

WINTER 2014

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OREGON

STATER

THE MAGAZINE OF THE OREGON STATE UNIVERSITY ALUMNI ASSOCIATION

All in for
healthier
lives



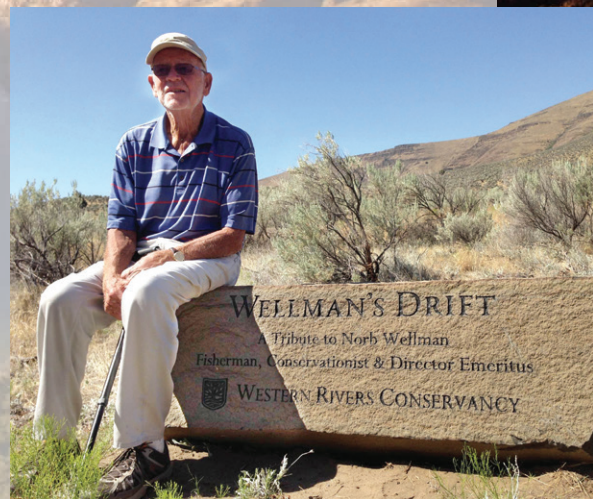


A deep and lasting impact

When the Western Rivers Conservancy set out this year to celebrate the preservation of stunning Cottonwood Canyon on the John Day River — at left — as Oregon's newest and second-largest state park, the organization saw fit to memorialize the contribution of a Beaver better known at Oregon State as a one-time star baseball player and a loyal and generous alumnus.

A stretch of the preserved area will forever be known as "Wellman's Drift," in honor of Norbert "Norb" Wellman, '54, '58, cofounder of Ferguson Wellman Capital Management, Inc. He is a lifetime trustee of the OSU Foundation and has received the Martin Chaves Award for his support of Beaver athletics.

The conservancy uses a combination of land acquisition, coalition building and political lobbying to preserve threatened river ecosystems across the West. An avid fisherman and a director emeritus of the conservancy, Wellman said he was both thrilled and humbled by the honor. (Canyon photo by David Jensen, courtesy Western Rivers Conservancy; Norb Wellman photo by Kaie Wellman)



OREGON STATER

Winter 2014, Vol. 99, No. 1

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OSU Alumni Association
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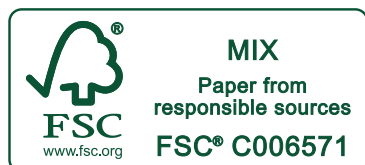
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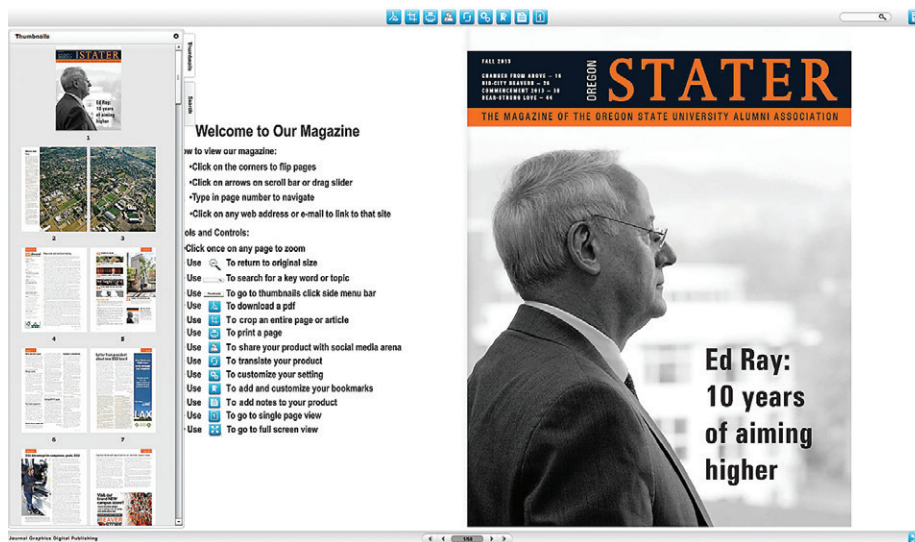


See us – we mean really SEE us – online

Around here we just call him “Dr. Bob,” but he’s really Robert Loomis, class of 1956. He’s a retired physician and part of a group of folks I think of as “big-dog Beavers,” meaning he has been loyal to his alma mater for a long time through thick and thin. He’s won many of the major awards you can win as an OSU alumnus and has given his time and treasure to the OSU Alumni Association, the OSU Foundation and OSU Athletics.

There’s a lot to like about Dr. Bob. He’s known to appear in public in a custom-made blazer that’s so orange that once, after he was photographed wearing it at an awards ceremony, I had a pressman who was working on the *Stater* print job tell me he wasn’t sure that particular hue could be reproduced on paper.

Also, Dr. Bob is a long-time resident of Eugene — as am I — and it takes a special breed of Beaver to enjoy life in a town where seemingly every other car is flying flags with those funny-shaped O’s on them. When I took this job nearly eight years ago, coming



from the newspaper world and wondering how I was going to do at the alumni relations part of my duties, Dr. Bob was one of the first established Beavers to introduce himself and welcome me. He’s been a great supporter of our work at the *Stater* ever since.

So when he called me a couple of months ago to report that he still loved the magazine but was having more and more trouble reading it because of failing eyesight, I was dismayed but also glad that I had an alternative. He’s no slouch at personal technology, so I told the good doctor about our digital version.

He wrote down the URL and told me he would try it when he was in a good spot to use his iPad and had a little time. I asked him to call me and let me know how it went. A week or so later I got to listen as he opened the online version and was thrilled to see how easily he could magnify the type. I told him we’ve offered this option for at least a couple of years, and that a link to it has been listed in every issue in the staff box to the left of this column.

“Where?” he asked.

Under “ONLINE,” I told him. Right there in our regular typeface.

And then I realized my folly, and I promised to do this:

Dear Dr. Bob (as promised): Readers who would like to see an online version of the *Stater*, where they can magnify the type and do a lot of other nifty things, can visit osualum.com/digitalstater

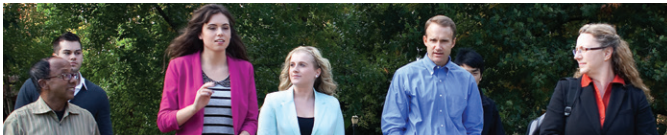
... and thanks for being a great friend of the magazine and its sometimes dense editor. 🦫

— Kevin Miller, '78, editor



42 IMAGES OF HOMECOMING
 The reestablishment of Homecoming as a must-attend event is well underway, and there are pictures to prove it. (Photo by Jeffrey Basinger)

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 Honors College students prepare to learn as much as possible while helping as much as possible.



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 New enrollment tally makes OSU — with OSU-Cascades — Oregon’s largest university.



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 Gymnastics coach Tanya Chaplin builds a legacy of excellence.



AND SO MUCH MORE ...

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ON THE COVER:

OSU’s College of Public Health and Human Sciences is more focused than ever on helping people stay healthy. Pictured from left are Heather Maurer, '92, graduate student in health management and policy; Azaher Molla, doctoral student in international health; Mike Bonetto, '01, '05, Gov. John Kitzhaber’s health policy advisor until January 2014, when he becomes the governor’s chief of staff; Emily Chupp, senior in health management and policy; W. Chase Cameron, graduate student in public health, and Andi Vondra, senior in health management and policy. Story on page 16. (Photo by Jeffrey Basinger)



Pretty good read

Don't tell anyone but I have to admit that the *Oregon Stater* is a pretty good read. Almost as good as my alumni magazine — the University of Portland's *Portland Magazine*. Keep up the good work!

Trish — married to a class of '87 OSU grad & stepmom to a current Beaver.

Trish York
Hollis, N.H.

Editor's note: We consider this high praise. Portland Magazine and its editor, Brian Doyle, are legendary greats in the world of alumni magazines.

Congrats for a leader

I want to congratulate Linda Hirneise, '75, on becoming our president of the alumni association.

I first met Linda and David at a UC Davis baseball game. Their son was playing first base. Since I always wear my OSU baseball cap to the games, David and I started a Beaver friendship. He said that Linda spent many days volunteering at OSU. She proposed a way to get more fans to the baseball games but UC Davis turned it down. Now the UC Davis games have parents and grandparents and a few others in attendance.

I know she will be a great help to get new OSUAA Executive Director Kathy Bickel off and running.

John (Jack) Rogers, '52
Davis, Calif.

Editor's note: We kinda like her too. One of the best things about working at the OSUAA is the support we get from great Beavers like Linda Hirneise who volunteer their precious time — the truly finite resource — to help us do our work.

More on an OSU great

Your fall 2013 issue of the *Oregon Stater* was terrific!

A letter writer in that issue noted there were few alive who had a close relationship with Doug Engelbart. Through my work at Stanford I was one of the lucky ones who had a modest relationship with Doug. Also, Doug and my wife Jan (Jan Nelson, '59) had the chance to talk about their both having been graduates of Franklin High School in Portland, albeit with many years between them. Doug had lived in the more rural part of Franklin's district, Johnson Creek.

As mentioned in the article in the same

issue "Mouse inventor Doug Engelbart recalled across globe," the video "The Mother of All Demos" shows his 1968 demonstration of the mouse, hypertext, etc., at an IEEE meeting in San Francisco.

In that demonstration, he sat at a table in front of the audience, with a large screen behind him. His terminal was hard-wired to SRI (Stanford Research Institute) in Menlo Park, where he and his team were based. He had a mouse in each hand. In demonstrating what-is-now-called Windows, he didn't have the cells arranged neatly on the top of the screen; he wanted to simulate an actual working desk, where most of us are not so neat.

He also amazed the attendees by moving text in a message from here to there. In the IEEE magazine that reported on the conference, it noted Doug's presentation was remarkable but the practical use of the technology would likely only be in word processing.

When asked how the mouse got its name, he pointed to the wire coming out of my mouse and said, "See the mouse's tail?" He shared the patent on the mouse with colleague Bill English, who may have been the first to call the device a mouse.

I included a copy of the now-called "Mother of all Demos" video, along with other material, to nominate Doug for the National Medal of Technology. It was awarded to him by President Bill Clinton in December of 2000.

Doug was a proud graduate of Oregon State and a kind and gentle person. He was always ahead of the curve.

Niels Reimers, '56
Carmel by the Sea, Calif.

Yearbook fans

We really enjoyed the article on the OSU yearbook and its evolution. My grandfather, (Claud Davolt, 1908) and grandmother, (Pearl Williams, 1909) gave me their *Orange* yearbooks and we have enjoyed revisiting the notes and comments that were included in a much different and more personal time.

We have always been confused by the dates of each issue and the arrangement of the photos. Your explanation helped us to understand the arrangement and now we can look through our collection of books with better understanding of their order. We have 1908 to 1911; I don't know why we have the '11 as I cannot find any family connection.

I think it is really a shame that there is not the interest in yearbooks as in the past. I wonder at the advancement of digital media and will we even be able to view the information produced today in 100 years as readily as a book given the rapidly changing hardware. Oh well, it will always be in the "cloud" unless the server crashes.

Ken Kramer, '71
Shelton, Wash.

Don't lose the yearbook

I read with interest the Back in the Day Feature "As Yearbook Interest Fades, will Memories Survive?"

The OSU yearbook certainly should survive! The yearbook is the single historical document which best chronicles the school year. Nothing else comes close. The fact that the author referenced the 1908 book is self-evidence of the yearbook's survivability.

Yearbooks are really time capsules, like a savings account, which grow in value as the years go by. "Would I sell my class of '82 edition? No way!" How could social media possibly replace that aspect?

Yearbook skills are of tremendous educational value to those hardworking (and often under-recognized) students who create them. The myriad of disciplines and the sheer dedication that is required to create such a volume are incredibly marketable skills.

Bob Frazier, '82,
(retired yearbook adviser)
Tucson, Ariz.

Most changes not good

I'm an OSU alumni who recently moved back to Corvallis after working abroad and out of state for a number of years.

The changes in the city and OSU are both amazing and striking and, in my opinion, they are largely negative. The neighborhoods of Corvallis have been converted into unmanned miniature dorms demanding up to \$650 for a single room while the OSU growth vision appears to be less driven by academics than business and sporting dominance.

While the last edition of the *Stater* celebrated Ed Ray's achievements and vision, it failed to even mention the significant and ongoing local protest that Corvallis' permanent residents have been caught up in. While it also listed the generous donors and state bond allocations that are help-

ing fund OSU growth it failed to mention the Corvallis upcoming tax levy which, if passed, will also result in a very generous donation from Corvallis property owners to help fund OSU growth.

As a local resident who's found his house effectively moved on-campus ... your article celebrating Ed Ray's tenure rings distinctly hollow with me. Please discontinue my subscription to the *Stater* (but feel free to publish this letter so distant alumni might have some awareness of the full story on OSU growth).

Jeff Hess, '98
Corvallis

Editor's note: While everyone — especially an OSU alumnus — is entitled to his or her opinion in the Stater's letters columns, a couple of points need to be made:

The claim that OSU's growth is focused on business and sporting dominance, rather than academics, can be tested by an analysis of where money is being spent at the university, by a simple stroll through campus, noting where new construction is happening, or by a look at the dramatic increase in the numbers of high-achieving high school seniors who choose to become Beavers.

Meanwhile, OSU leaders have been open about their own desire that the university's growth not have a greatly adverse effect on Corvallis, but they have also noted that OSU's strong performance during one of the worst national economies in decades is the main reason Corvallis consistently has one of the strongest local economies in the nation.

For information on the university's efforts to mitigate its impact by working with local officials, visit blogs.oregonstate.edu/collaboration.

Call to class of '64

“'64 and 50 More!”

That's the way the class of 1964 designates its Golden Jubilee Reunion scheduled for June 6 and 7, 2014 at the CH2M HILL Alumni Center. The Reunion Advisory Committee has made amazing progress toward the activities for the weekend, including a tour and orientation to the new OSU fermentation degree program — cheese, wine, beer and soon-to-be distilled spirits from our own campus fermentation labs. We are also planning several classes and tours of campus and the Corvallis area.

The committee has decided that our

class gift to the university will be to help fund endowed scholarships for deserving OSU students. The reunion will culminate with a beautiful dinner on Saturday evening. It will be your chance to relive old memories and visit with old friends. We have a wonderful program scheduled for that dinner including a welcome from President Ed Ray.

I owe much of life's accomplishments to my OSU education, experiences and friends. My wife Norma and I met at OSU. She was the junior-senior prom queen and I was chairman of the queen selection committee. I can assure you there was no collusion involved! I know you have similar memories of your OSU days.

Sound like fun? It won't be without you! Come join us. Visit with old friends. Hear old stories. Relive old experiences. See the new advances at our university and meet current faculty and students. Satisfaction guaranteed. If you have any ideas or suggestions for our gathering, please contact me via e-mail at tinomanning@comcast.net.

This happens only once in your lifetime. Join us and you won't be disappointed. Follow reunion planning activities on Facebook at www.facebook.com/OSU50thClassReunion.

See you all in June.

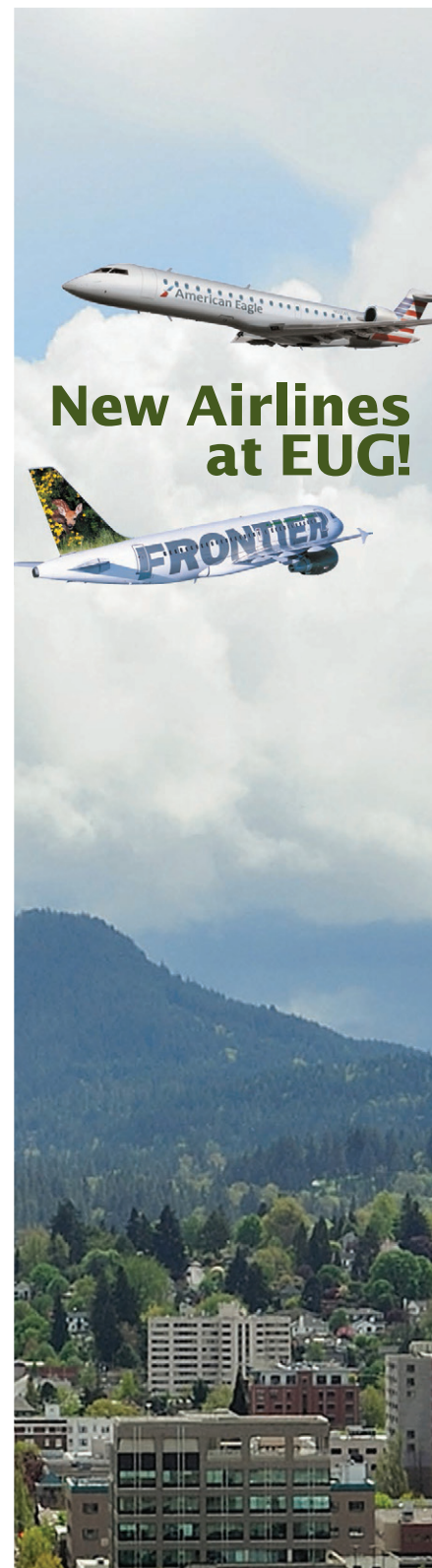
Bill Manning, '64
Portland

Send us letters

We love your letters. We might edit them for clarity, brevity or factual accuracy. Email to stater@oregonstate.edu or mail to Letters to the Editor, *Oregon Stater*, OSUAA, 204 CH2M HILL Alumni Center, Corvallis, OR 97331-6303.

Corrections

Report errors at stater@oregonstate.edu or at Corrections, *Oregon Stater*, 204 CH2M HILL Alumni Center, Corvallis, OR 97331-6303.



Not-so-small talk

(Brag points for not-so-bashful Beavers)

As chief teller of the OSU story, Steve Clark, '75, vice president for university relations and marketing, would like his fellow alumni and other friends of OSU to lend their voices and help spread the word. To that end, we present a few talking points:

BIG DRAW FOR TALENTED WORDSMITHS



While Oregon State is definitely America's natural resources university thanks to its nationally ranked colleges of agricultural sciences and forestry, the College of Liberal Arts is no slouch at attracting national acclaim and nationwide interest. The college's MFA program in creative writing was ranked this fall as the 24th most popular in the nation by *Poets & Writers* magazine. The program received 400 applications for only 14 open spaces, and *Poets & Writers* ranked it 18th most selective among 121 such programs. Meanwhile, OSU-Cascades has launched an MFA program in Bend.

STUDENTS ARE VOTING WITH THEIR FEET



OSU — including OSU-Cascades in Bend — is Oregon's largest and fastest growing public university. OSU's enrollment for fall term 2013 totaled 28,861, including a record enrollment at OSU-Cascades. In fact, OSU's overall enrollment grew by 1,667 students — or just 14 less than the overall increase in student enrollment among all of Oregon's seven public universities. See story, page 20.

As Oregon's statewide university, OSU is leading the way to help the state achieve its goal of ensuring that at least 40 percent of all Oregonians have a college degree by 2025. How are Oregon's other large universities doing enrollment-wise? The University of Oregon's enrollment dropped by 43 students this fall, while Portland State University enrollment increased by 35 students.

THEY SERVED; NOW OSU SERVES THEM



In many cases they have put their lives on the line for the nation, and OSU seeks to honor their service by being a great place for them to extend their education. OSU's enrollment includes 1,025 students who receive veterans' educational benefits, a new record and the most of any university in Oregon. Veterans now account for about one out of every 25 students at OSU, and many programs are being created or expanded to help facilitate this stream of incoming veterans. In the past five years, the number of students at OSU with veterans' benefits has almost tripled.

