

Oregon

QUARTERLY
SUMMER 2022

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HAYWARD FIELD

LEGENDS AND LEGACY

HAYWARD FIELD LEGENDS AND LEGACY

Foreword by Andrew Wheatling

Through 140 pages of historic photos and wonderfully written profiles, *Hayward Field: Legends and Legacy* traces the lives of the gifted coaches and athletes who gave it their all on the oval track and secured their place in history.

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Remember This Hung Liu at Trillium

February 5 - August 28, 2022



Hung LIU (LIU Hung 刘虹, Chinese-born American, 1948-2021). **Loveland**, 2010 Mixed-media triptych, 41 x 81 ½ inches Gift of Artist Hung Liu and Trillium Graphics/David Salgado

In this exhibition, renowned contemporary Chinese-born American artist Hung Liu explores subjects ranging from still life imagery, to portraiture and landscape in innovative mixed-media works that reflect upon history, memory, tradition, migration, and social justice.



On Earth

A Fragile Existence

April 2 to September 18, 2022

On Earth: A Fragile Existence highlights works from the JSMA's collection that reflect a multi-layered understanding of humanity's role in our shared ecology with the non-human, or more-than-human, world. You'll be joined in the galleries by curators and special guests.

Weegee (Arthur Fellig) (American, b. Ukraine, 1899-1968), **Coney Island Beach**, 1938 or 1939, Gelatin silver print, 10 x 8 in., Gift of Ellen and Alan Newberg

Salutations & Appreciations

PHOTO BY CHARLIE LITCHFIELD, UNIVERSITY COMMUNICATIONS





Current and former members of the University of Oregon Board of Trustees gathered on the terrace of the Phil and Penny Knight Campus for Accelerating Scientific Impact to honor Chuck Lillis—the board’s first chair, who retired after eight years of leadership. From left: Connie Ballmer, BS ’84 (journalism); Connie Seeley, BS ’92 (political science); Kurt Willcox, MA ’81 (industrial relations); Ross Kari, BS ’80 (mathematics), MBA ’83 (finance); Susan Gary, professor emerita, School of Law; Andrew Colas, BS ’04 (business administration); Ann Curry, BA ’78 (journalism); Chuck Lillis, PhD ’72 (marketing); President Michael Schill; Ed Madison, PhD ’12 (communication and society), associate professor, School of Journalism and Communication; incoming board chair Ginevra Ralph, BA ’83 (Clark Honors College, history), MA ’85 (special education); Dennis Worden, BA ’06 (geography); Elisa deCastro Hornecker, BA ’82 (international studies); Steve Holwerda, MBA ’91 (general business); Tim Boyle, BS ’71 (journalism); Jimmy Murray, technology specialist and student coordinator, Mathematics Library and Allan Price Science Commons and Research Library; Renée Evans Jackman, BA ’97 (sociology); Joe Gonyea; Julia Lo, Clark Honors College biology major, Class of 2023.

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DYNAMIC DUCKS

Gwen and Chuck Lillis have freely given that most precious commodity: leadership

BY ED DORSCH

ON THE COVER

Chuck and Gwen Lillis visited the Lillis Business Complex, a campus landmark made possible by their generous giving, on May 20, Chuck's last day as chair of the UO Board of Trustees

PHOTO BY CHARLIE LITCHFIELD, UNIVERSITY COMMUNICATIONS



WCH OREGON22 (TOP); ARIANNA LAMBIE (BOTTOM); COURTESY DANIEL PIMENTEL

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Professor Ponisio is the Bee's Knees

Professor Ponisio—thank you for your great work in protecting our pollinators! In the spring 2022 issue of *Oregon Quarterly*, your reference to the western bumblebee really hit home with me. We have a property in residential Seaside, Oregon, [that] is an island of green amidst the cement, blacktop, and buildings. The ground is covered with huckleberry, salal, and ginger—sadly, ivy, as well. During our last visit, the huckleberry was busy with bumblebees. I do not remember this from previous years.

In the article you mention planting flowers in the burned-over areas to attract bees. From my experience this spring, it seems that restoring huckleberries would also be a good option. The plants are native to western Oregon and would coexist well with a reforestation of fir trees

Marshall Watkins, MS '65 (interdisciplinary studies)

Lake Oswego, Oregon

I find your article by Tim Christie very, very, interesting not only because of biologist Lauren Ponisio (and her mention of the *Fresno Bee*) but mainly the importance of the honeybee and what it means to human beings and our survival, for mankind.

For me as a Fresno State alumnus—oh, and my son, who is a University of Oregon alumnus, class of 2013—and my grandsons, we are counting on these little guys!

Don Benton

McMinnville, Oregon

Tree-mendous Undertaking?

Thank you for the interesting article on Crabtree Valley, one of my favorite hikes (Spring 2022). Do you know that it is in the proposed Douglas-fir National Monument? We have been working for the last six years to have it established. Visit douglasfirnationalmonument.org to learn the whole story.

David Stone

Springfield, Oregon

Quarterly Kudos

Compliments on another fine *Quarterly* (Spring 2022). Particular praise for a couple of your well-penned pieces, “Pre and Me” and especially, “Changing Lives, Including Their Own.” The latter was particularly notable because so many Americans have forgotten about the Peace Corps and the great work accomplished by those who served. I also enjoyed (and learned a lot) from the “Queen of the Bees” story.

Craig Weckesser, BS '64 (journalism)

Olympia, Washington

CORRECTION: The Center for Cyber Security and Privacy is housed within the Office of the Vice President for Research and Innovation. An article in the spring issue misstated the center's affiliation.

We want to hear from you. Submit your letters by email to quarterly@uoregon.edu, at OregonQuarterly.com, or by mail to Editor, *Oregon Quarterly*, 5228 University of Oregon, Eugene, OR 97403-5228. Published letters may be edited for brevity, clarity, and style.

Oregon

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HONORING NATIVE PEOPLES AND LANDS

The University of Oregon is located on Kalapuya Ilihi, the traditional homelands of the Kalapuya people. Following treaties between 1851 and 1855, Kalapuya people were dispossessed of their indigenous homeland by the United States government and forcibly removed to the Coast Reservation in Western Oregon. Today, their descendants are citizens of the Confederated Tribes of Grand Ronde Community of Oregon and the Confederated Tribes of Siletz Indians of Oregon, and continue to make important contributions in their communities, at the UO, and across the land now referred to as Oregon.

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Fond Farewell to a Leader, Warm Welcome to the World

The eyes of the world will be on the University of Oregon and Hayward Field July 15–24 as we welcome the World Athletics Championships Oregon22 to campus. This is an unprecedented opportunity for our university: we will host two thousand of the world’s best track-and-field athletes, thousands of fans, three thousand members of the media, and a global television audience of one billion.

This marks the first time this prestigious event will be held in the United States or on a university campus. With our legendary Hayward Magic and rich history in sport, there’s no more fitting home for this global event than the UO.

In this massive spotlight, the university will proudly showcase our track-and-field legacy, our beautiful campus and community, and the relentless quest for innovation, inquiry, and impact that has contributed to the UO’s standing as one of the best public research universities in the nation.

Students and professors are making the most of the event’s celebration of diversity, human potential, and athletic achievement through a wealth of research projects and educational experiences. Our faculty members are working with colleagues around the world to study air quality issues and their impact on large venues and spectators, as well as the impact of large events on the surrounding communities. Students in the School of Journalism and Communication will experience once-in-a-lifetime opportunities as they report on the competition, building their résumés and career networks. Students from the Warsaw Sports Marketing Center are working in paid positions helping to organize the event. Another two hundred students will gain global and cultural literacy serving as envoys to the visiting international delegations.

Our innovation and research on and off the track have helped make the UO a leader in numerous sport- and wellness-related fields including human performance and physiology, prevention science, law, business, communication, product design, and more. These academic programs—and new partnerships such as the Wu Tsai

Human Performance Alliance, an effort to transform human health through the science of peak performance—inspired the university to launch the Sport and Wellness Initiative, a transdisciplinary collaboration to leverage sport research for longer, better lives.

In short, the Hayward Magic that fuels monumental performances by athletes and indelible memories for fans stretches well beyond the track. The same change-making spirit permeates our labs, studios, and classrooms, inspiring generations of Ducks to achieve, excel, create, and improve our world. You can read more about some of these amazing opportunities in this issue of *Oregon Quarterly*.

This summer, the university will also mark another milestone—a quieter but no less important passing of the baton. Chuck Lillis, PhD ’72 (marketing), who has served as the first chair of the Board of Trustees for eight years, is stepping down, handing the reins to the talented and formidable Ginevra Ralph, BA ’83 (Clark Honors College, history), MA ’85 (special education). Chuck’s passion and aspirations for the university are boundless. He and I sat down to talk about his amazing life story, from a late-blooming student to a titan of business and philanthropy. He and his wife, Gwen, who served for twenty years on the Lundquist College of Business Board of Advisors as a member and chair and is an emerita trustee of the University of Oregon Foundation as well as past chair, have helped the UO and its students reach new heights of achievement and opportunity. My conversation with Chuck offered insights into the generosity and wisdom of these devoted Ducks. I hope you enjoy our discussion and the rest of this issue.

Michael H. Schill
President and Professor of Law

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Kara Walker: Cut to the Quick

Museum of Contemporary Art // Jacksonville, FL // 5/20/22 – 9/25/22

Turning Inward, JUDY CHICAGO

Oregon Jewish Museum and Center for Holocaust Education // Portland, OR // 6/2/22 – 9/23/22

Global Asias: Contemporary Asian & Asian American Art

Heckscher Museum of Art // Huntington, NY // 6/4/22 – 9/18/22

Positive Fragmentation

Sidney & Lois Eskenazi Museum of Art at IU // Bloomington, IN // 7/14/22 – 12/11/22

Storywork: The Prints of Marie Watt

Art Museum of WVU // Morgantown, WV // 8/20/22 – 12/11/22

John Buck: Prints and Sculptures

Brunner Art Museum at ISU // Ames, IA // 8/24/22 – 12/18/22

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October 29**

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intro



VERDANT VISTA

The University of Oregon's 146th commencement June 13 celebrated the classes of 2020, 2021, and 2022 in Autzen Stadium, where mortarboards floated in a green sea of giddy graduates. Some 3,603 bachelor's degrees were conferred on the Class of '22; keynote speaker Ashton Eaton, BA '10 (psychology), a two-time Olympic champion, urged graduates to "have the courage to try and do things you've never done and know that the inevitable challenges are absolutely necessary." Eaton knows challenges—he and fellow Olympian Brianne Theisen-Eaton, BA '11 (business administration), welcomed their second child two days earlier.

Shell Game

A simulation that gives humans the perspective of a sea turtle increased participants' concern for the environment

BY LAUREL HAMERS

A virtual reality simulation designed by a University of Oregon professor could help spur people to environmental action.

Participants in Project SHELL don a VR headset that simulates taking on the body of a loggerhead sea turtle, complete with flippers. During a fifteen-minute experience, participants “grow” from a hatchling into an adult turtle, dodging hazards like ships and wayward fishing gear.

The simulation increased empathy and concern for environmental issues, new research shows.

“Embodiment of nonhuman bodies is a powerful tool that environmental storytellers can use,” says Daniel Pimentel, an assistant professor of immersive media psychology in the School of Journalism and Communication, who led the work with Sri Kalyanaraman of the University of Florida. “I hope that this experience can help raise awareness and hopefully engage the public in a way that trickles down to more support.”

Pimentel works and teaches classes at UO Portland’s Oregon Reality (OR) Lab, a multidisciplinary teaching and research facility in the journalism school. The lab develops virtual, augmented, and extended realities, and tests their capacity to help solve social, environmental, and business problems.

Inspired by childhood trips to Disney World, Pimentel has long been interested in virtual reality, or VR, as a communication tool. It can be difficult to empathize with mass animal death; the emotional weight of a thousand distant animals dying from warming oceans or pollution isn’t necessarily as powerful as, for example, the loss of a beloved pet.

Pimentel wanted to see whether he could make the threats faced by endangered wildlife feel more personal by having people experience the world from a sea turtle’s perspective.

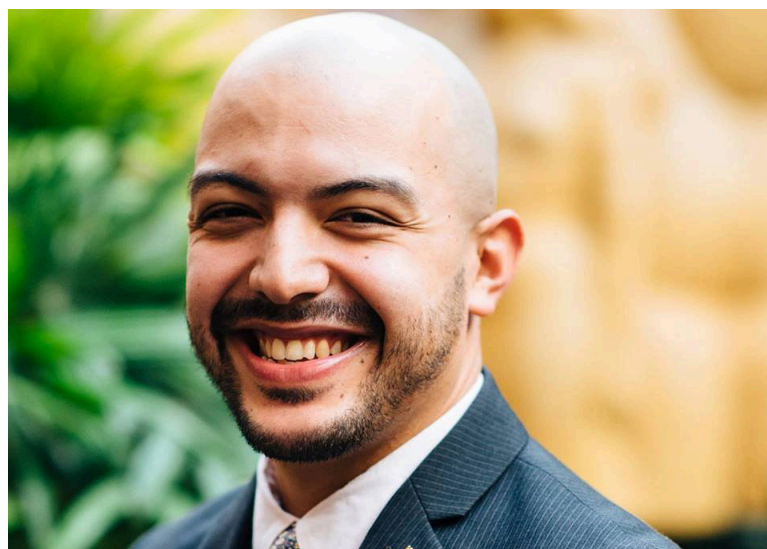
His goal was to elicit a phenomenon called body transfer. Body transfer tricks the brain: the person wearing the VR headset feels like the sea turtle’s experiences are their own.

In the Project SHELL simulation—SHELL stands for Simulating Habitat Experiences of Living Loggerheads—participants begin by pecking their way out of an egg. Then they grow up as a sea turtle, facing potentially deadly hazards. To enhance the experience, participants sit in a special chair that orients them leaning-forward to mimic a turtle’s paddling posture. And they wear a special backpack that sends vibrations to their spine when, for example, a boat zooms by at close range in the simulation.

In studies at the University of Florida and the Florida Museum of Natural History, Pimentel and Kalyanaraman evaluated how participation in Project SHELL affected attitudes and environmental beliefs.



