6-1-1979

Portland State Perspective; June 1979

Portland State University

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

Let us know how access to this document benefits you.

Recommended Citation
Portland State University, "Portland State Perspective; June 1979" (1979). Portland State Perspective. 44. https://pdxscholar.library.pdx.edu/perspective/44

This Article is brought to you for free and open access. It has been accepted for inclusion in Portland State Perspective by an authorized administrator of PDXScholar. Please contact us if we can make this document more accessible: pdxscholar@pdx.edu.
May 30, 1948 — the Columbia River bursts through its North Portland dikes flooding the community of Vanport with 15-feet of water and leaving the 2-year old Vanport Extension Center a pile of broken, soggy lumber. For more on the flood, the rock, and "the college that would not die..." see page 5.
Twenty-six block campus seen in PSU's future

By Bob Watrus

In the 1950s, Portland State officials envisaged a campus encompassing four city blocks along Broadway, expanding from its initial location in Old Main (now Lincoln Hall). This spring, the Oregon State Board of Higher Education approved a new long-range development plan calling for the growth of the campus to 26 city blocks, incorporating 22 academic buildings.

As with most things that have come Portland State's way, the campus development plan calls for this growth incrementally. In graduated steps, PSU's present enrollment ceiling of 10,500 full-time equivalent students (FTE) (those taking 15 credit hours) will be raised to 15,500 FTE, equal to the enrollment ceilings placed on the state's other public universities.

Corresponding to the projected increase in the University's student population, the campus plan envisions additions to a number of existing buildings: construction of new academic and administrative buildings; an increased number of student housing units on campus; the demolition of some of the old, familiar buildings (including Francis Manor, Harder House, the Hoover Building, and Social Work II) to make way for the new, and the continuing integration of the University and the city.

The 1979 campus plan has been more warmly received than past plans. The initial proposition that Portland State take up four city blocks, with the buildings extending upward by as many as 14 stories, met with a good deal of opposition, according to E. Dean Anderson, former acting PSU president and now special assistant to PSU President Joseph Blumel.

"It was viewed threateningly by the other institutions," according to Bill Neland, director of Physical Plant. Portland State was moving from a transitory, expedient institution meeting the needs of returning veterans to a permanent college. Also, part of the opposition was the anticipation of "a monolithic-appearing group of structures," said Neland.

The first "master plan" for the University was prepared in the early 1960s. In the mid-1960s, a very ambitious master plan, which included the land made available to the University through Portland's urban renewal project, was drawn up. That plan would have resulted in PSU becoming the "most intensive urban campus in the country, with an overall student population of 20,000 (by the 1970s)," said Anderson. Projections included in the master plan failed to materialize, though, because of enrollment stagnation.

The first step in the latest campus development plan is intended to enhance programs in instruction and research while accommodating growth in enrollments to 12,200 FTE students or 19,000 head-count. (Such an enrollment could be achieved as early as 1985 and probably not later than 1990.)

Initially the new plan calls for the following construction projects to meet the educational needs of the current enrollment ceiling of 10,500 FTE students:

- Phase II construction of the Professional Schools Building, on the block now occupied by Francis Manor. The first phase, to house the School of Education, is now in progress, and the new phase will add the School of Business Administration. (Moving the School of Education from Lincoln Hall into the Professional Schools Building will enable the consolidation of the performing arts into Lincoln Hall.)
- Construction of a Sports and Recreation Complex adjacent to the existing Health and Physical Education Building. The complex, with an arena capacity of 6,500 persons, will provide facilities for intercollegiate athletics, intramurals, recreation, concerts, convocations and other university and community events. (This $3.2 million project has been included in the Governor's 1979-81 biennial budget recommendations.)
- Expansion of the Millar Library, allowing for restoration of reader spaces and the collection to exceed 676,000 volumes to meet projected enrollment increases.
- Completion of Parking Structure III, the first phase of which is now under construction. This will permit closure of nearly all surface parking west of the park blocks and allow for its development consistent with the east side of the campus.
- For a 12,200 FTE enrollment, the plan recommends:
  - Construction of the five-story Science Building III on the west campus adjacent to the existing science facilities.
  - A five-story addition to the Department of Continuing Education Building.
  - Completion of the Professional Schools Building, adding the Schools of Urban Affairs and Social Work.

The Long-Range Goals

The final step in the campus development anticipates an enrollment ceiling of 15,500 FTE students or 24,000 head-count students, which will require a series of additions to existing buildings and new construction. The long-range plan includes:

- Construction of an Administrative Services Center, located west of Smith Memorial Center.
- Further expansion of the Millar Library to 10 stories, which will double its present size.
- A two-story addition to the Health and Physical Education Building.

Two of the most crucial issues facing the university — student housing and transportation — are also addressed in the long-range campus development goals.

"The campus plan provides for maintaining as much of the existing student housing as possible and also contemplates additional student housing, as opportunities become available," said PSU President Joseph Blumel. "We will pursue this as actively as possible, although the obstacles (essentially economic) are considerable."

Under the long-range campus plan, the number of student housing units (Continued on page 11)
Three graduate students in the PSU Masters of Public Administration Program have been selected as Presidential Management Interns for 1979.

Jim Rich, Stephanie Hallock-Blust and Jim Underhill will be among 250 new public management graduates nation-wide who will serve the two-year internships with the U.S. Civil Service Commission.

Engineering students Hank Roach and Carol Newman have designed a prize-winning knob-turning device for use by disabled persons. The device, designed for a class taught by Herman Migliore, was the winning entry in the regional American Society for Mechanical Engineers Student Paper Contest held recently in Salem.

Faculty members George Tsougas (engineering and applied science) and Michael Fasica (education) will be among 50 persons teaching a Cha- taqua-type short course in major U.S. cities this summer for the American Association for the Advancement of Science and the National Science Foundation. They will collaborate on a program entitled "Energy and Society"—Concepts and Teaching Strategies.

The American Society for Engineering Education (ASEE) has awarded PSU professor of civil-structural engineering Franz N. Rad the prestigious Western Electric Fund Award for 1978-79. The $1,000 award for the society's Pacific Northwest section is presented annually to an outstanding teacher of engineering in recognition of excellence in teaching, research and service.

