

# Inside Oregon

FOR THE UNIVERSITY OF OREGON COMMUNITY

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May 29, 2007

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As a fourth-year doctoral candidate in the University of Oregon's leading-edge green chemistry program, she is working to reduce the massive amounts of energy required for chemical reactions in many types of manufacturing. Perhaps more importantly, she has found personal satisfaction in the program, a world leader in curbing the use of toxic chemicals in industrial chemistry.

[Full story »](#)

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[Full story »](#)

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[Full story »](#)

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[Full story »](#)

## University Day volunteers manicure campus



Jane Brubaker, left, student worker Sarah Cuddy, center, and Ann Menge, right, all of UO Facilities Services, helped oversee more than 1,000 faculty, staff and students who volunteered to further

manicure the campus on May 17 as part of the annual University Day. Volunteers planted more than 4,000 flowers, spread more than 5,000 wheelbarrow loads of bark dust and collected three cubic yards of trash. Click [here](#) for a larger view of the photo.

## **Kessler's new book challenges assumptions about Alzheimer's**



Lauren Kessler, author, professor and director of the literary nonfiction graduate program in the School of Journalism and Communication, will read

from her latest book, "Dancing with Rose: Finding Life in the Land of Alzheimer's" at 7 p.m. on May 31 at the Knight Library, 1501 Kincaid St.

In the book, Kessler, who specializes in narrative nonfiction, takes a job as a bottom-of-the-rung caregiver at a facility for those with Alzheimer's. The experience lends insight that challenges society's approach to the disease, aging and even about what makes a person a person.

[Full story »](#)

## **UO economics department ranked among world's elite for research impact**

The University of Oregon's economics department boasts just 20 professors but it stands tall. The most recent rankings by Research Papers in Economics (RePEc), an organization of volunteers

from 58 countries, has the UO department ranked 13th for its impact through working papers and journal articles among public U.S. universities.

The ranking places the UO department of economics in the top 5 percent of economics research organizations in the world. The ranking for "Recursive Impact Factors for (Working Paper) Series and Journals" weights citations to working papers and other published work by an impact factor that is based objectively on a measure of importance or prominence.

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## Oregon Community Credit Union fellowships announced

The Office of the Vice President for Research at the University of Oregon and Oregon Community Credit Union are pleased to announce the 2007-2008 Oregon Community Credit Union Research Fellows. In its second year, the program elicited a highly positive response from UO's research community.

After careful consideration and deliberation of 23 proposal submissions, the review committee

recommended Jeffrey Stolet (music), Roxi Thoren (architecture) and Eric Mentzel with collaborator Lori Kruckenberg (music) be awarded the fellowships. Each of their proposals will be supported by a \$10,000 award.

[Full story »](#)

## **Prof, grad win international sustainability honor**

A professor and a former graduate student from the University of Oregon's Lundquist College of Business have won the prestigious international 2007 oikos Sustainability Case Writing Competition sponsored by the oikos Foundation at the University of St. Gallen, Switzerland.

[Full story »](#)

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Support from faculty and funding from the university, Ahmed says, have given her a chance to thrive. "There are so many areas where we're so close to breakthroughs. It's really exciting to be a part of all of it."

Ahmed is the recipient of the 2007-2008 University of Oregon Doctoral Research Fellowship. The award carries an \$18,000 stipend and a tuition waiver. It is given to outstanding advanced doctoral degree candidates. In 2006, Ahmed was named the first recipient of the university's Rosaria P. Haugland Fellowship, which helps fund her work as well.

Ahmed is part of a growing group of women chemists. Between 1985 and 2005, the percentage of women with doctorates in chemistry doubled, from almost 10 percent to more than 20 percent, according to the latest figures from the American Chemical Society (ACS). As a black chemist, however, she's still a rarity. During the same 20-year period, the percentage of blacks working as chemists remained rather stagnant, climbing from only 1.3 percent to 1.9 percent. In 2005, only 1.5 percent of all chemists with doctorates were black, according to ACS data.

Ahmed's doctorate will offer her the chance at a lucrative position in the corporate world. Yet her career choices, like her work in the lab, remain about the greater good. The graduate of Virginia Commonwealth University initially thought that after earning her doctorate she'd teach at the university-level before moving on to a more hands-on position in a high-school classroom. She has enjoyed the research so much that she's thinking of making a life in the lab.

"The best scientist hopes to change the way people think about science, but Takiya wants to change

the way people think about everything," said her adviser Dave Tyler, a professor of chemistry.

Since arriving in Eugene from her hometown of Richmond, Va., Ahmed has flourished in the community, the lab and the classroom. As one of few African American women in science at the university, she's a role model.