Pimentel (in sea turtle mask and below) gives people a virtual-reality experience of sea life



The body transfer effect was generally strong, especially for younger participants, Pimentel found. People often felt as if the virtual turtle’s body was truly their own.

Transforming into a turtle affected the way participants viewed and responded to other species in the game. “When people become sea turtles, they view other sea turtles in the environment differently than they view other animals,” Pimentel says. “You see them as part of your in-group.”

The experience also shaped environmental beliefs. Overall, the experience of body transfer via the simulation increased compassion for the plight of sea turtles, Pimentel’s team found. And it influenced the amount of money people would hypothetically be willing to donate to marine conservation, especially when people played a version of the simulation where they encountered dead sea turtles.

Pimentel is now working to expand Project SHELL’s reach beyond museums and universities. With VR headset technology becoming more affordable, he ultimately hopes the simulation could be something people download and experience on their own devices.

Says Pimentel: “I want to turn as many people turtle as possible.”

Laurel Hamers is a staff writer for University Communications.

Fantastic Four

Four faculty members were recognized recently for years of distinguished work



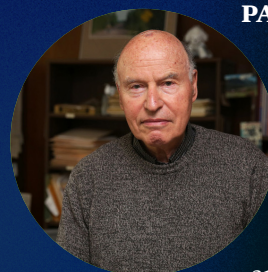
TIM COHEN, a professor who specializes in particle physics, became the second researcher from a US institution to join the staff at the European Organization for Nuclear Research. He is beginning a six-year position at the organization known as CERN, which conducts high-energy physics research with the Large Hadron Collider, the world's largest particle collider.



CHARLES "CHUCK" KIMMEL, professor emeritus of biology, was elected to the National Academy of Sciences, the most prestigious professional scientific organization in the US. Kimmel helped advance the use of zebrafish as a model organism, advancing understanding of vertebrate genetics and development.



GARRETT HONGO, a creative writing professor, was the 2022 recipient of the Aiken Taylor Award for Modern American Poetry. The lifetime achievement award was presented by the *Sewanee Review*, America's oldest continuously published literary quarterly, which has featured many of the twentieth century's great writers, including T. S. Eliot, William Faulkner, and Ezra Pound.



PAUL SLOVIC, a psychology professor and expert in human judgment and decision-making, received the Bower Award and Prize for Achievement in Science from the Franklin Institute. In honoring Slovic, the institute noted, "his research shapes policy in fields ranging from health and medicine to government and industry."

In Person
October 6-9

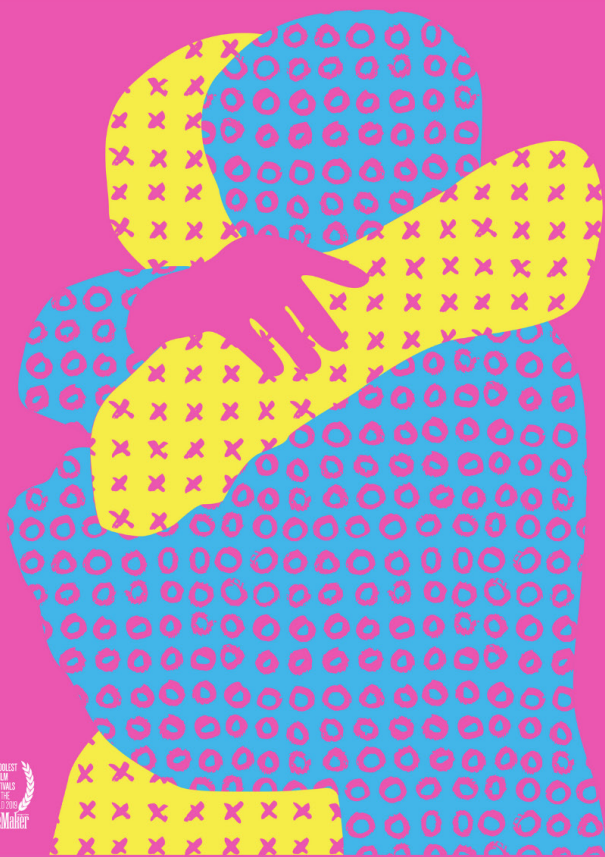
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Damien Callahan

ASSISTANT PROFESSOR OF HUMAN PHYSIOLOGY

BY MATT COOPER, OREGON QUARTERLY
PHOTO BY CHRIS LARSEN, UNIVERSITY COMMUNICATIONS

Damien Callahan has long studied how to help older adults bounce back from knee replacement and other orthopedic injuries that can be crippling, even life-threatening.

Now he's seeking insights from a group that might seem unrelated: elite athletes.

Callahan studies how muscle plasticity influences rehabilitation after injury. Currently, he's examining the role of cellular muscle proteins in soft-tissue injuries in female athletes. Women are at five to seven times greater risk of muscle and ligament tears.

In the lab, Callahan's research team runs women and men through demanding knee-extension exercises, to exhaustion. Immediately after, the researchers collect muscle tissue samples through a needle muscle-biopsy technique and isolate individual muscle fibers—roughly the width of a human hair—under a microscope. Stress tests measure the power in each fiber and the mechanical stiffness of the tissue, yielding insights in comparisons of male and female samples and fibers from muscles that are fatigued or at rest.

Though the structure of muscle cells is the same in females and males, there are subtle yet important differences in the proteins that make up these cells. That could account for differences between the sexes in injuries like ACL tears, Callahan says, and a better understanding of those differences could yield new methods to prevent tissue injury—not just in athletes, he adds, but in anyone.

“We can understand things about the molecular mechanisms in athletes,” Callahan says, “that will inform what we want to learn in older adults.”

Callahan's work is supported by the Wu Tsai Human Performance Alliance, a global research effort that includes the University of Oregon and five other founding institutions. The alliance uses science to promote peak performance for athletes and wellness for everyone. The UO's efforts are based in the Phil and Penny Knight Campus for Accelerating Scientific Impact.

OUT WITH SCAR TISSUE, IN WITH MUSCLE

In another project, Callahan and Karina Nakayama, an assistant professor in the Department of Biomedical Engineering at Oregon Health & Science University, are pursuing regenerative techniques to improve how cells recover from trauma.

“Consider a gunshot wound,” Callahan says. “The body loses significant muscle, which comes back as scar tissue. We’re looking at proteins in these cells and how remaining muscle cells have changed, and the potential for developing a cellular ‘scaffolding’ to support the regeneration of muscle tissue instead of scar tissue.”

HAVE BIKE, WILL TRAVEL

Callahan is no stranger to athletic performance—he was formerly a competitive amateur cyclist, challenging the pros in fifty- and sixty-mile road races.

As a doctoral candidate at the University of Massachusetts Amherst, he regularly made the one hundred-mile trip between Amherst and upstate New York by bike, to see his family. While an undergraduate at Boston University, he also made the roughly two hundred-mile trip on a few occasions. Says Callahan: “That was my once-annual, see-if-I-can-still-do-it ride.”

THREE ON THREE

These days Callahan runs—after a morning in the lab, or after his kids. He and Audrey, his wife, have four under age seven, including three-year-old triplet girls. Fortunately, Callahan’s son is freeing mom and dad up by taking on more tasks like making breakfast and lunch independently—and providing a third pair of eyes.

“He’s an amazing big brother,” Callahan says. “He watches after his little sisters like a hawk.”

Damien Callahan’s research is part of the Sport and Wellness strategic priority, one of five designed by the Office of the Provost to reshape research and education at the university by looking at societal challenges in the real world and applying a cross-disciplinary approach. Sport and Wellness seeks to answer the question of not just how to live longer, but how to live better, quality lives, by building integrative programs in human physiology, prevention science, community well-being, and more.

BOOKMARKS

Latest titles of interest from alumni and faculty authors. Visit oregonquarterly.com/bookmarks for more, or to submit a book for consideration.



- ▶ *Chabelita’s Heart/El corazón de Chabelita* by Isabel Millán, assistant professor, indigenous, race, and ethnic studies
- ▶ *Conversations with Dave Eggers* Scott F. Parker, BS ’04 (Clark Honors College, general science)
- ▶ *Legend of the Maara* by Patrick Castles, BS ’72 (political science)
- ▶ *On Patrol in The North Pacific: A Cold War Narrative* by Nick C. E. Squires, BA ’60 (English), MFA ’67 (creative writing)
- ▶ *The Perfect Sound: A Memoir in Stereo* by Garrett Hongo, professor, creative writing
- ▶ *The Yesterday Girl* by Sharleen Nelson, BS ’06 (journalism: magazine, news/editorial)

Hello, World. Meet Oregon.

The World Athletics Championships Oregon22 provide unprecedented opportunity to showcase UO contributions to society

Two thousand of the world's best track-and-field athletes. More than two hundred participating nations. An anticipated global television audience of one billion. It all happens at Hayward Field at the University of Oregon July 15–24.

The eyes of the world will be on the UO when the World Athletics Championships Oregon22 are staged in the United States—and on a university campus—for the first time. In this spotlight, the university will showcase its track-and-field legacy and the relentless pursuit of discovery that makes the UO a top public research university.

Students and professors are making the most of the event, working with international colleagues to study air quality issues, for example. Students in the School of Journalism and Communication will report on the competition, while others in the Warsaw Sports Marketing Center are helping with organization. Another two hundred students are serving as envoys to visiting international delegations.

Read on to learn about intersections between the UO and the world championships that give this international undertaking a decidedly Ducks flavor.

Please visit championships.uoregon.edu for additional stories and more information.



MARIN STUART, STUDENT SERVICES & ENROLLMENT MANAGEMENT (HAYWARD FIELD); SPORT.GOV.UA (WAFLUCHIKH)

WORLD ATHLETICS CHAMPIONSHIPS OREGON22

by the numbers

2,000: Athletes expected to compete

200+: Participating nations

10: Days of competition

49: Gold medals up for grabs

20,000+: Fans, volunteers, and organizers on campus per session

1 BILLION: Anticipated global television audience

6,500: Hours of television coverage

0: Number of times the event has been held on US soil



INSIDER'S VIEW: PAUL SWANGARD

Paul Swangard, BA '90 (radio and television), MBA '99 (general business)—“the voice of Hayward Field”—will broadcast the World Athletics Championships Oregon22 for NBC, July 15–24. The University of Oregon instructor of advertising and sport brand strategy discussed the event with OQ.



OQ: *What does the event mean for the community, the university, and Hayward Field?*

PS: If you look at cities that have hosted this event—Doha, London, Beijing, Moscow—to put Eugene in that category is stunning. For the university, visitors will come away knowing about the Phil and Penny Knight Campus for Accelerating Scientific Impact or some of our other top programs, and just the beauty and scenery of campus. It's like a ten-day infomercial.

Most other venues have hosted this event in mega-stadiums—they play soccer or football there, too. Hayward Field is built from the ground up as a theater for track and field: the seating is designed to serve as an amphitheater, with the vast majority of the best seats cradling that main straightaway to the finish line. You're bringing that excitement and exhilaration to the final 100 meters of the race and everybody is in position to view that.

OQ: *Who will you be watching?*

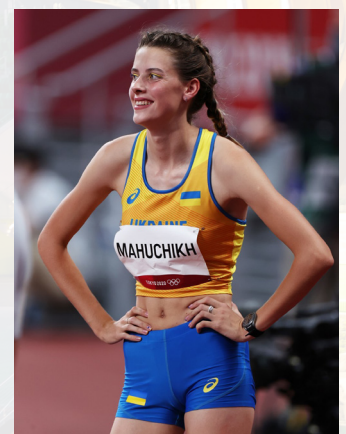
PS: I anticipate Ryan Crouser competing in the shot put. He was born and raised in Boring, Oregon. His uncle, Brian Crouser, competed at the UO and Ryan competed at Hayward Field as a youth and high school champion. Ryan's clearly coming to win one in his own backyard.

Mondo Duplantis, a pole vaulter from Sweden, is one of the most remarkable athletes in his event. He was born and raised in Louisiana; his dad made a pole vault pit in the backyard and he just learned to do everything through repetition.

Marcell Jacobs, born to an American father and Italian mother, was a military baby and ended up in Italy and was raised there, and now he's the fastest man in the world. He's the first Italian to ever qualify for and win the men's 100 meters Olympic final.

OQ: *The personal stories can also be gripping at these global competitions.*

PS: Some of the most emotional things we witnessed during the indoor season were stories about the women competing for Ukraine, who had to get out of the country and travel to Serbia to compete. One of the high jumpers—**Yaroslava Mahuchikh**—she's among the favorites in Eugene, it took her two days to get to Serbia over land and she won the 2022 World Indoor Championships title.



OQ: *How will it feel for you to be at Hayward Field for this event?*

PS: I just know that when the place is full, when the community gets to showcase its love of this sport, when Track Town gets to see a truly international event happen in their own backyard and walk into Beppe and Gianni's and wonder why everyone is speaking Italian, or go to the Sixth Street Grill and maybe it's packed with Swedes . . . for these two weeks we have the world in our backyard and it's a really, really cool thing.

The Fuller Land Lab—featuring grass mowed in alternating rows to isolate blackberry bushes—is on a riverside path between Hayward Field and downtown Eugene

A LAB FOR ALL THE WORLD TO SEE

People using paths by the Willamette River just north of the University of Oregon will notice a more pleasant scene than previously as they pass through what is now a large outdoor laboratory: the Fuller Land Lab.

The field near the Frohnmayer Footbridge was historically mowed to the ground. Now walkers, runners, and cyclists will enjoy a meadow of managed grassland with wildflowers, thanks to research by College of Design landscape architecture professor Michael Geffel and others. The project is funded partly by the Fuller Initiative for Productive Landscapes, an internationally recognized center in the Department of Landscape Architecture for research-based design and design as research. The initiative focuses on the role of place in cultural sustainability and is grounded in the arts and humanities.

Geffel is studying how infrastructural landscapes such as grassy areas along highways can be maintained cheaply while improving natural habitat and beauty. At this site, he's using "drift mowing"—strips of grass mowed in an alternating pattern—to isolate blackberry bushes. Geffel's team also collaborated with

the Department of Biology to develop a native wildflower seed mix to test the species' tolerance for disturbed soils.

"I'm not trying to make more work for anyone or make more maintenance," Geffel says. "I am actually just trying to minimize maintenance or perhaps even save money or have a different outcome."