PSU business team: on top of the world

It's 5 p.m. and the board of directors for Company Three, World Two is fac­ing the toughest business decision in the seven-year history of its organiza­tion. For nearly a decade this group of top management officials has been developing and directing the accounting, financial, marketing and production strategies for its company with not only an eye to its competitors but with a keen sense of the trends of both its specialized market and the country's economy as a whole. But now it's down to one decision—one judgment that will make Company Three either the market leader in its industrial world or merely one of the pack trying to keep up.

Company Three is not listed among the Fortune 500. But its corporate ex­ecutives are making the company a winner—a leader in its world, just the same. And it's not a fluke—they've been winning for the past seven years. "They are the PSU Business Team and their most recent eleventh-hour decision nabbed them the title of "World Winner" at the 15th annual West Coast Intercolligate Business Games held April 18-20 in Reno, Nevada.

This year's crack team of PSU management majors faced stiff competition from 18 other teams representing universities and colleges in Oregon, California, Montana and Nevada.

Developed by Richard Cotter of the University of Nevada, the "game" is a sophisticated educational tool which forces businesses to apply theoretical managerial concepts to the practical situation of running a company. And PSU teams play the game well. Their winning streak began in 1972 and includes three "Grand Champion" titles in 1974, 1976, and 1978.

"There's no substitute for this experience," says Ken Jenkins, PSU assistant professor of management, who served as this year's team advisor. Jenkins says he was unsure of the game's merits until he participated in it—but now feels that it's a good way for students to apply what they learn in the classroom to more realistic situations.

The game is played with a computer, which analyzes the business decisions of competing teams. Each team (four to eight players) acts as the management board of a company. The companies produce consumer durable goods with interlocking systems, making the marketing decisions of one company affect the others. The companies are divided into "worlds" of three to six companies each.

Game officials provide each team with an inventory, resource and historical data sheet and the first two years of company growth mapped out. After that, the teams are on their own and must develop and initiate a five-year business plan. Should a company build a new plant or add to the old? Should it sink a fat chunk of its capital into an all-out advertising campaign or find some other avenue to boost sales? How quickly and by how much should salaries go up? What should it do about the spiraling costs of material and labor?

The decisions to those problems for the next three years of simulated growth are phoned into a computer at the Reno campus. Computer print-out sheets of the results are sent to each team, along with the annual reports of competitors. Each team has one week in which to phone in the answer to a problem.

That length of time is drastically cut when the action really picks up during the final two days of play. The teams compete on the Reno campus and play out the final two years of company progress behind the closed doors of "board rooms" at the University of Nevada.

That's when it really gets intense, says Jenkins, who defines his role of advisor as a combination of typo—"I'm the only one who could type"—and worry-wort.

In Nevada, the teams must make their decisions within 45 minutes of receiving the data—that's six decisions in two-and-one-half days. The advisors are not allowed in the board rooms with the teams and are supposed to, says Jenkins, "stand around and get ulcers when they (the teams) mess up."

While it is true that one bad business decision might wipe a team out of the competition, the judges, in awarding over-all prizes, are also looking to the professional tone each company sets. The teams are required to prepare and present annual reports to a panel of judges, all Reno-area businessmen. Some teams, including the victorious PSU group, are so convincing that they actually beat out real professionals, including Aeroflot-Electro Systems of San Diego who enter the "college-kid" competition and find out that they might have some real-life tough competitors when caps and gowns are traded for jobs in June.

by Deirdre Stone

Portland State University perspective is published periodically during the year by the Office of Information Services for alumni, faculty and staff and friends of the University.

editor Diane Hein (N5)
photography Claude Neuffer
contributor Jane Hartline.
Bob Wattrus, (79)
Deirdre Stone

Change of address: Send both new and old addresses to Portland State University perspective, P.O. Box 761. Portland State University, Portland, Oregon, 97207.

Parents: If this issue is addressed to your son or daughter who no longer maintains a permanent address at your home, please notify the PSU Alumni Office (503) 229-4948 of the new mailing address.

PSU supports equal educational opportunity without regard to sex, race, age, national origin, marital status, or religion.
Engineering, as a profession for women is forgiving. You can get into it after a late start and there is a high demand for your skills and knowledge, regardless of sex.

That message, coming from women engineers with engineering firms is being heard and understood by a growing number of women. PSU recently hosted a major conference for women interested in engineering careers.

The PSU conference, also sponsored by Oregon State. University of Portland, and University of Washington, drew some 150 high school and other interested women. They were introduced to the opportunities available for them in engineering.

Practicing women engineers discussed why they had chosen engineering as a profession and discussed their experiences working in a currently male-dominated field. Many of them, like Liz Crummer, had never even considered engineering. "I had long been taught to think of being either a man or a mommy," she said. "So I got a degree in English."

She began working as a secretary in an engineering firm and saw "the terribly amount of variety in engineering." Through classes at PSU and Portland Community College. Crummer now is a cost engineer for the world-wide firm of CH2M Hill.

A woman engineer for Pacific Northwest Bell, was able to work right into management where she found a broad range of opportunities. She noted that, while women engineers are "pioneers" right now, they are respected by their male colleagues. "An engineering degree gives you credibility," she said.

PSU's engineering program will graduate its largest class of women ever this year, according to Fred Young, chairman of the engineering department. About ten percent of the graduating class is women. Young said.

And the number of women entering PSU's various engineering programs continues to grow. As of January, 61 out of 710 students in the undergraduate programs are women.

The employment market for engineers is good right now and even more so for women, according to Mary Cumpston, PSU placement services. She expects 100 percent of this year's graduating class to be employed by June, with an average salary of $1,400 to $1,600 per month. "And employers always are asking for women," she added.

Jory Abrams, a senior in PSU's structural engineering program, is well aware of employment opportunities. She already has a job waiting for her when she finishes her degree in June. Abrams first began college eleven years ago as an elementary education major because that's where she thought her best career opportunities lay. Two years later, with no real interest in becoming a teacher, she dropped out.

