

• Employee
spotlight
• Coming
this week

Inside
Oregon



UNIVERSITY OF OREGON

•Calendar •Send to a friend •Letters •Print •Archives •UO home page

This issue: December 8, 2003

[Tech Transfer Spirals Upward](#)

[Printing Sells Greeting Cards, Calendars](#)

[Renovation, Modernization Project Begins](#)

[Natural History Museum Goes Under Wraps Dec. 22](#)

[Film on David Foster Featured Dec. 12](#)

[Conservation Lab Rescues Women's Sports History](#)

[Inside Oregon Adjusts Publishing Dates for Holidays](#)

[Our People](#)

[Announcements and Briefs...](#)

Tech Transfer Spirals Upward

University of Oregon researchers unveiled a record 36 new inventions in the recently ended fiscal year--a five-fold increase from just four years ago--and took in an unprecedented level of licensing income, further enhancing UO's status as a Pacific Northwest leader in efficiently moving new technologies from the laboratory to the marketplace.

Technology transfer revenue rose to more than \$1.82 million in the year ending June 30, 2003, marking the sixth consecutive year in which the UO has set an institutional record.

"For years, the UO has been recognized as an institution where highly significant advances in basic research are made," said Don Gerhart, Technology Transfer director. "In recent years, a growing number of faculty inventions have found practical application in the world outside academia. This underscores the significance and relevance of research at the University of Oregon, as well as generating revenues for further scientific studies and student education here."

The UO reinvested nearly all the licensing revenue to faculty inventors, departments and laboratories to support ongoing research. Remaining funds were used for patenting, trademarking and copyrighting of yet more UO innovations.

The increase reflected inclusion for the first time of revenue from UO-created career information systems. These databases and tools, which are currently licensed to users in 13 states, received their

Menge Pursues an Outdoor Way of Life



By Danielle Gillespie

Whether it's spending an afternoon fly-fishing, snowshoeing, rowing, cross-country skiing or simply sitting around a campfire eating S'mores, Ann Menge, Facilities Services, simply enjoys being outdoors.

Menge even works outdoors.

"Because people spend so much of their time at work, I wanted to have a job that I really enjoyed doing," says

Menge.

At the UO, Menge worked at the old Amazon housing complex, and in the East Campus area before Spencer View, a family housing complex, was built in the 1990s. After the construction of Spencer View, she supervised a group of University of Oregon student employees in grounds work at the site, and then in the past three years, she has maintained the area between Volcanology and Oregon Hall.

"I like what I am doing now," she says. "I prefer doing the work

first formal support from the UO's 11-year-old Technology Transfer office last year and accounted for approximately 55 percent of the institution's licensing income.

The UO's highly ranked Education college played a pivotal role in this year's increased licensing activity. Among the most significant commercialization agreements reached by the UO in 2002-03 was "Standards for Success," a project that help students learn what is necessary to succeed in entry-level college courses. Dave Conley, Educational Leadership, directed and developed the program in conjunction with the Association of American Universities (AAU). The UO and AAU provided it free of charge to every public high school in the United States.

Another Education licensing success came in UO's "School Wide Intervention System" (SWIS), led by Rob Horner, Special Education. SWIS empowers schools and social service agencies by providing, at cost, intervention strategies to address violence and destructive behavior in ways that ensure school safety and healthy social development of students.

Another major group of licensed UO innovations included scientific research tools, ranging from protein analysis software to unique antibodies that detect specific chemical substances. More than 20 such products that were derived principally from the university's inter-disciplinary programs in molecular biology and neuroscience, entered commercial sales during fiscal year 2001-02 and contributed to the growth in UO licensing revenue during fiscal year 2003.

Printing Sells Greeting Cards, Calendars



Campus departments looking for a source of low-cost holiday greeting cards with classy UO designs as well as colorful 2004 UO calendars in a super-sized postcard format need look no further than the Printing and Mailing Services web site, <uopress.uoregon.edu/>.

Click on the "What's New" link with the Rudolph the Red-Nosed Reindeer icon and you'll find links to each of these seasonal products, says Assistant Director Mark Dixon.

The specially designed UO holiday cards, with matching unprinted envelopes, are available in five designs--four are snowy scenes of campus landmarks and one

myself, and I work with a great group of people."