An exhibition will be placed in the meadow for World Athletics Championships Oregon22 events, thanks to a collaboration between Geffel, linguistics professor Julie Sykes and her team at the Center for Applied Second Language Studies, Travel Oregon state tourism, Fuller Design Fellow David Buckley Borden, and a team of master's students. Landscape installations will feature information about state regions, including the Willamette Valley.

The exhibition will be along the riverside path between Hayward Field and the fan festival at Eugene's new Downtown Riverfront Park. With an app that creates a game-like experience, passersby can engage with the state's different areas in mixed-reality and learn about university research.

—Jim Murez, University Communication



TRACKING AIR AT THE TRACK

Outdoor air quality has been identified as a public health concern, but little is known about how poor air quality might affect public outdoor events such as sports competitions.

In response, the University of Oregon and World Athletics, the international governing body for track and field, are partnering to study how to manage outdoor events—in Eugene or worldwide—if air quality is poor due to pollution, wildfire smoke, or other airborne hazards.

The UO and World Athletics are collaborating on air quality research during the World Athletics Championships Oregon22.

Using the event as a model, three UO groups—the Institute for a Sustainable Environment, the Institute for Policy Research and Engagement, and the Center for Science Communication Research—are studying how to improve communication to the public before and during events threatened by poor air quality. The work will be shared with event organizers and could eventually serve communication for hazards of any type, anywhere.

“To effectively communicate with volunteers, attendees, and community members,” says Hollie Smith, associate director for the science communication center, “you have to get a baseline understanding of where people go for information, what they already know, and how they want to receive information.”

Meanwhile, sensors installed by the UO and the track organization close to the Hayward Field track will detect wildfire smoke and other particulate matter, including pollen and pollution from vehicles and other sources. The data could inform decision-making for future outdoor events at any level, from international competitions hosted by the track organization to youth sports.

“We are excited to work with the University of Oregon team on air quality,” says Dr. Paolo Emilio Adami, medical manager of World Athletics. “Measuring the air quality impact of athletics events is an extremely interesting field of research that will allow us to ensure the long-term sustainability of our sport.”

—Kelley Christensen, Research Communications

HISTORIC HAYWARD FIELD LIVES ON IN SALVAGED MATERIALS

Hayward Field’s original east grandstand may be gone, but like seeds scattered by the wind, remnants of the venerable structure have spread around the Northwest and beyond.

Architects and designers salvaged many pieces for use in the reimagined stadium and in Hayward Hall, where interactive exhibits celebrate Historic Hayward Field. Materials also went to community groups that submitted reuse proposals for bleachers, beams, and more.

The Oregon Track Club is selling picture frames made from salvaged wood to support its all-comers meets, a legacy of legendary University of Oregon track-and-field coach Bill Bowerman.

Another track fan—also a birdwatcher—received iconic tongue-and-groove paneling that once fronted stands, and his reuse of the materials is particularly fitting: he made nesting boxes for wood ducks. They were placed in an oak woodland southwest of Eugene in cooperation with the McKenzie River Trust.

You might also find pieces of the east grandstand hanging around the necks of thousands of runners and walkers from across the US and around the world who completed Eugene Marathon events in 2021 and 2022. The medals were also made from salvaged Hayward wood, a popular move that event organizers will continue moving forward.

“I think one of the things we’re most proud of is just trying to really be good stewards of the material,” says Eugene Marathon Race Director Ian Dobson, who qualified for the 2008 US Olympic team at Hayward Field. “The way we all experience history is different, right? For some people, an object will totally resonate as history. And for me, it kind of does.”

—Jim Murez,
University
Communications



Connecting ACROSS CULTURES

When you arrive somewhere new, having a local friend is priceless. The University of Oregon has assigned a student envoy to each of the two hundred-plus delegations visiting from around the world for the World Athletics Championships Oregon22. In a program led by the Division of Global Engagement and the Office of the President, the envoys—who come from different majors, backgrounds, and nationalities—will provide daily support to the delegations for the duration of their time in Oregon.

Envoys will act as guides and cross-cultural interpreters, facilitating tours of campus and the region, providing logistical aid, and showcasing the welcoming nature of the university and broader community. Participants were selected based on language proficiency or a connection to the country the delegation represents. For training, envoys completed two- and three-term courses on language, cross-cultural engagement, group management, service-oriented hospitality, and more. OQ caught up with three envoys:



TAYLOR HEBERT

JUNIOR; BUSINESS ADMINISTRATION;
QATAR DELEGATION

“We’ve been doing a lot of research about each country that is coming here, as well as coming up with things around Eugene—restaurant recommendations, where’s the closest pharmacy—in case they need any guidance once they’re here. It’s such an amazing opportunity that the school’s providing because it’s giving such a different perspective. Students have a very hands-on experience coming to the University of Oregon. I love the fact the university is investing in their students and giving them the opportunity. I’m hoping to learn as much as I can about other people and other cultures while they’re here.”



CHLOÉ WEBSTER

FRESHMAN; PLANNING, PUBLIC POLICY AND
MANAGEMENT; USA DELEGATION

“It’s such a cool cultural setting. Our world is getting smaller and smaller with technology. It’s important for anyone to experience working with someone who isn’t like you, who may think differently, and who comes from a different background. Whether that is in your own country or in this case getting to work with someone from a completely different country, anytime you have to go out of your comfort zone and rethink your values, your vision, your perspective as to what is right and good, any opportunity you get to do that, is something that will benefit you for the rest of your life.”



NICOLE WILLIAMS

MASTER’S STUDENT; LANGUAGE TEACHING
STUDIES; ARGENTINA DELEGATION

“It feels very momentous. What a unique experience to be able to talk to so many people from different countries, here in the US. Part of the reason why I was super interested was the linguistic exchange that will happen. Some of us will be serving as linguistic translators helping people navigate different linguistic barriers while they’re here. Language is the ‘eye’ of culture—it gives you a glimpse into what a culture and people hold as important. Even just the grammar—the words that are available, how they describe things—gives you a sense of how people experience the world.”

BIG BOARD

The World Athletics Championships Oregon22 will provide a showcase for Hayward Field's new Visual Experience Board—at sixty feet tall and 160 feet long, it's the largest permanent video screen for a track-and-field stadium in the country. Located on an arc between the concourse ramp and the northern gates, the board—which debuted in May at the 2022 Pac-12 Track and Field Championships—will display the action on five thousand square feet of screen. Its swooping form represents the speed and fluidity of athletic performance, and the north side features a perforated metal image of legendary University of Oregon coach Bill Hayward, blending past and present and welcoming fans to the venue.



PRE PERFORMANCE A PRELUDE TO WORLD CHAMPIONSHIPS

You don't have to travel far in Oregon to find a monument to legendary University of Oregon distance runner Steve Prefontaine. There are statues in Beaverton and Portland, murals and an art exhibition in Pre's hometown Coos Bay, a ten-story tower at Hayward Field with his iconic image, and Pre's Rock, also in Eugene, the solemn site that marks the athlete's untimely death in 1975.

Now Pre has been memorialized through music. In June, the Eugene Symphony presented *Prefontaine*, an orchestral work by renowned Oregon composer David Schiff. The performance

was enhanced by actors from Oregon Contemporary Theatre who delivered tributes submitted by Pre's fans for the event; images of Pre provided by the UO, which sponsored the event, were also projected onto screens.

"There was such emotion all around how Steve Prefontaine did his art," says Francesco Lecce-Chong, Eugene Symphony music director and conductor. "He [also] wanted to inspire the people who watched him. That's kind of exactly what we do in music."

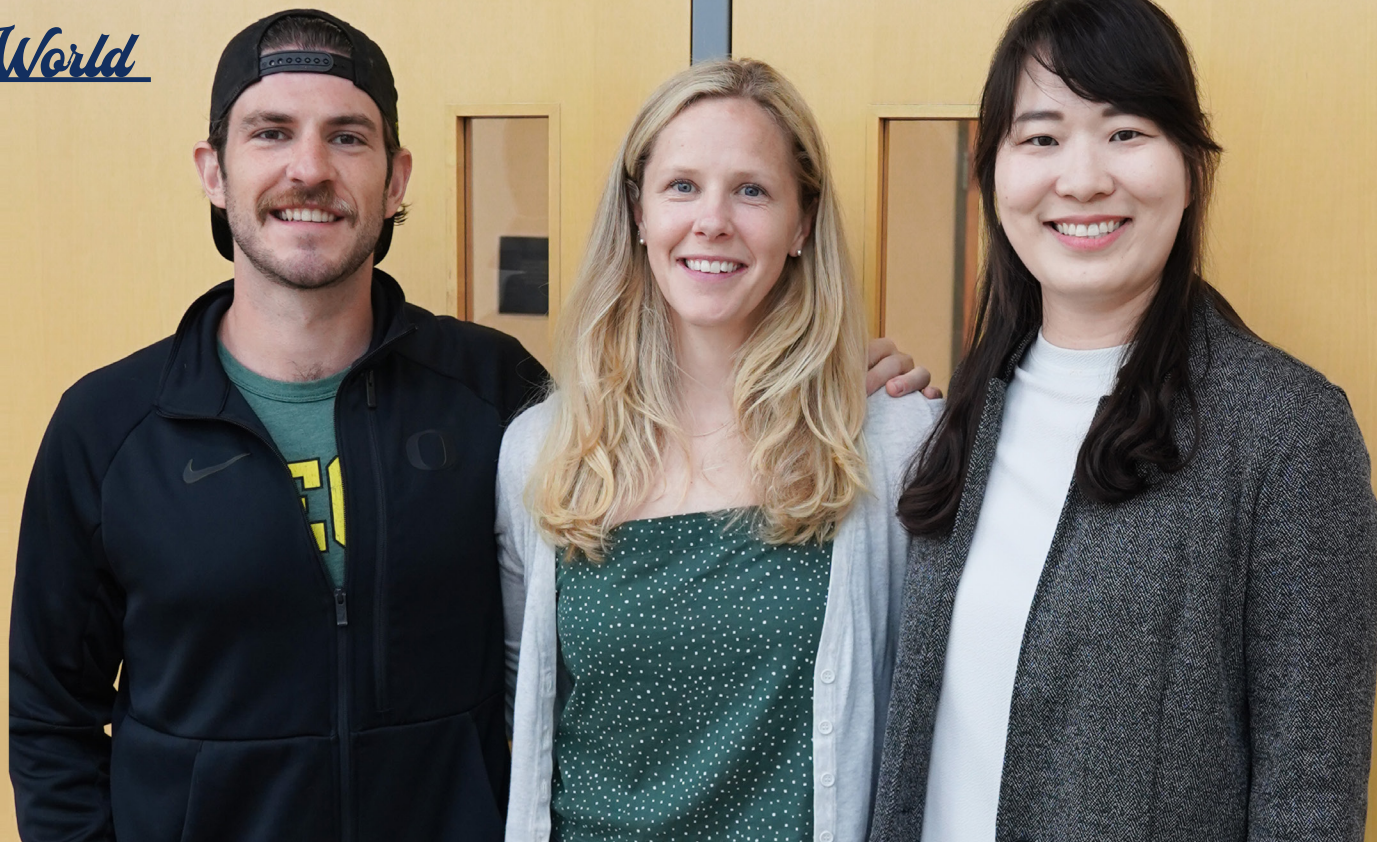
Schiff, whose music has been performed by major orchestras and festivals around the United States, wrote the orchestral work in three parts: "Terrain," which embraces the natural beauty—the trees, the ocean—of Coos Bay and Eugene; "School Days," paying homage to Pre's

roots; and "5K," a tribute to one of the runner's signature events.

The composer drew inspiration, in part, from Pre's timeless quote: "To give anything less than your best is to sacrifice the gift."

"I read a lot about his emergence; his realization that he had this gift and that he had to do something with it," Schiff says. "I wanted this to be a celebration of a legacy, and what I love about that quotation is that everyone has a gift, and we all try to make the most of that and to live up to that. It might be running. It might be composing. It might be taking care of people. There are all sorts of things that statement could apply to."

—Sharleen Nelson, BS '06 (journalism: magazine, news/editorial), University Communications



“THE *Opportunities* ARE ENDLESS”

BY JIM ENGELHARDT

There’s something special about Hayward Field. It’s why world-class track-and-field athletes set records there, and why Eugene is considered by many to be the epicenter of the sport in the United States—and possibly the world.

But it is not just athletes drawn to the “Hayward Magic.” The stadium is a magnet for sports-minded students who come from around the world to study at the University of Oregon. In fact, the UO is home to the Warsaw Sports Marketing Center, the first sports business program in the United States—and the most respected industry proving ground in the world.

During the World Athletics Championships Oregon22, fifteen students from the center are getting hands-on experience planning, organizing, and marketing a major sporting event. These paid opportunities are made possible in part by a gift from John Elkins, MS ‘77 (leisure studies and services), a former senior advisor at McKinsey & Company

consulting firm and chief marketing officer and executive vice president of Visa International.

The students have provided vital assistance to the event’s leaders, including Sarah Massey, CEO of Oregon22, LLC.

“The students who are part of this program bring with them unique talents and experiences that are already enriching our local organizing committee,” Massey says. “The World Athletics Championships Oregon22 is a massive global event, and the opportunities associated with it are endless. This program gives students real, practical insights into a future career in sports management, and it is one way we are collectively working to ensure that the event generates meaningful community impact and legacy.”

Students also helped run a series of Hayward Magic events in the lead-up to the world championships. Those events included field days that enabled UO students and Eugene citizens onto the track at Hayward Field, as well as a speaker series that featured high-profile guests from the track-and-field and sports business industries.

DREAMS AS BIG AS THE OLYMPICS

Among those involved is graduate student Jeeyoun “Jenny” Lee, who is earning her MBA with a specialization in sports business.

Lee helped manage events and operations for luge during the 2018 Winter Olympic Games in PyeongChang, South Korea. She was drawn to the UO to pursue her MBA because of the Warsaw Center and the upcoming international track event.

“When I searched for educational opportunities and universities taking place near mega-events and found Oregon

and the World Athletics Championships Oregon22, I knew that was where I had to be,” Lee says. “And here I am.”

Lee dreams of a career running mega-events and hopes her experience with the Olympics and Oregon22 will help her get there.

A GOLD MEDAL IN NETWORKING OPPORTUNITIES

David Pike, another graduate student pursuing his MBA, says his employment with the event is yet another example of networking opportunities made available through the Warsaw Center.