After working in business for five years, Abrams returned to school as an engineering student. She believes that women can bring a new light to engineering; another viewpoint to problem solving.

"The profession of engineering is wide open for women, and PSU, with degree opportunities both during the day and at night in structural, electrical-electronic, and mechanical engineering, is providing the pathway for increasing numbers of them.

She says she feels the respect of the males on the engineering faculty and believes that her presence will encourage more women to get into engineering. Elleboudy wants to organize more activities for women engineers.

The profession of engineering is wide open for women, and PSU, with degree opportunities both during the day and at night in structural, electrical-electronic, and mechanical engineering, is providing the pathway for increasing numbers of them.

Aza Elleboudy and Mary Liang

Women Engineers:
Building Bridges
to a
Concrete Future

by Laura R. Jacobson

A woman engineer for Pacific Northwest Bell, was able to work right into management where she found a broad range of opportunities. She noted that, while women engineers are "pioneers" right now, they are respected by their male colleagues. "An engineering degree gives you credibility," she said.

PSU's engineering program will graduate its largest class of women ever this year, according to Fred Young, chairman of the engineering department. About ten percent of the graduating class is women. Young said.

And the number of women entering PSU's various engineering programs continues to grow. As of January, 61 out of 710 students in the undergraduate programs are women.

The employment market for engineers is good right now and even more so for women, according to Mary Cumpston, PSU placement services. She expects 100 percent of this year's graduating class to be employed by June, with an average salary of $1,400 to $1,600 per month. "And employers always are asking for women," she added.

Jory Abrams, a senior in PSU's structural engineering program, is well aware of employment opportunities. She already has a job waiting for her when she finishes her degree in June. Abrams first began college eleven years ago as an elementary education major because that's where she thought her best career opportunities lay. Two years later, with no real interest in becoming a teacher, she dropped out.

After working in business for five years, Abrams returned to school as an engineering student. She believes that women can bring a new light to engineering; another viewpoint to problem solving.

"The profession of engineering is wide open for women, and PSU, with degree opportunities both during the day and at night in structural, electrical-electronic, and mechanical engineering, is providing the pathway for increasing numbers of them.

She says she feels the respect of the males on the engineering faculty and believes that her presence will encourage more women to get into engineering. Elleboudy wants to organize more activities for women engineers.

The profession of engineering is wide open for women, and PSU, with degree opportunities both during the day and at night in structural, electrical-electronic, and mechanical engineering, is providing the pathway for increasing numbers of them.

Aza Elleboudy and Mary Liang

Women Engineers:
Building Bridges
to a
Concrete Future

by Laura R. Jacobson

A woman engineer for Pacific Northwest Bell, was able to work right into management where she found a broad range of opportunities. She noted that, while women engineers are "pioneers" right now, they are respected by their male colleagues. "An engineering degree gives you credibility," she said.

PSU's engineering program will graduate its largest class of women ever this year, according to Fred Young, chairman of the engineering department. About ten percent of the graduating class is women. Young said.

And the number of women entering PSU's various engineering programs continues to grow. As of January, 61 out of 710 students in the undergraduate programs are women.

The employment market for engineers is good right now and even more so for women, according to Mary Cumpston, PSU placement services. She expects 100 percent of this year's graduating class to be employed by June, with an average salary of $1,400 to $1,600 per month. "And employers always are asking for women," she added.

Jory Abrams, a senior in PSU's structural engineering program, is well aware of employment opportunities. She already has a job waiting for her when she finishes her degree in June. Abrams first began college eleven years ago as an elementary education major because that's where she thought her best career opportunities lay. Two years later, with no real interest in becoming a teacher, she dropped out.

After working in business for five years, Abrams returned to school as an engineering student. She believes that women can bring a new light to engineering; another viewpoint to problem solving.

"The profession of engineering is wide open for women, and PSU, with degree opportunities both during the day and at night in structural, electrical-electronic, and mechanical engineering, is providing the pathway for increasing numbers of them.

She says she feels the respect of the males on the engineering faculty and believes that her presence will encourage more women to get into engineering. Elleboudy wants to organize more activities for women engineers.

The profession of engineering is wide open for women, and PSU, with degree opportunities both during the day and at night in structural, electrical-electronic, and mechanical engineering, is providing the pathway for increasing numbers of them.
Water over the dike/
Spirit keeps PSU afloat

There was a good crowd of students and families on hand May 21, 1948, for the second anniversary celebration of the Vanport Extension Center in North Portland. The students had cleaned up the campus and the day was spent in games, music, picnics and, of course, speeches. A huge rock bearing a plaque commemorating the event was donated by Delta Tau Rho and dedicated at the base of the flag pole. A grand time was had by all.

Nine days later, the campus was gone — literally swept away by the flooding Columbia River along with the homes and possessions of many students. Even the rock bearing the plaque disappeared beneath the 15-foot flood waters on that Sunday, May 30, 1948, when Vanport, Oregon’s third largest city, was obliterated.

The flood had hit almost without warning, trapping hundreds of families in their houses and apartments. Only hours before, the dike holding back the Columbia had been pronounced sound. But, at 4 p.m., a 500-foot section of dike gave way, spilling tons of Columbia River water through Vanport’s streets and homes. The bulk of the young college’s books, documents and equipment was lost to the flood, including the complete library collection.

MIRACULOUSLY, ONLY A HANDFUL OF DEATHS WERE ATTRIBUTED TO THE DISASTER.

Of Vanport’s enrollment of about 1,500 more than 1,000 gathered at Grant High School four days later to hear Assistant Director Phil Putnam vow that there would be summer classes, somewhere... somehow...

Putnam told the students, “I often wondered what it would take to get 1,000 Vanport students to an assembly. I’m only sorry we had to resort to such drastic measures.” He urged the students to concentrate on building another school and not to worry about the past. “Don’t be bitter,” he said, “it’s just water over the dike.”

