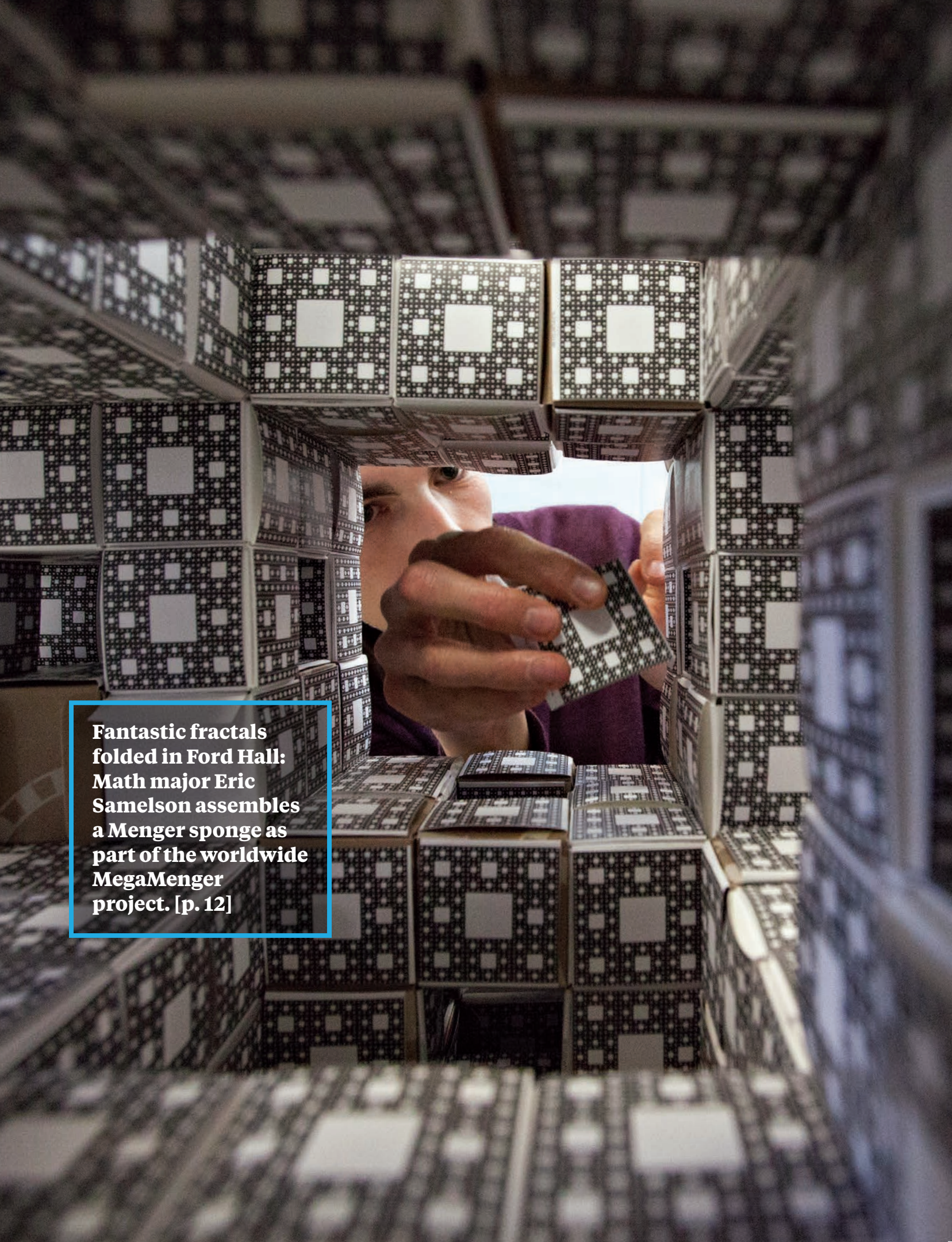


The magazine of  
Willamette University  
Spring 2015

# *Willamette*

**Inside: Bearcats in business do well *and* do good; Martha Sonato '15 shares a new view of the Columbia River Gorge; We (try to) catch up with a speed skating student. Alumni in pro sports are having a ball.**



**Fantastic fractals  
folded in Ford Hall:  
Math major Eric  
Samelson assembles  
a Menger sponge as  
part of the worldwide  
MegaMenger  
project. [p. 12]**

**It may seem ironic that the best management school in the state was launched in a time of leadership upheaval, during a four-year period when Willamette University was led by four different presidents.**



*President Thorsett poses for a tintype photograph by art history professor Alexandra Opie. For more on the fascinating process behind this creative project, see On Location. [p.32]*

First considered in the final years of President G. Herbert Smith's long tenure, a proposal for an innovative new graduate program was brought to the Board of Trustees in 1971 by President Roger Fritz and a small group of campus stakeholders.

The goal: to prepare students for careers in three sectors — business, public administration and not-for-profit management.

Implementation fell to Interim President James Corson in 1972-73. And in the fall of 1974, with the support of a \$1 million Seeley G. Mudd Foundation grant to build and furnish a building, two endowed professorships and a new dean lured away from the University of Washington, President Robert Lisensky welcomed the first class to

the Atkinson Graduate School of Administration, as it was initially known.

It was fairly rough going at first. "We lacked scholarship support, had not achieved accreditation, and our new computer (singular) and library were across campus," reflected Stephen H. Archer, Atkinson's founding dean. Forty years later, the Atkinson Graduate School of Management, home of the Willamette MBA, is the best MBA program in Oregon, according to Businessweek. Under the excellent leadership of Dean Debra Ringold, the Willamette MBA has also received national recognition as one of the nation's top business schools by well-respected sources such as Inc. and U.S. News & World Report.

The Atkinson School is one of just two programs worldwide to hold dual accreditation from the Association to Advance Collegiate Schools of Business and the Network of Schools of Public Policy, Affairs and Administration — the highest standards of excellence in graduate management education.

With outstanding faculty committed to student success and a focus on hands-on, consequential learning, the school has built strong alliances and partnerships with a variety of businesses, government agencies and organizations — including Willamette's own College of Liberal Arts, offering a BA-MBA joint degree program that allows students to complete two degrees, usually in less time.

Atkinson's growing national and international reputation for high-quality teaching and learning experiences attracts high-achieving students and faculty from the region and nation as well as a dozen or more countries from around the globe, enriching the campus community with a diversity of perspectives and experiences.

Congratulations, Willamette, on 40 years of excellence and the numerous contributions Atkinson faculty, staff, students and alumni have made — and will continue to make — to the world of commerce and entrepreneurship. It is to you and all other Bearcats in business that this issue of Willamette magazine is dedicated. Enjoy.

Stephen E. Thorsett  
President

**20**  
**A children's book  
illustrator imagines  
creatures unlike  
any others**

# **22** **Willamette entrepreneurs transform dreams into reality**

**Cover**

Spring blossoms carpet the Willamette campus near the Quad, looking toward Waller Hall.



## Features

08

### One Person, One Waterfall at a Time

See the Columbia River Gorge through the eyes of Martha Sonato '15.

14

### Willamette Alumni in Sports: A Different Way to Go Pro

Dedicated Willamette alumni hold key roles in the professional sports arena.

24

### Gordon Gekko Was *Not* a Bearcat

Successful Bearcats take on the challenges of the business world — while keeping the university's beloved motto close at heart.

## Departments

- 01 Not Unto Ourselves Alone
- 04 In Box
- 05 In Conversation
- 06 Tools of My Trade
- 12 Streaming Now
- 20 Made by Hand
- 22 5 to Watch
- 23 Then & Now
- 32 On Location
- 34 Cardinal & Gold
- 38 Well Read
- 39 Bearcat World
- 52 In My Humble Opinion

52  
Why a liberal  
arts education  
makes good  
business sense

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Willamette, the magazine of Willamette University, is published three times each year by University Communications. Its purpose is to share stories and conversations that help alumni and friends stay meaningfully connected to the university.

The views presented in Willamette do not necessarily reflect the opinions of the editors or the official policies and positions of Willamette University.



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certified paper  
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## >In Box



**I am married to an Atkinson Graduate School of Management graduate, and I glanced at the magazine. The back cover caught my interest and the essay by Garrett Davis [“How Hard Trumps Easy,” p. 48] captured it. I enjoyed so much of this magazine and look forward to actually reading most of it (I admittedly didn’t read much of The Scene). I also really like the size, the format, the weight and feel of the paper — all of it, really. Nice job to you and your team!**

— Cathy Wright

***In the inaugural issue of Willamette, publisher Michael Beseda asked readers for feedback on your new magazine. You responded — and we wanted to share what we heard:***

I love the new look! Great work! Makes me proud to be a Willamette alum with great graphic designers behind the scenes!

— Kara Adams '08

I was impressed with the new look and tactile feel of the magazine, and I think the redesign will appeal more to the younger and tech savvy alumni. As I remember, The Scene was introduced when I was still in school, so it was definitely time for an upgrade. I hope it is well received, as it appears you put a lot of time into its creation.

— John Macdonald '80

Thank you for the terrific story about Jim Cuno in the “Art of Curiosity” [p. 22]. Jim continues to lead a fascinating and impactful life. His spirit of curiosity and openness to the world remind me of the values that were informed by my own experiences at Willamette and by my father who was a professor there. Kudos to Linda Peterson for capturing such a vivid portrait of Jim Cuno and his passion for learning and teaching others.

— Nathan Lorentz '94

I received the beautiful new magazine in the mail yesterday. It is stunning in design and contains great content. Nice job. My only complaint: I don't like the paper or the smell of the inks — otherwise it's a home run!

— Teresa Sterns M'85

Wow! What an improvement. Content, design and layout all feel right. It feels like the smart, diverse, interesting, dynamic place where I work.

— Dr. Wendy Petersen Boring '89 and Matt Boring '89

Willamette magazine is an enormous undertaking and achievement; however, it feels like only a partial step in the right direction. Overall it provides moments of engaging content and design, but it lacks a consistency that matches my experience of the university. My hope for future publications is that they exhibit a coherence that better represents Willamette University's authentic personality.

— Andrew Robinson '95



### ***Tufton Fumble***

In the inaugural issue of Willamette, the illusive and elusive Tufton Beamish stood with his Bearcat teammates in the lead photo of Cardinal & Gold [p.32]. Readers couldn't intercept (or even find!) Beamish's last name on the back of his football jersey. Where will our friend show up next? Keep your eagle eyes open in the pages that follow and send your sightings to [magazine@willamette.edu](mailto:magazine@willamette.edu).

*We love to hear from you — please direct your letters to the editor to [magazine@willamette.edu](mailto:magazine@willamette.edu) or submit your comments, class notes or other updates via our online form at [willamette.edu/magazine](http://willamette.edu/magazine). Published correspondence may be edited for length or clarity.*

**Mitch Diaz '16, a politics and philosophy major from Gig Harbor, Washington, has walked countless miles all over campus. He's part of an elite squad, one of 40 admission interns who give tours to introduce prospective students to Willamette. He's a guy who loves his job, sharing what makes Willamette one-of-a-kind.**

> **Serving as an admission intern is an important and highly coveted job. What made you want to apply?** Previously, as a student host for the Office of Admission, I provided prospective students an overnight stay in a residence hall or spent time with them on campus. I loved it and wanted to do more. My application stood out because I share the record for having the most students choose Willamette after staying with me. I am very proud to have that kind of impact.

> **What do you enjoy most?** I like helping prospective students see what Willamette's all about. It isn't something routine — and I try to give each individual something personal. I want them to leave knowing this is a place where they feel welcome.