That's a big reason Carla Gary, an assistant vice provost at the UO, tabbed Ahmed to help out with the Oregon Young Scholars Program, a summer conference for underprivileged middle schoolers. During a week between their eighth- and ninth-grade years, students in the program study subjects ranging from business to public health. The first year Ahmed was involved, she gave a poster presentation at a business dinner.

"She was awe-inspiring," Gary says. "I was so impressed with her work in sustainability issues and felt it critical that the students see the face of scholarship as that of an African American woman, especially in the sciences."

This summer, Ahmed will teach a course on chemistry in the weeklong program.

"Takiya's enthusiasm for science and for these young people, along with her mentoring and association with them, will be profoundly powerful and empowering," says Gary.

The sense of empowerment on campus is what attracted Ahmed to the UO on her first visit. The area, she says, meshes perfectly with a top-notch program in green chemistry, which faculty members have been developing since 1997.

"Everybody here is so positive," Ahmed says. "No matter what the problem, people at the UO are going to proactively search for a solution. That's

what makes it such an amazing place."

-- Zack Barnett

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University President Dave Frohnmayer made surprise visits to the award winners to deliver personally the crystal apples.

"The faculty members who win our Ersted and Herman teaching awards set the standards for our future," said Frohnmayer. "They exemplify our commitment to extraordinary teaching. Joseph Fracchia, Leah Middlebrook and Marian Smith are absolutely dedicated to their students, their scholarship and their calling as teachers. I am proud to be their colleague."

Senior faculty members Joseph Fracchia, an associate professor of history in the Robert Donald Clark Honors College, and Marian Smith, an associate professor of musicology, received Thomas F. Herman Faculty Achievement Awards for Distinguished Teaching. In recognition of her

early career achievements, Leah Middlebrook, an assistant professor of comparative literature, received an Ersted Award for Distinguished Teaching.

Fracchia is known for teaching innovations such as his "Vision of Freedoms" sequence that students say produces "life-changing perceptions of such issues as race and class." Students describe him as a demanding and accessible teacher, one who establishes high standards and expects his students to meet them.

Smith earns raves from students, who call her stimulating and exceptional. "She is such a joy to have as a music history teacher. Her enthusiasm is evident in lectures and you can tell she has a great deal of passion for this subject," said one student. A colleague described Smith as "one of the most devoted and popular teachers in our school."

Middlebrook is a specialist in early-modern Spanish literature with an emphasis on baroque poetry. Her annual evaluations note her genuine enthusiasm for teaching and her success at making one of the more difficult fields of Spanish literature accessible.

Recipients of the Ersted Award for Distinguished Teaching and Thomas F. Herman Faculty Achievement Award for Distinguished Teaching receive one-time awards of \$2,000, added to their base salaries. The late A.J. Ersted established a trust to fund the Ersted awards, which have been given since 1957 to encourage and reward exceptional teachers early in their careers.

The Herman awards continue the tradition of the previous Burlington Northern Foundation awards

by honoring senior faculty members who have achieved outstanding records as teachers. Recipients of both honors are chosen on the recommendation of a committee of faculty members. Winners receive crystal apples and also are honored at spring commencement. The 2007 University of Oregon spring commencement ceremony will be held on Saturday, June 16.

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Faculty, staff and students can help with this project by completing a brief survey, which should take about three to four minutes to complete. Those in the university community should receive a link to the survey at their "uoregon.edu" e-mail addresses. Or you can click [here](#) to go to it directly.

All of the information you provide will be kept confidential and only summaries of responses will be reported. Your survey responses cannot be linked to you or to any information about you. Your

participation in this survey is voluntary.

If you have questions about the survey or the work of the Integrated Marketing and Communications Task Force, please visit [www.imsc.uoregon.edu](http://www.imsc.uoregon.edu) or contact Phil Weiler at [pweiler@uoregon.edu](mailto:pweiler@uoregon.edu).

Please take a few moments to complete the survey and help us do a better job of telling the UO story.

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But Epps sounds as if he and Young are in the same room, having a spirited conversation about the Supreme Court. In reality, Epps is in one of two studios buried under Knight Library, which are equipped with technology allowing the interview to happen in full-fidelity and real time, as if Young and Epps were in the same studio -- not a continent apart.

The technology is new to campus. But it doesn't

rely brand new innovations. ISDN (Integrated Services Digital Network) transmits studio-quality audio over copper telephone wires. The university used to farm out requests for ISDN lines to studios around town or to public radio station KLCC.