By that fall, the college had moved to new quarters in an old shipyard administration building. The rock with the plaque was rescued from the muddy flood debris by Delta Tau Rho and rededicated at the new campus the following spring. Later, the rock was moved again, this time to its current site in front of Lincoln Hall, where the college moved in 1952.

He’s a maestro in the chess world

Thomas Svoboda’s reputation as a composer is growing steadily in the world of music. The PSU music professor’s professional catalog already numbers more than 90 opuses and is earning increasing performances around the country. However, there is another world in which Svoboda’s name is well known and in which he is forced to defend his reputation on a continuing basis: the world of “postal chess.”

Svoboda’s reputation is based on the number two postal chess player in the country with a good shot at becoming number one — the Postal Master — not bad when you consider that there are some 10,000 “rated” players in the country.

Postal chess is played through the mail with participants sending moves to each other on special post cards. Each win or loss adds or subtracts points from the player’s rating, depending on the rating of the opponent.

Svoboda, who likes to keep “about a dozen” matches going at a time, hasn’t lost a match in four years. Because of his high rating, however, one loss would be disastrous, probably dropping him from number two down to 16th or 17th. He keeps track of matches and plots out moves in a special notebook generally using his time on the Tri Met bus. He also designs chess problems for magazines.

“My major life, of course, is composing,” says Svoboda. “But chess excites me... the plan of attack and how it develops... it is a game of art, delicate, yet exciting. And one move can be the key.”

And how does he keep track of matches? “I have time to go back and fix something if it isn’t right. With the postal chess, once that card’s in the mail, that’s it.”

Svoboda learned chess from his father, “who beat me mercilessly game after game for several years until finally, one day, I beat him.” Svoboda rarely participates in “crossboard” tournaments. “I just don’t have the time,” he says.

Has he ever entertained thoughts of “turning pro” in the world of chess? “No. To spend your life with music is much more exciting and more fruitful than chess.”

So we won’t see Tom Svoboda square off against Boris Spasky but you can bet that, in between teaching and working on new chamber music and a piece for band and trumpet, Svoboda will be checking his mail and keeping track of his latest moves.

Eye problem prompts book

“I still recall most vividly the traumatic shock that hit me when I first learned I had a cataract. The word hit me like a hammer blow. Me with a cataract? Impossible! Only old, decrepit people had cataracts! The very word frightened me.”

Alexander Scharbach, emeritus professor of English at PSU, has undergone two successful cataract operations since the day fourteen years ago he first learned of the condition. Out of that experience, and with the help of Richard A. Lalli, MD, Scharbach has written a straightforward, informative book, “So You Have a Cataract,” just published by Follett Publishing Company.

In the book, Scharbach points out that cataracts are very common among older persons — about half of all persons over 65 have them in one degree or another — and that methods of treatment are improving steadily. The book, designed with large, easy-to-read type, is packed with technical information about cataracts, surgery and the kinds of corrective lens available.

But the technical information is presented in understandable terms, often touched with Scharbach’s personal brand of humor. His description of a hospital stay and the trials of using a contact lens will touch a responsive cord with thousands of readers.

Scharbach, who has been with PSU since 1952, retired from full-time teaching in 1974. His retirement generally included teaching at least one course a term, though he has published a new text book, “Making The Point: Prior to working on So You Have A Cataract?”
Visiting professors: Take a bough!

Once again, PSU's summer session draws the expertise of visiting professors from all over the United States and the world.

Flora Kennedy, black feminist, author and lawyer, will be on campus June 19 through 30 to teach "Politics of Oppression," which Kennedy will also teach a two-Saturday workshop on the same topics June 23 and 30.

Jurgen Schutz, a visiting professor through the University of Hokkaido in Sapporo, Japan, will be teaching "Comparative Literature: Japan and the United States.", July 1 through July 8. It will also have a course on Chinese July 9 through 21.

Charles Morrissey, one of the nation's most renowned and honored new chief researcher and director of the National Museum of Congress, Inc., will teach "Oral History: Problems and Procedures," July 9 through July 21.

Sagar Sangit (The royal musicians of Nepal) will be on campus from July 30 to August 6. They will teach two courses for the program, "Studies in Developing Countries."

Branch out: study overseas

Looking for an excuse to get out of town? Consider choosing from PSU's array of study travel programs. They will greatly ease the way to see the world and learn something at the same time.

People's Republic of China: Communication and Culture

Joe Wright will conduct workshops in Beijing and Shanghai, teaching a legal English course for lawyers and legal scholars and a course in legal English for judges and visitors to China, July 10 through July 23.

Republic of Korea: Communication and Culture

Youn Kyung Kim will teach a course in Korean studies, July 9 through July 23.

Morocco: Nature and Civilization

Campuses of Study: Fez, Marrakesh and Casablanca

Marcelle and Elialett Kung, the program director and codirector, will lead students through the history of Morocco, July 9 through July 23.

Comparative Education: British Counterparts

Dick D. Hirst will tour England, teaching Russian and American secondary school systems, July 9 through July 23.

Germany/Austria

Lieutenant-Colonel Frank Dycke will lead a trip to Austria, Germany and the former Czechoslovakia, July 9 through July 23.

Geneocide and Organized Oppression

John B. Corbett will lead a tour to South Africa, July 9 through July 23.

Malaysia Without the Whole

Robert Skolnick will lead a trip to Malaysia and Singapore, July 9 through July 23.

China

Nancy Wang will lead a trip to China, July 9 through July 23.

Learn the roots of foreign words

There's no better time than summer for learning a language! PSU's summer session offers many different languages, and you can concentrate a full session on one or two languages over a ten-week period. Choose from: Arabic, Russian, Spanish, French, Italian, German, Swedish, Hungarian, Japanese, Korean, Latin.

LATE ADDITIONS (not in the catalog)
Political Anthropology: The Origins of The State
June 19 to Aug. 11
1:30 to 4:30 p.m., Monday through Thursday
Look at the legal processes of social evolution, patterns of social, political and organizational and cultural elaboration.

Oregon Indians
June 19 to Aug. 11
2:30 to 5:30 p.m., Monday through Thursday
Examine the many landscapes of Oregon, the unity and diversity of these cultures.

