

# Oregon

QUARTERLY

SPRING 2015

Right

Click

THE GOP'S TECH EDGE

THE MAGAZINE OF THE UNIVERSITY OF OREGON

# *Cheer in Style.*



*This striking "O" is hand made at Skeie's Jewelers in Eugene Oregon, the home of the Ducks!  
Please Call for price and availability.*



10 Oakway Center  
Eugene, OR 97401  
541-345-0354  
[www.skeies.com](http://www.skeies.com)

# Oregon

QUARTERLY

THE MAGAZINE OF THE UNIVERSITY OF OREGON  
SPRING 2015 • VOLUME 94 NUMBER 3

EDITOR AND PUBLISHER Ann Wiens  
[awiens@uoregon.edu](mailto:awiens@uoregon.edu) | 541-346-5048

MANAGING EDITOR Jonathan Graham  
[jgraham@uoregon.edu](mailto:jgraham@uoregon.edu) | 541-346-5047

SENIOR WRITER AND EDITOR Rosemary Camozzi  
[rcamozzi@uoregon.edu](mailto:rcamozzi@uoregon.edu) | 541-346-3606

ART DIRECTOR JoDee Stringham  
[jodees@uoregon.edu](mailto:jodees@uoregon.edu) | 541-346-1593

ADVERTISING DIRECTOR Susan Thelen  
[sthelen@uoregon.edu](mailto:sthelen@uoregon.edu) | 541-346-5046

PUBLISHING ADMINISTRATOR Shelly Cooper  
[scooper@uoregon.edu](mailto:scooper@uoregon.edu) | 541-346-5045

CONTRIBUTING EDITOR  
Mindy Moreland

PROOFREADER Scott Skelton

INTERN Chloe Huckins

EDITORIAL ADVISORY BOARD  
Mark Blaine, Betsy Boyd, Kathi O'Neil Dordevic, Kathleen Holt, Alexandra Lyons, Kenneth O'Connell, Holly Simons, Mike Thoele

WEBSITE [OregonQuarterly.com](http://OregonQuarterly.com)

MAILING ADDRESS  
5228 University of Oregon  
Eugene, Oregon 97403-5228  
Phone 541-346-5045

EDITORIAL  
541-346-5047

ADVERTISING SALES Heather Back, SagaCity Media  
[hback@sagacitymedia.com](mailto:hback@sagacitymedia.com) | 971-200-7024

E-MAIL [quarterly@uoregon.edu](mailto:quarterly@uoregon.edu)

OREGON QUARTERLY is published by the UO in February, May, August, and November and distributed free to alumni. Printed in the USA on recycled paper. © 2015 University of Oregon. All rights reserved. Views expressed do not necessarily reflect those of the UO administration.

CHANGE OF ADDRESS  
Alumni Records, 1204 University  
of Oregon, Eugene, Oregon 97403-1204  
541-302-0336, [alumrec@uoregon.edu](mailto:alumrec@uoregon.edu)

ADMINISTRATION  
Interim President **Scott Coltrane**, Acting Senior Vice President and Provost **Frances Bronet**, Vice President for University Advancement **Michael Andreasen**, Vice President for Enrollment Management **Roger Thompson**, Vice President for Finance and Administration **Jamie Moffitt**, Vice President for Institutional Equity and Inclusion **Yvette Marie Alex-Assensoh**, Vice President for Student Life **Robin Holmes**, Interim Vice President for Research **Brad Shelton**, Associate Vice President for Advancement and Executive Director of the UO Alumni Association **Paul Clifford**, Associate Vice President for Communications, Marketing, and Brand Management **Tim Clevenger**

UO INFORMATION 541-346-1000

**O** | UNIVERSITY OF  
**OREGON**

The University of Oregon is an equal-opportunity, affirmative-action institution committed to cultural diversity and compliance with the Americans with Disabilities Act. This publication will be made available in accessible formats upon request: 541-346-5048.

## One in Five

In early 2014, the White House issued a report, *Not Alone*, that outlined the problem of sexual assault on college campuses in stark, statistical detail. Many were shocked by the findings of the White House Task Force to Protect Students from Sexual Assault, which indicate that one in five women is sexually assaulted while in college (other reports put the figure closer to one in four). A few months later, the US Department of Education released a list of colleges and universities (the University of Oregon was not among them) it was investigating for possible violations of federal law over the handling of sexual violence and harassment complaints. Here at the UO, faculty, students, and community members held protests against the university's handling of an alleged rape, and across the country, incidents of sexual violence on campuses have been in the headlines regularly all year.

Throughout this year, I've had many conversations with friends and colleagues about that "one-in-five" statistic. A number of those conversations have involved discussions of what constitutes "sexual assault," which federal law refers to as "any type of sexual contact or behavior that occurs without the explicit consent of the recipient." With that definition in mind, that one-in-five statistic becomes far less surprising. Many women I've spoken with shared their own stories—and nearly all, it seems, have a story. Many have more than one. And many had not shared them before, myself included.

I was sexually assaulted by my driver's ed instructor when I was 15 years old. It was not rape or attempted rape, and at the time I wasn't sure *what* it was—I was more concerned with piloting a car down the freeway for the first time than I was with what my instructor was saying and doing. I wasn't even certain if it was truly wrong, because no one ever talked about such things at the time. But I knew his actions were unwelcome and unwanted, and did not include my consent.

I've shared this story with my own daughter, now 17, who will be a college freshman next year. She's also followed the stories in the media about sexual assault on campus, and for years she's been provided with information, both at school and at home, about what is and is not acceptable behavior. I'm confident that if she found herself in a situation like the one I experienced, she would not stay silent. This is progress.

I'm also cognizant of the reality that not everyone is as informed or as confident as she is. But the more attention this issue receives—the more open the conversations are, the more seriously the reports are taken, the more colleges and universities (and high schools and middle schools) make protecting students from sexual violence a priority, the more progress we will make toward solving a problem that is societal, not just institutional.

For this issue, Rosemary Camozzi has written a story, "It's on Us," that examines sexual assault at the University of Oregon. It was a challenging story to do, both in terms of the sensitive subject matter, and the complexity of the topic. Although there were many possible approaches, we chose to look at the UO's situation within the national context as well as through the perspectives of faculty, staff, and others whose daily work and research is devoted to responding to and reducing incidents of sexual violence and misconduct. It's a perspective that's often neglected in the swirl of the news cycle, and one that I hope furthers the discussion of this critical topic. A discussion that feels, to me, like progress.

Ann Wiens, Editor



[awiens@uoregon.edu](mailto:awiens@uoregon.edu)



# contents

## DEPARTMENTS

### DIALOGUE 1

- 1 Editor's Note
- 4 Letters

### INTRO 9

- 10 Campus News
- 12 Turning Point
- 18 Nothing But Net
- 20 All That Brass



20

- 22 Excerpt: Imagining Calamity
- 25 The Best ...
- 26 Profile: Dan Tichenor
- 28 60 Stories in 90 Seconds

### OLD OREGON 51

- 52 e-Harmonies
- 54 Class Notes
- 64 Duck Tale

“Who in the hell would have ever thought a kid in his garage, singing crazy syllables in his underwear, could make a living, work from home, and sing music?”

—PETER HOLLENS, BMus '05



32



18

# Oregon

QUARTERLY

The Magazine of the  
University of Oregon  
Spring 2015  
Vol. 94 No. 3

## OQ ONLINE

[OregonQuarterly.com](http://OregonQuarterly.com)

;

### WEBSITE EXCLUSIVE

See video by **Ryan Stefan**, BS '14, about Ducks line-backer Tony Washington as he concluded his Oregon career.

**TALK TO US** Comment on stories and share your favorites with others via e-mail and social media.

**MORE TO LOVE** See additional materials—including video and photo galleries—related to stories in the print edition, and read additional stories not found in the pages of this publication.

**LEARN MORE** Read a little more about the people who create *Oregon Quarterly* and learn about our approach to covering the university and its alumni.

**JOIN IN** Submit letters, class notes, and photos for our “Ducks Afield” section.

### FEATURES

32

## RED, RIGHT, AND NEW

Political conservatives were slower than liberals to harness the power of digital and social media. But with the help of some Ducks, they're catching up. **BY DAN MORRELL**

38

## IT'S ON US

Amid a heightened national awareness of the problem of sexual assault on college campuses, many at the UO are working to find solutions.

**BY ROSEMARY HOWE CAMOZZI, BA '96**

46

## BREAD 101

How five professors teamed-up to create a course exploring the science and culture of bread. **BY BONNIE HENDERSON, BS '79, MS '85**

**ON THE COVER** Bret Jacobson, BS '03, and Ian Spencer, BS '07, founders of the digital advocacy firm Red Edge. Photograph by Mark Finkenstaedt.



# Still Running Strong

I loved the piece about “Jogging Memories” (Duck Tale, Winter 2014). Above (right) is a photo we recently took running through Hendricks Park to contrast to the one in the story taken 51 years ago.

One of the people is the same in both photos. Which person?

Richard Leutzinger, BA '62, is at the farthest left in both photos, the one from 51 years ago and the one today. Richard was a journalism major at the UO and ran with the UO noon group in the '60s as documented in the photo, and for the last 10 years or so as well. Richard ran 97 marathons between the two photos. And he scored points for the Ducks football team under coach Len Casanova. He weighs 114 pounds, probably not a match for Alex Balducci today.

The guy in the yellow and in the lead, UO professor of psychology Paul Slovic, was introduced to the UO noon group in the late '60s by the guy behind Bill Bowerman in the archived photo, Ernie Cunliffe, MS '66, DEd '69. Ernie was third in the 1960 NCAA meet for Stanford in the 800 and a 1960 Olympian. Thanks to Ernie, Paul has run with the noon group daily for 45 years. When Bowerman was first trying out his waffle-sole shoe, one of the first of his handmade pairs he gave to Paul for testing.

Second guy, the one in the blue, is me, who joined the UO noon group in 1973 having joined the UO biology faculty in 1971, two years after Fred [Delcomyn, PhD '69, author of the “Jogging Memories” story] left the UO biology department.

Third guy in the archived photo is Keith Forman, BS '64, MS '70, the third Duck to break the four-minute barrier in 3:58.3, impersonated in today's photo by Tim Godsil, retired accountant from the office of sponsored projects at UO.

And the fourth is Richard! Still running strong after all these years!

Fred, thanks for this great story!

**John H. Postlethwait**

Professor of Biology, Institute of Neuroscience  
Eugene

Tonight I read the “Jogging Memories” story. The picture in the center of the page features the great Bill Bowerman with “unidentified runners.” I don't know them all, but the third man from the right, two behind the coach, is another great, Keith Forman! He was another Oregon champion and a sub-four-minute miler. We can't forget our great athletes and their achievements.

**David Kenin, MA '66**

Pacific Palisades, California

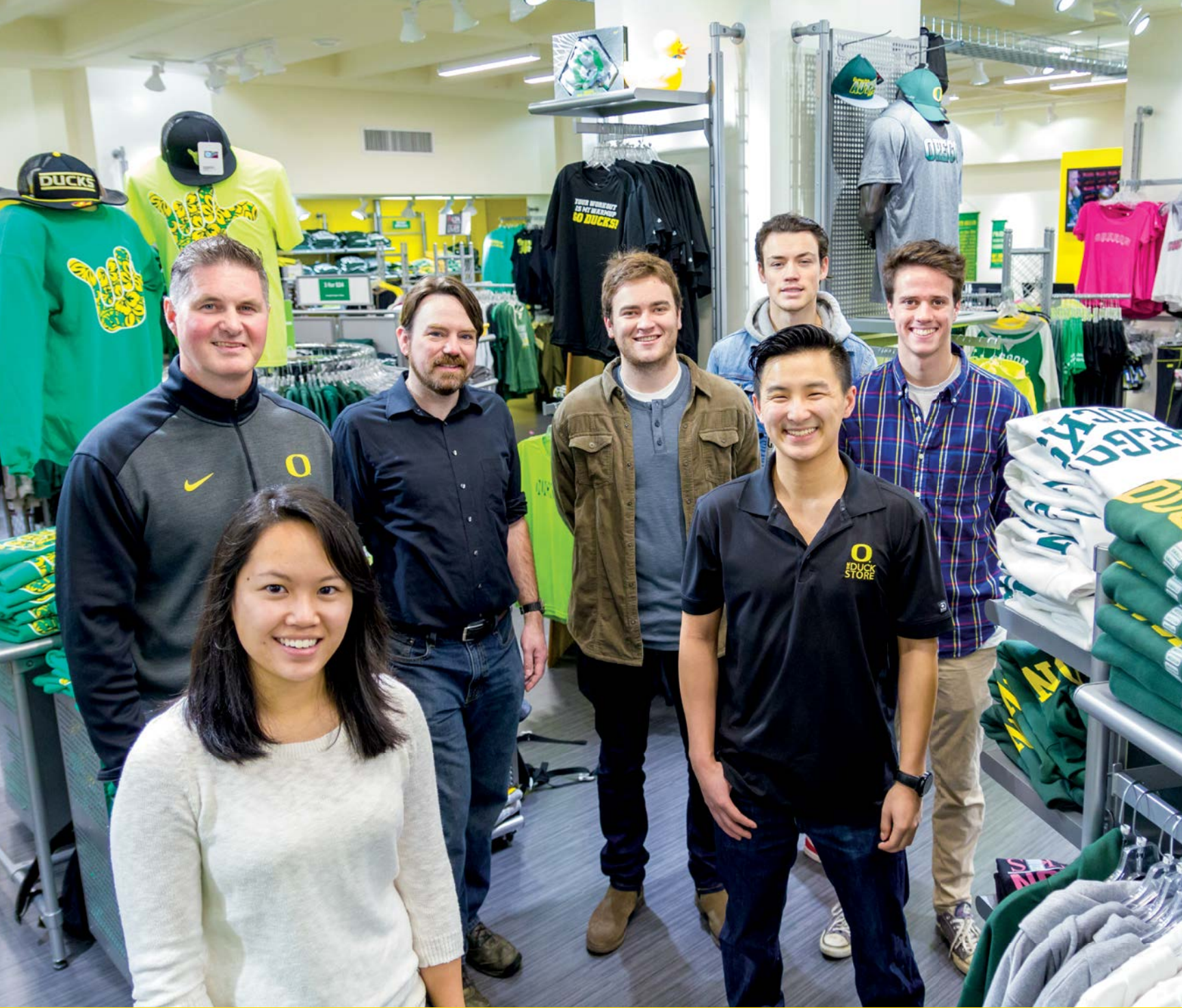
I remember Keith Forman as a sweet classmate—a 1959 graduate of Cleveland High School in Portland. As freshmen at the UO we were friendly, and he spoke with enthusiasm about running; I believe he and the others were striving to run a four-minute mile. I think of Keith with fondness and wonder what became of him after our 1963 graduation.

**Judy Wilson Hayward, BA '63**

Tualatin, Oregon

## For the Record

On page 60 of the Winter 2014 Oregon Quarterly (“Flashback”) you asked if anyone out here still had a University of Oregon record album issued in 1954. I do. Unfortunately, I can no longer play it. It consists of two double-sided 78 rpm records that contain two non-Oregon songs, “My Hero” and “Oh What a Beautiful City.” Oregon songs include “Mighty Oregon,” the “Pledge Song,” and my favorite, “As I



Our Board of Directors make important decisions, and while the decisions themselves might not be highly visible, the end results often are. The Board was instrumental in making the remodel of the Campus Duck Store happen, bringing about a much-needed refresh to a store that hadn't been updated since Ronald Reagan was president.

The Duck Store's Board of Directors is comprised of current UO students, faculty and staff. Our Board is nominated and elected by their peers; every decision made by the Board has the student's best interest in mind.

*A few of the 2014 - 15 Board Members;  
from left to right, back to front:*

Brent Harrison, *Faculty-at-Large*  
Dr. Michael Urbancic, *Teaching Faculty*  
Drew Haroldson, *President*  
Nicholas Salita, *Sophomore*  
Patrick Poggi, *Sophomore*  
Stephanie Labasan, *Graduate*  
Mitchell Lee, *Vice President*



Eugene · Portland · Bend · [UODuckStore.com](http://UODuckStore.com)

5  
10  
∞

5 Airlines

10 Nonstop Destinations

Infinite Connections



Sit and Dream at Evening.” Useless as these are to us now, I continue to hang on to them.

**Jo Anne Hewitt Aplet, BA '52**  
Pacific Palisades, California



### Meet you at the EMU

Reading about the Fishbowl renovation (“A Capital Idea,” Winter 2014) recalled personal memories. In 1951, I transferred to the UO and wanted to get into campus activities. I met with a small group led by EMU student manager Clyde Fahlman about starting a “Friday at Four” series featuring live music in the Fishbowl. I put a notice in the *Daily Emerald* asking for volunteer musicians, and a few showed up. One was a handsome graduate student from the East Coast who had played saxophone in big bands, and he was not very interested in gathering a volunteer combo. However, Richard Stewart, MMus '54, and I continued our friendship, dances in the ballroom, and in 1954, we were married in Medford. For the next 57 years, whenever someone asked, Dick would tell the story of how we met.

**Dorothy Anderson Stewart, BS '54**  
Escondido, California

### Frosh Glee

Reading the letter on Benny Goodman and the King of Siam (“The King and I,” Winter 2014) takes me back to my first dance at McArthur Court in the fall of 1939: the Frosh Glee. We were fortunate to have had Goodman and his band that night! What an evening that was.

**John Busterud, BS '43**  
San Rafael, California

### More on the Climate

The letter from Dave Bowman, BS '82, (“Carbon Problem,” Winter 2014) on global warming is not only false, it reflects the propaganda of the oil and gas industry. Climate is the universal picture of the temperature of the entire Earth, its history

and its future. Greenhouse gases trap sunlight that should be reflected into space, thus the warming of the planet. Weather, not climate, is what you see from day to day. For example, I grew up in Southern California in the '40s, when there was rain and snow in the valley. As the climate warmed from greenhouse gases, the forest burned, and my town turned into a desert wasteland. Take the water away from Corona del Mar that you get from afar, and you will be left with cactus and sagebrush. Then your cry will be “Let’s get Oregon’s water.” Not now, not ever!

**Walter B. Hull, BS '59**  
Clackamas, Oregon

### Image Conscious

I find the “new look” of *Oregon Quarterly* distracting from the content, overly visual, and wasteful of space. It reminds me of today’s television, with its endless flashing images in both advertising and programming. Your use of large images seems to imitate that; they become the content rather than simply augmenting the text. The magazine becomes a picture show instead of informative. This is unfortunate because some articles are very significant—if one can get by the visual barrage. For example, “Natural Law” (Autumn 2014). This may lead to a crucial test in the Supreme Court of constitutional rights—whether “the people” have any remaining, or if only the big corporations do.

**Keith Roe, MLS '73**  
Vestal, New York

### We want to hear from you.

Please submit your letters at OregonQuarterly.com, to quarterly@uoregon.edu or by mail to Editor, *Oregon Quarterly*, 5228 University of Oregon, Eugene, OR 97403-5228. You may also post comments online at OregonQuarterly.com. Published letters may be edited for brevity, clarity, and style.

#### Corrections

In the Winter 2014 Class Notes, we attributed the book *Driftwood Forts of the Oregon Coast* to the wrong Duck. The author is James Herman, BFA '11. In the letters section, we misspelled the name of professor emeritus of theater Faber Dechaine, BS '52.



A woman with her hair in a ponytail is pointing at a diagram on a chalkboard. The diagram shows a square with a circle inside, and another square below it with numbers 1, 2, 3, 4. A man with glasses is standing to the right, looking at the board. The background is a chalkboard with some faint writing. The top of the image has several green wireframe geometric shapes.

# Who cares about that 'A' you earned in Math 431?

***You do.***

*Your grad school does. Your employer. Maybe even your mortgage lender. And your alma mater cares, too.*

That's why the University of Oregon's Office of the Registrar has made the transcript request process quick, easy, affordable, and green.

Students and graduates since 1986 can request secure electronic transcripts at **[registrar.uoregon.edu](https://registrar.uoregon.edu)**.

The Office of the Registrar is part of our Office of Enrollment Management, which guides Ducks through the processes of admissions, registration, matriculation, and financial aid. And we're still here to help even after you graduate. Learn more at **[oem.uoregon.edu](https://oem.uoregon.edu)**.

# What's Your Story?

“ONE HIGH SCHOOL  
TEACHER WHO REALLY  
INSPIRED ME WROTE ON  
ONE OF MY ASSIGNMENTS,  
'YOU HAVE A GOOD VOICE FOR  
RADIO.' IT SWITCHED THE LIGHT  
BULB ON. NOW I'M LIVING MY  
DREAM JOB.”

**JOHN STRONG**

NATIONAL SPORTS BROADCASTER  
OREGON PUBLIC SCHOOL GRADUATE  
UNIVERSITY OF OREGON GRADUATE



30 Years of Doing Good Things

EDUCATION MATTERS TO OREGONIANS.  
OVER \$6 BILLION TO OREGON'S EDUCATION SYSTEM SINCE 1995.