Now, however, the UO pays a monthly fee for the service. Stan Nelson, UO broadcast engineer, is looking to maximize the technology.

"This really is a great opportunity," he said. "An expert or faculty member could eventually have a weekly show or be a regular guest on a program and never leave campus."

With as little as 30 minutes notice, Nelson can link up ISDN audio with media outlets such as National Public Radio, BBC World Service, Radio Australia, ESPN, ABC, CBS and NBC, as well as local stations around the country. If you're interested, contact Nelson at 346-1888.

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6/5/2007

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### Supreme Decider

Story aired: Thursday, May 24, 2007

LISTEN

Justice Anthony Kennedy has cast the deciding vote in all 12 of the Supreme Court's 5-to-4 rulings. We speak to Garrett Epps of the University of Oregon School of Law about Kennedy "the decider."

#### Guests:

- ▶ Garrett Epps, University of Oregon School of Law



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*(Click on photo for larger image.)*

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In the book, Kessler, who specializes in narrative nonfiction, takes a job as a bottom-of-the-rung caregiver at a facility for those with Alzheimer's. The experience lends insight that challenges society's approach to the disease, aging and even about what makes a person a person.

An excerpt of the book was recently published in Oprah Winfrey's O magazine. The book is Kessler's fifth work of narrative nonfiction. She also wrote Washington Post bestseller "Clever Girl," Los Angeles Times bestseller "The Happy Bottom Riding Club," "Full Court Press" and Oregon Book Award-winner "Stubborn Twig." "Stubborn Twig" was chosen as the book for all Oregon to read in honor of the state's 2009 sesquicentennial. Kessler's journalism has appeared in The New York Times Magazine, Los Angeles Times Magazine, salon and The Nation. She is founder and editor of Etude, the online magazine of narrative nonfiction.

Kessler is also slated to read from the book at 7 p. m. on June 13 at the Eugene Barnes and Noble, 1163 Valley River Dr.

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RePEc is an international collaborative effort of hundreds of volunteers whose goal is enhance the distribution of research findings in the field of economics. Member institutions, including those from 35 U.S. states, submit their materials into a decentralized database of working papers, journal



articles and software components. The RePEc database, which holds more than 480,000 items, is sponsored by the University of Connecticut's economics department.

The ranking for the UO economics department is particularly noteworthy, because the department is the smallest of the top 15 listed in the 2007 report, said Larry D. Singell, professor and department head. Most of the departments in the rankings have 35-50 faculty members. The department's success, Singell noted, can be attributed to an extraordinary degree of faculty collaboration and commitment within the unit and to its concentrations in macroeconomics, international and development economics, and applied microeconomics.

"These research strengths in the department are also reflected in its instructional program, where majors have more than doubled over the last decade," he said.

The RePEc's Top 15 were, in order: the University of California, Los Angeles; UC, Berkeley; University of Michigan; University of Wisconsin; Rutgers University; UC, Santa Cruz; University of Iowa; University of Maryland; UC, Davis; University of Washington; UC, Santa Barbara; Ohio State University; University of Oregon, University of Houston and University of Texas.

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### Magazine ranks architecture programs

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In the category of skills assessments for sustainable design concepts and principles, the university's program in landscape architecture received top billing, while the university's architecture and interior design programs were ranked second in the same categories of their respective fields.

The three programs also made a strong showing in regional rankings for overall excellence. In the Western region, the University of Oregon's graduate architecture program tied for first place with Southern California Institute of Architecture, while the undergraduate architecture program placed second. Both the undergraduate and graduate interior design programs were ranked first in the region, while the undergraduate

landscape architecture program was ranked third. The region is made up of schools in Alaska, Hawaii, Arizona, California, Colorado, Idaho, Montana, Nevada, New Mexico, Oregon, Utah, Washington and Wyoming.

The UO School of Architecture and Allied Arts was successful at the national level as well; the undergraduate interior design program was ranked 10th, the graduate interior design program sixth, and the undergraduate architecture program 15th. The undergraduate landscape architecture program tied for 15th and the graduate landscape architecture program was ranked 13th in the nation.

DesignIntelligence is a monthly publication produced by the Design Futures Council, a Washington D.C.-based think tank exploring trends, changes and innovation in the architecture, engineering and construction industry. The annual rankings edition was established eight years ago. Surveys for the rankings were conducted in mid-2006, tapping industry leaders and private-sector professionals who, during the past five years, had direct experience in the hiring and performance evaluation of recent architecture graduates. Respondents were asked which accredited programs have best prepared students for today's real-world practices.

The UO is the only university in the state to offer accredited professional degrees in architecture, landscape architecture and interior architecture.