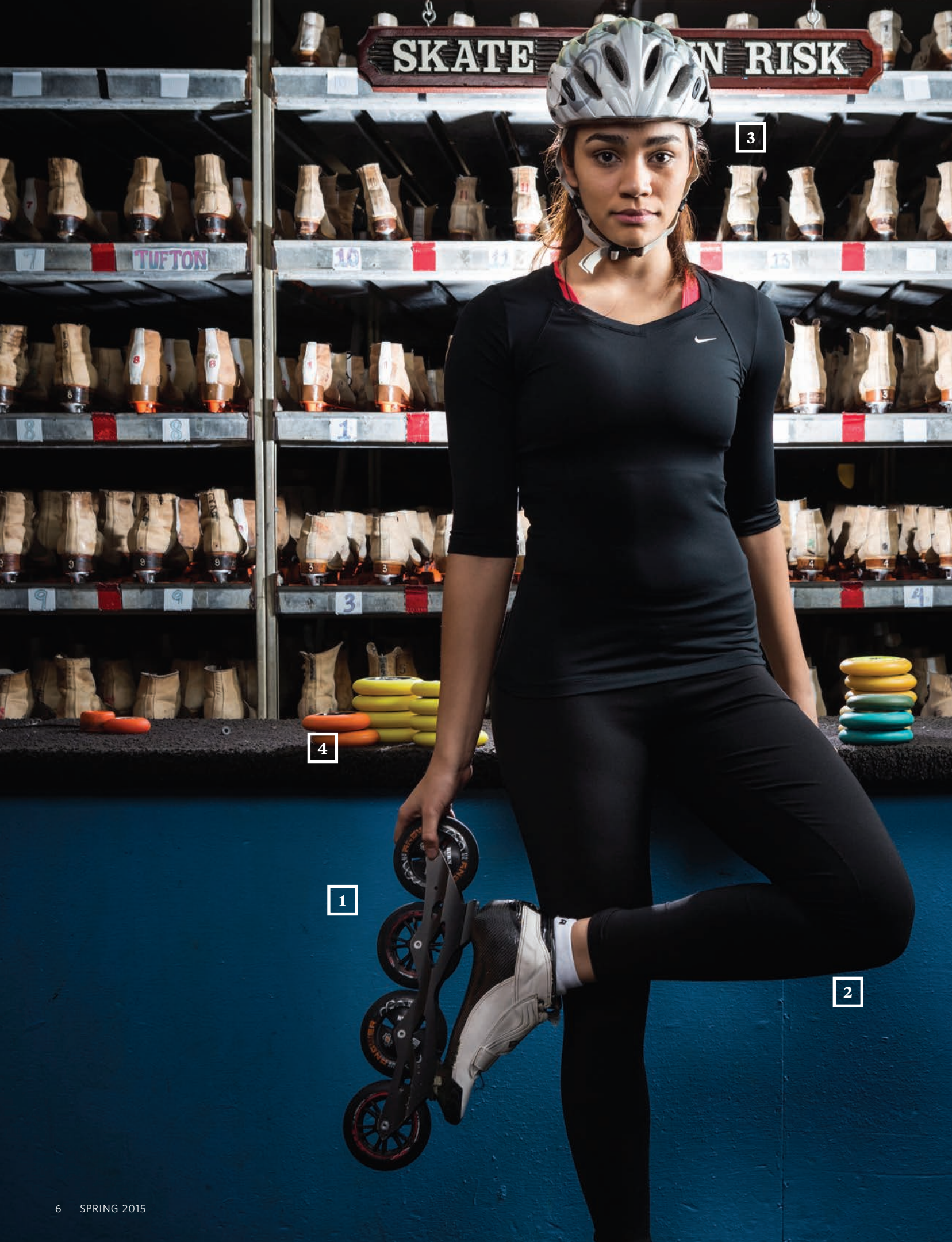
> **How many tours do you give, and is there a set route?** I have a time slot every single week for tours ranging from a few people up to 18 prospective students and their families. Fall isn't too busy, but in spring — especially Presidents Day weekend — we get anywhere from 10 to 50 students a day. In April, we often have multiple tours each day for admitted students. A pre-determined route covers campus in an hour, but I often try to customize the tour to match students' interests. For example, I take students interested in music through Rogers Music Center.



> **What made you decide to become a Bearcat?** That's probably the question admission interns get asked most often. I wanted a smaller school where I wasn't a number and my professors would get to know me. Plus, the liberal arts allowed me to explore beyond my major and become a well-rounded person. But the students are one of the main reasons I came here. During my first visit to campus, I was waiting for a friend in the University Center. A couple of current students started talking to me about their classes and professors. They gave me a tour around campus — even though they didn't know me. That's the culture here: being nice to people and going out of your way to help.

> **What's the training regimen?** After an initial multiple-hour training session, we have continuous training all year. We do a working lunch every Tuesday to share ideas and stories about Willamette. Representatives from campus offices and programs also come and tell us about what they do. We used to have a "manual" full of Willamette facts, but we focus now on sharing our personal experiences. Facts and figures surface throughout the tour, but we want to connect with our visitors about what's important to them.

> **What's your favorite spot on the tour?** When we leave Ford Hall, pass by Waller Hall, and walk toward the Star Trees. It's the perfect spot to boast about what a great place Willamette is because it's all right there. Honestly, I could talk about it for hours. ☐



SKATE OR DIE RISK

3

4

1

2



In elementary school, Teneah Rushen '18 was a self-described “weird kid” who didn’t want to do what everyone else was doing. No soccer, no softball. Instead, roller skating was her game.

Today, Rushen is a competitive speed skater. “There’s nothing like skating 25 miles an hour with the wind in your face. You get such an adrenaline rush,” she says. “I like to be pushed. I like to learn new techniques and get faster.”

Rushen competed in last summer’s national championship in Lincoln, Nebraska, placing fourth out of about 20 women in her age group. But she isn’t satisfied. Yet.

“I got shoved during a sprint on a corner, so I flipped and slid. I get angry about that, because I know I should have placed higher,” she says. “I’m going back and training to do better. My goal is first place.”

Tools that keep her competitive:

### 1. Skates

Rushen’s carbon fiber skates are molded to her feet like a second layer of skin. She wears her four-year-old skates so tight her feet go numb. That way, her ankles won’t shake when she races. Priced at \$1,200, the skates’ boots are low-cut and offer little ankle support, enabling Rushen to lean heavily on her turns around the rink. As for brakes, there are none.

### 2. Clothing

During practice, Rushen wears Spandex workout clothes. They’re comfortable. They breathe and they’re aerodynamic. What she refuses to wear? Elbow and knee pads. “You don’t want anything slowing you down,” she says. “Everything is about your time. A good coach will teach you how to fall.”

### 3. Helmet

Rushen wears a generic bike helmet — and it’s protected her head too many times to count. “Once I was trying to tie my skates while skating and I ran into my coach head first. Another time, I ran into the wall head first because I didn’t realize how fast I was going,” she says. Her advice: “If you are on any kind of wheels, wear your helmet.”


### 4. Wheels

Rushen owns four sets of wheels, each used for different surfaces. Prices average \$200 for a set. Indoor wheels are usually the hardest, outdoor wheels the softest. Speed skaters tend to prefer taller, narrower wheels because they’re more responsive and offer less rolling resistance.



### 5. Stopwatch

“When I first started skating, the only competition I had was the clock,” Rushen says. “I like the clock better than other skaters because I’m racing against myself. My coach reads the time of every lap I do. It’s essential to training.”



# ONE PERSON, ONE WATERFALL AT A TIME

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**Martha Sonato '15 takes a person-to-person approach to engage the Latino community with environmental issues in the Columbia River Gorge.**

By Sarah Evans

A woman with dark hair, wearing a black Columbia jacket and blue jeans, stands on a dirt path in a lush, mossy gorge. In the background, a waterfall cascades over rocks, and a river flows through the canyon. The scene is filled with green moss and ferns, creating a vibrant, natural setting.

\* WATERFALL: WAHCLELLA FALLS  
AKA: TANNER CREEK FALLS  
NAMED: 1915, AFTER A NATIVE AMERICAN VILLAGE  
WATERSHED: COLUMBIA RIVER  
HEIGHT: 127 FT  
TALLEST DROP: 79 FT  
AVG. WIDTH: 25 FT  
PITCH: 90 DEGREES

**K**evin Gorman thought he knew what to expect four years ago when he made the drive from Portland down to Willamette University to speak to a College Colloquium class of freshmen. As executive director of Friends of the Columbia Gorge, Gorman makes about two dozen presentations each year advocating for the work his nonprofit does to preserve the 85-mile-long, nationally protected river canyon straddling the Washington-Oregon border.

**But then he met Martha Sonato '15.**

She didn't say much during Gorman's visit, but after class, Sonato cornered him in the hallway and peppered him with questions about the environmental policymaking process in the gorge. Who makes the decisions? Who's affected by the policies? Who benefits from the Friends' work? What do the Friends want and need from the communities they serve?

Sonato's questions caught Gorman off guard. "I couldn't figure out whether she was supportive or opposed to what I was saying," Gorman says. "Martha was deeply inquisitive, more so than your average student. I finally asked her, 'Do you live in the gorge?' And that's when I learned her story."

Sonato, the daughter of farmworkers from Mexico, had lived for a decade in Hood River, Oregon — a town located in the heart of a spectacular recreational area that includes five distinct ecosystems, 15 species of wildflowers found nowhere else in the world and the largest concentration of waterfalls in North America.

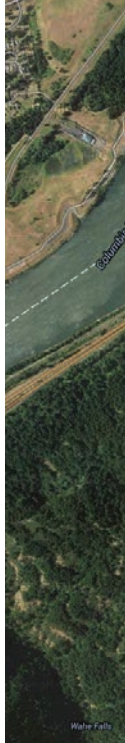
But Sonato's interactions with the gorge's attractions did not revolve around



LEFT: MARTHA SONATO '15 CHATS WITH KEVIN GORMAN, EXECUTIVE DIRECTOR OF FRIENDS OF THE COLUMBIA GORGE, DURING ONE OF HIS RECENT VISITS TO CAMPUS TO PRESENT TO A COLLEGE COLLOQUIUM CLASS.

CENTER: ACCESSED FROM THE WAHCLELLA FALLS TRAILHEAD NEAR BONNEVILLE DAM (EXIT 40 OFF INTERSTATE 84), THIS EASY, 1.8-MILE OUT-AND-BACK HIKE REWARDS WITH A SPECTACULAR TWO-TIERED WATERFALL PLUNGING INTO A BASALT AMPHITHEATER.

RIGHT: IN SUMMER 2012, SONATO INVITED LATINOS WHO LIVE IN THE COLUMBIA GORGE TO GO ON A SERIES OF RECREATIONAL AND INFORMATIONAL HIKES TO WAHCLELLA FALLS.



hiking, windsurfing or mountain biking. Instead, she was intimately connected to the orchards where her father cultivated and harvested pears and cherries. She had rarely explored outside her own town — and, as a result, she knew almost nothing of the economic, environmental and political issues influencing life in the gorge. The more she learned, the more she realized that the information she craved was not easy to access in the Latino community she called home.

“When I asked Kevin all those questions, I was wondering how, as an organization that states it wants to protect the Columbia River Gorge, the Friends were bridging the gap between the Latino community and their goals,” Sonato says. “Latinos make up about 30 percent of the population of Hood River — what about their voices?”

That is exactly the question Friends of the Columbia Gorge has been grappling with for years. “Our organization, like other nonprofits, has been trying to figure out how to diversify more, how to engage new voices in the conversation,” Gorman says.

Impressed by Sonato’s interest and energy, Gorman invited her to help the Friends tackle this issue through a research project, funded by a Willamette College Colloquium Summer Research Grant. Things went so well that Gorman wanted to deepen the relationship. So he asked Sonato to join the Friends’ 18-member board of directors. At age 19, she became the youngest — and the only Latina — ever to serve.

“Martha is a real find for the Friends. She’s Latina, and she’s young — two types of voices that are always underrepresented in the realm of board membership,” says Willamette law professor Susan Smith, director of the

Certificate Program in Sustainability and a member of community boards.

“It’s essential to invite underrepresented voices to boards because those are exactly the communities that most environmental organizations are trying to serve. If you are really serious about environmental justice, you have to do the sort of thing that Friends did, which is to empower new voices to speak.”

## REDEFINING ENVIRONMENTALISM

**F**riends of the Columbia Gorge formed in 1980, fueled by concerns that urban sprawl would destroy the area’s wild beauty. The organization pushed for federal protection of the region, and in 1986, Friends succeeded with passage of the Columbia River Gorge National Scenic Area Act, creating comprehensive and consistent protection across six counties and two states.

The Scenic Area encompasses more than 292,000 acres of private, state and federal land, plus 13 designated urban areas, all managed by a complex plan that works to preserve the landscape while balancing the varying needs of everyone who lives, works and plays in the gorge — whether they are developers, farm owners and workers, Native American tribes, businesspeople or recreationists.

“It’s a unique situation — you have a bi-state compact where Washington and Oregon share equal responsibility for managing the area,” says environmental and earth sciences professor Scott Pike, who taught Sonato’s Colloquium class on natural resource policies in the gorge.

“There are so many competing interests, and everyone has to figure out how to work together. The goal is to move forward economically while simultaneously protecting this important area.”

When it comes to Hood River’s Latino community, which includes numerous farmworkers, Sonato says many are unfamiliar with the Scenic Act and its far-reaching impact. Language and cultural differences create barriers to awareness, Sonato says, but so does a narrow definition of environmentalism.

“The people I know in the Latino community may not be concerned about a wildflower going extinct because they have other, more pressing issues to deal with — bringing food to the table, working to provide for their children, paying for education,” Sonato says.

“But so many environmental decisions affect their daily lives. For instance, when coal trains pass through the gorge, the coal dust spreads out in the air, and that air doesn’t discriminate in who it affects.”

Farmworkers also are impacted when new development collides with conventional agriculture, Gorman says. “A lot of traditional farmland has been lost because of aggressive developers who want to build 20-acre hobby farms,” he says. “Folks who are actually working that land and getting their livelihood out of it can become powerful advocates for protecting that way of life. But if they are not speaking out, the process can move on without them.”

And that, Smith says, is counter to the democratic ideal that everyone should have an equal opportunity to participate in government and policymaking.