IT'S ABOUT THE ECONOMY



Oregon State faculty, staff, students, alumni and industry partners increasingly are helping drive the success of the Oregon, national and global economies. Last year, OSU faculty engaged in \$36 million in industry-funded research — a 65 percent increase during the past five years. This drives innovation and bottom-line business success in areas such as advanced metals manufacturing, computer science, health care, forestry and agriculture, energy and many more.

Business leaders increasingly turn to Oregon State to recruit career-ready graduates. In addition to offering a large and varied array of internship programs for OSU undergraduates, the university recently launched the OSU Advantage Accelerator — a program that matches students and OSU faculty with emerging businesses to help drive these start-up firms' success and build connections with OSU graduates.

GROWING THE SMART WAY



OSU alumni almost universally say they fondly recall the look and feel of the campus, and the way it reflects a sense of community, heritage and beauty. Those without such deep ties to OSU are noticing this as well. For example, in November, construction of the Hallie Ford Center and the complete renovation of Joyce Collin Furman Hall on OSU's Corvallis campus were honored with 2013 DeMuro Award for Excellence in Preservation, Reuse and Community Revitalization by Restore Oregon. The buildings were honored for their excellence in design, land use and historical renovation.

HELPING FIGHT HUNGER EVERYWHERE



OSU helps feed the world through the innovation and leadership of faculty and researchers such as Brett Tyler, director of Oregon State's Center for Genomic Research and Biocomputing. Tyler recently received China's highest award for a non-Chinese scientist for a decade of international leadership in the development of disease-resistant crops, including soybeans and potatoes. 🍷

Tobias Wolff named second recipient of OSU's Stone Award for Lifetime Literary Achievement

Acclaimed author Tobias Wolff is the second winner of Oregon State University's Stone Award for Lifetime Literary Achievement.

The biennial award is given to a major American author who has created a body of critically acclaimed work and who has — in the tradition of creative writing at OSU — mentored young writers.

Wolff is best known for his work in two genres: the short story and the memoir. His first short story collection, *In the Garden of the North American Martyrs*, was published in 1981. Wolff chronicled his early life in two memoirs, *In Pharaoh's Army* (1994) and *This Boy's Life* (1989), which was turned into a 1993 movie starring Leonardo DiCaprio and Robert De Niro.

In addition to four short story collections, Wolff is the author of the 2003 novel, *Old School*.

In 1989, Wolff was chosen as recipient of the Rea Award for Excellence in the Short Story. He also has been awarded the PEN/Faulkner Award, the *Los Angeles Times* Book Prize, the Fairfax Award for Lifetime Achievement in Literature, the

PEN/Malamud Award for Achievement in the Short Story, and the Academy Award in Literature from the American Academy of Arts and Letters.

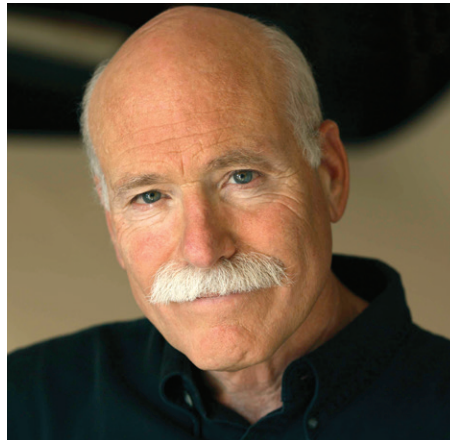
Wolff is the Ward W. and Priscilla B. Woods Professor in the Humanities at Stanford.

Wolff will be presented with the Stone Award at the Portland Art Museum on May 21, and will visit the Oregon State campus in Corvallis on May 22 to give a public reading. During spring term students in OSU's Master of Fine Arts program will lead

"Everybody Reads" programs featuring a selected book by Wolff, with events at libraries, book clubs and independent bookstores.

The \$20,000 Stone Award — one of the largest prizes of its kind given by an American university — was established in 2011 by a gift from Patrick Stone, a 1974 graduate from OSU's College of Liberal Arts, and his wife, Vicki.

In 2012, the inaugural recipient was Joyce Carol Oates. The Stones established the prize to spotlight Oregon State's nationally ranked Master of Fine Arts Program in Creative Writing. 🦫



YOUR PURCHASES ARE MAKING A DIFFERENCE FOR OSU STUDENTS!



As an OSU Alum, I want to support the next generation of Beavers. I really love that my dollars spent at the OSU Beaver Store are used to reduce textbook prices.

Amanda Anderson, '02

I saved \$150 on my textbooks last year with the Back to Beavs discount! It makes a big difference when you're on a tight student budget.

Gao Jhia Vang, '16

OSU BEAVER STORE

OSUBEAVERSTORE.COM Campus Keizer Downtown Portland

Endowed positions help attract, keep top faculty



Karl Schilke

OSU welcomed 77 new faculty members to campus this fall as the university made good on its promise to bolster the ranks of its tenure-track teachers and researchers during a period of booming growth in enrollment and facilities construction. Included are scholars from Italy, India, South Africa, Belgium and Ukraine.

Endowed positions help recruit and retain top scholars, scientists and educators. Donors to The Campaign for OSU have created or expanded at least 75 endowed funds supporting faculty positions — all at a minimum level of \$250,000. Prior to the campaign the university had only 47 of these positions. Here are three examples of how endowed positions help strengthen the university's ability to meet its core mission of preparing its graduates for success.

Karl Schilke

Callahan Faculty Scholar in Chemical Engineering College of Engineering

Background: Schilke, '04, '10, grew up in Oregon and holds a bachelor's degree in food science and technology and a Ph.D. in chemical engineering from OSU.

Making a difference: Schilke's research focuses on creating antimicrobial coatings that, when applied to medical devices, can protect patients from a number of dangerous microorganisms; in particular, his group is pursuing safer, more rapid treatments for sepsis and removal of toxins from the bloodstream.

Off the clock: Schilke started his career working on supercomputers and network security at NASA/Ames Research Center and Cisco Systems in the Bay Area, and he still dabbles in computers and electronics. He is the faculty advisor for W7OSU, OSU's student-run Amateur Radio Club.

He said it: "Receiving the Callahan Faculty Scholar award is a great honor, and I'm very grateful for the award because it has also helped me to further my personal goal of providing opportunities for undergraduate research in engineering science. Funds from this award have enabled me to hire several undergraduate



Alec Kowalewski

students to work in my lab this academic year. These students are working side-by-side with my graduate students, learning valuable hands-on research skills while also contributing directly to our research."

About the donors: Betty and Darry Callahan, '64, established an endowed position in the department where Darry got his start; he spent nearly 40 years in the energy industry, rising to the upper echelons of management at ChevronTexaco Corp. Among other volunteer roles on campus, he is a former chair of the OSU Foundation Board of Trustees and has been appointed to the new OSU Board of Trustees.

Alec Kowalewski

N.B. and Jacqueline Giustina Professor in Turf Management College of Agricultural Sciences

Background: After earning his doctoral degree at Michigan State, Kowalewski was an assistant professor of turf management at Abraham Baldwin Agricultural College in Georgia. In 2007 and 2008 he helped build the portable athletic field used in the Bird's Nest stadium during the Beijing Olympics.

Making a difference: Kowalewski's research and outreach seeks to improve the environmental and economic sustainability of turfgrass management — developing alternatives to using pesticides, for example. He also plans to analyze the benefits of environmental stewardship certified golf courses; the Pacific Northwest is the national leader in this effort.

Off the clock: The importance of safe playing surfaces comes home for Kowalewski in his 3-year-old daughter, Addie. They enjoy running around on the grass with their dogs and visiting Avery Park and Mary's River Park.

He said it: "Most people who have nine-month university appointments like I do put a lot of energy into figuring out how to get paid during the summer when they're not teaching. Because of the Giustina Professorship, I can use this time to focus on research and extension. That is a huge, huge, huge benefit."

About the donors: Owner of an Oregon timber business, N.B. "Nat" Giustina, '41, spearheaded the creation of Trysting Tree

Golf Club, which helps to support OSU's turf management program. After he passed away in 2005 his wife, Jacqueline Giustina, '10(H), and his children made a gift from his estate to create two endowed professorships.

Robert K. Cowen

Hatfield Marine Science Center Endowed Director
Professor, College of Earth, Ocean, and Atmospheric Sciences

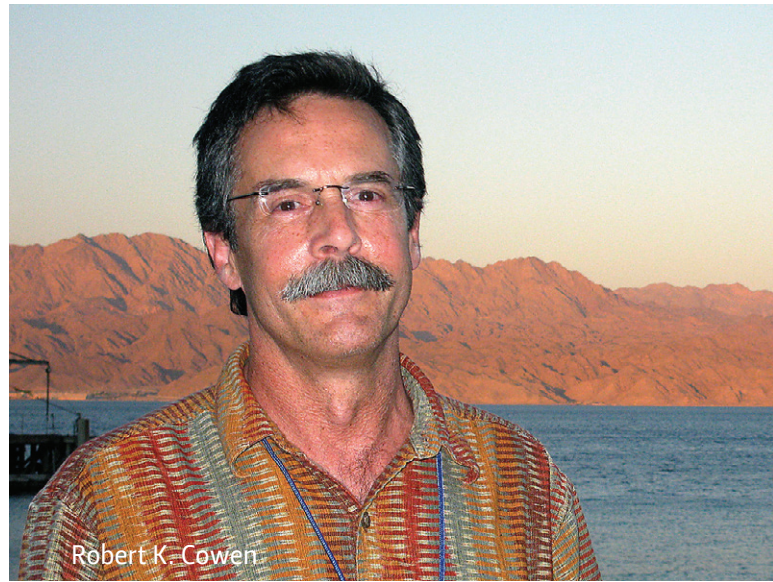
Background: Most recently the holder of the Robert C. Maytag Chair of Ichthyology at the University of Miami, Cowen earned his doctorate at Scripps Institution of Oceanography.

Making a difference: Cowen is leading efforts to expand OSU's undergraduate and graduate education programs at the coast – developing new opportunities for students to work on solving real world research problems and to connect with coastal communities.

Off the clock: Cowen and his wife, zoology professor Su Sponaugle, live next to the Siletz River, and they look forward to spending time fishing as well as to gardening and raising some farm animals – chickens and cows or goats.

He said it: "The HSMC endowment has been primarily used for supporting graduate student research and for the Markham Symposium, an annual event where students are recognized for their scholarship.

"I view this as a great use of the funds coming from the director's office as it really epitomizes our goals to foster research



Robert K. Cowen

and graduate education, and it helps us attract the best and brightest students."

About the donor: Because of her two sons' involvement in marine biology, the late Mamie Markham was a long-time supporter of OSU's Hatfield Marine Science Center in Newport. 🍁

Recent graduates: Join OSUUnited, a giving community that supports all of **Oregon State**.

WITH A SINGLE GIFT, you'll join other new alumni in showing your united support for OSU. You'll be a partner with the OSU Foundation, Alumni Association, and Athletics in building a strong Beaver Nation.

Join OSUUnited.

And, receive benefits including seating priority for **football and basketball tickets**, access to **alumni networking events**, invitations to private events with **OSU President Ed Ray** – and more!



It's about OS+U

Unite OSU today. campaignforosu.org/osunited

Pop Quiz

Sedimentary, metamorphic and igneous – oh my! Do you remember your rocks?

This issue's quiz is a quick review provided by Anita Grunder, professor of geology and associate dean for academics in the College of Earth, Ocean, and Atmospheric Sciences (CEOAS).

CEOAS was born in 2011 when the former College of Oceanic and Atmospheric Sciences merged with the Department of Geosciences and other academic units to create a team of scientists and teachers dedicated to understanding all of the Earth, wet and dry.

The college offers a wide array of undergraduate and graduate degrees in the study of the Earth, the ocean and the atmosphere – and their human dimensions.

Along with extensive research responsibilities, CEOAS offers outreach programs like Volcano World (volcano.oregonstate.edu), a higher education, K-12, and general public project of the Oregon Space Grant Consortium; and Suitcase Lessons, for K-6 science educators (blogs.oregonstate.edu/suitcase).

Celebrating the 100th anniversary of the Department of Geology, the college is inviting alumni back to campus June 27-29, 2014, with events including classes, campus tours and field trips, with more information at ceas.oregonstate.edu/alumni.



Basics a lot of people get wrong:

1. The plates of plate tectonics are made of:
 - a. The continental crust
 - b. The crust and upper mantle
 - c. The crust
 - d. Water

Easy one if you watched certain TV specials or actually went to geology class:

2. Convergent (aka subduction) margins of tectonic plates are sites of:
 - a. Deep earthquakes
 - b. Shallow earthquakes
 - c. Tsunamis
 - d. Volcanic eruptions
 - e. All of the above

Select the wrong answer:

3. The Earth is a habitable planet because:
 - a. It has greenhouse gases in the atmosphere
 - b. It has a magnetic field to shield harmful radiation
 - c. It has liquid water
 - d. It has a strongly elliptical orbit

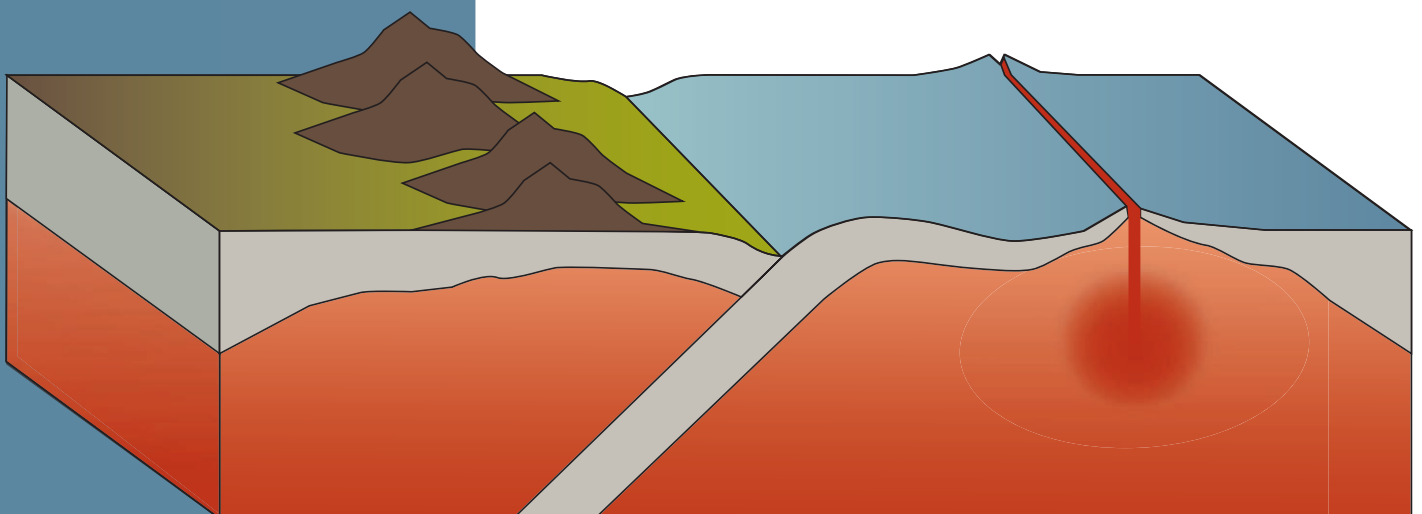
For all time:

4. The oldest age of an Earth material is 4.3 billion years, from a zircon grain enclosed in a sedimentary rock in Australia. From this it follows that:
 - a. The Earth is at least 4.3 billion years old.
 - b. The sediment is younger than 4.3 billion years old
 - c. The zircon is extraterrestrial
 - d. a and b

For fun:

5. The rock cycle describes:
 - a. The relationship between earth processes and the formation of sedimentary, metamorphic and igneous rocks
 - b. The relationship between earth processes and the formation of sedimentary, metamorphosis and ignorant rocks
 - c. The rise and fall of music groups fostered largely in the United Kingdom
 - d. The repeated cycles of plate formation and destruction.

(Answers on page 64)



OSU creates new center to support food systems

By Denise Ruttan

OSU has launched a new center that aims to strengthen local food systems under the umbrella of the Extension Service.

OSU's Center for Small Farms and Community Food Systems is an outgrowth of the OSU Extension Service's Small Farms program. It expands the program's work with small farms production and marketing to provide a platform for collaboration across OSU and Oregon, which will help the center support farmers and build strong local and regional food systems.

A food system is a collaborative network that integrates sustainable food production, processing, distribution, consumption and waste.

Director Garry Stephenson, '82, '88, a small farms specialist, and associate director Lauren Gwin, a food systems specialist, lead the center. Stephenson has coordinated OSU Extension's Small Farms Program for more than 15 years. During that time, the program has emerged as a leader recognized on a national level for innovative applied research and educational programs. Gwin brings her expertise as a researcher focusing on supply chain logistics and regulatory issues. She also co-coordinates the National Niche Meat Processor Assistance Network.

"The OSU Extension Small Farms Program has always been about more than just small farms," Stephenson said. "We've always understood that for small farms to be successful, there needs to be consumers who are both willing and able to buy local food, businesses that want to sell it, and policy that supports it. These are all part of a successful and sustainable local food economy. Establishing the center allows us to take this work to the next level."

OSU's endeavor intersects with a nationwide local food trend. A 2010 study from the U.S. Department of Agriculture Economic Research Service showed that direct-to-consumer marketing amounted to \$1.2 billion in sales in 2007 nationwide, compared with \$551 million in 1997. Research shows that local food systems can increase employment and income in communities, according to the USDA.

The center will continue research and education on sustainable farming methods, alternative markets and public

policy. Additionally, the center will collaborate with Family and Community Health, an Extension program administered by OSU's College of Public Health and Human Sciences. It will ramp up partnerships with community-based nonprofits and other organizations. The center aims to create an endowment to add new Extension small farms positions in underserved communities.

"Rural and urban communities in Oregon are engaging with their food systems around issues of human health, long-term community economic development and access to healthy food for all Oregonians. We need to understand all aspects of the food system and collaborate with others," Gwin said.

"This effort puts OSU on the map as explicitly valuing a food systems approach."

That teamwork is important to Wendy Siporen, executive director of the Rogue Valley-based nonprofit The Rogue Initiative for a Vital Economy (THRIVE). She is working with the center on several projects, including one that aims to increase consumer access to locally grown food in places such as conventional supermarkets.

