Cynthia D. Stowell

“Funny enough,” the controversy that has greased Dr. Stewart’s discoveries in radiation-caused cancer has made grant money scarce but has created enough work for decades to come.

Stewart has long believed that the official A-bomb survivor study sponsored by the American and Japanese governments is fatally flawed. Its conclusion that there were no significant health effects from radiation after five years has been the basis for worldwide radiation safety standards. But Stewart thinks the data will “prove” cancer effects once the “healthy survivor effect” of the blast itself is separated out from the later injection deaths. “You blow the lab to pieces and then you pick up the corpses from the street afterwards and you expect that to be telling you something about the experiment you set out with? It’s nonsense!”

Stewart even broke a family tradition: both her parents and her brother were physicians and all four were fellows of the Royal College of Physicians. Stewart admits, however, that she was never “all that mad keen on treating people.” Diagnosis was what captured her imagination, and temporary wartime jobs had shown her that “more interesting problems lay outside the hospital than ever came into it.”

“‘Why, Alice, are you spending so much time on a subject of no social importance?’” Stewart even on a subject of no social importance? Almost more shocking to Stewart’s medical colleagues than her study results was the fact that the respected physician had left a promising clinical career for the much less prestigious field of public health epidemiology, then in its rather “clumsy” infancy. Stewart laughs at the reaction. “They said to me, ‘Why, Alice, are you spending so much time on a subject of no social importance?’”

“Obviously one can’t go on forever,” Stewart remarked, “but when you’re in the middle of an exciting story you naturally want to go on.”

The story did continue during her PSU visit. While she was there, Stewart co-authored a paper with her host, PSU physics professor Rudi Nussbaum; she analyzed data collected for a court case involving the Rocky Flats nuclear weapons plant outside Denver; and she moved a step closer to one of her greatest goals — gaining access to data on survivors of the Hiroshima-Nagasaki atomic blasts.

“‘It’s quite easy now for people to withhold grants from me. They just say I’m too old.’”

Stewart has spent over thirty years gathering data that links low-level radiation with cancers. She was passed over for a chair at Oxford and has been spurned by governments and colleagues alike.

Alice Stewart, M.D. confirmed cancer risks to workers at the Hanford defense plant in eastern Washington in 1977, Manucco lost his government contract and the study was taken in-house. “The first reaction to the Hanford MSK study,” recalls Stewart, “was almost a shouting match. ‘If we shout loud enough,’ said the government, ‘we’ll shut you down.’ And it was quite astonishing to me.”

Watching money dry up has become a common experience for Stewart, however. “I’ve had to do everything from scratch to get money, and then, when I came across the gigantic problem of radiation...”

The discovery that set Stewart on a collision course with the medical and political establishment and gave her a lifelong focus came in 1956 when the Oxford press was passing through data from what is now the largest, continuing childhood cancer survey ever undertaken. What Stewart represents is that single diagnostic X-ray administered to a pregnant woman can be responsible for the later development of cancer in the child. It was a chilling conclusion that raised more questions than the doctor could ever hope to answer.

“I’ve taken on a job that’s going to take more than a single person’s lifetime to solve,” she said. “What we found was the tip of an iceberg and a few more people are bumping into the iceberg.”

“Why, Alice, are you spending so much time on a subject of no social importance?”

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“Of course with...”

Until Stewart and Nussbaum visited the biostatistics department at the University of Washington, which works closely with the Radiation Effects Research Foundation, all doors had been closed to the persistent scientist. But the contacts she made while in Portland sent her back to her portable office in Birmingham with a lift in her step.

It’s not that she enjoys scaring people. “Once the evidence is really out, I’m afraid that people will be very shaken,” she said. It’s that Stewart has an almost compulsive desire to set the record straight, to fix the cold eye of statistical analysis on an emotionally-charged and widely misunderstood topic.

Stewart is continually amazed at the violent reactions to her findings. When she and colleagues Thomas Manucco (U. of Pittsburgh) and George Kneale (Birmingham)
Compiled by Cliff Johnson

Vanport

Margaret Dobson, Vice President of Academic Affairs, Oregon State University, was one of six persons inducted into the Oregon Sports Hall of Fame on Aug. 25. Others honored were Geoff Petrin, Hal Laskey, Art Jones, Emery Neale and Mickey Lulich.

Bill Grace, who retired in 1982 as harbormaster for the City of Portland, has returned to PSU to work toward his degree in political science. His two sons, Richard and James, are both PSU graduates.

'60

Aedryl Shapiro (’66 MS) served as guest soloist during a recent Oregon Symphony Pops program at Portland Civic Auditorium. A consultant in children’s literature, Shapiro has worked for Catlin Gabel School in Portland and the Portland and Beaverton school districts.

'61

Judith K. Hofer (BS), president and chief executive officer of The May Company California in Los Angeles, a 34-store retail chain with annual sales of $700 million, has been elected a director of the Greyhound Corporation, Phoenix, Ariz. She also is a member of the committee of 200, a select group of the top 200 women executives in business in the United States.

'64

Mary Rose Brandt (BS), a 20-year veteran of diplomatic foreign service, has begun her new assignment as director of the U.S. Consulate in Poznan, Poland. To deal with foreign diplomatic matters, she supervises three other Americans and 10 Polish nationals. She is a native of Silverton, Ore.

'65

Paul Pintzich (BS) , book editor of The Oregonian, related his personal confrontation with the sudden onset of heart disease in a column appearing in the Friday, Aug. 10 edition of the newspaper.

'66

David C. Judkins (BA) works as a systems analyst for the Oregon Department of Fish and Wildlife in Portland, specializing in computer work for commercial fisheries applications.

'67

Nddy-Arn Martin (MS) serves as the education coordinator/special education teacher for the Head Start program in Goldendale, Wash.

'68

Thomas W. Dejardin (MSW), administrator of Old Folks Holliday Center, a low income rehabilitation and retirement facility in southeast Portland, will take office Jan. 1 as a member of the Metropolitan Service District council. Metro, headquartered in Portland, decides regional issues which might conflict with the interests of cities.

David O. Johnson (BS), president of Johnson Acoustical & Supply Co., Portland, has been elected president of the Rotary Club of Portland for 1984-85. The Portland club, with 735 members, is the third largest of the world’s 20,700 Rotary Clubs.

Anne Wax (MST, ’83 Ed.D.) has been named principal of Fowler Junior High School in Tigard, Ore. She formerly was vice principal at Fowler for seven years, as well as vice principal at Tualatin, Tigard’s only other junior high school.

Terence Jette (’71 MS, ’76 Ph.D.), an assistant professor of medicine at Harvard Medical School, recently was named Associate Director of the Harvard Center for Clinical Education and Research. He conducts research and teaches about health policy and aging, as well as ethical issues in geriatric care.

James R. Davis (BS) owns a sport equipment firm, Running Outfitters, located in Portland near the PSU campus.

Jane L. Hagwell (MS) is teaching fourth grade at Robert Gray Elementary School in Longview, Wash. This fall, she has seven years previous teaching experience.

Michael A. Nelson (BS) has been named vice president at Ben Franklin Development Inc., Portland, a real estate development subsidiary of Ben Franklin Savings and Loan Association. He was president of Dimension Homes, Inc., for 12 years before joining Ben/Fran to manage the company’s Portland office.

Robert R. Swartout, Jr. (’74 MA) is the editor of a newsletter entitled, “An American Advisor in Late Yor Korea: The Letters of Owen Nicholson to Deny,” published by the University of Alabama Press.

Fran Tangle (BS) is the new curriculum coordinator for the Battle Ground, Wash., School District. She has been a district employee for the past 16 years.