Group Photo: Courtesy of Friends of the Columbia Gorge

“In our society we’ve discovered that decisions made on behalf of people without including them in the conversations are never good decisions,” Smith says. “If you don’t talk to everyone involved, then you miss important pieces of information that could lead to the best solutions.”

## A BUDDING COMMUNITY ORGANIZER

**S**o how do you engage a community that traditionally has not been connected to a specific issue? Sonato looked to her own experiences for ideas.

The summer before enrolling at Willamette, she worked for the Oregon Youth Conservation Corps, which sends crews across the state to complete environment-related work projects. Assigned to the U.S. Forest Service branch in Hood River, Sonato traveled with rangers to sites throughout the gorge that she had never seen, introducing her to the ecological diversity and beauty of the area.

Take, for example, the unforgettable Wahclella Falls. The two-tiered, 127-foot waterfall is only a 20-minute drive from her house, and an easy mile-long hike in, but Sonato had never seen the plunging water or heard its roar until that summer.

“I really love that hike,” Sonato says. “You start out and everything is what you might expect — you’re going up and down, passing trees and brush — and then suddenly you come across this waterfall and you think, ‘Whoa, where did this come from?’ I was so impressed by its beauty that I wanted more people to see it.”

During her research project with Friends, Sonato looked for ways to convince other Latinos to get out and experience more of their natural surroundings, helping them to learn about recreational and educational resources in the process. Simultaneously, she lobbied for more collaboration between environmental organizations in the gorge and the Latino community.

She led a series of focus groups allowing both environmental groups and local Latinos to air their concerns about life in the gorge. Then she organized three hikes for Latinos to Wahclella Falls. She hung posters around Hood River, called people she knew, asked her family to talk to their friends, and even went on a popular Spanish-speaking radio station to promote her events, advertising them as a free way to see a new place while getting exercise. After the first hike, she went back on the radio to thank participants and encourage others to join her at future events.

“I don’t think Martha was schooled in the world of community organizing, but that’s exactly what she did,” Gorman says. “It was intuitive for her, that you build communities one person at a time. There were people on her hikes who had been living in the gorge area for more than 20 or 30 years, and they had never seen that waterfall. They were blown away by how beautiful it was. She introduced them to something in their backyard that they can go back to again and again.”

During the hikes, Sonato also invited representatives from environmental groups to talk about their work and current policy issues in the gorge. “The hikes were recreational, but also informational,” she

says. “It was a space where the participants could have fun and explore while they learned something new.”

Sonato’s senior thesis will expand on her initial project by including more field research on the perspectives of Latinos in the gorge. She plans to continue studying public policy in graduate school, a goal that took on new reality last year when she was accepted into the competitive Public Policy and International Affairs Fellowship Program at the University of Michigan. Last summer, she spent seven weeks attending classes, listening to speakers and visiting sites related to economics, statistics and domestic and international policy. All that, and her own talent, make her eligible for more graduate school scholarship support.

Ultimately, Sonato is aiming for a career where she can address the environmental justice issues she became passionate about while at Willamette. Gorman is lobbying for her to continue that work in the region where her advocacy began.

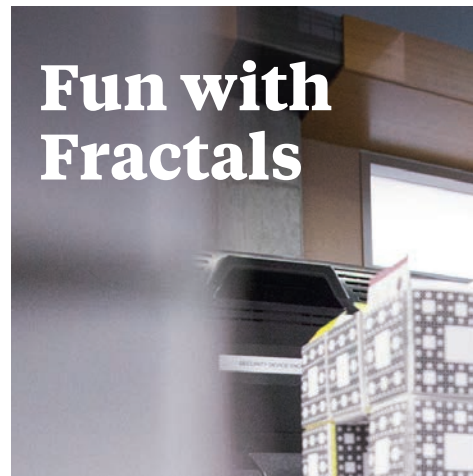
“The more Martha engages not only her own community, but also our staff, supporters and other board members, the more our eyes will open a little wider to consider a perspective that goes beyond our own,” Gorman says. “Martha has a deep connection to the gorge, so my hope is she’ll end up back here working on the issues she cares about. I think she could have a real impact over the next several decades.”

A young environmental advocate, a fresh voice on the issues and conversations across traditional boundaries — and to think it all started with a waterfall of questions. ☐



What could make finals week a bit less stressful? Yoga or a run might do, but for faster relief, how about a few minutes petting an adorable canine like Zeppo? Undergrads and law students now have the opportunity to access time-tested “dog therapy” during breaks between finals. But they can’t get too attached — the stress-relieving pups are only on loan from Willamette professors and staff.

## Fun with Fractals



**A Level 4 Menger sponge sounds like a monster you might face at the end of a Dungeons & Dragons quest. Size-wise, you wouldn’t be far off.**

For several weeks last fall, students, faculty, staff, their families and friends folded business cards in Ford Hall. And folded and folded. Their goal? To create a Level 3 Menger sponge — a 5-foot-tall fractal cube weighing 160 pounds and comprising nearly 70,000 cards.

“Menger was an Austrian-American mathematician,” says Josh Laison, chair of the math department and leader of Willamette’s MegaMenger team. “He described this interesting

3D fractal — an object with a pattern that repeats infinitely, at all scales.” Math enthusiasts know the 3D fractal as Sierpinski’s carpet, just one of Menger’s contributions to the field, along with co-founding distance geometry.

Together with cubes from 19 other sites around the

# 172

**Cherry trees on the Willamette campus. Japan’s Fuji Television Network donated 150 of them in 1992 in honor of the university’s sesquicentennial.**



## Law Alumni Make Their Mark in Oregon

**Willamette law grads held their own this winter when the Oregon State Bar gave out its annual awards for outstanding work in the legal profession — four Willamette alumni earned recognition.**



*Left to right: Edward J. Harri, Renée E. Rothauge, Liani JH Reeves and Kim Sugawa-Fujinaga.*

Edward J. Harri JD’73 and Renée E. Rothauge JD’90 took home the President’s Membership Service Award for contributions to the profession. Harri, assistant dean for student affairs at Willamette’s law school, has been teaching legal research and writing since 1986. Rothauge, a trial attorney for Markowitz Herbold PC in Portland, co-founded the Rothauge & Kaner Women’s Trial Academy to help women litigators build trial skills.

Liani JH Reeves ’98, JD’01 and Kim Sugawa-Fujinaga JD’05 won the President’s Diversity and Inclusion Award for helping increase minority representation in the legal profession. Reeves, former Oregon Gov. John Kitzhaber’s top legal advisor, earned the Department of Justice Outstanding Service Award in 2008. Sugawa-Fujinaga is an associate at McEwen Gisvold LLP in Portland, where she practices creditor’s rights, business and commercial litigation.



world, Willamette’s Level 3 Menger sponge forms what the organizers call a “world sponge.” The distributed Level 4 Menger sponge, if assembled, would tower 15 feet into the air.

Why organize such an effort? “The sponge itself isn’t for anything,” says Laison, “but the project is a way to bring people

together to work on a math-related, hands-on activity.”

Laison encourages everyone, math geeks or not, to check out Willamette’s sponge. It’s holding court on the second floor of Ford Hall, awaiting the next phase of the project — building a Plexiglas display to support the hefty structure.

**1,003**  
Average number of unique users each week at the recently renovated Sparks Fitness Center

### A New, Towering Figure Greets Museum-Goers



Here’s a face you don’t see very often: Eustache de Saint-Pierre, mayor of Calais, France, in 1347. The sculptor? None other than Auguste Rodin, whom you may know for “The Thinker” or “The Kiss.”

Thanks to a private lender, you can come face to face with Saint-Pierre in the Hallie Ford Museum of Art this spring — he currently stands tall in the lobby. The bronze sculpture is from a series of six figures Rodin created to memorialize the Hundred Years’ War between England and France.

The story of how Saint-Pierre surrendered himself to the English to spare his city’s populace is a fascinating one. Drop in at the museum by May 17 to learn more and check out the sculpture yourself.

**1**

Number of Oregon schools named in Bloomberg Businessweek’s “Best Business Schools.” AGSM was the only Oregon school on the list and one of two in the Northwest.



### Crows: Smarter than You Might Think

**Kaeli Swift '09 wears a mask as she uncovers the corpse. She knows she's being watched.**

Swift studies crow funerals, raucous avian flash mobs that form when a dead crow is spotted.

Crows are smart. They remember faces of threatening people and warn others to be on the lookout. To avoid being recognized and affecting the birds’ behavior, Swift and her colleagues wear masks when unwrapping the stuffed crow used in their research.

While remaining under the birds’ radar, Swift’s work is earning visibility of a different sort. She was recently featured on “IN Close,” a PBS program.

Swift visited campus in December to talk with students in Dave Craig’s “Behavioral Ecology” class

about her research. A biologist and bird expert, Craig was Swift’s academic advisor. They collaborated on research into crows’ ability to recognize threatening people.

As she considered next steps after graduation, Swift worked with another Willamette biologist, Emma Coddington, to set up a new physiology lab in Olin Science Center. The combination of animal behavior and physiology research experience proved invaluable. With support from her advisor and mentors at Willamette, Swift earned a National Science Foundation fellowship to attend graduate school at the University of Washington and discover what’s behind crow funerals.

Learn more and watch the “IN Close” segment about Swift’s research: willamette.edu/magazine.



# Willamette Alumni in Sports: A Different Way to Go Pro

By Ben Peterson

**What makes someone a perfect candidate for a job in athletics? A love of competition? Being a superfan since childhood? Maybe it's a little of both, but one thing is clear — Willamette is a perfect jumpstart for alumni who want to shine in a sports-related career. In this issue of Willamette, we catch up with four alumni bringing their Bearcat best for teams near and far.**

## **Joining a Winning Culture**

In June, San Antonio Spurs players floated past the city's iconic River Walk on barges covered in silver and black streamers. Some 100,000 fans stood on the banks to cheer the team's NBA championship win. There was Coach Gregg Popovich and all-time great forward Tim Duncan, both holding up five fingers to signify the number of titles they've won together. There was Mayor Julián Castro, gleefully gripping the Larry O'Brien championship trophy

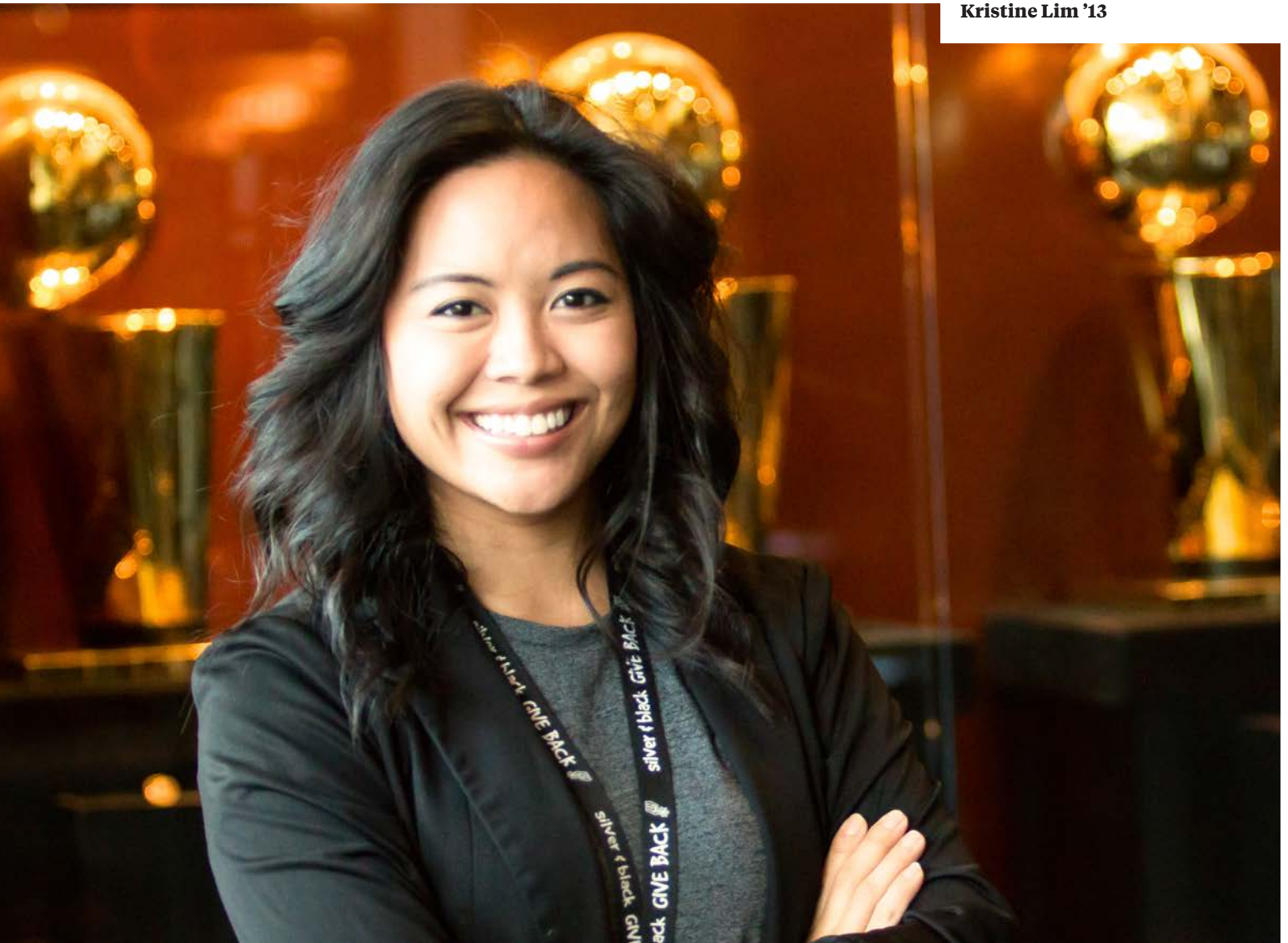
and waving to his delighted constituents. And there was Kristine Lim '13, standing in the middle of it all, wondering how she got so lucky.