University of Oregon

# School of Architecture & Allied Arts

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### Spring 2007 Commencement Information

Congratulations graduate! Please review this article for information pertaining to 2007 Commencement.

June 5, 2007

### Distinguished Alumna to Host Forum on International Development

Global humanitarian Julia Demichelis will host an open forum about international development on June 15 at the University of Oregon. A day later, she will be presented with the 2007 School of Architecture and Allied Art's distinguished alumni medal.

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- The Shire: John Yeon Preserve for Landscape Studies

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University of Oregon



# landscape architecture



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**Department of Architecture**

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University of Oregon

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## Interior Architecture Program



### • Interior Architecture Program Website

Interior Architecture is studied within the context of architecture at the University of Oregon. Students examine behavioral, technological and aesthetic aspects of the interior environment to prepare them for positions of leadership within the interior design industry. Opportunities for work in Interior Architecture abound, including: interior design practice within an architecture firm or as a consultant, furniture design, facilities management, lighting design, set design, and interior design education.

The Interior Architecture curriculum at the University of Oregon is strongly design-oriented augmented by theory and professional coursework. Accredited professional degree programs are offered at both the undergraduate and graduate levels. A post-professional masters degree focused on research is offered for students with a previous professional degree. Beginning level coursework is shared with architecture and provides a solid foundation from which to begin design studies. Advanced coursework in color theory, electric lighting, furniture design, and detailing allows in-depth study and research into specialized areas of interest. Professional degree programs culminate in a student directed thesis design project.

Interior design course work has been offered as a part of the Architecture curriculum since 1922. Our program is one of the oldest on the west coast and is highly rated by educators and practitioners alike. Students in our program may choose to participate in



- Interior Architecture Program

the departmental Rome summer program, the DIS program in Copenhagen and/or study in Portland.

- Interior Architecture Program

All faculty members teach in the design studios as well as subject area courses, allowing them to integrate selected theoretical and technological issues into their studio teaching. Studio offerings allow students to gain design experience in a wide range of public, institutional, hospitality, office and residential settings. Subject area coursework relies on special expertise held by faculty in history of interior architecture, design theory, furniture design, lighting design and other areas of practice.

- Interior Architecture Program

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### **Interior Architecture Program**

210 Lawrence Hall  
1206 University of Oregon  
Eugene, OR 97403-1206  
Telephone: (541) 346-3656  
Fax: (541) 346-3626  
Email: [archinfo@uoregon.edu](mailto:archinfo@uoregon.edu)

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### **Campus Resources**

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poor and working-class students in Chile.

Chile is widely considered a model of development in Latin America. School reforms there have included efforts to standardize and improve the curriculum. The effects, however, are not fully understood or realized, especially for low-income and at-risk families in areas with high rates of unemployment and poverty. McWhirter will use his \$40,000 Spencer award to build on research that he and spouse, Ellen Hawley McWhirter, also a UO counseling psychology professor, conducted in 2004 when they were Fulbright scholars in Chile.

The Chicago-based Spencer Foundation was established in 1962 by Lyle M. Spencer, the founder of an educational publishing firm. Since the foundation began grant making in 1971, it has awarded about \$250 million. The foundation, under Spencer's initial aim, encourages the improvement of education around the world.

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The Office of the Vice President for Research at the University of Oregon and Oregon Community Credit Union are pleased to announce the 2007-2008 Oregon Community Credit Union Research Fellows. In its second year, the program elicited a highly positive response from UO's research community.

After careful consideration and deliberation of 23 proposal submissions, the review committee recommended Jeffrey Stolet (music), Roxi Thoren (architecture) and Eric Mentzel with collaborator Lori Kruckenberg (music) be awarded the fellowships. Each of their proposals will be supported by a \$10,000 award.

This year's program focused on research activities in the humanities and the fine and performing arts. Three schools were represented among the applicants: the College of Arts and Sciences, School of Music and Dance, and School of Architecture and Allied Arts. The review committee was made up of senior faculty from



the three schools who are experienced in proposal writing and the grant review process. "I want to thank the review committee for volunteering their time and lending their expertise to the review process." said Richard Linton, vice president for research. "The panel noted that the quality of the proposals was very high and that the resultant decision making process was quite challenging."

A celebration of the 2007-2008 Oregon Community Credit Union awards will coincide with the beginning of the fellowships in the fall term. Details about the event will be made available closer to the date.

The program is planned to run on a four-year cycle to encompass the different disciplinary areas represented at the university. The focus for 2008-2009 is expected to emphasize research related to professional programs, and the fourth year will support natural and physical sciences research. Oregon Community Credit Union provides \$5500 per award and the remaining portion of the \$10,000 award is supported by the Office of the Vice President for Research.