Harriet E. Adair (’77 MS) is the new principal of King Primary School, Portland. She formerly was curriculum administrator for staff development in the Portland Public Schools, and joined the district in 1969 as a teacher at King. She also has held several other positions in the school district.

Carol Jane Bangs (BA), a Northwest poet, recently won a book entitled “The Bones of the Earth.” She has taught at the University of Oregon, Boise State University and Bellingham Community College in Washington. She also conducted the Washington State Poetry-in-the-Schools program.

Betty Carrithers (’84 MS), a teacher at Mid-Valley Elementary School, Odell, Ore., returns to her professional duties this fall after receiving a master of science degree in elementary education from PSU in June.

Stephen P. Mockett (BS) has been named operations manager for Norco & Bingen Realtors, Portland. He formerly was project manager for Westbrook Construction Co. and Christensen Construction Co. A native of Portland, he is married and the father of two children.

Roy Rogers (BS), mayor of Tualatin, Ore., for the past eight years, becomes the newest member of the Washington County Board of Commissioners in January. The county is forecast to be the fastest-growing in Oregon through the year 2000. Rogers also is a partner in one of Tigard, Ore.’s fastest growing accounting firms.

Nancy O’Rourke Tang (’77 MBA), an assistant professor of business administration at PSU, has been elected to the Board of Trustees of The Educational Foundation of AWSCA-AWSA, an organization founded jointly by the American Woman’s Society of Certified Public Accountants and the American Society of Women Accountants, both national organizations.

Steven R. Cotton (BS), partner in an Oregon law firm, was elected one of seven 1984 Oregon electors for President Ronald Reagan. Cotton also serves as legal counsel to the Clackamas County Republican Central Committee, and is a member of the Oregon Republican Council of Legal Advisers.

Glen Weybright (’74 MS), formerly head of speech language pathology at the Portland Center for Hearing and Speech, has established a private practice in speech pathology, with two offices located in Portland and Lake Oswego, Ore.

Jacques DeKalb (BS) is the district attorney in Malheur County, Ore.

Sarah J. Hordelin (MSW) is a psychiatric social worker at the Parry Center for Children, Portland.

Paul Jellum (BS) has been named principal of Williamina Junior High School near Sheridan, Ore. He was vice principal and athletic director at Dorton Junior and Senior High School, Dayton, Ore., before going to Willamina.

Wendy G. Lehnert (BA) , associate professor of computer and information science at the University of Massachusetts at Amherst, is conducting studies on artificial intelligence.

Funding for her next five years of research has been authorized by the White House Office of Science and Technology, which recently named Lehnert among 250 young Ph.D. faculty across the country to receive similar support.

David L. Shaler (’78 MBA) has been promoted to partner in the international public accounting firm of Ernst & Whinney. He is now in charge of the firm’s national cash management consulting group. His firm has more than 300 offices worldwide, including Kansas City, where Shaler works.

Edwin Sveblin (MBA) has joined KMS Financial Services, Inc., Portland, as a registered representative who will develop financial and pension plans for individuals and firms. A certified financial planner, he formerly was with inter pacific Investors Services, Inc. in Lake Oswego, Ore.

Timothy Higgins (BS) has taken a position with the Wolf Creek Highway Water District in Beaverton, Ore.

Kelle Kolanka (BA) has worked 11 years in management and directory service for Pacific Northwest Bell Telephone Company.

Vaughn (‘74) and Cheryl (’77) Anderson own and operate a dairy in Ridgefield, Wash. They have two daughters, Allison, 3, and Kate, 5.

Robert Carter (BS) is the manager of Portland International Airport.

Ronald R. Castle (BS) received his Ph.D. from Northwestern University and is now a senior engineer with Logicon, Inc. in Los Angeles, Calif.

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Winning season not a surprise to coach whose philosophy is ‘believing’

by Clarence Hein

When Portland State’s football team put together back-to-back wins against Western Football Conference opponents Santa Clara and Cal State Northridge to end the 1984 season with the University’s first football conference championship, it was head coach Don Read’s first opportunity in four years to say, “See, I told you so.”

But he didn’t say it, even after the growing frustration of three losing seasons (his team won as many games this season as it had the entire three previous years). What he does say is, “We didn’t win the first three years because we weren’t good enough. We were in the building process.”

Then, repeating the basic philosophy which he says keeps him going, he adds, “If you stay in the business long enough, and if you believe in what you’re doing, then you have to believe that you have a chance to win.”

Don Read’s belief in his formula and in himself was tested during this first three seasons at the Park Blocks. His Vikings suffered a combination of injuries, an apparent inability to make the “big play” and problems with concentration. They are all hallmarks of youth and inexperience, and factors which greeted Read when he took the job.

A low-key, pleasant, self-effacing man, Read likes to assert that “Every job I’ve had I’ve always liked. They’ve been fun for me in one way or another.” But he readily says about coming to PSU in the post-Mouse Davis and Neil Lomax years, “This has been the toughest job, partly because Coach Davis had done such an outstanding job and partly because it was a whole different brand of football.”

Where Davis featured a wide open, pass-on-every-down kind of offense, utilizing smaller, faster players who often were not recruited by other schools, Read’s team relies on a more traditional “pro-style” attack, including the run. In essence, he had to start from scratch at PSU. Looked at in that way, three years to build a winning program isn’t all that long.

“We felt like the program was coming along,” he says. “We knew the kids would be here this year. But it’s hard for the person who isn’t in it to see that. They don’t see the forest for the trees because the scoreboard gets in the way.” It is a long-time axiom in sports that, regardless of the quality of the effort or how close the score, what people remember is the win-loss figure.

“The scoreboard kills you,” Read says, running his hand through his unkempt sandy hair, “because it’s so final. It’s just so final. And the struggle — the playing through the losses and keeping faith — is the toughest thing on morale. But we tried to work with the young kids and sell them on the idea that in two or three years they would be winners.”

An added difficulty at Portland State is the attitude that coaches focus on the “character-building” aspects of the game rather than on win-loss records. But Don Read is a firm believer in the benefits of athletic competition, win, lose or draw.

“I always have felt that athletics is one of the finest forms of education. The kind of lessons that are taught to these kids they can’t get anywhere else — how to deal with life, with struggle and pressure, with discipline. You can’t get it in the classroom.”

“I don’t think football or athletics are ‘extra-curricular.’ I hate those words because they imply that athletics belong somewhere else. Competing in athletics is an education and the kids who get it have something that carries over into other aspects of their lives.”

Words like believing, commitment, loyalty, motivation, and goals face Read’s conversation as well as the many articles he’s written on the value of sports. “I believe in slogans and mottos and that words can change people,” he says.

Keeping his kids motivated during losing seasons was a difficult task. “For two years,” Read says, “we led our kids on statistics rather than scores. We had to point out areas where we were improving and where we were beating our opponents even though we weren’t winning.”

In that sense, next year will be somewhat easier. Read and his staff will be working with players from a winning team. Next year, his old nemesis the scoreboard will be in his favor.

“The scoreboard is a byproduct of all the other things you do,” he says. “If you can keep people believing and if all the critical things come together, then the scoreboard changes.”
Fit or fat: it's up to you

Two fitness experts use PSU platform to make nationwide pitch for better health habits

by Cliff Johnson

As Americans clamor for informed advice on health and fitness, Portland State increasingly has the facts and figures they want. In recent months, two experts under PSU’s auspices have captured widespread public attention with eye-opening statistics and predictions about our nation’s health.

Did you know, for instance, that despite the adult fitness boom, American school children are carrying around more body fat than did their 1960s counterparts? Or that the reported injury rate among aerobic dance instructors in America is an alarming 77%?