"Their academic perspective and technical support are really critical and help show us we're making an impact locally," Siporen said. 🍅

Above right: Tomatoes are harvested by a trainee in the Southern Oregon Farmer Incubator program, a collaborative of organizations — including the OSU Extension Small Farms Program — working to train new and beginning farmers. (Photo by Lynn Ketchum)



SAVOR EDUCATION



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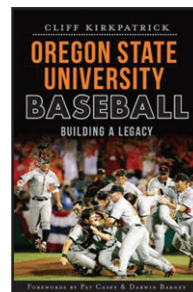
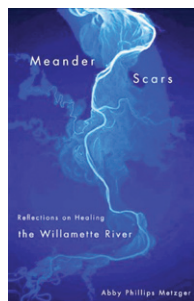
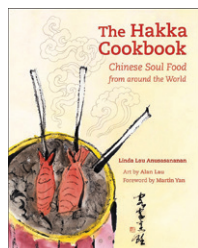
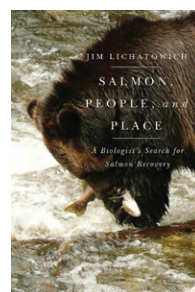
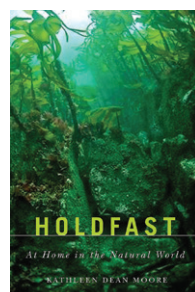
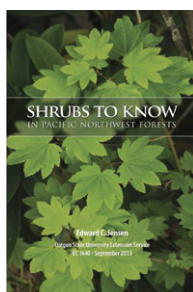
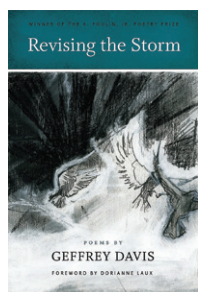
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BOOK NOTES



Revising the Storm (BOA Editions) by Geoffrey Davis, '06. This debut collection burrows under the surface of gender, addiction, recovery, clumsy love, bitterness and faith. Davis won the 2013 A. Poulin, Jr. Poetry Prize for this book.

New Editions: The Northwest's Newspapers as They Were, Are and Will Be (Ridenbaugh Press) by Steve Bagwell and Randy Stapilus. Bagwell has taught media classes at OSU since 1998. The two long-time journalists give a detailed account of the rich history of newspapers in the Northwest.

Shrubs to Know in Pacific Northwest Forests (OSU Extension Service) by Ed Jensen, '90, an associate dean in the College of Forestry. The soft-cover, glossy book describes nearly 100 different shrubs native to Pacific Northwest forests.

Holdfast: At Home in the Natural World (OSU Press) by Kathleen Dean Moore, Distinguished Professor of Philosophy at OSU meditates on connection and separation in these 21 elegant, probing essays. Republished with a new afterward.

Salmon, People, and Place: A Biologist's Search for Salmon Recovery (OSU Press) by Jim Lichatowich, '69, '70. Lichatowich examines salmon management and recovery programs and their impact on the decline in Northwest salmon populations for more than a century.

Collared: Politics and Personalities in Oregon's Wolf Country (OSU Press) by Aimee Brown Eaton, '10. This book tracks the events that unfolded when wolves from the reintroduced population of the northern Rocky Mountains dispersed west across state lines into Oregon.

The Hakka Cookbook: Chinese Soul Food from around the World (University of California Press) by Linda Lau Anusasananan, '69. A veteran food writer opens the world of Hakka cooking to Western audiences in this fascinating chronicle that traces the rustic cuisine to its roots in a history of multiple migrations.

The Governess of Highland Hall (WaterBrook Multnomah) by Carrie Swain Turansky, '76. In her 11th Christian fiction novel, Turansky sets the story in India and England in the early 20th century.

Meander Scars: Reflections on Healing the Willamette River (OSU Press) by Abby Phillips Metzger, '04, '11. This collection of personal stories recounts a forgotten Oregon river, the Willamette, as it was before white settlement.

Oregon State University Baseball: Building a Legacy (The History Press) by Cliff Kirkpatrick, sportswriter for the *Corvallis Gazette-Times*. Filled with firsthand insights from players and coaches and photos of pivotal moments during the magical 2005, 2006 and 2007 baseball seasons.

The Fifth Season: A Daughter-in-Law's Memoir of Caregiving (Texas Tech University Press) by Lisa Ohlen Harris, '89. Covering issues involving the care of an elderly parent living in a multigenerational family including ethical convictions, personality clashes, compassion and, eventually, peace.

Large pollution study might help save coral reefs

A large experiment to test the impact of nutrient loading on coral reefs has confirmed that pollution from sewage, agricultural practices or other sources can lead to coral disease and bleaching.

A three-year, controlled exposure of corals to elevated levels of nitrogen and phosphorus at a study site in the Florida Keys, done from 2009 to 2012, showed that the prevalence of disease doubled and the amount of coral bleaching, an early sign of stress, more than tripled.

However, the study also found that once the injection of pollutants was stopped, the corals were able to recover in a surprisingly short time.

"We were shocked to see the rapid increase in disease and bleaching from a level of pollution that's fairly common in areas affected by sewage discharge, or fertilizers from agricultural or urban use," said Rebecca Vega-Thurber, an assistant professor in the OSU College of Science.

"But what was even more surprising is that corals were able to make a strong recovery within 10 months after the nutrient enrichment was stopped,"

Vega-Thurber said. "The problems disappeared. This provides real evidence that not only can nutrient overload cause coral problems, but programs to reduce or eliminate this pollution should help restore coral health. This is actually very good news."

The findings were published in *Global Change Biology* and offer a glimmer of hope for addressing at least some of the problems that have crippled coral reefs around the world. In the Caribbean Sea, more than 80 percent of the corals have disappeared in recent decades. The research examined the effect of nutrient pollution on more than 1,200 corals in study plots near Key Largo, Fla., for signs of coral disease and bleaching, and removed other factors such as water depth, salinity or temperature that have complicated some previous surveys.

"What's exciting about this research is the clear experimental evidence that stopping the pollution can lead to coral recovery," Vega-Thurber said. "A lot of people have been hoping for some news like this."

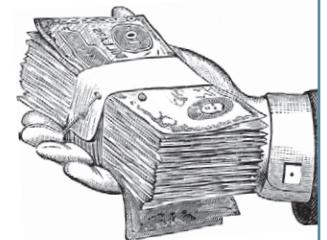


"Diffusers" such as this were used on coral reefs to slowly release nitrogen and phosphorus and raise the levels of those nutrients in nearby sea water. (Photo courtesy OSU)

Collaborators on the research included Florida International University and the University of Florida. The work was supported by the National Science Foundation and Florida International University.



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Is college for getting a job or finding one's *passion*?

As the national economy continues to limp along, the job market for new college graduates remains tight if slightly better than a year ago. Over the past few months, policy leaders across the nation, including President Barack Obama, have suggested that maybe public higher education ought to be more about preparing students for specific jobs and less about providing a broad education. Among the suggestions has been tying the amount of federal student aid offered at a university to how successful that school's graduates are in the workforce.

An economist, OSU President Ed Ray agrees that students ought to have employability as a goal, but he's also a passionate advocate for making sure universities provide exposure to a wide variety of the arts and sciences. He was recently elected vice president for 2014 and president for 2015 of one of the nation's strongest advocates of liberal studies in higher education, the Association of American Colleges and Universities. We asked him to respond to calls for a more strictly vocational approach to higher education.

"Part of the question is, 'How did we get here?' Part of the answer is a no-brainer: The economy went into the tank and a lot of people couldn't find jobs. The unemployment rate for people with a college education is about 3 1/2 to 4 percent, but for people without a college education it's about 8 to 10 percent and for people with no post-high school education it's 17 to 18 percent.

"So the notion that a college education isn't worth it was dumb before and it's dumber now. Virtually all the studies that have been done have said, in fact, that the earnings differential of getting a college degree versus not going to college has widened over time.

"Back in the late '80s and '90s I think higher education made its case very effectively because there was a lot of focus on the need for businesses and corporations to adapt and restructure. People who understood the importance of solid liberal arts grounding in college made what I thought was a good point then and is a better point now.

"Our argument was, 'You know, if you actually look at the world of work, most people are going to have seven to nine, maybe 10 different jobs during their work life, and they don't know yet what those are going to be. The most flexible people going into the workforce are people who trained in the arts and sciences, because the core skills that they've developed — critical thinking, the ability to work in teams, appreciation of other sociopolitical views and cultures, the ability to write effectively — those are adaptable to almost any career.

"If you asked businesspeople then and if you ask them now, 'What are the things you look for most in your new employees?' they were and are looking for writing skills, critical thinking, the ability to work in teams — the ability to flourish in any environment.

"Then the dot-com bubble came and the economy went into the tank, nothing like in '08 but people all of a sudden were saying, 'You know, people really need job skills.' It was the first emergence of this vocational view of higher education, and people in higher education switched their argument. We thought it was smart to say, 'Wait a minute. If you have a college degree, you're going to earn a million dollars more while you are working compared to someone without a college degree.'

"We didn't get into the particulars of what you studied, we just said you'll make a million dollars more. So then the Great Recession comes and people say to us: 'You're not going to earn a million dollars more over your work life if you're unemployed! There are a lot of unemployed college graduates. A lot of management positions are being lost and college graduates are having a tougher time getting jobs, so we're not so convinced that your economics of getting a college degree plays out.'

"It turns out that they do play out — studies show it — but we made the vocational argument, and now people are asking us whether our students are getting the specific training they need to succeed in the workforce. It turns out that yes, you'll earn more if you're in STEM



areas (science, technology, engineering and math), but what does a humanities graduate earn?

"We had seeded the ground earlier, making the vocational argument and saying it was all about earnings potential, and we still have not turned that around, despite the fact that we need people who are broadly educated and adaptable.

"I think we had it right in the '90s. ... Now people are saying to universities, 'You should post what new graduates earn, or you should post what your graduates earn at mid-career, by discipline.'

"The problem with that is that, it is a snapshot of today. Nobody knows what the heck the jobs of 20 or 30 years from now are going to be. At one point farriers were paid very, very well, and the village smithy was very successful. There aren't a lot of jobs for smithies and farriers anymore.

"The world changes and nobody knows how it's going to change. Who is going to be the most adaptable to change? The liberal arts graduates are.

"There are other arguments for a greater appreciation of a liberal arts education. It's about quality of life. In the '90s when I was at Ohio State, we went to Ford headquarters and some of our recent graduates who worked for Ford were brought to us for a 'Voice of the Customer' session.

"We had a facilitator ask the former students what worked and didn't work about their educations. They were mostly engineering graduates. Ford had selected them; these were all top-of-the-line young people who you knew were going to be world-beaters.

"One of the observations I got a big kick out of came up when they asked former students what they'd missed, what they hadn't gotten out of their college education. This one fellow says, 'I'm almost embarrassed to admit it. I complained about all those core courses I had to take. But I tell you, now I wish I'd have taken more courses in literature and culture and theater and art, so that when I get off work at the end of the day, I can talk about something other than transformers.'

"We are educating students to be the best individuals they can be, and that requires a richness of experience, and that's what the liberal arts provide.

"About five years ago, Chris Johns, '75, editor in chief of *National Geographic*, and Rick Spinrad, '78, '82, (OSU's vice president for research) and I were having dinner, and Chris told us this story. He had decided that they were going to do a cover story on climate change. People asked him why he wanted to get into that hornets' nest. They told him, 'Some people are going to love it and some people are going to hate it. We've got to sell magazines.'

"They ended up doing it and it was the best-selling issue they'd ever had. Why? He said, 'We didn't preach. We didn't present scientific papers. We simply had people tell their personal stories about what they were seeing that seemed to be related to climate change, and how it was threatening or changing their way of life.' People loved it because it was human interest. He said his takeaway was that — because of this divide about evolution vs. creationism, about whether to believe science or not to believe science — we need people who can tell great stories.

"What he needs, and what people in the most technical areas need, are people who are great writers, and can tell stories. He doesn't need someone working for him who understands the science of metabolism or microorganisms or nanotechnology. He needs someone who can talk to the creative people who are doing amazing things in those fields and figure out how to tell a story about individuals and groups and their lives and why this work matters to them. For that job you need a talented, creative writer, you don't need a technical expert.

"If we are going to change the nature of

the dialogue about science and the future of this country, we are in desperate need of great writers coming out of our English and creative writing and humanities programs.

"That's not to say it isn't also about getting a job. I just met, in a fireside chat, with more than 100 freshmen students, which sounds impressive until you know that they had been assigned to go to one of these chats and this one was the last one. I had all the people who had put it off until the last chance.

"I told them to be aggressive about their education. You're here to learn, develop skills and interests and to figure out your place in the world, so don't just sit there like a lump. They had all been told to find their passion and pursue it, and a lot of them were anxious about that.

"I told them: 'You know, that's bad advice. That's what I used to tell students. "Find your passion" is great, but then you've got to find someone to pay you to do that.'

"That's the economist in me. There's a supply and a demand. If you want to do abstract art, you've got to figure out how you're going to get somebody to buy that so you don't starve to death.

"I told them what I've learned is that all of them — all of us — are much more complicated than that. There are many things we can be very, very good at and there are other things we're never going to be any good at. How are you ever going to find out these things if you only study things that are the obvious smart choice of the moment?

"Part of what you're at a university to figure out is where you fit in the matrix. That's where a good liberal arts education comes in. Maybe you are going to be a great engineer, but you know what? Maybe you would have been a greater playwright. You'll never know if you don't take a theater course. If you're doing things that you love, and you're keeping body and soul together, that's success.

"... There are a lot of people out there who chase the money, but life is finite. If you chase the money but don't enjoy what you're doing, then you're squandering five of every seven days you have left to cram every bit of happiness into the time you have left, and that's a loser's bet." 🍷

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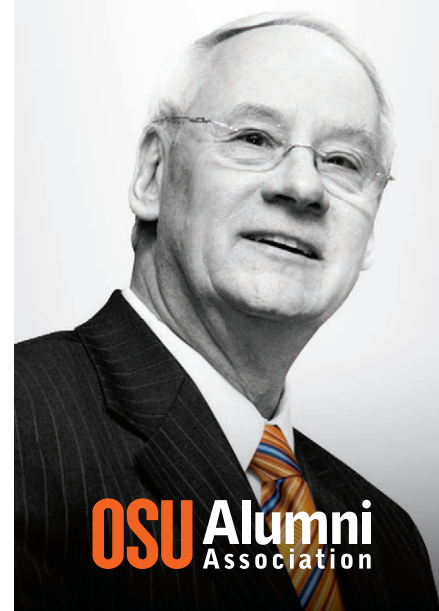
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All in for healthier lives

A powerhouse college and a tradition of delivering results are key to OSU playing a bigger role in public health

By Kevin Miller

Led by one of its strongest colleges and fueled by a century-old tradition of extending science-based solutions into places where the public can use them, OSU is dramatically stepping up its efforts to help solve the health care crisis by helping people stay healthy.

In a few months, OSU's College of Public Health and Human Sciences (CPHHS) is expected to attain accreditation as Oregon's first nationally recognized college of public health. That's important for much more than symbolic reasons, said Tammy Bray, dean of the college.

"Most simply put, it's a seal of approval that we meet national standards," said Bray, who also serves as executive dean of OSU's Division of Health Sciences, which includes CPHHS, the College of Pharmacy and the College of Veterinary Medicine.

"Accreditation raises our reputation and our ability to attract accomplished students and world-class faculty and to obtain the resources to support the things we do that are most important — educate the next generation of globally-minded public health and human sciences professionals, conduct internationally recognized research and, finally, bring that knowledge to the partnership we have with the public to ensure their lifelong health and well-being."

CPHHS alumnus Mike Bonetto understands the importance of that mission better than most people. A former hospital administrator, he serves as Oregon Governor John Kitzhaber's top health policy advisor. A Republican, Bonetto is good enough at his job to

Alumnus and health policy expert Mike Bonetto, fourth from left, discusses issues and careers with students (from left) Heather Maurer, Andi Vondra (background), Emily Chupp (back to camera) and W. Chase Cameron. (Photo by Jeffrey Basinger)

have been recently named to become the Democratic governor's chief of staff in January.

Bonetto deals daily with the frustrations of trying to corral out-of-control health care costs that threaten to break the bank in both government and private industry. As a hospital administrator he saw firsthand how a single indigent patient with little or no access to preventive care might make 30 or 50 expensive visits per year to his hospital's emergency room.

But it was as a graduate student at Oregon State in the late 1990s and early 2000s that he saw dramatic evidence of how university research could lead to effective health care policy.

"OSU at the time was doing groundbreaking research on tobacco cessation," he said. "We were providing substantial vouchers for pregnant moms to stop smoking."

In one OSU study the program's incentives motivated about 30 percent of pregnant smokers to stop, which was a huge (and incredibly cost-effective) win considering that keeping just one newborn from having to be in a neonatal intensive care unit because its mother had smoked during pregnancy could easily save \$100,000 or more in medical bills.

That led Bonetto to turn to his local Bend legislator, Republican Bev Clarno, to help get the state to incorporate the OSU research into its health policies. Soon he was hooked on the challenge of getting politicians to implement smart, research-based health policies, and he took a job on Clarno's staff in Salem. He continues to commute between there and Bend, where he and his wife Nancy Bonetto, an optometrist, live.

Bonetto earned a master's in public health from OSU in 2001 and a doctorate in health policy in 2005. He said he continues to be motivated by the frustration and hope of knowing that so many potential solutions to the nation's health problems — and ultimately to its health care funding crisis — are being discovered by researchers but not put to work where they can actually help people.

It's an uphill battle, he said, because the economics of health in the U.S. place most of the financial incentives in the realm of treating sick people, rather than in trying to keep them healthy.

"The system is inefficient, and you've got a lot of business models that thrive on that inefficiency," he said. "You get paid to do more tests, to do procedures, to fill more hospital beds. You're not getting paid to improve someone's health, to keep them from needing care."

That's why Bonetto is excited to see his university getting more assertive about the role it can play in coming up with healthy ideas and then getting them off campus and into the real world.

"That great research doesn't help anyone if it's just sitting on a shelf," he said.

OSU's most recent strategic plan and the campus-wide reorganization and refocusing that followed it were built on the premise that the university would gather itself around what are known as "the three healthies," which are healthy people, healthy economy and healthy planet.

Bray said the CPHHS, especially with its expected national accreditation in public health, is perfectly situated to lead.

"Human health and wellness is who we are — and is an area of distinction for the university," she said. "In recognizing that the future isn't about health care but rather health, we feel well-positioned to improve the health and wellness of individuals, families and communities, lower health care costs and effect health system change. That's because we focus on the 90 percent of factors that make us healthy — our biology, our environment, our lifestyle and behavior — rather than the 10 percent that is health care delivery or treatment."

The college incorporates the Hallie E. Ford Center for Healthy Children and Families; the Moore Family Center for Whole Grain Foods, Nutrition and Preventive Health, and the Center for Healthy Aging Research. In January it will launch a new center dedicated to global health. Its majors range from athletic training to human development and family sciences to nutrition to health promotion to health management and policy.

With all the modern-day developments fueling OSU's "health kick," there's an equally important factor that's almost as old as the university. From its earliest designation as a land grant school, Oregon State has been charged with — as Bonetto put it so aptly — getting research-backed solutions off campus and out into communities where people can put them to work.

In an earlier era, when the nation was starved for lumber to build buildings, ships and airplanes, that meant delivering ways to get timber out of the woods, into the mills and out to the lumber yards as efficiently as possible. Similarly, in agriculture, the university continues to be a national leader not just in great agricultural science, but in a celebrated extension system that rapidly turns good ideas into better farming practices. More than ever, Bonetto said, it's time for universities like Oregon State to make the same kind of impact in public health.

Bray noted that the college aims to take full advantage of OSU



Tammy Bray

As executive dean of OSU's Division of Health Sciences and dean of the College of Public Health and Human Sciences, she leads her college's effort to become the state's first nationally accredited college of public health.



Extension, particularly programs in family and community health and 4-H.

“Engagement is at our core,” she said. “We have had an orange welcome mat in every county in Oregon for more than 100 years. To have such a direct, built-in link to communities is rare among colleges of public health and truly makes us distinct.”

