Portland State Perspective; Spring 1984

Portland State University
Downtown visions
Urban historian keeps finding things to write about this ‘lively city’

by Clarence Hein

"Writing a book about a city is a great way to learn about it." Carl Abbott, professor of urban studies, is in his Francis Manor office at PSU’s School of Urban and Public Affairs, explaining how a historian — born, raised and educated in the major cities of the midwest — landed at PSU teaching urban affairs courses and writing books about Portland.

“My training is in American history and I’ve always been interested in the classic study of American pioneers, covered wagons, and all of that,” Abbott says. “But, at the same time, I’ve been fascinated by the role the cities have played in the development of the west.”

Portland was not the first western city to capture Abbott’s interest. His first stop after earning degrees at Swarthmore and the University of Chicago was on the slopes of the Rocky Mountains. “When my first teaching assignment at the University of Denver included a course on the history of Colorado, I had to do a lot of reading really fast. Once I had all that material pulled together, I ended up writing a book.”

The book, Colorado: A History of the Centennial State, was not cast from the mold of traditional state histories. “I wrote the book because I saw a vacuum, a lack of the kind of history book I felt was needed.” What kind was that? “First, readable,” Abbott says with a laugh, hastening to add, “That is, something written for a general audience which also could be used as a text. Second, I felt there needed to be a book giving the emphasis to the role of Denver in the history of Colorado which it deserved.”

Arriving at Portland State in 1978, Abbott found himself living and working in the middle of what he considers one of the best and most exciting case studies in urban planning and development in the country. His interest was spurred by the fact that Portland “has remained a lively city at the same time that it has grown into a successful metropolis.” Abbott began an intensive study of the evolution of the city, which resulted in Portland: Planning, Politics, and Growth in a Twentieth Century City, a book about the development of Portland from the turn of the century to today.

Portland provides an excellent object lesson in the importance of political leadership and public support in comprehensive urban planning, Abbott says. “We did not have (such) planning in Portland until the last 15 to 20 years.”

In the book, published last year, Abbott says, “I use the development of planning, the planning commission, and planning activities as a framework. I wanted to see how these decisions impacted the kind of city that we live in; how they shaped our everyday lives.”

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Abbott can't stop writing, learning about Portland

Continued from p. 1

Abbott devotes a good deal of his book to the evolution of the major planning decisions of the past two decades, such as the South Auditorium Urban Renewal Project, the revitalization and expansion of the downtown core, development of the city's waterfront, the transit mall, and neighborhood preservation.

What he discovered, he said, is that "if you don't have political support, planning doesn't mean anything." Portland has been fortunate at some critical times to have both public and political support for key decisions.

A current example, one that Abbott believes will help further revitalize downtown, is the Pioneer Square development. "This is an example of a real public-private effort. There are people who have questions about the design or about the entire project, but the square is completed and I believe it will be used."

He pointed out that Pioneer Square organizers are being careful to schedule a lot of public events in the space early in its existence. "People will get into the habit of using that space, particularly as the weather gets better, and it will be a real addition to the area."

The Pioneer Square development is one kind of effort which every city must make, Abbott says. "An area can live indefinitely if it does two things: It maintains a diversified economy; and if it keeps recycling and reinvesting its older sections." He feels Portland is doing both.

"You have to improve transportation and rehabilitate older buildings while redeveloping downtown. You have to keep up the older parts of the city, maintain them physically and socially to make them serve another generation."

"That's what we did here during the 1970s," he says. "We made sure that downtown Portland and the older neighborhoods would be useful and attractive for another generation, for people during the 1980s and 1990s. But, we'll have to do it again, and again. Each generation, I think, has to look at what is needed to keep the city alive."

The "we" in his discussion of Portland is conspicuous. Abbott admits that he and his family now are "confirmed Portlanders." And it is with obvious pride that he speaks of Portland's "extraordinarily successful downtown."

He is similarly enthusiastic about the place and potential of Portland State University. "There aren't many schools like PSU," he says. "This is the kind of school that I think is on the frontier of American higher education. This is where educational change is likely to occur."

Portland State's strength lies in its ability to "serve the various clienteles of the city with the kind of flexibility you don't have at more traditional campuses," believes Abbott.

A tireless, energetic scholar and prolific writer, Carl Abbott already has produced half a dozen books and numerous articles and scholarly papers concerned with urban history. And he has more to write about Portland. While the ink is still drying on Portland, he has begun work on another book, this one a popular history of the city to be published by Windsor Press under the auspices of the PSU Foundation.

"This will be an entertaining, coffee table type book," he says. "It's an exercise for me in writing for a more general audience and it will have to be concise, more focused than a text."

"Of course every professor thinks that his subject is endlessly fascinating. Whatever it is, you're convinced that every detail is of immense value."

Editor's note

Perspective now taking ads

Beginning with this issue, PSU Perspective opens its columns on a limited basis to outside advertisers. By presenting tasteful and interesting advertisements, we hope to provide a service to alumni while defraying part of our publication costs.

Please send ads for the University's Alumni Office and other University programs featuring trips, classes and programs specifically for alumni. Now, community businesses are also invited to advertise. And, to further serve our alumni, Perspective will offer a 10 percent discount on ad costs to businesses owned or operated by PSU alumni.

For perspective advertising rate card, call or write: News and Information Services, PSU, P.O. Box 751, Portland, OR 97207. (503) 229-3711. We also welcome your comments on the appearance of advertising in Perspective.

Letters

A joy to receive news from Alma Mater

I am handicapped and alone in my room most of the time. It is always a joy to receive news of PSU—my Alma Mater.

My PSU days were made memorable by the wonderful and intellectually stimulating times I had with friends among students and faculty.

My studies—as I earned my BA degree in sociology—have been invaluable in helping me face times of almost insurmountable difficulties and severe physical pain. I am grateful to PSU.

Ada May Page ('69)
Kent, WA

Widely read

Thank you for a lovely article in the PSU Perspective (Winter 1984, "Headmistress comes late to French, starts school children early."). You do a superb job in presenting information and photos and are to be congratulated on a fine newspaper. I realize and can appreciate the amount of time and energy you devote to the newspaper and have come to find out how widely read it is.

Jane Josselyn ('69)
Portland

Quite impressed

My interest was caught by your articles on bilingualism and French in the most recent Perspective (Winter 1984). This is the first issue of Perspective I have read, as my husband is the Portland State graduate in the family and he only recently registered with the Alumni Office. I am quite impressed! You produce a very readable publication.

Andrew Mack
Davis, CA

PSU Perspective

PSU Perspective is published quarterly during the year by News and Information Services for alumni, faculty and staff and friends of Portland State University.

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A storefront with a cause

Faculty, students and an alum work for the future of downtown Milwaukie

by Cynthia D. Stowell

With the spotlight on downtown Portland and its successful revitalization efforts, the needs of smaller surrounding cities can be eclipsed. Downtown areas swallowed up by Portland's expanding boundaries are further compromised each time the larger city makes its core more appealing.

Milwaukie is one such city facing a crisis of identity. Once separated from Portland by open fields and a long streetcar ride, the 131-year-old city is now nearly indistinguishable from Portland's southward sprawl. And yet Milwaukie still has a distinct downtown area and a number of old-timers who remember the city as something more than a suburb of Portland.

"Milwaukie is a community in transition," said Sheldon Edner, principal investigator for the Milwaukie Storefront Project, a joint revitalization effort of Clackamas County, Milwaukie and PSU's Center for Urban Studies. "Its downtown core is declining, or at least not growing, its population is getting older, and its economic base is limited."

Edner, a professor of urban studies at PSU and assistant director of the Center, sees the Storefront's mission as "knitting together the business community." Downtown merchants can begin to address their common problems and plan ahead. "We're working with today's residents toward tomorrow's future," said Edner, pleased with his impromptu slogan.