Glen Gilbert, on the faculty of PSU’s School of Health and Physical Education since 1977, lately has sounded a nationwide alert to parents and health educators that, on the average, today’s young people are growing up fatter and exercising less at school than American children of just two decades ago. If it persists, Gilbert warns, this disturbing trend could endanger the health of the nation’s children and compromise their well-being as adults.

Gilbert’s alert began hitting the national media the same week in mid-October that the internationally acclaimed father of aerobics exercising, Kenneth H. Cooper, M.D., headlined a PSU-sponsored conference on fitness in the business world. Dr. Cooper, who hopes his data on aerobics dance injuries will prompt some new injury prevention techniques, told a packed house of conference-goers in Portland that proper exercise is the key to reaching an individual’s full potential.

The two experts differ markedly in how they carry on with their work. Gilbert, a professor of health education, has used the clout of a federally-sponsored national study to take his important message to the public. Cooper, the controversial former Air Force surgeon whose advocacy of aerobics exercising has pushed sales of his books to more than 12 million copies worldwide, directs the famed Aerobics Center in Dallas, Texas, where he gathers useful data about health and fitness from those who train, exercise and are examined there. He then shares this data in countless local, national and international media appearances and public speeches.

Each man continues with his work with no doubt that only a few years are given one to reach the peak of persuasive powers and effect the greatest societal change. Who, then, can fail to see why these men use every efficient means to prick the public conscience and promote that change?

School children fatter

For Gilbert, this recently meant giving up for two years the job he loves best—teaching—so he could work in Washington, D.C. as a government project officer for the school health study whose findings have since made national headlines. Confident of the study’s meticulous methodology, Gilbert said, "It is clear that it is the most rigorous mass testing of children ever done in the United States."

To carry it out, specially trained staff trooped into 140 public and private schools located in 19 sample states across the nation—at times in the company of bodyguards who saw them safely in and out of tough neighborhoods—and quizzed 8,800 students ages 10 to 17 and their school officials about what kinds of physical activity young people were getting—and when, where and how often they were doing it.

While answers varied widely, and survey officials found many high-quality school health and physical education programs already functioning, the evident poor quality and infrequency of many others caused great concern. The study, which dealt with nationwide averages, revealed these facts:

• American school children are more overweight now than they were just 20 years ago when a similar national study was done;

• Their percentage of total body fat is up a full two millimeters;

• Half are not receiving adequate physical exercise during school;

• Attaining efficient body exercise for most students is being sabotaged for the benefit of the relative few who participate in the team sports activities (which normally don’t carry over well into a person’s adult years);

• Measuring a student’s degree of body fat by the thickness of skinfolds can help make long-range predictions about whether one is susceptible to hypertension, heart disease, diabetes, impaired tolerance to heat, as well as other ailments, the study indicated.

Although the immediate consequences of fatter skinfolds found in the new study were said to be unclear, Gilbert still interprets them as a warning signal.

"While I was not surprised that American children didn’t turn out to be very fit, on the average, I was surprised that the percentage of body fat had gone up a couple of millimeters," Gilbert noted. "That’s not a good trend," he continued, "and I hope people will listen to that and examine what is going on not only in schools, but in what children are encouraged to do after school."

In order to help parents and students determine whether a school health and physical education program encourages proper development, Gilbert suggested looking for: 1) an emphasis on fitness; 2) a program that is fun and enjoyable to pursue; 3) one that features individual exercises which carry over well into adulthood; and 4) a class size small enough to allow the individual attention which permits lifetime skills to be well taught.

"I feel strongly about these issues, and we’re not doing enough for physical education in this country," Gilbert emphasized. "What’s happening with the so-called ‘return to the basics’ is, oftentimes, they’re not emphasizing physical education. And I see examples of physical educators being cut around the country," he charged.

Better habits, better adults

As PSU’s expert on school health gets his message out—through the classroom as well as the national media—PSU’s Schools of Business Administration and Health and Physical Education have made a commitment to educate local business people about fitness in the workplace. For their sixth annual "Fitness in Business" conference in October, PSU invited Kenneth Cooper to present his views on the adult fitness boom. Cooper’s message was at least as vital as Gilbert’s.

At his Aerobics Center headquarters in Dallas, over 30,000 people—including politicians, socialites, bank presidents and corporate executives—have participated in Cooper’s health assessment and improvement programs since 1971, by his own estimation. Together, these aerobic

Continued on next page
exercisers have covered more than six million miles of supervised activities on the center’s 23-acre campus without a single death, according to Cooper. His fitness advice can be taken in that light. “You can run a good thing into the ground,” he noted in an interview prior to his recent Portland appearance. “If you run more than three miles five days a week, you’re running for something other than cardiovascular fitness.”

Cooper, whose books also show readers how properly performed cross-country skiing, swimming, jogging and other aerobic activities can provide substantial aerobic benefits, describes the following additional advice to help people attain what he terms “total well-being”: stress control, elimination of cigarettes, moderation or elimination of alcohol and drugs, weight control and a balanced diet. He also advocates eating a large amount of one’s daily calories at breakfast, half at lunch, and the other fourth at supper.

During his Portland conference speech, he told business people, health care professionals and students that the process of digesting a big evening meal, with its consequent release of energy during the hours of sleep, can be hard on the heart and perhaps even fatal to some. Results of research on this question are still pending.

AlumNotes

Continued from p. 4

Richard La Violette (BS) has joined Krauskopf, Vantschick, Osfiette, a West Portland and administrative small schools in Montana. He and his wife have four children.

Mark Gardner (BS), the City of Portland’s chief of public relations, July 26 from the Oregon Chapter of the American Society for Public Administration, citing his work in implementing the city’s new Urban Services Policy. The policy involves the framework for Portland’s new annexation program in East Multnomah County.

Gary Wishart (BS), considered to be one of Northwest Oregon’s best watercolorists, now lives in Enterprise, Ore. with his wife Jenny. He spends summers painting in southeast Oregon, the Oregon coast and Hells Canyon, and returns to his studio to paint during the winter.

Diane Ebel (BSW) has been named director of Independent Living, Inc., The Pendleton, Ore. organization helps its 55 clients, who have long-term mental and emotional disorders. To live as independently as possible.

Richard Grace (BA), a fire inspector with the Portland Fire Bureau. A football player during his years at PSU, he also played in this year’s PSU alumni-varsity football game. His wife is former PSU student Roseanne Pelican. Their daughter, Kristin, is J.

David Manley (MAI), a former elementary school superintendent, has been named superintendent of the Clackamas County, Ore., School District. He and his wife Donita, and their two children have relocated to Pineville.

Shelly T. Olson (BA) is teaching physical education at Marshall Elementary School in Luton, Ore.

Lee Sherman (BS), former award-winning editor at the Valley Times newspaper, Beaverton, Ore., has been named associate editor of the weekly magazine supplement of The Business Journal, Portland.

The best time for aerobic exercising is toward the end of the day, prior to the evening meal, said Cooper. “If I exercise then, it’s the most effective tranquilizer available,” he remarked. “It relaxes the tensions of the day, and I sleep better.” Also, it lessens the appetite, which Cooper terms desirable.

From his Dallas headquarters, Cooper indicated that he and his staff are investigating the alarming rate of injuries which are occurring with increased frequency. The musculo-skeletal injury rate is running about 43% in the students, and as high as 77% in the instructors,” Cooper noted. He hopes his data will soon reveal how to help reduce those injuries. “Otherwise,” he prophesied, “we can expect the popularity and enthusiasm towards aerobic dancing to go the way of the hula hoop.”