When Menge first arrived at the UO in 1971, she was an undergraduate student studying Asian studies and art, but after receiving her bachelor's degree, she decided that instead of spending her life painting on a canvas, she would plant and cultivate the landscape.

"I look at it as a different medium," says Menge. "Instead of working with clay and paint, I am working with grass and living things. It's another creative outlet."

Having never taken any classes in landscaping, Menge took a couple of botany classes and began her career. In those days, the mid-1970s, people didn't need to have a lot of background in landscape, says Menge.

"I learned by doing," she says. "And I had design experience from my academic career."

Around the same time Menge discovered she'd rather be working outdoors, she also found a love for fly-fishing.

"I like fly-fishing, but I am not very good at it," she says. "But I don't really care if I catch any fish. I like being out there and casting."

One of Menge's favorite places to go fly-fishing and camping is Hosmer Lake in the high Cascade Mountains. The lake is fly-fishing only and has a beautiful view of the South Sister, Mount Bachelor and Broken Top, says Menge.

Hosmer Lake is also a quiet get-away, and is a good place for bird watching. Plus, the water is super clear, Menge says.

"Even if you don't catch fish, you can see them swimming through the channels," she says. Hosmer Lake is filled with trout and stocked Atlantic salmon.

In addition to fly-fishing, Menge owns a wooden drift boat that she likes to take to a lake or a pond on a sunny day and drift in.

"I like to go somewhere and just bob along looking at the mountains," she says.

During the winter months, Menge also tries to get outside and do something recreational when she has time. She'll head to the mountains, strap on some snowshoes or cross-country skis, and go exploring.

"I like being out there," she says. "I just don't do it enough."

In fact, Menge says she would probably enjoy the outdoors even more than she already does on the weekends if she didn't work outside all week.

features the Oregon Duck in front of a decorated tree. They come in either a coated or an uncoated finish, and personalized imprints or inserts are available.

Prices are 40 cents apiece for plain cards or 55 cents each for either cards with inserts or printed personalized cards. If typesetting is required, a \$5 fee will be added.

Welcome the New Year with four postcard calendars depicting a whole year of seasonal beauty at the university.

"Designed by University Publications, these four-color calendars make great gifts for friends and colleagues and also help to promote the university," Dixon says.

Each shrink-wrapped set of four, three-month calendar/postcards costs \$4. Add a personalized greeting card and matching envelope to the set, and the cost will be \$11 for the first set (including printing set-up fee) and \$6 apiece for each additional set with cover card and envelope.

Pricing details and ordering instructions are posted at the web site, and quick copy orders can be submitted online. Supplies of either item are limited to the stock on hand.

For more information, call 6-0477.

Renovation, Modernization Project Begins **Natural History Museum Goes Under Wraps Dec. 22**

The Museum of Natural History will close its exhibit space to the public on Monday, Dec. 22, in preparation for a construction project that will renovate and modernize its existing exhibits.

Museum staff is readying the building and collections so the 10-month construction phase can begin in January 2004. Collections staff will return currently displayed artifacts to the museum's curation vault for safekeeping. When construction is completed in fall 2004, the museum will reopen, showcasing a new state-of-the-art exhibit hall, "Oregon--Where Past is Present."

While construction is underway, staff will develop mini-exhibits, tours, after-school programs and courtyard activities for the public, as well as training sessions for volunteers. In addition, the education staff will train K-12 teachers on how to use the museum's collections and educational resources to enhance their classroom curricula.

"Sometimes it gets pretty cold when I'm out there working and by the weekend, I am just ready to stay inside where it's warm," she says, laughing.

Danielle Gillespie is a student reporter for Inside Oregon.

Our People

IN THE SPOTLIGHT

Ken O'Connell, Art emeritus, was among a handful of pioneering video animation artists and experimental filmmakers who were honored in November at the Northwest Film and Video Festival's 30th anniversary celebration in Portland with a reprise showing of his short film, "Counterpane." Portraying the Willamette Valley landscape as a quilt pattern, "Counterpane" took top honors at the first Portland festival and subsequently was a highlight at the Columbia University Environmental Film Festival. O'Connell went on to make 16 more animated and experimental films, many still popular in the United States, Japan and Hong Kong.