LOTTERY GAMES ARE BASED ON CHANCE AND SHOULD BE PLAYED FOR ENTERTAINMENT ONLY

- 10 Campus News
- 12 Football Turnaround
- 18 Nothing But Net
- 20 All That Brass

# intro



## Nice Handoff

Quarterback Marcus Mariota, BS '14, passes the Leishman Trophy to linebacker Tony Washington after the Ducks crush defending national champion Florida State University 59-20 in the 2015 Rose Bowl.

## Peacemaking Primates

Jane Goodall first reported on violence among chimpanzees in the 1970s, and since then, other studies have suggested that human encroachment into primate habitats may have led to violence among the chimps. In a recent article for the journal *Nature*, UO anthropologist **Frances White** and her coauthors have added to the conversation about violence—or the lack thereof—among chimpanzees and bonobos.



Comparing behavior in multiple chimpanzee and bonobo communities, the researchers note differences between these two species, which are closely related to humans. While the male-dominated chimp groups often engage in violence, aggressive behavior is not prevalent among female-dominated bonobo groups.

After studying multiple groups of the two species, researchers con-

cluded that the level of human impact on the animals' environment does not determine the prevalence of violence among chimpanzees and bonobos.

White, who heads the Department of Anthropology and directs the UO's Primate Osteology Laboratory, says that her contribution to the study focused on the lack of aggression among bonobos. "One thing this paper shows is that the lethal aggression and infanticide that you see in chimpanzees is an adaptive strategy, but the opposite is also true. The peaceful nature of bonobos is an adaptive strategy."

That adaptive strategy, she said, refers to a biological function in which the violent nature of chimpanzees and the mostly peaceful nature of bonobos are manifested in ways that best suit their standings within their very different social structures.

Male-dominated chimpanzees battle for food, females, or other power that is important to them, White says. For female-dominated bonobos, she noted, being aggressive doesn't pay off. "They prefer to be peaceful. A lot of the peacemaking among bonobos happens because of sexual behavior."



White has studied bonobos since 1983, when she was a doctoral student at Stony Brook University. Her research for the *Nature* article took place in the Democratic Republic of the Congo.

Also among the coauthors of the paper is **Michel Waller**, BS '00, PhD '11, of Central Oregon Community College in Bend.



Granholm

### MERCY CORPS AND MBAS

Oregon Executive MBA faculty members **Gudrun Granholm** and **Dave Garten** recently traveled to Kampala, Uganda, to work with Mercy Corps employees. Best known for providing humanitarian aid in crisis situations, Mercy Corps is also involved in economic development activities. Granholm and Garten support these efforts by providing training for program managers. The pair has previously led sessions in Thailand and the Republic of Georgia.



Garten

### SINGING DUCKS

The **UO Chamber Choir** is one of only 10 ensembles in the world invited to the Marktoberdorf International Chamber Choir Competition, held in May 2015 in Germany. The group previously collected trophies at international competitions held in Ireland (2013) and Estonia (2011). In Ireland two years ago, the ensemble won the top prize with a repertoire that spanned 400 years and seven different languages.



## Renovated Rec

The renovated and expanded 110,000-square-foot **Student Recreation Center** opened just in time for the winter term. At almost double the size of the old facility, the new center is big enough to meet current needs with enough extra to accommodate some growth beyond the university's current enrollment. In addition to fitness facilities, the building now includes a spacious lobby that should serve as a gathering spot for students.

"We wanted to create something vibrant, something

## Bringing Home the Bowerman

Recent UO graduate **Laura Roesler** has become the first woman in Oregon history to win the Bowerman Trophy, collegiate track and field's most prestigious honor, awarded annually by the US Track-&Field and Cross Country Coaches Association.

Roesler, who won 2014 NCAA titles in the 800 meters (both indoor and outdoor), was a member of the collegiate record 4 x 400 meter relay team that clinched the Ducks' fifth-straight indoor championship. She beat out Sharika Nelvis (Arkansas State) and Courtney Okolo (Texas).

The Fargo, North Dakota, native is the third Duck to win the award, joining Olympic medalists **Ashton Eaton**, BA '10 and **Galen Rupp**, class of '09. Roesler is the first female from the Pac-12 to win the award as well as the first athlete



## Excellent Chemistry

**UO** chemist **Michael Pluth** has won a National Science Foundation Faculty Early Career Development Award, the NSF's most-prestigious recognition of top-performing young scientists in the early stages of their faculty careers. Pluth will receive \$650,000 over five years to continue his research into hydrogen sulfide and to create enrichment programs for middle and high school age students. Earlier, Pluth's team developed a sensitive probe to detect hydrogen sulfide, a colorless gas, in biological samples and contaminated water. The new NSF grant will allow Pluth to use synthetic chemistry and different forms of spectroscopy to study the interactions that occur when hydrogen sulfide first meets biological targets. The research could have implications in clinical medicine because of hydrogen sulfide's little-understood role as a signaling molecule that affects blood pressure, heart health, and inflammatory responses.



## Sabertooth Salmon Surprise

**A**n exhibit at the University of Oregon's **Museum of Cultural and Natural History** showcases some surprising new findings about the sabertooth salmon, a prehistoric ancestor of the present-day fish. It turns out the creature's teeth jutted to the side (rather than running up and down, as was the case with the sabertooth cat). Even more surprising to those used to catching (or eating) contemporary salmon, the sabertooth measured six to eight feet in length. The species was present in Oregon until about five million years ago.

The museum's paleontological collections include a number of other sabertooth salmon fossils collected from the Madras-area quarry. A skull specimen unearthed there in 1964 has served as the scientific community's reference point for defining and naming the species. A touchable cast of that 1964 find is currently on display in the museum's "Explore Oregon" exhibit, which opened earlier this year.

that had energy," says Kevin Marbury, director of physical education and recreation. "It's someplace where people can come in and just enjoy the feeling the building creates."

The Rec (above) reopened in January after a \$50 million renovation.

The center features a new pool, diving area, whirlpool, and a separate pool for water polo and water volleyball. The facility also includes a cycling room, a yoga room, an additional three-court gym, larger cardio and weight training areas, and greatly expanded locker rooms.

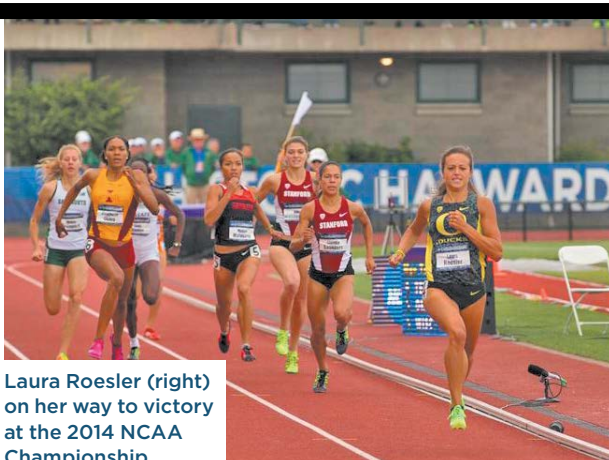


Zhao

### TOP SCHOLAR

Professor **Yong Zhao** of the College of Education is among the nation's top 10 most influential university-based education scholars, according to *Education Week*.

An outspoken critic of the Common Core standards and standardized testing in general, Zhao is also author of the book *Who's Afraid of the Big, Bad Dragon: Why China has the Best (and Worst) Education System in the World* (Jossey-Bass, 2014).



Laura Roesler (right) on her way to victory at the 2014 NCAA Championship

of either gender to win with the 800 as his or her primary event. Track and field's highest honor caps a historic career for the 2014 graduate, who left Oregon with 17 track-and-field All-America awards, a school record.

# Turning Point

Until very recently, no one outside Oregon paid much attention to Ducks football. So what happened?

It wasn't so long ago that Ducks football was a national afterthought—a sometimes good but never great program, and one that once went 26 years without making it to a bowl game. But things are different now. Oregon has become one of the most successful programs in the country—competing for the national title twice in the past five years, while posting at least 11 wins per season. This eye-popping success on the field over the past decade follows another decade or so of slowly building the program. The Ducks have gained national notice for innovative game plans, successful marketing, impressive facilities, and their ability to attract players of a caliber that rarely came to the UO a generation ago.

So what was the tipping point? Was there a moment, a person, a game that caused the turn-around for Oregon football? When did the Ducks go from a regional also-ran to a program of national prominence? We put these questions to some Ducks fans, who offered many theories—and much for fans to argue about until next season.

We invite you to join the conversation online at [oregonquarterly.com](http://oregonquarterly.com) or [facebook.com/OregonQuarterly](https://www.facebook.com/OregonQuarterly).

## The Independence Bowl (1989)

“When Bill Musgrave became quarterback, things turned around. The 1989 Independence Bowl was the big turning point.”

**Greg Armitage**  
Lifelong Ducks fan  
Eugene

Oregon, led by Bill Musgrave, BA '90, beat the University of Tulsa 27–24 on a frigid day in Shreveport, Louisiana. That Independence Bowl was their first trip to postseason play since 1963. It's worth remembering that in the 24 years since, the Ducks have played in 19 bowls.

## The Pick (1994)

“Kenny Wheaton's interception. That was the single most important sports play I've ever seen, and I've been watching sports for 55 years. It sent the Ducks to the Rose Bowl. Their future would have been totally different without that.”

**Tom Riggs**  
Season ticket holder  
Eugene

Kenny Wheaton's famous interception return for a touchdown against Washington is an on-field



moment that many consider pivotal. Fans swear that the emotional lift from this one play set in motion a course of events that has led the Ducks to the top of their game. (Wheaton marked the beginning of a new era in more ways than one, later becoming the first Duck to leave college early for the NFL draft.)

## Coaching Consistency

“I think Coach Helfrich is doing a great job. He's still got some guys on his staff who my dad brought in. It speaks to the level of the coaches that they've been able to keep the staff mostly intact.”

**Denny Boom, BS '87**  
Son of Rich Brooks, head coach, 1977–94  
Lexington, Kentucky

While fans may disagree on whether the most praise should be heaped upon Rich Brooks, Mike Bellotti, Chip Kelly, or Mark Helfrich (right), all agree that effective, innovative coaches and continuity in the program have contributed to the Ducks' success. That continuity extends, of course, to assistant coaches.



## The Facilities

“1989. That's when they broke ground on the Casanova Center, and is when the university made the conscious decision to invest in football (or, more precisely, to squeeze large amounts of money out of certain alumni). Without that first step, none of the subsequent stepping stones would have happened or, if they had, mattered. I'm not sure people realized that football coaches didn't have real offices, and so recruits were given a campus tour, then sat down with a coach in Mac Court. The Casanova Center provided recruits with concrete evidence that Oregon was serious about football.”

**Martin Fisher, BA '93, JD '96**

Former editorial page editor for the *Oregon Daily Emerald*, ASUO president, and managing editor of the *Oregon Law Review*  
Springfield

Oregon has earned national attention for its football facilities, most recently the Hatfield-Dowlin Complex, which raised the bar for collegiate football operations centers when it opened in 2013. But the university has been investing in innovative facilities much longer than that.

## The Conversation

“After Colorado beat the crap out of us in the 1996 Cotton Bowl, Mr. Knight [reportedly] asked Bellotti what he needed to go to the next level, and he said an indoor practice facility. That was the start of a wonderful relationship.”

**Chris Blythe, BS '79**  
Season ticket holder  
Sacramento, California

Many people point to a pivotal meeting that reportedly took place between then coach Mike Bellotti and benefactor Phil Knight, BBA '59, in the late 1990s. Though this conversation occurred in private, the gist of the chat has been widely discussed, including in an article this fall in *USA Today*.



Choose the  
*Right* Care,  
Right Here.

**P**eachHealth Medical Group now offers more access to high-quality care close to home. New family and internal medicine providers recently joined our Eugene clinics and are accepting new patients.

Our providers serve a wide range of patients – from babies and children to women and seniors. And, for your convenience, we offer onsite imaging, laboratory services, and nutrition services.

#### OUR EUGENE CLINIC LOCATIONS:



**Barger Medical Bldg.**  
4010 Aerial Way  
Eugene



**Santa Clara**  
2482 River Road  
Eugene



**South Eugene**  
3299 Hilyard Street  
Eugene



**University District**  
1200 Hilyard Street  
Eugene

To request an appointment,  
call **541-743-4600**.  
*Same day appointments are available.*  
[www.peacehealth.org/phmg](http://www.peacehealth.org/phmg)



PeaceHealth  
Medical Group

The *spirit* of healing®

The perfect choice for your next corporate event, holiday party or anything in between.

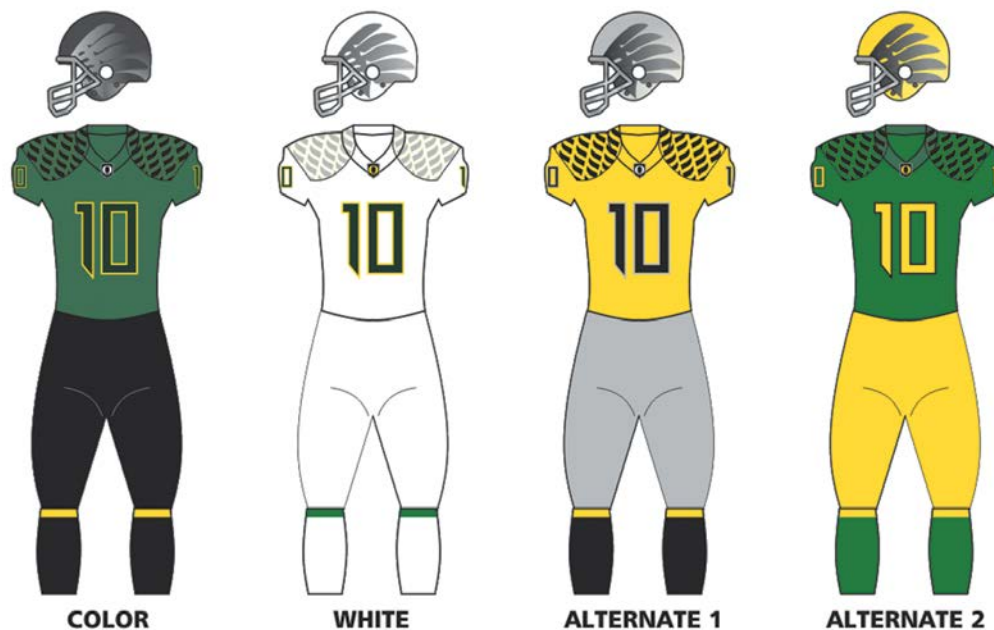
Call today to book your event or room!



**University Place Hotel**  
AND CONFERENCE CENTER

866-845-4647  
503-221-0140

310 SW Lincoln Street  
Portland, Oregon 97201  
uplacehotel.com



## The Uniforms

“[Uniforms are] huge as far as national conversation—people love ‘em or hate ‘em . . . and kids love ‘em. I covered high schools for a couple years, and almost every aspiring college football player put Oregon on his list because ‘they’ve got the freshest uniforms.’ Crazy, but it works. Brilliant marketing.”

Mirjam Swanson, BA '00

Senior staff writer for *Outlook* newspapers in California, and a former sports writer and editor for other papers in Southern California. Glendale, California

The Ducks have become as famous for the variety of their wardrobe as for the tempo of their offense. Drawing on the expertise of designers at Nike, the Ducks enjoy a seemingly endless variety of uniform variations. Many current and recent players say that the ever-changing helmets and jerseys were among the things that first attracted them to the program.

## The Recruiting

“The philosophy of recruiting for depth is key. We want enough players in one position to be able to move fast—rotate players in and out. On our team, all of the mostly equal players have the opportunity to play. We have the depth.”

Denise Thomas Morrow, BS '85

Loyal Ducks fan and fitness consultant  
Eugene

Obviously, all successful college football teams

are built on strong recruiting. This season, the Ducks continued to win even as several key players were out with injuries—a common downfall for weaker teams. For Oregon, though, a deep bench with multiple players with similar skills is fundamental.

## The Billboard

“Everything Oregon did up until Harrington’s billboard was just about climbing out of the cellar. That billboard marks the first time Oregon really did something that was innovative and attention-grabbing. Of course, the Ducks had to back it up by winning, but that billboard set the tone for just how far Oregon would go to force its way into the ranks of the elite.”

Scott Pesznecker, BS '01

Former newspaper reporter who cut his teeth at the *Oregon Daily Emerald*  
Portland

In 2001, the university erected a giant billboard in Times Square promoting quarterback Joey Harrington’s Heisman bid. Harrington did not win the trophy, but the billboard brought unprecedented media attention to the University of Oregon.

## The Happy Halloween

“I think Oregon cemented their place as a national contender in 2009 when they routed USC on Halloween. With ‘SC being a Pac-12 powerhouse and a consistent BCS (Bowl Championship Series) team,



FROM MCKENZIE TO HAYWARD TO THE EMU,

# EVERY INCH OF THE UNIVERSITY OF OREGON IS NOW SMOKEFREE

The University of Oregon was the first university in the Pac-12 to announce its intention to be smoke and tobacco-free. And in 2012, they went tobacco-free. Going tobacco-free provides a healthy environment for students, employees and visitors plus it makes a big statement about their commitment to a healthy campus. Over a thousand university and college campuses across America are going smokefree, is there one near you?

**SMOKEFREE**  
oregon

LEARN MORE

[SMOKEFREEOREGON.COM](http://SMOKEFREEOREGON.COM)

#WHATSFORSALE

LIKE US ON **FACEBOOK**

THE Smokefree Oregon is an Oregon Health Authority initiative.

**HL** HARRANG LONG  
**GR** GARY RUDNICK P.C.  
ATTORNEYS AT LAW



PORTLAND EUGENE SALEM

## Our Deep Oregon Roots

Help Businesses Prosper

We have been helping Oregon businesses meet today's challenges and tomorrow's opportunities for over 50 years.

**harrang.com**  
800.315.4172  
info@harrang.com

beating them 47–20 made a statement about the Ducks' potential.”

Lena Macomson, BS '13

Former UO tennis player and president of the Student-Athlete Advisory Committee  
Eugene

En route to a trip to the Rose Bowl, the Ducks beat the University of Southern California in a nationally televised game in 2009. Until then, the Trojans had remained the dominant team in the Pac-12 conference.

## The Heisman



JACK LIU

“Moving to the East Coast, I get a new perspective on how people view the program. Legitimate football fans say things like, ‘Mariota really put you guys on the map’ or ‘You weren’t much before we sent you Chip Kelly.’ I completely understand what an Oregon—and I’m talking about the state—has to do to get any attention at all. So my answer to the question of what made Oregon a national powerhouse, with a straight face, is Mariota winning the Heisman Trophy.”

Christopher Blair, BA '92

Former editor in chief of the *Oregon Daily Emerald* and season ticket holder, now an elementary school principal  
Gorham, New Hampshire

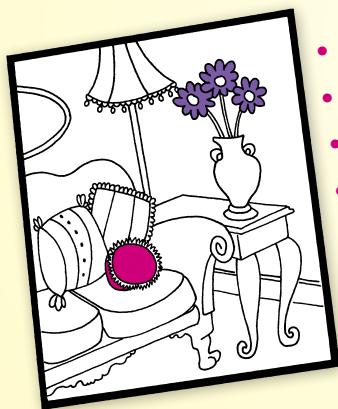
The schools that everyone considers national powerhouses—such as Ohio State and Florida State, Oregon’s opponents in this year’s inaugural College Football Playoffs—tend to produce Heisman Trophy winners regularly. Buckeyes have won the Heisman seven times and Seminoles have won three times. Until Marcus Mariota, no Duck had ever won the award.

Ben DeJarnette, BA '13, Rosemary Howe Camozzi, BA '96, Jonathan Graham, and Michele Ross, BFA '81, contributed reporting to this story. View a slideshow of turnaround moments at OregonQuarterly.com.

# housing options

Your Home Away From Home

Whether You're on an Extended Business Assignment, Relocating, Vacationing, or In-Between Homes, **Housing Options** Creates an Environment to Make You Feel Right at Home.



- Corporate and Short Term Furnished Apartment Homes
- Complete with Furniture, Linens and Houseware Packages
- Fully Equipped Kitchens and Full Size Washers & Dryers
- Phone with Free Long Distance, Cable, WIFI, and All Utilities
- Recreation Center, Pools and 24 Hr Fitness Centers
- Area Tours and Nationwide Service
- Approved Pets Welcome *(Housekeeping Available Upon Request)*

541.517.7752 | [www.corporatehousingoptions.com](http://www.corporatehousingoptions.com)

Welcome  
HOME



Welcome home  
**ALUMNI**

When you flock back to Eugene,  
— let us be your —  
home away from home.