Cooper Center research also continues on such topics as brittle bones in women, how improved employee fitness can benefit business productivity, and the role of exercise in minimizing the development of high blood pressure. Still another area of Cooper’s research dovetails with Gilbert’s work in youth fitness. In another national testing program, one comparing schools across state lines, Cooper and his people are evaluating at least two school districts in each of the fifty states, testing mood to twelfth grade students on strength, endurance and flexibility. Where deficiencies are found, “we expect to be able to put some pressure on some of these states and school districts to improve and upgrade the quality of fitness in their students,” he said.

Results of this project, which is supported by the President’s Council on Physical Fitness and Sports and the American Association for Health, Physical Education, Recreation and Dance, and is funded by the Campbell Soup Company, are expected by August, 1985. “It’s going to be an eye-opener for a lot of people,” Cooper predicted.

Both men strongly feel about school health and its importance in creating fit, productive adults. “If we don’t have healthy kids with healthy attitudes and healthy behaviors, it doesn’t matter how much they learn in any other class,” said Gilbert, adding that unhealthy youth are not going to be productive either as students or as adults.

The careful research and calculation visibility of Cooper and Gilbert have brought some important health and fitness facts to light. But ultimately, the experts realize that they can only help people to help themselves to better health.

So, it's up to you.

Lectures by Rick Steves
225 Cramer Hall
Saturday, January 12
Rick shows you the ‘how-tos’ of traveling as an European — sightseeing, shopping, where to eat, where to stay.

Sunday, January 13
You’ll explore art, history and cultural environments of the countries you’ll visit next summer!

$25 per lecture
$45 for both
BILL PLYMPTON:

Cartoons For Our Times

Today, at age 38, Bill Plympton (left) is a nationally known cartoonist famous for his barbs against President Reagan. For years, he's been an employee of Stone Soup magazine, which he left in 1977.

"I was always wanted to be an artist," he says. "I drew a lot, always. And I said, 'I'm going to be an artist.'"

At PSU, he recalls, "I learned a lot about what I wanted to do in terms of a career." He looks back on Fred Cline's life drawing class and Avid Orbeck's graphic design class as being "really eye-openers." He did his first commercial work on the Vanguard and earned a degree in graphic design.

After college Plympton moved to New York City, to attend the School of Visual Arts and then to launch his career in art--not as a cartoonist but as an illustrator for magazines and newspapers. "It was a struggle at that time," he remembers. "It was fun being in that atmosphere. There was always something new, something to learn."

Soon Soho began paying Plympton for his efforts, and he became "a sort of counterpart" to Joe Feller whose work appeared in the same vein in the Village Voice. "Now that I had an audience, I had to do something," he says. "I saw how I could make a living just doing cartooning." Two books featuring his work--19 Days and Medium Rare--appeared in 1976 and 1978. His cartoons began appearing in other publications, including Rolling Stone and Portland Tribune.

By 1980 Soho News had fallen on bad times and was no longer publishing. Plympton signed a contract with Universal Press Syndicate. Today he produces three cartoon strips and two caricature cartoons weekly, and the syndicate sends them to about 25 newspapers. In addition, Plympton's work has appeared in such publications as the New York Times, House Beautiful,菲尔普斯, Vegas, Rolling Stone and National Lampoon.

"If art is a product of its times," PSU professor Helene Katz says, "then Plympton's work today----broadly: 'Crazy things were going on in the '60s,' Plympton recalls, 'and it seemed like Humor was the best way to deal with all the craziness.'"

"Now, in the '80s, another PSU graduate has achieved national success--John Callahan, who draws 'Irreverent Gag CARTOONS about the human condition,' would agree that his work, too, is a product of its times."

JOE SPoonER:

When he was a student at PSU in the late 1960s, playing basketball with his friend Bill Plympton, Joe Spooner (left) found himself reluctant to study art even though he loved it. "It didn't seem very good as a business," he says. "I heard all these stories about people having to work day and night trying to get stuff published."

The strain turned out to be true, but Spooner, now 38 and devoting himself full-time to a drawing career, observes, "I really enjoy it artistically 95% of the time."

After Spooner graduated in graphic design in 1966, he joined the Air Force and for a time flew cargo in Vietnam. However, it was also during this stint in the Air Force that he began practicing techniques he had learned in Fred Cline's life drawing class.

"There was a lot of stuff to make fun of in the Air Force," Spooner recalls. He started cartooning as a kind of outlet, and the higher-ups liked it quite a bit. Spooner's booklet of cartoons about what went on in the Air Force, and I gained a little status and got out of a little work.

Spooner spent most of the 1970s working off and on at part-time jobs in Portland and San Francisco and doing cartoons, as he put it, "only when the idea struck me." He stopped taking part-time jobs in 1979 and, since then, his freelance art career has been a steady success.

Today he produces a regular full-page feature for Stone Soup Magazine, a word-and-pictue commentary on life in Portland. His work also has appeared in such publications as Saturday Review, Equine and Guilty Magazine, as well as in Oregon magazine, the Oregonian, Oregon Mimeograph and New Times publications locally. He also produces illustrations for several commercial publications.

"It was a time, Bruce McGillivray admits, when he thought he could influence the politics of the country with his political pen. He had experienced the climate of protest during the war in Vietnam when he was a student at Portland State. He had even penned his draft notice in the Viking in 1969, the year he was the yearbook's editor.

Later, as the initial art director of the Oregon Times (1973-77) and then of the Biweekly California-based political journal Inquiry (1977-78), he was able to give expression to his views in the form of caricature and political illustration.

"I was caught up in the period of investigative journalism," he recalls. "There you really had the strong feeling that you were calling politicians to account where they had not been accomplishing some basically good social and political ends."

However, time has changed the views of McGillivray, now 37 and a full-time freelance illustrator. "Caricature is not quite as devastating as I would like to think," he says. "The most you can do is poke a little sensitive fun, but the element of fun is the limiting factor. I remember I would do a caricature about some local politician and think, 'Well, I really nailed this guy,' and then I'd get a phone call from his secretary saying, 'One of your cartoons changed his mind.' Oh, that used to infuriate me!"

As times changed, so did the magazines in McGillivray's life. At the Oregon Times, he watched the "weasy little political magazine printed in the cheapest possible way" broaden to become a less feisty, less political slick publication with a new name--Oregon. His craft remains as much a labor of love as it was when he was a colobus-bobbing infant drawing on walls. "I've always wanted to be an artist," he says. "I've done it since I was very old."

He. has contacts with both Oregon Times and Inquiry helped him later in his freelance career. McGillivray tends to have a high turnover. So if I establish a good relationship with an art director at one magazine, a few years later he's going to move onto another magazine that I can also work for. If you know enough art directors, that works out pretty well."

McGillivray left his freelance career in 1978, remaining in San Francisco until 1983. He now lives in North Portland with his wife Anita Malady and their two-year-old son Owen. McGillivray's work has also appeared in such publications as San Francisco Magazine, Rolling Stone, New West, California, Columbia Quarterly and Alternative Week.

"I don't really think of myself as a cartoonist," he says. "I do caricature within an illustration framework. In illustration you avoid labels and balloons and captions. You've got only one shot. I do caricature to have a high impact."

JOHN CALLAHAN:

Something wonderful happened to John Callahan in 1983. About the time he was completing work on his English degree at PSU, magazines and newspapers around the country began publishing his cartoons. "It felt very lucky," he says now. "I find when I go into town, people say, 'Are you Callahan?' We like your work. We put it on our refrigerator. It's real gratifying."

Life hasn't been easy for the 39-year-old redhead. He suffered severe spinal and back injuries in an auto accident in 1972, and had been bound to a wheelchair ever since. "It took a long time to recover from the accident physically, mentally and emotionally," he says.