Anthropology of the Occult
June 19 to Aug. 11
1:30 a.m. to 12:30 p.m., Monday through Thursday
Explore the occult sciences through anthropological methods.

ADDITIONS

Philosophy of Wilderness
June 19 to Aug. 11
1:30 to 2:30 p.m., Monday through Thursday
Study the meaning and importance of wilderness. Visit from Thomas, John Muir, Aldo Leopold and American nature writers.

Consult the catalog for details.
Vanport

Philip T. Abraham (48) is presently a Multnomah County District Court judge.

William Barber (48) is now vice-president in charge of new products at ESCO.

Dorla C. Johnson (46) and her husband have set up a local neighborhood association (Mt. Tabor) which is working to save some trees which are destroying sidewalks in SE Portland.

Harold Kelly (47) is a vice-president with Benjamin Franklin Savings & Loan.

Rodney Kennedy-Minott (48) is currently U.S. Ambassador to Sweden.

William J. Polits (47) of Tektronix is now vice-president of Finance and Administration.

Leslie F. Stevens (46) is a vice-president at Tektronix.

50's

Carol Louise Anderson-Steele (BS 59) is a member of the Portland Metro Area Boundary Committee and is active in community affairs.

Marjorie Barham (BS 57) teaches for the North Clackamas School District.

Evel Crowell (59) is a library administrator at PSU; past president of YWCA and is a member of the Northwest Oregon Health Systems Board.

Bernice Gilmore (BS 58) currently works in the business office at PSU.

Norm Dale Harm (BS 57) is employed by the Portland City Police Bureau.

Evelyn Studenicka Harry (BS 57) in addition to having five children of her own is also a district director of the Portland Area Council of Campfire Girls.

Jim Jenkins (BS 59) is the school superintendent in Gresham.

Bonnie Kiisk (BS 59, MST '65) teaches English at Contra Costa Junior College in California.

Bobbie Nunn (BS 59) is a teacher supervisor for Multnomah County District No. 1 Schools.

Rosalyn Paul (BS 58) retired from teaching after Multnomah School closed down and is planning a trip to Cleveland for a high school reunion.

Murrell R. Peddicord (BS 59) is regional manager for the Random House Publishing Company.

Rich H. Schick (BS 57) teaches at Whittier Junction High School in Beaverton.

Lawrence Smith (BS '58) Conductor/Music Director for the Oregon Symphony will step down as conductor after the next season.

60's

Jesse Armas (MSW 69) is the executive director of the Oregon Youth Core Association and a member of the task force on juvenile correction.

Richard Ball (BS 68, MST '72) teaches math and is also the school track coach at Canby High School.

Debra A. Boone (BS 69) recently received her master's degree in elementary education from the University of Alaska.

Bob Benton (BS '63, MS 71) is director of Friendly House... whose acts as a fiscal agent for CETA special projects grants.

O. Lynn Dingler (BS 68) is chief of the Seward-Moreland Improvement League, one of the oldest neighborhood groups in the city, and also one of the few with a steady source of income from landmark Pioneer Church.

Faith Sharon Field (BS 60) is stationed in Peru as a missionary.

Jack Kane (BS '64) is a new regional manager for General Motors.

Stephen N. Keach (BA 66, MS '70) is a self-employed financial analyst.

W. Gary Kasper (BS '63) has recently been appointed to executive undirector after working in the insurance field for 12 years.

Marguerite Marks (BS 63, MST '65) is a foreign students admissions counselor at PSU.

Miriam McClure (BS 68, MA 70) is TriMet's public involvement manager.

Suzanne Littler Johnson (65) was in the production of "Waiting for Godot" which played recently at the Performance Center.

Gary L. St. Clair (BA 67) works currently as manager of Budget and Cost Analysis for the U.S. Postal Service in Van Nuys, California.

Terry Sandblatt (BS 68) is a development consultant employed by Hatch Building Materials and has been having discussions between the company and the Foster-Powell Neighborhood Association.

For PSU alums: Three's a company

A trio of PSU alumni is giving an enterprising meaning to the phrase "three's a company" — in their case three IS a company.

Oregon Attitudes, Inc., the brainchild of Tim Hibbitts (B.S. Pol. Sci., 1975) is a hot, relatively new addition to the Portland business scene. Along with Adam Davis (B.S. Pol. Sci., 1974) and Anne Stewart (M.B.A., 1979), Hibbitts and four other staff members have pared his interest in political science into an increasingly profitable and practical business.

Oregon Attitudes, Inc. is just what the name implies — a broad-based research firm which designs and conducts surveys for public and private groups including politicians, school districts, activist groups and television stations. It's clients have included KOIN-TV, Portland Public Schools, the City's Planning Bureau, the Oregon State Republican Party, Multnomah County Commissioners Don Clark and Earl Bloomer, Citizens for Dentum and Citizens Committee to Defend Your Land.

Like many other business schemes, the germ of the idea for OAI was conceived in a bar. "I was just sitting around in a bar," says founding father Hibbitts, 25, now research and technical analyst for OAI trying to figure out what I'd do when I graduated from PSU in two weeks. I thought it might be nice to do some campaign-related work.

Combining politics with surveying seemed logical for a political science major, so Hibbitts set up OAI in the latter part of 1975 in a "log cabin in Southeast Portland.

OAI's first client was a politician, a job Hibbitts said "we begged and pleaded for." In the three-and-one-half years since it's conception, the company's clients have expanded to include both public and private concerns.

OAI's expansion in clientele has been accompanied with a move "downtown" to sunny, fourth floor quarters at 1017 SW Morrison.

The downtown move was very important, says Davis, secretary-treasurer and general administrator for the company. "I came to work there two years ago, Davis and Hibbitts had met earlier at PSU when both served on the Incidental Fees Committee. Davis subsequently went on to earn a law degree at the University of Oregon before joining OAI.

"When we moved downtown it was sort of a maturing step — and coincidentally the first year we were in the black," says Davis. 26.

Nobody said growing up would be easy and for a company of yearlings — four of the five board members are under 30 — the task is compounded.