The Milwaukie Storefront Project, staffed by five PSU graduate students and an intern from Clackamas Community College, opened last September in leased office space on 21st Street in downtown Milwaukie. Among the students' plans for the yearlong project have been to analyze Milwaukie's economic base, make suggestions for development, help merchants make aesthetic improvements, and stage promotional events, such as an outdoor market, to draw attention to downtown. In their regular one-on-one visits to merchants, students have uncovered other concerns—such as parking—which they've also tried to address.

"The team has done a super job," said Topaz Faulkner (82 MUP), Milwaukie's Director of Planning and Community Services and graduate of PSU's School of Urban and Public Affairs. "And they came with such ambitious expectations." It was clear from the start that the Storefront would be "action-oriented," said coordinator Mark Clemons, a third-term student in PSU's masters of urban studies program. "This project will only work if you're on the street—visible, accessible and responsive. You've got to offer them something." Clemons offers not only his classroom knowledge, but also years of experience in community and neighborhood action groups in the Portland area.

Another student, Jane Allier, was an intern in Faulkner's office when the idea for the project began to take shape. "She and I talked about downtown revitalization," said Faulkner, who had recently reestablished the downtown business association. When the city received a 3-year block grant for building improvements it became apparent that the merchants needed some direction. Faulkner and Allier then began to look for funding for a kind of "Mainstreet" project inspired by the 7-year projects launched across the country by the National Trust for Historic Preservation.

Funding came principally through a federal community development block grant to Clackamas County, matched with hard and soft money from the city of Milwaukie and a pledge of personnel and services (beyond the contract terms) from Portland State. Local businesses even showed their support by donating furniture and printing services to the Storefront.

The 12-month project differs from Mainstreet operations in its short duration and the absence of a downtown manager. "What can five students from Portland State do? We're considered temporary," said Clemons on the day after a Storefront workshop on facade improvement failed to attract any interest.

Despite his discouragement, Clemons had a practical answer to his question. "My goals are to come up with a solution for the parking problem, have three or four businesses improve their facades, and leave them with a feeling that something can happen."

The Storefront's parking study may well be its biggest contribution to Milwaukie. At the kick-off meeting for the project's "Let's Get Physical" visual improvement campaign, business owners listened politely to presentations on awnings, planters and other aesthetic considerations, but discussion didn't get off the ground until the parking study was summarized.

The study, which indicated that over 60% of prime downtown parking was being used by business employees, offered down-to-earth recommendations to the merchants. By the end of the meeting, they were talking about forming action groups to come up with solutions block by block.

"Design was an issue we came to town with on our agenda," remarked Clemons. "Parking is theirs."

"Neighborhoods organize around problems and issues that they're concerned about," he continued on an academic note. "Planners try and draw from the people what their goals are for themselves and mesh them with their own vision. It's a subjective process; planning is value-laden."

Clemons is clearly excited about seeing his classroom experience echoed in his Storefront work. "We sit in class and talk about planning and problems and citizen participation and values. It's purely academic. Now I'm seeing those things in practice. It gets frustrating, but I can see a few successes."

The planner's biggest challenge, feels Clemons, is to convince townspeople that "change is not negative." A planner has to tell people, "Your town is not going to stay the same. What do you want your town to be? You can just let it happen or you can manage it and plan for it." Change is an "organic process" that without planning can result in sprawl, traffic pollution and other common urban problems, says Clemons.

In Milwaukie, change has come to be viewed negatively. Platted in the 1850s, Milwaukie developed a strong commercial identity based on farming, forest products and the Willamette River. In the last few decades, Milwaukie has

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50's

David E. Ingerson (56) works as an advocacy specialist for the United Cerebral Palsy Association. Inglerson suffers from cerebral palsy, a condition caused by damage to the part of the brain that controls and coordinates muscular action.

Samuel D. Wilson (59), superintendent of the Curry County, Ore., Education Service District since 1981, has been appointed to the state Consolidated Education Grants Advisory Committee, established to advise the State Board of Education on formulas used in allocating federal money to local school districts. He lives in Gold Beach.

60's

George H. Akau, Jr. (68, 78 MS), chief instructor in the Culinary Arts Department at Clark College, Vancouver, Wash., since 1974, is a member of the board of directors of the Oregon Chefs De Cuisine Society, which named him Chef of the Year in 1983.

M. Edgar Barrett (67) is a professor of business administration and director of the Maguire Oil and Gas Institute at Southern Methodist University, Dallas, Texas. He also is president of Management Development Education Center, Inc., in Dallas.

Gerald DeChaine (62) is a professor of chemistry at Mendocino Junior College, Ukiah, Calif.

George Erwin (68) has been promoted to assistant director of Bradley and product planning at American Data, part of Orbital Financial Services Corp. in Portland. He also is active in the Visiting Nurses Association.

James (60) and Patricia (59) Fowler are setting this June. He is the superintendent of Calcasile, Calif. schools and she is a teacher. They look forward to fishing, reading, and traveling.

Judy Hines (65), a national award-winning watercolor artist and faculty member at Central Oregon Community College, Bend, Ore., was one of three artists to exhibit works recently at Summit Lodge's Upper Gallery, located near Bend.

Richard P. Matthews (68) is director of the Washington County Museum, located west of Portland at the Portland Community College Rock Creek campus.

Shirley Phillips, Ph.D. (76 MS) is Director of Microbiology at Emanuel Hospital's Laboratory in Portland.

Leo M. Smith (67), who retired in 1981, reports he is selling real estate part time, and enjoying photography, traveling and dancing.

Dennis L. West (63) has been named deputy executive director of the Port of Portland. Now second in command under the Port's executive director, Lloyd Anderson, West formerly served under Anderson for two years when Anderson was a Portland City Council member. West also has taught legal studies at PSU.

John G. Wieden (68) is an accountant who specializes in helping companies pay back financial health. His work on behalf of such major clients as Empire Pacific Industries and Northern Specialty Sales Inc. was recently profiled in The Oregonian.

70's

James C. Aalborg (72) has been named vice president and manager of the Rainier National Bank Commercial Banking Center in Portland.

Ronald L. Anderson (72 MBA, formerly director of Personnel Services at PSU, has been named assistant vice president for personnel services in the Oregon State System of Higher Education.

Sister Grace Anne Boys (76 MSW) recently earned her Ph.D. in applied social sciences at Case Western Reserve University, Cleveland, Ohio. She lives in Beaverton, Ore.

Pauline M. Bradford (70) is employed as director of special projects at Peninsula School in North Portland. She obtained a master's degree in education at the University of Portland in 1979.

Steven M. Cerri (73) married Lorraine Therese McNeil Jan. 14 at Medford Roman Catholic Church, Portland. After a reception at Willamette Athletic Club, the couple honeymooned in Hawaii.

Marc Clark-Yang (71) has been named Director of Residential Recruitment and Benefits for Northwest Permanente, P.C., the area physician group of the Kaiser Permanente Health Care Program, Portland.

Edwin S. Collier (70) MAT, Pacific University, has been named principal and longtime on-air talent for G.J. Joe's television and radio commercials, has been named the new staging director for the Oregon Symphony Orchestra, has become dean of students, and was recently appointed as the director of special projects at Peninsula School in North Portland. He obtained a master's degree in education at the University of Portland in 1979.

William J. Critzer (:77) was named group director of Data Processing at E. I. du Pont de Nemours and Company, Wilmington, Delaware.

Karen Martin (73), formerly developer officer at PSU, has been named Director of Annual Funds at Reed College, Portland.

Cheryl McCord (76) is a publications attorney with the Oregon State Board of Education.

Gail Ann Melson (79), a registered securities representative, has joined the Salem branch office of Smith Barney Financial Planners, and has been appointed as the firm's representative for the McMinnville, Ore. area.

Paul Meyer (73) works for Pacific Engineering Corp., Portland, focusing on PGE Company's Nuclear Plant Engineering Group. His wife, the former Rosalind M. Rose, was born in 1983.

Leonard W. Nichenko (75) is the purchasing manager at FUR Systems, Inc., a photographic equipment and supplies firm in Lake Oswego, Ore.