“The Warsaw Center name opens doors throughout the industry during site visits with ESPN, Nike, adidas, and other leading companies,” Pike says. “Everyone is willing to share their knowledge.”

Pike is helping coordinate and manage marketing and communications for the event.

“The history of track and field is everywhere here—from Steve Prefontaine, Bill Bowerman, to the founding of Nike. You can feel it when you step on the track,” he says. “To be part of this event—enmeshed in that history and culture, but also setting the stage for the future with this major international event taking place at Hayward Field—it’s incredible.”

A CULTURE OF SPORTS PASSION

Like Pike and Lee, the UO’s sports culture helped draw Bryn Crawford to the university to earn an MBA degree. Crawford is assisting Massey, of Oregon22, and Debbie Reynolds, the organization’s chief financial officer.

“Sports has always been a part of my life—from competing in youth triathlon, to pursuing an Olympic dream in rowing, to a love for the outdoors and the environment—coming to Oregon was a natural next step,” Crawford says. “There is a culture of like-minded people here—people that love sports, that love cheering others on and helping others succeed. I think that’s part of the Hayward Magic.”

Oregon’s reputation for environmental stewardship and sustainability also appealed to Crawford. Her studies are partly focused on sustainable business practices; the Oregon MBA program is ranked the No. 4 Green MBA program in the nation by *The Princeton Review* because of its specialization in sustainable business. Likewise, the global track event is incorporating sustainability into its operation.

“My career ambitions include helping to make sports and sporting events more environmentally friendly,” Crawford says. “I feel well-prepared to achieve those goals thanks to my time at the UO.”

Jim Engelhardt, MS ’98 (journalism), is director of strategic communications at the Lundquist College of Business.

A CLARION CALL FOR COMMUNICATORS

The World Athletics Championships Oregon22 are not only one of the world’s largest sporting events, they’re one of the largest media events, too, with an expected television audience of one billion. Students from the School of Journalism and Communication are taking advantage through these once-in-a-lifetime sports media and communication experiences:

Creating the Opening Title Sequence: Immersive media instructor Nikki Dunsire taught a motion graphics course that concluded with students producing thirty-second animated opening title sequences for the event broadcast. Students learned how to assemble content for a client and expanded their animation skills. Cinema studies major Quinn Connell’s production was selected as the official opening title sequence for the broadcast.

Reporting from the Sidelines: Directed by Professor of Practice Lori Shontz, students in the SOJC Track Bureau are applying the reporting skills they learn in the classroom to cover top-tier track-and-field events such as the NCAA track-and-field championships and the US Olympic Trials. Eight track bureau students are working for the world championships as reporters, social media specialists, and moderators of virtual press conferences.

Producing Content for International Media: Fifteen students recently attended a weeklong workshop led by Sutton Raphael, BA ’16 (journalism), and Jordan Bentz, BA ’12 (advertising), to learn cinematography, aerial photography, drone flying, and video editing. Students created a library of video footage that professional broadcast units can use in event coverage. The SOJC also secured funding to pay twenty students to produce stories for University of Oregon communications.

Turning Allen Hall into a Media Hub: Allen Hall, home of the SOJC, will operate as a hub for international media. Student workers will assist with technology issues and student ambassadors will lead tours. The SOJC also plans to coordinate informal workshops for students with visiting sports journalists and broadcasters.

—Whitney Conaghan, public relations, class of 2023, School of Journalism and Communication

TRANSFORMATION REMEMBERED, LESSONS LEARNED

Chuck Lillis in conversation
with Michael H. Schill

EDITED BY GEORGE EVANO,
OREGON QUARTERLY



On May 20, 2022, Chuck Lillis stepped down after eight years as the inaugural chair of the University of Oregon Board of Trustees.

His tenure, which began in 2014–15 during a time of turmoil and transition at the UO, saw the university successfully launch an independent governing board, hire a president who brought stability to the administration, realize a \$3.2 billion fundraising campaign, fund and build the first phase of the new Phil and Penny Knight Campus for Accelerating Scientific Impact, begin The Ballmer Institute for Children’s Behavioral Health, increase research by nearly a third, build or renovate labs, classrooms, and residence halls across campus, and make significant improvements in student diversity, retention, and graduation rates.

After his last board meeting as chair, Lillis, PhD ’72 (marketing), and President Michael Schill met in the conference room of the Lillis Business Complex—which Chuck and Gwen Lillis helped to fund with a \$14 million gift—to reflect on their shared experiences and a time of unparalleled success for the university.

“As an original member of the newly created UO Board of Trustees, I had a front row seat to watch Chuck in action. He was a force and led our board with tenacity, focus, and grace.”

—Connie Ballmer, BS ’84 (journalism) UO Trustee, 2013–2020,
Cofounder, Ballmer Group

MHS: OK, let’s start at the beginning. What was your path to becoming a graduate student at the University of Oregon? You’ve told me on a number of occasions that you were a late bloomer.

CL: I was a late bloomer for sure. I got a bachelor’s degree at twenty-six or twenty-seven. When I was an MBA student at the University of Washington, one of my professors, John Narver, convinced me to enroll in some doctoral seminars, even though I was a master’s student. I was about to take a job with Caterpillar in Australia. But John said, “You know, you ought to think about teaching. You ought to think about being a professor.”

MHS: What made you pick the University of Oregon?

CL: I’m glad you asked, because it’s a wonderful part of the history of the business school at Oregon. So, John Narver called up his colleagues at Berkeley and Northwestern and arranged that I would probably get in. But this fellow had been hired at Oregon named Don Tull, a Chicago PhD economist who had spent most of his career in business at US Steel. I had used the book in the master’s program at Washington that Don and Paul Green, who was on the faculty at Wharton, wrote about analytic methods in business. And they were both Bayesian

economists. And this book was, you know, really cool. You could read this at night and not go to sleep.

I read that and I just asked, “Where is this guy Don Tull? Oregon.” So, I called him up, said, “Can I come study with you?” And I was hooked. John Narver was really unhappy with me. He said, “Wait a minute, wait a minute. You turned down Northwestern?” But it was a great decision. Great decision.

MHS: I think you could have been a great academic, but you probably weren’t enjoying it as much as business.

CL: I thought businesses had more interesting problems. But I loved teaching. I loved it. I mean, I do today—but the grandchildren are not always pleased when I’m teaching them.

MHS: You’re known for seeing where the ball’s going before it gets there. When you were working in cable TV, you saw that not only could it be TV, but it could be the internet and phone service. How do you think you’re able to do that? Do you think it’s something we can teach students?

CL: I think some parts of it can be taught. You have to be a great listener. You know, I didn’t think up this thing about converting an old cable system into a high-bandwidth hybrid fiber network. I have really benefited from always making sure everyone around

me was smarter, worked harder, and was more creative. I learned that from my wife—to be really better, listen.

MHS: How about risk? I’ve noticed that you are not risk-averse. Were you always like that in business?

CL: I think one huge advantage was that PhD. It gave me a framework that when I was in amazingly interesting business situations, think of DuPont and General Electric, I had some theoretical basis upon which to attach everything I saw and heard. That’s a priceless advantage. The more education you have, it’s better than buying insurance. For me, it worked perfectly.

At GE one of the things I learned was, it isn’t enough to solve the problem. The thing is, do you take advantage of the opportunity? So, someone would propose to [CEO] Jack Welch, “We could do this marvelous thing if we had \$20 million.” And I’ll never forget this. Jack would say, “Well, if we can do all that, what can you do with \$50 million?”

MHS: That sounds like you with me.

CL: That’s right. Except you have to get the \$50 million.

MHS: Get an endowment of \$2 billion. Why not ten?

CL: It’s worked perfectly.

MHS: Del Hawkins, professor

emeritus in the Lundquist College of Business, one of your very, very close friends, once called you the only true, inspiring leader he had ever known. What do you think makes you a great leader?

CL: Well, first, he’s probably wrong.

MHS: No, I can testify. He’s right.

CL: I think most people learned what’s really important from their mother. I did, for sure. I think respecting that everybody has their own joys and challenges and needs and wishes and dreams. I think if you can remember that in the heat of battle, that when somebody says something that you think is just, you know, close to crazy, they have a reason. And I think listening is important. I remember my mother saying to me, “Look, if you want to know about people, ask them questions, ask them to tell you what they’re thinking.” I think respect for individuals was, you know, something I grew up with. Recognizing that people have unique talents, which has been easy for me to do, so I do think I’m good at thinking about the endgame.

MHS: You were one of the leaders who got really involved at the University of Oregon when Richard Lariviere was president, and you worked with him and legislators to form our independent board. Tell us a little bit more about that.





Chuck Lillis introducing Michael Schill during the 2016 investiture ceremony

MHS: You mentioned that when you look back, one of the biggest achievements was governance. What impact do you think having our own board had on the University of Oregon?

CL: When you have a local board, one focused on Oregon or Oregon State or Portland State, you're much more likely to get alignment between what the university can do, wants to do, can get funded, et cetera, and that it's that sort of localized, customized focus that has a zillion dimensions. Everything from what your academic programs and dreams are and what kind of students you get and who your competitors are, and I think that's ninety-nine percent of it.

And I think the board plays an important role. It's easy for me to say. But if you think about people that were on our original board, they're smart, they know the university, they know the state they are passionate about. You get ten or twelve or fourteen of those people in a room, something really interesting happens.

MHS: And then you held us together. The vision that you articulated—the vision of excellence, there was never a question about it. Everybody was consistent.

CL: One example I'll tell. We imposed upon ourselves the question of, "Are we efficient as well as effective?" So, we looked at how much money we spend for every function versus any other university, and we kept hammering down. And you did a great job of every time we figure out how to save five dollars in road maintenance, you'd move it over to hiring another faculty position. Well, you know, that doesn't happen unless you have a local board.

And then we produced our recommendation for tuition and then the higher ed commission said, "Nope, that won't work. You have to do something different." And I said, "Look, we either believe the work we're doing, or we don't believe it. And if we believe it, we're not blinking. Tell them

CL: I knew that Lariviere had been pushing the state hard on improving the funding for the university. And we supported that, of course. You know, he could be pushy in a respectful way. He had this meeting with the state board at the time. He called us at home. He said, "Guess what? I was fired today." We sat up. "What are you talking about?" I didn't even know they could do that. He said, "Well, you know, we've just been pushing hard. And they got tired of me pushing them."

So that really irritated me. I thought, "How can a board fire a president that everybody here thought was terrific? Doing a great job?" I was very upset. Then it was decided that the University of Oregon needed to have its own board. And so, we proceeded down that road.

It's been a magical, rewarding experience. I mean, it's a lot of work. And we started the board at a time of significant turmoil around the university, using polite terminology.

MHS: I know during that period and certainly when I became president you were legendary for just showing up at the University of Oregon, walking around, meeting faculty.

CL: I'm sure this must have given you the crazies, Mike.

MHS: I got used to it. But it was different, let's put it that way. What question did you ask when you were walking through all the labs and the office buildings?

CL: I met with physics, I met with math, I met with the volcanologists. I asked them, "Are we in the top twenty in the country in your field? And if they said, "Well, maybe," I would ask, "Well, are you in the top ten?" And if they said, "Well, maybe" at some point I would ask, "Could you be in the top five? And if so, what do you have to do to get there?"

And when I met with volcanologists they very wisely said, "Give us a month and we'll send you a message." And they wrote an incredible explanation, but it wasn't, "We need X-amount of dollars." It was, "We need money to do the following things: here are three people we want to hire by name." And then, you know, equipment and building and research money.

MHS: And you made a great gift.

CL: I think that's the model of the university of the future. I think much of what we do is interdisciplinary now. Think of the Ballmer children's mental health initiative, the Knight Campus, volcanology.

we can't change it." Well, my guess is you had to lace your shoes up a little tighter that day because it was easy for me to say, "Go tell them, Mike." Right? But I think that staked out a view about the University of Oregon. We basically said to the world, "We trust what we're doing, and you should trust what we're doing."

MHS: And that Oregon deserves a great comprehensive public university.

CL: Absolutely. And we had the theme right. And it's the right thing.

MHS: What are the two or three things you're most proud of during your eight years?

CL: I had a minor role in it, but I think getting our own board, getting that approved, has to be really important. Hiring you is clearly one. And we love this building, the business school. We had no idea what this would be like, but Gwen and I used to come, and the people didn't know who we were, we'd come and sit in the coffee shop and learn all about the faculty and all we could overhear, all kinds of stuff.

But I think that the best part is the

association with the people. The people here are amazing. They are. It makes you proud to be a Duck right now.

MHS: Very, very committed. They love the place. I remember you pushed me. You always pushed me, but I remember we were thinking through how to ask Phil Knight for a billion dollars, and we conceptualized, with your help, the Knight Campus. And you remember the day that we all—I think it was you, [trustees] Connie Ballmer, Ross Kari—we got together in the conference room, and we went through the pitch. Did you ever think we were going to be successful?

CL: I was certain Phil and Penny wanted to help. We had been in a number of conversations with him where we had tested ideas, so once we heard the idea that became the Knight Campus, I was certain that Phil and Penny would find that attractive and would want to help. And I had a lot of conversations with him. One day he said, "Well, how much helping?"

I think I said, "I'm going to have trouble saying this, but a billion this year and maybe a billion next year."

MHS: All right.

CL: Once you learned to just say with a straight face, "a billion," you know, who knows what will happen?

MHS: I really got to believe that.

CL: Phil and Penny have done so much for this university. And one of the things about Phil and Penny, they demand that it be done right. And that is a priceless position to be in.

MHS: You and Gwen were leaders in philanthropy at the University of Oregon. What do you think the future of our university is with respect to philanthropy? How important is that going to be in our future?

CL: I think it's almost everything, the kinds of programs you want to develop and all of us do, those are investments of passion. And as you know, those have to be done perfectly. And you and [Vice President for University Advancement] Mike Andreasen are a great team. You guys have done a great job of it and with a lot of other people's help.

MHS: You mentioned passion. And I think that's what you will be remembered for on this board—your passion for the University of Oregon, your passion for everyone around you, and your passionate embrace of the future, which is higher education. I just can't thank you enough.

CL: It is a golden time for our university here.

MHS: Thanks to you.

CL: I'd say it's been a great partnership and a great friendship.