"I feel so spoiled," confesses Lim, a community responsibility coordinator for the Spurs. Lim scored a job with one of the most respected franchises in professional sports just months after graduating with a bachelor's degree in kinesiology and exercise science. While she was a sports fan growing up, she had very different goals when she arrived on campus as a freshman.

"I started off thinking I would be an international studies major and then move on to international law," she says. "I wanted to work with underprivileged people around the world. Along the way, I surprised myself by becoming very interested in exercise science and thought I would go into physical therapy."

The turning point for Lim came during her senior year at Willamette. She had seen a commercial for the NBA Cares program, a global community outreach initiative that addresses important social issues such as education, youth and family development, and health and wellness. A light bulb went on for her. What if she could combine her love of athletics with her passion for helping people?

Motivated by her new direction, she attempted to contact community relations departments for teams in different sports. What she received in response was, well, not much. After all, competition is stiff for roles in those organizations, and Lim had no experience working in professional sports. Undeterred, she applied for different positions online, and was surprised to receive a call back from the Spurs. She interviewed well, was hired as a community responsibility intern, and then was hired full time for her current position.



Lim's primary role is planning and executing the Team Up Challenge, one of the initiatives of the Spurs' Silver and Black Give Back program. Designed to enrich and empower youth in the community, the Team Up Challenge implements service learning programs with area schools.

Lim credits her education at Willamette for preparing her to excel professionally. "I learned how to prioritize and how to write," she says. "I learned critical thinking skills and how to work on my own and as part of a team."

During her time with the Spurs, she's discovered just how much she enjoys working with the community, and has gained real-life perspective on the Willamette motto. "I'm so grateful that I went to Willamette because I learned how to be a global citizen, to give back," she says. "'Not unto ourselves alone are we born' — I think Willamette really believes in that. It was encouraging to learn that lesson as a student, and then see it every day in my work."

### **The Magical Season**

For almost three decades, the Kansas City Royals found themselves wistfully watching other teams compete in the World Series. In the 1980s, the Royals boasted a powerhouse squad, led by Cy Young winner Bret Saberhagen and Hall of Famer George Brett. Since then...*bupkis*. Zilch. Not even a playoff appearance since winning the title in 1985. That is, until 2014.

Grabbing a wild card spot, the Royals knocked off the Oakland A's in a one-game playoff, a 12-inning thriller that lasted nearly five hours. Next, they swept the top-seeded Los Angeles Angels in a best-of-five division series. On a roll, they dominated the next round as well, defeating the Baltimore Orioles in the American League championship series and securing their spot in the World Series. There they fell, but just barely, to the San Francisco Giants, in a spectacular Game 7. The Royals were the biggest story of the 2014 season, and it would take a strong, focused effort from the team to share the news throughout the year. Good thing Colby Curry MBA'05 was on the job.

Curry grew up in rural Illinois, rooting for the big league teams closest to him — the Royals to the west and the St. Louis Cardinals to the south. As an 8-year-old, he even created several editions of a magazine with sports statistics of his favorite players. He knew he wanted a career in sports, so he diligently worked his way up through positions at different organizations, including time as a marketing assistant in the Willamette athletics department. "I had the opportunity to work in marketing and sports information," says Curry of his role with Willamette sports. "The athletics staff was always accessible and receptive if I had questions or ideas."

His first step into professional sports came with the Portland Trail Blazers in 2004, where he landed a communications internship. "I was working one or two days a week in Portland while taking a full load of MBA classes in Salem, so I learned a lot about

time management,” he says. “Sometimes I’d take Amtrak to and from Portland and walk across the Broadway Bridge to the arena. That allowed me to study on the way, and it was a fun commute.”

Also in 2004, Curry began volunteering with the Oregon Sports Authority. He helped with the formation and development of the Sports Advisory Council, a group of young professionals collaborating to educate area youth through sports. “It was a great way to meet people and learn about Oregon,” he says.

He landed a job with one of his childhood favorites, the Royals, in 2006, serving as a marketing assistant for nine months before moving into his current post in media relations. “I met people with the Royals through an informational interview,” he recalls. “It felt like a good fit for me, a family atmosphere like Willamette.”

That family atmosphere in Salem played a big part in Curry choosing Willamette’s Atkinson Graduate School of Management to pursue his MBA. “The other schools I visited, I just felt like a number,” he says. “At Willamette, it was more of a personal

connection. That meant a lot, since I had just driven 2,000 miles, by myself, into the unknown. I enjoyed studying with the people I met at Willamette and spending time with them outside of class.”

The skills and habits he developed during his time at Willamette continue to serve him well today. “Group projects were a major component of the MBA program, and that has helped me work across departments and organizations in my profession,” he says. “We were always working on multiple projects, so we needed to be organized and focused. That prepared me for the long hours of a baseball season. Sometimes, we have 10-game homestands where I’m working 12 to 14 hours a day.”

During those long hours, this lifelong fan got a close-up look at one of the most memorable seasons in Royals history. In 2014, the Royals finished with a runner standing 90 feet from tying Game 7 of the World Series. Like all Royals supporters, Curry can’t wait to see where they finish in 2015. “There’s a buzz around town that the Royals can continue what they’ve started for years to come,” he says.

**The business of sports is booming. According to a 2014 research report by CareerBuilder and Economic Modeling Specialists, sports-related industries have seen an increase in total jobs by 12.6 percent since 2010, and average earnings (\$78,455) outpaced the national average (\$57,947).**

Colby Curry MBA’05



## Soccer City, USA

There's no question Portland loves the Blazers. But when it comes to identifying the most intense fan base in the city, it's surely the group that supports Major League Soccer's Portland Timbers. Since 2011, when the Timbers officially became part of MLS, the team has sold out all home matches, and the number of fans on the waiting list for season tickets tops 10,000. In the past year, one of Willamette's own joined the Rose City party as human resources director.

"The Timbers needed a full-time person to focus on human resources as the organization continued to grow," says Nancy M. Garcia '08 MBA'10, who previously held HR and marketing positions with Edelman, Tuality Healthcare and the Hispanic Metropolitan Chamber. "There are not that many opportunities to work with sports teams, especially here in Portland. It was an opportunity to use everything I learned from my MBA to create a human resources department from scratch."

Garcia grew up watching soccer, but she was much more focused on the NFL and NBA, cheering for the 49ers and Blazers. The chance to join the Timbers held special appeal, however. "What really drove me to go after this job is the understanding that soccer is the one world sport that can unite any community," she says. "It brings together people of different nationalities and socioeconomic backgrounds. It's very exciting to be part of a team that's changing the culture around soccer in the U.S."

She picked a great time to jump in. As a relatively young MLS team, the Timbers have ample opportunities to shape the future of the organization. "It's like a startup company in some ways," says Garcia. "The team leadership has that entrepreneurial mindset. The Timbers are reflective of the Portland community — scrappy, innovative and creative."

Another bit of good timing was starting her new job just as Portland was set to host the 2014 MLS All-Star Game, which pitted the league's best players against German superpower Bayern Munich. "I got to meet most of the U.S. national soccer team and a handful of players who won the World Cup," she says. "That was, by far, the best experience to date."

Garcia feels she chose a great school for her undergraduate degree (bachelor's in Spanish and Latin American Studies) and MBA (with a focus on human resource management). "I frequently find myself using what I learned in the MBA program," she says. "Willamette is such a strong liberal arts school. I use my Spanish all the time working with our players and employees. I learned the rules of soccer as an intramural referee. And I worked in the Office of Multicultural Affairs, which meant working with many different clubs, student associations and people across campus, along with good event planning experience."

## The Athlete Turned Mentor

Nik Lubisich '01, fell in love with sports at a young age, and he wasn't picky about what game he played. "I can remember sitting in school just dying for class to get out, so I could run out the door for recess," he says. "Kickball, wiffle ball, basketball, football — it didn't matter. I loved competing."

That competitive nature led him to Willamette, where he earned a bachelor's degree in business economics while starring on the baseball field. His success as a pitcher earned him a shot at his dream of playing professionally, and he signed a contract with the Chicago White Sox. Some tough luck led to a sudden change in plans.

"My professional career came to an abrupt halt due to shoulder surgeries in my pitching arm," he says. "I remember thinking about what I wanted to do as I completed my therapy for my injuries, knowing that my pitching days were over. It was important to me

**The professional sports economic outlook remains robust. A recent PricewaterhouseCoopers report projects that revenue for North American teams from tickets, merchandise, media rights and sponsorships will exceed \$70 billion in 2018, up from just over \$60 billion in 2014.**

to work in sports, but I wanted to find a way to help people, coach children and use my love of business and management."

He found himself guided by a passage in Malcolm Gladwell's "Outliers": "...autonomy, complexity, and a connection between effort and reward are, most people will agree, the three qualities that work has to have if it is to be satisfying." Lubisich decided to start Northwest Sports Management Group, a sports agency focused squarely on the region he knew best. An indoor training center (8th Street Sports) and a baseball academy (Northwest Futures) were part of the vision as well, helping Lubisich and his colleagues develop a strong baseball presence for professionals and amateurs in the Northwest.

"At my core, I love coaching and working with children," says Lubisich. "The academy and the facility allow me a venue and an arena to develop and forge relationships with families, where a few may some day turn into clients within the agency."

Lubisich felt empowered by his Willamette education, with one class standing out in his memory: business law with Professor J. David Thurber. "That was a wonderful class that taught me how to look at scenarios with a creative mind, read contracts and realize just how important it is to pay attention to detail," he says. "It was an intense course with an emphasis on critical thinking, organization and time management — all core concepts I use on a daily basis."

As his agency continues to grow, Lubisich maintains an endlessly renewing enthusiasm for what's coming next. "Each day is an opportunity to have an impact in someone's life, whether that's an 8-year-old who walks into my facility for the first time with his mom or dad, or a Major League client needing my services to support his career. The spectrum between those opportunities is enormous, and I enjoy cultivating the path between them." ▣





# WORLD OF WHIMSY

When Ben Clanton '10 was a kid, he wished he could fly, grow antlers and own a three-headed dog. Since none of that seemed possible in the real world ordinaire, Clanton translated his childhood fantasies into whimsical art and enchanting stories.

Clanton shares his quirky, friendly illustrations in his new picture book, "Something Extraordinary," slated for publication by Simon & Schuster this summer. Although he usually works in ink and watercolor, these illustrations were created with pencil, watercolor and various paper textures.

"It's pretty much all of the things I wish could happen or would happen, but can't or won't," he says. "It's also about finding the extraordinary in the everyday world."



Ben Clanton and his goldendoodle, Gigi, on Crane Beach, Ipswich, Massachusetts.

Photo by Kelsey Clanton.

*From an idea to a sketch to a finished drawing, Ben Clanton '10 explains the makings of his new children's book.*



**An Idea is Born** "When I lived in Seattle, I imagined rain coming down in various colors and flavors. I wanted to draw an image of a kid playing in the rain, sticking out his tongue to catch the different flavors."

**Creating a Story** "For 'Something Extraordinary,' a rough outline emerged quickly. I started with a rough, 32-page storyboard. Then it was a matter of figuring out pacing and tinkering to make a satisfying ending."

**Animal Friends** "This spread is about all the pets I wished I could have had. I wished I could have talked with animals and had unusual pets. The next best thing was filling an entire drawing with all these creatures. Then I had to figure out which ones would stay."

**Editing Process** "There was a lot of back and forth about the storyline, but adding something was ultimately up to me. My editors cared more about hitting the right story notes and getting the right pacing."

**Connective Threads** "In this spread, you'll see a young boy with fangs — something else I had wished for. The robot, in the upper left, shows up throughout the book. And the bird in the bottom right corner has an important substory about finding a partner."

**A Feast for the Eyes** "I wanted readers (and their parents) to find new images every time they came back to this drawing. They are like hidden Easter eggs, waiting to be found."

**The Big Goal** "To make a book kids of all ages will enjoy. Also, I hope it might inspire readers to find the extraordinary in the world around them and dream up new extraordinary things."