Craig A. Nicholas (77), who earned his law degree at Gonzaga University Law School in 1981, is an attorney in private practice in downtown Portland.

Adèle Olson (76 MS), who has spent the past 23 years in the education field, has been named teacher of the year in the Battle Ground, Wash. school district. She is a counselor at Prairie High School.

John C. Pearson (75 MS) has been named associate professor of pharmacy at Ferris State College, Big Rapids, Mich. He was most recently a post-doctoral fellow at the University of Wisconsin School of Pharmacy.

Gary Martin (77) is the new Director of Personnel Services at PSU. He had worked for the State Employment Division while a student at PSU, and following graduation. Most recently, he was Oregon Personnel Manager for the State Government Services in Albany.

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David B. Petrie (77 MBA) is the new vice president of fiscal services at Southwest Washington Hospitals. He is also board chairman at Columbia Community Credit Union, and is president-elect of the Healthcare Financial Management Association's Oregon chapter. He and his wife live in Vancouver, Wash. with their two children.

Ruby Sanborn (72) is a regional training manager in equipment service for Eastman Kodak Company in San Francisco.

Mabel E. Schack (77 MS) plans to retire in June, after completing a teaching career in Woodburn, Ore., spanning more than 26 years.

James R. Schlauch (79) has joined his father, Bill, in forming a new firm, Cardinal Trading Corp. The Portland firm already handles much of the lumber exporting business formerly handled by Georgia-Pacific, International, which recently was moved to Atlanta, Ga.

Sarah M. Ulrich (77), serves as executive director for educational activities with Associated Oregon Industries, the state's largest business lobby.

Eric V. Perheiro (74), who received his Ph.D from Caltech, now works as a systems engineering specialist for Aeromatrix Corp., to develop on-board computers for space satellites. He lives in Azusa, Calif.

Esther Williamson (79) recently retired after nearly 28 years with Weavertown Co., Longview, Wash., and is busy learning about computers at a local community college, caring for her grandchildren, and taking swimming lessons.

John C. "Chad" Yowell (76 MS) has been named dean of students at Pacific University, Forest Grove, Ore. He formerly served as an acting associate dean of students and director of athletics at the university. Yowell, his wife and their four children live in Hillsboro.

80's

John C. Allen III (83 MS) has been admitted to the Ph.D. program in sociology at Washington State University. Pullman, Wash. Plans to continue his research on how television influences the voting habits of people, and how the medium influences attitudes toward the elderly.

More AlumnNotes on p. 11
Talking Tennessee

Visiting artist Barbara Baxley talks about her old friend Tennessee Williams, teaching, and time.

"...as time rushes by, you have to go on, keep doing your tap dance and change with the music."

She says that message is repeated in "Sweet Bird of Youth." "It's the same, only more so. He was older when he wrote this play, and it talks about the inability to keep things the same. You grow older. It may be a tragedy, but it happens. And in spite of the changes that occur as time rushes by, you have to go on, keep doing your tap dance and change with the music."

Baxley had starring roles in two of Williams' plays on Broadway, "Camino Real" and "Period of Adjustment," earning a Tony nomination for the latter. She says, "When he was around you, you couldn't lie, because he didn't; you couldn't hide, because he didn't; you just became more of yourself."

Baxley's Broadway, film and television credits include some of the best of each medium over the past three decades. Besides the Williams plays, she has had major roles in "Plaza Suite," "Bus Stop," "The Three Sisters," "Private Lives," and many Shakespeare plays. She also starred in the musical "She Loves Me," where she first met Featheringill, who also worked on the New York production. In 1980, Featheringill directed Baxley in Neil Simon's "The Gingerbread Lady," as part of the PSU Players summer stock program at the Coaster Theater in Cannon Beach.

Baxley has appeared in such recent films as "Norma Rae" and "Nashville," and her television work has included the repertory series "Studio 1" and "Playhouse 90."

What's on tap for Barbara Baxley in the future? New roles, or more teaching, perhaps? "I don't know. I've been doing this (acting) for 36 years and maybe that's enough. There is no way to make it painless." She lights another cigarette and adds, "Well, as you can see, this year I've spent a good deal of time teaching. I like the kids. They're young and enthusiastic and there are worlds ahead of them, but I just don't know."

At least part of Baxley's immediate future will involve PSU and Oregon. From June 28 to July 15, she will make her second appearance at the Coaster Theater in Cannon Beach, recreating her "Sweet Bird" role for summer audiences.
Marketing grad jumps feet-first into business of selling safety

by Cliff Johnson

Taking one hundred trips down an enclosed nylon rescue slide in a single day to promote a new product at a local home show would make a less-inspired person cringe. But Dave Opoien ’83 figures it’s just another challenge in the first year of selling safety for a living.

The recently graduated marketing major jumped into a hectic professional career right after college when he and a partner decided to take on statewide marketing of the Tualatin, Ore.-based Palladium Emergency Evacuation Systems. The product line allows rapid escape from multi-story homes, buildings, docks, amusement sky-rides and other structures. Knowledge that his fabric-enclosed escape slides may some day save some of his customers’ lives helps to keep him going despite initial sales resistance to the device.

“This first year has been very, very challenging,” Opoien admitted during a recent interview. “Just stepping out at 23 years of age and knocking on doors trying to convince people that this is the new way to do things has been extremely difficult. But I keep plugging along with it,” he smiled, “and we have made a lot of progress.”

Palladium (the word means “safeguard”) models are available to meet customers’ needs, Opoien reports. In permanent building installations, the flexible cocoon of rip-stop nylon is easily released from its anchored storage cabinet so that it unfurls to near-ground level for safe descent. Equipped with aluminumized coating and elastized panels, the escape slide can protect large and small people alike from heat, flames, and flying cinders as occupants enter it feet-first and then inch their way down to safety.

Pushing outward with arms, hands and legs helps to control the speed of descent. The device is so flexible, reports Opoien, that occupants ranging from infants to adults with as big as 55-inch waists can be served by the same slide. Even unconscious, injured or disabled users can be accommodated, with the aid of staff trained to provide by Opoien and his sales partner, Bill Deane.

Fire department officials are a key sales target for Opoien’s firm, and one Palladium model can be deployed from the operator’s bucket located on the tip of a fire truck’s telescoping aerial boom. Another can be strapped to a firefighter’s back and carried to the upper floors of a building for emergency use.

Since custom-built Palladium systems are already in service in several hospitals, rest homes, historic buildings as well as in fire departments throughout the Pacific Northwest, one would think that selling the device would not present many difficulties. But as of the end of March, the Palladium systems had not yet been reported used during an actual fire situation, and the lingering skepticism creates a sales problem for Opoien. It is all reminiscent of the introduction of smoke detectors, which people were reluctant to install but later found to be a life-saving investment, says Opoien.

But Opoien does have a growing cadre of customers who are convinced this is indeed an idea whose time has come. “I love it,” he enthused. “It’s one of the best ideas I’ve ever seen, and that’s why I got involved. Every time I’m out in the field giving demonstrations, it’s a different situation. Yet we can always make our product fit the need, because it’s so versatile.”

Opoien credits both his PSU education and his own initiative with putting him in the front line of this embryonic industry. “This business I have is very much like you might find in a senior-level case study class, where you’re given something new and told to wrestle with making it work,” he noted.

“It’s the same situation in business, ” he emphasized. “You can’t let anything slide. Although you might be able to do that in a class or two, you can’t do that here, because everything you do results in either a profit or loss. And, “he smiles, “this is real money we’re talking about.”

Transferring to PSU from Linn-Benton Community College, Opoien was attracted by the University’s School of Business Administration as well as its baseball program. He played ball under Coach Jack Dunn for two years but concentrated on his marketing studies during his senior year, while working part-time for a local parcel delivery service run by the man who shortly would become his current business partner.

“PSU and the Marketing Department and the Business School taught me quite a bit about having to work hard,” he concluded. “I learned you have to keep plugging every day to do well. And I think I’ve just carried that over into my business life.”