MHS: That will remain. Thank you.

George Evano is publisher of *Oregon Quarterly*.



"At a time when the university was in need of strong leadership, Chuck stepped in to lead the new board and fundamentally changed the trajectory of our university."

—Phil Knight, BBA '59 (accounting)
Chairman Emeritus, Nike, Inc.

DYNAMIC DUCK DUO

Chuck and Gwen Lillis listen, lead,
and dare the university to be great

BY ED DORSCH, BA '94 (ENGLISH, SOCIOLOGY), MA '99
(JOURNALISM), UNIVERSITY COMMUNICATIONS

The most striking examples of Chuck and Gwen Lillis transforming the University of Oregon are easy to spot.

Take the Lillis Business Complex, a game changer for the Lundquist College of Business. This superlative center of learning—and one of the UO's most sustainably built—is a campus landmark, the gold (and green) standard for university buildings. Volcanology, once a program sitting on tremendous potential, has erupted to quickly become a global center of excellence, thanks to the Lillis family's investments.

The Lillises have also contributed to UO athletics, scholarships, theater arts, and more. And they've generously given their time over the years: they ask questions, listen, and challenge people to accomplish more than they ever thought possible.

On campus, Gwen and Chuck are just as likely to be seen working among students in the business college atrium as they are to be found in a board room. They've counseled countless UO leaders, deans, faculty members, and students.

In 2014, Chuck Lillis's leadership as inaugural chair of the Board of Trustees ushered in a new governance model—and a new era—for the university. When he stepped down from the board in June, he wrapped up eight years of service

that helped boost the UO's academic reputation and set the university on a better trajectory.

The first in his family to attend college, Lillis earned his PhD in marketing from the university in 1972. He began working in academia—at one point he was dean of the Leeds School of Business at the University of Colorado Boulder—and the corporate world, eventually joining US West.

In the early 1990s, he predicted cable television lines would provide internet and phone service. Some say he was prescient. Lillis says he simply listened to the experts and swung where the ball was heading.

By 1995, he was CEO and chairman of MediaOne, a US West spin-off devoted to his vision. It quickly grew into a Fortune 100 company.

Gwen recently retired from the Lundquist College of Business Board of Advisors after a tenure of nearly two decades. Serving much of that time as chair, she provided a steady hand during transitions in leadership. She was also a trustee with the University of Oregon Foundation from 2003 to 2013, acting as chair during the 2008–9 school year, a key period in the UO's transition to a local governing board.

Gwen earned her PhD from Northwestern University, taught as an assistant professor at the University

of Colorado business school, and was managing general partner of Castle Rock Investment Company of Colorado. She is chair of the Lillis Foundation, which provides access to educational opportunities and helps vulnerable segments of society.

The reasons philanthropists invest in the UO are as diverse as their interests, Gwen says, but one thing inspires them all: excellence.

"Donors want to improve something or create something new," she adds. "I hope the university continues to focus on building areas of excellence."

For Gwen, the best part of serving on the Lundquist College board was meeting students and learning about their academic projects. For the university, her dual background in business and higher education was invaluable. She inspired deans and board members to aim high and helped the Lundquist College expand its Portland presence.

"I don't think it's the easiest thing in the world for businesspeople to understand universities," Gwen says. "They are very different worlds. Having some understanding of both has allowed me to be a bridge between the two. Universities tend to think more incrementally, rather than starting with a clean sheet of paper. They sometimes need encouragement to think big."



Volcanic Ventures

“The Lillises made it possible for the UO to become a premier volcanology institution in the US,” Josef Dufek says. Their gift enables Dufek and the Department of Earth Sciences to recruit top faculty and graduate students—and try innovative ideas.

“Our work advances our understanding of the fundamental science, and we train scientists who go on to conduct their own research and work for federal agencies, universities, and industry,” he says. “Ultimately, these efforts will help us make communities safer.”

**Josef Dufek, Gwen and Charles Lillis Chair
Director, Center for Volcanology**

Uncommon Aspirations Meet Common Sense

“We have a passionate group of people who are committed to the Lundquist College of Business,” says Merritt Richardson, who served on the college’s board of advisors with Gwen Lillis. “Gwen has deftly guided the board, transforming that passion into good decision-making.”

Gwen’s experience in business and academia helps, says Richardson, as does her perspective and diplomacy.

“I’ve been impressed with Gwen’s ability to distill strategic themes from complex discussions,” Richardson says. “She helps deans and board members balance ambition with pragmatism—and stay future-focused.”

“Gwen and Chuck have offered their knowledge and resources because they genuinely care about advancing the university and giving students an excellent experience.”

**Merritt Richardson
Instructor, Sports Product Management
Former Vice President, Global Golf Apparel, Nike**

Gwen (center) served for nearly two decades on the Lundquist College of Business Board of Advisors as a member and chair



JACK LIU (BOA RD)

Bold Moves

“Gwen’s leadership on the Lundquist College of Business Board of Advisors has been absolutely stunning,” says Roger Best, whose friendship with the Lillises spans nearly fifty years. “She’s very organized—and very strategic. Gwen is a good listener and a quiet leader. She nurtured and developed that board.”

“Her leadership was very effective. Gwen played an important role in increasing the board’s donations by millions of dollars. “And she led by example.”

**Roger Best, PhD ’75 (marketing)
Professor Emeritus of Marketing**



Best recalled
Gwen’s expertise
on the slopes

Farsighted

“Chuck could see our future before we did,” Mike Andreasen says. “And he was patient enough for us to catch up alongside him.”

Andreasen credits Lillis for helping to develop the Phil and Penny Knight Campus for Accelerating Scientific Impact and The Ballmer Institute for Children’s Behavioral Health—both examples of uniting top researchers from different disciplines to make discoveries. And he says Gwen Lillis inspired entrepreneurial thinking at the Lundquist College of Business.

“Over the years, Chuck and Gwen have dared us to be great and expected nothing short of excellence—from our university, people, and programs,” Andreasen says. “They figure out how to get people to work beyond their own understanding of what they can accomplish.”

**Mike Andreasen, Vice President for
University Advancement**

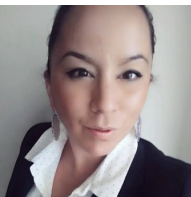
NEW UOAA Board members

The University of Oregon Alumni Association and Board of Directors President, Maylian Pak, MA '05, welcomes seven new directors, who began their terms on July 1, 2022.



Elizabeth Ahern BA '00 (political science)
Alamo, California

Elizabeth is an employee experience leader at Adobe, a Fortune 100 software company. She has more than twenty years of experience in legal/policy, communications, and employee experience roles. While at the UO, she was a member of the Gamma Phi Beta sorority.



Jolene Bettles BS '19 (sociology)
Springfield, Oregon

Jolene works as a care coordinator at the HIV Alliance in Lane County. She is an enrolled member in the Confederated Tribes of Umatilla and an active participant in the UO Many Nations Longhouse and LCC Native American Longhouse cultural events. Jolene maintains connections with Oregon tribes, cultural organizations, and community groups.



Randall "Randy" Choy BA '86
(journalism: public relations), MS '98 (PPPM:
public affairs)
Portland, Oregon

Randy is the vice president of community giving/nonprofit partnerships at Umpqua Bank and managing director of the Umpqua Bank Charitable Foundation. A former UO Admissions student ambassador, Randy supported student success in the UO Office of Multicultural Affairs.



Luis Hernández BA '98 (business
administration)
Portland, Oregon

Luis is a board member and CEO of Cultiva LLC, an agricultural biotech company offering solutions based on a proprietary technology. Born and raised in Mexico City, Luis was a member of the International Cultural Service Program at UO and earned his MBA from the University of Chicago.



Maylian Pak MA '05 (geography)
Eugene, Oregon

Maylian Pak, originally from Alabama's Gulf Coast, relocated to Oregon from Washington, DC, following completion of undergraduate studies in geography and international affairs at the University of Mary Washington. While at the UO, Maylian served as a graduate teaching fellow and on the UO Graduate Council. She is the director of donor relations at the Oregon Community Foundation.

UOAA Board President



Carolyn Ladd JD '90 (law)
Seattle, Washington

Carolyn is senior counsel at Boeing. She credits the launch of her career in employment law to Professor Donald Brodie. A firm believer in affordable public education, Carolyn recently endowed a scholarship at Oregon Law intended for Oregonians with financial need.



Mike Paulsen BS '78 (political science)
Camas, Washington

Mike is a retired marketing executive for Advantage Solutions. As an artist, he enjoys oil painting, which often includes wildlife, landscapes, and pet portraits. Previously, Mike was a cocreator and lead volunteer of a youth track-and-field team, PRTC, in the Seattle area.



Gabby Sanders BS '14 (accounting),
MAcc '15
Bend, Oregon

Gabby is a finance manager at Impossible Foods. She is also founder of Keto Pint, a healthy ice cream alternative. While at the UO, Gabby served on the boards for Women in Business and Tri Delta sorority. Gabby is a member of the advisory board for the dean of the Lundquist College of Business.

The UO Alumni Association also thanks seven departing board members, whose terms concluded on June 30, 2022, for their dedicated service to the UOAA:

Tana Atchley Culbertson, BA '00 (electronic media production); David Gwynn, BA '82 (geological sciences); Anita McClain Haley, BS '64 (elementary education), DEd '83; Ritchie Metzler III, BS '01 (business administration); Todd Ringoen, BS '85 (finance); Joseph Volpi, BS '10 (human physiology); and past president Adolf Zeman, BS '00 (political science).

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OLD Oregon

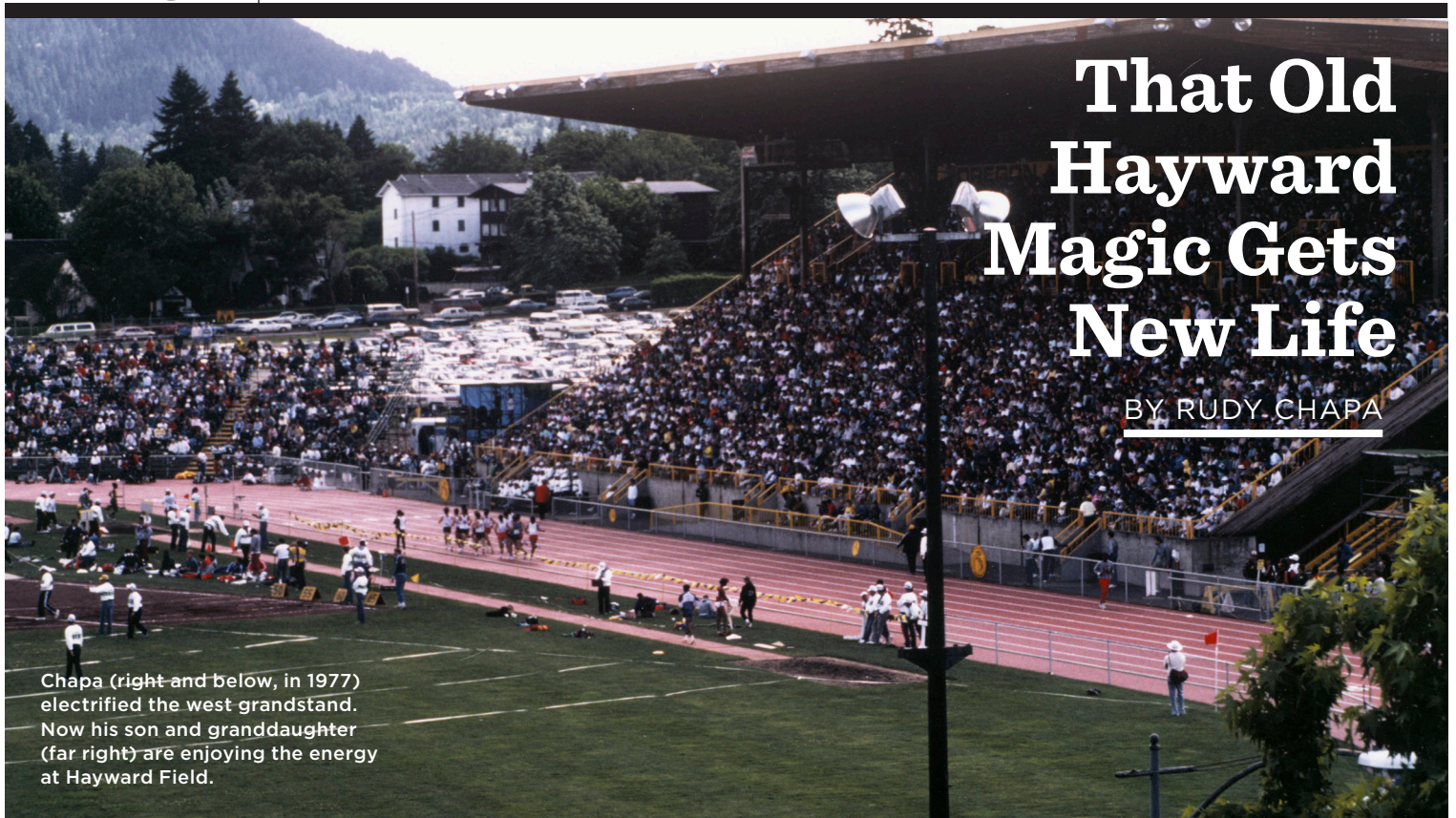


HIGH JUMP INTO HISTORY

Legendary University of Oregon track-and-field coach Bill Hayward was at the helm in 1941 when high jumper Lester "Les" Steers broke the world record June 17 in Los Angeles by clearing six feet, eleven inches. The current men's world record stands at eight feet and quarter-inch; perhaps it will be broken sometime between July 15 and 24? That's when Hayward Field hosts the World Athletics Championships Oregon22.

That Old Hayward Magic Gets New Life

BY RUDY CHAPA



Chapa (right and below, in 1977) electrified the west grandstand. Now his son and granddaughter (far right) are enjoying the energy at Hayward Field.

Bringing the World Athletics Championships Oregon22 to Hayward Field has been in the works for longer than most realize. I remember all the way back in 1996, sitting with fellow alumnus Phil Knight in the plush Rome office of Primo Nebiolo, then president of the International Amateur Athletic Federation, track and field's international governing body, as we pitched a bold idea. We would bring this global competition not just to the United States but to Eugene, Oregon, a college town in the Willamette Valley. It wasn't quite as wild as it sounded—Eugene and the University of Oregon had already built a reputation as a legendary venue with one of the most passionate track-and-field fan bases in the world—but the idea was still out of left field.