Bray cited many examples of how her students, faculty and alumni are stepping up:

- » Students complete internships and collaborations with public health and health care providers across the state, including Avamere, PacificSource and Cover Oregon. They also participate as undergraduates in the college’s research efforts.
- » Just a sampling of the ongoing faculty and graduate research includes exploring the best ways to ensure children are successful in school; working with a \$1.25 million Centers for Disease Control grant to explore Medicaid expansion in Oregon; investigating California’s mental health system; understanding the role of motor skills in children with autism; preventing injuries in older adults and developing an obesity prevention and healthy lifestyle program for teenagers, thanks to a \$4.7 million U.S. Department of Agriculture grant.
- » Meanwhile, alumni are teaching overseas, preventing workplace injuries, working in suicide prevention in Alaska, preventing STDs with the Centers for Disease Control, helping communities eat healthier, working as first responders in keeping athletes healthy, preparing children for success, and serving in a number of roles in public health and the health care system.

And at least one of those alumni is working at the highest level of Oregon government, trying to craft effective health policy. 🍌

Editor’s note: Kathryn Stoppel, director of communications and alumni relations in the CPHHS, assisted mightily in preparing this story.

From teaching children to make nutritious snacks to hosting campus health fairs and recruiting more students to health promotion careers, students in the CPHHS prepare to encourage healthier living, thereby reducing the need for health care. (Photos courtesy CPHHS)

OSU updates resources for protecting bees from pesticides

As the worldwide population of honey bees continues to decline, the Oregon State University Extension Service and partners have updated a tool for Pacific Northwest growers and beekeepers to reduce the impacts of pesticides on bees.

The revision of OSU Extension's publication appears after an estimated 50,000 bumble bees died in a Wilsonville parking lot in June. The Oregon Department of Agriculture (ODA) confirmed that the bee deaths were directly related to a pesticide application on linden trees conducted to control aphids. The episode prompted the ODA to issue a six-month restriction on 18 insecticides containing the active ingredient dinotefuran.

OSU researchers are investigating the effects of broad-spectrum neonicotinoids, such as dinotefuran, on native bees. The work is in progress, according to Ramesh Sagili, an OSU honeybee specialist.

The newly revised publication "How to Reduce Bee Poisoning from Pesticides" includes the latest research and regulations. Lead authors include Sagili and OSU toxicologist Louisa Hooven. Download the updated PDF version for free online at j.mp/osubeeinfo.

"More than 60,000 honey bee colonies pollinate about 50 different crops in Oregon, including blueberries, cherries, pear, apple, clover, meadowfoam and carrot seed," Sagili said. "Without honey bees, you lose an industry worth nearly \$500 million from sales of the crops they commercially pollinate."

Nationally, honey bees pollinated about \$11.68 billion worth of crops in 2009, according to a 2010 study on the economic value of insect pollinators by Cornell University.

Growers, commercial beekeepers and pesticide applicators in Oregon, Washington, Idaho and California will find the publication useful, Sagili said.

An expanded color-coded chart details active ingredients and trade names of more than 100 conventional and organic pesticides, including toxicity levels and precautions.

The publication also describes residual toxicity periods for several pesticides that remain effective for extended periods after they are applied. Additionally, the guide explains how to investigate and report suspected bee poisonings.



A honey bee climbs across a honeycomb covered with almond flower pollen. A newly updated guide from the OSU Extension Service helps growers, beekeepers and pesticide applicators reduce bee poisoning from pesticides. (Photo by Lynn Ketchum)

Your career is important to you. We're here to help.

From utilizing social media to learning how to be successful from the successful, there are many ways for you to advance your career.

Career resources: osualum.com/career

Search on LinkedIn: "Beaver Careers Group"

Register for speaker presentations here:
osualum.com/webinars

If a career is what you're after, here's a chance to see how other people have done it — right in their backyards. Visit company hosted tours and networking receptions and learn from fellow Beavers how they found success. They're willing to help, so take advantage!

If you'd like to host a Behind the Scenes event at your company, let us know: osualum.com/scenes

BEAVERS BEHIND THE SCENES



For more information, contact:
Kim Hutto | Alumni Career Resources Director
541-737-8294 | 877-678-2837
kim.hutto@oregonstate.edu

OSU Alumni Association

Ecampus growth helps create



Total OSU enrollment

including OSU-Cascades: 28,861, up 6.1%

On Corvallis campus: 24,158, up 4%

OSU-Cascades: 936, up 16.9%

Ecampus-only students: 3,767, up 18.6%

Gender, ethnicity

Male: 53.3%

U.S. minorities: 20.6%

Asian/Pacific Islander: 1,877

Hispanic: 1,881

Two or more races: 1,456

Black: 366

American Indian/Native American: 184

Undergraduate admissions

Applied: 18,583

Admitted: 78%

Portion of those admitted who ultimately enrolled: 42%

Sources of new undergraduates

Oregon: 74%,

with Beaverton's Sunset High School sending the most, 86

California: 11%

Washington: 5%

another record enrollment

The 3,767 students enrolled at OSU through its Ecampus program this fall helped fuel another record enrollment while also helping to slow the rapid increase in the number of students on the increasingly full Corvallis campus.

The number of Ecampus students is up about 19 percent over last year. Meanwhile, enrollment at the OSU-Cascades campus in Bend increased 16.9 percent, to 936, while the Corvallis campus has 24,158 students, up 4 percent from fall 2012.

Overall, including the Cascades campus and the Ecampus enrollees, Oregon State is serving 28,861 students — an all-time record. Ten years ago that figure was 18,979 and 20 years ago it was 14,264.

The new number makes OSU the state's largest public university, nudging out Portland State University and far surpassing the University of Oregon, whose enrollment fell .2 percent to 24,548.

The slowing of growth on OSU's home campus in Corvallis is no accident.

"Our growth this year is right in line with the university's plan to strategically manage enrollment," said Kate Peterson, OSU's assistant provost for enrollment management. "We want to continue to be accessible to Oregonians, increase our international enrollment and become even more diverse, yet moderate the growth on our Corvallis campus."

She noted that much of the university's growth in enrollment over the next several years will continue to be in the Ecampus program and on the Bend campus, which has purchased the land needed to expand to a full, four-year branch campus by 2015 if all goes well.

Lisa Templeton, executive director of Ecampus, said the increase in distance learning enrollment continues a trend that has seen rapid growth for several years. OSU has been cited as one of the nation's top 25 online universities for four consecutive years.

"Most of our distance students are adult learners who are working, home with the family or both," Templeton said. "We also have many students in the military, and military spouses, as well as students who prefer online learning."

The popularity of OSU with military veterans is not just through Ecampus, OSU officials say. Another area of growth this fall is with military veterans, their families and students on active duty, according to Peterson. OSU counts 1,025 veterans in its student body.

"The university is working hard to welcome these veterans and their families to campus, helping them with VA benefits and providing cultural training not only for the students, but for OSU faculty, staff and the local community," said Gus Bedwell, OSU's veterans resources coordinator.

International student enrollment also continued to grow at Oregon State, largely a result of a five-year-old collaboration with INTO University Partnerships to recruit students overseas. The INTO OSU program grew 13 percent, to 1,294 students. OSU's overall international enrollment is at 2,893 students, just over 10 percent of the total student body.

Meanwhile, the number of recognized U.S. minority students increased 10.3 percent, to 5,764, meaning about one in five OSU enrollees is a member of an identified minority. 🍌

International students

2,893, about 10.4% of total.

Top 10 nations of origin:

People's Republic of China: 1,255
 Saudi Arabia: 297
 South Korea: 120
 India: 116
 Iran: 84
 Sultanate of Oman: 75
 Indonesia: 73
 Taiwan, Republic of China: 64
 Canada: 54
 Japan: 52

Top five college enrollments

Engineering: 6,758
 Liberal Arts: 3,835
 Science: 3,537
 Business: 3,465
 Public Health & Human Sciences: 3,356

Top seven degree programs

Business administration: 1,643
 Mechanical engineering: 1,215
 Computer science: 1,116
 Exercise and sport science: 1,039
 Human development and family sciences: 1,034
 Biology: 886
 General science: 803

See, do, LEARN

Honors College makes the most of students' service trips



On a fall afternoon in a classroom in the University Honors College enclave in Strand Ag Hall, instructor Dave Kovac, '85, started a session of HC 299 by playing Blood, Sweat and Tears' 1969 hit "God Bless the Child."

He challenged about a dozen students to hear *all* — every nuance — of the band's cover of the Billie Holiday jazz classic. "There," said Kovac, whose academic specialty is the observation and understanding of culture. "Right there. Listen to just the cymbal."

The class, "Building Hope and Homes: Portugal," is intended to prepare this group of OSU's best and brightest undergraduates to give and get as much as possible next summer when they travel to southern Europe to help Habitat for Humanity build housing.

Kovac told the students that to properly respect the local culture, do the most good and have the most educational and transformative experiences in Portugal, they'll need to become better at noticing more layers and a wider range of information. Then he asked them to report on what they'd learned from that week's homework, which was to visit some of the campus area's espresso shops as observers of culture rather than as simple seekers of caffeine. It was immediately clear that they were catching on.

"I'm not much of a coffee person," said a young woman of her visit to the frenetic Dutch Bros. shop on Monroe Avenue. "They have all these fancy names for the drinks, and it's like they assume everyone's already been there before and knows what they want."

Most of the other customers seemed to be in small social groups and they knew exactly what to say and how to behave. She was quite aware that she didn't fit in, that she was an outsider. Another student described how his visit to Allann Bros. Beanery, just up the street, produced a similar result in an entirely different atmosphere. The setting was peaceful, with most customers sitting by themselves, reading or doing schoolwork, but he still managed to accidentally violate the local cultural norms.

"I stood on the wrong side of the counter to place my order," he said. "Everyone stares at you."

Kovac offered techniques for "diagnosing culture," including developing the highly valuable skill of asking the locals questions in a respectful way so "they can teach, not scold you."

Begun in 2012 with a trip to Romania, the Honors College service learning program seeks to change the lives of its students as well as the recipients of their donated services. During three terms of the one-hour classes, students and several faculty members explore individual, group and social motivations for service work; how Habitat for Humanity has created a successful model for mobilizing volunteers to help build simple, decent shelter for families in need around the world; and how the work they'll do in Portugal fits into the area's economy.

Students don't have to go on the trip if they want to take HC 299, but those planning on traveling to Portugal are expected to take the class. As for whether the program works, there is much tangible evidence available. A blog from the 2012 Romania trip is available at honorshopesandhomes.blogspot.com, and there is this sampling of entries in the students' group journal:

At left: Honors and engineering major Cassie Loren enjoys a light moment in summer 2012 on a Habitat for Humanity construction site in Romania. Opposite top: Loren, honors and exercise and sports science major Mariah Waite and honors and music major Daniel Fridley work on the shelter project. Opposite bottom, Fridley captures insights in a journal. (Photos courtesy OSU Honors College)



"Having never worked in construction before, there was a steep learning curve. Throw that in with language and cultural differences and you have a grand adventure. It was fun and difficult all the same time. ..."

"(I am struck by) the vast separation of wealth in Cluj. The restaurants we dine in are pretty nice ... I would be out with my parents in restaurants like that! Then you remember that we are here because seven-person families are living in one room."

(An observer's quoted comment that it seemed like "a waste of intellectual ability to have our best & brightest students simply engage in menial labor," drew several responses.)

"Oh dear. There is so much more to it than that. I would call it a waste of ability to spend four years in a classroom without going beyond. ... This experience alone has done so much for the expansion of our horizons. Interacting with the very people benefitting from our labor allows us to learn peoples' incredible stories and culture We learn the depth of the situation of poverty and housing."

"Umm, what? How about problem solving, critical thinking, teamwork, community building, communicating and interacting between cultures, the experience of a lifetime, helping our fellow human beings, etc.? I could go on but I'd get too angry." 🍌



Alumni **proud** of OSU,

It probably surprises no one that — especially with the success of The Campaign for OSU — alumni who are dedicated financial supporters of the university spend a lot of time promoting OSU to others.

But a survey this year of Oregon Staters reveals that many of those who can't afford or simply refuse to be quite so generous with their cash still like to brag about their alma mater.

The survey results also confirmed what many observers have long suspected: Alumni loyalty to OSU is strongly affected by their current employment status and their ability to find new opportunities. Alumni said they want more help starting and building their careers, while alumni who *could* offer mentoring and other help say they would like to.

The OSU Alumni Association commissioned Texas-based PEG (Performance Enhancement Group) — which has done similar work for about 200 universities over the past nine years as part of its national Alumni Attitude Study — to gather and tally responses from 1,645 OSU graduates. PEG completed its first survey of OSU alumni in 2007. About 85 percent of the 2013 survey's questions were common to all universities participating in the study, with the remainder tailored for OSU.

It's a sign of strong loyalty that 37 percent of the Beavers who said they have never given to the university and never expect to do so, still "promote Oregon State to others" either "regularly" or "all the time," said Rob Shoss, a founder of the Alumni Attitude Study and a nationally

recognized expert in the field.

The alumni association will use the results to help guide its efforts over the next several years, said Kathy Bickel, executive director of the association and OSU's vice president for alumni relations.

"We really need this information because it's a whole new world for those of us in alumni relations," Bickel said. "The way our alumni maintain connections and manage their time is changing so much. Thank you to the alumni who participated in our survey, and an even bigger thank you to our alumni who promote OSU to

their friends and acquaintances."

The 2007 OSU survey revealed a large unmet demand for more career help for alumni, so the association began efforts to expand those services, culminating in the 2012 hiring of Kim Hutto, the OSUAA's first director of alumni career services.

Shoss said a vast majority of OSU graduates consider their decision to attend the university to be either a "good" or "great" choice, and a similar portion — about 95 percent — described their time spent on campus as "good" or "excellent."

When asked what impacts their "overall current opinion of OSU," 89 percent said "value and respect for degree" had a "critical" or "significant" impact, while

About 89 percent of alumni said their "overall current opinion of OSU" was most affected by others' respect for their OSU degree, while 77 percent cited the accomplishments of current students, and 76 percent said it was mostly about history and tradition. Only 53 percent said the success of athletic teams was significantly important.

DESTINATION OSU

Beaver Nation makes a splash in the desert

El Santo
Scottsdale, Ariz
Saturday, March 1
6 P.M. to 8 P.M.

Join us for a poolside party as we celebrate Beaver Nation! Eat, drink and connect with fellow Beavers as we plant our flag in Arizona.

campaignforOSU.org/destinationosu



OREGON STATE
ATHLETICS

OSU Alumni
Association

want job help and local events

77 percent selected “accomplishments of students” and 76 percent chose “history and tradition.” Near the bottom of the list was “success of athletic teams,” cited as “critical” or “significant” by just 53 percent.

Bickel noted that the survey results paint an encouraging picture of Beavers’ generosity and loyalty to their alma mater.

However, she noted that the numbers also support the notion that the traditional alumni relations approach of relying on large events to get graduates back to campus to grow their collective pride must give way to more varied strategies.

One of the more curious findings in

the OSU results (and in results of alumni surveys across the nation) is that — while alumni are becoming less willing to come back to campus for major events — they strongly want their university to invite them to smaller events in the areas where they live and work, even if they have *no plan to attend those events*. And even those who won’t go say it makes them feel better about the university when they see reports on the events they miss.

“This is something they want you to do, and they like that you do it even if they don’t participate,” Shoss said. Calling it the “I want to be invited even if I’m not going to come” phenomenon, he said it means alumni organizations can’t rely

simply on attendance data to tell whether events far away from campus are building goodwill and stronger connections.

He said he considered it good news that — in addition to expanding its career services — the OSUAA has been growing its ability to present programs in communities far from Corvallis.

As for the alumni population’s preferred source of news about OSU, the *Oregon Stater* continued at the top of the list and was ranked highest when alumni rated which aspects of OSUAA activities had improved the most over the past three years. However, the data also showed that the *Stater* is losing some traction among younger alumni. 🦃



DESTINATION OSU 2014 FEBRUARY 28 - MARCH 2

JOIN ALUMNI AND SUPPORTERS OF OREGON STATE UNIVERSITY at the **Hyatt Regency Scottsdale Resort & Spa** to celebrate some of OSU’s most treasured volunteers during a weekend respite in America’s sunniest metropolis.

- Beaver Nation’s Poolside Party, hosted by OSU Athletics and the OSU Alumni Association
- OSU Presents, highlighting the latest in faculty research and scholarship
- Guided tours and desert hikes
- Awards Gala honoring Duane McDougall '74, Steve Preece '69, and Ken Thrasher '71

To learn more, visit:
CampaignforOSU.org/destinationosu

Oregon State
UNIVERSITY

OSU researchers help China's rarest seabird, once believed extinct, return from the edge

A collaborative project between researchers in Asia and Oregon has helped establish a new breeding colony for one of the world's most endangered seabirds — the Chinese crested tern, which has a global population estimated at no more than 50 birds.

Until this year, there were only two known breeding colonies for the critically endangered species (*Thalasseus bernsteini*) — both in island archipelagos close to the east coast of the People's Republic of China. Once thought to be extinct, there were no recorded sightings of Chinese crested terns from the 1930s until 2000, when a few birds were rediscovered on the Matsu Islands.

This summer an innovative tern colony restoration began, with assistance from students and faculty in the Department of Fisheries and Wildlife at Oregon State. Dan Roby, a professor of wildlife ecology at OSU, had previously led efforts to relocate populations of Caspian terns from locations along the Columbia River in Oregon, where the birds were consuming signifi-



cant quantities of juvenile salmon.

"The problem was different in Oregon than it is in China, but the goal was the same — to alter the habitat in a good location in hopes of creating a breeding colony," Roby said, noting that researchers used techniques developed by Steve Kress of the National Audubon Society. "You have to partially clear an island of vegetation, place decoys there and attract birds using sound."

In early May of 2013, an international team did just that on a small island in the Jiushan Islands called Tiedun Dao. Chinese crested terns used to breed on the archipelago a decade ago, increasing the chances that restoration could be successful there, Roby said.

The project team included members from the Xiangshan Ocean and Fishery Bureau, the Jiushan Islands National Nature Reserve, the Zhejiang Museum of Natural History and OSU's Department of Fisheries and Wildlife. The team members cleared brush off Tiedun Dao, placed 300 tern decoys on the island, and used solar-powered playback systems to broadcast recorded vocalizations of both greater crested terns and Chinese crested terns.

"Greater crested terns are not endangered, and when they establish colonies, it sometimes attracts the endangered Chinese crested tern," Roby pointed out.

The Chinese crested tern is one of the rarest seabirds in the world. (Photo by Dan Roby)

"We thought if we could get them in to colonize the island, their numbers would eventually grow and the Chinese crested terns might follow. We just didn't expect it to happen that quickly."

By July, a few greater crested terns were spotted flying over the decoys. By the end of that month, 2,600 greater crested terns had been documented, and hundreds of pairs had laid eggs and begun incubating them. To the surprise of the restoration team, 19 adult Chinese crested terns were spotted on the island, and at least two pairs laid eggs — the highest single count of the endangered seabird in one location since 2000.

By late September — despite typhoons and a late start to the breeding season — more than 600 greater crested tern chicks and at least one Chinese crested tern chick had successfully fledged.

"We will do our best to ensure good management of the Jiushan Islands National Nature Reserve, and we also hope to receive more support for the conservation of the tern colony here in Xiangshan," said Yu Mingquan, deputy director of the provincial Xiangshan Ocean and Fishery Bureau. 🍌

GOLF WITH Beaver Nation

WEDNESDAY
AUGUST 20, 2014

3rd Annual OSUAA Portland
Golf Classic — Liberty Mutual
Alumni Cup

LANGDON FARMS GOLF CLUB

Registration opens in Summer 2014

Questions? Interested in being a sponsor?
Contact: osualum@oregonstate.edu or
541-737-2351



OSU Alumni
Association

Liberty Mutual
INSURANCE

ENGAGING FOR IMPACT

Oregon State University's mission since 1868 has been to serve the economy, well being and higher education needs of Oregonians. While these founding principles still guide us nearly 150 years later, who we serve and how people engage with the university are changing.