Kenneth Liberman, Sociology, will be a Fulbright lecturer in sociology from January through June 2004 at the University of Mysore in South India. In addition, **Peter Ozanne**, formerly Law, is the recipient of one of the Fulbright program's new short-term Fulbright Senior Specialists grants, to support law curricular and faculty development and institutional planning at the Bavarian American Academy in Germany.

ON THE MOVE

Brian Henley became Admissions associate director for recruitment on Dec. 1, succeeding **Kirk Koenig**, who has been promoted to senior associate director for operations. Henley formerly worked at the University of Arizona, where he had been the senior associate director for recruitment since 2001. His office is in 240 Oregon Hall; his phone is 6-1281 and his e-mail address is <bhenley@darkwing.uoregon.edu>.

IN PRINT/ON DISPLAY

Ron Mitchell, Political Science, is the author of "International Environmental Agreements: A Survey of Their Features, Formation and Effects" in the *Annual Review of Environment and Resources* 27 (November 2003).

Priscilla L. Southwell, Political Science, and **Kevin Pirch**, Political Science GTF, authored "Political Cynicism and the Mobilization of Black Voters," to be published in the December 2003 volume of *Social Science Quarterly*.

ON THE PODIUM

James Pettinari, Architecture, presented recent design work by

"During the construction, our goal is to keep the museum in the minds of the public," said Director Mel Aikens, Anthropology emeritus.

Presentation Design Group of Eugene will design the new exhibits that reflect Oregon's high desert, Columbia plateau, coast and interior valleys. They will focus on Native American cultural history while portraying the state's environmental diversity, which continues to influence contemporary Oregon life.

Oregon's geological creation will be presented in a digital theater. A changing exhibits gallery will showcase ever-changing displays based on the museum's Northwest and worldwide collection of contemporary traditional artifacts.

"We have been working on the new exhibit designs for many months, and now it will be exciting to watch them come to life," Aikens said.

For information about ongoing programs, call 6-3024 or browse <natural-history.uoregon.edu>.

Film on David Foster Featured Dec. 12

A documentary film, "Enjoying the Ride: The Life of David Foster," will be screened at 8 p.m. on Friday, Dec. 12, in 100 Willamette. The film is free and open to the public.

The movie was made by Journalism and Communication students in Professor Dan Miller's documentary workshop class, in collaboration with Art. Students Cree Riggs and Kristi Wenzel directed the 30-minute film, with help from Miller and Ken O'Connell, Art emeritus.

Foster, who died last year, was a beloved professor who taught in the Art, Art Education and Architecture departments as well as the Honors College at the University of Oregon for 30 years. He was the first to offer classes in photography, film and computer animation and founded the visual design program that has evolved into the current multi-media program.

He was known for an innovative teaching style and an ability to inspire students to their creative best. As a result, many of his students have gone on to careers in the film industry, and their names appear in the credits of such major movies as "Star Wars: Episode I," "Unbreakable," "Armageddon" and the Academy Award-winning animation film, "Mona Lisa: Descending a Staircase."

faculty members and students associated with the university's Portland architecture program at "Paesaggio Territorio Del Dialogo (Landscape: Territory of Dialogue)," an Oct. 27-28 conference in Ascoli-Piceno, Italy. The event marked the opening of the University of Camerino's newest satellite campus. Portland architecture faculty members and students are involved with a number of collaborative projects addressing urban growth management and natural resource preservation in the metropolitan area that serve as international models for handling these kinds of challenges.

Announcements and Briefs...

First Year Programs Offer Faculty Wide Range of Opportunities

Calls for proposals for Freshman Seminars and First-Year Interest Groups (FIGs) for the 2004-2005 academic year have been mailed to all teaching faculty. FIG proposals are due **Jan. 5**, while Freshman Seminar proposals are due **Jan. 12**, 2004. Freshman Seminars give faculty the opportunity to explore a special research topic through discussion-based courses for a small group of new students. FIGs promote collaboration with a faculty colleague in another department. Offered fall term only, FIGs consist of a block of two group-satisfying courses and a college connections class taken together by 25 students new to the university. Both programs are designed to offer innovative courses that enhance the first-year experience of UO students by creating a learning community as well as building students' academic abilities. For information, visit the First-Year Programs web site, <firstyear.uoregon.edu/faculty.html>, or contact Associate Vice Provost Marilyn Linton, Undergraduate Studies, 6-1352. [kl]