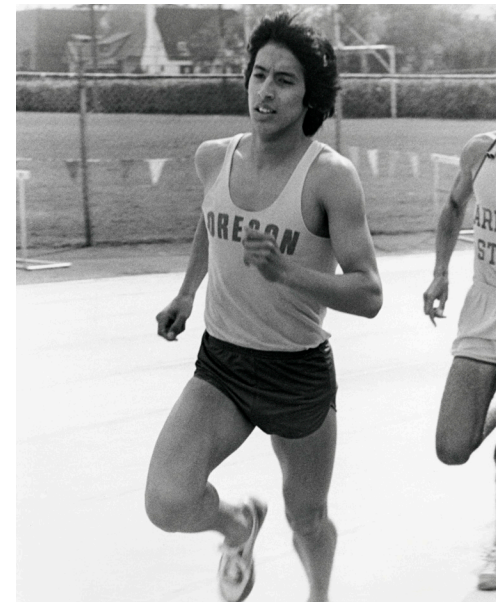
The world championships are *huge*: they trail only the Olympics and FIFA World Cup as the biggest global sporting events, and they had never been staged in the US. Phil thought that if the event was held in the US it would be great for the sport, but his real dream had always been to bring it to Oregon—and to Hayward Field. It was in some ways an awkward moment. As founder and CEO of Nike, Phil was usually

the one being courted rather than trying to make a sale. Still, there he was, proverbial hat in hand, because he had a vision for what the world championships could do for the sport in this country.

We made our pitch—and it was a good one. But the IAAF didn't bite, and track and field lost an incredible opportunity to boost the sport in the world's largest market. Also lost was the opportunity to showcase Hayward Field and Oregon to the world. We didn't know back then that more than twenty-five years later, there would be another chance.

For decades, the magic of Hayward Field and the greatness it has inspired has emanated out to the world. Legendary coaches such as Hayward, Bowerman, Dellinger, and Heinonen changed forever the way that athletes train. Championship athletes like Pre, Davis, Gardner, and Rogers have won and delighted fans on a global scale. This greatness started with the community that celebrated the victories and records and cherished the athletes, and the officials, fans, and volunteers who came together and made it all happen.

Over the years, world-class athletes from around the globe have come to compete in Eugene at the yearly Prefontaine Classic.



However, although the Pre meet is one of the best and most widely broadcast meets in the world, its viewership has been limited to track-and-field fans. Now, after all these years, the whole world will come to Eugene and be able to appreciate just how magical it all is: Hayward Field, the university, the community, and the majestic beauty that is Oregon.

It is hard to overstate the impact and



reach of the World Athletics Championships Oregon22 and the visibility they will bring to our wonderful university and to the state. The event will be broadcast in more than two hundred nations—the second most-watched sporting event of 2022, behind only the World Cup. It will have a global audience of one billion people—ten times the television audience for the Super Bowl and 250 times the population of Oregon.

Those figures may seem impressive, but I don't think the magnitude of the event will really hit home until that first American wins a gold medal. In that moment, when they raise the flag above Hayward and play the national anthem in front of a full and emotional stadium, tears will flow, hearts will swell, and that's when it will really hit home. And the magic of Hayward is such that it will strike its own special chord for the new fan and lifelong diehard alike.

Hayward belongs to all of us, but that magical spot at 15th and Agate didn't just happen—it was *created* by the thousands of people who have volunteered, cheered, and competed around that hallowed oval for more than a century. And soon it will be showtime, when Hayward Field and the great state of Oregon will be on center stage for the world to watch.

For a lot of those folks who helped build Hayward, there is a bittersweet feeling

that it won't be the old, familiar Hayward Field that welcomes the world. I know it would have done a wonderful job hosting the event. However, the World Athletics Championships Oregon22 are about the future—and we have an incredible new stadium to usher in a new era of Hayward Magic. In many ways, after more than two long years of a pandemic, the soaring beauty of the new Hayward might be the perfect metaphor for the joy we all feel in being able to gather once again to cheer and celebrate the inspiring athletes who strive to push beyond the limits.

A few years ago, I watched a TED Talk by a Smithsonian Museum director who was discussing the art of interviewing people. His favorite subjects were greatly accomplished people who were in their eighties and nineties because, he said, “they say the most amazing things when they know how the story turned out.”

This May, the company Phil Knight founded with Bowerman, his Oregon coach, turned fifty years old. Knight, now in his eighties, mostly knows how “his” story has turned out. In fact, he wrote a pretty good book about it. In *Shoe Dog*, he talks about about how the spirit that powered Nike started at Hayward Field and the University of Oregon. In a CBS interview in the stands at Hayward, Phil said, “I can get pretty

emotional about this place, too, I mean after all I was born here.” The truth is his story isn't quite complete yet—there is an exciting chapter that is about to be written.

In large part, it's through Phil Knight's generosity and vision that these championships will be held in Oregon. Like Phil, and so many others, I can't wait for the world to see this splendid new stadium and discover our beautiful state, our wonderful university, and the community that makes this all possible. While it's been a long time coming, this isn't the end of any story. In truth, it's just the beginning.

In 2018, the UO asked me to write an article about what Hayward Field means to me. I closed that article by saying that what mattered most was not my old memories, but what the new stadium will mean to the next generation of track fans—kids like my then two-year-old granddaughter. Well, last summer my son Joaquin was able to bring Canela, now age five, to the Olympic Trials for her first Hayward Field meet. They had a wonderful time, and he told me that on the way home, she said, “This was the greatest day I ever had!” In July, the whole world will get to experience that same magic. I can't wait.

Rudy Chapa, BA '81 (management), served as a UO trustee from 2013 to 2018. He was a six-time All American in cross country and track and a member of Oregon's 1977 national champion cross-country team.



“I’m Just Getting Started”

UO running great-turned-pro Raevyn Rogers is set to show the world (championships) what she can do

BY ASHLEY CONKLIN

This is an exciting time for Raevyn Rogers, and it’s easy to see why. The former University of Oregon track star—now a top pro—is coming off a 2021 season that saw her once again set a personal best in the 800 meters, and she did so in the biggest race of her career with a bronze-medal finish at the Tokyo Olympics. She’s off to a fast start this season, having recently won the 800 at a prominent event—the Mt. SAC Relays in Walnut, California—with a time of 1 minute, 58.77 seconds, which broke a meet record she set as a collegiate. And she recently relocated back to Oregon to train under Pete Julian with the Union Athletics Club, a Nike team of elite runners from across the globe.

To top it all, Rogers is slated to compete in the 18th edition of the World Athletics Championships, which will be held in the US for the first time July 15–24 when the event comes to Hayward Field—the site where she’s had history-making success as a collegiate.

“There’s so much more that I know is going to happen,” says Rogers, BA ’19 (art). “I don’t feel like I’m even close to my prime. I actually feel like I’m just getting started.

“My biggest thing is proving the impossible. I’m just excited to take that mentality and have the faith I have and keep inspiring

people that whatever you may believe is impossible or something that may never be able to happen, can still happen.”

A top junior runner, Rogers rocketed to greatness at the UO, where she dominated the 800-meter event as a three-time NCAA outdoor champion and two-time NCAA indoor champion. In 2017, she won the Bowerman Award—named for the UO’s pioneering head track-and-field coach—as the top women’s collegiate track athlete in the country.

That year, she left an indelible masterpiece behind in her final performance with the Ducks, one that remains her favorite Hayward Field memory.

Oregon was trying to be the first women’s team to win the NCAA Triple Crown by sweeping the team titles in cross country, and indoor and outdoor track and field, in the same academic year. The Ducks entered the 4x400-meter relay at June’s NCAA outdoor meet needing to win to secure the Triple Crown; on the relay’s anchor leg, Rogers passed University of Southern California star Kendall Ellis with 200 meters to go and held her off down the homestretch to give the Ducks a place in history.

“When they told us the situation—about needing to win for the

Triple Crown—it didn't really process for me," Rogers says. "It's just natural in me to want to win. It's so much adrenaline in that moment—all I can remember is how loud it was. It was incredibly loud. You can't hear anybody, it's this consistent roaring the whole time.

"To [win the Triple Crown] in front of the home crowd, it was just a celebration between the Eugene community and us. It was something beyond just historically what we were able to achieve. It was a moment that everyone was able to be a part of."

That moment was undoubtedly as sweet for the Eugene track-and-field community as it was for Rogers and her teammates. In what has been dubbed Track Town, USA, Eugene is home to track fans who have long distinguished themselves for both passion and knowledge of the sport. Rogers likens them to the dedicated Ducks backers who turn out on autumn Saturdays to cheer the football team.

"Eugene track fans are *next-level*," Rogers says, laughing. "They know their track. They carry the legacies; they tell the stories about Pre. For me, coming in as a freshman, that was a challenge. I wanted to prove to myself, to these fans, that I would be able to back my reputation up. They're like the diehard football fans—they *do not play* about track."

When the reimagined Hayward Field was completed in 2020, Rogers's likeness was one of five UO track-and-field greats enshrined on a 10-story tower, along with Bowerman, Olympic gold

medalists Otis Davis and Ashton Eaton, and legendary distance runner Steve Prefontaine.

Rogers takes considerable pride in being the only Black woman on the tower. When she was getting into track and field as a youth in Houston, her mother put her in the 800-meter event because there weren't many Black girls running that race. Madeline (Manning) Mims, the 1968 Olympic gold medalist, was an early inspiration for Rogers.

"[UO leaders] separate themselves from a lot of other universities," Rogers says. "Even if they hadn't put me on the tower, they've continued the culture where they're keeping those stories alive of so many great athletes that have come through Oregon.

"To really be making history and breaking barriers as a Black woman, it just goes to show you can have someone to look up to that's in your field, because kids need that. They need to see somebody that looks like them doing these amazing things."

Ashley Conklin, BS '91 (news editorial), is communications manager for the World Athletics Championships Oregon22.



HAYWARD FIELD
LEGENDS AND LEGACY
Foreword by Andrew Wheatling
Produced by Emerald Media Group

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Double Vision

Devon Allen chases a historic twofer—medaling at the world championships and playing pro football

BY CHARLES BUTLER

Good thing Devon Allen possesses world-class speed—the month of May was a never-ending sprint. On a recent afternoon, and after three weeks on the road, he’s back in his Annapolis, Maryland, home. He’s traveled to southern California, Philadelphia, Phoenix, and Puerto Rico, the spot from where he returned just hours earlier. What’s he been up to? Let’s see.

The two-time Olympian got his 2022 track season off to a fast start, with performances that included a record-breaking victory in the 110-meter hurdles at the famed Penn Relays. He’s closed on—and cleared out of—his house in Phoenix, his hometown. He’s hosted a couple podcasts and been the guest on several others. He’s overseen the UpGo nutritional supplement business he started. He’s red-eyed to Ponce, Puerto Rico, to go head-to-to head with Hansle Parchment, the 2020 Olympic champion. (Parchment narrowly won.) And one

more thing: he’s started his pursuit of playing professional football, a long-held (if slightly delayed) dream since he was a kid.

“I’m busy,” Allen says, unable to stifle yawns during a phone interview. “I was busy before and I’m more busy now, which is not always the worst thing ’cause I’m doing stuff I enjoy and am passionate about.”

And stuff few people could even consider trying.

If all goes according to plan, Allen, BS ’17 (business administration), will pull off a rare double play this summer: win a medal in a major international track-and-field meet and win a spot on an NFL roster.

The first opportunity comes July 15–24 when he is expected to line up at Hayward Field—his home track as a Duck—for the 110-meter hurdles at the World Athletics Championships Oregon22. Allen will enter among the favorites. Last summer, at his second Olympics in Tokyo, he finished fourth, just .04 seconds from medaling. Then, this past June 12, at a meet in New York City, Allen ran a stunning 12.84, the third-fastest time ever.

Days after the world championships, he reports to the Philadelphia Eagles training camp. He’ll be an odd duck: a twenty-seven-year-old rookie wide receiver six years removed from making his last catch for the University of Oregon. He’s not fazed. He’ll bring speed—in front of scouts at Pro Day in Eugene in April, he ran a 4.35 for the 40-yard dash—and life experience few rookies take to camp.

“The coaches don’t need to worry about me being a professional and not taking it seriously,” Allen says. “I am not a twenty-two-

“I decided at that point, ‘Let me focus on this track thing, and after the 2020 Olympics I’ll go back to what I originally planned when I got to college: to play in the NFL.’”

year-old coming out of college saying, ‘Wow, I’m in the NFL making a little money.’”

If Allen earns a full-time roster spot, he’ll join a short list of track-and-field athletes—a list that includes the legendary Jim Thorpe and sprinter Bob Hayes—who leapt from Olympics competition to football Sundays. “That kind of stuff doesn’t happen by accident,” says Keanon Lowe, BA ’14 (general social science), a teammate of Allen’s when they were receivers for Oregon in the mid-2010s. Lowe recalls the younger Allen coming to him for tips on running routes, blocking assignments—anything that would get him playing time. Lowe says of Allen’s road to the NFL, “It has been a fun, special journey to watch.”