At a recent Portland home show, Dave Opoien (‘83) demonstrated the nylon rescue slide he markets for a living. At left, Opoien helps a youngster into the long cocoon, and below, he shows how the slide can be twisted to slow the descent of children and disabled victims.
Artist launched design career with a “swoosh”

by Cynthia D. Stowell

Every time a pair of Nike shoes strides by in a foot race, maneuvers on a racquetball court, or strolls across a college campus, the talents of Carolyn Davidson ('71) are on display. As a design student at Portland State fifteen years ago, Davidson launched her career with a swoosh—and our visual landscape hasn’t been the same since.

The Nike swoosh, easily one of the world’s most familiar corporate trademarks, keeps a low profile in Davidson’s northeast Portland studio. A golden swoosh-shaped ring on the artist’s finger offers the only clue to the origin of the international symbol of speed, comfort and good health. It’s not Davidson’s style to capitalize on her connection with the Beaverton-based athletic shoe company and its logo. “I’d rather get jobs from satisfied clients than knock on doors and flash my work around,” said the busy designer, who only in the last few years has begun to “show off” the swoosh that sits quietly in her portfolio. And yet, the importance of that first job is not lost on her. “If it hadn’t been for Nike, I wouldn’t be here,” she said. Davidson, seated at a drafting table so piled with work that it can’t be tilted, “Nike started it all. I still get referrals from people I worked with there.”

Colleagues often ask Davidson why she doesn’t feel any resentment for the multi-million dollar corporation that paid her about $35 (she doesn’t remember the exact figure) for her design. Her response: “I billed them and they paid it. What can I say? They started me in business and they’ve been so loyal to me. I can’t think of any reason to hold a grudge.”

“Ike started it all. I still get referrals from people I worked with there.”

The people at Nike, Inc. have not forgotten the unassuming young art student who helped get the new line of shoes into the running. Last fall, Nike president Robert Woodell called Davidson to invite her for lunch — “to talk over old times.” Davidson thought to herself, “Isn’t it fantastic that they still know who I am!” When she arrived, she was greeted with a huge buffet, video cameras and a crowd of appreciative people. The artist was presented with a gold and diamond swoosh ring, some stock in the company, and a tongue-in-cheek certificate blaming her for all of Nike’s problems. “They didn’t have to do that,” she said of the surprise recognition. “That’s just the kind of guys they are.”

Good things seem to come Davidson’s way. “I guess I’ve been kind of blessed by sitting in the right place at the right time,” she says of the events that shaped her career. She remembers vividly the day at Portland State when she and a classmate were sitting in the hall working on an assignment in perspective and accounting teacher Phillip Knight walked by. Knight was bemoaning the fact that she couldn’t afford to take a class in oil painting, and Knight made a mental note. Shortly after, Davidson received a call from Knight offering her $2 an hour to make signs and charts for use in his Nike shoe distributorship.

Knight soon came to depend on her work, and when he began dreaming about his own shoe, he asked for her help in developing a trademark. The name “Nike,” the winged goddess of victory, came to Knight’s partner in a dream, and the pair asked Davidson to dream up a trademark that spoke of “speed.” Together, they perfected the swoosh design. “And it kind of looks like a wing, doesn’t it?” says Davidson, still excited about her creation.

The “swoop,” as she sometimes calls it before correcting herself, has been one of the most imitated trademarks. “It’s exciting to see your design copied,” Davidson smiled, quickly adding, “but, you know, some of their staff lawyers work on nothing but copyright infringement.”

Davidson no longer handles any of Nike’s design needs. “They’re real Madison Avenue now,” she said, matter-of-factly. “And besides, I wouldn’t want to think of ways of selling shoes forever.” She loves the great variety of her work. From her home studio she has produced murals, signs, catalogs, company identifications, bread labels, greeting cards and wallpaper. There are no big corporate names other than Nike in Davidson’s portfolio, but she stays busy with jobs she gets mainly through printers. “I look around and I see my designs,” she said with satisfaction. “I don’t mind the glory when it comes my way...but I’m more concerned with doing quality work on time rather than beating out the competition. I want to be able to solve a client’s problem so that they’re happy.”

When Davidson graduated from Roosevelt High School in Portland, where she wrote for the student newspaper, she had no idea that a career in art lay ahead. At 22, she married Coast Guard officer Neil Davidson (73 MS) and found herself at the Port Angeles station as the “only officer’s wife without kids. When the ships went out, we’d have coffee klatches and I’d have nothing to talk to them about.” Her husband suggested she take some classes and she did, dabbling in political science and ice skating. When Neil enrolled at Portland State to get his masters in psychology, Carolyn started work on her undergraduate degree, still without real direction. Her first course in design — “the empty elective I happened to take” — opened up a new world for the young woman who had never even doodled with any regularity.

“`A lot of the students I went to school with didn’t go into graphic design because they didn’t get the break I did,”’ said Davidson sympathetically. She felt they all received excellent instruction from such “great teachers” as Robert Kassal (now head of the art department), Bettye Lou Bennett, and Shirley and Orvid Orbeck. “The teachers in the design program hadn’t been teaching for forty years and stagnating. They were all current and busy in their own careers.”

Now, Davidson feels her biggest challenge is to stay as fresh as her instructors were. “I’m trying very hard not to be stale, to keep my thinking current. I don’t want someone to point to something and say ‘That’s a Carolyn Davidson.’”

As silent as she’s been about her swoosh, she may keep her public guessing for a long time.
Fifth generation Oregonian Peter Paquet carry on a long family tradition that goes back to the Land. But unlike their fishing and trapping forebears, they were among the early whites of white water seeking adventure and success. Peter is the chief of the NPPC, a Pacific Northwest Power Planning Council which helps Native Americans build power projects and ensure that future projects meet certain standards for fish migration of the once-plentiful salmon.

Peter Paquet's family lives on a site known as the "Pepper" along the Willamette River at Oregon City, where the two families and power project are being proposed. Peter's family is one of a dozen land claims in the 1850s.

In the out ask parkland of Montana, on the southern edge of the hometow, a couple of wolves go about their day, seeking out the territories of the other wolves in the area. They are aware of another presence—a human, watching. But there is no threat from this person. The man is a friend, and they know it.

Paul Paquet (M'T2 M'S) doesn't want the wolves to kill, nor does he want to save their lives. He just wants to know more about the misunderstood animals so humans can learn to live with them.

Riding Mountain National Park in Manitoba, Canada is one place that wolves are welcome. And that's why Paquet is there, far from Oregon home, and why he will probably be there for another few wolf watching seasons. Paquet went with the flow.

It was a strange leap one might expect. The PSU program is multi-disciplinary, so we were prepared to be in the area of energy and environment, explained the biologist. We were trained in communication with other disciplines, in psychology, in the real people, he laughed.

Although Paul Paquet is not an anthropologist, he has developed the skills and techniques to observe a humanistic approach to the wolves. The results are compelling. The wolves do not seem to have any interest in humans. The wolves and the people seem to be a little less bitey.

The wolves surrounded their tent, barking and howling for hours. "That was a new experience. I've never seen them do that before," Paquet said. "It was an absolutely exciting, astounding little moment. I thought we'd set up camp in this wonderful natural area and they were doing this."

The next day, Paul they the site's location, to look at the den. "It was a little weird watching him sleeping bag down within 20 feet of the den, he remembered. "I was sort of a ground. I would wake up occasionally and they'd be staring at me," said Paquet. "It was kind of a little attention to me.”

And there you are set for out days at a time watching wolves, although this year the den sites are close enough to reach on day trips from their home, situated on about 50 acres just outside of Corvallis.

The PSU program is part of a larger wolf watching project in California, is apparently a good sport about their environment.

In his life, Paul, Paul, she plays harmonica in a rock band and contracts all the wolf watching for less than 60 days a year.

It is a simple task. The Paquets back to "civilization," it might be Paul's interest in the social behavior of wolves, which is much easier to study in captive populations. For six years, Paul observed a pack of wolves at Washington Park Zoo in Portland, gathering data about mating behavior,Wolf behavior, and social behavior, which he wrote about in his master's thesis for PSU.