Morse Center Seeks Two Resident Scholars

The Wayne Morse Center for Law and Politics is currently accepting applications from UO tenure-track faculty members for two resident scholar positions during the 2004-05 fiscal year. One scholar, from Law, will receive a \$10,000 stipend and up to 30 percent for other personnel expenses (OPE). The other scholar, from another UO department in an appropriate discipline related to the current Morse Center theme, will receive \$8,000 and OPE up to 30 percent. Recipients will be expected to undertake research or other professional activities--such as completing a paper suitable for publication, editing papers for a book or organizing a public symposium--that are related to the center's 2003-05 theme of inquiry, "The Changing Geopolitics: Implications for Peace and Stability." An original and five copies of the application are due by **5 p.m.** on Tuesday, **Jan. 6, 2004**, at the Morse Center, 220 Knight Law Center. Applications cannot be submitted electronically. For information including the required cover sheet, see the Morse web site, <www.morsechair.uoregon.edu>. Direct questions to Caroline Forell, Morse Center director, at 6-3699 or send e-mail to <cforell@law.uoregon.edu>. [kl]

Hooded Meters Limit Parking for Week-Day Games

Foster once taught a group of high school teachers how to film and process a 16mm animated film in four hours. He turned an empty refrigerator box into a makeshift dark room complete with black plastic garbage sack gloves attached to access holes and red cellophane windows through which the students could view the chemical trays inside. It worked, and in four hours, they had made, processed and viewed four short animations.

"Animania," a nine-minute award-winning documentary film on Art's animation program, will precede the half-hour Foster documentary.

For information, call Miller, 6-3747.

Conservation Lab Rescues Women's Sports History

A scrapbook filled with rare but disintegrating records of UO women's athletics from the mid 20th century is the latest object rescued from the ravages of time by the UO Libraries' Beach Conservation Lab, a part of the Catalog Department's Materials Processing and Conservation Unit.

Lab staff, led by Carol Lenocker and Marilyn Mohr, reconstructed the scrapbook containing rare information about the UO women's field hockey team from 1946 to 1967. They undertook the preservation project in preparation for the October induction of the late Janet Woodruff, a longtime women's field hockey coach and an early mentor to many UO women, into the UO Athletic Hall of Fame.

"The scrapbook has extensive historical value because field hockey was one of the few organized sports for UO women at the time, and records of women's athletics on the UO campus before 1970 are in short supply," says University Archivist Heather Briston. "The scrapbook serves as a valuable research tool for documenting the evolution of women's athletics, reconstructing team histories, and identifying former players."

Briston says University Archives in the Knight Library possesses very few of Woodruff's papers, so the scrapbook provides rare documentation of her prominence on the UO campus.

Woodruff, a UO faculty member from 1929 to 1967, headed the Women's Physical Education department. Gerlinger Hall's Woodruff Gymnasium is named in her honor.

The scrapbook was in a state of severe disrepair before being turned over to the Beach Conservation Lab, which specializes in rescuing fragile and damaged material from the deterioration that often accompanies the passage of time. The use of glue and acidic

With the start of the Duck men's and women's basketball seasons, Rand Stamm, Public Safety, reminds drivers to pay attention to the color of "hooded" parking meters to avoid getting a ticket or having your vehicle towed.

When a basketball game is scheduled Monday through Friday, many of the metered spaces on University Street by Mac Court as well as the Pioneer Cemetery are hooded.

"Drivers may park in spaces with meters covered by red (labeled LTD), brown, dark green or dark blue hoods until 4 p.m. only," he says. "Don't park in these spaces after 4 p.m. on weekdays when there are basketball games."

Spaces with hoods that are white, yellow or light blue are off limits for parking at all times before or after 4 p.m. on weekday basketball game days.

"Because they will be needed throughout the day and must be open for those folks who have reserved them, do not park in spaces with white, yellow or light blue hoods at any time," Stamm says.

For information, contact Stamm, 6-5447, or send e-mail to <rstamm@dpsnet>.

Check for LTD Winter Travel Detours

With this winter's long-range weather forecasts hinting at the likelihood of more "white stuff" on the Willamette Valley floor and nearby foothills than has fallen in recent years, Lane Transit District officials remind commuters they may need to adjust their travel plans to and from work if the weather turns nasty. To see if your bus is on any kind of snow and ice detour service, be sure to check the LTD website, <www.ltd.org>. [kl]

These weeks at the University of Oregon...