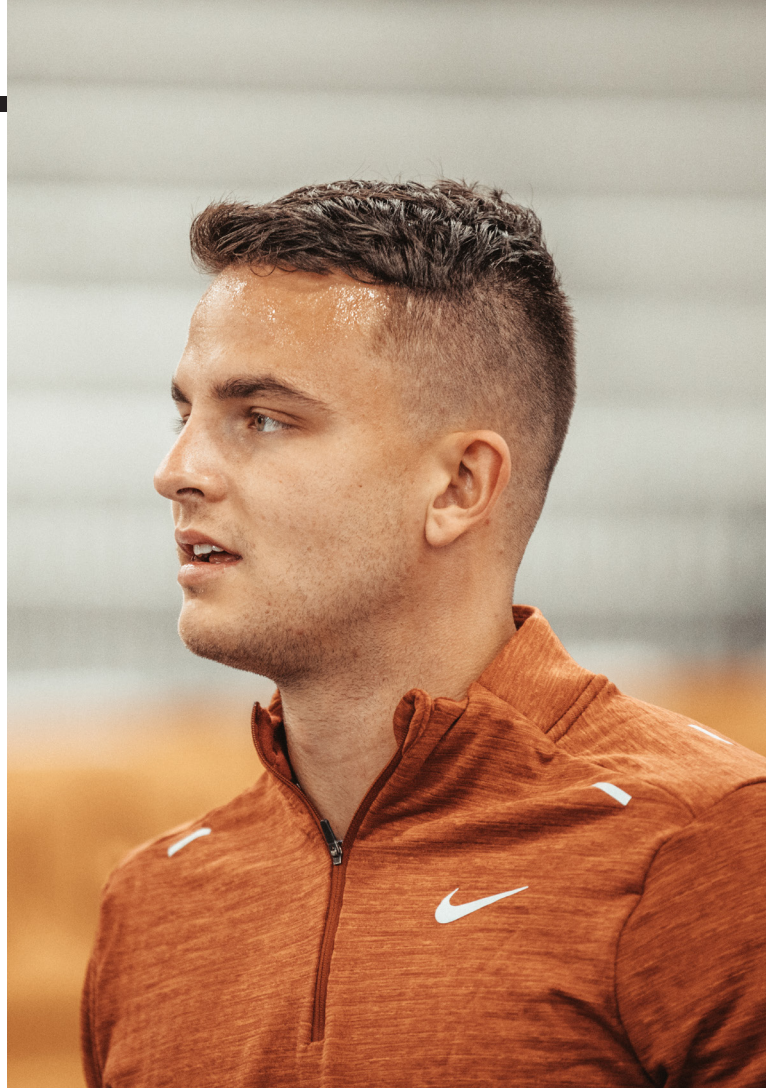
A journey that has tested Allen’s resilience as much as his talent.

Allen showed his two-sport prowess early in his time at Oregon. As a freshman in 2014, he won titles at the NCAA and USA National championships, both held at Hayward Field. A few months later, at Autzen Stadium, he made his first collegiate touchdown a dazzler: He took a 20-yard pass from Marcus Mariota near midfield, then sprinted and spun his way to a 70-yard score.

“That moment was unbelievable,” Lowe says. “I don’t think I’ve ever heard Autzen as loud as I did in that single moment.” Allen chuckles at the memory. “I’m sure my first touchdown in the NFL,” he says, “will be similar.”

But injuries shortened his football playing time. After a second ACL injury during the 2016 season, he decided to concentrate on the track, motivated by a fifth-place finish at the 2016 Olympics in Rio de Janeiro. “That left a little bit of a sour taste in my mouth because I felt that I could have won,” Allen says. “I decided at that point, ‘Let me focus on this track thing, and after the 2020 Olympics I’ll go back to what I originally planned when I got to college: to play in the NFL.’”

At the 2020 Games in Tokyo, delayed until 2021 due to the COVID-19 pandemic, he showed off speed—he bettered his previous Olympic result by moving up to fourth place—and some stylish dance moves: after winning his semifinal heat, Allen, never shy in front of a crowd, delivered some “Pop, Lock & Drop It” moves in Olympic Stadium. On an NBC highlight show, actor Kevin Hart joked, “He was dancing like no one was watching.”



From July 15 to 24 at the world championships, Hayward Field fans will watch as a favorite Duck returns to do something he’s yet to pull off: win a medal in a major international competition. For the first time, he’ll race at Hayward Field with a sub-13-second personal best, having nailed a 12.99 mark a few weeks after the Tokyo Games. Since then, he’s adjusted his start, implementing a seven-step approach to the first hurdle rather than an eight-step. The reason? Be faster sooner out of the blocks. His 12.84 last month indicated the adjustments are working.

His coach, Jamie Cook, admits such tweaks might seem risky and says Allen “could be very, very happy” sticking with what’s gotten him to world-class level. But Cook, a former Oregon coach now at the US Naval Academy, says the two decided to “try something drastic and see if it is going to work. [Allen] is not afraid to fail. The best in the world are not afraid to fail.”

Succeed or fail at the world championships, Allen won’t have time to linger. Another test awaits on the other side of the country, one he’s been waiting a long time to take. Already, he knows some of the questions he’ll face, like the one Philadelphia coaches posed in April. “Hey, why do you want to play football?” they asked the football prospect with the unusual résumé. He had a ready answer. “It’s been a dream.”

Charles “Charlie” Butler is an instructor in the School of Journalism and Communication.

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, email it to quarterly@uoregon.edu, or mail it to Editor, *Oregon Quarterly*, 5228 University of Oregon, Eugene OR 97403-5228.



CLASS NOTABLE

A Chief Focused on Service

The University of Oregon's Jason Younker spent his childhood in Coos Bay where, as a member of the Coquille Indian Tribe, he learned to dig clams, fish, and canoe. Today, he is chief.

Younker, MS '98, PhD '03 (anthropology), was chosen by the tribe last year to succeed the late chief Don Ivy, assuming duties as the leader of the Coquille in cultural and spiritual matters. He has accepted the role with the utmost humility.

"I'm enjoying serving my tribe," Younker says. "I'm not a leader of my tribe. I am a servant of Coquille citizens."

Service comes naturally to Younker, assistant vice president and advisor to President Michael Schill on sovereignty and government-to-government relations.

Younker helps represent the nine tribes of Oregon on university initiatives that affect Native populations. The presidential advisory board includes a representative from each of the state's federally recognized tribes, which distinguishes the UO among institutions nationwide, Younker says.

Earlier this year, Younker taught Native Oregonians, an anthropology course on the history of Indigenous people in Oregon. He says his Indigenous perspective—while enlightening for all students—can be especially meaningful for fellow Native Americans from the state who have never heard their history taught beyond their reservations.

"The relationship and trust built over the years has allowed the UO to stand out among other colleges and universities," Younker says. "The historical narrative that I teach in class opens the eyes of students about how the university respects tribal governance and enjoys good consultation and relations with the nine tribes."

—Matt Cooper, *Oregon Quarterly*

INDICATES UOAA MEMBER

1950s

DENALI PORTER, BS '51 (speech), played music from George Frideric Handel and Denes Agay during a duo piano concert with Bev Owen at Reedwood Friends Church in Portland.

PAT CHOAT PIERCE, BA '53 (journalism), MS '62 (interdisciplinary studies), a retired educator, community philanthropist, journalist, and local historian of North Bend, was recognized by the state legislature for service that included the establishment of a community scholarship for students, creation of a nonprofit dog obedience school, and the founding of an annual event to celebrate the birthday of the city.

RONALD RANSOM, BS '54 (accounting) and Air Force ROTC, is enjoying retirement after 31 years at Continental Can Company, where he served as division controller, and 21 years as a lieutenant

colonel and reservist Air Mobility pilot.

1960s

JOE FISCHER, BS '60, MFA '63 (fine and applied arts), continued his support of the Joe and Alona Fischer Scholarship Fund with a gift of \$25,000. Joe has been supporting the scholarship fund since 2010, making a huge difference in the lives of aspiring artists along the way.

J. MICHAEL RICHMOND, BS '62 (journalism), was selected by the Jupiter (Florida) Senior Softball Association as its 2021 Hall of Fame honoree in recognition of his 20 years of service as a player, team manager, publicity chairman, and member of the board of directors.

DIANNE SEMINGSON, BA '69 (sociology), a leader of Philadelphia-region nonprofits and board chair of the Avenue of the Arts, was featured in the Main Line Media News *Times and Suburban* for Women's History Month in March.

1970s

HARLEN SPRINGER, BA '70 (management), appointed to the Oregon Arts Commission in 2019, was named vice chair.

MATT CHAN, BS '75 (speech: broadcast communications), an award-winning storyteller with decades of experience in the television industry, was featured in the *South Seattle Emerald* as a cocreator of the podcast *Chino Y Chicano*, which centers on the stories of people of color in Seattle.

1980s

WEI CHEN, MS '84, PhD '88 (physics), Stephenson Chair and professor in the Stephenson School of Biomedical Engineering at the University of Oklahoma, was elected to the College of Fellows by the American Institute for Medical and Biological Engineering.

DON BAILEY, MS '85 (art education), a Native American artist, was featured

**Where ideas
come to live.**



CLASS NOTABLE

Thinking Green in the White House

When she was a University of Oregon senior, Haley Case-Scott wasn't certain where life would lead after graduation. But she knew she was interested in environmental policy management and wanted to work with tribal communities.

Fast-forward to 2022. Case-Scott, BA '18 (political science), is a policy assistant in the White House Office of Science and Technology Policy, following her interests and making a difference. The mission of the office is to maximize the benefits of science and technology to advance health, prosperity, security, environmental quality, and justice for all Americans.

"In addition to providing broad support across the division," says Case-Scott, "I also have a chance to work more directly on some issues that are near and dear to my heart. I grew up in Southern Oregon on the homelands of my Klamath ancestors and learned from an early age to value the plants, trees, and water that give us life."

Case-Scott, a first-generation college student who earned a minor in Native American studies, is a member of the Confederated Tribes of Siletz Indians and a descendent of the Klamath Tribes, Yurok Tribes, and Sokaogon Band of Chippewa. She attended the UO thanks to the PathwayOregon scholarship program, which covers tuition and fees and provides support to help students succeed.

As an undergraduate, she served as a research assistant program intern with the UO Tribal Climate Change Project. This collaborative project, which is supported by the Affiliated Tribes of Northwest Indians and the Bureau of Indian Affairs, increases understanding about tribal adaptation and mitigation planning for climate change, among other goals.

Through internships and volunteer work, Case-Scott found ways to apply her UO coursework and gain experience that has led to her success.

"My UO experiences gave me the tools to draw on both my lived experiences and my academic training in ways that enable me to contribute to efforts that value stewardship of the natural world and the nurturing of community, culture, and place," Case-Scott says.

—Ed Dorsch, BA '94 (English, sociology), MA '99 (journalism)

Disclaimer: The views expressed here do not represent the White House Office of Science and Technology Policy, the Executive Office of the President, or the White House.

by Portland TV station KOIN for *River Sisters*, artwork that is part of Portland Streetcar's Art on Board campaign to feature artists on streetcars.

MARK JORGENSEN, BS '86 (journalism: advertising), became marketing manager in the Beaverton headquarters of CTL, which has manufactured Chromebooks, laptops, desktop PCs, and high-end servers since 1989.

MIKE PAPPALARDO, BS '88 (geological sciences), who has been involved with the permitting and development of large, utility-scale, renewable energy projects across North America since 2001, was named head of permitting and environmental studies for Enel Green Power NA, the North American branch of Enel, an Italian multinational manufacturer and distributor of electricity and gas.

PETE MOSHINKSY, BS '89 (speech: telecommunication and film), an experienced educator who has held roles including alternative education teacher, counselor, assistant principal, and principal, was selected human resources director for the St. Helens (Oregon) School District.

KEVIN PITTS, MS '89, PhD '94 (physics), chief research officer at Fermilab National Accelerator Laboratory and a professor of physics at the University of Illinois at Urbana-Champaign, was named dean of the Virginia Tech College of Science in Virginia.

1990s

RAY YANCEY, BArch '90, an architect experienced in all phases of project development, was promoted to principal at LRS Architects of

Portland, where he has made significant contributions to senior living projects.

ROB JOHNSON, BS '91 (finance), was promoted to senior vice president of engineered wood products, sales, and marketing at Boise Cascade Company, one of the largest producers of engineered wood products and plywood in North America.

BRYAN MARMION, MS '91 (physical education), who has served in Christian school athletic administration and as a head football coach for more than 20 years, was named athletic director and head football coach for Trinity Christian Academy in Weatherford, Texas.

JOHN SCHMIDT, BLArch '92, an expert in three-dimensional modeling and simulations, was named a principal and partner at the Eugene firm Satre Group, where he serves as

FLASHBACK

1922 Eleanor Houk, a member of the Blackfeet Nation, registers in December, becoming the first Native American female student at the university.

technology principal and oversees project design and management.

KATHLEEN HEGARTY

THORNE, MS '92 (speech: theater arts), completed her eighth book, *Boots on the Heather*, chronicling events in County Mayo, on the west coast of Ireland, from 1920 to 1923.

MAYUKO

NAKAMURA, BA '93 (linguistics), assistant director for assessment and equitable pedagogy at Illinois State University, received the 2022 David A. Strand Diversity Achievement Award for being instrumental in curricular or program activities that assist in the commitment to diversity.

LEE KIRNER, BS '94 (marketing), an attorney experienced in working with commercial financing lenders on unpaid foreclosure mortgages and other concerns, became a partner at McGinnis Lochridge LLP and will work in the Dallas office.

ANTHONY LEISEROWITZ, MS '98

(independent study: environmental studies), PhD '03 (environmental science, studies, and policy), a senior research scientist at Yale University's School of the Environment, was featured in the college science publication *Yale Scientific* about his role as director of the Yale Program on Climate Change Communication.

ORRAY TAFT, BS '98 (business administration), a principal with Meketa Investment Group, became a shareholder of the global investment consulting and fiduciary management firm.

SCOTT ROBSON, MCRP '99 (community and regional planning), formerly town manager of Vail, Colorado, where he oversaw an \$85 million budget and three hundred employees, was appointed town manager of Telluride.

2000s

PAUL MOUCHAKKAA, MBA '00 (general business), was appointed senior

managing director and head of real estate of Alberta Investment Management Corporation of Canada, leading a real estate investment team and responsible for \$18 billion in domestic and foreign program assets.

JENNY BENNETT, BA '01 (public relations), market president for the Eugene and Springfield markets of Summit Bank, received a 2022 Women of Influence Award from the *Portland Business Journal*.

KARI HATHORN, BA '01 (political science), JD '04, previously a Deschutes County deputy district attorney, was appointed district attorney of Crook County.

JEN BOSCHEE-DANZER, BA '02 (sociology), a nonprofit professional experienced in leading volunteers and staff and advocating for vulnerable and underrepresented communities, became executive director of the Yolo County, California, chapter of the

FLASHBACK

1932 An advertisement in *Old Oregon* promotes three-year subscriptions by offering, in exchange, personality readings by the mysterious "Monsieur Qui."

National Alliance on Mental Illness.

JESSICA BOWERSOX, BA '03 (magazine), communications manager for the Oregon literacy nonprofit organization SMART Reading, was named executive director.