*Inn at the  
5th*

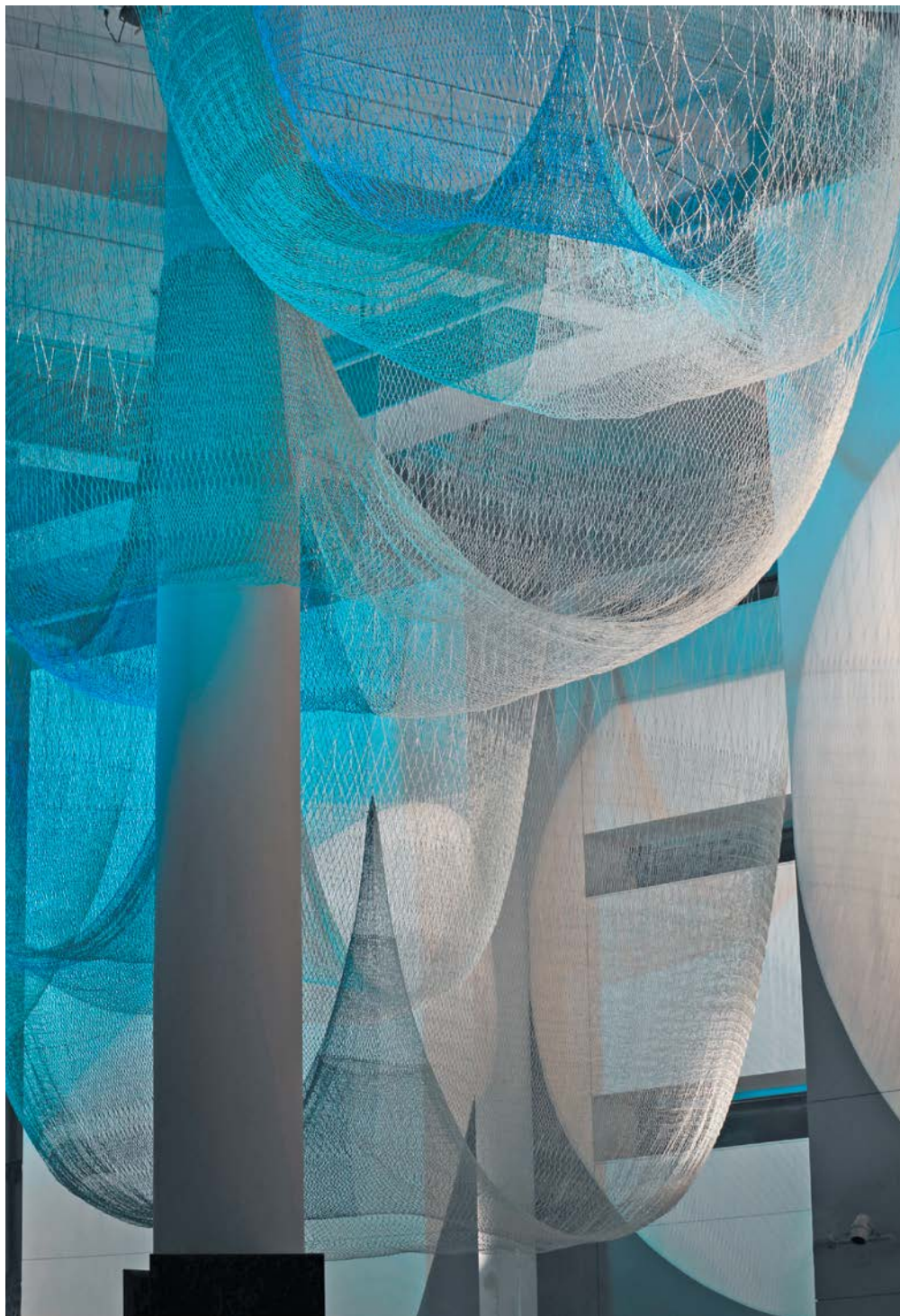
Marché

**ROUTE 5**  
NW WINE BAR



# Nothing But Net

A sculpture that hangs above the lobby of Matthew Knight Arena is high, wide, and deep.



“We get only a flickering glimpse of reality,” Plato wrote 2,000 years ago in a famous passage now called the Allegory of the Cave. “The images we see are like the shadows of moving figures cast by a fire onto the back wall of a cave.”

An interesting idea, for sure, but who would expect to find an evocation of that philosophy in a sports arena? But here it is, high overhead in the University of Oregon’s Matthew Knight Arena, a splendid sculpture by world-renowned artist Janet Echelman. The name of the sculpture? *Allegory*.

Echelman uses wind, light, and cord to create living, breathing “sculpture environments.” Travelers in North America might know her *Water Sky Garden*, which premiered at the 2010 Vancouver Winter Olympics, or *Her Secret Is Patience*, a billowing circular form that spans two city blocks in Phoenix. In Singapore and Sydney, Amsterdam and Stuttgart, her sculptures enliven community life around the world. And now, Eugene.

What you first see as you enter the northeast curve of the arena are huge, circular nets billowing overhead. Green, white, blue; they encircle space the way a seine encircles herring, the way a spiral galaxy encircles stars, the way the sweeping arms of a giant Douglas fir gather the sky. But as you move through the hallway, the nets themselves seem to disappear, replaced by shadows they throw onto the wall. Then the glimpse of the shadows fades, and again, there are the nets themselves wafting toward the ceiling high above.

On a fall afternoon just before *Allegory* was to be presented to the public, Echelman stood in the arena hallway, studying the installation. A small, lively woman dressed in black, she punched numbers into her cell phone to communicate with her lighting engineer in Boston, making sure the lights were exactly as she intended. Close collaboration with a lighting engineer is critical in a sculpture that is as much made of light and shadow as it is of cord. “A sculpture should be thrilling to look at,” she said. “But a lasting sculpture has to be more than that. It has to hint at some connections that we don’t entirely understand.”

True to her vision, there is no point of view from which an observer can see all of the sculpture at once. While the nets and knots are

three-dimensional, what you see on the wall is flat and devoid of color. On the other hand, maybe the nets and knots are *four* dimensional, because they change color over time, as Ducks fans walk through the arena's hall, triggering sensors that alter the lights that illuminate the nets and knots.

And what is that reality that we glimpse only dimly in Plato's flickering light? "We can't know," Plato believed. "That is the necessary imperfection of human perception." But it's fun to speculate.

"People might think of the interconnectedness of the game," Echelman muses. "The trajectory of the basketball weaves nets that connect the five players on the floor, who are knitted into patterns of family and fans." Alternatively, here in the great forests of Oregon—suggested both in the pattern of the arena's hardwood floors and in the upsweeping nets of the sculpture—observers may think of the interconnectedness of the ecosystems that sustain us, the great branching webs of life.

The weekend before Echelman came to Eugene for the opening of *Allegory*, she visited the H. J. Andrews Experimental Forest at the headwaters of the McKenzie River. On ropes, she ascended 130 feet up a 500-year-old Douglas fir tree. There, in low evening light cast through the ancient, tangled, mist- and moss-shrouded boughs, she could see the shadows of the nets and knots of the forest ecosystem, folded and draped over the encircling hills.

"When developing an idea," Echelman said, "I envision the ideal manifestation of the idea"—a method that would bring a smile of recognition to Plato's old marble face. "I try to imagine my goal as a reality, and then work backwards to figure out all the steps I need to make it so. We all have the potential to do that," she insists, "but it's a skill that takes practice."

These are words that the UO's students and student-athletes can take to heart. It's not only a sculpture that is taking shape in the university's arena, but the dreams and aspirations of generations of young people, who will envision an ideal and then work to make it real. **KATHLEEN DEAN MOORE**

More about Janet Echelman's sculptures and artistic philosophy can be found at [www.echelman.com](http://www.echelman.com).

Kathleen Dean Moore is distinguished professor emerita of philosophy at Oregon State University.



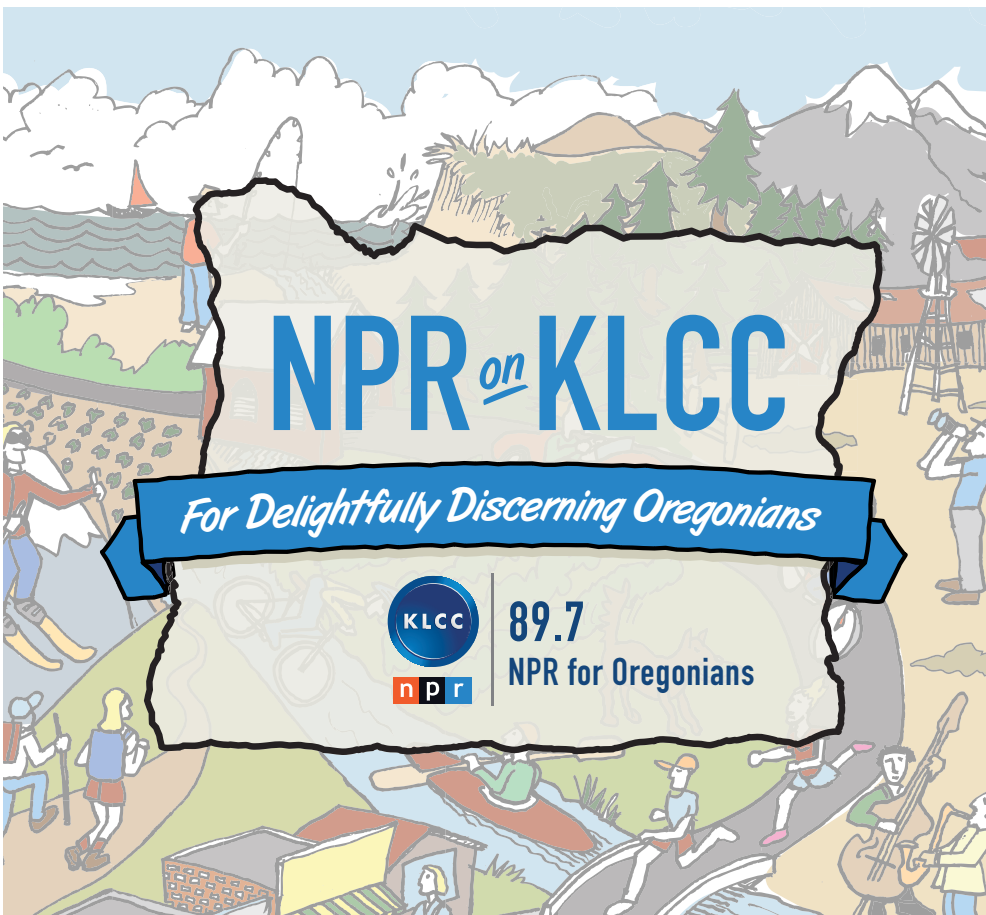
**DREAM BIG**

Together, we'll map a course that can take you where you want to go

**Carter & Carter**  
FINANCIAL  
Wealth Strategies  
AN INDEPENDENT FIRM

871 Country Club Road in Eugene  
**541.683.2900**  
CarterAndCarter.com

Securities are offered through RAYMOND JAMES FINANCIAL SERVICES, INC., Member FINRA/SIPC.



**NPR on KLCC**

*For Delightfully Discerning Oregonians*

**KLCC** | **89.7**  
**npr** | **NPR for Oregonians**



# All That Brass

Sitting on a bench outside Allen Hall one day, we noticed a plaque commemorating the “Shack Rats.” The what? Turns out there are many campus plaques we never knew about.

**1 MOTHER FIGURE?** This memorial on the east side of the Duck Store honors the life of Victoria “Hatoon” Adkins, who said her name meant “Mother of All People.” A fixture around campus from the late 1960s until her death in 2005, Hatoon lived outside Knight Library for many years, keeping her worldly

belongings in a shopping cart and exercising at the Student Rec Center, where she had a special membership pass. She later moved her sleeping quarters to a bench surrounding an oak tree near the bookstore. Although she suffered from mental illness, her optimism, caring nature, and listening skills made her a treasured friend to many.

**2 KINCAID FIELD** The precursor to Hayward Field, Kincaid Field was the UO’s athletic field from about 1902 until 1922. Located on what is now the Memorial Quadrangle, it was home to many hotly contested football games and track-and-field events. The field had drainage problems, and in a classic 1916



game against Washington, a scoreless tie resulted from the ball being so slick with mud that it was impossible to hold. Oregon fumbled 11 times and Washington fumbled 12. This plaque, dedicated in 1921 to the athletes who played there, can be found on a sidewalk near the northwest corner of the Jordan Schnitzer Museum of Art.

**3 SHACK RATS** The plaque that first piqued our curiosity commemorates early journalism students, who studied from 1912 to 1954 (an era they called “Shackdom”) in crowded McClure Hall. In the 1920s, a wooden structure was erected next to McClure to house student overflow and provide space for the *Oregon Daily Emerald* staff, who called themselves the “Shack Rats.” By the mid-1940s, McClure Hall became so run down and crowded that it was replaced with a Quonset hut, also home to the *ODE* and the Shack Rats. The era of Shackdom finally came to an end with the completion of Allen Hall in 1954.

**4 HOT DOGS AND ADVICE** The “Hot Dog Lady” plaque, located at 13th Avenue and Kincaid Street across from the Duck Store, memorializes Judy “Cookie” Szakacs, who opened one of Eugene’s first food carts in 1981. From One Bad Dog, she sold hotdogs for about 15 years until she died of an aneurism at the age of 52. “She sold hot dogs, pop, and advice,” her husband Robert said in an *Oregon Daily Emerald* story. “But [the advice] was free, of course. The kids would come to her when they had problems and needed a listening ear.”

**5 WHERE’S THE PLAQUE?** We vote for a new plaque to commemorate Carson’s Lake, a long-gone pond in a former wetland area now occupied by McKenzie Hall. The site of many tugs of war and other water games, the pond was named somewhat derisively after Luella Clay Carson, professor of English and elocution. Carson, dean of women from 1885 to 1909, was ever vigilant about proper conduct. Over time, this site gathered unwanted drainage from neighboring areas and became a haven for mosquitoes. It was filled with dirt from excavations for Johnson Hall in 1914–15.

**ROSEMARY HOWE CAMOZZI, BA '96**

**READERS:** Are there other little-known places on campus you would like to see memorialized? Comment at [OregonQuarterly.com](http://OregonQuarterly.com).



Actual Spectrum Residents

Life with...

flexibility

With flexible rental agreements and no buy-in fees, you're in control.

- Washer & dryer in all apartments
- Wellness Center with state-of-the-art Technogym® equipment
- Studio, one, and two bedroom apartments
- Large, walk-in closets

541.582.7808

2951 Coburg Road  
Eugene, OR 97408

[CrescentParkSeniorLiving.com](http://CrescentParkSeniorLiving.com) 

Tours  
Daily



 **Crescent Park**  
SENIOR LIVING

A SPECTRUM RETIREMENT COMMUNITY 

Our meal program allows flexibility so residents can create their own schedule



## Imagining Calamity

Most of what you know about Calamity Jane is probably wrong. In his new book, *The Life and Legends of Calamity Jane*, Richard Etulain, MA '62, PhD '66, points out that although Martha Canary (better known as Calamity Jane) has been written about more than any other woman of the 19th-century American West, fiction and legend have obscured the facts of her life.

Two views of Martha Canary, known to the world as Calamity Jane. Left: an image by notable western photographer L.A. Huffman, probably taken in 1882, in Miles City, Montana. Right: An 1895 photo taken by H.R. Locke in Deadwood, South Dakota, and sold while she was on tour in 1895-6.

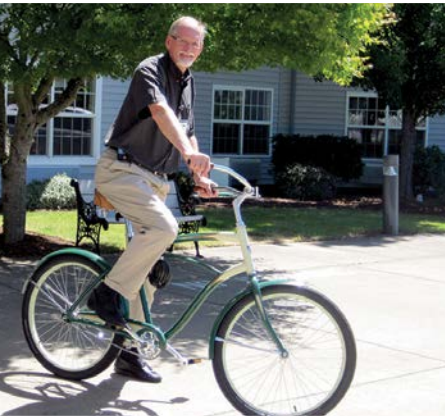
**E**ven before Martha Canary celebrated her 21st birthday, she had been transformed into the Wild West heroine Calamity Jane. Once the dramatic heroine came on stage, the orphan farmer's daughter from Missouri largely disappeared from the scene. Calamity Jane she had become before she rode into booming Deadwood with Wild Bill Hickok in midsummer of 1876. Already commented on as an independent-minded, free-spirited female who dressed, rode, and drove teams like a man, and maybe served informally as an army scout, Calamity soon emerged as a notorious figure, a rousing drinker, and perhaps a part-time prostitute.

These sources of information did much to shape images of Calamity as a frenetic frontier woman in the 1870s and

beyond. Most important in the creating and broadcasting of the rambunctious, eccentric Calamity were local and regional journalists of the northern interior West. Knowing they had to turn new residents into subscribers and realizing that sensationalism and controversy appealed to readers (as they always have), newspapermen rarely overlooked opportunities to bring startling people or events onto their pages.

As one historian of frontier journalism has put it, newspaper publishers and editors "knew that sensationalism sold newspapers." Nor, the same scholar writes, were they above "the practice of embellishing articles to enhance otherwise dull reading." The new, unknown Calamity, with her unorthodox behavior and controversial actions, was exactly the grist needed for these journalistic mills. Wherever Calamity went from the mid-1870s onward, she became a subject for writers and readers hungering and thirsting for lively copy.





# Picture yourself living at Mennonite Village...

*A Not-for-Profit Continuing Care Retirement Community Providing Life-Enriching Services*

A 275-acre community in a rural setting, Mennonite Village provides spacious living spaces for all levels of retirement – just a short drive from Corvallis, Salem, or Eugene. With award-winning healthcare and beautifully landscaped grounds, **Mennonite Village is an inclusive community of amazing people.**

- **Independent living** homes and apartments
- **Assisted living** apartments with support available 24/7
- **Memory care**, including respite care and on-site foster care
- **Skilled nursing & rehab** services, inpatient and outpatient
- **In-Home Care** services in Linn, Benton, and Marion counties



**541-928-7232**

5353 Columbus St. S.E., Albany, Oregon  
www.mennonitevillage.org  
www.facebook.com/mennonitevillage



# We've got issues.

News Seven Days a Week.





## 29th Place at Cascade Manor

# Now Under Construction Don't miss out.

Become a 29th Place Charter Member today and secure your best choice of spacious new Senior Living apartments. Beautiful upgrades come standard, as do all the lifestyle and healthcare benefits of living at Cascade Manor, Eugene's only Continuing Care Retirement Community.

Visit our Information Center to explore your options.

**Call 541-434-5411 today.**



*Cascade*  
M A N O R

 A PRS Community

[www.Discover29thPlace.com](http://www.Discover29thPlace.com)  
541-434-5411 • 1-800-248-2398  
65 West 30<sup>th</sup> Ave., Eugene, OR 97405



The second force in shaping Calamity's burgeoning reputation was eastern writers, or at least writers outside the area of her usual perambulations. Journalists from Minnesota and Chicago, for example, provided some of the first dramatic stories about Calamity in the 1875–78 period for readers in those areas and even for the much larger national readership. Most important of all in turning Calamity into a continentally known figure were the dime novels of E. L. Wheeler in the *Deadwood Dick* series.

True, as biographer James D. McLaird perceptively notes, little of the Calamity Jane of the dime novels surfaced in later biographies, novels, or films about her. But Wheeler made her a well-known name in the late 1870s and early 1880s. No one acquainted with the heroes and heroines of American popular fiction, particularly those

## Calamity sold herself as an authentic Old West heroine for much the same reasons frontier journalists capitalized on her: stories of an unusual, dramatic frontier woman drew attention and corralled readers and show attendees.

focused on the American West, would have been unaware of Calamity Jane by the mid-1880s.

Third, Calamity herself had a large hand in molding her popular image during her lifetime. She did it by eliding much of her pedestrian and depressing beginnings and replacing non-descript events with sensational happenings. Although Martha was about eight years old when the Canary family left Missouri to take its arduous, dangerous trip west to frontier Montana and about 11 when she became an orphan, her earliest statements avoided the truth of what her father and mother had become. If the scattered segments of what others gathered first from Martha and later from Calamity are true (as well as the stories her younger sister, Lena, told her children), Calamity sometimes replaced Robert and Charlotte Canary with her birth and orphanhood in a soldiering family in the

northern Rockies. And, as the years passed, she spoke often of her rollicking—and largely imagined—roles as a scout and soldier for Generals Crook and Custer, her heroic work as a veteran bullwhacker, and superb rider.

Calamity's pamphlet autobiography *Life and Adventures of Calamity Jane, By Herself* (1895–96) provides the best example of her reshaping of her own life. Although speaking truthfully, for the most part, about her birth in Princeton, Missouri, her years in Montana, and the loss of her parents early on, Calamity loads up her account with misinformation. She speaks much of scouting and soldiering that never occurred, a legal marriage to Clinton Burke that never took place, and of nonexistent travels and homes. Moreover, she erases her only legal marriage (to Bill Steers), omits her saloon dancing and gambling, and understandably makes no mention of drinking and possible prostitution. Calamity sold herself as an authentic Old West heroine for much the same reasons frontier journalists capitalized on her: stories of an unusual, dramatic frontier woman drew attention and corralled readers and show attendees. Calamity needed people to come to her presentations as a dime novel performer and to buy her autobiography and photos. As noted, Calamity herself played a central role in shaping the Calamity Jane legends that have paraded before the American public in the past 110 years and more.