I still miss those particular wolves, he said. I still miss their familiar calls, but they’re not really there, it’s hard to put a name to them."

We're trying to find out if there is any hybridization that is taking place between domestic and wolves and domestic dogs. Because if last you are going to preserve the species, you don't want it to be polluted by domestic genes."

When the wolves showed up in the Cascade mountains, especially in the east, he was afraid of the PSU biology professor Deborah Duffield, who is running the play. "They've always had an intense interest in dogs, Paul has observed.

Paquet's own interest in wolves is one of those lifelong affiliations that is hard to document. "I always had an intense interest in dogs, he admitted. "The wolves surrounded their tent, barking and howling for hours. "That was a new experience. I've never seen them do that before," Paquet said. "It was kind of a little attention to me.”

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Students have chance to support PSU with deposit refunds

"No deposit, no return" is the theme of a brand new PSU Foundation campaign that will give students an opportunity to contribute to the quality of their education at PSU.

A soft drink bottle bearing the message "Return Your Deposit" is the visual tie-in for the General Deposit Campaign, which begins this month. PSU students will be shown how they can support a particular aspect of the University by making a gift of their annually refunded general deposits.

"At present only 31.7 percent of a student's education is paid for through tuition and fees," said René Cusma (69), executive director of the PSU Foundation. "This does not even begin to cover costs of programs such as faculty development and recruitment." The General Deposit Campaign is a new way to generate funds for such programs and involve students in University development at the same time, Cusma noted.

The PSU Foundation will be mailing pledge cards to all University students. On the cards, students can indicate where they would like their general deposit refund checks to go. Possibilities include scholarships, academic departments, faculty recruitment and the library, with space for the donors to write in their preferences.

"We're excited about the opportunity for students to support the development of University programs," said Cusma. "The General Deposit Campaign should give a lot of return."

How to give a donation to Portland State University and save money doing it.

The Wall Street Journal is a business newspaper — the Number One business publication in the country, read every business day by well over six million men and women who look to it for the facts, figures, information and insights that they need to excel in their careers. Readers trust The Journal to provide all that they need to be better informed, keener, sharper business people. They consider The Journal's staff of business news experts and unassailable authority in delivering clear, concise and unbiased reports. In fact, a recent national survey of prominent American singulars in The Wall Street Journal as the "most authoritative, accurate and believable" publication in a group which included widely respected newswires and business magazines.

Who doesn't receive a copy of The Wall Street Journal in your hand every business day, so why pay full price?

The Wall Street Journal is a "Return Your Deposit" campaign with deposit refunds that will save you money doing it.

Alumni Fund phonathon callers spend five nights a week in the PSU development office talking with alumni and soliciting pledges, which total $40,000 so far. From left, are Tracy Davis, Janice Squires, John Glorinsky, Mary Douglas, and Mary Rookledge.

MBA Fund entices nicely

Take two energetic MBAs, a fiscally-minded dean, and a handful of marketers — and you have the 1984 MBA Development Fund. When Marc Goldberg ('79) and Agnes Gallagher ('77) put their heads together with School of Business dean Virginia Miller, they found themselves in agreement. "We have to broaden the base of support from business school graduates," said Goldberg of the campaign goals. Last year's MBA Fund, the school's first, brought in $17,700, but the gifts were from just a handful of people, he said.

Gallagher, an account executive for Brown Dugan & Associates, volunteered her own talents and those of her advertising firm to design a campaign that would "entice people in a nice way." She had some fundraising experience — she was co-chair with Kirk Taylor ('71) of the first MBA Fund, and is a familiar face around PSU's development office.

In a brochure mailed to MBAs last month, grads were offered the chance to "give a gift and make news." A gift of $50 or more entitles the donor to a ceramic mug personalized with a headline and news copy announcing the gift. As the mailings went out, Goldberg put several members of PSU's student marketing association on the phone to make the same offer.

One point stressed in the brochures and phone calls is that "when you give money to the School of Business development fund, it stays in the School of Business," said Goldberg. Gifts go to scholarships, guest lecturers, faculty colloquia, high tech equipment and other types of enhancement that benefit business students. "This is an opportunity for MBAs to give other students the same benefits they had," said Goldberg, who is a lecturer in PSU's marketing department.

Gallagher and Goldberg have proven to be tireless volunteers. "I get a great deal of satisfaction out of this," said Goldberg. An account executive for Pacific Northwest Bell for four years before coming to Portland State to teach, Goldberg brings a practical style to the MBA campaign. "Academics are a funny lot," he said. "They can learn a lot from the business community, where we don't apologize when we ask for money."

What every well-run annual fund should have (and you or your firm may be able to donate):

Advertising
Office furnishings
Food—catered or restaurant
Flowers
Air travel
Hotel accommodations
Loaned executives
Printing and mailing services
Computer supplies
Writing
These businesses have generously made their services available to the PSU Development Office:

Red Lion-Lloyd Center
Salishan Lodge
Rippling River Resort
Inn at Spanish Head
Sunriver Lodge
Timberline Lodge
Tivoli Gardens Restaurant
Flamingo Hilton & Tower, Las Vegas
Jonah's Restaurant

Return Your Deposit - The theme of the brand new PSU Foundation campaign that will give students an opportunity to contribute to the quality of their education at PSU.

Alma Mater - It's a golden opportunity for you to provide your Alma Mater with additional revenue, and provide yourself with the unrivaled coverage found in our nation's only business daily.

Deposit - A gift and make news. A great way to support your Alma Mater.

University - "Return Your Deposit" campaign gives students an opportunity to contribute to the quality of their education at PSU.

MBA - MBA Fund entices nicely with "Return Your Deposit" campaign.

PSU - Portland State University development fund.

Deposit refunds - The Wall Street Journal is a "Return Your Deposit" campaign that will save you money doing it.

Deposit refunds - Students have chance to support PSU with deposit refunds. "No deposit, no return" is the theme of a brand new PSU Foundation campaign that will give students an opportunity to contribute to the quality of their education at PSU.
Alumni artists featured at first invitational show

The works of eleven alumni will be featured at the first annual PSU Alumni Invitational Art Exhibit to be held May 21 through June 8 in the Littman Gallery, 250 Smith Center. These artists were invited by the PSU Art Department to show their work. Included in the art presentation will be the sculptures of Laura Bogdan ('76), Kenetaka Ikeda ('77), Carolyn Jean Mills ('81 MFA), Karl Ross ('81 MFA), Stephen Sohl ('81 MFA), and Rick True ('82 MFA). Paintings on display will feature the works of Michael Dente ('73), William Garnett ('76 MFA), Jean Lee ('83 MFA), and Laura Ross-Paul. In addition, Anthony Parker ('76) will present numerous glass works. The opening reception is scheduled for 4 p.m. on May 21 in the Littman Gallery. Opening the same day is the annual PSU Art Department Exhibit.

Grads face Varsity in spring football game

Portland State's varsity football team will test its new pass-oriented offense May 19 against the Alumni in the annual game that closes spring practice.

St. Louis Cardinals quarterback Neil Lomax ('82) will be on hand to sign autographs when the Alumni meet the Vikings at Milwaukie High School (11300 S.E. 23rd) on Saturday, May 19 at 1 p.m.

Coach Don Read has added a new offensive coordinator, Tommy Lee, former All-American quarterback and head coach at Williamette University, to implement a BYU-type offense for the coming season. The new system will bring back the pass and hopefully the big plays that will add more points to PSU's side of the scoreboard in 1984.

Terry Summerfield, a 6'4", 195-pound junior who threw two touchdown passes against Oregon State, then red-shirted to save a year of eligibility while senior Bryan Mitchell completed his career, is running number one at quarterback.

Mitchell returns as an alumna to face Summerfield in the May 19 game. The alumni team, coached by Jim Braun, executive director of the Viking Athletic Association, will also include Ron Seawell ('80), linebacker last season with the USFL's Los Angeles Express and Hank Barton ('70), who stands 6'7" and weighs just slightly more than the 220 pounds he carried 14 years ago when he played with the New York Giants.