**Want to know more?** Visit [www.benclanton.com](http://www.benclanton.com)



**Chi Nguyen-Ventura MBA'11**

Founder, AutoMedic  
automedic.biz

**The big idea:** “We want to revolutionize an antiquated industry — car care — by leveraging technology to help deliver simple services on location. Whether it’s cleaning, preventive maintenance or basic wear-and-tear replacements, our customers don’t have to worry about finding us. We come to them.”

**Why to watch:** “As we wrap up our fourth year, what lies ahead for 2015 is what I consider our moment of truth. We have proven we can survive, but can we thrive? I have challenged my management team to dedicate 2015 to growth.”



**Phil Catudel MBA'14**

President/CEO, Zoned Nutrition  
zonednutrition.com

**The big idea:** “Shpatar Morina MBA'14 and I started Zoned Nutrition at Willamette. We specialize in ‘brain and body’ products with offerings of ‘smart drugs,’ or nootropics, as they are properly called, which are safe, non-prescription supplements that increase cognitive function, energy, and focus.”

**Why to watch:** “We started with one product, and now we have seven — all delivering FDA-approved ingredients in a straightforward, marketing hype-free, professional manner.”

# 5 TO WATCH



**WILLAMETTE IS HOME TO BIG DREAMS, AND ENTREPRENEURIAL ALUMNI ARE TURNING THOSE DREAMS INTO ACTION. FROM PIES THAT INSPIRE A “HIGH FIVE” TO AN AUTOMEDIC WHO MAKES HOUSE CALLS, YOU’LL SEE WHY BEARCATS WITH GOOD IDEAS ARE WORTH WATCHING.**



**Dani Cone '98**

Founder, Fuel Coffee, High 5 Pie,  
Cone & Steiner General  
fuelcoffeeseattle.com, high5pie.com,  
coneandsteiner.com

**The big idea:** “My overall mission for the businesses is to be an asset to our neighborhoods, to strive each day to make customers proud to have us in the community. For me, it’s nothing groundbreaking — we simply want to make a good place for folks to come together over good food and drink.”

**Why to watch:** “I love what I do. To me, this is the greatest job on earth. I hope I can continue to grow these businesses, and serve our community and neighborhoods with outstanding coffee, delicious pies, all sorts of grocery basics and small-batch, local products.”



**Colin Schilling '10 MBA'12**

Co-founder, Schilling Cider  
schillingcider.com

**The big idea:** “Schilling Cider aims to restore craft cider as a cornerstone libation of America, as it was when the county was founded. Although we aspire to be a larger producer, we will never compromise on quality and creativity.”

**Why to watch:** “We just opened a new production cidery and our first cider bar. We’re excited to grow the category of craft cider through education about the drink.”



**Melissa Wilmot '03**

Founder and CEO, WedBrilliant  
wedbrilliant.com

**The big idea:** “WedBrilliant is an online venue for engaged couples to post all their wedding needs and for our talented wedding vendors to bid on them. We offer more control over budgets and a new way for vendors to connect with potential clients.”

**Why to watch:** “WedBrilliant has grown remarkably since our February 2014 launch. I’m looking forward to excellent partnerships with other wedding industry big names in the year to come. We’ll continue to focus on smart, thoughtful growth and a commitment to meeting wedding needs of all of our members!”

1975



Today, downtime may be an artifact of the past. A few minutes' wait outside the Atkinson dean's office is turbocharged by contemporary tools and technologies. Wi-Fi, iPads, mobile devices of every flavor and instant access to many outlets — from old-fashioned (!) email to social media to, well, whatever's up next.

2015



See four decades of memories and management education at [facebook.com/Willamette](https://facebook.com/Willamette) or e-mail your own photos to [magazine@willamette.edu](mailto:magazine@willamette.edu)



# Gordon Gekko Was *Not* a Bearcat

By **Linda Peterson** / Illustrations by Barry Falls



**“Greed is good,” preached Michael Douglas as Gordon Gekko, the soulless corporate raider in the movie “Wall Street.” A quarter-century later, Leonardo DiCaprio, channeling the real-life Jordan Belfort, updated that rapacious focus in “The Wolf of Wall Street,” with new toys, technologies and drugs.**

On the other extreme of the generosity-in-business continuum are billionaires Warren Buffet and Bill Gates. In 2010 they made their “giving pledge” public, promising to donate at least half their fortunes to charity. Others signed on, and by January 2015, 128 billionaires (or those who *were* billionaires until they fulfilled their giving pledge) were part of the Buffett-Gates club.

The business world is full of heroes and villains, fictional and

real. But at Willamette — where a liberal arts education means an environmentalist can become an entrepreneur, a poet can become a gear-head, a lawyer can become a governor, or an engineer can become a musician — it’s easier to become a hero.

This year, the Atkinson Graduate School of Management (AGSM) celebrates its 40th anniversary, so it’s a good moment to look at the wide world of Bearcats in business — alumni from the College of Liberal Arts, AGSM and the College of Law. AGSM has a handsome set of alumni success stories, from corporate leaders to those who run incubators for new businesses. Add in College of Law graduates who serve businesses as general counsel, in transactions or in start-ups, and the numbers of Bearcats in business across Willamette really start to add up.

## The Cast:

### Bryn Berglund '01

**Why Willamette?** *It was in my DNA. Early in his career, my father was a geology professor at Willamette; my mother is also a Willamette graduate. It was the only school I applied to and I was accepted for early admission.*

**Career:** *MBA, Seton Hall University; staffing for corporate financial firms; human resources for a start-up college sports television network; fundraiser for Boys and Girls Club in Newark, N.J.; CBS, New York.*

**Current Gig:** *Vice president, Workforce Development, CBS, Los Angeles.*

### Neil Bergquist '09, MBA'10

**Why Willamette?** *Though it was a small school in a small town, it gave the perception of being a big school in a big town. I could play a sport as my passion, rush a respectable fraternity, do the 3-2 early MBA program, and study at a prestigious university. I fell in love with the campus right then and there.*

**Career:** *Commercial real estate broker; directed SURF Incubator for community-based entrepreneurs, now the largest tech incubator in the Pacific Northwest; producer of large-scale experiential events.*

**Current Gig:** *Management consultant/innovation architect at Point B in Seattle. Named 2014 Washington Young Entrepreneur of the Year by U.S. Small Business Administration.*

### Gil Mendez '03

**Why Willamette?** *It gave me an opportunity to pursue Willamette's 3-2 engineering program — three years at Willamette with a major in physics, minor in math; and two years at Columbia University for mechanical engineering, with an emphasis in robotics.*

**Career:** *Kershner Trading Group; SMB Capital LLC; Associated Foreign Exchange. Named one of the Top Three Traders Under 30 in 2010.*

**Current Gig:** *Chief investment officer, Red Ivy Capital, Stamford, Conn.*

### John Reardon '77

**Why Willamette?** *I was raised in Portland and I wanted the small liberal arts institution experience. And, to be honest, Willamette had a law school, and I thought I wanted to be a lawyer.*

**Career:** *Doctorate in chemistry from The Ohio State University; postdoctoral fellow, Brandeis University; Becton, Dickinson and Company; Burroughs Wellcome Company; Glaxo Wellcome; GlaxoSmithKline; Integrated Oncology Solutions.*

**Current Gig:** *Chief scientific officer, Cardioxyl Pharmaceuticals.*

### Karen Wood

**Why Willamette?** *I was appointed associate chaplain and director of the Lilly Project for the Theological, Spiritual and Ethical Exploration of Vocation. I was interested in helping students know themselves so that they would be happy in their lives and do meaningful work.*

**Career:** *Bachelor of arts, Brown University; master of divinity and doctor of theology, Harvard University. Research on role of liberal Jewish voices in constructing Christian theologies of Judaism. Directed programs in interreligious dialogue in national and international settings. Dean of students at Union Theological Seminary in New York and the National College of Natural Medicine in Portland.*

**Current Gig:** *University chaplain and associate professor of religious studies.*

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## Cicero: Words to Live By

### Orator. Lawyer. Statesman. Scholar. Writer. And the man who gave Willamette University its motto.

Marcus Tullius Cicero was born in 106 BCE, died in 43 BCE. And though he failed at his dearest endeavor, preserving the Roman republic, his influence has endured for two millennia. His ability to move audiences — whether in a political forum or defending clients in court — was legendary. To put his powers in a more modern context, channel Mario Cuomo, Martin Luther King Jr., Clarence Darrow, Barbara Jordan.

Cicero was a prolific writer, and much of his work still survives. “De Officiis,” or “On Duties,” carries his line “non nobis solum nati sumus ortusque nostri partem patria vindicat, partem amici.” Translation: “not for us alone are we born; our country, our friends, have a share in us.”

Cicero credits Plato’s “Letter to Archytas” for inspiration: “humans have been created for the sake of others of their kind, indeed, to benefit each other as much as possible.” It is the Jewish concept of *tikkun olam*, to repair the world. It is the multiple interpretations of the golden rule in Buddhist, Islamic, Christian and Native American traditions.

There’s a little classicist in every Bearcat, so we stick with the Latin: Non nobis solum nati sumus. Or in the vernacular, just think about the words printed on Opening Days T-shirts a few years ago: “You’re at Willamette Now. Be Nice.”

### ***Beyond Business as Usual***

Business at Willamette is anything but business as usual. For openers, there's Willamette's motto: *Non nobis solum nati sumus* — Not unto ourselves alone are we born. Virtually every university has a motto, but few communities — students, faculty, staff, alumni — boast members who can recite it without Googling or finding the seal. Cicero wrote it, but Bearcats *live it*. And there's no place more interesting to witness that motto in action than in business, which, in the ever-creative, ever-generative hands of Willamette alumni, turns into something remarkable.

To understand more, we began by identifying a sample cast of Willamette characters in business, people who represent different generations, different academic and career interests. Our organizing principle: All pursue opportunities to “live the motto” in today's world. We asked Willamette people — four alumni and the university chaplain — to talk about what makes life and work satisfying in intellectual, creative and, okay, spiritual ways. Three themes emerged: Courage, humility and the intersection of collaboration, empathy and joy.

### ***First, Do Some Good***

Medicine's mantra leads with “first, do no harm.” At Willamette, we think “first, let's do some *good*.” Karen Wood says, “I love how we work the motto. We don't have a lot of ritual at Willamette,

but we do have a matriculation ceremony. The entire incoming class sits on the Quad, and they hear from the dean of campus life and others. Then I stand up and tell them, ‘I'm going to teach you something the seniors don't know.’ Pretty soon they're chanting the motto in Latin. I tell them that this is how Cicero wrote it, and at Willamette it opens an important question for each one of us: ‘Unto whom or what *are* we born? What is the life we are meant to lead?’”

### ***Be Strategically Fearless***

Neil Bergquist was born with a robust hustle gene. He grew up in an entrepreneurial family — his grandfather dispatched both Bergquist brothers, ages 9 and 12, to sell his books; Neil's brother, mom and dad have all started companies. Where does that sense of hustle and willingness to take risks come from?

Says Bergquist, “So much was shaped by my experience at Willamette. I appreciated going to a liberal arts college, not learning a career-specific skill. Instead you're learning about how the world works, and you're getting context for future decisions. We selected capitalism early on in our nation's founding, but we can reinvent that game by making value-based business decisions.” Bergquist, who ran the tech incubator, SURF, and has helped launch more than 220 startup companies, says he has since learned to manage the fear of failure. “Fear is a consuming emotion,” Bergquist says, “and you've got to overcome it, first with little steps, then big steps. I've learned to

**“So much was shaped by my experience at Willamette. I appreciated going to a liberal arts college, not learning a career-specific skill. Instead you're learning about how the world works, and you're getting context. We selected capitalism early on in our nation's founding, but we can reinvent that game by making value-based business decisions.”**



Neil Bergquist '09, MBA'10 – Serial entrepreneur

temper my concerns by balancing fearlessness with being strategic.”

Gil Mendez echoes those views. He grew up in Colombia, moved to the U.S. when he was a teenager, and tackled a tough, bi-coastal (New York and Salem) 3-2 program in engineering. It’s hard to walk away from the intensity of that program, but the more Mendez looked at the engineering job offers he was getting, the less interested he became. The corporate structure he saw, the bureaucracy — none of it appealed to him. So, he took a deep breath and went back to New York. He paid for part of his senior year trading Internet stocks. After two years, trading around the clock and turning his engineering savvy to developing mathematical models, he was doing well. But he wanted to be part of a group. He started at SMB, a small firm that grew from four to 30 to more than a hundred. And then he knew it was time for his own venture. He launched Red Ivy Capital. “I wanted to concentrate on something that brought meaning to working so hard,” Mendez says. “Now we’re an investment advisory firm, and we manage funds for state institutions, endowments, pensions and high net worth individuals.”