In the years after Calamity's death, as in the 25 years or so before it, images of her have been neither monolithic nor static. During her lifetime, journalists often tried to balance the less palatable facets of her controversial character—the cross-dressing, drinking, and promiscuity—with counterbalancing images of an angel of mercy. Even before her Deadwood days, there were accounts of Calamity speaking approvingly of her willingness to nurse the sick and help the needy, unhappy, and destitute. These early and much later positive treatments included her care for smallpox victims, her aid to the poor, her attentions to mothers and children, and her bailing out the penniless. Few pre-1903 accounts omitted these positive aspects of Calamity's life, even while castigating her as an increasingly destitute, drunken, wretched wreck of a woman.

Missing in nearly all accounts of Calamity during her lifetime, however, was her desire to be a rather traditional pioneer woman, with a family. Only a handful or two hints survive to reveal this desire. Calamity wanted to be married, to be with a “husband,” to be near children.

## Missing in nearly all accounts of Calamity during her lifetime, however, was her desire to be a rather traditional pioneer woman, with a family.

In 1895–96, she told a female interviewer that her daughter, Jessie, was her reason for living, that she wanted to make sure Jessie got the education she had missed. Calamity visited and perhaps worked with sister Lena until her untamed actions built a barrier between her and the Borner family in Wyoming. Calamity also had warm feelings for her “little brother” Elijah, or Lige, and wept openly when she heard of his difficult life in western Wyoming.

Calamity mentioned family and parenthood much less frequently than she paraded her Wild West activities. Increasingly, the emphases on Calamity as a Wild West woman, by others and by herself, meant that few interpreters ever depicted Calamity as a wannabe traditional pioneer woman. Yet most of the two-dozen photographs of Calamity portray her in women's clothing of the late 19th century, and many of the private reminiscences recall Calamity dressing and acting like a wife and mother. Those domestic images of Calamity were sidelined during her days in Deadwood and never reappeared with any consistency before her death. Calamity Jane had become identified with a romantic Old West and never broke free from its constrictions. Still, these close and tight links between Calamity Jane and the Wild West, although clear and large at the end of her life, did not continue unchanged in the passing decades.

The legends surrounding her have undergone considerable transformation in the more than a century since her death. Indeed, these changes, particularly in regard to her reputed relationship with Wild Bill Hickok and the possibility of her bearing his child, repeatedly redirected—and often distorted—the images of her in numerous biographies, novels, and films, among other venues. **RICHARD ETULAIN, MA '62, PHD '66**

Richard Etulain is professor emeritus of history at the University of New Mexico and the author of 50 books.

THE BEST...

# Fireplace on Campus

**O**n a morning at the end of September, I walked up a rickety wooden staircase, over several creaking floorboards, and sat down in 248 Gerlinger—a room with beautiful, wide windows complete with sturdy oak frames, where the first class of my junior year would be held. A faint musky smell, one you might often find in a grandparent’s attic or in a small personal library full of leather-bound books, hung in the air.

One day, I decided to explore the old building. I walked through three or four doors, each window-paned and framed with dark wood, to the most beautiful and ornate room I have seen thus far at the university: the Gerlinger Hall Alumni Lounge, one of the few remaining historic interiors on campus. Indeed, it was added to the National Register of Historic Places in 1992.

I stood in the doorway for a second or two, taking in the scene. In the middle of the cavernous room stood a few oak tables and to my immediate right several fancy couches, worn but ever cozy, on a dusty patterned rug. These select pieces of furniture were clustered around the most magnificent, the most classic, the most inviting—and the best—fireplace on campus.

I scoured the room, quickly noticing intricately framed oil portraits lining the walls and a staircase of rich red carpet leading into the hall from the opposite direction. However, the fireplace against the south wall was what immediately caught my eye. I wandered over to it, noting a Gothic-style inscription just below the mantle.

*“Hic habitas felicitas.”*

“Here dwells happiness,” in Latin.

I thought about that phrase for a moment. My mind began to wander lazily, thinking of all the happy and warm memories that must have been made in front of this campus landmark. It has been in operation since 1921, so there must be countless merry specters floating about the room.

It is the kind of fireplace that would not be out of place in a ski lodge in the Swiss Alps or in the mansion of an aging heiress. It reminded



**It is the kind of fireplace that would not be out of place in a ski lodge in the Swiss Alps.**

me of the many rainy afternoons I had spent as a child reading about the Gryffindor Common Room, the setting of many fireside chats between Harry Potter and his friends. The lounge and fireplace, with its wonderful hearth, had clearly been a place where many people had gathered around for a meal, or an elegant evening of dancing.

Today, as in years past, the lounge is used for speaking events and academic conferences, classy celebratory dinners, and social gatherings. Perhaps because of its delicate historical interior, it is not open to the public all the time nor is the fireplace constantly lit; however, each week events take place in the lounge that students and faculty members can attend.

Ever since the day that I first stumbled on the lounge, I have made it a priority to visit it as often as I can. I know the flicker of the warm fire in the grate has illuminated countless significant moments in the university’s history, and today it acts as a quiet watchman to good times past and the bright future of students, faculty, and staff at the University of Oregon.

**NATHANIEL BROWN**

“The Best...” is a series of student-written essays describing superlative aspects of campus. Nathaniel Brown is a junior journalism: media studies major from the Portland area.



# EXPLORE OREGON

*300 million years of Northwest natural history*

**Discover the giant sabertooth salmon and other amazing animals from Oregon’s past, and take part in a dialogue about climate, conservation, and our future.**

1680 East 15th Avenue, Eugene  
 natural-history.uoregon.edu  
 541-346-3024



## DUCK WONK

Dan Tichenor calls himself a “geeky Indiana Jones” who digs through presidential archives, looking for unknown nuggets of history. And it’s true that he gets pretty excited when he talks about discoveries he’s made about the excesses of FDR during World War II or what he argues was Lincoln’s relative restraint in exercising presidential power as the Civil War raged. Tichenor is the UO’s Philip H. Knight Chair of Social Science and a senior fellow at the Wayne Morse Center for Law and Politics. In addition to his work as a scholar of the American presidency, he also researches immigration policy. *The Politics of International Migration* (Oxford University Press, 2012) is his most recent book. He’s now at work on two new books, including one about presidents’ use of executive power to limit civil liberties during wartime.

BY JONATHAN GRAHAM

# Dan Tichenor

PROFESSOR, POLITICAL SCIENCE

SENIOR FACULTY FELLOW, WAYNE MORSE CENTER  
FOR LAW AND POLITICS

## PRESIDENTS BEHAVING BADLY?

### ABRAHAM LINCOLN SUSPENDING HABEAS CORPUS

While many scholars consider Lincoln an extremist in his use of presidential powers during wartime, Tichenor points out that he often reined in his military leaders when they sought further limits to civil liberties. "Lincoln was also very clear that he didn't want emergency powers to extend beyond the end of the war."

### FRANKLIN DELANO ROOSEVELT AND JAPANESE INTERNMENT CAMPS

Research shows that military, intelligence, and legal advisors all told FDR that Japanese Americans posed no real security threat during World War II. Even FBI director J. Edgar Hoover agreed, though he suggested that establishing the camps could "help morale" and appease West Coast politicians. Tichenor says it is difficult to find a moment when the president used restraint with regard to internment camps.

### WOODROW WILSON AND "ENEMIES WITHIN"

Tichenor notes that Wilson used his "extraordinary rhetorical skills" to cast German-Americans and critics of the war as "enemies within" during World War I. Wilson's administration also granted quasi-official status to the American Protective League, a vigilante group that targeted German immigrants, leftists, antiwar groups, and labor unions. "This was not one of Wilson's better moments," says Tichenor.

### DURING THE "WAR ON TERROR"

Bush and Obama have exercised vast unilateral powers that reflect a two-century expansion in presidential authority. Tichenor credits Bush for focusing his ire on extremists rather than calling all Muslims "enemies within." Of Obama he notes, "In an era of permanent emergency, Obama has felt constrained to continue much of Bush's counterterrorism program despite his own desires to end it."

PHOTOGRAPH BY STEVE SMITH

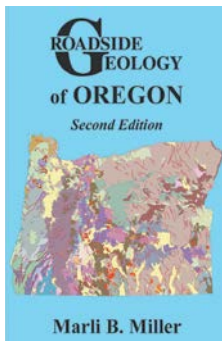
## BOOKMARKS

So many books, so many Duck authors! From field guides to thrillers, these volumes cover an amazing range of topics. See more at [OregonQuarterly.com](http://OregonQuarterly.com).



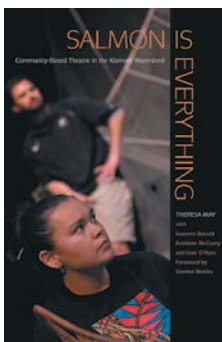
### DEEP DOWN DARK: THE UNTOLD STORIES OF 33 MEN BURIED IN A CHILEAN MINE, AND THE MIRACLE THAT SET THEM FREE (FARRAR, STRAUS & GIROUX, 2014) BY HÉCTOR TOBAR

Pulitzer Prize-winning journalist and UO visiting assistant professor Héctor Tobar shares the personal stories of the men who survived for an astonishing 69 days trapped in a collapsed mine near Copiapó, Chile, in 2010. While trapped, the survivors decided that if they survived, they would tell their stories only collectively, and Tobar is the person they selected to help them tell it. The book is a *New York Times* bestseller.



### ROADSIDE GEOLOGY OF OREGON (MOUNTAIN PRESS, 2014) BY MARLI B. MILLER

Miller, a senior lecturer in geology at the UO, has written an entirely new edition of this popular guide to the volcanoes, ghost forests, landslides, towns heated by geothermal energy, and other geological wonders of Oregon. Written for nongeologists and illustrated with plenty of photographs, maps, and charts, this book offers an up-to-date understanding of Oregon's geology. A related exhibition is on view at the UO's Museum of Natural and Cultural History this spring.



### SALMON IS EVERYTHING: COMMUNITY-BASED THEATRE IN THE KLAMATH WATERSHED (OREGON STATE UNIVERSITY PRESS, 2014) BY THERESA MAY

This book tells the story of a theater project created in response to the premature death of more than 30,000 fish in the Klamath River in 2002. UO associate professor Theresa May collaborated with members of Native American tribes as well as farmers, ranchers, and others invested in the Klamath Valley. The book includes the script of a play that grew out of this collaboration.



### WHITE PLAGUE (BERKLEY BOOKS, 2015) BY JAMES ABEL (AKA BOB REISS, MFA '76)

A lethal virus. A Coast Guard ship on fire. A spy embedded among the crew. A foreign submarine fast approaching. These are the ingredients of a thriller that *Booklist* compares to the work of Tom Clancy and Michael Crichton. Reiss is author of several other novels and nonfiction works.

# 60 Stories in 90 Seconds

Exploring the UO's new television commercial

**H**appy students lounge on the quad in the sunshine, books and laptops spread out around them. One plays a guitar, others toss a Frisbee. In the background, stately red brick buildings house classrooms and laboratories, where more smiling, attractive students listen intently to lectures and peer into microscopes before graduating and launching exciting careers. One variation or another of this idyllic academic scene seems to anchor the television commercials for nearly every college and university out there. Switch the mascot and school colors, and they're practically interchangeable.

But Ducks do things differently, so when the University of Oregon created its new TV spot, which debuted during the 2015 Rose Bowl, it went another route. Opening with a quiet scene of a quintessentially Oregon forest and a voiceover pondering the power of asking, "What if ...?" the UO's new commercial jams dozens of historical moments, achievements, campus icons, and other stories into a minute or so of action. The idea is to entice curious viewers—particularly prospective students—to find out more. And even for those who know the UO well, it holds some surprises.

We've decoded a few of those flash-frame stories below. To watch the commercial and explore more, visit [exploreif.com](http://exploreif.com).

**ANN WIENS**



**THE WAFFLE IRON** *"If" sparks a revolution with a waffle iron ...* A reference to a light-bulb moment associated with the beginnings of Nike, this evokes legendary track coach Bill Bowerman, whose tinkering with his wife's waffle iron led to the first "waffle-soled" running shoes. It's an oft-told tale at the UO, but may well be the first mention of a waffle iron in a university television commercial.

**THE LONGHOUSE** In the late 1960s, the UO repurposed a World War II-era army barracks to serve as a longhouse for the university's Native American students. The dilapidated structure was replaced in 2005 by the Many Nations Longhouse, a sacred gathering place for members of this community. Elsewhere on campus, a long-term student-led project culminated last year in the installation of a semicircle of flagpoles framing

the Erb Memorial Union amphitheater, flying flags representing each of Oregon's nine sovereign tribes.

**NORTH TO ALASKA** Last summer, four professors and 19 students from the School of Journalism and Communication spent a month in Cordova, Alaska, exploring what being a storyteller really means. Incorporating photography, painting, video, and writing, the team examined

the topic of climate change through narratives and images that represent a new approach to the rapidly changing field of journalism. They came home and put their stories together on a website called Science and Memory (find it at [OregonQuarterly.com](http://OregonQuarterly.com)).

**MRS. EDUCATION** Edith Louise (Starrett) Green, BS '40, was the second woman elected to represent Oregon in Congress, where she was





reelected nine times, serving from 1955 to 1975. A former teacher, she served on the Committee on Education and Labor, and her intense interest in—and influence on—education policy gained her the nickname “Mrs. Education.” She authored the 1963 Higher Education Facilities Act, the 1965 Higher Education Act, and, most significantly for generations of women to come, Title IX, part of the 1972 Higher Education Act that

prohibits higher education institutions that receive federal funding from discriminating against women.

**EINSTEIN AND FRIENDS** Most gargoyles resemble demons, but the UO’s Lokey Science Complex is watched over by guardians of a different sort. The visages of Albert Einstein, Sir Isaac Newton, Marie Curie, James Clerk Maxwell, Alan Turing, John von Neumann, and Thomas Condon (along

with a drosophila (fruit fly) and a school of zebrafish) dot the building’s walls. The sculptures are the work of Northwest artist Wayne Chabre, who created the pieces from hammered copper between 1986 and 1990.

**GIANT SLOTHS AND TINY HORSES** In 1876, Thomas Condon brought his fossil collection along when he joined the UO as one of its first three professors. That collection is

still at the Museum of Natural and Cultural History, which underwent a major expansion last year, adding a new wing to house its Explore Oregon exhibit. Visitors can see the skeletons of a giant sloth (above) and tiny prehistoric horse that once roamed the region, or ponder the museum’s 10,000-year-old sagebrush bark sandals. The museum also serves as a hub for paleontological and archaeological research in the state.

# RUN WITH THE UO THIS SUMMER!

**Pick your  
pace this  
summer at  
the University  
of Oregon...**

- **Sprint through a language program.**
- **Jog to stay on track to graduate.**
- **Walk around a new subject.**

EO/AA/ADA institution committed to cultural diversity. © 2015 University of Oregon





## **2015 Summer Session University of Oregon**

**June 22–September 4, 2015**

Connect online with Summer Session for you or your Duck for more information about courses, registration, housing, and tuition. There are classes and experiences available on campus, online, and around the world.

**Schedule available online March 6**

**Registration begins May 4**

### **2015 Summer Schedule**

**First four-week session:**

June 22–July 17

**Second four-week session:**

July 20–August 14

**Eight-week session:**

June 22–August 14

**Eleven-week session:**

June 22–September 4

**[uosummer.uoregon.edu](http://uosummer.uoregon.edu)**

**[facebook.com/uosummer](https://facebook.com/uosummer)**

**541-346-3475**

**Don't get  
left behind  
this summer—  
come run with us!**



**UNIVERSITY OF  
OREGON**

Every Day is a Hack





# ckathon Red, Right, and New

BY DAN MORRELL

PHOTOGRAPHY BY MARK FINKENSTAEDT

**Small-government advocates Bret Jacobson, BS '03, and Ian Spencer, BS '07, are on the leading edge of digital advocacy for conservative political causes.**

The eulogies for the GOP came in quickly after the 2012 presidential election, all of them declaring a different cause of death.

The Republican Party, pundits said, had ignored women to its peril. The GOP was overly reliant on white voters, ignoring massive demographic shifts that will see US whites lose their majority status by 2043. Anti-science and anti-gay messages hurt the party with millennials.

And it wasn't just the messaging—it was the medium. A long-term strategy for rebuilding the Right's political base meant meeting these key demographic voters where they live: online.

Bret Jacobson (left) and Ian Spencer, founders of the digital advocacy firm Red Edge



“ Some of the most powerful stuff is just letting the fringe elements who are actually guiding policy decisions reveal how off their rocker they are. ”

BRET JACOBSON

Digital media dominates the recommendations from the Republican National Committee’s official post-election autopsy white paper, including a recommendation to “conduct targeted tests of messaging to young voters and attempt to empower young people via social media.” And while the youth bloc is a prime audience for online outreach—a September 2014 Nielsen report found millennials to be the dominant smartphone demographic, with more than 85 percent owning the devices—digital adoption is increasing across all key demographics. Another 2014 Nielsen study found that, compared to the average American, Hispanics were almost 10 percent more likely to own a smartphone and watched 34 more minutes of mobile video per month. Women, too, are outpacing men in social media participation, with a 2013 Pew study finding that 74 percent of American women were active on social networks, compared to just 62 percent of men.

In short, conservatism faced a stark reality in the wake of the 2012 election: without a better digital presence, irrelevancy was inevitable. The whole ideology could go extinct.

And it was about that time that Bret Jacobson and Ian Spencer’s phone started ringing.

the campaign also drew attention from a number of news outlets, keeping an ongoing media narrative about the alleged big-government dangers of the health-care bill alive during a news lull. Most important among the media hits: a piece in BuzzFeed, a news site favored by their client’s young target demographic.

The project was distinctly Red Edge: Working at the forefront of digital media with acute pop culture awareness and biting, caricatured commentary.

Spencer and Jacobson both spent years honing this approach—minus the tech—as editors of the *Oregon Commentator*, the University of Oregon’s libertarian-leaning student newspaper. Founded in 1983, the publication is dedicated to the ideals of “free minds, free markets, and free booze.” Jacobson was publisher for his last two years at Oregon; Spencer became editor in chief in 2005.

The newspaper was a training ground for both management and messaging. “It can be difficult for people to head toward one mission if they are all volunteers,” says Jacobson. “And not only did the *Commentator* not pay, but it actively cost us money.” The lessons learned about swaying external audiences still hold, too. “We learned to talk about important issues in a way that people opted into reading—and sometimes that is explaining supply and demand by using booze, and sometimes it is making fun of something sacred to shock people so they take the time to engage with what you are saying,” says Spencer. Holding up a mirror to radicals of all sorts was also a favored approach. “A lot of what we did, frankly, wasn’t even us talking about things, it was us quoting people who were insane and letting them speak for themselves,” says Jacobson. One example of this—Jacobson’s favorite—was “Spew,” which consisted of four or five quotes from people around campus that the *Commentator* staff found outlandish. “For me, some of the most powerful stuff is just

JACOBSON AND SPENCER are the cofounders of the Washington, D.C.-based Red Edge, a digital advocacy firm built on broadly libertarian, small-government beliefs that caters to similarly minded clients. One of the more high-profile campaigns the four-year-old company has worked on involved a character called Creepy Uncle Sam, who dons a large plastic head with a grotesque smile and does all manner of digital things to convince people of the evils of Obamacare.

The character was created by Generation Opportunity, a libertarian-conservative “millennial advocacy” group. Red Edge helped the organization bring Sam to Snapchat, the picture and video messaging app favored by a younger demographic, with more than 70 percent of its users under 25. To announce the campaign—thought to be the first-ever political advocacy effort on the platform—the team produced a video showing Creepy Uncle Sam slowly raising a cigarette to his lips, mimicking a trailer for the Netflix political drama series *House of Cards*, which was circulating widely online at the time.

Users who signed up would get a few messages a day on the platform, most of them mocking Obamacare.

For Red Edge, it was a demonstration of sorts, showing their clients the possibilities offered by new platforms. But the



**Bret Jacobson (left) and Ian Spencer (center) in Red Edge's D.C. office, say that business for their digital advocacy firm grew after the 2012 election.**

letting the fringe elements who are actually guiding policy decisions reveal how off their rocker they are.”

And while student government leadership was a popular target—“no one takes themselves more seriously than the student government people”—one of Jacobson’s favorite examples came during a discussion in his “quote-unquote leadership class,” after students were shown a film about Nelson Mandela. When posed the question “What did you learn?” by the instructor, a student offered a response Jacobson deemed “Spew”-worthy: “I can’t believe he was the president of Africa.”

Both Spencer and Jacobson headed to Washington, D.C., after graduation. “I was interested in talking about issues,” says Spencer. “D.C. seemed like the hub of that universe.”