Although he has been drawing since he was three years old, the sense of humor came much later--"when I took care of a few other things in life," he says, including "adjusting to my condition."

Thus the accident may actually have contributed to his success as a gag cartoonist, and he can now joke, "The injury helped in another way, too, because I'm already sitting down."

Callahan earned some money from commercial art in the 1970s, but it was at Portland State that he started his career..."
Continued from p. 8

Plympton disputes the idea that caricature is easy. "It's hard work," he says. "You just keep redrawing and redrawing and redrawing until you win something that you know is right."

President Reagan is his favorite person to caricature—"he's got all those lines and he's a constant source of humor." The President is also his easiest subject. "It takes me about an hour to do Reagan," says Plympton, "but somebody hard like Harrison Ford—all the photos show him with a small chin but he really has a big chin—I can take days. It took me two days to discover Harrison Ford has a big chin."

Plympton is constantly on the lookout for new ideas. "I'm always an open receiver for something that somebody tells me is kind of funny," he says. Many of his ideas come from watching television programs that he has recorded on his VCR. "I get a lot of ideas from the evening news or Johnny Carson or McNeil-Lehrer," he says. He spends the second part of each week working on magazine illustrations or any special projects he might have. The latter part of the week he reviews his TV tapes and produces his artwork for syndication.

Among his recent special projects are a film and a book. The film—a five-minute animated anti-nuclear feature called "Boomtown," which he produced with Fei—is a departure for Plympton, who had stayed with the idea of animation ever since he took classes in PSU's now-defunct Center for the Moving Image. "Boomtown" made its west coast debut at the Northwest Film Study Center in Portland last month and is being entered in film festivals and the Academy Awards competition. "If we win any awards," says Plympton, "we'll try to find a distributor."


While cartoonists are constantly vying for the limited space available in publications, Plympton unselfishly continues to offer assistance to his colleagues. The past five years he has returned to Portland each summer to teach classes at Pacific Northwest College of Art and he often asks fellow artists to speak to his students. This past summer he shared a show on caricature at PNCA with Bruce McGillivray, a long-time friend from Portland State. PSU graduates Joe Spoerer and John Callahan credited Plympton with helping them in locating markets for their work. And this fall Plympton organized an anti-Reagan show in New York City featuring name cartoonists from around the country.

Plympton's explanation for all this good will is simple. "It's a competitive business," he says, "but there's a fraternity type atmosphere."

CALLAHAN

Continued from p. 9

experienced success with gag cartoons that appeared in the Vanguard and the Portland Slammer. He also remembers being given the opportunity to "illustrate Dante's Inferno and Spenser's Faerie Queen in cartoons for Tony Wolfe's literature class instead of doing term papers."

In the past year and a half, Callahan has been producing cartoons at a furious rate. "I try to think of maybe five ideas at night and then draw five cartoons the next day," he says. He likes to sound out "10 now ones a week and keep them circulating" in addition to the several cartoons that he submits weekly for his regular features in Willamette Week and the Vanguard. In all, he estimates he draws 600 or 700 cartoons a year—and maybe a thousand."

Callahan says he sends out so many cartoons that "I even have a secretary, my housekeeper, who helps me keep track of them because I have a very unorganized mind." He figures 50% of the cartoons that he sends out are held for consideration and 1% are actually published. His work has appeared in such publications as Penthouse Forum, American Health, Stereo World, Accent, Caesar's World, The Easy Rider, Multnomah Magazine and Clinton Street Quarterly.

"I get my ideas by thinking hard about them," says Callahan. "My mind is so set up for the gags that it's programmed, and so the minute I see something slightly humorous my mind is triggered into a cartoon." Sometimes, of course, his moods get into his work. He remembers one day, when he was in a bad mood, "I did a cartoon for Willamette Week about a guy watching the weather on the news, and the guy on TV says, 'Portland area weather calls for severe depression with a 30% chance of suicide.'"

"I saw that one pinned all over town," he says.
Vanport Reunion '84

The annual spaghetti feed for Vanport alumni was a particularly memorable occasion this year, with visits from "The Father of Portland State," Stephen Epler, and Vanport's first athletic director/football coach Joe Holland. Epler, the man who had the vision and the persistence to get Vanport off the ground and lead it through its first decade, now lives in retirement in Fremont, California. Holland, who did everything from coaching to directing student activities, is also retired and living in the Portland area.

After the spaghetti dinner and entertainment by the Muddy Bottom Boys, Vanporters went on to the PSU-Santa Clara football game, which the Vikings won.

(Pictures, top to bottom:) Epler and retired Vanport faculty member Roy Pearson reminisce; retired history professor and dean Emeritus George Hofmann greets Vanporter Bill Lemman, who is now the Vice Chancellor in Oregon's system of higher education; Joe Holland chats with Vanport baseball player Margaret ("Mugly") Dobson, now PSU's Vice President for Academic Affairs.

Speaking of alumni...

by Teresa Ericsson ('83) Alumni Correspondent

Adopt a university. . .

Strong believers in the system of higher education, three alumni of distant alma maters have adopted their new community's growing urban university as their own.

Patrick Doyle (Notre Dame), Burke Raymond (Michigan State University), and Susan Siedel (Northeast Missouri State University) are a unique part of the record 62 volunteers in PSU's 1983 Alum Alum program. Having settled too far away to assist their own alma maters, these three pioneers view PSU as a vital and dynamic part of their new community. As Burke Raymond explains, "I am not a graduate of Portland State, but I have always had an interest in PSU because I'm in Oregon and I'm in Portland and that currently has a lot of importance than when I went to school." By becoming involved in PSU's fund-raising activities, these volunteers hope to help influence higher education on a local level.

This is the kind of dedication and generosity of spirit that makes PSU's continued growth a reality. As these adopting alumns show, PSU is a "kid" that's easy to place!

Experience still the best teacher...

What do a retired London schoolmaster and a PSU alumni tour group have in common? One wishes to share a lifetime of experiences with the other to acquire the experiences of a lifetime.

In April 1983, at a London production of "All's Well That Ends Well," Raymond Tew met PSU student Ann Karser, who put him in touch with the PSU Alumni Office. A former grammar school mathematics teacher, Mr. Tew's knowledge of British history and his deep affection for the City of London made him an instant hit with the first PSU British Isles tour group. His face flushed crimson as he delightedly quotes from Boswell's biography of Dr. Samuel Johnson, or shares a bit of wisdom from his many travels around the continent. The warmth and enthusiasm of this pensioner enravels each story he tells, adding a personal touch to the tour group's London experience.

By popular demand, he met with the second tour group in late October, led by PSU theater arts professor and theater veteran Jack Feathrell. Mr. Tew now has one more thing in common with our London group—he has been made an honorary PSU alum.

Serendipitous experiences—that's what makes traveling with PSU so unique!

GROUP LIFE INSURANCE YOU CAN AFFORD

Here is a valuable supplement to your current life insurance plan—easy, economical. Now, during a limited enrollment period, all PSU Alumni under 60 are eligible to apply and purchase $10,000 to $200,000 of term life insurance that may be continued to 75 . . . plus an equal benefit amount from $10,000 for your spouse and $5,000 for each of your dependent children. We endorse this program as one of the best group life insurance plans on the market today. Apply now! Call or write for your application.

AlumniNews

Indulge your appetites... For one undecided PSU graduate, some favorite childhood memories became the basis of a new career...

As a child, Michael Brown ('73) enjoyed both classical music and his mother's great cooking. His interest in music led him to create a classical music section for the Music Millennium record store. When the entrepreneurial urge hit, he began doing business out of his home, and in 1983, "Cheerables" moved to its current site on West Burnside. The store grew to contain its present selection of some 1,000 used records and 4,000 used tapes, as well as new and used books.