Today, with a physical presence in each of Oregon's 36 counties and over 900 courses online, learners access Oregon State's knowledge base from all corners of the state, the nation and around the world.

Through a concerted effort to better understand and meet the needs of our worldwide audience, Oregon State is exploring new ways of teaching, conducting research and engaging with communities.

This issue of O&E shares examples of how the university and its partners are making an impact across Oregon. How has Oregon State made an impact in your life? Join the conversation online at outreach.oregonstate.edu/engage.

▼ Nutrition Education Program Coordinator
Lauren Tobey demonstrates how to cook healthy, easy meals by using techniques from foodhero.org.

PHOTO: TOMAS PATLAN



Food Hero website encourages Oregonians to eat healthier

It's now more convenient and easier than ever for Oregonians to save money and eat more vegetables and fruits by accessing easy recipes, shopping guides and cooking tips via the **Oregon State University Extension Service's** Food Hero website.

Food Hero, part of the College of Public Health and Human Sciences' portfolio of Extension and Public Health Practice programs, is a social marketing campaign designed to increase the consumption of vegetables and fruits among Oregonians eligible for the Supplemental Nutrition Assistance Program (SNAP).

Continues on page 4 of section ►





Launching food businesses

Tillamook has a growing number of food entrepreneurs looking to turn their products into a successful business.

To meet this need, Oregon State University, Tillamook Bay Community College and the Small Business Development Center collaborated to offer Recipe to Market, a series of classes that guide participants through producing, promoting and making a profit. This program is offered through Oregon Open Campus.

extension.oregonstate.edu/tillamook/oregon-open-campus



Advancing careers

This fall, the College of Business — in partnership with Oregon State Ecampus — unveiled a Master of Business Administration (MBA) in Executive Leadership track that combines the flexibility of online learning with in-person evening classes in **Portland**, allowing future business leaders and current executives to remain in their current jobs while taking classes that will advance their careers.

ecampus.oregonstate.edu/mba



The State is Our Campus

Creating a college-going culture

The Precollege Programs Campus Field Trip offers what is frequently the first experience young students have on a college campus, especially those from underrepresented, minority and rural populations. These customized trips to the **Corvallis** campus enhance school curriculum and learning, engage students with undergraduate mentors and encourage students toward higher education of all kinds.

oregonstate.edu/precollege



Learning to brew beer

In September, 42 students from around the world traveled to **Bend** to participate in Oregon State University's first Craft Brewery Startup Workshop. The five-day program, hosted by OSU Professional and Noncredit Education, OSU-Cascades and Ninkasi Brewing Company, provided aspiring entrepreneurs the tools to design and implement a business plan for their own brewery and brewpub.

pne.oregonstate.edu/beer



Creating great writers

Through a new partnership with Fishtrap, a nonprofit literary arts organization, Oregon State MFA students have the opportunity to live and work in **Enterprise**, teaching writing courses to Wallowa County students and community members. This experience allows high school students to earn college credits, and graduate students gain extra time to write and revise their theses.



oregonstate.edu/cla/wlf/mfa

Educating about local agriculture

As a way to educate residents and visitors about local agriculture, the Oregon State Central Oregon Agricultural Research Center and **Jefferson County Seed Council** developed roadside crop signs and a website that lists crops, shares stories about local farm families and provides a better understanding of programs such as smoke management and Farm Fair.



jeffcoseed.com

PHOTO: JIM JOHNSON



International engagement

As a part of the university's **Asia Strategy** — a focused engagement with China, Hong Kong, Indonesia, South Korea, Taiwan and Thailand — Oregon State leadership regularly visits the region to connect with alumni and develop relationships with key partner institutions.



>> oregonstate.edu/international

Interpreting Oregon's outdoors

The **Oregon Master Naturalist Program**, coordinated by OSU Extension and hosted at the College of Forestry, trains those with an interest in the outdoors how to be effective natural resources interpreters.

Participants study an online core curriculum, offered through Professional and Noncredit Education, in natural history and natural resource management specific to Oregon, then meet with university scientists and other experts for classroom instruction and fieldwork specific to their ecoregion.

Master naturalists learn skills and information that supplement their involvement in outdoor activities, including volunteer efforts in their communities.

Master naturalists must volunteer at least 40 hours every year to keep their certification.

So far, Oregon master naturalists have conducted education programming for watershed councils and state parks, as well as worked in citizen science, including bird counts and invasive species elimination.

>> oregonmasternaturalist.org

Rob Pabst and Oregon Master Naturalist Paul Westerberg measure trees at Cascade Head Experimental Forest.

◀ Food Hero *Continued from front*

The website, **FoodHero.org**, features healthy recipes, meal ideas, tips, budgeting tools, shopping tips and more, and it is accessed each month by more than 20,000 people.

The idea for the site came after Oregon State surveyed thousands of Oregonians eligible for federal food assistance. Although 81 percent said they wanted to serve more balanced meals, they tended not to eat recommended amounts of fruits and vegetables.

Nearly half of those surveyed wanted to find information about healthy food choices online.

Extension nutritionists have demonstrated how to cook recipes from the website to families at about 60 elementary schools in 27 counties. Extension also emails a newsletter with recipes in Vietnamese, Spanish and English to its readers.

We want to hear from you!

» How does Oregon State make an impact in your community? Join the conversation online at outreach.oregonstate.edu/engage.

2012-2013
**IMPACT
REPORT**



\$2 billion

Oregon State University's **economic impact** through contributions in education, research and community engagement



2.3 million

Oregonians who participated in an **OSU Extension Service** program or contacted Extension for information



14,000

OSU Extension Service **volunteers** who contributed a combined 1 million hours of service to the state



13,580

Students who took at least one **Ecampus** online class, representing 50 states and 40 countries



100+

Continuing education offerings available online and in person through **Professional and Noncredit Education**

Oregon State University has a presence in each of Oregon's 36 counties



Find us in your community at extension.oregonstate.edu/find-us

"Our expanding commitment to outreach and engagement enhances the university's relationship to those we serve."

— **Dr. Scott Reed, Vice Provost, University Outreach and Engagement**



OSU
Oregon State
UNIVERSITY

Outreach and
Engagement

The Division of University Outreach and Engagement connects Oregon State University to the rest of the world by making its educational programs accessible wherever and whenever people need to learn. The division provides leadership across campus for the outreach and engagement mission and includes the OSU Extension Service, Extended Campus and Professional and Noncredit Education.

Oregon State University
101 Ballard Hall
Corvallis, OR 97331-3606
(541) 737-2713
outreach.oregonstate.edu

PRIDE NEVER DIES.

The **OSU Alumni Association** is your way to stay in touch with Beaver Nation. Don't join because we're asking you to (we are), join because you're proud of where you came from.

Proud to be a Beaver.



osualum.com/pride

OSU Alumni
Association



Campaign news & updates



Giving to The Campaign for OSU by faculty and staff

Gifts: 20,003

Funds supported: 1,223

Scholarships supported: 362

Above: Biochemistry instructor Kevin Ahern, '86, and fine arts Professor Yuji Hiratsuka visit during an October reception honoring current and retired OSU faculty and staff for their investment in OSU during The Campaign for OSU. Collectively, faculty and staff have invested nearly \$24 million back into the campus during the campaign. (Photo by Karl Maasdam)

CAMPAIGN PROGRESS

October 31, 2013

\$964,871,092

Campaign Goal
\$1 billion

CAMPAIGN TOTAL

types of support

(in millions)

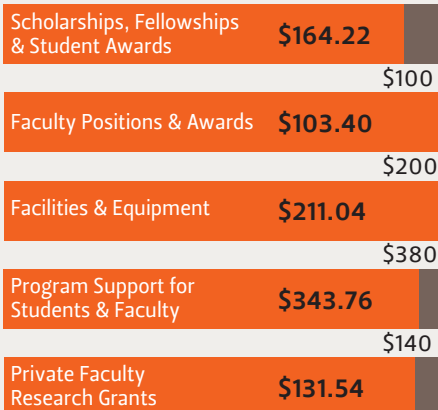
Progress Goals
\$700



areas of support

(in millions)

\$180



Original \$625 Goal Met
October 22, 2010

Public Launch
October 26, 2007

Quiet Phase Begins
July 1, 2004



OSU honors philanthropic leaders

Oregon State celebrated the generosity of 15 new Milton Harris Society members during its annual President's Dinner gala at the Portland Art Museum on November 7. These honorees joined more than 180 families and organizations whose lifetime commitments to the university have surpassed \$1 million in philanthropic support.

2013 Harris Society Honorees:

American Chemical Society
ARCS Foundation Portland Chapter
Michael B. Camillo in memory of Patricia A. Reynolds, '73
The Cobalt Development Institute Ltd.
Linda D. & Robert A. Gray, '53
Marylou M. Green, '49, & Lester D. Green, '50
Eileen Potucek Hartmann, '74, '76, & Norbert A. Hartmann

William Miley
National Fish and Wildlife Foundation
Papé Group, Inc.
Jaclyn Jacobs Rusch, '51
Sanders Family Foundation
Triad Machinery, Inc.
Elaine Yunker Whiteley, '53, & Benjamin R. Whiteley, '51

Alumnus remembered for lifelong leadership

Keith McKennon, '55, left a permanent mark on Oregon State University and the OSU Foundation, leaders said following the passing of the Phoenix resident on September 14. McKennon, a Lifetime Trustee, was 79.

A retired executive with Dow Chemical Company, Dow Corning Corporation and PacifiCorp, McKennon served in volunteer leadership roles for many years, including stints as both president and chair of the OSU Foundation Board of Trustees in the late '90s. He and his wife, Pat McKennon (pictured at right) were one of three couples who chaired the \$47 million expansion and renovation of OSU's Valley Library.

"He brought to these tasks a new level of professionalism that really launched OSU into another realm of fundraising altogether," said Mike Goodwin, president and CEO. "It was the success of the Valley Library fundraising effort that sparked dreams of launching a comprehensive capital campaign for the university. Keith helped put the infrastructure in place that is making The Campaign for OSU such a success today."



Among other volunteer leadership roles, McKennon also served on the College of Science Board of Visitors. Named a College of Agricultural Sciences Alumni Fellow in 1983, McKennon also was honored with the E.B. Lemon Distinguished Alumni Award in 2003 and the OSU Foundation's Lifetime Trustee Award in 2009.

Who doesn't love a road trip?

A university president once told me that one cannot run a university from behind a desk.

The same is true of an alumni association and that is why I have worn my shoes thin, my tires bald and have grown my waistline a bit by attending a bunch of OSU events, socials and educational sessions during my first five months as your executive director.

I have been to formal soirées, walked in a horse parade at Pendleton (not a great way to keep one's boots clean), slogged through mud to a football game, experienced a Civil War in Eugene, helped fire up a crowd at a homecoming bonfire and eaten my way across Oregon.

And I have loved it all!

Travelling this beautiful state, I have seen pristine forests, picturesque mountains and rich green valleys. I have spent time with students and seasoned Beavers, and I have loved every minute of *that* experience as well.



Whether standing boot-heel to boot-heel with cowboys and cowgirls at Pendleton or high-heel to high-heel with ladies at a fancy reception, I have learned what a wonderfully passionate and dedicated group of alumni populates Beaver Nation.

I have gained knowledge about the university and its dedicated staff and I've seen the wonderful work being done at the OSU Alumni Association and the OSU Foundation.

As I have become happily infected with the contagious pride we have in our university and its graduates, I have seen the results of a brand new survey of our alumni attitudes. We asked for your opinions, more than 1,600 of you responded, and now we are filtering through the results to help us make important decisions.

As indicated in our story about the survey on page 24, you told us once more that you are proud of your university, your fellow graduates and your alumni association.

As we analyze the data in more detail, we will look for the kind of advice you gave us when we did a similar survey in 2007. Those responses helped convince us to develop a more robust regional network program and a new career services platform and to grow our Business Roundtable groups in Portland and Seattle.

OSU alumni are making a difference across the nation and around the world; we relish the challenge of reaching you where you live, work and play.

To do this we need more volunteer help, and more and more of your fellow Beavers are seizing this opportunity to serve in the name of Oregon State University.

We are excited to report that on our OSU Community Day of Service this past spring we had 500 Beavers working on 36 projects in three states. But we can do more!

With the next Day of Service set for May 17, 2014, we need passionate alumni who can identify and coordinate volunteer service activities in their communities. It is quite simple and highly rewarding, and you will have OSUAA staff help. We want to show the other universities in this state and elsewhere that Beavers care.

A university can be described in many ways — by rankings, new buildings and bragging points. But ultimately, a university is defined by the citizens it produces ... its alumni!

I am proud to be a part of Beaver Nation. I have a new pair of shoes and I am raring to go, so please watch for me at an event in your area.

Visit our website at osualum.com to learn many ways to get involved and make a Beaver difference. 🦫

Kathy Bickel

Kathy Bickel
Executive director, OSUAA
Vice president of alumni relations

Young alumnus, six fellows honored with award

Seven accomplished Beavers — six alumni fellows and one young alumnus — returned to campus during Homecoming, Oct. 24–26, to be honored by the OSU Alumni Association. They were feted at a



Darrin Crescenzi, '07, College of Liberal Arts, received the OSUAA 2013 Young Alumni Award. A senior designer in the New York office of Prophet, a global strategic brand consultancy, he was named to *Fast Company* magazine's 2013 list of the world's 100 most creative people in business. While at OSU and for several years afterward, Crescenzi designed the *Oregon Stater*. After graduation he

worked at Nike, becoming a senior designer on its global brand team. His work there included rebranding the LeBron James product line and designing uniforms for the US basketball and track and field teams in the 2012 London Olympics.



Jack R. Borsting, '51, fellow from the College of Science. Borsting earned his bachelor's in math from OSU and went on to earn graduate degrees at the University of Oregon. An expert on operations research and statistics, he is professor and dean emeritus of the Marshall School of Business at the University of Southern California. In the 1980s he served as assistant secretary of defense under presidents Carter and Reagan, acting as chief

financial officer for the Department of Defense. He has held leadership positions in many professional and civic organizations, and has provided fellowships for students attending Oregon State.



Martin Goebel, '79, fellow from the College of Forestry. Goebel founded Sustainable Northwest in 1994 to build and support collaborative relationships between rural communities, conservationists, businesses, tribal stakeholders and the government. These days, as principal at Moebius Partners, he speaks to audiences around the world about collaborative leadership, conservation and sustainable development policy.



Sandra Henderson, '83, '88, '01, fellow from the College of Science; nominated by the College of Education. Director of citizen science and deputy director of education and public engagement at the National Ecological Observatory Network (NEON) in Boulder, Colo., she manages a national field campaign known as Project BudBurst, which engages the public in collecting data based on the

reception and dinner, met with students, rode in the Homecoming parade and were introduced at Saturday's football game. They are:

timing of leafing, flowering and fruiting of plants. In June she was honored at the White House as a Citizen Science Champion of Change.



Debra Nelson, '87, fellow from the College of Veterinary Medicine. She has served as president of the Arizona Veterinary Medical Association and the University of Arizona Veterinary Diagnostic Laboratory Advisory Board. During her career she has accumulated extra skills in the fields of zoonotic diseases (which can move between humans and other species) and bioterrorism and agroterrorism.

She travels extensively, often flying her own airplane, to provide volunteer veterinary services to underserved communities.



Carol Hill Pickard, '76, fellow from the former College of Home Economics; nominated by the University Honors College. An attorney retired from private practice, she began her career in the Army Judge Advocate General's Corps at Fort Ord, Calif., where she provided legal assistance to service members and their dependents and was the first female attorney to prosecute courts-martial. She is

an ambassador for Mothers2Mothers, which provides medical care and mentoring designed to prevent the transmission of HIV from mothers to children. She has been a leader of the Honors College's efforts to meet the challenges of booming enrollment and applications.



James E. Womack, '68, fellow from the College of Agricultural Sciences. A distinguished professor and director of the Center for Animal Biotechnology and Genomics at Texas A & M University in College Station, he is internationally recognized as a leader in the field of bovine genomics. He has taken special interest in assisting the careers of young scientists in developing nations. Many of his

students have gone on to positions of international leadership in animal genomics.

Linda Hirneise, '75, president of the alumni association, congratulated the recipients at a gala reception and dinner at the CH2M HILL Alumni Center.

"As a person devoted to helping bring favor and fortune to our wonderful university, I thank these recipients for making that job so much easier by being such great examples of what it means to be an Oregon Stater," she said. 🍌



Sites sought for Day of Service, May 17

These students who helped spruce up downtown Corvallis this May were part of a far-flung army of Beaver do-gooders who helped out in their communities during the 2013 OSU Community Day of Service, sponsored by the OSU Alumni Association.

This year the association seeks to dramatically expand the popular event by getting alumni everywhere to volunteer to host new Day of Service projects in their areas.

Friends and alumni who would like to help organize — with OSUAA staff assistance — a service project in their community during the next day of service on May 17, 2014, should visit osualum.com/service, or contact Kate Sanders, 541-737-6220; kate.sanders@oregonstate.edu. (Photo by Dennis Wolverton)

OSU COMMUNITY DAY OF SERVICE

SATURDAY MAY 17, 2014

Beaver Nation has been about community service since 1868. Join alumni, students and friends across the nation during the annual OSU Community Day of Service. Restore a beach, clean up a street or highway, or provide food to the hungry. We are part of a tradition that gives back. We are Beaver Nation.

osualum.com/service

OSU Alumni
Association



Even Benny likes a deal

A certain furry creature who has his own special access to Beaver gear was an eager bargain hunter at the OSU Alumni Association's exclusive shopping night at Nike's employee store in Beaverton. The annual event offers early access for OSUAA members; this year it drew more than 1,500 pre-registered shoppers. (Photo by Hannah O'Leary)

Beavers mean business

The **OSU Business Roundtable** provides networking and mentoring opportunities to Oregon State alumni within the **Portland** and **Seattle** business communities.

Each event features either a voice from campus, bringing you news of the latest and greatest happenings at Oregon State, or a successful alumni speaker willing to share a success story and provide strategy to advance the business efforts of fellow Beavers.

The OSU Business Roundtable is made possible by the OSU Alumni Association and an extensive collaboration of Oregon State University departments and alumni.

Sign up today!

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osualum.com/BRT

Seattle:
osualum.com/SeattleBRT

OSU Alumni
Association

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Need more information? Give your alumni association a call at **1-877-OSTATER** (1-877-678-2837) or visit osualum.com/events or osualum.com/travel.



DECEMBER

01-31

Portland: adidas shopping event

14

Portland: Beaver Store holiday photos with Benny

28

Portland: OSU Night at the Blazers vs. Miami

JANUARY

05

Alumni and friends group travel:
Cruise the Panama Canal

09

Online: Alumni Career Speaker Series — Ignite Your Career Goals

17

Los Angeles: Happy hour and social

20

Alumni and friends group travel:
Burma — The Golden Land

30

Portland: Recruit Portland career fair

31

Portland: State of the University Address

FEBRUARY

03

Alumni and friends group travel:
Botswana

05

Online: Alumni Career Speaker Series — Advance Your Career

Portland: OSU Design Network event

11

Portland: OSU night at the Blazers vs. Oklahoma City

21

Alumni and friends group travel:
Caribbean Pearls

28-March 02

Scottsdale: Destination OSU

MARCH

Across Beaver Nation: Look for OSU in Your Neighborhood events coming in March, April and May 2014!