“If you want to make a national or global impact, you can’t go anywhere but D.C.,” says Jacobson. The two eventually ended up as coworkers in a boutique communications firm where their work included “pushing back against the most radical of activists,” according to Jacobson, a group that included animal rights groups, community organizers, and labor unions.

They liked the work, but they wanted to pick their own clients and projects. Founding Red Edge gave them independence. “We wanted the ability to work on the issues that we cared about, and not have to work on issues that we disagree with,” says Jacobson. “Being able to do that has been a very good thing for the soul.” Besides, he says, party politics has

never been their thing. “Party activity is only an element of something that we care much more about, which is advocating ideas and issues that we care about—if for no other reason than it is easier to remain passionate about an idea for a lot longer than it is to support an individual.”

But when Spencer and Jacobson launched Red Edge in 2011, the market for their vision hadn’t fully developed. Their first office was a basement below a kickboxing studio, which relegated any client calls to before 5:00 p.m., when the din of the after-work cardio crowd made conversations untenable. Their second office was over an antique shop—“a great setting to do cutting-edge digital media,” notes Jacobson. “It was an unglamorous start.”

Then came the 2012 election. “We were a bit fortunate in that there is a really incredible need for good tech work on the libertarian-slash-conservative side of things,” says Spencer. “Certainly, after 2012, it became even more apparent.” Evidence of this can be

“ How hard is it to make young people question authority? How hard is it to get young people suspicious of big government and Big Brother? ”

OWEN BRENNAN, BS '95

seen in the company's growth. In early 2013, Red Edge expanded to five people; they now employ 12, including software developers and graphic designers.

THE INDIRECT CAUSE of the growth is a general awakening by the political Right about the importance of utilizing digital media. No longer are even the most established Republican political figures solely reliant on TV spots and mailers. In his 2014 Kentucky reelection race, Senator Mitch McConnell spent almost 15 percent of his \$30 million campaign budget on digital endeavors, according to Politico. When Republican House Speaker John Boehner wanted to show his disapproval of President Obama's plan for free community college education in January 2015, he posted brief videos of pop star Taylor Swift.

The movement is afoot. And Jacobson and Spencer aren't the only Oregon alumni who have benefited from the Right's digital boom. Former *Commentator* editor Owen Brennan (formerly Rounds), BS '95, has seen a similar uptick in requests for his services. A former speechwriter for longtime New York City mayor Rudy Giuliani and producer for Fox News's *The O'Reilly Factor*, Brennan is a partner at Madison McQueen, a multimedia advertising

firm in the Los Angeles area that operates under the motto "Liberty Needs an Ad Agency." Brennan's team at Madison McQueen has worked on everything from the *Matrix* movies to Super Bowl ads. Another motto sums up their approach: "We are bringing Hollywood production value to the war of ideas."

"Generation X is the fulcrum," says Brennan. "Anyone older than 44 or 45 is reading newspapers, listening to talk radio, watching cable news. Anybody younger than that is getting their news off of Twitter." For your typical conservative think tank or policy shop, the media model has become fairly well entrenched: put out a white paper, get a hit on conservative talk radio, maybe an appearance on Fox News, and call it a day. "That's not getting the message out to millennials. We realized there was a huge problem with getting the message out to young people."

So have the political financiers. "Demand definitely outpaces supply," says Kristen Soltis Anderson, columnist for the Daily Beast and cofounder of the digital research firm Echelon Insights. "Campaigns have realized that you have to be where people are talking, and today, that means online." And while immediate results are nice, targeting the youth demographic is also a long play. "Today's young voters aren't going to turn 40 and suddenly say, 'Okay, now I'm going to read the newspaper and listen to the radio,'" says Anderson. Digital media also has the benefit of real metrics, with YouTube views and click-through numbers offering much deeper measurement than TV ads. "TV's not becoming obsolete, but it is becoming less important as digital becomes more important."

This is why Brennan has enough business that he doesn't worry about the bank account. It is also why Red Edge gets so much work solely from word-of-mouth advertising that they can choose their clients based on how closely their ideals match their own.

But as financially successful as both of them have been, neither Brennan nor Red Edge is in it solely for the mortgage payment. It's a mission.

"That younger generation—we've got to get to them," says Brennan. "We have to talk to them where they are, which is their mobile devices. Finding out how young people learn about and talk about politics is essential to getting our message into that space. Because I think our ideas are right. How hard is it to make young people question authority? How hard is it to get young people suspicious of big government and Big Brother?"

"I would say that we could make the same or more just selling consumer goods with the skills that we have," says Jacobson. "But this not only means a lot to us, I now also have a kid [a one-year-old daughter] and I want her to grow up with more opportunity than I had, not less. And there's a very real possibility that if we were to sit on the sidelines, that the world would be worse off in 10 to 15 years. And if you believe that, you can't in good conscience not do everything you can for as long as you can."

AS GLOOMY AS staring into the wide digital chasm between Left and Right can be, Red Edge sees hope. In the past two years, Jacobson says, their



clients have gotten smarter, pushing the boundaries of their engagement strategies. “They are also getting better educated at what a really good partner delivers to them—as opposed to trying to run a million-dollar organization on a website built by your nephew for \$48,” he says.

And investment is increasing. Jacobson and Spencer have seen clients across the board start allocating more to both digital infrastructure and digital marketing. Anderson notes that while TV still accounts for 85 percent of the typical ad mix, digital has reached 10 percent and is growing.

Of course, they’ve had to learn the hard way, says Brennan. And it’s not just from the presidential election. He points to Republican Richard Mourdock, who, during a discussion of abortion in a state senate race debate in 2012, said, “I think even when life begins in that horrible situation of rape, that it is something that God intended to happen.” The comment ignited an online firestorm, and Mourdock would eventually lose his race. “When a GOP candidate says something stupid, then they understand the power of social media,” he says. But enough people on the Right have seen the light that Madison McQueen no longer offers social media boot camps, which feature detailed explanations of the algorithms that run Facebook and YouTube. “They’re getting it,” says Brennan. “Now we just need better messaging—we need to get away from the ominous 30-second spot with the creepy voiceover and the headline ripped from the pages.”

For Spencer and Jacobson, this starts with understanding the issue—usually some encroachment by a member of Congress or a regulatory body—and then finding the cleverest, shortest way to tie it to a larger principal like fairness or justice. Then comes deciding on both message and medium. For the latter, it can mean everything from a simple website to a highly targeted video campaign aiming to sway as few as a dozen people in a district. For their clients Associated Builders and Contractors, who are often fighting against labor-related legislation, they developed a smartphone app that would allow members to send a letter to their congressional representatives without leaving the job site. For Generation Opportunity, they developed an iPad version of the national voter registration form that gave field workers a secure, portable way to push more people to the ballot box. “Obviously, voter registration is big for voter engagement,” says Spencer.

“A really good craftsman has all the tools available and then picks just the right ones for the project,” says Jacobson. “Generally the desired result is less government involvement in our lives. Whatever is the best fulcrum or lever set that gets us there is where we go.”

The digital world feels like it not only offers the most relevant response, says Jacobson, but also a vehicle most ideologically matched to Red Edge’s mission. “One of the things that is most exciting about digital tools and the accompanying digital philosophy is that it inherently treats every user like a sovereign entity that has to be respected, and that’s exactly like our political and life philosophy.”

Plus, there’s no stasis. Jacobson sees big changes coming to digital communications, with people moving from a broadcast view of communications—*à la* Twitter, where one person is spreading messages to the masses—to a “really fascinating set of one-to-one relationships where I am serving you content that is interesting specifically to you and that makes your life better.” Which sounds complex, but, in practice, can be something as simple as a website that employs users’ locations to promote state-specific information or web ads that use readers’ preferences to tweak messaging.

Spencer picks up the thought: “And you’re able to do that because you’ve been receptive to what people have had to say. It’s a conversation.”

The future, then, for building a younger generation of free-market, small-government supporters, will be more about targeting and tactics than digital blitzkrieg.

“It’s amazing to see what happens when you treat people as people,” says Jacobson.

Dan Morrell has written for the *Atlantic*, the *New York Times*, *Slate*, *Monocle*, *Fast Company*, *Boston* magazine, the *D.C. City Paper*, and others. He is the editor of the *Harvard Business School* alumni magazine.

“ Campaigns have realized that you have to be where people are talking, and today, that means online. ”

KRISTEN SOLTIS ANDERSON



# It's on Us

## CONFRONTING SEXUAL ASSAULT ON CAMPUS



BY ROSEMARY HOWE CAMOZZI, BA '96 | ILLUSTRATIONS BY HADLEY HOOPER

Columbia. The University of Virginia. Vanderbilt. Florida State. Stanford. Oregon. All are outstanding universities. And all, along with many others, have made headlines associated with sexual assault. Intense media interest, the formation of a White House task force on the issue, and the efforts of policymakers and advocacy groups have brought the problem to the center of our national consciousness. How colleges and universities—including the University of Oregon—are addressing this complex issue within their own campus cultures is under intense scrutiny. For this story, we have chosen not to focus on the details of any particular case. Instead, we talked with some of those on our campus who have made it their life's work to shine light on the reality of sexual assault, harassment, and misconduct, who work every day to find solutions to a problem that is complex, long-standing, and societal—and who welcome the growing awareness of the issue as an important factor in changing the culture that has allowed the problem to persist.

**S**tanding at the front of a Chapman Hall classroom, University of Oregon junior Ruchi Mehta asks her audience, a group of about 50 fraternity men, to close their eyes and think back to their last sexual experience. Were you naked? How did it smell? How did it taste? After a long pause, she asks them to turn to the person next to them and share their memory—in detail. Awkward laughter fills the room. Cheeks turn red. She waits just long enough, and then reveals she is kidding about the sharing part.

But, she continues, now they understand how it feels to be asked to share the intimate details of a sexual experience. Imagine being required to share, over and over again, the details of a sexual assault. This, she reminds them, is among the many challenges confronting those who report being sexually assaulted.

Mehta's memory prompt is the first act of an interactive presentation by SWAT, the UO's Sexual Wellness Advocacy Team, which strives to help change campus culture by offering theater-based sexual-violence prevention workshops to various university groups and communities.

The problem of sexual violence on and around college campuses has been front and center lately. In January 2014, President Obama created the White House Task Force to Protect Students from Sexual Assault, which issued a preliminary report, *Not Alone*, last April. The report drew its statistics from the 2007 Campus Sexual Assault Study, prepared for the US Department of Justice, which surveyed more than 6,800 undergraduate students at two large public universities. The findings were alarming:

- One in five women is sexually assaulted while in college. Usually, it's by someone she knows: a friend, acquaintance, or current or former boyfriend.
- Most sexual assaults happen during freshman or sophomore year, and most often during the first six weeks of college.
- Many survivors are victims of "incapacitated assault": they are sexually abused while drugged, drunk, passed out, or otherwise incapacitated.
- Only 2 percent of incapacitated sexual assault survivors, and 13 percent of forcible rape survivors, report the crime to campus or local law enforcement.

UO psychology professor Jennifer Freyd, a national authority on the issue who served as a consultant to the White House task force, conducted her own research, in collaboration with UO doctoral students Marina Rosenthal and Carly Smith, on the UO campus early last fall. Sent to a random sample of students, her survey received nearly 1,000 completed responses. Ten percent of the female UO students who completed the survey reported being raped. When the question was expanded to include attempted rape, 19 percent said they had been attacked. When further expanded to include unwanted groping or oral sex, 35 percent of surveyed female students and 14 percent of male students reported being assaulted. In 73 percent of the cases, the victim knew the perpetrator. And 90 percent of sexual assault victims who completed the survey said they did not report what happened to them to any university source.

The survey did not use the words "rape" or "sexual assault" when assessing rates of these experiences. Respondents were instead asked whether they had experienced very specific forms of nonconsensual sexual contact or activity. That's the best way to approach the subject, says Brooks Morse, associate director of the University Counseling and Testing Center and coordinator of the center's Interpersonal Violence Response Team. Fifty percent of women don't identify legally defined rape as rape, she says, noting that the experience of sexual violence can produce "shame and self-blame."

Women don't report sexual assault for other reasons as well, says Morse. A survivor may worry about not being supported by others, whether family, floor mates, sorority sisters, or the larger community. Women of color and queer-identified people could have a particularly hard time coming forward, Morse says, noting that "systems haven't always been kind to people of color, those of other nationalities, or LGBT people if they do speak out."

Morse is encouraged, however, that "young women are now more empowered to talk about it and come forward," and credits the White House with doing a great job in bringing to campus messages that employ a "non-victim-blaming approach."



## NAVIGATING THE RED ZONE

To provide a sense of what the problem of sexual assault looks like on college campuses, Morse offers a scenario she says is a composite of similar accounts she has heard during her 20 years at university counseling centers:

*A young woman new to the university is invited to an off-campus house party by an older male student. He's sipping on a beer but offers her a cup of sweet, highly alcoholic punch—and then offers her more. She's having a good time and thinking he might be fun to date, so when he invites her upstairs to his room, she's up for it, thinking they will chat and maybe kiss. Once in the room, he closes the door and begins to kiss her. She's okay with that—she likes him, after all—but then he pushes her down on the bed. Now he's on top of her. She tries to say no, but she doesn't want to seem "bitchy," so she's not very forceful—and he's not listening. She thinks to herself, "I can't believe this is happening! He seemed like such a nice guy!"*

*Afterwards, she heads home, feeling dirty and violated. She blames herself instead of him. Why did she trust him?*

Morse says such a scenario would most likely have taken place during what is known nationwide as the Red Zone, the first few weeks after freshmen get to campus. "Research shows that in the first six weeks of the year, there is an

**“WE ARE HAPPY THAT PEOPLE ARE TALKING ABOUT IT. IT IS AN ISSUE THAT HAS BEEN SURROUNDED BY SO MUCH SECRECY.”**

**MORGAN PLEW, PANHELLENIC COUNCIL**

increase in sexual assaults, particularly among first-year students," she says. "We have a large group of late-adolescents who are vulnerable. They are still moving toward adulthood." Developing identity is a big part of being at college, she says. These first-year students, away from home for the first time and living in a new environment with new social circles, feel that something like this couldn't happen to them. Sadly, these are the students often preyed upon, Morse says.

Many experiment with alcohol, which plays a major role in incidents of sexual assault. According to Freyd's survey, 76 percent of UO students who were assaulted by another student said alcohol or drugs were involved—92 percent if

the incident took place at a fraternity-affiliated location. "Alcohol is the biggest date-rape drug out there," Morse says, noting that any meaningful solution to the problem of sexual assault must recognize the role of drugs and alcohol.

Morse says that societal messages also contribute greatly to the problem. She gives as an example pervasive advertising that uses alluring women to sell products. "The ads all say it's okay to objectify women," she says, adding that discussion about gender norms, power, and privilege needs to begin in families and in high schools—well before students head to college.

Of course, most college men are not rapists. According to a 2002 study by clinical psychologist David Lisak, more than 90 percent of rapes on college campuses are perpetrated by a relatively small group of serial offenders who use alcohol and other drugs to render their victims vulnerable. Lisak's study found that of the men who admitted to committing rape or attempted rape, some 63 percent said they had committed an average of six rapes each.

It's also important to note that male-identified people are also assaulted or raped by others of all genders. "But statistically," Morse says, "women have more likelihood of being exposed to rapists or people who would hurt them."

## GREEK LIFE

Morse recounts another composite scenario she has heard multiple times:

*A first-year college student is in an upstairs bedroom in a fraternity house. Her body feels like it can't move, and she doesn't struggle as a young man climbs on top of her. The next thing she knows, it's morning, and she wakes up in his bed. He acts like nothing happened and nicely offers to walk her home. Her roommate asks her where she was the night before, and as she talks, she sees pictures in her mind. She sees someone over her, and remembers him holding her down. She begins to cry, realizing she must have been drugged. She didn't have a chance to say no.*

According to Freyd's campus climate survey, nearly 40 percent of women in UO sororities have experienced an attempted or completed rape, and 48 percent have experienced some kind of nonconsensual sexual contact. National statistics show that women in sororities are more than three times as likely to experience rape than other college students.

"The high rate of sexual assault at fraternities and sororities is correlated with alcohol and party culture," says Andrew Lubash, a fraternity member, Truman Scholar, and member of the University Senate's sexual assault task force. While Fraternity and Sorority Life (FSL) houses are technically dry, he says, most parties happen at "live-outs," big houses off campus where FSL members live—which are not bound by the same rules. Lubash says during our interview that his sister, a UO freshman, has just joined a sorority. "The minute she joined," he says with concern, "she became 3.5 times more likely to be raped."

One of the Senate task force's recommendations is that FSL put aside, at least for now, its intention to expand from close to 15 percent to about 20 percent of the undergraduate student population. Lubash wholeheartedly agrees. "I'm not anti-Greek life," he says. "I'm anti-sexual assault. If nearly 40 percent of girls in sororities are victims of sexual assault, and we grow to 20 percent of the school population, how many more girls will be assaulted? Why are we continuing to expand this problem before addressing it?"

Lubash notes that the vast majority of the Greek community does not share his opinion, and that his own fraternity (which he preferred not to name) has extremely high standards.

**“I TRY TO GET THEM TO DEVELOP CHARACTER AND BE ON THE POSITIVE SIDE OF THE RESEARCH.”**

**KATIE HARBERT, ATHLETICS**

Indeed, the problem appears to be concentrated among certain fraternities. “They don’t all have the same rate of sexual assaults,” Freyd says. “We need to find out what the ones with lower rates are doing right.”

At a campuswide forum on sexual assault last November, FSL members spoke passionately about their desire to address the problem. “We want to be leaders on this issue, and we are committed to be agents of change,” said Morgan Plew, an economics major who was president of the Panhellenic Council at the time. Other FSL representatives who spoke at the forum agreed that the reports are a “wake-up call.”

FSL has created a task force that will address not just sexual assault, but also gender violence, interpersonal violence, relationship abuse, stalking, and bullying. One member from each chapter will be trained to educate all chapter members. “We are trying to change the culture,” says Chase Salazar, a chemistry major who was president of the Interfraternity Council. “It takes constant education and constant discussion.”

Plew says that while FSL already had prevention programs, the new curriculum will be more in depth. “We are happy that people are talking about it,” she says. “It is an issue that has been surrounded by so much secrecy.”

She argues that sororities provide an important support system for women. “We educate our members to listen and to help the victim in the way the victim wants to be helped,” she says. “It’s important to have women around you that you know and feel safe with.”

Salazar notes that the Interfraternity Council and Panhellenic Council implemented a new social policy in 2014, after experiencing an all-time-high number of alcohol-related medical transports. The policy mandates strict guidelines for all events sponsored by a chapter, including registering the event, providing sober monitors who will safely escort intoxicated guests out of the event and social liaisons who actively monitor the event, and prohibiting bulk quantities of alcohol. After the new policy went into effect, the number of transports dropped by half, Salazar says.

Despite the positive changes, Associate Dean of Students Sheryl Eyster is in favor of waiting a year before expanding the UO’s Greek system. The FSL students are “very passionate,” she says, “and we should harvest their energy to build and sustain healthy communities. We can work together to make changes.”

## ATHLETICS

**A**thletes around the nation have faced highly publicized accusations of sexual assault in the past year or two, including high-profile cases at Oregon, Florida and Florida State, Ohio State, Arizona State, Vanderbilt, the University of Virginia, UCLA, and others.

According to data compiled from 262 sexual assault claims and released by United Educators Insurance, which provides liability insurance for schools and colleges, 25 percent of alleged sexual assault perpetrators are athletes, even though they represent only 10 to 15 percent of an average institution’s student population.

The NCAA presented a different perspective in its 2014 report on campus sexual assault, stating that research does not show significant differences between student-athletes and their nonathlete peers when it comes to the probability of perpetrating acts of violence. However, the report indicated that male student-athletes in the sports of football and baseball have a higher association than other athletes with aggressive behaviors outside the sport. While aggressive behaviors are promoted in many sports, coaches and athletics administrators must make it clear “that what is allowable and even desirable during an athletic practice or competition has no part in social

relationships or ‘off the field’ behavior,” the report said. Freyd and her students have not released any statistics about varsity athletes and sexual assault at the UO, because very few Division I team athletes participated in the study.

A review panel created by former UO president Michael Gottfredsen recommended that the athletics department contribute resources to the UO’s campuswide prevention programs while also providing additional training for athletes. “It would be better to integrate the athletes with other students in the prevention programs,” says Mary Deits, the former Oregon Court of Appeals judge who chairs the panel, although she acknowledges the logistical difficulties involved. The athletics department also needs to more uniformly look at character issues during the recruitment process, she says, because different sports have different methods of evaluation.

Katie Harbert, director of student-athlete development, says it is appropriate for student-athletes to have specialized training in sexual assault prevention. “You have to teach the same message differently to different groups,” she says. “You need a baseline, so that everyone gets certain information, and then you fill in with different educational efforts to meet the needs of different teams.”