Money worries and hard work were constant companions in the early days. Advertising by word-of-mouth, Michael drew enough trade in the first seven months to have his mother Marjorie and his brother David join him in opening a restaurant on the premises.

Describe to the affable proprietors as a "European-style cafe" and "Cheerables" is a warm and cozy haunt where music enthusiasts browse and home-cooking fanatics indulge. For the best deal in music, meals, and hospitality, stop by at 300 West Burnside.

Hitting the wilderness trail...

Challenging and exhilarating, Nordic or cross-country skiing is a lot more than just a means of travel, according to a former PSU faculty member...

Ray Adams, an administrator for PSU's Division of Continuing Education, began cross-country skiing eleven years ago to expand his backpacking skills. Bitten by the ski bug, Ray soon found himself teaching skiing for the Mazamas, and later serving as a volunteer in charge of their operations. He went on to form Timberline Nordic Inc., a Nordic ski school staffed with certified instructors rated on both knowledge and performance by the Professional Ski Instructors of America.

Ray Adams feels that most adults approaching skiing for the first time are fearful of appearing klutzy and failing in their endeavors. These are fears which he and his qualified team will lay to rest after the first few lessons.

Classes for PSU alumni are offered in the areas of touring, racing (both competitive and "fun-runs"), and downhill cross-country skiing. For more about the wilderness adventure awaiting you on cross-country skiis, call the PSU Alumni Office, 229-4948.

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Anderson’s civic concerns include PSU

As civic-minded as Pauline Anderson is, it’s natural for her to sit on the Foundation board of Portland’s largest higher education institution. And as visible as the new Multnomah County Commissioner is, the PSU Foundation naturally benefits from her volunteer association.

Anderson, who distinguished herself as the first woman president of the City Club in 1982-83, has devoted the last decade to trying to improve the life of the city. Advancing the cause of PSU is one way to enhance the urban environment, believes Anderson.

“I’m a strong believer in urban institutions,” said Anderson, a native of Portland. “The training and education needs of the urban community are best met by an urban institution like Portland State.”

PSU provided Anderson with an educational opportunity when five children and a sick husband kept her close to home. The teaching certificate she earned at Portland State in 1967 prepared her for a second career, launched after her first husband’s death. PSU’s accessibility for adults wanting to further their education is one of the University’s strongest points, feels Anderson, who has an undergraduate degree from Linfield College and a master’s in physical therapy from Stanford.

Anderson’s civic involvement started when eight years of middle school teaching had culminated in a “proper burn-out.” The volunteer credentials she has amassed since then are impressive. She has sat on the boards of the YMCA, United Way, Schools for the City, Planned Parenthood, Metropolitan Youth Commission, Pioneer Courthouse Square and Portland Youth Advocates. Anderson was invited to serve on the PSU Foundation board in 1982.

Pauline Anderson

Student’s civic concerns include PSU

It is not an easy job to convince the state legislature of PSU’s importance in the economic and cultural life of the state’s largest city, feels Anderson. “First you have to convince the State Board of Higher Education. Then it’s a matter of constant pressure and clamor. It has to be said in different ways and an awful lot of people have to say it.”

Anderson believes that Oregon voters were making a statement about the value of state-supported higher education when they defeated Ballot Measure 2, the property tax limitation measure “which would have been a meat axe.”

In the same election last month, Multnomah County voters decided to give Anderson a chance to help shape a direction for the county. “As the county transfers its urban services to the city,” said the new commissioner, “it’s time to redefine the county’s mission.” What does the community need and what can the county do best — most cost-effectively, efficiently and humanely?

Even though Anderson’s policy-making for the county will not often affect Portland State directly, the commissioner feels that she can help create an urban climate in which PSU and other schools can prosper. “My strong belief in PSU will carry through whatever I do,” said Anderson.

Accounting grads
stage own campaign

PSU Accounting graduates have long memories. They remember how private funds helped them develop the skills and expertise they use everyday on the job. Now, with their gifts and their time, those grads are helping the accounting department in its annual fund-raising effort.

“We are hoping to raise up to $40,000 this year,” said Richard Visse, head of the accounting department, which last year raised around $25,000. Started in mid-November, the fund raising is accomplished through volunteers’ personal solicitations of individuals and firms in the “public accounting arena,” Visse noted.

Part of the collected funds are allocated to the Beta Alpha Psi, the accounting fraternity, and for faculty recruitment. Gifts are also used to support faculty memberships and involvements in professional accounting organizations. Faculty research and the acquisition of additional computer software are also financed through private funds.

“These funds have strengthened our accounting program, especially during budget cuts, by providing us with extra resources,” Visse said.

Personal solicitation phase of annual campaign wraps up

Volunteer fund-raisers went out into the community in early October to share their concern and their enthusiasm for Portland State with prospective donors. They came back in late November with over $16,000 in pledges and gifts to the PSU Foundation.

“Some of our volunteers may have lacked experience in fund-raising, but they made up for that with their enthusiasm,” said PSU Development Officer Floyd Harmon (’79). While the total for the personal solicitation portion of the annual fund campaign is short of the goal, Harmon is confident that the upcoming phonathon and direct mail efforts will more than compensate for the slow start of the campaign.

In their one-to-one contact with individual and corporate friends, the volunteers raised 21 gifts/pledges of $50; 24 $100 gifts/pledges; 27 in the $101-500 category; and 3 $1,000 plus. The Accounting Corporation gave $1,250, with a pledge of $1,250 for the next three years, for a Presidential Scholarship and faculty development. The “1250 Club” encourages such gifts, with $1,000 going to a scholarship and $250 to a fund to assist faculty in their professional activities.

Beginning in January, telephoneers will be calling alumni and inviting them to make gifts to their alma mater. Last year, the phonathon gathered about $43,000 in pledges to the Foundation. Around the same time, the development office will be writing directly to alumni to tell them about PSU’s financial needs and to ask for their help.

Also in January, MBAs will launch their own fund drive, with a phonathon and a mailing to fellow MBAs. Last year’s MBA Fund raised over $20,000.

Alumni are encouraged to lend an ear to these callers, and consider making whatever size gift feels comfortable. Callers are also prepared to answer any questions alumni might pose to them about PSU programs and expenditures. And, don’t forget, volunteers are always needed for fund-raising, committee work and special events planning.
Faculty Notes

Basil Dmytryshyn, History, is listed in the new, 43rd edition (1984-1985) of Who’s Who in America. He has been included in every edition of Who’s Who in the West since 1970.

Louis Efetto, Foreign Languages, is doing research at the University of Orleans, a new entry in his Hungarian language at the Center for Slavic and East European Studies, Ohio State University, as part of a National Endowment for the Humanities Project.

Orcilla Forbes, Vice-President for Student Affairs, is the new president-elect of the Portland Board of Trustees, the Providence Medical Center Planning and Policy Committee, and the board of the Western Forestry Council.


Kwan Hsu, Professor Emeritus of Physics, was invited by the Office of the Overseas Chinese Affairs of the State Council to the celebration of the 35th anniversary of the People’s Republic of China in Beijing, Oct. 1. After the celebration, Hsu visited scientific institutes and agencies in Beijing and Shanghai to give lectures on the research activities of PSU’s Environmental Sciences and Resources doctoral program. Hsu also showed slides of PSU, hoping that some visiting scholars and students will come to Portland State to join in research and graduate studies.

Roy W. Koch, Civil Engineering, has recently been awarded two research grants. He received a $46,000 grant from the National Science Foundation for his current research project entitled “Generation of Streamflow Data for Ungaged Catchments,” which investigates new techniques for estimating hydrologic information at locations where none is presently available. Koch also received a $112,000 grant through the Oregon Water Resources Research Institute for an ongoing project to apply microcomputer technology to water management problems.