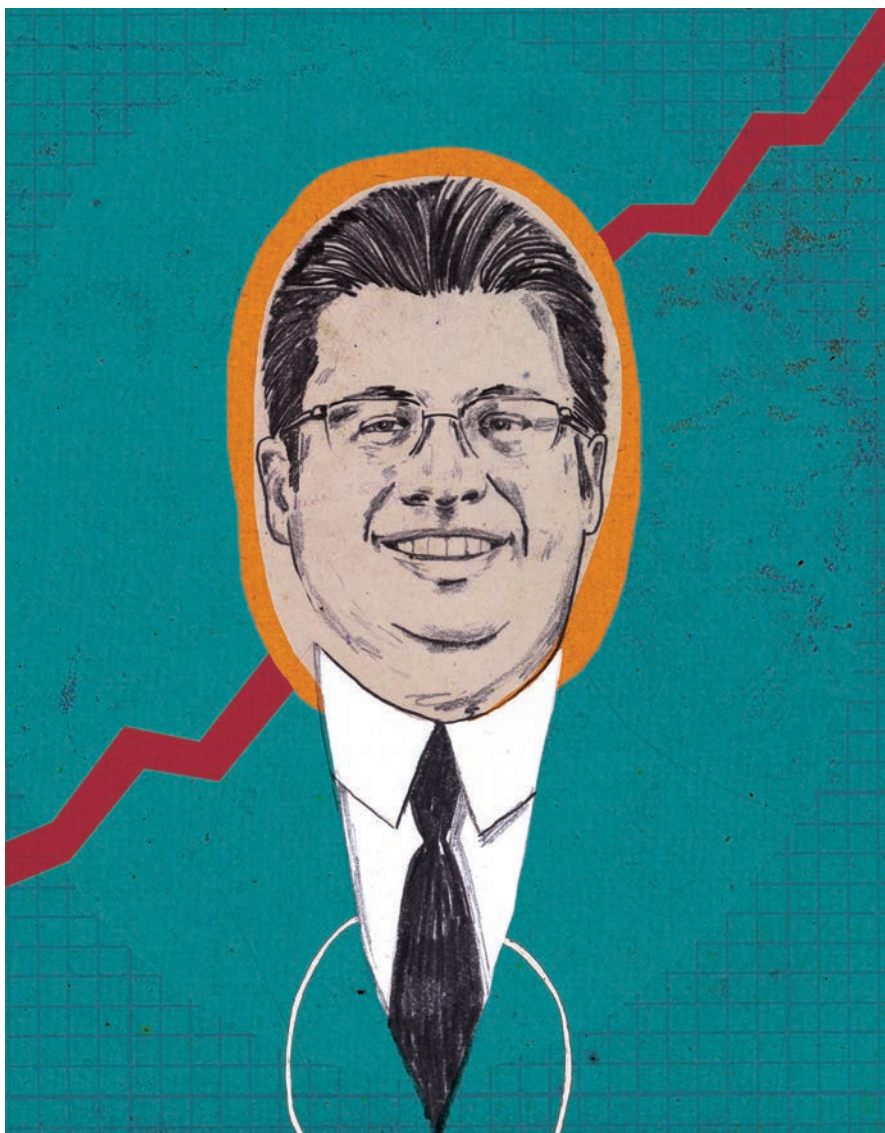
In a sense, John Reardon, whose career trajectory took him from big to bigger to giant in pharmaceuticals, had to marshal his courage with two major career changes. “I loved the hands-on aspects of science,” Reardon says, “and when I joined Burroughs Wellcome, I became part of an extraordinarily prolific lab with 30 years of development and discovery, and two Nobelists —

Gertrude Belle Elion and George Herbert Hitchings. But one day, everything changed. I went from bench work, supervising one other PhD and a master’s, to managing 45 scientists, overnight.” Ten months later, Glaxo Wellcome put Reardon in charge of 200 scientists. “It took me seven years to get my head around how to do that job,” he says. “Someone must have believed I had leadership potential, so I had to learn how to derive satisfaction and enjoyment from facilitating science for others.”

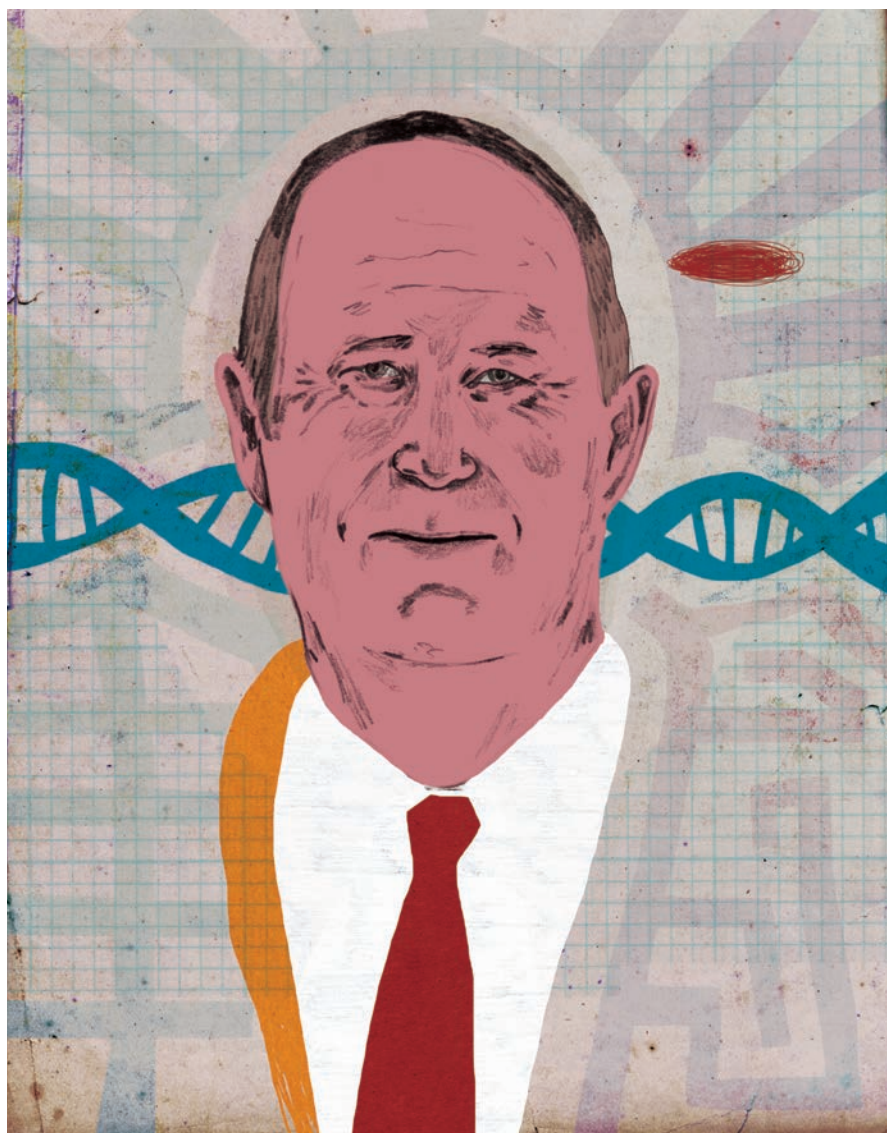
Then, after years of escalating to larger roles and responsibilities, Reardon took a new turn. He left GlaxoSmithKline to found Integrated Oncology Solutions, working on a novel approach to treating breast cancer. After two years, even with the lab up and running and some important collaborations, it was clear that the patent life wasn’t going to be long enough to support the work. He joined Cardioxyl Pharmaceuticals to help develop innovative drugs for treatment of cardiovascular diseases.

“Every day I’m hands-on, designing, reviewing data, writing reports. It’s a small group of people, we do everything virtually, through contractors — to me it feels like being an orchestra conductor,” Reardon says. “To some this may seem like a risky venture as opposed to being in Big Pharma, but that’s an illusion. In the next few years, we’re taking it as far as we can, and success for us would mean being bought, put out of business, so that a company with greater resources can get the molecules to

**“Part of being an entrepreneur is surrounding yourself with the right people. It’s not possible without others... What you give to others, you get back more than double.”**



**Gil Mendez '03** – Chief investment officer, Red Ivy Capital



**“My work has been about trying to defeat death, disability, pain, suffering. I want to leave the world a little better than I found it.”**

market.” Reardon stipulates that he didn’t remember knowing the Willamette motto, but he has one of his own that is clearly a first cousin to Willamette’s: “My work has been about trying to defeat death, disability, pain, suffering. I want to leave the world a little better than I found it.”

Bryn Berglund had her own moments of “close your eyes and jump” along the career path. “When I was a senior at Willamette, everyone kept asking me what I was going to do next,” she says. “I didn’t really know. I had spent summers working in the New York area, so at some point during my senior year, I decided I’d try to make that a permanent move. I didn’t know anyone in the area but someone at Willamette introduced me to friends in New York, who invited me to stay with them until I got settled. I figured, ‘I can’t fail.’ I had a summer job, had saved some money, and if I didn’t make it, I could always move back home.”

She moved east on Sept. 6, 2001. Five days later, New York seemed to tilt on its axis — it was Sept. 11, and the world felt like a different place. Against the odds, within a few weeks, Berglund had a job in staffing for corporate finance firms and made the decision to stay in a city she already loved.

### ***The Practice of Humility***

“When I was applying for doctoral programs, I decided I should get my transcript. Frankly, I was curious to look it over and figure out

what I learned. It wasn’t very revealing,” says Karen Wood. “But I was very clear about what I learned from the chaplains I’d met along the way: how to think strategically, how to keep my soul in the game. My chaplains were inspiring, amazing, completely human and flawed and able to share that as well. I don’t have any regrets about the various meanders my career has taken, because all those experiences gave me some wisdom about what I wanted to do.”

For Bergquist — who set a 2013 Guinness World Record for orchestrating the world’s largest snowball fight, attracting 6,000 participants and 36 sponsors, all to raise \$50,000 for charity — great success was followed by a crushing disappointment. His next event, a giant water balloon fight in Seattle Center, was, in his words, an “epic failure. I just about lost my entire net worth. I didn’t validate the concept, we couldn’t compete with the distractions of summer, and it wasn’t as exciting as 34 semis filled with snow barreling into downtown Seattle. City-wide events are like the movie business. It’s hit or miss.” Was he disappointed? Yes. Discouraged, hardly.

Humbling experiences are teachable moments — at least for people willing to pay attention. When Berglund was a freshman at Willamette, one of her professors called her in to talk about a paper. “It was pretty brutal,” she remembers. “My professor said, ‘You don’t have an opinion here; you’ve got to have something to stand on. What hypothesis are you coming to and how did you

**“I’m an optimist, and I think that started with my professors at Willamette. I felt surrounded by people who expected a lot of me and wanted me to succeed, and that’s exactly the kind of environment I’ve looked for in my work life.”**



get there?” After that session, Berglund remembers a panicked telephone conversation with her parents about her academic capabilities and her readiness for the next four years at Willamette.

In fact, Berglund was smarter than she knew. She absorbed the feedback and began challenging herself to think more deeply, write more precisely, and seek out honest, authentic feedback. “I’m an optimist,” she says, “and someone who wants to continue to learn and grow — forever. I think that started with my professors at Willamette. I felt surrounded by people who expected a lot of me and wanted me to succeed, and were willing to provide the support critical to success. That’s exactly the kind of environment I’ve looked for in my work life.”

Since Berglund’s expertise is human resources — from executive search to succession planning to problem solving — she has an opportunity to contribute to that kind of environment every day. “I know I’ve been fortunate,” she says. “People networked me to others, my bosses have supported me, but I will take credit for working very, very hard along the way.”

In a fiercely competitive environment like the markets, Mendez says resilience counts: “There’s always someone who’s chasing you.” He should know. He was named one of the Top Three Traders Under 30 a few years ago — fully aware that he came from a small firm, and that his closest competitor was from Goldman Sachs. “You can’t get distracted by the competition,” Mendez says. “You’ve

got to focus. At Willamette, I learned how to manage time because I was juggling a big course load, holding down two jobs, and being a resident advisor, so I had to focus my energy on the things that really matter. What I also learned was that it’s not just about me. Part of being an entrepreneur is surrounding yourself with the right people. It’s not possible without others.” For Mendez, who says that one of his toughest challenges has been living away from his family for 18 years, being part of a community is key. “What you give to others, you get back more than double.”

***At the Intersection of Empathy, Collaboration and Joy***

Service is the norm at Willamette, Wood says: “So, we’re starting from a position of strength.” Some of that service is pure volunteer work — students who participate in the Take a Break spring break service program, and alumni like Berglund, who works closely with the Emma L. Bowen Foundation to support up-and-coming minority students interested in media, or Reardon, who sits on the Habitat for Humanity board in Orange County, North Carolina. The rest is living your life in a way that encourages supportive relationships. Reardon, who says, “I learned how to learn at Willamette, and how to do science in Bob Abeles’ lab at Brandeis,” credits two storied mentors at Willamette — Grant Thorsett in biology and Norman Hudak in chemistry — for his passion for science. Reardon has paid that experience forward by supporting

subsequent generations of young scientists.

Willamette people seem to have heightened skills in empathy, often quick to share credit. Bergquist, who has plenty to brag about, wanted to share a story about a young entrepreneur who was so strapped, SURF covered gas money so she could drive over to the incubator and keep working. “Now,” Bergquist says, “her technology has evolved, she has \$1 million in seed funding and 12 employees on the payroll.”