Harbert says that her job is to get the student-athletes to use the training and experience they acquire at the UO to be successful as career people, family members, and citizens. Noting that there are conflicting studies that show student-athletes as being either more or less likely to be involved with sexual assault, Harbert says, “I try to get them to develop character and be on the positive side of the research.”

## CAMPUS SURVEYS AND INSTITUTIONAL BETRAYAL

**I**n July, a group of US senators cosponsored the Bipartisan Campus Accountability and Safety Act, which would, among other things, require every university in America to conduct annual campus climate surveys and publish them online. Such surveys seek to discover the prevalence of sexual assault on a campus, as well as how respondents perceive their institution’s quality of response and efforts at prevention.

It is essential for survivors that institutions respond appropriately to reports of sexual abuse, says Freyd, to avoid what she calls “institutional betrayal,” a concept that has been a cornerstone of her research. One example is the historically high rate of sexual assault in the military and the low rate of reporting by survivors, who run the risk of their careers being ruined if they come forward. “There is

often even bigger trauma after someone reports an attack,” Freyd says. “They may actually get punished.”

Freyd and Smith surveyed UO students in 2010 about their experiences with reporting sexual assault to various institutions they had been involved with, such as a church, the military, or a university. Almost half the women (46 percent) surveyed said they had experienced some sort of institutional betrayal, and many cited the UO (and particularly fraternities and sororities) as not being appropriately responsive.

The completed study was published in early 2013, in a leading peer-reviewed scientific journal. “I started getting a lot of phone calls from people who thought there was a problem with institutional betrayal, especially on the UO campus,” Freyd says, “and I felt the responsibility to do something about it. Then things heated up last year when the White House declared campus surveys a national priority.”

Freyd and her graduate students decided to put together a pilot survey at the UO that could also be used on other college campuses. “We thought we could create a new way of looking at things,” she says. “If one campus is doing better, with less sexual assault, what are they doing?”

Her campus climate survey, cited at the beginning of this article, was conducted in late August and early September of 2014.

The University Senate has also taken a strong interest in the subject, creating in July a task force to investigate the issue. Cochaired by Carol Stabile, professor of women’s and gender studies and journalism, and Randy Sullivan, senior instructor in chemistry, the Senate Task Force to Address

Sexual Violence and Survivor Support released its own report titled “20 Students per Week,” using statistics from Freyd’s campus survey to conclude that at least 20 UO women are harmed every week by nonconsensual sexual contact. The senate task force provided a number of recommendations to interim president Scott Coltrane, including the need for a centralized office to address sexual and gender-based violence; funding for a UO campus climate survey; increased cooperation between the athletics department’s senior leadership and the Senate Intercollegiate Athletics Committee; and suspending plans to expand Fraternity and Sorority Life until problems have been identified, studied, and addressed.

The senate task force’s findings were similar to those of the review panel created last spring. After

extensive analysis and interviews with hundreds of students, faculty and staff members, administrators, and law enforcement officials, the eight-member President’s Review Panel released its recommendations in December, with the creation of a centralized office providing resources for sexual assault victims as its top priority. “It was an incredible process,” Deits says. “I learned a lot, and I hope that our recommendations and those of the senate task force will be implemented as soon as possible.”

The panel also commended the university staff for their hard work, writing in their report, “The fact that we see many areas that need improvement should not detract from recognition of the exceptional work of these dedicated individuals who are all motivated by the common goal to reduce and, ideally, eliminate incidents of sexual misconduct.”

The UO’s administration has taken Freyd’s research and the review panels’ suggestions seriously, implementing some program and policy changes immediately. The university will conduct more campus climate surveys, possibly including one this spring created by the Association of American Universities, of which the UO is a member, as well as another survey specific to the UO. A Campus Climate Survey Advisory Group is being formed to oversee the projects and advise the president on collecting and interpreting campus sexual-violence data. The university has also agreed to work more closely with the Eugene Police Department on the investigation of sexual assaults. And, the UO has directed an additional \$90,000 to support prevention and education staffing, in addition to two new positions created in the Division of Student Life last year: a director of sexual violence prevention and education, and a sexual violence response and support services coordinator.

## AWARENESS AND PREVENTION

In addition to staff members trained to respond to incidents of sexual misconduct, the UO has teams of professionals and volunteers dedicated to preventing it in the first place, from the prevention and response team in the Office of the Dean of Students to the staff and students in various organizations such as the Sexual Wellness Advocacy Team (SWAT) and the Alliance for Sexual Assault Prevention (ASAP), both sponsored by the Office of the Dean of Students, and the student-run Organization Against Sexual Assault (OASA). For years, the UO has required far more sexual violence prevention education than many institutions, says Associate Dean Eyster, noting that “many universities are just beginning to require programs. We hold students’ registration until they complete them.”

Education begins before new students even start school. Those under 21 must take online courses about alcohol abuse and sexual violence prevention before they are allowed to register for classes the following term. During summer orientation, incoming freshmen watch a performance titled “It Can’t Be Rape,” put on by SWAT, the sexual violence prevention team of which Ruchi Mehta, the student who led the exercise described at the beginning of this article, is a member. Students learn about rape myths, the real meaning of consent, dating and partner violence, stalking, sexual harassment, and sexual assault. Other topics include how bystanders can effectively intervene to prevent sexual violence (an important component of the White House’s It’s on Us campaign) and how students should respond if a friend has been assaulted.

Incoming students are given the number for the UO’s hotline for reporting sexual assault (and asked to immediately put it in their phones)

Two documentaries that deal with institutional betrayal were released this winter, with one of them, *The Hunting Ground*, premiering to acclaim at the Sundance Film Festival. The other one, *It Happened Here*, by Emmy Award-winner Lisa F. Jackson, follows women from Amherst College, Vanderbilt University, and the University of Connecticut after they went public about their institutions’ mishandling of their sexual assault cases. *It Happened Here* is screening on college campuses around the country as part of the White House’s It’s on Us campaign. For links to the trailers, the UO’s *It’s on Us/Ducks Do Something* video, and other information referenced in this article, visit [OregonQuarterly.com](http://OregonQuarterly.com).



and made aware of the SAFE website, a central resource launched last year that offers clear options for immediate help and support as well as information to guide a student if they are unsure what they want to do.

During the Red Zone and beyond, students attend interactive SWAT workshops that are tailored to individual communities. Abigail Leeder, a drama therapist, is the director of UO's Experiential Education and Prevention Initiatives and heads many of the sexual violence prevention and education projects. She leads the SWAT troupe and also puts together workshops where the leaders of communities such as international students and residence halls can create their own targeted information campaigns. "Abigail is a master," says Eyster. "She has multifaceted ways to engage students in dialogue and creates workshops that are specific and socio-relevant to various communities. She's in demand all over the country."

In October, the UO's Division of Student Life released a video, *Ducks Do Something/It's on Us*, featuring activists, survivors, student-athletes, and Greek leaders, who urge their fellow students to step up and step in when they witness potential sexual assault, suicide, alcohol abuse, or racism. Produced as part of the national It's on Us campaign, the video specifically targets bystander intervention as an effective strategy. The division is also sponsoring a contest led by Kerry Frazee, director of sexual violence prevention and education, for students to create their own videos that would show how bystander intervention could work in their specific campus groups.

Although these efforts are helping to build awareness of the problem and the resources available to students, Leeder says it's not easy to change years of societal programming. "The UO can't do it on its own," she says. "We need a whole cultural shift."

## RESOURCES AND SUPPORT

The Office of the Dean of Students has two trained support staff members available around the clock to provide advocacy and comprehensive services for students who have experienced sexual misconduct. "Someone is always ready to be on campus within 20 minutes if a student calls," Eyster says. Her office sees a wide variety of issues, from partner violence and sexual assault to harassment and stalking. "Students come in pretty much every day," she says, noting that four people had come in seeking help from staff members the Friday before our interview.

Across the street from the dean of students office is the University Health Center, where students who report experiencing sexual violence can see a trained sexual-assault nurse examiner, who may then take them to the counseling center to meet with a member of the Interpersonal Violence Response Team. During visits with the counseling staff, which are confidential, students are made aware of their rights and the resources available to them.

Generally, if a survivor comes in soon after their experience, they may only attend a few sessions, Morse says. Counselors work with them to challenge the most common after-effect they are dealing with: self-blame. "At first, they just want it to all go away and life to be normal again," Morse says. For many, "therapy feels like it's stirring things up, so after a bit they stop coming."

But survivors often come back later. Intimate relationships may be problematic, or they may be plagued by triggers that set off anxiety and stress, such as a man wearing the same cologne, or the smell of a certain

kind of alcohol that was on the attacker's breath. Survivors often report a feeling of numbness that alternates with depression, anxiety, and hypervigilance around safety and touch.

"They come in with all these symptoms and might not realize it is due to the assault, sometimes even saying they feel like they are going crazy," Morse says. "It's similar to the effects of other trauma, such as war veterans. We help them understand this is a normal result of their experience, and remind them of their strength and resilience. We help them deal with their symptoms and triggers and experience some healing."

## THE BIG PICTURE

The first national study of sexual assault on campuses was published in 1987, nearly 30 years ago. Its author, psychology professor Mary Koss (then at Kent State University, now at the University of Arizona), was vilified, Freyd says, when she presented statistics showing that one in four women are victims of sexual assault. "The results have been

**"THE UO CAN'T DO IT ON ITS OWN. WE NEED A WHOLE CULTURAL SHIFT."**

**ABIGAIL LEEDER, STUDENT LIFE**

replicated over and over," Freyd says. "The problem is, new research is always news, but then it's forgotten a few months later. Every time, people are surprised by it."

But over the past year, she says, "we're seeing a huge wave of public awareness. People are talking about it, and there's a huge consciousness shift." She is optimistic about the future. "I don't think there is anything that is outside our capacity to change. We need to look squarely at it and not deny it—look at the causes and address them."

Leeder agrees that this is a time for optimism. "I've been doing this for nine years," she says, "and for most of that time it was not an issue that most people on campus were interested in or paying attention to. Now faculty, students, and staff are coming together to address it in ways that could make a difference in the campus social climate."

As an educational institution, the UO has a responsibility to teach its students the skills and knowledge they need, Eyster says. "We want students to leave the university understanding this issue and carrying that understanding with them wherever they end up in their family and professional life.

"That would make all the difference in the world."

Rosemary Howe Camozzi, BA '96, is senior writer and editor for *Oregon Quarterly*.



# Five faculty members contribute ingredients from their respective disciplines, mix them together, and create an innovative new honors course ... about bread.

BY BONNIE HENDERSON, BA '79, MA '85



Simple carb. Staff of life. Sacrament, mitzvah, the very body of Christ. Prisoner's rations. The highest expression of the baker's art. Irritant, allergen, toxin.

Bread has been baked and consumed, in one form or another, for at least 10,000 years. It requires only four simple ingredients. Yet everything about it—on close examination—is complex, from the interaction of those ingredients in the rising dough to the social and political history bread has been shaped by and has helped to shape. No surprise, then, that when five University of Oregon professors—food lovers all—met last year to kick around ideas for an interdisciplinary life science–humanities honors college colloquium organized around one foodstuff or another, bread quickly emerged as the obvious focus.

The resulting course—Bread 101—challenged both students and instructors. “By the end of the term,” biologist Judith Eisen says, “I realized I knew less than I thought I knew going into this!”

“I had never considered—until I met all these people—the microscopic picture of bread,” says physicist Miriam Deutsch. “When you put everything together in the bowl and mix it up, whoa! The energy landscape of that is so complex.”

But what is bread? Beyond the dictionary definition (to which the Oxford English Dictionary devotes a full page), the answer may depend on whom you ask. Here, each of the course's instructors reflects on the essence of that most ubiquitous of human foods.



With the exception of the water and the salt, bread comes from something that is alive.... After it is baked, it helps create life by providing fuel to other organisms.

— JUDITH EISEN

## Life Giving Life

**JUDITH EISEN** Neuroscientist

*Bread itself is not alive, but it is shaped by living organisms. If we talk exclusively about leavened bread, it requires four ingredients. It has grain, which is typically wheat. It has salt. It has water. And it has some sort of leavening agent. Most of the breads we talked and thought about in class used yeast or sourdough starter, which is yeast plus bacteria. So with the exception of the water and the salt, which is a mineral, bread comes from something that is alive. The yeast and bacteria stay alive until you bake the bread. And the grain that you use, the kernel of wheat, is alive until you grind it. The plant that it comes from is dead—it dies naturally in the fall—and if you grind that grain, you can't get another plant out of it. But before it is ground, you could take that grain and grow it and get a whole other plant out of it. After it is baked, it helps create life by providing fuel to other organisms. So you can think of it as a sort of cycle.*

At age 17, Judith Eisen found a recipe for challah and baked it for her brother's bar mitzvah. She has been baking bread ever since. "I'm one of those people who likes to be in touch with my food, whatever it is," Eisen says. At the UO, Eisen researches development of the nervous system in embryos. She also directs the Science Literacy Program. "The world is increasingly technological, and science increasingly encroaches on our life in many ways," she says; science literacy courses are designed to help students develop "the skills to think about science, to think about the kinds of things that they may hear about in the media and the kinds of things that may impact their lives."



I thought this was going to be straightforward, but when I was preparing the lecture, I thought, I don't know how to do this—and almost no one knows how to do this!

—MIRIAM DEUTSCH

## Energy In, Energy Out

**MIRIAM DEUTSCH** Physicist

*In physics, almost everything you do involves energies: energies being converted, being transformed from one form to another. Bread falls into that equation very, very simply. A slice of bread is roughly 100 calories, so that tells us something about its energy content. Some of it you use because you need to move around, some of it gets stored in your body, and the rest goes out. So in terms of the energy balance, it's fairly straightforward.*

*But what also interested me was energy investment: how much energy does it cost to produce that bread? How much energy goes in, how much energy can come out? We know how much can come out, because the food label tells us. But how much goes in? How much energy does it take to bake a loaf of bread, beginning with sowing the seeds? The answer turned out to be very large-scale and incredibly complex. I thought this was going to be straightforward, but when I was preparing the lecture,*

*I thought, I don't know how to do this—and almost no one knows how to do this! I found only one study, a cost analysis done in Sweden, comparing commercial bakeries with regional bakeries versus home bakers. It really was a humbling experience to understand how much we don't understand about our global food production: what it really takes to produce food, to keep us going as a society.*

Miriam Deutsch has baked her own bread for years—first as a way to recapture the taste and texture of the crusty white bread of her childhood in Israel, then to keep her own kids occupied ("Kneading dough is a very good activity for kids on a weekend"), and these days as a way to decompress from her work, which centers on studying the interaction of light with nanoscale metal particles and potential applications in sensor technology. "I love the contrast. You have this very high-tech professional side to your life, and then you go home and you make bread: there's something about it that's very grounding."



There is some speculation that adding so much extra gluten into our bread is having a society-wide impact on our bodies' ability to process gluten.

—ELEANOR VANDEGRIFT

## The Thing About Gluten

**ELEANOR VANDEGRIFT** STEM (Science, Technology, Engineering, and Mathematics) Educator

*Bread has to have gluten, which comes from classes of two proteins, gliadins and glutenins, that are in wheat and other grains. When they are mixed with water, they bind together. One of them causes the stretchiness in bread, and one causes the recoil. Since teaching the course, my definition of bread has changed to include something that has those properties of stretch, recoil, and bubbling that it gets from gluten.*

*Commercial bakeries are quite frequently using pure, white flour, where all of the bran and wheat germ have been taken out. As a result, the flour has lower protein content than would otherwise be the case. What industrial bakeries do is add vital wheat gluten. There is so much concern about gluten today, and so many gluten-free foods. In addition to celiac disease [an autoimmune disease in which eating gluten leads to damage in the small intestine], there is a whole range of gluten allergies and sensitivities that have not been studied as deeply. There is some speculation that adding so much extra gluten into our bread is having a society-wide impact on our bodies' ability to process gluten.*

Never mind that some professional bakers won't slice bread until it has thoroughly cooled to allow the starch to relax—Eleanor Vandegrift still can't resist tearing into a loaf hot out of the oven, just as she did with the bread her mother baked. She herself dabbles in bread-making: alongside her students, she cultivated a sourdough starter and experimented with baking throughout the term. As associate director of the Science Literacy Program, her primary interest in the course was in crafting and gauging the success of its "backward design." The instructors started with the learning goals and then crafted curriculum and developed teaching methodologies to help students meet those goals. The faculty members engaged students in learning the science behind bread and its relevance to their everyday lives through discussions, guest speakers, field trips to Noisette Bakery and Camas Country Mill, and a lot of bread-baking.



I'm interested in interrogating what it means for bread to be the basis of life; what is it about bread that is so fundamentally associated with sustenance?

—JENNIFER BURNS BRIGHT

## A Hallmark of Civilization

**JENNIFER BURNS BRIGHT** Literature Scholar and Food Writer

*You've heard it said that bread is the staff of life? As a humanist, I seek to investigate that in different ways. I'm interested in interrogating what it means for bread to be the basis of life; what is it about bread that is so fundamentally associated with sustenance? You mash up grain and then transform it with water and heat and leavening to create this thing that we associate so deeply with human life. It raises all kinds of questions about what it means to cook and what it means to eat. Does it mean that, because we bake bread, we are civilized? Is that what we mean by life? We have an oven, we have a grinder, we have technology, so we're able to make a loaf of bread. Or is it important because it's community-based, because we dine together and "break bread"? And then there's bread as transformed life, as we see in symbols like Jewish matzoh or the body of Christ. Bread is actually as far from basic as it could be!*

In addition to teaching in the comparative literature and English departments, Jennifer Burns Bright writes about food for the School of Architecture and Allied Art's *Via* magazine and *Eugene Magazine*, among others. She is also among those working to establish the UO's interdisciplinary Food Studies Program, exploring the ways in which food mediates social, political, environmental, cultural, and economic processes. Segueing from sexuality to food isn't much of a leap, Bright insists: they're simply "two different ways of expressing desire." In the class, she focused on literature and journalism that showed how cultural perceptions of bread evolve over time. She grew up eating the sourdough rye bread her Polish grandmother brought home from her job at a bakery outside Detroit; it's still Bright's favorite bread. But she has trouble getting a good rise out of her own sourdough; she jokes that all the pickling she does in her home kitchen throws off the balance of yeast and lactic acid bacteria essential to crafting a successful artisan loaf.

*all the time. Whether we're talking about alcoholic beverages or chocolate or cheese or sauerkraut or kim chee or bread, our culture around food has been to culture microbes. It's only recently, since the advent of microscopes in the 1700s, that we discovered the existence of microbes, but people have long cultivated them in all sorts of food productions, and bread is an amazing example of that. People have known that you've got to do certain things to make dough grow: you have to treat it nicely and keep it warm. That's all microbiology.*

*One way in which this course overlapped my research was codified in an idea called the disappearing microbiota hypothesis. Western countries have seen the emergence of certain autoimmune diseases, such as inflammatory bowel disease—occurrences that are so recent, they cannot be attributed to changes in genetics but, rather, to something in our lifestyle. An important contributor could be changes in our associated microbes and possibly the extinction of ancient microbes. The extensive use of antibiotics may play a role, but another cause—one that this class solidified for me—is that people are much more disconnected from*

*their own food production. In more traditional food production, you would cultivate in your kitchen microbes that you've selected because they're good at breaking down some kind of food product, so when you're baking bread, you're cultivating microbes to ferment grains. My feeling is that when you're cultivating that many microbes, you're also going to be inoculating yourself with beneficial microbes that are selected to help break down the food that you're going to eat.*

"I'm an enthusiastic cook, and baking is a part of that," says Karen Guillemín. At home she blogs about local, seasonal cooking in support of the small farmer's market she helped launch in her Fairmount neighborhood. At work she investigates the impact of beneficial microbes in the human gut. "What was really fun about the class for me is that we could use sourdough bread-baking as a microbiology lab experiment. Normally you'd have to outfit students who are going to cultivate microbes in a lab with safety goggles and gloves. Here we had students go home and mix flour and water together in their own kitchen and watch the dynamics of the growth of a starter.

"Food is such an accessible way for nonscientists to think about scientific questions," Guillemín continues. Bread—with the complex genetics of its primary ingredient, with the dynamic transformation it makes from simple paste to exquisite slice, with a history inextricable from humans' own history—revealed itself as an elegant entrée to the scientific method. "We realized we could do everything we wanted to do just focusing on one product."

Bonnie Henderson, BA '79, MA '85, is the author of, most recently, *The Next Tsunami: Living on a Restless Coast*.

## Rising to the Top

Some of the Bread 101 instructors' favorite breads are products of their own or family members' kitchens, but here they share a few of their favorite commercial loaves produced by small bakeries on the West Coast.

### PORTLAND

#### German Bakery:

Seedless sourdough rye bread

### SALEM

#### Cascade Baking Company:

Ciabatta

### EUGENE

#### Noisette:

Baguette, spent grains bread, olive bread

#### Eugene City Bakery:

Olive bread, pane antico

#### Hideaway Bakery:

Old world rye bread

### SAN DIEGO

#### Bread and Cie:

Olive bread



People have known that you've got to do certain things to make dough grow: you have to treat it nicely and keep it warm. That's all microbiology.