JEREMY GREEN, JD '03, an attorney and shareholder with the Bend real estate firm Bryant, Lovlien, and Jarvis, was named town attorney for Lakeview.

BRIAN MASON, BS '03 (sociology), joined the San Diego office of Gomez Trial Attorneys, a firm that specializes in litigation related to accidents and injuries.

SUSAN O'TOOLE, JD '03, an attorney and certified mediator with experience in divorce, child custody, domestic violence, and adoption matters, joined Beresford Booth, a firm in Edmonds, Washington.

DAN ISAACSON, BS '04 (political science), board president of the National Alliance on Mental Illness Lane County and a cochair of the Suicide Prevention Coalition of Lane County, was among the speakers for a mental health program presented by the City Club of Eugene.

AMALIA MOHR, BArch '04, an architect with experience in interior design, space planning design research, civic planning, change management, and sustainable design, was promoted to principal at LRS Architects of Portland, becoming the first interior designer at the firm to attain that title.

KATIE McCUE, BS '05 (psychology), a teacher in Cody, Wyoming, was selected to receive the Presidential Award for Excellence in Mathematics and Science Teaching, the highest national recognition that K-12

mathematics, science, or computer science teachers can receive.

JORDAN THIERRY, BA '05 (electronic media production), who recently premiered *Grandma's Roses*, a documentary inspired by the life of his grandmother, at the Portland Art Museum, received the Best Documentary award at the Hollywood International Diversity Film Festival.

The **BIRKEY** family provided an update on siblings **JAMES CODY, BA '06** (international studies), BArch '06, a Los Angeles-based vice president for JLL, a commercial real estate and property investment company; **LYLE, BS '07** (environmental studies), a customer success manager for DocuSign in Chicago; and **CARLY, BS '09** (human physiology), a registered nurse and program director for nursing education with Kaiser Permanente in Seattle.

FLASHBACK

1942 Fifteen white crosses are displayed in honor of alumni killed in action during World War II.

ANDREW CHAMBERLAIN, BA '06 (history), an associate attorney who focuses on mergers and acquisitions, was promoted to partner for Chicago-based firm Meltzer, Purtil & Stelle.

SHARLEEN NELSON, BS '06 (magazine/news-editorial), an editor and writer in University Communications, published *The Yesterday Girl*, the second novel in her time travel series.

JULIE MORGAN TEUNE, BA '07 (public relations), was named director of brand and channel marketing for New Seasons Market in Portland.

TZUREI CHEN, MS '08, PhD '12 (human physiology), a faculty member at Forest Grove-based Pacific University School of Physical Therapy and Athletic Training whose research includes biomechanics, motion analysis, and fall prevention,

was promoted to associate professor and granted tenure.

TERESA CORONADO, PhD '08 (English), program director for the Milwaukee Community Sailing Center, was appointed development and outreach director.

ROCHELLE LUBBERS, MPA '08 (public policy and management), chief administrative officer for the Tualip Tribes, was appointed a board member of Volunteers of America of Western Washington, which provides services including housing, hunger prevention, and behavioral health.

KYLE TEUNE, BS '08 (business administration), completed three years of leukemia treatment and was declared cancer-free.

WYATT MILLER, MS '09 (biology), was named 4-H youth educator for Illinois Extension and 4-H in Bond, Clinton,

Washington, Jefferson, and Marion counties, Illinois. He is responsible for collaboration with communities to provide programming that equips youth with knowledge, skills, and abilities to thrive.

REBECCA WOOLINGTON, BS '09 (journalism: advertising), investigative editor at the *Tampa Bay Times*, was part of a team that won a 2022 Pulitzer Prize for their investigation of toxic hazards inside Florida's only battery recycling plant.

2010s

COURTNEY FOLEY, JD '10, executive vice president of Foley Family Wines of Oregon, announced the purchase of the Black Walnut Inn and Vineyard, a property in Dundee, by parent company, Foley Entertainment Group.

IAN MCGILLIVRAY, BS '11 (general social science), a conference video coordinator who manages all video and technological aspects of the football video department at Oregon State University, was voted 2021 Pac-12 Video Coordinator of the Year for exemplary performance in the field of team video and surrounding technologies.

AMANDA PEACHER, MS '11 (environmental studies, journalism), a freelance audio reporter and editor whose work has been featured by NPR, *US News & World Report*, the *Washington Times*, and more, became a reporter at Marketplace, a news division of Minnesota Public Radio.

CRAIG RACE, MArch '11, was featured in the *Globe and Mail*, a Canadian newspaper, for his redesign of a single-family dwelling into a semi-detached

house in the heart of Toronto's Upper Beaches neighborhood.

MARK ROCKWOOD, MMus '11 (music performance), PhD '17 (music theory), director of the Douglas County Youth Orchestra, was featured in the *Roseburg News-Review* for a story recognizing the twenty-fifth anniversary of the organization.

In the latest installment of the Clark County Historical Museum series, (*Her*)*Story: Rebel Women of Clark County*, **APRIL BUZZY**, MCRP '13 (community and regional planning), outreach and public programming manager, presented the stories of two local women who served in World War I and World War II.

The **EARP** siblings—**NATHANIEL**, BS '14 (human physiology), and **MARY**, BS '17 (biochemistry)—were featured by the

Oregon Health & Science University news service as OHSU medical students who attended together and will soon begin internal medicine residencies.

NIKESH PATEL, BS '14 (economics), joined Ball Janik LLP of Portland as a land use attorney, assisting with legal matters surrounding affordable housing, mixed-use, commercial, and community development.

LAUREN PLUM, BS '15 (business administration), who coached volleyball at Villanova and played overseas for six years, joined the University of Arizona volleyball team as assistant coach.

KEVIN COLE, MBA '16 (general business), president of Mid Oregon Credit Union in Bend, was named president/CEO.

ADAM FISCHER, MArch '16, an architect with seven

FLASHBACK

1952 The university releases a double album of UO anthems including "Mighty Oregon" and the "Oregon Pledge Song," selling copies for \$3 each.

years of experience and expertise in digital design and modeling techniques, became an associate at Mackenzie, a firm with offices in Portland, Seattle, and Vancouver, Washington.

TRISTAN MAGNUSON, MArch '16, an architect with specialization in exterior enclosures and space planning, joined Scott Edwards Architecture in Portland.

ROBERTO de PALMA

BARRACCO, ML '17 (conflict and dispute resolution), was appointed to the Switzerland-based Court of Sports Arbitration, an institution created by the International Olympic Committee that facilitates the settlement of commercial- and disciplinary-related disputes in sports.

M JACKSON, PhD '17 (geography), a glaciologist and geographer who has visited approximately one thousand glaciers, was selected as a speaker for

VOICES, a lecture series that brings influential and powerful women to Portland in a platform dedicated to inspiring, empowering, and connecting women.

EMILY DARCHUK, MBA '18 (general business), founder and CEO of Portland distillery Wheyward Spirit, was featured in *Willamette Week*.

NATASSJIA STEEVES, BS '18 (art), MArch '21, joined Scott Edwards Architecture of Portland as a

designer/drafter, specializing in housing and interiors projects and focusing on the Vancouver Innovation Center and Beaverton storefront improvements.

MARISSA EVERETT, BS '19 (human physiology), a forward with the Portland Thorns professional soccer team, signed a one-year contract with an option for the 2023 season.

BRENNAN LaBUDA, MS '19 (finance),

and **BRYAN ROBINSON**, BA '14 (journalism), MS '19 (finance), developed 4Par, a golf app available on the App Store and Google Play that uses augmented-reality technology to connect users to virtual golf games while tracking shots and providing feedback through charts and graphs.

CHRISTINE STILLMAN, MLA '19 (landscape architecture), was promoted to associate with the Eugene Satre Group, responsible for

project design and management, and leadership of the firm's environmental initiative program.

2020s

SAMANTHA ENGEL, BA '20 (public relations), was hired as account coordinator at Beyond Fifteen Communications, an Orange County, California-based agency that specializes in public relations, digital marketing, social media, and influencer marketing.

Will Power



"My scholarship means everything to me. Being able to earn my undergraduate degree and continue competing in the sport I love is everything."

Lexi Ellis, BS '21 (psychology)
Triple jump, women's track and field

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<https://law.uoregon.edu/about/events/fall-celebration>

FLASHBACK

1992 The summer issue of *Old Oregon* features “the 10 biggest lies” heard around campus, including “I’ve never been to a Dead show” and “We’re going to the Rose Bowl!”

TAWAAB

GOUHAR, MArch '21, an architect who specializes in urban design, joined the Council for Interior Design Accreditation as an intern.

S. RENEE

MITCHELL, DEd '21 (educational leadership), designer of the Black Youth Leadership Fund, a leadership program for Black youth in Portland meant to close racial wealth and inequality gaps stemming from residential segregation and other issues, was quoted in the *Oregonian* in a story about the launch of the program.

DAYLEE SHAW,

BA '21 (general social science), became day camp manager at Mittleman Jewish Community Center of Portland.

IN MEMORIAM

A. PETE MAFFEI,

BBA '56 (business administration), died February 27. He was a certified public accountant, devoted Catholic,

and member of the Knights of Columbus who, with Gail, his wife of more than forty years, retired happily to Lake Wildwood, California.

JACK EUGENE MORRIS, BS '58

(education), died April 27. Morris, who played football for the university and in the NFL, was inducted into the UO Hall of Fame. A Christian man who spent four years with the US Air Force and served during the Korean War, he worked in wood products with Champion International.

CHARLES RAYMOND “CHUCK”

DAHLEN, BArch '59, died January 23. He served in the Air Force Reserve and worked as an architect and project manager, presiding over the San Diego chapter of the Construction Specifications Institute in 2000.

BRYAN HODGES, BA '62 (psychology), BL '65 (law), a senior circuit court judge for the state's second judicial district in Eugene, died April 29.

DOUGLAS COWLES, BS

'66 (history), died March 24. He served in the US Army, worked in the Oregon Department of Justice, and enjoyed history books and socializing.

KENNY MOORE, BA '66 (philosophy), MFA '72 (creative writing), died May 4. The distance runner, two-time Olympian, and journalist wrote for *Sports Illustrated*, authored *Bowerman and the Men of Oregon*, and cowrote the screenplay for the 1982 movie, *Personal Best*.

CONNIE JO (TYSON)

KNEPPER, BA '75 (communication disorders and sciences), died March 5. As a freshman she met Ken Knepper, the man who would

become her husband of forty-six years, at a party he was hosting. She spent half of her career as an educator before pivoting to graphic design. Ducks football season ticket holders for more than thirty-five years with Ken and a group of dear friends, Connie attended several bowls—including two Rose Bowls—loved track meets, and raised two proud Ducks.

DOUGLAS HENRY SWOPE, BS '82 (general science), died February 28. A member of Pi Kappa Alpha, he was a trial attorney and third-degree black belt in tae kwon do who enjoyed cycling, cooking, the outdoors, and learning languages.

FACULTY IN MEMORIAM

GLEN A. LOVE, professor emeritus who served in the Department of English from 1966 to 1995, died May

8. He was a leader in ecocriticism—the study of literature and the environment—and was an avid fly-fisher who helped spearhead the designation of the North Fork Middle Fork Willamette River as one of the country's National Wild and Scenic Rivers.

SUSAN JOAN MARTIN FAGAN, BA '68 (Romance languages), MA '75, DA '79, PhD '82 (English), died April 29. Known as “Doctor Doctor Susan” to family and friends, she met her husband, Tom, while they were students, taught English and folklore from 1982 to 2002, and later joined College of the Desert in Palm Desert, California.

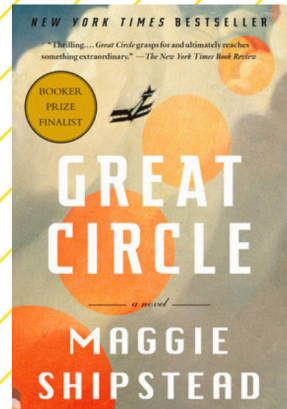
BARBARA BATEMAN, JD '76, professor emerita in the College of Education, died April 15. She made pioneering contributions to special education,

providing expertise in special education law, setting the stage for research on learning disabilities and instructional methods, and helping spur services to millions of children.

SARAH DuBROW, an assistant professor in the Department of Psychology, died February 13. She studied the cognitive neuroscience of learning and memory, received a 2020 Sloan Research Fellowship, and was described by colleagues as a brilliant, fearless, and creative scientist who was enormously dedicated to students. She is survived by her husband and young daughter.

Join the Alumni Book Club

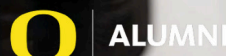
Reading period begins August 5



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—Leigh Haber, Oprah Daily



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2022 REUNIONS

Alumni Band Reunion: Sept. 9-11
Black Alumni Reunion: Sept. 29 - Oct. 2
1972+1973 50th Reunion: Oct. 20 - 22

www.uoalumni.com/reunions

FLASHBACK

2012 Citing a decline in the popularity of print newspapers, the *Oregon Daily Emerald* moves to printing twice weekly, ending a ninety-two-year run as a daily paper.



 We love Duck migrations! Send photos of you, classmates, family, and friends showing UO pride worldwide. Visit OregonQuarterly.com and submit a high-resolution JPEG image.

Ducks Afield

1. SARAH GRALL (left), BS '86 (physical education), and her big sister, **MICHELE (GRALL) ECKER**, BA '84 (elementary education), during a seven-day, 187-mile raft trip down the Colorado River in the Grand Canyon **2. ANITRA TYKESON**, BA '86 (leisure studies and services), visited King Tut's tomb in Egypt **3. KEN SPRAGUE JR.**, BS '86 (political science), found inviting waters in Mo'orea, a South Pacific island in French Polynesia **4. FAWZI ALKADI**, BS '96 (marketing), in western Saudi Arabia's Al-'Ula, a walled city founded in the sixth century BC **5. ALDA SAUNDERS** (left), BA '67, MA '68 (art history), and **NANCY ARTHUR HOSKINS**, MS '78 (interdisciplinary studies: individualized program), at the Abu Simbel temples in Egypt **6. DAVID KOCH**, BA '89 (German, art history), had room to recline in the middle of Broadway during a car-free Earth Day in Manhattan

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- Sean P. Sullivan,
Wine Enthusiast Magazine
(Dec. 2021)



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