"It's hard to get going, because in the business a lot of the advertising must be word of mouth," says Stewart, 27, who brought four years of marketing experience from private industry (Georgia-Pacific and Meier and Frank) to OAI when she joined the company earlier this year.

But with a series of successful jobs securely under its belt, OAI is beginning to spread its wings, branching out further and further into private industry in the face of its growing — and glowing — track record.

Part of their success, says the three, is the "team approach" that the staff utilizes in running the business.

"We don't have any fancy flow charts or prescribed structural approach," says Davis. "we each have

Stewart, Hibbitts and Davis

an area of skill — an expertise, which we are perfecting — and which we blend together for the team approach.

Like any other business, however, there are problems aside from those of keeping financially afloat.

One of the biggest problems — one that's required the most maturity to handle, maintains Davis is being able to relate to colleagues and partners.

Overcoming that problem, says Davis, has helped him grow up and has added additional emotional benefits to the plus account of being self-employed.

With Oregon Attitudes, Inc. riding the wave of a successful year, all three — Stewart, Hibbitts and Davis are of the opinion, so to speak, that their business will continue to top the polls.
Richard Adamek (BS '70) was formerly the owner of Jeff's Corner Pub and has recently left this tavern business.

Jerry and Pamela Ashland (BS '70, BS '70) own Timberline Lodge for 2½ years. Jerry is now a systems analyst and Pam is working in personnel and accounting.

Charles J. Carter (BS '71) was appointed to the assistant directorship for administration at the Cropland Children's Division at the University of Oregon Health Sciences Center.

Jack D. Dobler (MFT '72), recently promoted to colonel, is commander of the 142nd Fighter/Interceptor Group in Portland.

Tom English (BS '76) has a research company and is located in Eugene. He is a member of the Governor's Task Force on Juvenile Corrections.

Dear Perspective:

(The following letter was forwarded to Perspective by PSU President Joseph Brumel. It was prompted by an article listing PSU alums and others connected with the University serving in the Oregon Legislature.)

Dear Joe,

I have been cut off, cast out, ex­punged!

The college I have loved so well these 32 years, boy and man, has forsaken me. And just because of twelve years of service, as representative and senator, in the legislature.

Please let the folks know that though they have forgotten me, I still have fond memories of them.

Sincerely,

Rep. Frank Roberts

PS: I am contacting the Speech Department directly to assure them that I am going to enforce my tenures rights and return next fall to begin my final four terms of teaching before my retirement.

Perspective regrets the omission of Rep. Roberts' name.

Gerald T. Wilson (BS '69) is a noise pollution expert for the Department of Environmental Quality.

Richard Adamek (BS '70) was formerly the owner of Jeff's Corner Pub and has recently left this tavern business.

Jerry and Pamela Ashland (BS '70, BS '70) own Timberline Lodge for 2½ years. Jerry is now a systems analyst and Pam is working in personnel and accounting.

Charles J. Carter (BS '71) was appointed to the assistant directorship for administration at the Cropland Children's Division at the University of Oregon Health Sciences Center.

Jack D. Dobler (MFT '72), recently promoted to colonel, is commander of the 142nd Fighter/Interceptor Group in Portland.

Tom English (BS '76) has a research company and is located in Eugene. He is a member of the Governor's Task Force on Juvenile Corrections.

Marilyn Folkestad (BS '77) has her poetry featured in the local literary magazine "Mississippi Mud.

Thomas A. Gerber (BS '71) and his law partners are buying the premises of the School of the Arts and Crafts Society for their new offices.

Dwayne McNannay (73) is assistant director of the Donald E. Long Juvenile Home.

Peter Meyer (BA '74) recently published a biography, "James F. Carter. The Man and the Myth", which has stirred up some controversy.

Mike Newcomer ('76) recently completed a teaching job in a local Portland school in the area of clown art and history. He also is working on an art handbook and plans to attend graduate school in the fall.

Maurice Nguyen (78) is employed as an underwater framee for U.S. Fidelity and Guaranty.

Dan Noelle (BS '75) is the Public Information Officer for the Portland Police Department.

Jon Reed (MBA '78) was recently named director of corporate marketing at Tektronix in Beaverton.

Bernie Speyer (BS '72) is assistant vice-president and assistant director of security at First National Bank of Oregon after three years as deputy sheriff. Twenty years in charge of security with Consolidated Freightways and three as general manager of Setronics Security Firm.

Jeanie Sumner (BS '76.MBA '77) has been a CPA and accounting instructor at PSU and now is the assistant dean of PSU's School of Business.

Karen Trip Stolpe (BS '71) received her master's degree in education from the University of Alaska.

Marilyn Turner (MS '74) is a special education teacher and administrator for Portland Public Schools and recently was appointed as the district's new director of special education services.

Victoria Trost (BS '71) recently directed Todd Olson's "Confessions of Jackie Du­luz", and is now working with him again in "Spinning Partners and Other Domestic Squabbles.

C. Norman Winnigstad (MBA '73) is the president of Floating Point, a local electronics firm.

She left Vegas

and became a winner

Besides her 5'9", frame, there's a couple of things that set Anna Street apart from the crowd — her sense of optimism and her seemingly boundless supply of energy.

The tall, graceful administrative assistant to Portland's Commissioner of Public Safety, Charles Jordan, must have picked her out as full of enthusiasm and perseverance when she came to Portland as a teenager from her native Las Vegas 12 years ago — because she hasn't exhausted the supply yet.

The almost-PSU graduate (she needs nine more credit hours) serves as Jordan's link with the media and as one of his advisors on the legislative front and executive matters that come before him during weekly City Council meetings.

The high pressure, fast-paced, responsibility-laden job is ideally suited to Street, who thrives on challenge and likes to blaze her own career trails.

An ingenue self-starter, Street worked her way up in the ranks of Jordan's staff, beginning as a secretary when he directed Northwest Regional Laboratory's Career Education Program and moving with him to City Hall when he became a Commissioner in 1974.

Except for a two-year leave of absence when she was an affirmative action specialist with Emanuel Hospital — Street has worked with Jordan since 1972.