—KAREN GUILLEMIN

## Always an Experiment

**KAREN GUILLEMIN** Microbiologist

*The essence of being a successful bread baker is being a successful microbiologist. It matters what kinds of grains you use, and the quality of the water, but ultimately it centers on managing microbial growth. Humans have been microbiologists throughout the history of human culture. We live with microbes*



UNIVERSITY OF  
OREGON

# NOT YOUR TYPICAL TAX MAN

**Nationally recognized** taxation  
accounting scholar

**Helped elevate the Lundquist College  
of Business** accounting research ranking  
to no. 4 worldwide

**Published numerous papers** in the top 15  
academic accounting journals in the field of taxation

**UO** Alumnus

**Knows clarinet music lessons** may be  
tax deductible

The UO Lundquist College of Business is pleased  
to recognize **Ryan J. Wilson** as its 2015 Thomas  
C. Stewart Distinguished Professor.

One of the many reasons why investing in  
business education is an investment in the search  
for knowledge.

[BUSINESS.UOREGON.EDU/GIVE](https://business.uoregon.edu/give)

Lundquist College of Business

52 e-Harmonies

54 Class Notes

59 Mark Lewis, Remembered

64 Duck Tale

# OLD Oregon

## Hope and Healing

Taken by Shigeki "Shiggy" Yoshida, BFA'95, after the devastating 2011 tsunami near Fukushima, Japan, this photo has inspired many Japanese people to plant sunflowers as a symbol of hope. Yoshida is a member of the UO Alumni Association Board of Directors.





## e-Harmonies

Peter Hollens, BMus '05, and Ewynne Hollens, BA '05, have used YouTube and other online platforms to build flourishing careers in a capella performance.

**T**ype the words “Peter Hollens and Ewynne Hollens” into YouTube’s search engine and one of the first videos that pops up is the two of them singing an a cappella version of Céline Dion’s “The Prayer.” Multiple shots of their faces appear on split screens, emphasizing the fact that they are using only their voices to create the melody, the harmonies, and even the sounds of the instruments. The sound is so full it’s hard to believe they are singing without any musical accompaniment.

If Peter and Ewynne’s names don’t immediately ring any bells, you may have heard of the groups they helped create—On the Rocks, the UO’s first modern a cappella group (all male) started in 1999, and Divisi, the female a cappella group, followed in 2002. On the Rocks, led by Peter, received national attention when they appeared on NBC’s *The Sing-Off* in 2010. Ewynne’s group, Divisi, was featured in the book *Pitch Perfect: The Quest for Collegiate A Cappella Glory*. It’s the

true story of a dramatic moment in Divisi’s history when the group was allegedly blackballed by one of the judges at the International Collegiate A Cappella Championships in New York, dropping them to second place and stunning the audience. The book inspired the movie *Pitch Perfect*, a musical comedy loosely based on that episode. The popularity of the movie and TV shows like *The Sing-Off* and *Glee* introduced a new audience to the a cappella genre.

And that audience is overwhelmingly online.

For Peter and Ewynne, those online fans offer new revenue opportunities for their music. Now, as self-described “YouTubers,” they’ve posted hundreds of videos, with millions of views between them. Peter’s YouTube channel alone has almost a million subscribers. Their YouTube videos don’t provide much income through ad revenue, they say, but the videos attract an audience that can be directed to purchase their music on iTunes, Amazon, Google Play, and Loudr, and which supports them directly through a unique patronage-based



**“Basically, any genre of music you’ve ever heard can be recreated by the human voice in a pretty great way.”**

crowdfunding platform called Patreon. The financial support they receive on Patreon.com provides an ongoing salary and a way for Peter and Evynne to keep the music videos coming.

With more than a billion unique visitors each month, YouTube offers a huge potential audience. And the bigger the audience, the more influence an artist can have. As an “influencer,” an artist can attract collaborations with others who have even bigger audiences. That’s how Peter’s collaboration with Lindsey Stirling, a hip-hop violinist whose YouTube channel has almost six million subscribers, changed the trajectory of his career. Their cover of the theme song for the video game *Skyrim* has more than 40 million views. That has led a lot more people to buy Peter’s music. “Ever since then,” he says, “I have been able to do this full time and support my family.”

Peter and Evynne met at the Erb Memorial Union during one of Divisi’s weekly outdoor performances. Evynne was working on a degree in Spanish and a minor in music. Peter focused on voice performance for his degree. “It was great to have proper voice training and I got to work with a bunch of great teachers,” Peter says. But he believes every school of music also should teach an element of business to prepare graduates for the real world. “It should be mandatory,” he says, “that you learn how to brand yourself, learn to use social media, and learn multiple aspects of music so you can go into a recording studio and record any genre—because it’s so difficult to make a living.”

After graduation, Peter sang with an a cappella group on the East Coast and began recording music. When he came home, he took the money he had saved for graduate school and bought studio equipment instead. He set up a studio in his garage and learned to record, edit, and mix. “You just teach it to yourself,” he says, “when you’re a geek, and you like being around computers.”

SEE VIDEOS AT  
OREGONQUARTERLY.  
COM/ACAPPELLA

Around the same time, Evynne was offered a job with Royal Caribbean, singing on cruise ships. Just before she shipped out, Peter proposed. In 2007 they were married on the balcony of the EMU, overlooking the outdoor stage where they had first met. After the wedding, Peter joined Evynne on the cruises, and for the next four years, they performed together and traveled the world.

Now, they work mostly independently, but sing similar music, everything from classical to folk, and occasionally pop. “I have this whole other side of things that I do that Peter’s not involved in,” Evynne says. She is a performer, voice teacher, artistic director with a local children’s theater, and would eventually like to run a high school theater program.

Peter, on the other hand, is a one-man vocal band. He occasionally writes his own music, but mostly sings and records covers “using only the human voice and mouth.” For each song, he records up to 200 individual tracks, blending them together to create his unique sound. “Basically, any genre of music you’ve ever heard,” he says, “can be recreated by the human voice in a pretty great way.”

Recently, Peter experienced success in a more traditional way as well. His self-titled album, *Peter Hollens*, released by Sony Music Masterworks last October, hit number five on the Billboard Classical charts in its debut week. The album features a duet with music legend Brian Wilson of the Beach Boys, an a cappella cover of Leonard Cohen’s “Hallelujah” with *America’s Got Talent* winner Jackie Evancho, and a song with Evynne. But one of the most moving recordings on the album is the one he wrote about the day his son was born, “Ashland’s Song.”

Since becoming parents, the Hollenses have only deepened their connection with their online community. The week after Ashland was born, they introduced him to their fans via Evynne’s weekly video blog. In the end, Peter believes, the only thing that really matters is having a community that cares about you as an artist. “Because,” he says, “who in the hell would have ever thought a kid in his garage, singing crazy syllables in his underwear, could make a living, work from home, and sing music? And that’s only because of what technology has allowed.”

—LEEANN DAKERS, BS '96

## Get Your Duck On!

The UO Alumni Association is sponsoring regional events in the following locations this spring.

For detailed information, visit [uoalumni.com/events](http://uoalumni.com/events)  
E-mail: [alumni@uoregon.edu](mailto:alumni@uoregon.edu)  
Call: 800-245-ALUM

**UO DIVERSITY CAREER SYMPOSIUM**  
Portland  
February 27

**SIXTH ANNUAL UO WOMEN'S ROUNDTABLE**  
Portland  
March 4

**NATURAL HISTORY PUB**  
Bend  
March 10, April 14, May 12

**LANE COUNTY DUCK ACADEMY**  
Eugene  
March 11, April 8, May 13

**2015 MULTICULTURAL REUNION AND CONFERENCE**  
Eugene  
April 10-11

**TASTE OF OREGON**  
San Diego  
April 18

**SINGAPORE DUCKS OREGON REUNION**  
Eugene  
May 29-30



# Class Notes

Do you ever wish we printed more notes from *your* class? Your classmates feel that way, too. Submit a note online at [OregonQuarterly.com](http://OregonQuarterly.com) or mail it to Editor, *Oregon Quarterly*, 5228 University of Oregon, Eugene OR 97403-5228.



## Success off the Field

**UO** academic programs got a nice boost from the first-ever National Championship Giving Challenge, a “Ducks vs. Bucks” fundraising effort held at both schools in conjunction with the College Football Playoff National Championship.

The UO received 577 gifts, totaling more than \$40,000, during the 97-hour challenge. Donors selected from a variety of areas, ranging from specific schools to scholarships to student clubs. UOAA memberships also counted toward the goal.

While the Bucks beat the Ducks with 1,027 donors vs. 577 for the Ducks, the UO won on the percentages, because Ohio State has almost three times as many living alumni. “I am humbled by the generosity, and excited to watch as these gifts are put to use all across campus,” said Rick Erickson, director of UO Annual Philanthropy. “It’s wonderful to see so many people rallying behind this great university and supporting its academic mission.”

The amount raised in just over four days was more than UO Annual Giving received in the entire month of January last year.

INDICATES UOAA MEMBER

### 1960s

**ALABY BLIVET**, BS '63 and his beloved wife **SARA LEE CAKE**, BS '45 returned from their world travels just in time for the national championship game. “Before the game, Sara wandered down to the sidelines and told Marcus Mariota about the trick play she imagined while meditating with the monks in Tibet,” writes Alaby. “Marcus was very polite, but they didn’t use her play in the game. Maybe next year.”

**LELAND JOHN**, BA '63, exhibited his paintings at the Pacific Maritime and Heritage Center in Newport, Oregon.

**JANET LARSEN**, BA '64, published *My Diary Unlocked: Stories of Teen Girls Heal the Inner Adolescent of Our Soul*, which uses real diary entries to provide insight on self-esteem and expression.

Former chair of the Regina Public Schools Board of Education, **BARBARA KEIRNES-YOUNG**, MED '67, MS '71, DEd '84, was a recipient of the Saskatchewan Order of

Merit for her leadership in the education and mentorship of women educators throughout her career.

**GERRIT REMMERDE**, BS '67, recently finished a painting inspired by a dream he had about Kenneth O’Connell, BS '66, MFA '72, when O’Connell was head of the art department at Oregon in the 1980s.

**VERNE STANFORD**, BS '68, MFA '71, is director of the new San Francisco Gallery in Jackson Square in San Francisco. His work was also on display in the first group show during July.

**JONATHAN STEWART**, BA '69, BA '73, published his second book, *Walking Away from the Land: Change at the Crest of a Continent* (Xlibris, 2014), which chronicles his 8,000-mile journey hiking the Pacific Crest, the Continental Divide, and the Great Divide, while drawing attention to the region’s cultural history, the effects of rapid urban growth, and the challenges of climate change.

### 1970s

**HOWARD WANG**, BA '71, recently left his 10-year

position as associate vice president at California State University for Duke Kunshan University in China, where he will serve as associate dean of student life.

**MICHAEL L. PFEIFFER**, MBA '76, joined the board of directors and will chair the audit committee at Razer, a premium gaming tech company.

**PAM SUDER-SMITH**, BS '77, celebrated her 16th year as vice president of sales for Pourshins and Supplair, subsidiaries of Gategroup. She also serves as president of the International Flight Services Association.

**FREDERICK R. CHANG**, MA '78, PhD '81, a former research director for the National Security Agency and current faculty member at Southern Methodist University, was named an *Information Security* magazine Security 7 Award winner and promptly dubbed a “cyber warrior.”

**REV. REBECCA ANN KUIKEN**, BA '78, is one of two pastors hired by the First Presbyterian Church of Elkhart in Indiana. Prior to this, she spent two years as a

### FLASHBACK

**1955** Nobel Prize-winning author William Faulkner visits campus, where he gives a public lecture, meets with classes, and chats with students and faculty members. He says during a campus interview that “America has not found a place for the artist except to sell soap or cigarettes or fountain pens ...”



## DUCKS AFIELD

**Taking Flight?** MIMI LUONG, BS '02, JD '06, spreads her wings at the Phi Phi viewpoint in Thailand this April.

We love to track Duck migrations! Send us your favorite photos of yourself, classmates, family, and friends showing your Duck pride around the world. Attach high resolution JPEG or TIFF files to an email and send to [quarterly@uoregon.edu](mailto:quarterly@uoregon.edu), or submit them online at [OregonQuarterly.com](http://OregonQuarterly.com).

pastor at the Reformed Church of France in Reims, France.

The Association of Residents in Radiation Oncology named

**FRANCISCO LOPEZ, BS '79**, a 2014 Educator of the Year. Lopez is a medical physicist at the Medical College of Wisconsin.

## 1980s

**CARMEN CALZACORTA, BA '80**, was selected by the Business Law Section of the Oregon State Bar to receive the prestigious 2014 James B. Castles Leadership Award.

**PAT LADOUCEUR, MS '81, PhD '84**, published her first book, *Small Change, Big Results: How Simple Actions Can Reshape Your Life* (Twin Rocks Press, 2014) in November.

**JAMIE HAWLEY, BS '83**, was selected as chief executive officer for Weir's Furniture, becoming the first nonfamily member to serve as CEO since the company's inception.

**GREGG KLEINER, BA '83**, recently published his new children's book *Please Don't Paint Our Planet Pink!* (Cloudburst Creative, 2014), which presents a reality in which

CO2 emissions are visible pink puffs rising above smokestacks, cars, and even cows.

**JOHN A. HELDT, BS '85**, published his sixth novel, *September Sky*, on January 1, 2015. It is the first book in his American Journey series.

**SUZANNE WASHINGTON, BS '85**, assumed her new position as executive director of the organization Meals on Wheels People in November.

**BRUCE CONKLE, BA '86**, recently presented *The Wooden Carrot*, a

solo exhibition at the Frosch&Portmann gallery in New York, featuring a continuation of his Captive Snowman series. He works with real snow inside large freezers to sculpt pieces that explore our place in nature.

**CHERYL FELLOWS HELDT, BA '86**, teaches fourth grade with the Teach for America program in Huntsville, Alabama.

**JULIA JENNESS, JD '86**, became the first female managing partner of Boutin Jones, Inc., the fifth-largest law firm in Sacramento, California.

**CARLOS LAMADRID, BS '86**, was appointed vice president of national sales and strategic partnerships for Entercom Communications.

**ROYCE SCOTT BUCKINGHAM, JD '89**, has published his tenth book, a legal thriller titled *Impasse* (St. Martin's Press, 2015).

**BETS COLE, MFA '89**, participated in Paint Out, an annual two-week event featuring art workshops, which is held each sum-

mer on the Oregon Coast. The tradition was started in the 1970s by artist **NELSON SANDGREN, BA '43, MFA '48**.

## 1990s

**MOLLY NEUMAN, Class of '93**, was appointed vice president of the American Association of Independent Music in September. One of the driving forces behind the

riot grrrrl movement of the 1990s, Neuman is deeply entrenched in the independent music industry.

Benton County's chief deputy district attorney **CHRISTIAN STRINGER, BA '96**, is leaving Oregon to serve as a U.S. attorney in the U.S. Virgin Islands.

Hong Kong-based actor and director **DANIEL WU, BArch '97**, will star as the lead of AMC's new martial arts drama *Badlands* (working title) and assume a role as an executive pro-

## FLASHBACK

**1925** Incoming freshmen are required to take intelligence tests, *Old Oregon* reports, so that professors can give more work to "brilliant" students and more assistance to "mediocre" students. This method of gauging intelligence is "much more accurate than the old haphazard method of guessing at a student's mental capacity," the article says.

ducer for the series. In 2006, he received Best Director at the Hong Kong Film Awards for his film *The Heavenly Kings*.

**RYAN HAMPTON, BS '99**, was named director of Sikich Investment Banking's capital markets team. He has spent more than 14 years in banking and advisory services, and previously served as vice president at Bank of America Merrill Lynch.



FLASHBACK

**1945** As reported in *Old Oregon's* May issue, the university will take up intercollegiate sports again in the 1945–6 academic year, as long as sufficient competition is offered from other Pacific coast colleges. It is hoped that enough men will turn out to make these sports feasible.

**PAUL ANTHONY TROIANO**, Class of '99, recently established a \$300,000 endowment to help fund business start-ups for student entrepreneurs at the UO. He was inspired to “pay it forward” by the loyal backing that allowed his first small business to take off.

appointed to the Oregon Tourism Commission by Governor John Kitzhaber in October.

The US Green Building Council named **JOE SNIDER**, MArch '01, MS '04, a 2014 Leadership in Energy and Environmental Design (LEED) Fellow. He is currently a licensed architect and principal of Sustainability Services for Sequil Systems, Inc., a sustainability and green-building consulting firm in Florida.

2000s

**KENJI SUGAHARA**, JD '00, executive director of the Oregon Bicycle Racing Association, was

**Show your Oregon pride and fund UO scholarships.**

Want to use your car to show off your love of the UO, but don't want to paint it green and yellow? Display your Duck pride with the official University of Oregon license plate!

The registration fee funds UO academic scholarships. Think of it as a bumper sticker ... that gives back.

For more information, go to [uoalumni.com](http://uoalumni.com) and search the keyword: license.

**O ALUMNI ASSOCIATION**

FLASHBACK

**2005** Pioneering research by physics professor Richard Taylor shows that when people look at a certain range of patterns, their physiological response to stress can be significantly reduced. “America spends about \$300 billion a year on stress-related illness and associated costs,” says Taylor. “Walking through a beautiful fractal-rich environment can protect you from these ailments.”

Sport psychology consultant **MATT LONG**, BS '03, MEd '04, was recently certified as a consultant by the Association for Applied Sport Psychology. An associate at Health and Sport Performance Associates in Ohio, he helps athletes assess mental skills such as confidence, motivation, and focus.

**PRICE SHEPPY**, BS '04, is heavily involved in work to help save the federally endangered mission blue butterfly and recently lectured at the Santa Rosa Garden Club on how to build a safe butterfly habitat in your backyard.

**ELIZABETH MAYER-REED LOCKWOOD**, BIArch '05, received an honorable mention in the 2013 Council for Interior Design Accreditation (CIDA) Innovation in Interior Design Education Award for her entry titled "Collaboration in Hospitality Design."

**HELEN GUTIERREZ**, BA '06, was appointed marketing manager for CREAM (Cookies Rule Everything Around Me), a San Francisco-based desert franchise specializing in ice cream sandwiches.

**HEATHER RYAN**, MFA '06, began a tenure-track *continued on page 58*



## DUCKS AFIELD

**Solid Gold** **SCOTT DOUGLAS**, BArch '81, recruited some new Ducks fans while on a visit to Prague, Czech Republic.

# Will Power



**"Thank you."**

**Robel Haile**

PathwayOregon Scholar,  
Rogers Memorial  
Pre-med Scholarship

## Is the UO in your will?

Discover how you can help tomorrow's students with a gift in your estate plan.

**Contact us**  
541-346-1687  
800-289-2354  
giftplan@uoregon.edu

JORDAN SCHNITZER  
MUSEUM OF ART

# RICK BARTOW

Things You Know  
But Cannot Explain

APRIL 18 - AUGUST 9, 2015



Rick Bartow (American, b. 1946). Frog in Orange Britches, 2014. Acrylic on canvas, 36 x 48 in. Courtesy of the artist and Froelick Gallery, Portland, OR

**OPENING RECEPTION:**  
Friday, April 17, 6–8 pm

**A CONVERSATION WITH  
RICK BARTOW:**  
Saturday, April 18, 2 p.m.

Visit <http://jsma.uoregon.edu/Bartow> for full schedule of events!

Support for the exhibition is provided by the Ford Family Fund of the Oregon Community Foundation, Arlene Schnitzer, the Coeta and Donald Barker Changing Exhibitions Endowment, The Harold and Arlene Schnitzer CARE Foundation, a grant from the Oregon Arts Commission and the National Endowment for the Arts, a federal agency, Philip and Sandra Piele, and JSMA members.

Jordan Schnitzer Museum of Art  
[jsma.uoregon.edu](http://jsma.uoregon.edu) • 541.346.3027

An equal-opportunity, affirmative-action institution committed to cultural diversity and compliance with the Americans with Disabilities Act. Accommodations for people with disabilities will be provided if requested in advance by calling 541.346.3213.



FLASHBACK

**1975** Steve Prefontaine died in a car crash on May 30, hours after running the second fastest 5,000-meter race in US history. Pre set American records at 2,000, 3,000, 5,000, and 10,000 meters, and at two, three, and six miles. “He was the greatest athlete I ever coached,” said head coach Bill Bowerman.

position in the English department of Wenatchee Valley College in Washington this fall. The first issue of her graphic novel *Imaginarium* (Menagerie Press, 2014) was released in November.

**RYAN HOOVER, BS** '09, founded the website Product Hunt in fall 2013. Total funding for the startup reached \$7.1 million in October 2014. The popular site allows users

to up-vote links to new products via Reddit, and is backed by Y Combinator, actor Ashton Kutcher, and Betaworks, among others.