Tickets for the Alumni vs. Varsity football game, at $1 for adults and 50¢ for kids, will be available at the gate. Pre-game and post-game parties are planned for the players.

AlumNotes

Continued from p. 4

John L. Becker, Jr. ('80), a New York Life insurance underwriter and former PSU student body president, has been elected to the board of directors of Project STOP, a Portland nonprofit alcohol treatment organization.

Cameron Binnie ('81 MPA) has been named to head the Legislative Administration Office in Salem, the Oregon Legislature's housekeeping agency. For the past five years, he worked as administrative director for Clark County, Wash.

Kim Suzanne Branchflower ('82) and Gregory James Cleaveland of West Linn, Ore., were married Feb. 25 at Our Lady of the Lake Roman Catholic Church in Lake Oswego, Ore. Following a reception at the Portland Yacht Club, the couple honeymooned in Mission and Cozumel, Mexico.

Gail Breithauer ('84) has been named Health Education Programmer at St. Vincent's Hospital, where she did an internship for her B.S. degree in Community Health Education.

David Edward Brown ('82) is employed as a management trainee at U.S. Bancorp.

Kim Marie Clarkson ('85) married Joseph Michael Allebe Feb. 23 at Minot Memorial Baptist Church, Portland. They honeymooned on the Oregon coast and in Bend.

Clint B. Didier ('81), a member of the Washington Redkinks professional football team, saw action against the Los Angeles Raiders during this year's Super Bowl game at Tampa Stadium Jan. 22. During her off-season, the Redkins tight end lives on a section of his parents' farm near Pasco, Wash.

Michael L. Elflein ('81 MSW) is a social worker at the Tualatin Valley Mental Health Center in west Portland.

Vicki Lynn Eulik ('83 MS) received her advanced degree at PSU last summer after attaining a perfect grade point average, is busy with her architect husband, Dan, helping to raise their two children and working as a substitute teacher.

Donna L. Frits ('71) has been promoted to Northwest regional director for the National Traffic Safety Institute, an organization offering sentencing alternatives to the courts.

Michael Horstine ('82 MPA), who spent a year in Washington, D.C., as a research associate with the American Public Transit Association following graduation from PSU, currently works as a management analyst with the Washington County Department of Support Services in Hillsboro, Ore.

Peggy Kahan ('83 MUS) has begun a parent support group in Salem. Ore., called "Early Years." The group grew from her PSU research on the effect of support for new mothers, and from her determination that Salem previously had no such established group. She and her husband, Ken, have two children — Josh, 12, and Lauren, 9.

Dee Kight ('83) has been named Vice-President of Finance and Administration at Nilson Construction Co., Inc., Portland. She earned her degree in Business Administration at PSU by taking night classes while serving as the company's House Accountant during the day.

Karen L. King ('80), Director of PSU's University Relations Services since May 1983, has accepted a new position as programmer of small business microcomputer applications for Western Star Business Systems, Inc., Portland.

Mitchell Lomax ('80) is youth minister at First Baptist Church in Santa Clara, Calif.

Sylvia Miles ('82) has been promoted to Audit Staff A in the Stamford, Conn., office of Coopers & Lybrand, certified public accountants.

Robert T. O'Brien ('83) is an engineer trainee for the R.T. French Company, makers of insect products in Rochester, N.Y.

Lynn Popiel ('81) has been promoted to the rank of first lieutenant in the U.S. Air Force. She is a flight training instructor at Reese Air Force Base, Texas. She and her husband, Timothy, live in Lubbock.

Ronald W. Putz ('83) manages the Spencer Gifts store in Vancouver, Wash.

Kristian Lynn Rose ('82) is employed by PHA LifeTech, Inc., Portland.

Mirza Vowel ('83) is employed by the Portland firm Seton, Johnson & Oedell, Inc., consulting engineers.

In Memoriam

Randy E. Freese ('73), a paraplegic writer and poet who wrote lyrics for the record called "Red Hot and Rolling," died Feb. 7 in a Portland hospital after an extended illness. He was 34. Some of his poems had been published in The Chapman's NorthWest Magazine. The family suggest remembrances be contributions to the Muscular Dystrophy Association of Oregon.

Orrive R. McLeod ('61), a retired United Airlines ticket sales agent, died Feb. 14 in a Portland-area hospital after an apparent heart attack. He was 57. He is survived by his wife, Norma, two sons and two daughters.

Robert J. Watson, Jr. ('71), a Portland real estate broker who spearheaded efforts to bring professional football to Portland, died Jan. 30 in Lake Oswego, Ore. He was 37. While at PSU, he served as president of the Alpha Gamma PSI business fraternity, and later served as president of Sentoma and Influential Business Men.

This is the way the Vikings lined up defensively in 1970, winning six of ten games: #71 Hank Barton, #69 Harry Holmes, #73 Cliff Sandberg, #59 Dave Stavros and #9 Phil Oliver. Barton will play for the Alumni on May 19, his first game in 14 years.
Milwaukie Storefront

Continued from p. 3

suffered several setbacks. Portland became more accessible for jobs and shopping. McLoughlin Boulevard cut off downtown from the river and U.S. 224 further isolated downtown from the rest of Milwaukie. And the construction of Clackamas Town Center, a shopping mall, drew business away from the core. Other problems, such as a 70% absentee ownership rate downtown and the imminent closure of a "bedroom community" view of the city, make planning difficult, said Faulkner.

If shoppers prefer to go elsewhere, if new businesses don't want to locate in the downtown area, and the trend is toward suburbanization, then why not let downtown Milwaukie die? "We're talking about a community with people living in it. If the community wants to retain its traditional values, then we can't look at just economic factors," said Edner. Faulkner sees in Milwaukie a contingent of older people who don't want their city to be an appendage of Portland, and a new and growing group of younger families who came to Milwaukie because of its good schools. It is for these people, and for the merchants, and for the preservation of that intangible quality called "community" that the Milwaukie Storefront Project exists.

Peter Paquet

Continued from p. 8

other people, including his brother Paul. It could have been an interpersonal disaster, but he commented, "It brought my brother and I even closer together."

Working with the rivers and fish of the Northwest also brought Paquet closer to some of his family history. The Paquet name in Oregon goes back to Peter's great-great grandfather, who came west from St. Louis in 1852 and settled on a donation land claim along the banks of the Willamette River at Oregon City, later becoming an Indian agent east of the Cascades. His son, Peter's great grandfather, built some of the first wing dams on local rivers, caught the first black bass in Oregon, and operated a fishwheel on the Columbia. Peter is forgiving of his great grandfather's zeal to tame the Northwest, and even points out that the much-maligned fishwheel is now going back to Peter's great-great grandfather's method.

Paquet's grandfather constructed the first major highways up the Columbia River Gorge and through McKenzie Pass in the Cascades, but the pioneering stopped temporarily at the next generation when Paquet's father opted for a career in medicine.

Oregon's land and native inhabitants again beckoned to the fifth generation, and Peter and Paul found themselves responding to a whole new set of environmental needs. Now Peter saves fish rather than harvesting them, discourages dams rather than constructing them.

All that's left of the family's Oregon City claim is a remnant of a lane called Paquet Street, caught between the bluffs and the railroad tracks. It is a reminder to both Peter and Paul that there is much to preserve in both the Paquet family and the environment that has changed around it.

Paul Paquet

Continued from p. 9

naturally to stir controversy and evoke strong feelings from humans. For centuries, Indian tribes have revered the wolf and settlers have feared and hated it. "Very few people view them objectively; I doubt that I did," admitted Paquet. "The wolf just seems to bring that emotion forth."

"In recent years the wolf has been viewed rather positively. With the wilderness diminishing and all the concern about the environment, the wolf seems to symbolize that. It has been a very popular animal as far as the press goes. But we're entering a new era when once again the wolf is being viewed as the villain."