Berglund’s assessment of Willamette’s culture is that it brings people together. “It’s difficult to be anonymous at Willamette — classes are small, subjects are diverse, faculty is engaged, there are numerous clubs and the Greek system. At Willamette, the liberal arts experience teaches you how to be aware of people who have different views. You learn to respect and value the opinions of others. That never leaves you.”

As Wood points out, most 18-year-olds, if they’re lucky, have not yet encountered the middle of Dante’s dark wood. [“In the middle of my life, I found myself in a dark wood, for the path I knew was lost.”]

But as we go to college, find our path and live our lives, challenge, sorrow and loss come to all of us, along with love and joy. If we’re lucky, work that excites and rewards us, work that allows us to collaborate with others, comes our way as well.

Says Wood, “I saw this opportunity to work with young people as pure gold. If you know yourself and have a sense of what matters to

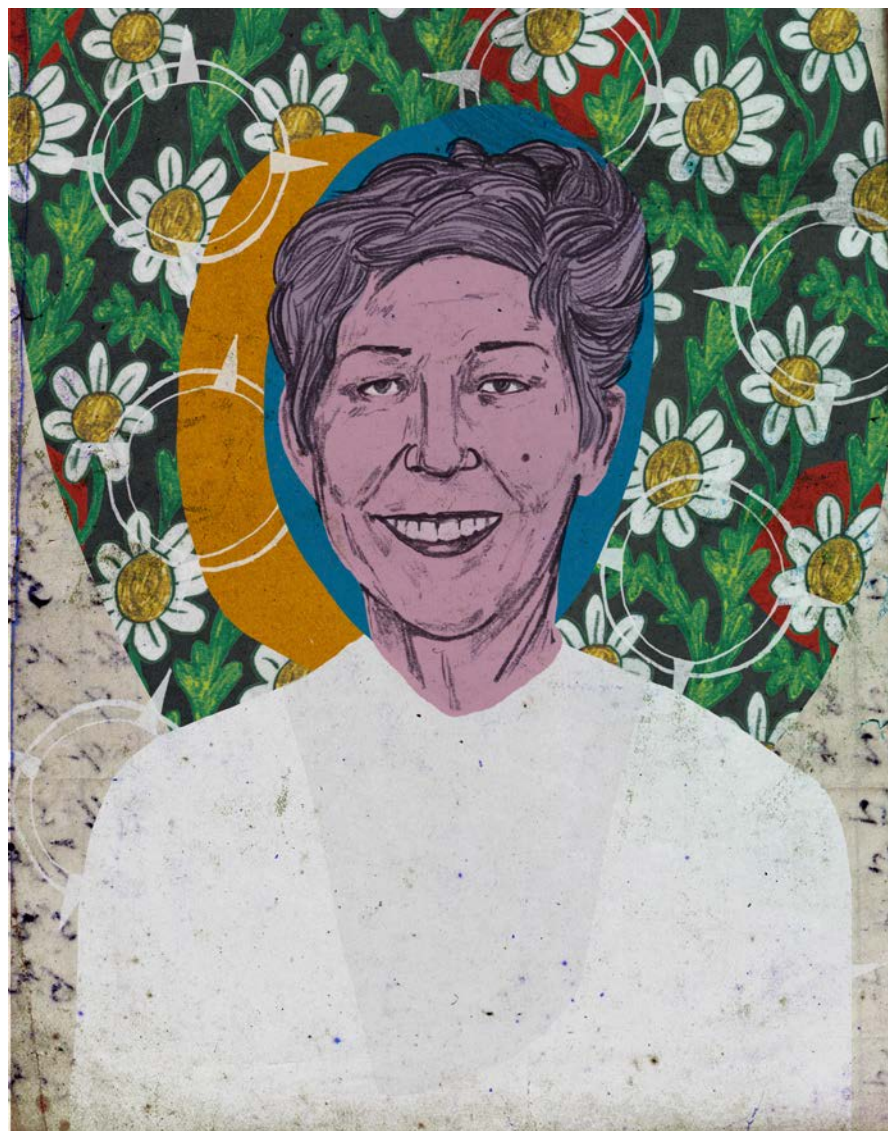
you, it’s a privilege and luxury. Most of the world doesn’t have this privilege. If we can help students figure out who they are, it turns out that if you’re an entrepreneur, you’ll be a happy entrepreneur, or a happy banker or a happy baker. In fact, some of our biggest successes are helping students figure out what’s *not* right for them.” She cites a young woman who was interested in nonprofit work. She came back from completing her first internship and said, “I am not wired for this.” Wood reports, “So off she went to law school.”

Bergquist observes, “I don’t know if students go to Willamette because they’re attracted to the motto or if Willamette attracts students who already live the motto, but either way, that motto is reinforced, and when you leave, it’s an integral part of you. If I’m going to take a business risk and start something new, then it has to align with who I am.”

Consider the question that Chekhov’s disenchanted teacher raises in the play “Wild Honey”: “Why is it we never lead the lives we have it in us to lead?”

At Willamette, many do. Turns out, in some miraculous way, the motto — Not unto ourselves alone are we born — is a fine navigation device to find the way out of Dante’s dark wood and into the light. Everything flourishes in that light — friendships, mentorships, businesses and more.

“No one is alone,” goes the Sondheim song from “Into the Woods.” The Willamette community knows exactly what that means. ▣



**Karen Wood** – University chaplain

**“If we can help students figure out who they are, it turns out that if you’re an entrepreneur, you’ll be a happy entrepreneur, or a happy banker or a happy baker. In fact, some of our biggest successes are helping students figure out what’s not right for them.”**

# ON LOCATION

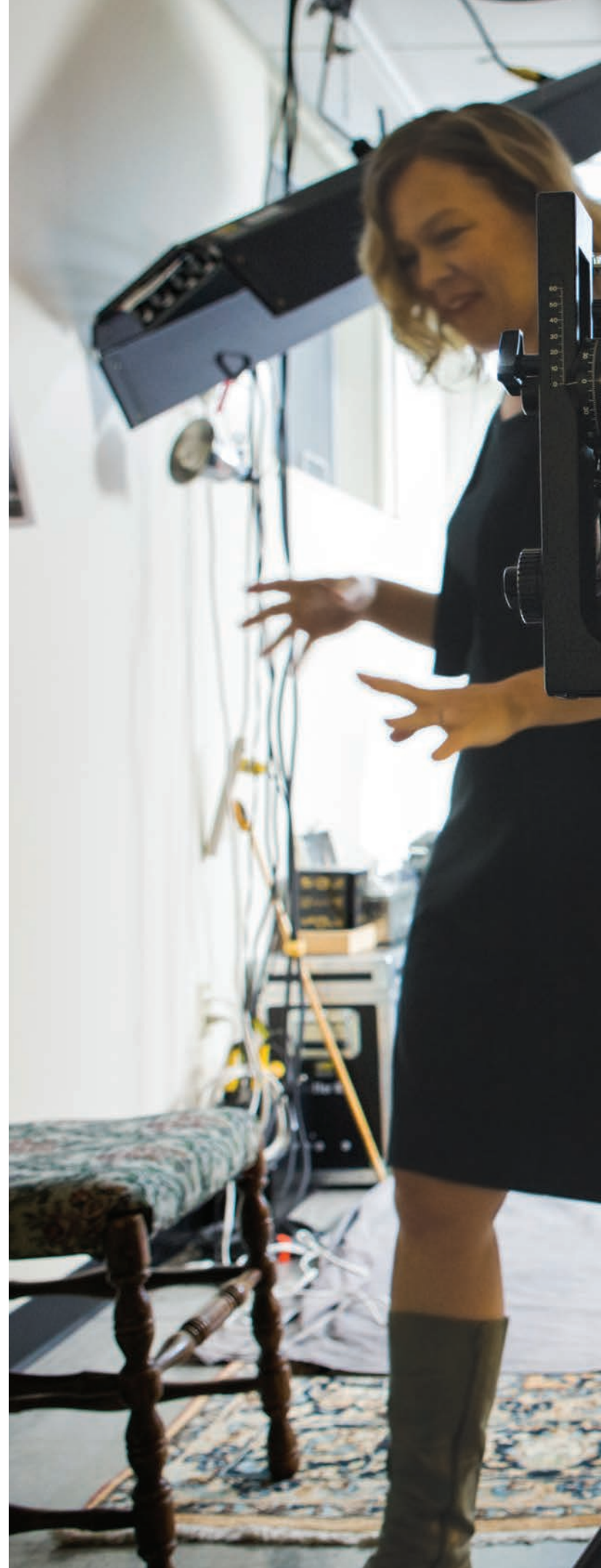
by Frank Miller

In a basement studio in the Art Building, past and present merge in a creative photographic project. Instagram and cellphones define popular photography in the 21st century. But for the past three years, Willamette associate professor of art Alexandra Opie has experimented with tintypes, a photographic medium most popular at the time of the Civil War.

Using a process that's tricky and temperamental, Opie has captured some 300 portraits, often of Willamette faculty, staff and students. In an ingenious twist, she layers transparencies of 19th-century portraits between the lens and the photographic plate. Then, the subject — in this case, President Thorsett — adopts a pose to fit into the posture of the original subject. The resulting composite images are at once contemporary and historical. "The careful layering of past and present yields ghostly, curious objects," says Opie.

Opie plans to introduce this old-made-new art form into her photography curriculum next year.

Learn more at [www.alexandraopie.com](http://www.alexandraopie.com), and see her exhibit at the Hallie Ford Museum of Art, April 18–May 17, 2015





# Cardinal

A close-up photograph of a swimmer in a pool. The swimmer is wearing a dark red swim cap and blue goggles with green lenses. She is captured in the middle of a stroke, with her mouth open and water splashing around her. A yellow and black lane line is visible in the background.

**Margo Coxon '18 is part of  
a stellar freshman class for  
women's swimming**

# & Gold



**Record-shattering  
Dylan Jones '15 was  
a finalist for the  
Gagliardi Trophy,  
Division III's top  
football honor**

**Bearcat  
basketball  
teams top  
archrival  
Linfield  
at home**

**Matt McGuirk  
named NWC Men's  
& Women's Cross  
Country Coach of  
the Year, West  
Region Women's  
Cross Country  
Coach of the Year**

# Ripple Effect: Women's Swim Team Benefits from Leadership, New Talent



**Thanks to strong leadership from experienced juniors and a deep class of freshmen, the Willamette University women's swim team is making waves.**

## Setting the Standard

Michaela Zuber '16 and team captains Malia Santos '16 and Leah Freeborn '16, all juniors, have stepped forward as leaders. Zuber and Santos were two of the four swimmers who set the school record in the 400-yard medley relay during the 2013 NWC Championships. The new record became 4:05.65, breaking the old record of 4:08.06 set in 2005.

"The program was very fortunate to add Santos, Freeborn and Zuber three years ago," head coach Leslie Shevlin says. "Each brings a different personality to our team, and they've led by their success inside and outside the pool. I can count on them to set a good example. All three women have made time for internships or research projects. They have shown our freshmen that you can balance swimming and make time for your professional future."

## Youth Movement

With eight new swimmers this season, Willamette has its largest freshman class in the six years under Coach Shevlin. Based on the early results from Cassie Tallman '18, Ashlyn Witherwax '18, Kate Harvey '18 and Margo Coxon '18, the future looks very bright.

Tallman has been nominated for NWC Student-Athlete of the Week several times. She placed fourth in the women's pentathlon at the NWC Sprint Invitational with her combined time of 2:59.22 for the 100-yard individual medley, plus 50-yard sprints in all four strokes, just 2.17 seconds behind the first place finisher. Tallman is among the conference leaders in three events (fourth in the 200-yard breaststroke with a time of 2:30.08; sixth in the 200-yard individual medley at 2:15.01; and ninth in the 100-yard breaststroke at 1:10.48).

## Women's Swim Team

Years coached by Leslie Shevlin: 6

Team members: 14

Freshman swimmers: 8

States represented: 8

Witherwax holds top 10 conference rankings in both breaststroke events, placing seventh in the conference in the 100-yard breaststroke at 1:09.58 and eighth in the 200-yard, with a top time of 2:32.55. Tallman and Witherwax also have made important contributions as part of the 200- and 400-yard medley relay teams.

Harvey and Coxon are ranked 15th and 17th, respectively, in the 1,650-yard freestyle. Harvey's top time is 20:43.57, while Coxon's is 21:20.88.

"Our freshman class has made an immediate impact to the atmosphere and competitiveness of our program," Shevlin says. ☐

# NEWS & NOTES



## Bubba Luedtke: Good Name, Good Game, Great Guy

If you have a cool nickname, you'd better have the skills to go with it. Willamette men's basketball player **Brandon "Bubba" Luedtke '16** certainly has the name. And as the team leader in scoring, rebounding and steals, there's no doubt about his game.