2010s

**TIFFANY A. CHRISTIAN, MA** '11, completed her preliminary exams in November and is now a PhD candidate in American studies at Washington State University.

**STEFAN LESUEUR, BA** '13, participated in Design Week Portland this October with the Portland chapter of the Society for Environmental Graphic Design. The event featured seven design teams that created installation pieces around the Halprin fountains. His installation consisted of a series of string “walls” hanging from tree branches along the pathway.

**WILL CUDDY, BS** '14, appears opposite Reese Witherspoon in *Wild*, a newly released film based on the memoir by Cheryl Strayed.

**JOEL IBOA, BA** '14, was chosen to head the Environmental Justice Outreach Program for Beyond Toxic, an organization that seeks to protect low-income and minority populations from exposure to pollution.



DUCKS AFIELD

**Mariota Fever** UO freshman **AMANDA SHIGEOKA** enthusiastically demonstrates her Duck pride at Marcus Mariota’s alma mater in Oahu, Hawaii.

## IN MEMORIAM

### ROBERT MAURICE

**FRISTROM**, MS '45, died on November 14 in Silver Spring, Maryland, at the age of 92. He spent 44 years as a research scientist at the Applied Physics Laboratory of Johns Hopkins University in Maryland, and published more than 100 research papers and three books. He was awarded the Combustion Institute Silver Combustion Medal and the Alexander von Humboldt Research Award from Germany's Humboldt Foundation, among many others.

**HERBERT ROSENBAUM**, BS '47, died on December

10 at the age of 89. He was a respected professor emeritus of neurology at Washington University School of Medicine in St. Louis, where he taught for 61 years. He served as a flight surgeon and neurologist for the US Air Force during the Korean War and later became a fellow of the American Academy of Neurology and president of the Society of Clinical Neurologists.

### JAMES NORMAN

**BALFOUR**, BS '49, died on October 1 in Spokane, Washington, at the age of 89. While serving as a US pilot for the military in England, he received the Air Medal with one  
*continued on page 60*

## CLASS NOTABLE

# Driving While Black: The App

Portland attorney **MARIANN HYLAND**, BS '86, JD '91, helped develop the newly released app *Driving While Black*, a guide to citizen's interactions with police during traffic stops. Created after highly publicized incidents in Ferguson, Missouri, and New

York City, the app features information about legal rights, traffic stop best practices, and how to be safe. Despite the app's provocative name, Hyland considers the information relevant to all people. Both drivers and police officers are in a vulnerable position during traffic stops; Hyland hopes that the tips, resources and functionality of the app will help keep everyone safe.



JAMES PRITCHETT

*Driving While Black: The App* is available for free on Google Play and the App Store. Photo: Hyland flanked by collaborators James Pritchett and Melvin Oden-Orr.

SCORE THREE BIRDIES  
SCOUT FOR SEABIRDS  
SEND SAND FLYING

✓ CHECK OFF YOUR ADVENTURE LIST  
Plan your Florence getaway on the Oregon Coast at [EugeneCascadesCoast.org/Dunes](http://EugeneCascadesCoast.org/Dunes) | 800.547.5445

FLASHBACK

**1965** A letter sent to parents, asking what overnight privileges their daughters should be allowed, has stirred up a storm because “men’s apartments” is included among the choices for where girls may stay. After state legislators fume about the university’s “seeming defiance of conventional moral standards,” the UO states that it “has never given its permission nor does it approve of a coed staying out overnight in a man’s apartment,” while also announcing that the men’s apartment query will be eliminated.

bronze star for meritorious actions under combat. He raised a family in Spokane and worked at Deaconess Hospital for 35 years as the chief lab technologist.

**LAURA MAXINE OLSON**, BS '49, died on December 31 in Springfield, Oregon, at the age of 87. She studied journalism at the UO and pledged Delta Delta Delta. Her working life included writing for *True Detective* magazine in New York, serving the UO as a women’s counselor, working for US Congressman Charlie Porter in Washington, D.C., and a post with the United Nations in Bangkok, Thailand. She eventually returned to the Northwest and remained an active community member.

**ROGER L. SOGGE**, MFA '50, died in August at the age of 91. He served during World War II building Bailey bridges in Europe as a part of the 1255th Engineer Combat Battalion. He later lived in Oregon, where he

raised a family and built church furniture. He was most passionate about his art and loved to craft using wood, bronze, and aluminum.

**SAM VAHEY**, BA '57, died of melanoma on September 26 in Brookings, Oregon. While a UO student, he was active in many activities, including the *Oregon Daily Emerald*, student government, Campbell Club, Druids, Koyl Cup winner, chairman of the Millrace reconstruction, and class vice president. After graduating, he received a civil engineering degree from the University of Washington and served as the construction engineer for the Transamerica Pyramid building in San Francisco.

**DR. GORDON W. SUMMERS**, BS '59, died unexpectedly on October 19 in Eugene, Oregon. A member of the Theta Chi fraternity, he graduated from the UO Dental School *continued on page 63*

**JOIN THE FLOCK!**

SHOW YOUR SUPPORT OF THE UO BY BECOMING A MEMBER OF THE UNIVERSITY OF OREGON ALUMNI ASSOCIATION AT [UOALUMNI.COM](http://UOALUMNI.COM)



FLASHBACK

**1935** The March issue of *Old Oregon* includes an item about the university’s “crack marksmen,” who took both five-man rifle team and individual championships in the senior division of the national Hearst trophy matches. More than 500 teams competed in the meet, which was conducted under the supervision of army officers.



The University of Oregon  
**PIONEER  
AWARD**  
*Gala*

The University of Oregon Pioneer Award honors select individuals of outstanding character who have taken risks that led to great success in business, philanthropy, and community service.

Proceeds from the Pioneer Award Gala will benefit the Presidential Scholarship Endowment at the University of Oregon, enabling the state's brightest students to excel in their pursuit of higher education.

HONORING

John Herman '60

The Honorable Ancer Haggerty '67



**JOHN HERMAN** is a prized volunteer, helping to boost UO's visibility in Portland through service on the Portland Regional Development Advisory Council, the Pioneer Award Gala steering committee, and the UO Foundation Board of Trustees. John is involved with the Warsaw Sports Marketing Center and the Securities Analysis Center in the Lundquist College of Business. He is past-president of the Oregon Club of Portland, serves on the UO Sports Hall of Fame selection committee and has served

as captain on the Duck Athletic Fund since 1988. We are also proud to have John represent us by carrying the UO flag on horseback in the annual Pendleton Roundup Parade.

John serves on the executive committee and as past-chair of the Oregon Sports Authority Board of Directors. He has 45 years of service with the Boys and Girls Clubs of Portland and serves as their chairman. John is past-president of both the River View Cemetery Association and the Oregon Historical Society. He has served numerous community organizations, including the Aurora Colony Historical Society, Multnomah Athletic Club, and Multnomah Athletic Foundation. John is the Honorary Consulate of Belgium to Oregon and Idaho and is a former Dean of the Oregon Consular Corps.

As a strategic partner with Veber Partners, one of the premier private investment banking firms in the Pacific Northwest, John brings experience from the apparel and footwear industries. He founded Duffel Sportswear and InSport Activewear, is a former partner of Danner Shoe Manufacturing, a former CEO of Sperry Topsider Apparel, and has held various marketing and merchandising positions with White Stag Manufacturing and Jantzen, Inc.

**ANCER HAGGERTY** is Senior Article III Federal Judge for the District of Oregon on the US District Court. He was nominated for the court by President Clinton in 1994 and has since become its Chief Judge. Haggerty is a native Oregonian who attended UO before going to law school at University of California Hastings. While in school, he served in the Marine Corps and upon graduation, was sworn in as a second lieutenant, serving from 1967-1970.

Haggerty has a long and distinguished career serving the state of Oregon. He has served as an attorney for the Portland Metropolitan Public Defenders Office, as a District Court Judge for the Multnomah County District Court and as a Circuit Court Judge in the Multnomah County Circuit Court. He was the recipient of the UO Alumni Association's Portland Alumni Spotlight Award in 1993 and the Salute to African American Leaders in Portland Award in 2013. He also serves with organizations such as the Board of Bar Examiners, Goodwill Industries of the Columbia Willamette, the University Club of Portland and several high schools and universities.

At age 70, Judge Haggerty is set to retire after 20 years as a senior federal district judge. Ancer played football for the Ducks and was a Pac-8 Freshman Champion in wrestling. He also earned a Purple Heart as a Marine in Vietnam when he was wounded with a mortar blast, along with a Silver Star, National Defense Service Medal, Vietnamese Cross of Gallantry and other military honors. His legal career started as a public defender, followed by an 11-year practice at Schwabe Williamson & Wyatt. He was the first African-American to hold an Oregon Federal District Judge position.



THURSDAY, MAY 14, 2015  
The Portland Art Museum, 1219 SW Park Avenue

For more information call: 541-346-2113  
[giving.uoregon.edu/pioneeraward](http://giving.uoregon.edu/pioneeraward)



FACULTY IN MEMORIAM

**Mark Lewis** (February 16, 1954–December 7, 2014)

A beloved journalism instructor and accomplished entertainer, Mark Lewis died on December 7, 2014.

An acclaimed storyteller, Lewis is remembered for his Emmy Award-winning television show *Word Pictures*, produced by WTTW in Chicago during the late 1980s, as well as his guest appearance on *The Tonight Show Starring Johnny Carson* in 1990. His many professions included actor, pirate enthusiast, and author of several books—most notably *Kaliban’s Christmas* (1987).

His annual Harry Potter-themed “American School of Wizardry” summer theater camp for teens has run for more than 15 years, teaching drama and stagecraft. He helped found the Academy of Arts and Academics in Springfield, Oregon, and was a frequent participant in Eugene Ballet Academy performances. In 2012, he began teaching a presentation skills workshop for students in the UO’s School of Journalism and Communication, which for many became a source of inspiration, self-confidence, and merriment.

Lewis is survived by his wife and two daughters, both current UO students.

As a way of calming the nerves of students in his public-speaking classes, he often promised them, “I will always be your angel in the room. I love you all.”

BYRON DAZEY

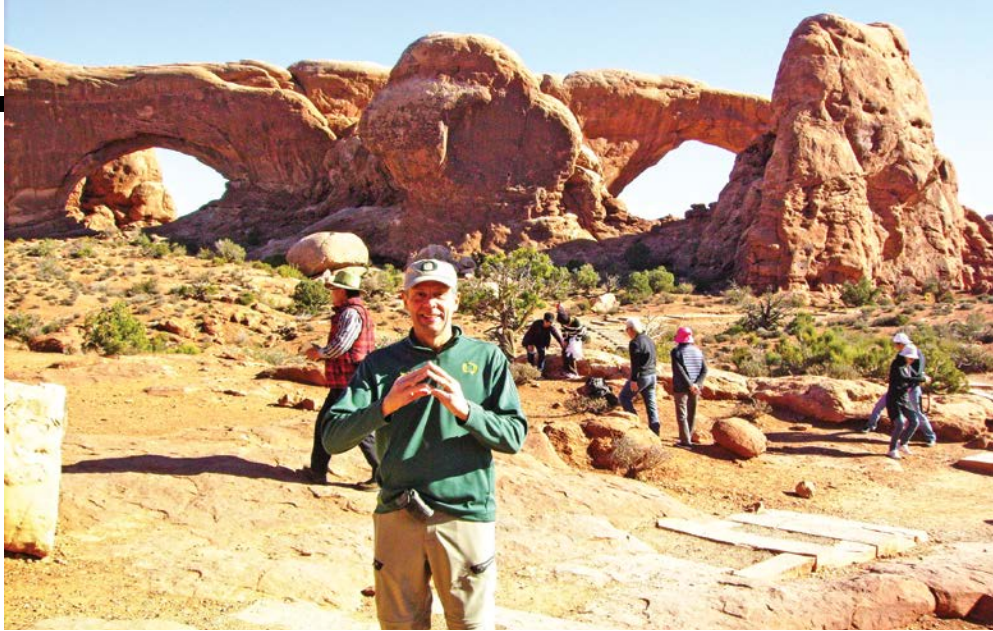
**OREGON SPIRIT TEE**  
SLOGAN CONTEST

**THE DUCK STORE**  
2015

**ENTER**

[UODuckStore.com/SpiritTee](http://UODuckStore.com/SpiritTee)  
Now through May 10, 2015

presented by: UNIVERSITY OF OREGON MARKETING & BRAND MANAGEMENT, UO ALUMNI ASSOCIATION, UNIVERSITY OF OREGON ATHLETICS and THE DUCK STORE



## DUCKS AFIELD

**Stone Os** DAVID ATIYEH, BS '71, found an appropriate backdrop for O-throwing during a visit to Arches National Park in Utah. Photo by DARLENE PALM ATIYEH, BA '73.

in 1961 and the UO Medical School in 1965 (now Oregon Health & Science University). He practiced medicine at Providence Hospital in Portland and eventually retired to take on ranching full-time. An ardent fan of UO football, he enjoyed watching the Ducks beat the Huskies in Autzen Stadium the night before his death.

**MARTHA LOU DAVIS,** BS '75, died on October 8 in Los Alamos, New Mexico, at the age of 61. She received a PhD

in biology from the University of Colorado and taught briefly before turning her attention to horticulture. She was known for her bountiful backyard garden in which she grafted more than 100 varieties of fruits.

**MICHAEL JAEGER,** BArch '75, died in November at the age of 62. He had worked in building plans examination and land-use planning in Washington, California, Oregon, and Nevada. While at the UO,

he designed the sets for the 1975 production of Leonard Bernstein's *Mass* on the floor of Mac Court.

### FACULTY IN MEMORIAM

**RICHARD MAXWELL BROWN** died on September 22. He served in Korea as a US soldier before attending Reed College in Portland, Oregon, where he met and married his wife. He later earned a PhD in history from Harvard and became the UO's Beekman Professor of Northwest and Pacific History in the late 1970s. He also served as president of the Western History Association and authored multiple books.

Former dean of the UO School of Journalism and Communication **ARNOLD ISMACH** died unexpectedly on January 13 in Eugene at the age of 84. After serving overseas in the US Army, he received a PhD in

communications from the University of Washington. He was dean of the SOJC for almost nine years beginning in 1985, and after he left the position he continued teaching as professor emeritus until 2000. Upon retirement he dedicated himself to his great passions: volunteering with civic organizations such as Planned Parenthood and the Society of Professional Journalists and making chocolate truffles.

Professor Emeritus **NORMAN DALE SUNDBERG** died on December 6 at the age of 92. As a young man, he served in Germany with the US Army. After receiving his PhD in psychology, he was brought on at the UO in 1952. A faculty member for nearly 50 years, he held many positions including head of the Clinical Psychology program, dean of the graduate school, and founder of the Wallace School of Community & Public Affairs.

### FLASHBACK

**1985** Oregon public schools face a shortage of teachers over the next five years due to an exceptionally large number of retirements. One out of every four teaching positions and one out of every three administrative positions will likely be open in the Lane County metropolitan area.

**XBOX ONE**  
Xbox One, starting at just \$399

Microsoft at Pioneer Place  
300 SW Yamhill Street  
Portland, OR 97202  
503-265-1400

**ORDER ONLINE,  
PICK UP IN-STORE**

Shop online at **UODuckStore.com** and skip the shipping fees with our FREE in-store pickup option!

**THE DUCK STORE**  
UODuckStore.com

**Ultimate Duck fans need New #1 UltimateHand, Mini Megaphone, made in U.S.A.**

**888.768.9110**  
**www.ultimatehands.com**

**Don't duck out on us now. Wherever you are, whatever amazing things you're doing, we want to hear about it.**

Submit class notes to [Quarterly@uoregon.edu](mailto:Quarterly@uoregon.edu) or by mail to:  
Oregon Quarterly  
5228 University of Oregon  
Eugene, OR 97403-5228



Do you have a Duck Tale to tell? Visit [oregonquarterly.com/contact](http://oregonquarterly.com/contact) or e-mail [quarterly@uoregon.edu](mailto:quarterly@uoregon.edu) for submission guidelines.

**Norman Wiener, fifth from right in the front row, was a UO freshman in this spring 1938 Alpha Tau Omega photo.**

## Plain College Fun



BY NORMAN J. WIENER, BS '41, JD '47

In early 1936, as a senior at Roosevelt High in north Portland, I was offered a University of Oregon scholarship of \$33 a term, for a total of \$66. A lot of money in the Great Depression. The UO was great! I soon learned how and why to live as a college boy. Football, dances, girls. To mention football is to tell a war story. In the fall of 1936, the UO and the Oregon State Beavers played their annual game in Corvallis. The Beavers won, thereby giving forth a real storm on the UO campus. About 11:30 a.m. on the following Monday, I was sitting in a Shakespeare class when the phone in the classroom rang. The professor answered, turned to the class, and said, "If I was a red-blooded Duck, I wouldn't stay in this classroom another five minutes. I was just told that those Beavers have formed a 1,500-car safari and are about to enter Eugene to gloat about their victory. Class is over."

We quickly ran from the classroom, and in short order the campus was filled with students. We had filled water balloons and started bombarding the invaders upon their arrival. They were laughing at first, but fights soon broke out. Then, gallons of green paint appeared in the hands of the Ducks. We began gathering the Beavers and transported them in our cars to Skinner Butte. There we dunked their bottoms in the paint and slid them down the big "O"—the same "O" that is still there. It was just plain hell for the Beavs.

The next few years gave me some idea of how people lived on the other side of the economic fence: with automobiles, vacations, and new clothes. What a wonder this new world was for me, the son of a Hungarian immigrant. One of the great pleasures was being a member of Alpha Tau Omega. I learned camaraderie, but also true and lifelong friendship. It didn't bother me that one night, while I was asleep on the second-floor sleeping porch, my fraternity brothers seized me, tied me to a mattress, carried it to a nearby sorority house, and dumped me on the front porch. Just plain college fun.

In 1939, I took a year off to work. My job was at Timberline Lodge, as one of the first ski-lift operators. Many years later, in 2000, a new lift was named after me—"Stormin' Norman."

On returning to the UO in 1940, a frightening danger was in the news. Germany had invaded Poland, and World War II was on the horizon. I was not in a reserve unit as were many of my classmates, but when the bombing at Pearl Harbor occurred, everyone my age realized that sooner or later we all would be in the service of our country. My draft number was called in February 1942, while I was in my second year of law school. I spent my next four years in the US Army, working as an agent in the Army Counter Intelligence Corps.

I returned to the UO in the fall of 1946 to complete my last year in law school, bringing with me my wife (Mary Bentley Wiener, BA '44) and child. The school made available 10-by-12-foot wartime trailers that had no indoor toilet facilities. A bed could be positioned at one end of the trailer. The rest of the furnishings consisted of a small table with two chairs, a small sink with no running water, two burners to cook on, and a small couch. The abundance of rain made conversation difficult inside the trailer, and a traffic jam occurred every morning when everyone walked the muddy wooden planks to the community shower and bathroom facilities. It was pure heaven when we upgraded to a one-bedroom apartment.

After graduation, I was hired by a Portland law firm, King & Wood. I became a partner in that firm (now known as Miller Nash) in 1952. During the Korean War, I was recalled to active duty, serving as an officer from January 1951 to April 1952. I then returned to my law firm—and I am still there.

I have maintained a close relationship with the UO for more than 75 years. I was a trustee of the University of Oregon Foundation from 1985 to 1995, and I continue on as a donor. At the 2002 law school graduation ceremony, Dean Strickland awarded me the Meritorious Service Award. Now—in my 96th year—I am mighty proud of that memory and of being a Duck!



***If* drives us.**

***If* inspires us.**

***If* creates and defines us.**

Asking “what if?” and “why not?” helps us shape leaders in sustainable sustainability. Lawyers who make the world cleaner. Architects who make it greener. Professors who teach better teaching. Here there are dozens and dozens of Fulbright scholars and Guggenheim fellows and Pulitzer winners. Our feet planted in the humanities and our hands at work in the lab, we teach each other to think critically and live ethically. We reimagine the field of special education with zebrafish research. And rewrite the rules of climatology with journalism students. Because interdisciplinary is our way of life. So is breathing fresh air and seeing stars at night. And walking among trees. They’re everywhere here, as you know.

Here, our community of curious collaborators searches and finds new ways, together. Driven by the insatiable desire to know what we don’t know. As alumni, you know our drive for questioning. We hope it still inspires you and drives you. And helps you make your world a little bit better.

*If* is what you did here. *If* is what we still do here.  
At the University of Oregon.

**UOREGON.EDU**

EO/AA/ADA institution committed  
to cultural diversity.



UNIVERSITY OF  
OREGON



UNIVERSITY OF OREGON

OREGON QUARTERLY

5228 University of Oregon  
Eugene OR 97403-5228

CHANGE SERVICE REQUESTED

Nonprofit  
Organization  
US Postage  
PAID  
Eugene OR  
Permit No. 63



# AMERICA'S # 1 DOMESTIC PINOT GRIS

Wine & Spirits 25th Annual Restaurant Poll - *Wine & Spirits* April 2014



*King Estate*  
OREGON WINES