Highlights of the many public events and activities on campus are:

- The Knight Library Press will host a three-day **open house and studio sale** on Friday, Saturday and Sunday, **Dec. 12-14**, at 1166 W. 2nd Ave. Learn about the art of fine-press publishing by attending this free event that coincides with the annual 2nd Avenue & Blair Artists Open House & Studio Sale. As part of the UO Libraries, Knight Library Press is dedicated to fostering respect and appreciation for the heritage of typographic books through fine-press publishing and promoting awareness of the book as an artistic object and vessel for ideas. Tours of the press's facilities and the opportunity to view and purchase fine printings produced by the press will be available. Open house hours are 5 p.m. to 9 p.m. Friday, 11 a.m. to 5 p.m. Saturday, and noon to 4 p.m. Sunday.

paper in the scrapbook had caused it and its contents to deteriorate extensively. The lab reconstructed the scrapbook with archival quality materials to preserve it for years to come.

For more information on the Beach Conservation Lab, contact Lenocker, 6-1865 or e-mail <lenocker@uoregon.edu>, or Mohr, 6-1962 or e-mail <mmohr@uoregon.edu>. For University Archives information, contact Heather Briston, 6-1899 or e-mail <hbriston@darkwing>.

Inside Oregon Adjusts Publishing Dates for Holidays

In recognition of the upcoming holidays, when many of our readers will be taking time off to spend with family and friends, *Inside Oregon* will adjust its weekly-on-Monday publication schedule during the remainder of December.

This issue is the last one this month to be e-mailed to faculty, staff and GTFs on campus. The newsletter will skip issues that would have come to you on Dec. 15 and 29.

The once-a-month quick-copied *IO Highlights* issue will be published this month on Dec. 22.

Regular Monday publication of e-mail issues will resume on Monday, Jan. 5, 2004, the first day of Winter Term classes. The January *IO Highlights* issue will be published Jan. 26.

Deadline information for upcoming issues is available online at <comm.uoregon.edu/inside/deadlines.html>. Back copies of *Inside Oregon* are archived at <duckhenge.uoregon.edu/inside/archive.php>.

For information, call 465-4898 or browse <libweb.uoregon.edu/klp/index.htm>.

- UO student dancers and choral singers from Music's opera program will be part of the Eugene Symphony Orchestra's **holiday performance** of "Amahl and the Night Visitors." The concert, with Scott Terrell conducting, is set for 8 p.m. Friday, **Dec. 12**, in the Silva Concert Hall, Hult Center, One Eugene Centre. For tickets and information, call 682-5000. Information also is available online at <www.eugenesyphony.org>, <www.hultcenter.org>, <dance.uoregon.edu> or <music.uoregon.edu>.
- The fifth annual **Winter Solstice Celebration**, hosted by the Museum of Natural History from 5:30-8 p.m. on Friday, **Dec. 19**, will get the whole family into the holiday spirit on the longest night of the year. Oregon history archivist Don Hunter will open the celebration in 175 Knight Law Center with "Nostalgic Winter Scenes of Oregon," a multimedia presentation that includes the January 1969 snowstorm that blanketed Eugene and other parts of the state with three feet of snow for nearly a week. Enjoy storytellers, music, tai chi relaxation instruction and face painting. At 6:30 p.m., move next door to the museum to warm up with warm cider and cookies while shopping for last-minute gifts at the museum store. Fragrant lavender bundles and handmade Solstice cards will be on sale, too. The event is free, but donations will be accepted to support the museum. Museum memberships also will be available for half-price. For information, call 6-3024 or visit <natural-history.uoregon.edu>.
- Through **Dec. 22**, check out a free **exhibit** of sculptural glass works by Eugene artist Rabah Hadjouti in the Adell McMillan Art Gallery on the second floor of the Erb Memorial Union. Hours are 7 a.m.-11:30 p.m. weekdays and 10:30 a.m.-11:30 p.m. weekends. For information, browse <darkwing.uoregon.edu/~cultural/> or call 6-0007.

For more about University events, visit the [Calendar of Events](#).

Each issue of Inside Oregon is archived on the web at <http://comm.uoregon.edu/inside/archive.php> . If this issue displays improperly, please go there for the correct version.

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Dates of upcoming issues, with copy and calendar deadlines, are posted at [IO Deadlines](#).

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