Oregon Community Credit Union is a full-service not-for-profit financial cooperative open to anyone who lives and works in Benton, Clackamas, Columbia, Lane, Linn, Marion, Multnomah, Polk, Washington and Yamhill counties. Over its 50-year history, Oregon Community has grown to become the third-largest credit union in Oregon with more than 90,000 members and more than \$700 million in assets. Throughout its growth, Oregon Community Credit Union has maintained its steadfast commitment to two goals: keeping Oregon strong by investing in its members and communities and providing exceptional service.

The Office of the Vice President for Research provides administrative support for sponsored programs, including identification of funding opportunities, proposal submission, research compliance, contracts and grant administration, as well as the translation of basic research into commercial products or services through technology transfer and Riverfront Research Park activities. More information is available at

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## Inside Oregon - For the University of Oregon Community

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May 29, 2007

### **Prof, grad win international sustainability honor**

A professor and a former graduate student from the University of Oregon's Lundquist College of Business have won the prestigious international 2007 oikos Sustainability Case Writing Competition sponsored by the oikos Foundation at the University of St. Gallen, Switzerland.

Professor Mike Russo, the Charles H. Lundquist Professor of Sustainable Management, and Dan Goldstein, a former graduate business student, collaborated in researching and writing the winning case study, "Seventh Generation: Balancing Customer Expectations with Supply Chain Realities." Their entry beat out 22 other case studies submitted from business schools on four continents.

Russo, an award-winning researcher, was particularly excited to win a prize for development of classroom teaching tools.

"At Oregon, faculty members are expected to deliver excellence both in research and in teaching, and to be recognized in the teaching

domain is deeply rewarding," he said. "It also was a thrill to work with all of the parties involved in the development of the case, including professionals from the American Chemical Society and Seventh Generation itself. And of course I enjoyed working with Dan Goldstein tremendously. We hope the case award will draw attention to the Sustainable Supply Chain Management Center, which the Lundquist College is now launching."

The competition for the honor was tough, said Goldstein.

"It's quite an honor to have been selected out of so many fine participants," he said. "I think we have a great case that engages students and really forces them to experience the types of hard decisions necessary to be successful in a values-driven organization. Mike Russo certainly understands the underlying issues that face a company like Seventh Generation and his experience and knowledge really brought this case to the next level. Working on this project was a unique learning experience and definitely validated my decision to attend the University of Oregon MBA program."

Goldstein graduated with a master's degree in business administration in 2006. He accepted the oikos award and 5,000 Swiss francs (currently about \$4,100) in prize money at a presentation during the European Academy of Management Conference in Paris today. Their work was funded in part by a grant from the Camille and Henry Dreyfus Foundation and the American Chemical Society.

"This is an exciting example of the successful experiential learning process that happens every day between professors, students and industry at

the Lundquist College of Business," said James Bean, dean of the college. "We are extremely pleased for Mike and Dan. We believe that through their work our college will continue to lead the discussion and implementation of sustainable management strategies for educators and corporations throughout the world."

Seventh Generation is a leading maker of environmentally sensitive household soaps, detergents, paper products and diapers. The case study examines how the company became an industry leader by further developing its "green" niche after customers balked when conventional baby wipes were substituted for natural wipes because the contract manufacturer could no longer make the environmentally friendly product. The case study pays special attention to the important relationship of Seventh Generation's corporate values as they shape and drive strategy and staffing.

"Seventh Generation strives to be transparent at all levels of doing business," said Gregor Barnum, the company's director of corporate consciousness. "It was a terrific, dynamic process to work with Mike and Dan, to go back through the baby wipe experience, to relive it in different perspectives internally, to film it, and to piece it together for the outside world in a way that demonstrates what it means to 'walk the talk.'"

"Designing curricular materials that integrate business decisions with aspects of sustainability is essential in developing an environmentally conscious mindset in today's students," noted Mary Kirchhoff, director of education at the American Chemical Society.

The oikos Foundation at the University of St. Gallen established the Sustainability Case Writing

Competition in 2003 to promote research to create a body of knowledge about sustainable management practices that could be used by university professors at business schools around the world. (oikos, the ancient Greek word for "house," is one of the roots of the English word "ecology.") An international panel of leading faculty who study sustainability issues in management reviewed the cases in a double-blind review process. The judging committee gave written feedback to each case contributor. Inspection copies of the top five entries can be seen beginning May 20, at <http://www.oikos-foundation.unisg.ch/homepage/home.htm>.

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