01

Napa: Wine tour

02

Stanford: Pac-12 Wrestling Championships

05

Portland: OSU night at the Blazers vs. Atlanta

Online: Alumni Career Speaker Series — Build a Powerful Network

06-09

Seattle: Women's Pac-12 Basketball Tournament

12

Alumni and friends group travel:
Patagonian Frontiers

12-15

Las Vegas: Men's Pac-12 Basketball Tournament

28

Alumni and friends group travel:
Southern Culture and Civil War

TRAVEL CALENDAR



APRIL

- 02 **Nationwide:** Alumni Career Speaker Series — Discover the Leader in You
- Portland:** OSU Business Roundtable
- 04 **Seattle:** OSU Business Roundtable
- 05 **Rainbow, Calif.:** Roadrunner Ridge wine tasting and tour
- 11 **Alumni and friends group travel:** Cruise the Waterways and Canals of Holland and Belgium
- 20 **Alumni and friends group travel:** Historic Reflections
- 21 **Sacramento:** Happy Hour and OSU Baseball vs. Sacramento State
- 25 **Corvallis:** Spring Awards Celebration

MAY

- 17 **Nationwide:** OSU Community Day of Service

JUNE

- 06-07 **Corvallis:** Golden Jubilee

JULY

- 19 **Seattle:** OSU Family Picnic

AUGUST

- 20 **Portland:** Golf tournament

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 other listings:
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Hangouts, eateries, drive-ins and diners

By Ann Kinkley

Going out to eat with friends — whether as a break from studies, to celebrate a special event or to get away from the group-living dining experience — is a beloved ritual repeated by generations of Beavers. Most of us carry memories of those places where we and our friends spent many hours and precious dollars during our years in Corvallis.

Depending upon the era, the invitation and the destination might involve period slang and popular references unfathomable to students of other times. “Meet me at the EL!” was an invitation to meet and eat in the 1930s, while going on a “Coke date” was a term used in the ‘50s. “Let’s get some pizza!” became a standard cry by the 1980s.

In the first half of the 20th century, students would venture off campus for special events downtown at Wagners Restaurant, the Coffee Tavern in the Hotel Benton or the Golden Pheasant — nicknamed the “Brass Duck” — in the Hotel Corvallis, which had banquet rooms, a ballroom and homemade ice cream. Mrs. Houser’s Tea Room was located in the

downtown Elks building in 1936, with a hint at the formality of the dining experience that prevailed at that time.

Coffee shops and cafes opened on Monroe Street and along Southwest Third in the following decades. Many came and went, but one is most-often mentioned when alumni reminisce about those college years.

The Electric Lunch (the EL) had started downtown but became the dominant eatery on Monroe from the 1920s into the 1950s. Being so close to campus, and pre-dating large-scale campus cafeterias, it was the place to go with a date or your buddies after the game. Open from 7:30 a.m. until 10:30 or later in the evening, it was a true home away from home.

Once OSC’s mascot became official and popular, coffee shops popped up carrying that moniker: The Eager Beaver in the 1940s called itself “Oregon State’s own daily ‘Coke’ and ‘Coffee’ center for thousands of Oregon Staters.”

Early on-campus eateries included the O Club in the Memorial Union, pegging itself as “Your campus headquarters” in *Barometer* ads of the ‘50s. And alumni returning for reunions still ask about the dairy bar in Withycombe Hall where they could buy student-made “Nutty Buddy” ice cream cones.

Another popular spot in the MU was Eilers, “Where Staters Meet and Eat,” along with the Kampus Kavern and Clarks Coffee Shop. In 1960, when the Commons was added to the original MU, the growing student body could choose from a larger and oft-changing assortment of food purveyors.

Coffee shops were popular from the beginning, but some new folks in town began roasting coffee beans in the ‘70s. Sivetz Coffee and The Beanery were two of the early local roasters, with Allann Bros’ Beanery still operating in three Corvallis locations.

As food tastes changed through the generations, so did the restaurant offerings. Ethnic food was featured on and off campus; drive-throughs flourished with the automobile’s popularity. (The Big O downtown; Toot & Tell Drive In on Philomath Road; Seaton’s BBQ Pit on Ninth Street). Local hamburger joints opened up — their owners often recent graduates — with the latest fads in burgers, fries and shakes gobbled up by the students.

Then chain restaurants began to discover Corvallis as the always-hungry Beaver population continued to grow.

Corvallis has always had “fancy” restaurants available for those special events or momentous dates. One of them was The Gables on Ninth Street, which closed in 2008 after a 50-year run.

And of course there were (and are) the drinking establishments. As far as we can tell, the longest continuously running restaurant in Corvallis opened in 1929 as the Peacock Tavern on Second Street (now Tom’s Peacock Bar & Grill). It is still serving up grog and grub that keeps both local patrons and newly-turned 21-year-old students happy.

The current craft brewery phenomenon has seen several successful brew-pubs flourish in town, along with new distilleries and wineries. Enlarged programs of fermentation science and enology at OSU have prepared many graduates for careers in these markets, with local opportunities to practice their skills.

One of the more well-known operators is the alumni-owned, Oregon-based McMenamins chain, which has re-purposed two locations in town: one in what was originally The Tower of London on Second Street, and their Monroe Street brewery, which was built on the historic location of the Electric Lunch.

A popular sub shop, Togo’s, began in that same block (and has since relocated away from campus); a founder of the McMenamins chain, Mike McMenamin, ’73, worked there during his years as a student. 🍷

Ann Cassinelli Kinkley, ’77, is associate editor for class notes and history and traditions at the Oregon Stater.



TASTY MEMORIES

Here is a definitely-not-all-inclusive list of some of the longer-lasting campus-area restaurants from the last century, some still open and many long gone. Memories to share? Let us know at stater@oregonstate.edu.

ICE CREAM

Brownies Shake Shack
Olga's Homemade Ice Cream
The Gay Parfait
Just Dessert

BURGERS

Seaton's BBQ Pit
Big "O" Drive-in
Sir Loin's
Chat N Chew
Custer's In-N-Out

UPSCALE

The Gables
Sunnybrook/Burtons
Lum Lee's/Wes' Prime Rib
The Class Reunion
The Thunderbird
Michael's Landing
The Golden Pheasant

ETHNIC

Papa's Pizza
Evergreen Indian Restaurant
Mazzi's Italian Food
Cirello's Pizza
Woodstock's Pizza
American Dream Pizza
Toa Yuen
Local Boyz Hawaiian Cafe
El Sol de Mexico
Papagayo

BARS

The Tower Dungeon
The Oregon Museum
Fox & Firkin
Clodfelter's Public House
Tom's Peacock Bar & Grill
Mother's Mattress Factory & Tavern
The Oregon Museum
Crazy Horse Saloon
Squirrel's Tavern
Tommy's 4th Street Bar and Grill
The Beaver Hut

AND MORE

Bombs Away Café
Nearly Normal's
Togo's Submarine Sandwiches
University Hero Sandwiches
Darrell's Restaurant and Lounge
New Morning Bakery
Superette/Deli
Old World Deli
Oscar's



A football team in black uniforms with orange and white accents is running through a tunnel. The tunnel is filled with white smoke, and orange flags are visible on the left and right sides. The players are wearing helmets with orange and white stripes. The number 4 is prominent on the player in the foreground, and other numbers like 21 and 93 are visible on other players.

Homecoming

A restored tradition, on the rise again

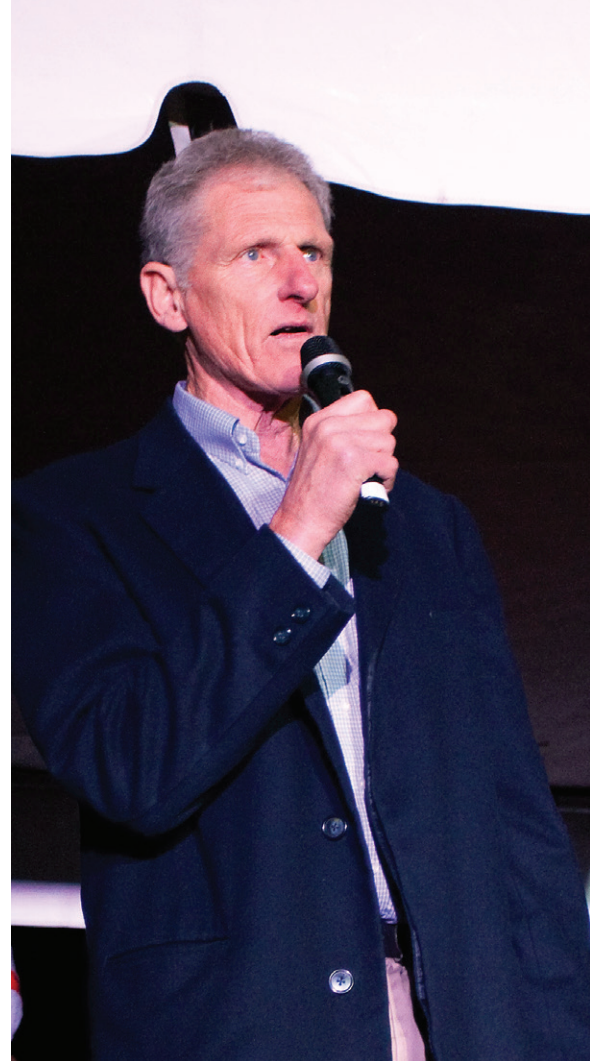




The OSU Alumni Association, its Student Alumni Association and other promoters of positive nostalgia and big fun decided a few years ago that the then-waning idea of Homecoming was worth re-energizing. As the photos on these six pages document, it's safe to say that this year's late-October event made it clear that progress is being made.

The Beavers battled. The band played. Happy babies were hoisted. A brightly lit parade made its way from downtown through campus. A bonfire roared to life. Legendary OSU hoops star Mel Counts grand marshaled the parade and inspired the bonfire crowd. And students — wonderfully, gleefully fired-up students — went nuts as they exhorted the Beavers in their valiant yet ultimately unsuccessful battle with Stanford.

We've heard a rumor that next year's Homecoming in late October or early November will be a true extravaganza, celebrating the successful end of The Campaign for OSU. (All photos except the pickup in the parade by Jeffrey Basinger; pickup shot by Ethan Allen Smith)









Chaplin nears coaching record



By Kip Carlson

Tanya Chaplin recruits and coaches winners in the Gladys Valley Gymnastics Center. (Photo by Bret Lorimore)

It's appropriate that the Gladys Valley Gymnastics Center — with its pitched single roof, plank-like siding, old-fashioned small-paned windows and covered porch — resembles a big, inviting home. For all intents and purposes, the building near the main entrance to the Oregon State campus is home to a family.

The caring, supportive atmosphere within its walls is a big reason that the “mom” of the house, Tanya Chaplin, is on the verge of becoming the winningest gymnastics coach in OSU history. With a career record of 315-184-2 in 16 seasons, she's two victories short of tying the mark set by Jim Turpin from 1986-97.

"It means everything," senior Brit-tany Harris said of getting the record for Chaplin. "Because it's us giving back to Tanya. She's put so much into this program and to help her achieve it ... It makes us happy because we're also winning but we're helping her be the best coach she can be and everyone (is) seeing that. It's an honor to be part of the team."

Harris is among a growing crowd of current and former OSU gymnasts who attest to Chaplin's focus on developing people, not merely performers.

"She's offered me life advice past just gymnastics," said Chrissy Lamun, '06, who competed from 2003-06. "It's always been more than just gymnastics with her, and it just goes back to the trust you have with her completely."

"That's what has made that program so successful: She gets everyone behind her and believing in her vision, and I think that's why people can achieve it,

because you can wholeheartedly believe in her vision for the program."

Since Chaplin arrived at OSU prior to the 1997-98 season: She has been named the conference's Coach of the Year five times; the Beavers have advanced to the NCAA Championships as a team 10 times and earned 30 All-America honors, and Beavers have been named National Association of College Gymnastics Coaches Academic All-Americans 80 times.

In 2011, Chaplin and her associate head coach — and husband — Michael Chaplin were named West Region Coaches of the Year.

Bea Tistu-Whisenhunt, '00, competed for the Chaplins during her final three seasons from 1998-2000 and is now the program's director of operations.

"They just work so well together: what the team need is, and who's going to do what to get that accomplished," Tistu-Whisenhunt said. "They just keep

their focus on the team and whatever needs to be done, and everybody has a role in getting there."

When the Chaplins arrived at Oregon State, their task wasn't to create success but to sustain it. Under Turpin and Ron Ludwig, who coached from 1976-85, OSU had developed into one of the nation's strongest programs. The Chaplins knew of Oregon State's tradition in the sport: Tanya had grown up in Eugene, attending the National Academy of Artistic Gymnastics, and at the time of their hiring Tanya was an assistant coach at Washington and Michael was the head coach at Seattle Pacific.

As assistant coaches are wont to do, Chaplin had considered what she would emphasize if she were running a program. A big part of her philosophy came

Chaplin encourages Chelsea Tang during a meet with UCLA. (Photo by Ethan Erickson)





Michael Chaplin, Tanya Chaplin's husband, is associate head coach of the team. (Photo by Bret Lorimore)

from her own college coach at UCLA, Jerry Tomlinson.

"That was looking at the whole person and not just what you did in athletics," Chaplin said. "And that's something that's very, very important.

"But in the process of that it brought you back to the love of the sport and why you started it: You enjoyed the process, you enjoyed flipping around, you enjoyed pushing the boundaries. And that was an experience I wanted the athletes I coached to have, so it was trying to create an environment where they would be able to come in and expand on those horizons and learn some life lessons along the way. ... There are

challenges you have every single day in here and if you think about it that way, how do I make this a positive day when maybe something isn't perfect?"

In Lamun's view, the Chaplins can consider that mission accomplished. Now a dentist in Arlington, Texas, Lamun readily recounts what she took away from the program, lessons that didn't involve a balance beam or uneven bars.

"My success in dental school was because of people like Tanya," Lamun said. "Learning to prioritize and work hard and focus on little things one at a time, and then the results will come. ... I tell people all the time that I have gymnastics and my coaches to thank — and obviously my parents as well — for teaching me those skills and how to do that, how to work hard and make priorities. And to be successful under pressure, because there's pressure for

sure when you're working on these tests and being certified to practice and doing surgeries and whatnot on people. Those are pressure situations."

The family-style support system provided by the Chaplins was crucial to Lamun in another way. While she was attending Oregon State her mother, Sandy, was diagnosed with Lou Gehrig's disease; she would die shortly after Lamun completed her senior year. She recalls dreading the sound of the phone ringing in the gym because she was afraid it would be someone calling with news that her mother had died.

"Being able to talk to them when I was scared, when I was frustrated ... having them there to support me and to talk to when I was feeling overwhelmed with it all, was 100 percent them," Lamun said. In the years since, she's spoken often with Chaplin and sought her advice.

Helping establish the caring environment is the fact that the Chaplins are literally a family in the gym. In addition to their being wife and husband, their daughter Alana has grown up around the program, from diapers to her soon-to-be-earned high school diploma.

"We have the kids over to our house," Michael Chaplin said. "We live just five minutes away and that's one of the great things about Oregon State, that you can create that pretty easily. Some places, you live a half-hour or an hour away, you can't have very many events within your home. ... When we do, they know, 'This is where the Chaplins live, it's five minutes away from campus.'"

"And we're there if they need us,"



Among the loyal and talented members of the Chaplins' gymnastics "family" are (clockwise from upper left) Brittany Harris, Kelsi Blalock and Hannah Casey. (Harris and Blalock photos by Ethan Erickson; Casey by Scobel Wiggins)

Tanya Chaplin added.

"That's what I really like about it: you have your mom and dad figuratively here," Harris said. "They work off each other so well and they make it a fun environment. They push you but they joke around and have fun and make it the most fun you can have in the gym and outside the gym at all times."

Over 16 seasons the Chaplins have made regular evaluations of what's working and what could work better in their program, looking for ways to

improve. The core philosophy, however, is unchanged.

"There's a certain culture we've always talked about having," Michael Chaplin said. "You're going to be a student-athlete, you're going to be a good student and go to class, you're going to work hard in the gym, you're going to have to keep your priorities square: school, gym, social life. If those things are in line, everything else follows."

Including a school record for career wins.

"But the wins are more of what the athletes and the staff and the people who work together — because it's a team effort — have accomplished," Tanya Chaplin said. "It goes on the head coach's record, but it's really the entire program." 🍌

James Albert, Penny Atkins, Nancy Barham, David Brasuell, Don Brown, Heather Brust, Bob Edwards, Rick Gehrke, Grant Kitamura, Jeffrey Leonnie, Scott

Lowe, Karen Martz, Laurie Mitchell, Noei Murata, Ralph Poole, Brian Redland, Mark Rees, Lisa Reeser, Scott

Richardson, Sue Richardson, Kent Scott, Ken Stokes, Richard Teramura, Jim Travis, Jim Weather,

Kimberly Mueller, Noel Marra, Jennifer Edwards, Brian

Collins, Paula Franke, Leah Goheen, Drew Hedges,

Darren Hippenstiel, Heather Hippenstiel, Josh Johnston,

Natalie Swartzendruber, Eric Bartz, Meru Belbayuv,

Patty Branley, Angie Burrus, Lance Burrus, Lisa Hill,

Jim Krigbaum, Tim Large, Debra Leingang, Emilee

Mackay, Andy Mark, Noah Markow, Chris Pinn, Doug

Deuter, Patrick Wadler, Dave Chirba, Jim Dahl,

Joe Benz, Ty Oliver, John Mohler, Melissa McDonald,

Charles Radosta, Abby Swartzcutt, Amy Hecker, Carol

Caughy, Christian Fries, Christine Cyphers, Hilary

Noel, Janyla Chouinard, Kim Atkins, Keith Ferridge,

Kayce Joyce, Lauren Ross, Shannon Ferrigno, Suzanne

Peters, Danny Nelson, Dick Nicholson, Jen Weiss, Katie

Schuberg, Michael Stephenson, Michelle Van Slack,

Paula Hammond, Phillip Scott, Rebecca Field, Ron

Powers, Shamel Naguib, Tony Williams, Jon Bettendorf,

Pat Egan, Laura George, Jason Hess, Linda Hirneise,

Thomas Nakano, Mary Bauer Opra, Joth Ricci, Lori Rush,

Ryan Smith, Kara Cardwell, Jim Coats, Keith Dempsey,

Linda Spaltro, Charles Kingsbaker, Dan Jarman, Charles

Galindo, Andreea Tofan, Fred Wiegand, Michelle, Noel Murata, Ralph

Poole, Brian Redland, Mark Rees, Lisa Reeser, Scott Richardson, Sue

Richardson, Brent Scott, Ken Stokes, Richard Teramura, Jim Travis, Jim Weather,

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Noel, Janyla Chouinard, Kim Atkins, Keith Ferridge,

Kayce Joyce, Lauren Ross, Shannon Ferrigno, Suzanne

Peters, Danny Nelson, Dick Nicholson, Jen Weiss, Katie

OSU Alumni Association

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Four top-100 recruits power Rueck's hoops squad

By Kip Carlson

Samantha Siegner grew up in Albany as a self-described “big supporter” of Oregon State. When she developed into one of the nation’s most-sought girls basketball players as a senior at West Albany High, the Beavers were certainly in contact with her — but received a less-than-encouraging reception.