Paquet acknowledges a "historical conflict between wolves and humans, because they do compete for essentially the same resources."

And as wolf populations recover, the competition will increase, the animosity will grow, and Paquet will find himself in the minority again. But he, and at least a few other researchers and dog lovers, will find deep satisfaction in knowing "they're there."

G & S Reunion

Cast of the Gilbert and Sullivan productions staged by the New Savoy Company and the Lyric Theatre Society in the '50s and '60s are invited to a reunion at the home of Satch Alderman, 10001 SW Riverside Drive, Saturday, July 21, at 8 p.m. Contact Jeri Stilwell, 284-0853.
Millar, Hoffman awards go to marketing, English professors

The 1983-84 winners of two major faculty awards have been announced by President Joseph Blumel. Bruce Stern, professor of marketing and head of that department, was selected for the Branford Price Millar Award for Faculty Excellence; and Fred Waller, professor of English, is the recipient of the George and Virginia Hoffman Award.

The Millar Award is presented annually to a faculty member who has demonstrated excellence in the four areas of instruction, scholarship, university service and public service. Stern, who has been with PSU since 1975, has achieved an impressive record of scholarly production, with more than thirty major refereed publications and presentations. Materials provided to the selection committee pointed to his commitment to quality research and the high regard which students have for him and his classes.

Stern has been adviser to the Student Marketing Association on two separate occasions and was named Adviser of the Year in the west for his efforts. He has served on a number of University committees and commissions and holds memberships in several professional and honorary organizations, including the American Marketing Association, for which he is past president of the Oregon chapter.

A graduate of Portland State, Stern earned a BS degree in 1968 and his MBA the following year. He also holds a doctorate in business administration from Arizona State University, and taught there and at Illinois State before coming to PSU. In 1981, the School of Business named him recipient of the first Earl Wantland Outstanding Business Professor Award.

The George and Virginia Hoffman Award is presented to a faculty member who has given distinguished service to PSU in instruction, scholarship and service, and "who has done so in a spirit of humanism, civility, collegiality, dedication to students, and loyalty to PSU." The 1984 recipient, Fred Waller, has given more than 27 years of continuous service to PSU in a variety of instructional and administrative assignments.

During his tenure with PSU's English Department, Waller served as department head for 13 years. His record of University service includes positions as Acting Assistant to the Dean of Faculties, Assistant Dean of the Division of Arts and Letters, Associate Dean of Faculties, and Dean of Undergraduate Studies. Waller has also served six terms on the University Senate (including four as presiding officer), five terms on the Faculty Senate, and four terms on the Interinstitutional Faculty Senate.

Waller's lengthy and varied record of University service is a reflection of the confidence and respect which the faculty and administration have for him, according to the award committee. Faculty members supporting Waller's nomination for the award praised his ability to perform those University tasks with a spirit of civility and humanism, hallmarks of the Hoffman Award.

Both the Millar and Hoffman awards include a cash grant of $1,000 and will be presented at spring commencement, June 8.

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Coaster Theater schedule set

The PSU Players bring their 16th season of summer stock to the Coaster Theater in Cannon Beach this year, opening June 28 with Tennessee Williams' "Sweet Bird of Youth," starring Broadway and motion picture actress Barbara Baxley.

Director Jack Feathergill has assembled another outstanding ensemble of actors and technical personnel for the beach season which includes four plays.

Sweet Bird of Youth
A powerful and theatrical play by Tennessee Williams, starring Barbara Baxley. June 28-July 1, July 4-8, July 11-15.

The Tavern

The Rivals
A classic farce on the mating game by Richard Brinsley Sheridan. August 1-5, August 8-12.

The Good Doctor

Performances are at 8:30 p.m., Wednesday through Saturday, and at 7:30 p.m. on Sunday. Tickets may be ordered through PSU Players, P.O. Box 291, Cannon Beach, OR 97110.

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Campus News

INCREDALE IBERIA II

Spain and Portugal
August 20 - Sept. 6

Discover the magic of ancient and modern Portugal and Spain with Tour Leader Earl Rees, associate professor of Spanish. Dr. Rees will lead this memorable tour to Lisbon, Seville, Granada, Toledo, Madrid, Malaga and the fabulous Costa del Sol. We'll spend three nights in Lisbon . . . exploring many points of interest, including the fortress Tower of Belem and a 16th century Hieronymite monastery . . . and bargaining for handicrafts in the marketplace.

We'll see Madrid's Del Prado Museum . . . El Greco's home in Toledo. We'll have many opportunities for dining at local restaurants amid colorful flamenco dancers and gypsy entertainers. Option: a side trip across the Strait of Gibraltar to Tangier.

Dr. Rees is an experienced tour leader in Spain and Latin America. He has a deep knowledge of the local people, their language and culture. Make your plans now — call or write PSU Alumni for details and reservations for Incredible Iberia II. $1,995.

PSU ALUMNI TOURS
P.O. Box 752
Portland, OR 97207
(503) 229-4948

Bruce Stern (68, '69 MBA)
Fred Waller
A ride up the Willamette River on a sternwheeler can be a nostalgic trip into the steamboat days of yesteryear. A special excursion on May 23 can also be an investment in a PSU art student's future. Join the PSU School of Performing Arts as they offer a night of dinner and entertainment aboard the sternwheeler "Columbia Gorge" to raise money for the Performing Arts Scholarship Fund. The School of Performing Arts at PSU, established a little less than two years ago, offers a training program to young artists who are looking toward a professional career in the performing arts. Some of these artists will have a chance to showcase their talents aboard the "Columbia Gorge" as part of the evening's entertainment.

Boarding time for the "Columbia Gorge" is 5:30 p.m. from the Portland Seawall at S.W. Front and Salmon. The Sternwheeler departs at 5 p.m. and returns at 8 p.m. Rian's Atrium Restaurant will cater the dinner that includes Baron of Beef, Glazed Salmon, and other Rian specialties, along with a no-host bar. Upon return from the Willamette, the tour will proceed to Rian's Atrium, 100 S.W. Market, for special desserts and continuing entertainment. The cost of a ticket for the Sternwheeler is $25 per person with at least $10 of that being a tax-deductible contribution to the Scholarship Fund. Call 229-3105 to make reservations.

## Briefly...

**President opens door to China**

University President Joseph Blumer traveled to China earlier this month to formally acknowledge a "sister-university" relationship between PSU and Zhengzhou University in the provincial capital of Henan Province on the Yellow River. The agreement is expected to result in exchanges of faculty and students between the two universities. According to Charles White, director of International Studies at PSU, the agreement already has opened the door for three PSU students to work in the Zhengzhou University English program next year.

**Tinnin Now Assistant Dean**

Robert Tinnin, director of the Environmental Sciences and Resources Ph.D. program, has been appointed Assistant Dean in the College of Liberal Arts and Sciences. Tinnin, who came to PSU in 1969, will be responsible for helping to identify grant monies, coordinating graduate programs, and course scheduling. He will continue to teach biology and conduct his research in plant ecology.

Announcement of a new program director in Environmental Sciences and Resources is expected in July.

**Student Marketing Group Honored**

PSU's student chapter of the American Marketing Association has been selected as one of the top eight collegiate chapters of the year by the parent AMA. The award, made at the AMA's National Collegiate Conference in Chicago, recognized the PSU group's marketing, research and consulting projects on behalf of local businesses; its efforts to secure expert professional speakers; its planning, designing and implementation of fund raising projects on and off campus; and its public service projects to benefit local charities.

**Faculty Earn Statewide Awards**

Three PSU faculty were among 17 in the State to receive statewide "Faculty Excellence" awards from the State Board for Higher Education. The awards include a permanent salary enhancement. The Portland State faculty named were Robert Harmon, Marketing; Sporo Manson, Institute on Aging, and Pavel Smejtek, Physics.

**Library Receives Theater Magazines**

A rare collection of Playbill magazines, souvenirs of New York theater productions from the 1930s to 1950s, have been donated to PSU's Millar Library. Portland author William B. Millus, Jr., presented the collection in memory of his father. Millus said of the magazines, which will be placed in a special collection within the library's main Humanities Collection. "I hope this collection is used in Oregon to help promote the arts."