Franz Langhammer, Foreign Languages, has received the Friendship Award of the Federal Republic of Germany for his efforts in fostering and sustaining friendship between the United States and West Germany.

Wendelin H. Mueller, Civil Engineering, received a $10,598.40 extension to his existing research contract with the Bonnville Power Administration. Mueller is investigating the possibility of analytically predicting the collapse load of transmission towers.

Ben Padow, Speech Communication, and Elaine Cogan, a former PSU student, have authored You Can Talk to (Almost) Anyone About (Almost) Anything, a concise, easy-to-read manual for anyone who wants to be a better public speaker. The book, published by Continuing Education Publications at PSU, is available from the Division of Continuing Education or in local bookstores.

Don Tang, Business Administration, has been sworn in as president of the 3,500-member Oregon Society of Certified Public Accountants. A former director of Oregon Board of Accounts for the Public Interest, he has also been president-elect, vice-president, secretary, director, and continuing professional education instructor for the OCPA.

Pavel Smejtek (Principal Investigator), Arnold Pickar, Makoto Takeo, and Kwan Hsu, Physics, and A.S. Levinson, Chemistry, are members of a research group that received a $126,734 grant from the Institute of International Education to continue studying the effects of pesticides on ion transport in lipid membranes, a model system for matrix of biological membranes. This second grant will take the group through March 1985.

Primus St. John, English, has been appointed to the Literature Panel of the National Endowment for the Arts.

In Memoriam

James V. Ull, Professor Emeritus of English, died Nov. 9 in his home in Lake Oswego. He was 66. Ull came to Portland State College in 1955 from Minnesota’s Hamline University. He earned his Masters from the Univ. of Oregon and his Ph.D. from the Univ. of Minnesota, focusing his studies on poet John Dryden. At PSU, Ull served as faculty adviser to the Portland State Review of Student Writing (now the Portland Review), was for two years co-director of Summer Session, and was Acting Dean of the Division of Arts and Letters during Fall, 1967. Surviving Dr. Ull are his wife, Patricia, and two sons.

Alice Stewart

Continued from p. 3

Looking back, Stewart says, “I’ve had a marvelous time. I’ve never been short of interest. But I think if I realized what was ahead of me I’d never have done it. We did get kicked around pretty badly.”

In trying to understand the reluctance of governments and industry to acknowledge the dangers of even low-level radiation, Stewart keeps coming back to such human failings as greed (“you know, no tombstones in the industry”), and willfulness. “I understand that you go into the school (near Hanford) and there’s a mushroom cloud on the doormat. And they’re proud of it. That’s the only way they can live with it, I think. Otherwise, if they really stopped to be bothered about what they were doing … you can’t imagine they could go on, could you?”

As much as she hates to say it, Stewart thinks that safety standards and public attitudes in general are not likely to change until there is “a jolly bad accident in a well-publicized place. (It) could really pull people up short.”

What is so refreshing about this scientist, who has enough facts in her statistical arsenal to make such a calamity unnecessary — if only people would take notice — is that she seems genuinely startled by her own findings. “You see, I had no particular axe to grind,” said Stewart, whose political involvement begins and ends with her membership in the (British) Medical Society Against Nuclear War. At public lectures, she will spend an hour reciting figures and interpreting graphs and curves, and end with the simple, almost sotto voce, statement, “If I were you, I’d be rather alarmed.”

Work began at the end of summer on the new enclosed tennis courts on the roof of the Health and Physical Education Building. Problems with steel shipments and bad weather have delayed the $856,000 project and completion is anticipated next spring. The project, funded with student building fees and not state tax money, also included conversion of half of Shattuck parking lot to tennis courts. That phase was completed in time for good tennis weather last summer.

And yet, the slight, good-humored grandmother seems always to be in the middle of a tempest, pulled this way and that by special interest groups that want either to vilify or lionize her; “I jokingly always say I keep out of earshot . . . so I haven’t really had to become neurotic.”

Stewart may be too busy to nurture any neurosis. There is usually a new project or an imminent discovery just around the corner. The epidemiologist is still learning things from her childhood study, which to date has included 15 million British children. In fact, she is on the verge of establishing a link between a “missing group of leukemias” and the mysterious Sudden Infant Death Syndrome (SIDS).

Also studying her on her difficult course is an undercurrent of humanism. “I’m a cynical old doctor who’s accustomed to seeing disease in appalling forms,” she remarks. “But I hope I’m still sympathetic to people.”

With a smile and a wave of the hand, she says, “If I were God tomorrow, I should take every job away from the nuclear physicists, like that. I’d immediately take all the money that’s been going into this corner of knowledge and put it into molecular biology, getting energy direct from the sun, strengthening the whole basis of education, and bringing everybody up to proper twentieth century standards. That’s what I would do.”

It’s no wonder she’d like to have another thirty years.
New faculty who bring their East Asian specialties to PSU’s International Studies degree program are, from left, Wendy Larson, Chinese; Gil Latz, Geography; Patricia Wetzel, Japanese; and Laurence Kominz, Japanese. They were introduced to the community this fall at a reception at the Japanese Garden.

International degree approved

The picture continues to brighten for international education at Portland State with the State Board of Higher Education’s unanimous approval this fall of an undergraduate degree program.

Earl Rees, Interim Director of International Studies, said he is optimistic that the degree program will be in place and operating soon. He pointed out that the courses are nearly all in place already and the faculty has been strengthened by four new members with expertise in East Asian subjects.

“...it’s natural that we should enhance our study and understanding of this area of more than one billion people,” Rees said. “It’s hard to ignore it. There is a natural connection with the state of Oregon.”

The Bachelor of Arts degree program will also feature concentrations in Latin America, Middle East, and Central and Eastern Europe. At about the same time the State Board approved the PSU international studies program, Oregon governor Vic Atiyeh signed a Sister State agreement with Fujian Province in China, creating even more interest around the state in East Asian studies. The governor gave further impetus to PSU’s international studies future when he unveiled his ‘OREGON Plan’ after Thanksgiving. Included in this tax reform plan was a strong call for support of the Institute for International Trade and Commerce at PSU.

Rees said the presence on campus of the Institute adds another dimension to international studies.

“We’re excited at the prospect of working in cooperation with the Institute, particularly in connection with East Asia,” he said.

The Institute will operate its first year under James Manning, whose international marketing programs at PSU produce the majority of persons hired into the international business scene around Oregon. Manning is working with two Associate Directors, Lloyd Porter, director of the U.S. Department of Commerce District Office in Portland, and Basil Dmytryshyn, a history professor at PSU.

The Institute was begun with $230,000 in “seed” money from the state legislature. Since then, Congressman Les AuCoin has sought additional seed funding from the federal government.

Briefly...

President evaluated by Chancellor

William Davis, Chancellor of the State System of Higher Education, was on campus in late November gathering information for his regular evaluation of PSU President Joseph Blumel. Davis met with more than 100 persons including administrators, faculty, campus groups, students, alumni, legislators, city officials and representatives of the business community.

The chancellor is required to evaluate the eight institutional presidents at regular intervals. Presidents at OSU and UO also are being evaluated this academic year.

Engineering Ph.D. approved

Graduate education in the metropolitan area will be enhanced when PSU begins offering a Ph.D. degree in Electrical and Computer Engineering, approved recently by the State Board of Higher Education. The doctoral program, PSU’s first in the engineering disciplines, will have two major thrusts: the detection and control of problems associated with the replacement of the human senses by computers (such as in robotics); and energy systems and applied electromagnetics, building on past work with the Bonneville Power Administration and the U.S. Department of Energy.