“To be honest,” Siegner said, “before I had ever met them or talked to them, I wasn’t interested in Oregon State at all because of what I’d heard with the past coach. When they gave me a call, I actually told Coach (Scott) Rueck, ‘Hey, you know, I’m actually not very interested in you guys right now.’”

Luckily for OSU, Siegner then listened more closely — not only to what Rueck, ’92, ’93, was saying — but to how he was saying it.

“Just the way he was talking on the phone, you could just tell he was different,” Siegner said. “And I think that’s what got me because I’m a people person and I can’t stand anyone who’s trying to sell you on something.

“I could just sense he was extremely genuine with what he was saying.”

The ability of Rueck and his staff to connect with big-name recruits has paid big-time dividends. Oregon State’s 2013-14 roster has four players who rated among the nation’s top 100 recruits during high school: Siegner, a sophomore forward; Jamie Weisner, a sophomore guard; Breanna Brown, a freshman forward/center, and Sydney Wiese, a freshman guard. Several services compile such ratings; the highest for each had Weisner as the No. 41 player in the country, Brown No. 49, Wiese No. 66, and Siegner No. 94. Sophomore forward Deven Hunter was ranked No. 100 at her position as a high school senior.

That’s a massive boost for a program that had seen all but two players bolt from the program before Rueck took over prior to the 2010-11 season. He’s gone from cobbling together a roster of transfers and walk-ons to having a 2012 recruiting class that was named the nation’s 29th-best.

“We all know that it’s just a number, it’s just a ranking,” Rueck said. “It’s subjective ... we know that. It sure is neat, though, to have them listed and see Oregon State ranked in the top 100 with someone.”

For Rueck, the jump from coaching at Divi-

sion III George Fox to Division I OSU meant adjusting to a new recruiting world; he credits assistant coaches Mark Campbell and Eric Ely — both of whom had Division I experience — with helping him learn the ropes. There are fewer players with the skills to excel in Division I, so the competition is greater to attract them. Plus, the major-college recruiting process involves not just parents, but people such as summer coaches and private trainers.

One thing stays the same: developing relationships. And the Beavers were fortunate to have had some personal ties with several of their early recruits. One of Rueck’s roommates at OSU was basketball player Bob Cavell, ’92, ’93, whose daughter was a friend of Hunter; one of Siegner’s aunts played at George Fox.

“So we had to build those relationships because, I’ll be honest, Oregon State was not on their radar, even though we’re right here,” Rueck said. “Yes, those relationships certainly sped up the process. ... We were very fortunate at the timing because there’s usually maybe a handful of players who are BCS-level players from our state each year.”

It helped that Rueck and his staff quickly made the Beavers competitive. And after some of those top-100 players ended up at Oregon State, the resulting stamp of legitimacy on the program attracted attention from high-profile recruits from farther afield. Wiese, named the top player in Arizona as a senior, said it caught her attention; when she got to know the OSU coaches it sealed the deal.

“I believe in the vision they have here,” she said. “They recruit not only great basketball players but even better people. They stay faithful to the program and to their players, and they’re very dedicated to preparing us for whatever we may face on or off the court.

“When I was here (on her recruiting visit), I could see their passion for Oregon State and developing a great team and I wanted to be part of it. I’m so excited to get this season going.” 🍌

From left, nationally elite players Samantha Siegner, Sydney Wiese, Jamie Weisner and Breanna Brown connected with Coach Scott Rueck and his staff. (Photo by Bret Lorimore)





Athletic alumni link up to start 'Metacollective'



Bryan Ingram



Akili King

By Kip Carlson

Internet and cellphone service in the Himalayas. Fresh water in Zambia. A better medical environment in Bangladesh. Sturdy housing in Pakistan.

Those could all be part of what former Oregon State athletes Bryan Ingram and Akili King want to make happen in the not-too-distant future. Their fledgling company, Metacollective, has its sights on using technology to improve living conditions and stabilize the structure of Third World life.

Ingram was a baseball catcher from 1998-2001, earning All-Pac-10 honors his final season. King was a football running back in 1996 after starting his career at Army; he was named OSU's Most Valuable Player that season and selected for the Hula Bowl.

The two connected last spring when OSU Athletics hosted its Startup Weekend to show Beaver student-athletes the ins and outs of turning an idea into a business. Marianne Vydra, senior associate athletic director, thought Ingram's work with Google could make him a good presenter for the conference; King organized the conference.

The two hit it off. Ingram, with experience in advertising and the application of digital technology, had been thinking about ways technology could realistically be applied to save and improve lives in developing nations. King liked what he heard and also put Ingram in touch with Brian Phelan, a classmate from West Point.

The trio have extensive contacts in government and the private sector that could help distribute products they have identified as crucial to furthering development:

- **Rapid**, a solar- or fuel cell-powered communications hub the size of a small camp trailer that creates a "connectivity bubble" for the internet and cellular phone service that ranges up to 50 miles.

- **AquaDrop**, a mobile solar-powered water purification station that needs no filter or cartridge replacements.

- **MediThreads**, a line of medical apparel and linens treated with a patented antibacterial/antimicrobial finish that protects individuals from potentially lethal elements found within the medical environment.

- **Eco Panels**, an energy-efficient and easy-to-assemble set of building products.

Handle those big problems like communications, clean water and housing, Ingram feels, and you can start bringing stability to areas afflicted by their absence or scarcity.

"Because as long as food and shelter and water are volatile, you're going to have a volatile society," Ingram said. "It's great to wake up every morning and know you're providing a solution that can bring some peace to those regions."

OSU baseball loaded after record-breaking season

OSU baseball will open its season in February with a record-breaking year in its immediate past and a highly-ranked group of recruits pointing to a bright future.

Baseball America has ranked the 2013 Oregon State recruiting class as the fifth best in the country, giving the Beavers their sixth top-25 class since the team's 2006 national title, and their third to rank in the top 10.

Oregon State has four players who spurned Major League Baseball draft selections and were on campus this fall. 2013 selections include right-handed pitchers Jake Thompson (34th round, Chicago Cubs) and Chandler Eden (36th round, Miami) as well as infielder Trevor Morrison (38th round, Boston). 2011 selection Michael Howard (21st round, Minnesota) comes into the program as a transfer from Yavapai Junior College and is listed as both a pitcher and outfielder.

OSU returns four starting position players and two starting pitchers from last season's club, which won a school-record 52 games and advanced to the College World Series for the fifth time in school history. OSU won its third league championship since

the then-Pac-10 unified prior to the 1999 season. The team will play 26 home games in 2014.

Fans in Oregon will have the opportunity to catch the team on 30 dates as the Beavers also have games scheduled in Eugene, Keizer and Portland. All 56 regular season games are set to take place in Pac-12 states: Oregon, Washington, California and Arizona.

The team will get comfortable in Arizona for the first two weeks of the season, visiting Tempe for a tournament hosted by Nebraska to open the season, then hosting the Pac-12/Big Ten Tournament in Surprise the following weekend. Oregon State opens the season Feb. 14 against Gonzaga, and follows that up with games against Nebraska and two against Pacific.

In Surprise, OSU is scheduled to square off with Michigan State, Nebraska and Indiana, whom the Beavers defeated 1-0 at the 2013 College World Series.

Oregon State's home opener is slated for Feb. 28 against Wright State. Oregon State's conference opener is March 14 at Utah. The Pac-12 home opener is March 21 against Arizona.



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APPOINTMENTS

Mark LeChevallier, '78, '81. Voorhees, N.J., director of Innovation and Environmental Stewardship at American Water, has been appointed to the Water Environment Research Foundation's Research Council for a three year term beginning January 1, 2014. He is known for his ability to communicate complex scientific concepts via a blog called "Dr. Water": www.drwater.amwater.com.

Bob Hughes, '79, Corvallis, a senior research professor in the Department of Fisheries and Wildlife at OSU and a senior scientist with Amnis Opes Institute, is president of the American Fisheries Society.



Nancy A. Roseman, '87, is the first female president of Dickinson College in Carlisle, Penn. She was a post-doctoral fellow in biochemistry and biophysics at OSU from 1987 to 1991.

Dave V. Simmons, '88, Tualatin, a CH2M HILL project manager, has been elected 2013-14 president of the American Council of Engineering Companies of Oregon.

APPOINTMENTS

Laura Thompson Franzen, '03, is an associate attorney at Stahancyk, Kent & Hook P.C. in Portland.

Kate Cross Porsche, '08, '12, economic development and urban renewal director for the City of Albany, has been elected to the board of directors for the Oregon Economic Development Association for 2014-15.

OTHER NOTES

Phil Kaser, '53, and his wife, **Jo Kaser**, owners of Harvard Avenue Drugs & Gifts in Roseburg, met as students at OSU. They've owned and operated the pharmacy since 1959.

Bob Hewitt, '54, Gresham, is a world record holder in the masters division of track and field, holding several gold medals. He started competing at age 65, and recently beat a world record for men 80 and older that had held for 12 years, at the National Masters Decathlon & Heptathlon in Charlotte, N.C., in June. During that meet he competed in 10 events including clearing 7', 8.5" in the pole vault.

John Hubbe, '81, '85, Richland, Wash., is payload director of the Atmospheric Radiation Measurement Aerial Facility at the Pacific Northwest National Laboratory, part of the U.S. Department of Energy. The ARM Aerial Facility provides airborne measurements for researchers, which includes flying through wildfire smoke to collect data.

OTHER NOTES

Tala Madani, '04, Los Angeles, Calif., is an internationally known artist whose works are popular with collectors. At OSU she received bachelor degrees in fine arts and political science, as well as a master's of fine arts from Yale University.

Jeffrey Stebel, '06, Littleton, Colo., is an industrial engineer for the Sierra Nevada Corporation which is developing Dream Chaser, a vertical-takeoff, horizontal-landing plane created for human spaceflights.

AWARDS

David B. Stephen, '79, '82, director of University Housing and Food Service at California State University, Chico, received the Parthenon Award from The Association of College and University Housing Officers – International.

Terrill Collier, '81, is a second-generation owner of Collier Arbor Care (now part of Bartlett Tree Experts) in Portland. He was presented with an Honorary Lifetime Membership and was named a True Professional of Arboriculture for 2013 by the International Society of Arboriculture (ISA).

Ralph Dunham, '82, senior civil engineer at Stuntzner Engineering and Forestry Consulting in North Bend, received the 2013 President's Award from the Professional Engineers of Oregon.

NEW LIFE MEMBERS

The OSU Alumni Association welcomes the following alumni and friends who have demonstrated their commitment to Oregon State University by becoming lifetime members of the association since the list was last published in the spring *Stater*. These members join thousands of other life and annual members in supporting current students, strengthening the OSU network, and building pride and distinction in the university. If you would like to learn more about membership, please visit www.osualum.com/membership or call 1-877-OSTATER. (In the otherwise alphabetized list, couples with joint life memberships are listed together.)

Kimberly Grace Andrews, '99
Robert Dwane Boles, '98
Kristen Elizabeth Bowler, '90
Neville John Bowler, '91
Alfred T. Brown, '74
Karen E. Carr
Brett Thomas Cowgill, '10
Brittany Elliott Cowgill, '11
Michael Paul Cruise, '01
Kellan Michael Danielson, '09

AWARDS



Brent Bullock, '83, a partner at Perkins Coie LLP in Portland, has been named Oregon Entrepreneurs Network 2013 Volunteer of the Year in recognition of more than 16 years of volunteering his time and counsel.

Michael Hardy, '88, president of Black Oak Engineering in Salem, was named Engineer of the Year by the Professional Engineers of Oregon.

Brett Bigham, '91, a special education teacher in Portland, was named 2013 Oregon Teacher of the Year. He was very active in the University Theatre while at OSU.

Tamara Webb Johnson, '98, electric standards and planning engineer at Springfield Utility Board, has been named a Fellow of the National Society of Professional Engineers.

OBITUARIES

Ruth Morrison Powell, '29, Portland. As a Home Economics graduate at the start

OBITUARIES

of the Depression, she taught in schools and then became manager of the Meier & Frank Tearoom in downtown Portland. Heavily involved in student government, she served as student body secretary of OSC during her senior year. *Delta Delta Delta*

Cecilia Nordstrom Van Winkle, '37, Spokane, Wash.

Logan E. Anderson, '38, '43, Corvallis.

Laverna Drummond Long, '39, Chehalis, Wash.

Edward J. Ammer, '40, Encinitas, Calif.

Alys Feike Farrell, '40, Madras. *Delta Zeta*,

Janet Wilcox Nelson, '40, Hillsboro. *Alpha Gamma Delta*

Pauliene Myers Bond, '41, Auburn, Calif.

Walter E. Frank, '42, Spokane, Wash.

Ellis C. Kent, '42, Cave Creek, Ariz.

Louis Levy, '42, Pendleton.

Daniel A. Giffin, '43, Virginia Beach, Va.

Marvin S. Prestwood, '43, Portland. *Phi Sigma Kappa*

H. "Pat" Glenn Hagood, '45, Corvallis.

A life-long journalist, she was the first woman editor of *The Barometer*, wrote and photographed for the Oregon State College News Bureau and edited the *Oregon Stater*. *Sigma Kappa*

Dorothy English Kluck, '45, Eureka, Calif.

Elbert E. Kelly, '47, El Paso, Texas.

Ruth Curry Rathke, '47, Belfair, Wash. *Delta Zeta*

Fred E. Briggs, '48, Beaverton.

Ralph "Rudy" De Lateur, '48, Rancho Mirage, Calif. *Phi Sigma Kappa*

Mary Buckley Draper, '48, Vinita, Okla. *Alpha Delta Pi*

David L. Hall, '48, Longview, Wash. *Beta*

Theta Pi

Carroll E. Hermanson, '48, Portland.

John M. Steinbrugge, '48, Portland.

Thomas K. Johnson, '48, '54, Wallowa.

Ammon C. Adams, '49, Salem.

Ernest W. Brown, '49, Port Orchard, Wash.

Clyde "Chris" Christman, '49, Yakima, Wash. *Pi Kappa Phi*

Joseph H. Cosby, '49, Portland. *Beta Theta Pi*

Wayne B. Gentry, '49, Olympia, Wash. *Phi Kappa Tau*

Sally Niederkrome Newell, '49, Lacey, Wash. *Alpha Xi Delta*

Roy S. Peterson, '49, Bellevue, Wash. His wife, **Marjorie Maris Peterson**, '47, who died last year, was the daughter of W. Homer Maris, composer of the OSU Alma Mater, *Carry me Back*. Remembrances may be made to the Homer Maris Music Scholarship at 800-354-7281.

Truman L. Runner, '49, Salem.

Donald D. Thompson, '49, Moro. *Beta Theta Pi*

James R. Clements, '50, Fresno, Calif. *Lambda Chi Alpha*

John R. Dittman, '50, Kalispell, Mont.

Taichiro Funatake, '50, Tualatin.

David A. Jannsen, '50, Portland.

Lawrence A. Lauderdale, '50, Eugene.

John F. Lorence, '50, Independence.

Donald R. Miller, '50, Surprise, Ariz. *Alpha Gamma Rho*

Robert E. Minturn, '50, Oak Ridge, Tenn. *Alpha Sigma Phi*

Bill J. Newby, '50, Idaho Falls, Idaho.

Patricia Doolittle Peyton, '50, Newberg.

Yoshio Teshima, '50, Seattle, Wash.

Cheri Drennan

Michael Finley Drennan, '07

Martha Ann Duyck, '90

Ernestina L. Garcia, '84

Brent Thomas Glogau, '05

Ann Janine Spies Harris, '84

Stacy Lynn Hatfield, '12

Joanna Hay

Robert D. Hay, '70

Galen I. Ho, '68

Timothy Logan Justice, '88

Iliana Leach, '90

Tom G. Leach, '86

Amanda Valerio Lester, '13

Scott N. Lester, '10

Emilee Janette Mackey, '11

Shannon Jones Magee

Nicholas Gregg Malos, '09

Ian Glenn McClellan, '09

Patricia McDonald, '87

Dennis Patrick O'Donnell, '80

Gail Sayuri Parkison

John Marcel Parkison, '95

Kimberley S. Quiring

Tim Romanowski

Elaine A. Spence

Linda Stelle, '70

Paul W. Van Etten, '56

Pamela Ann Welch, '82

Claudia Roenicke Zerba, '73

OBITUARIES

Stanley A. Beutler, '51, Newark, Del.
 Edward B. DeGroot, '51, Des Moines, Wash. *Theta Xi*
 DeLane N. Fry, '51, Eugene. *Alpha Gamma Rho*
 John R. Hartley, '51, Anacortes, Wash.
 John M. Mosby, '51, Summerland, Calif. *Sigma Chi*
 Quentin G. Bowman, '51, '56, Salem.
 Mary Leighton Allender, '52, San Diego, Calif. *Alpha Xi Delta*
 Rosemary Reed Coles, '52, Palo Cedro, Calif.
 Elizabeth Gathercoal Oliver, '52, Yachats. *Delta Gamma*
 Joel R. Coffey, '53, Portland. *Delta Tau Delta*
 Gareth I. Grimes, '53, Longview, Wash. *Pi Kappa Phi*
 Dagny Pederson Day, '54, Westwood, Mass. *Delta Gamma*
 Edwin C. Lindberg, '54, Tacoma, Wash. *Theta Xi*
 Robert H. Northrop, '54, Eugene.
 Janet Howe Bennett, '55, Eugene. *Sigma Kappa*
 H. J. Chalmers, '55, Gresham. *Kappa Sigma*
 Harry D. Eskridge, '55, Ellensburg, Wash.



Keith R. McKennon, '55, Paradise Valley, Ariz. He was a Lifetime Trustee of the OSU Foundation serving both as president and chair. He and his wife, Pat McKennon, were one of three couples who chaired the expansion and renovation of OSU's Valley Library, which was dedicated in 1999. He served on the OSU President's Board of Advisors and received the E.B. Lemon Distinguished Alumni Award in 2003. See story, page 33. *Sigma Alpha Epsilon*
 Robert P. Craig, '56, Dayton. *Theta Chi*
 James S. McClelland, '56, Medford. *Theta Chi*

Jack H. Rebman, '56, Greenville, S.C.
 Paul E. Rooney, '56, Portland. *Delta Tau Delta*
 Marilyn Adkins Thelen-Morse, '57, Eugene. *Delta Delta Delta*
 Carolyn Sheppard Burdick, '57, Sisters.
 Carroll P. McGuire, '58, Osprey, Fla.
 Herbert M. Harms, '59, Gig Harbor, Wash. *Theta Xi*
 Lynwood R. Lundquist, '59, Powell Butte.
 Jack C. McCune, '59, '59, Atlanta, Ga. *Alpha Tau Omega*
 Richard L. Alm, '60, Gresham. *Alpha Tau Omega*
 Douglas J. Ballew, '60, Liberty Lake, Wash. *Lambda Chi Alpha*
 Richard I. Bonn, '60, Woodburn.
 John A. Cengel, '60, Loveland, Ohio.
 Robin A. Fletcher, '60, Pendleton.
 James M. Cornett, '60, Hood River. *Sigma Pi*
 Charles H. Crane, '61, Vancouver, Wash.
 Gail Sollie Richards, '61, Fort Gratiot, Mich. *Alpha Omicron Pi*
 Roger W. Shortridge, '61, Port Isabel, Texas. His wife, Jean Johnson Johnstone Shortridge, died three months after her husband. *Kappa Kappa Gamma*
 Harvey Aft, '62, Farmington, Maine.
 Judith Pittam Hunt, '62, Hillsborough, Calif. *Alpha Phi*
 John G. Lindner, '62, Medford.
 Judy Young Rauhauser, '62, Cohasset, Mass. *Kappa Alpha Theta*
 David C. Etter, '63, Scappoose.
 Suchitra Khanna, '63, Sparta, N.J.
 Nancy Orr Adams, '64, Cotati, Calif. *Alpha Xi Delta*
 Frances Desjardins Daron, '64, Nampa, Idaho.
 William Hickey, '64, North Fork, Idaho.
 Ina Stanley Fraser, '64, '78, Salem.
 Franklyn N. Brown, '65, Portland. *Alpha Tau Omega*
 Barbara J. Land, '66, San Francisco, Calif.
 Lois Hickerson Leavengood, '66, Cedar Crest, N.M.
 Terry N. Trantow, '66, East Glacier Park, Mont. *Alpha Sigma Phi*
 David R. Skeen, '66, '71, Pasco, Wash.
 Harold E. Richards, '68, Underwood, Wash.
 Ann Watts Matson, '69, '70, Seattle, Wash.
 Dennis R. Thomason, '69, '71, Cottage Grove.