**Coaches Leave Portland State**

Two varsity athletic coaches announced plans to leave the PSU campus this winter. Marlene Pifer, whose women's volleyball team has been nationally ranked during most of her ten years at PSU, is leaving to coach at the NCAA Division I level at the University of California-Berkeley. Piper's teams compiled an amazing 401-95 record and won two national runner-up trophies.

Len Kaufman announced his resignation as head wrestling coach. He plans to leave coaching and join the investment firm of Kidder Peabody.

**Area Execs Named to PSU Council**

Five prominent Portland-area businessmen have been appointed by PSU President Joseph Blumer to the Executive Council for the University's School of Business Administration. The 20-member council, chaired by Earl Wantland, President of Tektronix, Inc., serves as an advisory group to Dean Vergil Miller and other PSU officials.

Named to three-year terms on the council are: Marvin H. Coleberg, M.D., President of Northwest Permanente and Regional Medical Director of the Kaiser-Permanente Medical Care Program; Samuel J. Goodwin, Vice President and Manager of the Portland branch of Kidder Peabody; Brian W. Hoffman, Chair of the Portland branch of Kidder Peabody; Jack Inskeep, Jr., Chairman of Columbia Management Co.; Kenneth H. Pierce, President and Chairman of the Executive Office of Tektronix, Inc.; and Robert D. Scanlan, Vice President and Manager, Coldwell Banker.

**Spring commencement Friday, June 8**

Nearly a thousand graduates and their families and friends are expected at Memorial Coliseum Friday evening, June 8, for Portland State's spring commencement ceremony.

In addition to the awarding of undergraduate and graduate degrees, the spring commencement will include the presentation of several awards. Two faculty members will be honored: Fred Waller, English, will receive the George and Virginia Hoffman Award for his many years of service to the University; and Bruce Strom, Marketing, will receive the Branford Price Millar Award for Faculty Excellence.

The University also will honor two members of the Portland community for their public service work with Distinguished Service Awards. They are Irlene Johnson, retired banker and supporter of higher education, and Louise Scott, civic leader.

Spring term commencement begins with the processional at 7:30. Tickets are not necessary to attend.
Performing Arts

Lectures

BROWNE BAG LECTURES

May 20 9:30-10:30 am, 230 Smith Center, Free

May 21 "On the New Right:" Jennifer Brennan, Women's Studies

May 23 "Where are the Lay Seminaries?" Barry Pederson, Pastoral Counseling

June 1 "Career Patterns of Women Bank Officers" Helen Yegian, Economics

FOREIGN LANGUAGE COLLOQUIUM SERIES

1:30 p.m., 461 Noyes Hall, Free (information at 229-4440)

May 16 "An Italian Journey" Graham Corey, Philosophy

May 23 "Der Blaue Montag" Gladis Fisher, French

May 30 "French as a Canada!"

TALKING ABOUT IT HELPS SERIES

May 11 Nebraska Hall, Free

May 30 "New Avenues to Intimacy" Roger Clugston, Center for Regional Development

May 17 "Communication and Intimacy" Anne Denteles, Human Resources Counselor

May 24 Sexual Affairs, Styles, Patterns, and Implications of Extra Relationship Involvements. Dr. Robert R. Crooks, Human Sexuality Program, PCC

WAR & LITERATURE LECTURE

1:15-2:15 p.m., 287 Smith Center, Call 229-4440

May 16 "The Depletion of War & War Aftermath to Science Fiction" Anthony Wrong, English

WORLD PEACE LECTURES

May 15 College Hall, Free

May 16 "High Tech War: Conquering the Nuclear Enemy" D. Stirling Tipler, Physicist

May 27 "Nuclear Nonproliferation" Richard Goodwin, Economics

May 28 "Transition to a Global Peace Society"

BIOETHICS & MEDICINE LECTURE

7:30 p.m., 318 Smith Center, Call 444-1208, Free

May 15 "General Nervous System Control of Food & Water" Donald Rizum, Neurological Sciences Institute, Good Samaritan Medical Center

May 22 "Hormonal Control of the Female Pheromones" Stanley Shyai, Madelburch & Immune Diseases, Oregon Regional Primate Research Center

June 21 "Hormones, Reproduction & Disease." Robert Brenner, Reproductive Biology & Genetics, Oregon Regional Primate Research Center, Lincoln Hall

COMMUNISM LECTURE

May 15, 1100 Center Hall, Free

May 16 "Leadership, Ideology -- Communist Party Policies & Change in the Soviet Union," Ladis Kropol, Political Science

SPORTS LECTURE

May 16 "Drug, Ergogenic, Alcohol & Sports Performance," David K. Lamb, Physical Education, Purdue University; 7 p.m., 1171 E. Lerner Hall, Free

Visual Arts

LITTMAN GALLERY

12-4 pm, Mod-Hr., 250 Smith Center, Free

May 11 Nancy McKeen's color photography

June 21 1st Alumni Invitational Art Exhibit

Opening reception May 21, 7-9 pm

July 19 Prints exhibited by Joe Zink

Aug. 10 visiting artist & calligraphy

WHITE GALLERY

8-10 p.m., Mon.-Fri., 2nd floor south Smith Center, Free

Daily Drawings & Watercolors by

May 11 Paul Bennett

May 14 Artist Student Photographic Exhibit

June 6

July 19 Photos by Portland artist

Aug. 10 David Brown

GALLERY 229

9 am-Sat., 213-225 Smith Center, Free

May 11 "LOU CARRIGH", "Runaway", "69";

May 28 "The Siren of the Shute", "Our Lady of the Street"

June 18 "The Riddle of the Ringgit", "Education/Entertainment Metaphors", "Nostalgia"

LOVER'S FRIENDS, REVOLUTIONARIES FILMS

May 20, 75 Lincoln Hall, 1st general, free to PSU students & staff

May 12 "The Second Awakening of Christa Long", "Hollywood Company"

June 19 "The Best Years" (1937-France)

BLOCKBUSTER/FDRAH THEATER SERIES

7:30 pm, 75 Lincoln Hall, $3 general, free to PSU students & staff

June 14 "Boy's Night"

June 21 "Buck Rogers"

Special Events

STERNEWITZ BENEFIT

May 23 Two hours of entertainment & eats along the Willamette on the "Colusa Corte" Sternwitz, Neal on-board catered by Rich's Arum, returning to the restaurant after the cruise for desert & continuing entertainment. Board 5:30 pm, depart at 6 pm, return 8 pm. $25 per person, proceeds benefit PSU's School of Performing Arts ($10 tax deductible). Call 229-3105.

INDIAN SALMON BAKE & POWWOW

May 25 Salmon, salad, fruit, etc. $3. 11-3 pm, beside PSU's Millar Library, Call 229-4447.

May 26 Indian Powwow will include dancing and drumming as well as other events, Call 229-4447. 1-6 pm. Near PSU's Gymnasium or inside in case of rain.

WORLD AFFAIRS COUNCIL EVENTS

Call 229-3048 for information. Information.

May 16 International Business Roundtable on trade with Korea. Luncheon lecture for audit, $2

May 18 Breakfast with Dan Rather, discuss "Media's Role in the 1984 Presidential Campaign." Hilton Hotel's State Ballroom. 7 am.

May 20 International Forum, with Jonathon Nicholas of the Oregonian. Call 229-3049 for location & details. 5-30 pm.

CULTURAL FESTIVAL

11 a.m.-2 pm, Park Blocks, PSU campus. Call 229-3454.

May 18 Poetry readings by Primus St. John, Davina Garvy, Jonis Erling, Lisa Jaraman, Vern Rutsala, Kim Stafford. Display & sale of crafts, food & art from many of PSU's cultural clubs, Katernites, scowtis, etc.
PSU CO-OP Bookstore
531 S.W. Hall / Phone 226-2631

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