Social Work receives accreditation

The graduate program in PSU’s School of Social Work has been accredited for the maximum seven-year period by the Council on Social Work Education. The program, established in 1962, was first accredited in 1964 and again in 1974, while the undergraduate program in social work was accredited ten years ago. “This makes PSU’s two programs the only accredited undergraduate and graduate schools of social work in Oregon,” said Social Work Dean Bernard Ross.

Grant will establish new center

The School of Social Work and the Regional Research Institute were recently awarded a $1 million grant by the National Institute of Handicapped Research and the National Institute of Mental Health. The grant is for establishing a national center to improve services for severely emotionally disturbed children and youth, said Arthur Emlen, director of the Regional Research Institute.

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Directors of the Institute for International Trade and Commerce: Lloyd Porter, Jim Manning and Basil Dmytryshyn.
Performing Arts

CABARET
12:30 pm, Parkway Commons, Nord, Smith Center, Free
Dec. 5 Rodgers Christmas Choir

CONCERTS
Dec. 4 University Chorus & Orchestra, Bruce Brownie & Gordon Solie directing, $2.50 general admission, $1 students, sr. adults, 8 pm, Lincoln Hall Aud.
Dec. 5 PSU Symphony Band, William Turtle directing, Noon, Lhu Aud., Free
Jan. 27 The Florentine Trio, 8 pm, Lincoln Hall Aud, Call 229-1105 for admission prices & details.

BROWN BAG CONCERTS
Noon, 75 Lincoln Hall, Free
Dec. 4 Lincoln Hall Chamber Players (PSU faculty)
Dec. 6 PSU Madrigals, David York conducting

DANCE SERIES
Call 229-3131 for information; 229-4440 for tickets.
Nov. 30 "Cavwvus," music, song & dance from
Dec. 1, 2, 3 Zimbabwe: $6 general admission, $5 students, sr. adults. Shattuck Studio Theater (room 212)
Shattuck Hall, Fri. & Sat. at 8:30 pm, Sun. at 3 pm
Jan. 18, 19 Liz Lubovitch Dance Company from
New York. $10 general; $5 students, sr. adults, 8 pm, Lincoln Hall Aud.

FRIENDS OF CHAMBER MUSIC
8 pm, Lincoln Hall Aud.; $10 general; $5 students. Call 229-4076.
Dec. 3 Roger Trio
Feb. 18 Fairchild String Quartet

PSU GUITAR SERIES
8 pm, Lincoln Hall Aud. $5 general; $3 sr. adults, students
Dec. 1 Scott Kritzer
Jan. 26 David Tanenbaum

PIANO RECITAL SERIES
8 pm, Lincoln Hall Aud. General admission $6; Sr. adults, PSU undergraduates $3; Students $1. Call 229-4076.
Jan. 10 Robert Taub. In 1962 named "young musician to watch," Taub has been fulfilling the prophecy
Feb. 26 Randy Esko. Portland debut of one of the world's most sought-after pianists, winner of the 1996 Cliburn Competition

THEATER ARTS
Dec. 4-8 "New Plays in Progress Series with this year's "Help Wanted" by award winning playwright Matti Komunicki, directed by Pauline Pfeifer. Studio Theater C115 Lincoln Hall, Call 229-4612.
Feb. 8, 9, 14-16 "Medea," freely adapted from Euripides by Robinson Jeffers. Call 229-4612 for more information.
Feb. 21-23

Lectures

FOREIGN LANGUAGE COLLOQUIUM
Jan. 9 "The Big Square of Paul Scott & English Problems in India," Shelley Reeve, English
Jan. 16 "Choosing a Study Abroad Program," Charles M. White, History
Jan. 23 "Sulis, East & West," Kazem Tezehani, Persian section
Jan. 30 "The Modern ReBirth of Germs Science-Fiction," William Fischer, German section

FORUM
The second of a two-part forum on "The Embrace of the Motherland: China & the Futures of Hong Kong & Taiwan." Call 229-3049
Jan. 4 Leonard Urgin, last U.S. Ambassador to the Republic of China on Taiwan, discusses the fate of the Nationalist-controlled island.

Special Events

POETRY
Portland (Smith Center basement, room 210, Free. Call 229-1045 for information.
Dec. 7 "Open Mike," 7-8:30 pm, Oregon's Poet Laureate Vern Rutsala reads his own work starting at 8:30 pm. Those interested in reading during "Open Mike" should arrive by 8:45 to sign up.

MEDIEVAL MERRIMENT
Dec. 8 Dessert & beverage served in a medieval atmosphere by strolling minstrels & players, Call 229-3041, for admission info. 6 pm, Smith Center Ballroom.

DANCE
7 pm-Midnight, Smith Center Ballroom. $1.50 general admission, free to PSU students with valid I.D. Beer Garden available for those of age.
Jan. 12 Hispanic Student Union presents dancing with two bands, Call 229-4505 for more information.

Campus Notes

Dec. 13 Fall Commencement
Dec. 25 Christmas Holiday, University Closed.
Jan. 1 New Year's Holiday, University Closed.
Jan. 7 General registration, winter term, evening classes begin (8 pm & later)
Jan. 8 Day classes begin. Also, Sr. Adult Registration begins at the Sr. Adult Learning Center C137 Reigert Hall, 229-4739 for those 65+ on a space-available, no-credit no-faulion basis.
Feb. 18 PSU classified staff holiday. Classes will be held.
March 4-15 Spring term advance registration.

Visual Arts

LITTMAN GALLERY
Regular gallery hours: 12-4 pm, Mon. thru Fri., 250 Smith Center, Free.
Nov. 27 - SCENE*EST: An exhibit of work by artists of
Dec. 28 Scandinavians descendent. Opening reception
Nov. 27, 5-7 pm.

AMERICAN & BRITISH FILM COMEDIES
7:30 pm, 75 Lincoln Hall, Free.
Nov. 30 "The Loved One," Satire
Dec. 7 "The Farr," with Peter Sellers

EASTERN EUROPEAN CINEMA
7:30 pm, 75 Lincoln Hall, Free.
Dec. 1 "WR: Mysteries of the Organism," Yugoslavian

WHITE GALLERY
Regular gallery hours: 8 am-4 pm, Mon-Sat., 2nd floor Smith Center, south, Free.
Nov. 27 - Color still-life photography by Ryan Bond.
Dec. 20 Opening reception Nov. 27, 5-7 pm.

Sports

WOMEN'S VIKING BASKETBALL
7:30 pm (except where noted), PSU's Macc Gym, $3 general admission; $1.50 high school age & under. Asterisk (*) indicates Mountain West Conference game.
Dec. 5 St. Martin's
Dec. 9 Arizona, 7 pm
Jan. 10 *Wyoming State
Jan. 12 *Idaho State
Jan. 24 *Eastern Washington
Jan. 26 *Idaho
Feb. 2 *Boise State
Feb. 5 *Oregon State
Feb. 14 *Montana State
Feb. 16 *Montana

WOMEN'S VOLLEYBALL
Women's basketball at its best. Call 229-4000 for information.

GULSTU TOURNAMENT
Women's basketball at its best. Call 229-4000 for information.
Dec. 16-18 GULSTU TOURNAMENT
Women's basketball at its best. Call 229-4000 for information.

BASKETBALL CLINIC
5-11:30 am, Memorial Coliseum, Call 229-4000.
Dec. 17 "For $2.50 students, $5 adults, see some of the nation's greatest players as well as gain general admission to the afternoon & evening GULSTU Tournament sessions.

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Regular hours are 8:00-6:00 Monday through Friday  10:00-4:00 Saturday