"He's the type of administrator that allows you to grow," says Street of her boss. "He encourages you to take on responsibility as long as you take responsibility for what happens."

Accountability, says Street, has proven to be a liberating outgrowth of taking chances.

Street says she first realized this fact when she hit Portland town, a 16-year-old high school graduate who wanted to see a world beyond the neon lights and gaudy casinos of the Nevada gambling town where she grew up.

Because she came from a family of seven children, Street says she reasoned that the only way she'd be able to leave Las Vegas was to get a free ride out — something she accomplished by signing up with the Job Corps, a federally funded job-training program aimed at minority and economically disadvantaged youth.

While this plan might have sounded great to a 15-year-old newly graduated from high school, it was less than appealing to Street's mother, who flasty refused to let her go.

"I waited until I was 16," explains Street, "and when I had the plane ticket in my hand and the taxi waiting at the door, my mother gave in and let me go."

When she landed in Portland a few hours later, Street says she fell in love with the city. "I thought it was the biggest city I'd seen. I was overjoyed."

That exhilaration turned to almost instantaneous despair as Street and the other Job Corps recruits were loaded on a bus and whisked out of the city — to the Tongue Corps Jobs Center near Astoria.

In her nine months at Tongue Point, Street picked up enough clerical skills to land a job at the ripe old age of 17½ — teaching new recruits at Tongue Point.

With center officials' encouragement, Street decided to apply to PSU.

Through a combination of loans, financial aid and work study, Street was able to stay at the University for the next three years.

But it wasn't easy, said Street, of the endless hours of classes and work. "I depended on my teachers for a lot of support.

And the support was forthcoming, said Street, who cited Verne Reesron of the Science Department and Frank Wesley, Director of the Center for Public Health Studies as two influential and supportive figures in her educational development at PSU.

Street says she plans to resume her studies and eventually hopes to get a master's degree in either business or public administration. "In fact, it's one of the goals I've set out for myself in the next year and a half.

The pressures and visibility of public service are staving her career thoughts toward private industry, says Street. But, like her boss, she says the idea of running for political office herself "can't be entirely ruled out."

In fact it would be a mistake to rule anything out of her life, says Street, who's convinced it's possible for today's woman to be not only a wife, mother and professional but also multi­tasked career woman.

It takes a person with a lot of energy and optimism to assert a vision like that, but if anyone can do it — it will be Anna Street.
Dancers keep audience happy

by Kenneth Wieden

In 1974 they were The Dance Concert Group. 20 students under the instruction of Jacqueline Schumacher, performing at the Civic Auditorium with the Portland Junior Symphony. Today they're the Portland Ballet Company — Oregon's only professional ballet company — and they're filling the house.

The house in this instance is PSU's Lincoln Hall Auditorium, a 485-seat theater that quickly sells out for PBC performances. The PBC dancers are destroys the myth that says you have to go elsewhere to find real talent.

Since joining forces with PSU as resident dance company in 1975, PBC has evolved into a first rate repertory company with 12 dancers now under contract. PBC is proving that homegrown talent can be as professional and as enjoyable to watch as any dance company of comparable size from the East.

PBC has chosen not to tour, but rather to reside in Portland as a year-round company. The philosophy of the company, according to Nancy Matschek, head of PSU's dance program and executive director and choreographer for PBC, is to draw its artistic inspiration, collaborating artists and performers from the community, thus presenting a meaningful reflection of Portland.

The company's move to residency at PSU gave it the institutional stability which it needed in order to continue its development. Matschek said. And it gives the University an opportunity to demonstrate its support for the arts through a working relationship with a major community arts organization.

To anyone visiting Jacqueline Schumacher's private studio, where the company rehearses every day, it becomes apparent that PBC is a finely tuned professional organization.

For a weekly salary that wouldn't keep Baryshnikov in cigars, company members receive instruction and rehearse for up to three hours per day. The professionalism starts at the ground floor. Gentle but firm admonishments are given those who make mistakes more than once. Missed practices, unfavorable weight gains or continued substandard performance can result in probation.

If that sounds harsh for a small ballet company in Portland, the results tell you it's worth it. The dancers' attentiveness to Schumacher's direction is downright flattering. Their determination to perform as expected is obvious.

Schumacher, herself a dancer with the San Francisco Ballet at age 16, has taught in Portland for 28 years.

Since its "arrival in residency at PSU, the company has grown both in excellence of performance and in audience attraction, leading to speculation about possible steps to larger performance quarters.

For now though, PBC, continuing its residency at PSU, is booked into Lincoln Hall for next year giving the University and the Portland community ready access to the premier ballet company in the Northwest.

Get Piano Series tickets now

Five of the most exciting pianists performing in the United States today will visit Portland next season in the Portland State University 1979-80 Piano Recital Series.

The Series, in its premier season, brought four outstanding young performers to the Park Blocks campus this year, attracting a steadily growing audience to the only major piano recital series in the city. The second season for which tickets are now on sale promises to establish the series as one of Portland's most important musical events.

Leading off the series (all recitals will be in the Lincoln Hall Auditorium) will be Ruth-Laredo on October 24, followed on November 28 by Eduardo Delgado; January 14 (1980), by Jerome Lowenthal; February 5 by Gary Graffman, and concluding on April 7 with Jeffrey Swann.

Seating in Lincoln Hall is limited — few rates persons will be able to see each recital — so early reservations are urged for season tickets. Ticket prices for the series are $25 general and $15 students and senior citizens. Individual tickets, should any be available, will be sold only on the night of the recital for $16 general and $14 students and senior citizens.

Season tickets are available from the PSU Box Office, P. O. Box 751, Portland, 97207 (Phone 229-4440).

The artists secured by PSU for the second piano series season read like a "Who's Who" of current keyboard performers.

Ruth-Laredo's recital tour takes her to many of the most prestigious halls and series regularly, including the Kennedy Center and Library of Congress in Washington, Orchestra Hall in Chicago, and to major cities and universities around the world. Her recordings of Scriabin and Ravel won her the "Best of the Year" from both Stereo Review and Saturday Review, and she is now working on recording the complete piano works of Rachmaninoff for Columbia.