Jerry L. Harrold, '70, '73, Sublimity.
 Leland C. Wyse, '71, Newcomerstown, Ohio.
 Steven M. Boyd, '71, '73, Walla Walla, Wash.
 Dorothy Mae Fetsch, '72, Wilsonville.
 Bruce E. Manske, '72, Roseburg.
 Mary D. Boyes, '73, Monmouth.
 Ronald J. Jebavy, '73, Midland, Ga.
 Ronald L. Boyanovsky, '74, West Linn.
 Dennis D. Greenman, '74, Elkton. *Sigma Phi Epsilon*
 Christine Broders Bernardini, '75, Anchorage, Alaska.
 Linda K. Fernald, '75, Corvallis.
 James E. Hawley, '75, Millville, Calif.
 Beverly Snyder McNeil, '77, Adair Village.
 Carla J. Haake, '78, Portland.
 Alan C. Inahara, '78, Canby.
 Heinz A. Luetke, '79, Elk Grove, Calif.
 Janine Smith Javens, '80, Tualatin.
 James P. Newman, '80, Santa Rosa, Calif.
 Ralph A. Riddell, '82, Issaquah, Wash.
 Stephen D. French, '84, Fayetteville, N.Y.
 Karen Lascurain O'Rourke, '84, Dalton Gardens, Idaho.
 Marcus D. Arnold, '85, Portland.
 Bradley K. Leiken, '86, Eugene. *Sigma Chi*
 Beth Harreld Repp, '86, Portland.
 Stephen G. Cardwell, '87, Damascus. *Sigma Phi Epsilon*
 Dr. Robert J. Mangold, '91, '94, Seattle, Wash.
 Leslie L. Chapman, '00, Corvallis.
 Abbey L. Rosso, '00, Troy, Mich.
 Jannelle C. Malek, '05, Visalia, Calif.
 Shannon Blackledge Brahmer, '08, Salem.
 S. "Jesse" McRae, '10, Westminster, Calif.
 A College of Engineering scholarship has been created in his name, 800-354-7281.

FACULTY & FRIENDS

Arthur E. Abrassart, Corvallis. He was a professor in the College of Business for more than 30 years.
 Leta Brant Adams, Bend. *Delta Zeta*
 John B. Altstadt, Wilsonville. *Kappa Sigma*
 Dwight L. Bailey, Boardman.
 Dr. Charles A. Baird Jr., Klamath Falls.
 Robert R. Becker, Corvallis. He was a professor of biochemistry and biophysics at from 1962 to 1989. He received the College of Science's Carter Award

FACULTY & FRIENDS

for Outstanding Teaching, the Ritchie Distinguished Professor Award, the OSU Alumni Association Distinguished Professor Award and the Curtis D. Mumford Faculty Service Award.

Emmalucia B. Beckwith, San Mateo, Calif. Contributions may be made to the Robert and Lu Beckwith Presidential Scholarship at 800-354-7281. *Delta Delta Delta*

Marjorie L. Bielefeld, Woodburn.

Julie Bieler, Eagle Creek.

Edith Ferris Blodgett, Grand Rapids, Mich.

Betty Bonham, Beaverton.

Conrad Booze, Sublimity.

Tharald Borgir, Seattle, Wash. He was a music professor, served as chair of the music department from 1987 to 1993 and founded the OSU Baroque Ensemble.

Virginia R. Boushey, Eugene.

Mary F. Conrad, Oregon City.

Nedra Keranen Crockett, Roseburg.

Dorleen L. Dawson, Roseburg.

James W. DeRoest, Baker City.

Ralph Dille, Pueblo, Colo.

Jack M. Duckett, Prineville.

Clark S. Enz, Milwaukie.

Ronald N. Fillingner, Hillsboro.

Loren Fleet, Troutdale.

Joy R. Foltz, Baker City.

Marjorie Dailey Fuegy, Tigard. *Kappa Kappa Gamma*

Marjorie P. Fuscus, Portland.

Lisa Rethinger Glasheen, North Olmsted, Ohio.

Lizbeth A. Gray, Corvallis. She was a former associate dean of the College of Public Health and Human Sciences.

Alice E. Hammond, Melbourne, Fla.

Thomas J. Hammond, Portland.

George F. Hanigan, Cathlamet, Wash. *Phi Gamma Delta*

David F. Hart, Alsea.

Alice Glenn Hentze, Junction City.

Harold A. Hollister III, Jefferson.

Charles R. Hulden, Kelso, Wash.

Wanda Bell Humphrey, Albany.

Linda L. Hurd, Junction City. She was an associate athletic director of student fundraising until her retirement in May 2012.

Jerry W. Hurley, Tenmile.

Minerva H. Hurt, Dallas.

Elizabeth Montgomery Jarvis, Astoria.

Warren F. Jenkins, Eugene. *Phi Gamma Delta*

Wanda L. Jenkins, Allegany.

Jean A. Kalahan, Lakewood, Wash.

Murray D. Levine, Corvallis. A seagoing physical oceanographer, he was a professor in the College of Earth, Ocean and Atmospheric Sciences for 35 years.

Thomas Lewis, Canyon City.

Burton I. Lippman, Seal Rock.

Marlin Love, Turner.

LaVola Meyer, Beaverton.

George H. Meyers, '68, '73, Jacksonville, Fla. He was an instructor at OSU and managed the Dairy Research Center for five years.

Iraj Motazedian, '84, Corvallis. He was a professor in the Crop and Soil Science Department for 25 years where he worked as a seed certification specialist in the Oregon Seed Certification Service and around the world.

Gift Planning office launches website

Learn how to create your legacy at OSU

The OSU Foundation's Office of Gift Planning has launched a new web site full of easy-to-follow information about creating your legacy at OSU.

- Use our **Plan-A-Gift** tool to design your own gift plan.
- Review our **Compare Gift Plans** section, and select the gifts you want to learn more about.
- Complete our online **Will Planning Wizard** to ensure your wishes are known and followed.



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Alumnus gets career in gear with trucking company

Wade Jackson knew about selling and getting products to their destinations long before he earned an OSU business degree in 2000 and went on to success in the trucking industry.

As he told reporter Capi Lynn of Salem's *Statesman Journal* newspaper, he delivered the *Statesman* in the early 1990s, learning responsibility and time management, but his favorite part of the job was selling subscriptions. He was Carrier of the Year in 1991. Jackson remembered that in 2012 when Landstar, a national transportation and logistics company based in Florida, named him its Rookie of the Year for success as owner of a Landstar agency in Salem.

A photo of his newspaper carrier trophies is included in a spread on Jackson in *The Road to Success*, Landstar's corporate magazine.

Jackson earned an associate's degree

at Chemeketa Community College and then his bachelor's in business marketing at OSU in 2000. His official company polo shirts are orange and have a Beaver on the back.

His agency is called Jade Logistics, a combination of his wife Jocelyn's and his first names. Married 12 years, they have two children.

Landstar agents coordinate the transportation of freight through third-party providers such as trucking companies and railroads.

Although he has the build of a former football player, Jackson told *The Road to Success* that he has always been more interested in competing for high sales numbers.

"Other kids had sports trophies. I had trophies that had a bundle of newspapers on them," he said.

His class work at Chemeketa and

at OSU gave him the business skills to accompany his natural instincts and competitiveness.

He had worked in the wine industry, a family business, and in financial services before taking the risk of starting his own agency in the highly competitive shipping industry.

"Wade knew what it was going to take to make things work: hard work and dedication to details," said Al Reisman, Landstar executive vice president of field operations for the Northern division.

"He's equally committed to creating and maintaining a good work environment for his customers, transportation providers and staff."

Jackson credits his staff with much of his success. His next goal is to take the agency from number two in his region to number one by pursuing more business opportunities in the Oregon area.



FACULTY & FRIENDS

Jean Myers, Middleton, Wis.

Alvin F. Nicholson Sr., Corvallis.

Phyllis J. Payte, Canby. *Kappa Delta*

Douglas E. Penner, Corvallis.

Burdette A. Peterson, Corvallis.

Jean Peterson Petersen, '47, San Luis

Obispo, Calif. After graduation she worked as secretary to head football coach Lon Stiner and basketball coach "Slats" Gill. *Chi Omega*

James Rear Sr., Eugene.

Fred W. Renstrom, Eugene.

Elizabeth Workman Richardson, Albany.

Chi Omega

Bette Vintin Ross, Lake Lotawana, Mo.

Betty Sanders, Mattoon, Ill.

Krista Schumacher, WALTERVILLE.

Robert G. Swan, Portland. The son of track coach Grant "Doc" Swan, his career in newspapers included *The Barometer*, *The Corvallis Gazette Times* and *The Oregonian*. He served as president of the OSU Alumni Association and co-founded the Beaver

Huddle. Remembrances can be made to the A. Grant Swan Memorial Endowment Fund at OSU, 800-354-7281.

Rosemary Balcomb Schulte, '71, Albany. She worked for the Department of Animal Sciences.

Terrell W. Spears, Saint George, Utah.

James E. Torpey, Corvallis.

David R. Trump, Redmond.

Bonnie L. Tufts, Corvallis. She was a procurement analyst at OSU.

Nicholas C. Van Tassel, '13, Corvallis. He was a supervisor at the OSU Foundation student call center. He died in his sleep this summer, 24 days after his marriage to Rebecca Halleck Van Tassel.

Audrey Ingraham Varseveld, '49, '52, Portland. She was a home economics professor. Memorial contributions in her name may be made to the OSU Linus Pauling Institute, 800-354-7281.

Frank vonBorstel Jr., '48, The Dalles. He was an Extension Agent for 30 years in

Douglas and Marion counties. *Theta Chi* Jerry E. Ward Sr., '56, '73, Corvallis. He was an assistant professor of military science in the OSU Army ROTC program before becoming business manager/assistant athletic director of the athletic department for more than 20 years. Remembrances in his name may be made to the OSU Alumni Association, 800-754-7281. *Kappa Sigma* Arthur L. Wilson, Corvallis.

Joan B. Wilson, Grand Junction, Colo.

Katherine Woods, Dallas.

Nicholas J. Yonker, Corvallis. He was a professor of Philosophy and Religious Studies from 1960 to 1992.

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For more details, visit osualum.com/reunions, or call 877-678-2837.

**OSU Alumni
Association**

OSU-Cascades tourism graduate lands outdoor gear job

“I can give someone the whole sales pitch, but most of the time, I’m like, ‘Here, go try it.’”

Jim Sanco is talking about the BlackStrap face mask for snowboarders and skiers. He’s brand manager at BlackStrap and a 2011 OSU-Cascades alumnus.

Blackstrap is a popular Bend company, founded in 2008 by Abe Shehadeh. It’s best known for colorful, cool face gear — patented designs made from three different kinds of fabrics. The face mask

current or former OSU-Cascades or Central Oregon Community College students. Many of BlackStrap’s team of sponsored athletes are from Bend and grew up snowboarding in Oregon. All product design is done in Bend. All products are packaged and shipped from a warehouse on Bend’s east side. The products are sold in more than 150 locations worldwide.

As brand manager, Sanco is involved in every aspect having to do with the

boarder in high school. After graduation he moved to Steamboat Springs, Colorado, where he attended college, rode, worked for mountain operations and did demos for ski companies.

Sanco transferred to OSU-Cascades and completed his degree in Tourism and Outdoor Leadership in 2011. While at OSU-Cascades, he interned with Oregon Adaptive Sports and worked on an information video depicting accessibility issues and equipment. After graduat-

ing, he started his own media production company, making commercials and snowboarding videos. Shehadeh liked what he saw and offered Sanco a job. In the ensuing two years the company has grown like crazy, diversifying product lines and entering new markets.

He says skills honed in Associate Professor Natalie Dollar’s communication classes at Cascades are a big help.

“A consumer in Boston and a consumer in Portland are going to buy our products for different reasons, and talking with them at a trade show and figuring out what that is — that’s Natalie Dollar,” said Sanco. “She taught me to make myself relevant in any kind of situation.”

Sanco also participates in industry roundtable discussions put on by the nonprofit EDCO (Economic Development for Central Oregon).

“Our focus is on what the community needs to do to bring larger industry here to Bend,” said Sanco. “They’re pretty amazed by what we do at BlackStrap.”

Sanco still makes time to get up to the mountain — he contracts with Mt. Bachelor and does a webisode series in the snow park showcasing riders doing fun things. Most likely, they’re all rocking BlackStrap face gear.

Learn more about the popular Tourism and Outdoor Leadership program at OSU-Cascades at osucascades.edu/academics/tol.

— Sarah Freedman



A background in snow sports and skills learned at OSU-Cascades are helping 2011 alumnus Jim Sanco start a career in a field he loves. (Photo by Tyler Orton)

is a true product of the USA — milled, cut and sewn here — and one of the only products in the ski and snowboard industry that can make that claim.

“We run into renowned industry guys, and they still say they’ve never seen anything like what we do,” said Sanco. “They have nothing but good things to say about our face gear.”

Most of BlackStrap’s employees are

brand — from product development to merchandising to distribution.

He spends his busy days on the road working with vendors, going to trade shows, running the art and design department and managing the BlackStrap team of athletes.

He had been involved with the ski industry for years, having grown up in Portland and been a competitive snow-

Husband and wife forestry grads say OSU prepared them well



Their commute to the office is a snap, but Chaylon Shuffield, '07, '11, and Amber Craig Shuffield, '10, don't spend much time there.

Forest managers on the vast, 2.3 million-acre Fremont-Winema National Forest — which borders Crater Lake and the eastern slopes of the Cascades — they live next door to the headquarters of the Paisley Ranger District.

Chaylon grew up on a ranch north of Paisley, watching the local mill shut down and huge wildfires scar the land.

"I consider the Fremont-Winema to be my backyard," he said. "In 1996 when the sawmill shut down, my dad said, 'You need to go to college.'"

His OSU forestry degrees prepared him to return to Paisley to help protect the land he loves. He credits the forest resources degree program and OSU Associate Professor John Bailey, '97, for preparing him to be the fire ecologist for two ranger districts.

"He really pushed his students to figure out the best answer," he said of Bailey.

Chaylon's wife and fellow OSU forestry graduate, Amber, manages vegetation and plans harvests and conservation efforts in the forest. Her family moved throughout the western states to several forest districts with her dad, Terry Craig, a soil scientist who earned a master's in forest resources from OSU in 2010 and is working on a doctorate in forest engineering at Oregon State.

"As a child I pretended to be a scientist and took notes on wildlife and nature," Amber said. She worked in the woods for the Youth Conservation Corps during her high school years.

"During those projects the specialists ... would teach us the importance and value of doing these projects ... how they would benefit the forest, the ecosystem, and how they would benefit the public as well," she said. A Central Oregon Community College counselor told her OSU had the best forestry school in the nation.

"It is a small classroom setting," she said of her OSU experience. "Teachers can spend a lot of time with you; they are all very knowledgeable in their fields."

Chaylon added that the OSU faculty takes an unbiased approach and encourages students to avoid tunnel vision when seeking solutions.

How did the two end up working in the same office in tiny Paisley? Partly it was because the Forest Service is comfortable with having couples work in the same districts.

"We knew we wanted to stay within the agency and we wanted to be together," Amber said. After her first post-graduation job in Wyoming, "the position that I was currently doing opened up in Chaylon's region. That worked out really well for us; it was a real blessing."

The challenges and rewards of their jobs are huge.

"Seeing how detrimental it could be for us with the sawmill shutting down and how detrimental the wildfire could be in my backyard, I really took that to heart," Chaylon said, noting his desire to return to live near his parents' ranch.

"That was my passion. ... And when I look at a project area or restoration treatment, I am looking 50 years out; I am managing for my children and my grandchildren."

— Ann Kinkley

Pop Quiz Answers (Questions on page 10)

1 B — The Earth's crust is like the skin of an apple and is only about 8 kilometers (3-5 miles) thick under the oceans (oceanic crust) and 30-40 km thick under continents. The crust and attached rigid upper mantle are called the lithosphere ("lithos" = rock), which is broken into pieces called tectonic plates, which float on the plastic (malleable or pliable) part of the mantle called the asthenosphere.

2 E — Plates either move away from each other (divergent margins), slide past each other (transform boundaries), or run into each other (convergent margins). When they run into each other, one plate dives below the other and is recycled back into the interior of the Earth. This convergence causes melting and formation of magma, which then rises to the surface to produce volcanoes. It also triggers earthquakes (deep and shallow) which then can cause a tsunami.

3 D — The Earth has a nearly-circular orbit, not an elliptical one. Its rotation and distance from the sun help keep the solar input regulated, whereas a strongly elliptical orbit would cause more thermal

extremes. Life exists on Earth because of water. The geologic evidence indicates that the first water on Earth existed not too long (less than a few hundred million years!) after the Earth formed, about 4.5 billion years ago, but that life did not appear for another few hundred million years. Greenhouse gases in the atmosphere have kept the Earth's temperature in the range where liquid water can exist, as opposed to being below freezing or above the boiling point. The reaction from solid to liquid water also helps regulate the temperature. And Earth's magnetic field has shielded it from harmful radiation coming to the Earth from space.

4 D — The age of the Earth has to be at least as old as the oldest Earth material (it should be older, and is). The sediment containing the zircon has to be younger than the material it contains. So the zircon age is a minimum age for the age of the earth, but a maximum age for the age of the sedimentary rock that contains it. In Western Australia, single zircon crystals found in younger sedimentary rocks have radiometric ages of as much as 4.3 billion years. Zircons are

so durable and resistant to chemical attack that they rarely go away. They may survive many geologic events, which can be recorded in rings of additional zircon that grow around the original crystal like tree rings. Zircon includes uranium in its structure, which has a radioactive decay to lead, and allows for dating of the zircon.

5 A — The rock cycle can begin anywhere in the cycle. For example, igneous rocks start as magma. The magma (molten rock under the surface) and lava (molten rock on the surface) solidify into igneous rock which breaks apart over time through the process of weathering. These bits of broken rock are washed away by rains and then deposited where they are cemented together with other bits of rock and form a sedimentary rock (such as sandstone). Over time sedimentary rocks can be buried to great depths below the Earth's surface where temperatures and pressures become very high, causing the sedimentary rock to metamorphose (change) into a metamorphic rock or, if heated enough, start to melt and form magma.



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