Eduardo Delgado, a native of Rosario, Argentina, is not yet 40 years old but already is a veteran of nearly 30 years of performing. He played his first recital at the age of eight and has continued performing for audiences in North and South America and in Europe.

Jerome Lowenthal will participate in the PSU Piano Series as part of his annual cross-country tour of the United States. He also makes regular concert tours of Israel, South America and Europe. Born in Philadelphia, Lowenthal made his orchestral debut with that city's famous orchestra. Following study in Paris and Israel, Lowenthal returned to the U.S. in 1981 as soloist in New York, Philadelphia and San Francisco.

Gary Graffman, beginning his fourth decade as a concert pianist, has been hailed by Newsweek magazine as "one of the great living pianists." He has performed with virtually every noted conductor in the world and is acclaimed by music critics as a solid and respected artist. Following early studies at Philadelphia's Curtis Institute and in Europe, Graffman worked intensively with Vladimir Horowitz and Rudolf Serkin.

Jeffrey Swann, still in his twenties, has established himself as an exciting international performer, in recitals and with orchestras as well as on records. Swann has studied at both Southern Methodist University and Juilliard School, where he earned bachelor's and master's degrees. He has appeared with numerous orchestras in both the United States and Europe and records for Ars Polonia, Deutsche Grammophon and RCA-Italy records.

Artists in the 1979-80 PSU Piano Series are: Ruth-Laredo (top right); Eduardo Delgado (top left); Jerome Lowenthal (bottom left); Gary Graffman (bottom center); and Jeffrey Swann.
Year end wrap up: a pretty good year

By Larry Sellers

Portland State's intercollegiate sports teams provided plenty to cheer about and lots of recognition for the University during the past school year.

In the fall, Coach Marlene Piper led the Vikings to the number ten spot in the nation at the AIAW volleyball championships in Tuscaloosa, Alabama. The Viks closed the season with a 52-11-1 record, including 39-0-1 against Region 9 Northwest competition.

In football, we finished 6-6 in the win-loss column but the Vikings led Division 1AA teams for the fourth straight year in passing yards and total offense. Coach Mouse Davis' team won all five home games and, in four seasons, that makes PSU 21-1-1 at home.

Men's basketball had one of those difficult years of transition which occasionally accompanies a coaching change. Glen Kenney was hired coach after the recruiting deadline and PSU finished 6-21, with only one senior playing and one of the toughest Division 1 schedules ever. Kenney's reputation has preceded PSU's prospects in a hurry with five AAA first team all-league Oregon high school players headed for the Park Blocks next year.

Women's basketball at PSU showed great improvement with a freshman and sophomore dominated team, going 11-14 for the season and ending the year with a one-point loss to playoff-bound Oregon State. Coach Wendy Hawley has her four top scorers returning, losing only two to graduation.

The women's gymnastics team climbed to 14-5 and placed fifth at the Northwest competition for the NorPac crown. The Viks' '32 wins is an Oregon College record for a single season.

Golf Coach Bob Snuggs passed the baton to Bob Ellsworth and Ron Delaney, assisting them in the transition, and the Viks continued their winning record. PSU won a pair of tourneys — the Eastern Washington and the Puget Sound Invitational — and placed second at Western Washington and in Portland.

The University of Portland for the NorPac competition

SPORTS

STUDY ABROAD
PORTLAND STATE UNIVERSITY
SUMMER SESSION 1979

ANATOLIA TODAY
Study of Turkish Culture & Civilization
August 19-Sept. 12, 1979

ECUADOR/PERU
Culture & Development of Ecuador & Peru
Ecuador: July 8-July 31, 1979
Peru: August 1-August 16, 1979

CONTACT PSU SUMMER SESSION FOR APPLICATIONS, DETAILS, DEADLINE DATES (SOON) 131 NEUBERGER HALL
P.O. Box 761
Portland OR 97207

SUMMER SESSION FOR APPLICATIONS, DETAILS, DEADLINE DATES (SOON)

Shoot the Deschutes
Two Trips
June 15-16 • July 14-16

Choose from two exciting trips: Lower Deschutes River, June 15-16, and the Upper Deschutes, July 14-16. The Lower Deschutes is a great float for intermediate rafters and beginners. Nineteen miles of relative quiet waters, then five miles of churning rapids!

$49.50

The Upper Deschutes offers some of the most challenging water in Oregon. Names like Whitehorse and Boxcar send thrills of anticipation every time you run this river. Over 50 miles.

$69.50

Spend a summer weekend running the Upper or Lower Deschutes. Experienced guides, led by Howard Walp. Bring your own camping gear. Call PSU Alumni, 229-4948, and make your reservations now. Prices include transportation and meals. Limit: 24 persons.

portland state university alumni
p.o. box 761 portland. oregon 97207 (503) 229-4948
PSU Alumni invite you to take a mid-summer holiday in southern Oregon. See four plays — “As You Like It” and “A Midsummer Night’s Dream” in the outdoor Elizabethan Theatre — Ibsen’s “The Wild Duck” and Molnar’s “The Play’s the Thing” in Angus Bowmer Theatre. Hear the beauty of Beethoven, Berlioz, and Brandenburg outdoors at the Peter Britt Music Festival. Visit historic Jacksonville. Explore buildings dating from the gold rush days in 1851.

Four days, transportation, lodging at Southern Oregon State College, 3 breakfasts and dinners, top reserved seats for 4 plays and 2 concerts, backstage tour, alumni escort — only $199.50

Limit: 38 persons.

portland state university alumni
p.o. box 751 portland, oregon 97207 (503) 229-4948

RESERVATIONS

Please reserve ______ places for the Shakespeare, Peter Britt, and Jacksonville tour. A deposit of $______ ($25 per person) is enclosed. Balance due July 2.

Name(s) ___________________________

Address ___________________________ Phone ________

City ________ State ________ Zip ________

Make checks payable to PSU Alumni Relations. Return as soon as possible to Alumni Relations, Portland State University, P.O. Box 751, Portland, OR 97207.