The rugged forward's 9.2 rebounds per game average through Jan. 25 led the Northwest Conference (NWC) by nearly half a rebound per game, and he's been named Conference Player of the Week three times this season. Luedtke's 14.6 points per game ranks fifth in the conference and his field goal percentage (53.4%) ranks 11th. He's also the conference leader in steals with 2.1 per game.

"Bubba is one of the most productive and efficient players we've ever had," says Kip Ioane, Willamette men's basketball head coach. "He takes a minimal number of shots, makes an extremely high percentage of them, and on the rare occasion when he does miss, he gets his own rebound and scores again. He's very machine-like."

Luedtke's combination of skill and determination has resulted in improved performance each year. After scoring 62 points and grabbing 77 rebounds as a freshman in 2012-13, he averaged 10.6 points and 7.9 rebounds per game as a

sophomore in 2013-14, earning Honorable Mention All-NWC honors. His career-high in scoring, 26 points against University of Redlands, came on Dec. 19, 2013.

A major factor in Luedtke's success is his versatility and commitment to team play. "He can play four of the five positions on the floor," Ioane notes. "He doesn't complain about any role or assignment. He just does his job night in and night out."

Luedtke brings his joy for the game of basketball to others through a variety of projects tied to the hardwood. Along with fellow Bearcat teammates, he's participated in a basketball clinic the past two years at the Hillcrest Youth Correctional Facility. He's also worked at the Pro Hoop Camp at Willamette, helping younger athletes develop their skills.

This past summer, he and several other Bearcat basketball players traveled to Costa Rica to compete in games and run a clinic for underprivileged youth. He's also participated in Race for the Cure two years in a row, raising awareness and funds for cancer.

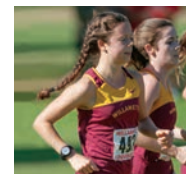
With the rest of his junior year and his senior year remaining, Luedtke still has plenty of time at Willamette to wow the crowd with his athleticism, attitude and commitment to service. Go, Bubba! ☐



### Super Season for Men's Soccer

Willamette men's soccer ended the season with 13 wins — the most since 1991 — against five losses and two ties. The Bearcats set a school record for Northwest Conference wins with 10, and finished one point behind Whitworth in the NWC standings. Willamette also ranked seventh in the West Region Poll released by the National Soccer Coaches Association of America.

Individual success stood side-by-side with team success. Willamette Head Coach Lloyd Fobi was selected as the NWC Coach of the Year and four players were named First Team All-NWC: goalkeeper Braydon Calder '16, forward Yazan Hishmeh '16, forward Julian Hanlon-Austin '17 and defender Kevin Martin '15. Adam Lewis '15, a midfielder, was named Second Team All-NWC. Calder also earned Third Team All-West Region honors.



### Running Away From the Pack

Willamette University took home NWC team championships in men's and women's cross country during the 2014 season.

It was the 22nd conference title for the men's team and the 10th NWC title for the women's team. Taylor Ostrander '16 won the women's individual title with a time of 22:25.2 over the 6-kilometer course, while Jacob Shafi '16 placed second in the men's 8-kilometer race in 25:48.7.

The women's team also won the NCAA Division III West Regional with a score of 31, led by Michaela Freeby '15 in second place at 22:16.6. The men's team placed fourth in the West Regional. At the NCAA Division III Championships in Mason, Ohio, the women's team finished 15th. Olivia Mancl '17 was the Bearcats' top runner in 48th place, and Ostrander took 64th. Yonny Castillo '16 competed as an individual in the men's race and finished 191st.



## Well Read

### **The Lost Way**

By Stephen J. Patterson

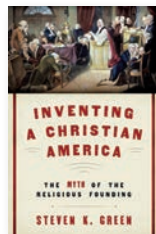
After more than two millennia, Biblical scholars continue to turn up new information about the historical Jesus. Stephen Patterson, religious historian and George H. Atkinson Professor of Religious and Ethical Studies at Willamette, has sleuthed out information that positions Jesus as a teacher first and a martyr second. This new, more nuanced version of Jesus comes from two earlier gospels: the “lost” Q and the Gospel of Thomas. Taken together, these sources suggest a highly populist version of Jesus, in which he and his fellow prophets surfaced something called “The Way,” where all — regardless of race, class, or gender — could be counted as children of God.



### **Inventing a Christian America**

By Steven K. Green

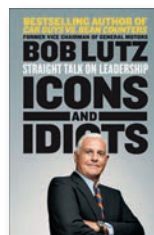
Americans may take the separation of church and state for granted — but Steven Green knows better. A past College of Law Professor of the Year, Green is Willamette’s Fred H. Paulus Professor of Law and director of the university’s Center for Religion, Law and Democracy. He’s also not above a little First Amendment mischief. As a senior in high school, Green did a “workaround” when asked to read Protestant prayers and Bible verses over the public address system. He browsed his clergyman father’s collection, selected the Bhagavad Gita, and followed up by chiding the principal for using the PA system for religious purposes. In June, Green’s newest book, “Inventing a Christian America: The Myth of the Religious Founding,” will counter commonly-held beliefs that the Founding Fathers launched a Christian nation.



### **Icons and Idiots: Straight Talk on Leadership**

By Bob Lutz

Senior executive at GM, Ford, Chrysler and BMW. Naval aviator and Marine Corps vet. Collector of classic cars and motorcycles. Bob Lutz is also a collector of what he’s learned from business icons and idiots during his 60-plus years in leadership roles. The book, selected for Willamette’s MBA Alumni Book Club, offers plenty of juicy information. Lutz weighs the good, the bad and the ugly and dishes up the news that “we can learn as much from the most stubborn, stupid and corrupt leaders as we can from the inspiring geniuses.” It helps that Lutz’s analysis is delivered with a healthy helping of humor, not to mention insider gossip on such high-profile leaders as Eberhard von Kuenheim, former CEO of BMW, and Lee Iacocca, former CEO of Chrysler.



### **Revolutionary Retirement: What’s Next for YOU?**

By Catherine Allen, Nancy Bearg ’69, Rita Foley, Jaye Smith

Oh, those Baby Boomers! Of course, they (or we, depending on your stage of life) can’t retire in a straightforward way. Enter the team that put together “Revolutionary Retirement.” The authors offer a how-to guide for thinking about the next stage in life, strategies and exercises for decision-making, and a clear-eyed analysis of choices, opportunities and issues. Nancy Bearg, the Willamette alumna in the author quartet, has had a long career in international security policy, including service as national security advisor to the vice president of the U.S. Today she is a consultant focusing on national security reform, conflict prevention and post-conflict peace-building, and she teaches a university graduate course on leadership. Does that sound like retirement?



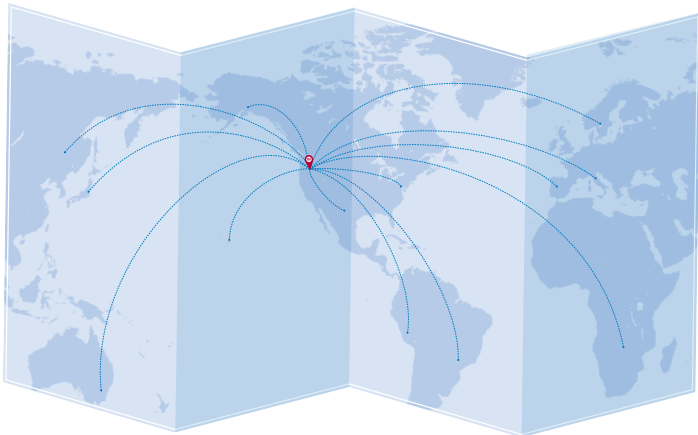
A man with a beard and a leafy headband is performing fire knife dancing. He is holding a knife with a large fireball attached to the blade. The background is dark, and the fire is bright orange and yellow.

**Welcome to  
Bearcat World:  
News, views and  
happenings from  
the Willamette  
alumni community.**



**FIRE KNIFE** dancing will be featured with many other performances at Willamette's 26th annual lu'au on April 18. More than 1,000 people enjoy this student production that celebrates Polynesian music, dance and food. Aloha!

## Alumni Notes



## Alumni Weekend 2015: *Willamette in the World*

**Save the date for a celebration planned for all alumni: Sept. 17-20, 2015**

We all know Willamette's home is in Salem. But Willamette impacts the world in a big way! Come back to campus for Alumni Weekend 2015, where you can reconnect with friends and participate in a wide variety of activities and programs that showcase how Willamette students, faculty and alumni engage our global community. In addition to guest speakers, panels and presentations, enjoy a Homecoming football game, class reunions, mixers and excursions to fun places off campus.

Mark your calendar for Alumni Weekend 2015, and get ready to unpack your memories and partake in international experiences presented in a distinctly Willamette way.

Special thanks to the WUAA Alumni Weekend Committee:  
Tim Bernasek '93, JD/MBA'98  
Morgan Gratz-Weiser '13  
Linda (Walker) Kelly '69  
Linda (Getchell) Lewis '79  
Cathy (Welch) Tronquet '70  
Kathy (Cook) Wraith '85, MBA'86

# Alumni Events

Uniting in community all over the world, Bearcats reconnect with old friends and make new ones across the generations. Here's a peek at just a few of the many gatherings over the past nine months in WUAA chapters, clubs and beyond.

1. At a Utah Jazz game in Salt Lake City.
2. On a bird watching expedition in Central Park, New York City, with expert tips from Biology professor David Craig (not pictured).
3. Alumni shared a meal in Bangkok.
4. Denver-area alumni at a Colorado Rockies game.
5. Bearcats took in a Bees baseball game in Salt Lake City.
6. Alumni enjoyed a night at Salem's Table Five 08 restaurant, owned by Steven Freeburg '92 (not pictured).
7. Chicago alumni and associate athletic director Judy Gordon (not pictured) gathered for an evening out.
8. Hawaii alumni got together in Honolulu with Chemistry Professor Sarah Kirk and the women's basketball team (not pictured).
9. Alumni attended the Oregon Shakespeare Festival in Ashland with current students and faculty from the Department of Theatre, including professor Susan Coromel and associate professors Rachel Kinsman Steck and Bobby Brewer-Wallin.





## Class Notes

## COLLEGE OF LIBERAL ARTS

*Couples are listed under the graduation year of the person who submitted the class note, unless they specify otherwise.*

**1952** A book co-written by **Robert Kaplan** and the late Richard B. Baldauf Jr. titled "Language Planning From Practice to Theory" (first published in 1997 by Multilingual Matters) has been translated into Chinese and was selected for publication in the People's Republic of China in 2012.

**1954** In October 2014, **Robert Anderson** became the first recipient of the Lee Lipsenthal Above and Beyond Award from the Academy of Integrative Health and Medicine. Anderson was the founding president of the American Board of Integrative Holistic Medicine, which has certified 3,000 physicians as holistic doctors since its inception in 2000. Bob lives in retirement with his wife of 57 years, Joann, in East Wenatchee, Washington.

**1956** **Jo (Terhark) Barney** celebrated her 80th birthday by publishing her third novel, "Edith," and commemorating her mother's 100th birthday at a swell dinner party complete with singing "Five Foot Two" and other 1920s favorites. **Donna (Knox) Hobson** writes: "Retired and living in Hagerstown, Maryland. Very active in my community and with grandchildren. I am one very happy and lucky Mimi, blessed with many friends from my days at Willamette."

**1959** An article by **R. Gregory Nokes** on Oregon's 19th-century exclusion laws against African-Americans appears in the winter issue of Columbia, the quarterly publication of the Washington State Historical Society. Also, Greg's latest book, "Breaking Chains: Slavery on Trial in the Oregon Territory," published by Oregon State University Press, was a finalist for the 2014 Oregon Book Awards for non-fiction.

**1960** **Howard C. Nelson** organized a four-day wellness retreat in Madison, Wisconsin, at which some 30 presenters shared life-transforming therapies and experiences, as well as healing methods and techniques.

**1961** Last summer, **Gary McBride** JD'63 completed 1,050 miles of the Pacific Crest Trail for a total of 1,800, leaving 865 miles for 2015 and 2016. In October, he completed the Portland Marathon (his 64th), finishing second of nine in his group (men aged 75-79). He and his wife, Beverly, enjoyed Alumni Weekend 2014 and hope to attend again this year.

**1961 CLASS LIAISONS**  
**Alice (Stewart) Pailthorp**  
**Bill Richter**

**1962** Ever since playing with the folk group The Wayfarers (started at Willamette), **Ray Blouin** has performed and recorded folk music while working in several careers, including the U.S. Coast Guard, as a college economics professor, and designing and running the Welfare to Work program for his home county in Virginia. Now, nearing age 76, he is running the local county senior center and continues to perform and record folk music in a trio called "B Squared + T" with his wife and a fellow professor. After attending Willamette for only one year (1957-58), **Larry Bright** finished his college education at Oregon State University. However, his year at Willamette was instrumental in directing his major field in fish and wildlife management and research. Larry says:

"Willamette provided excellent first-year classes and the opportunity to decide where I wanted to go from there. I played baseball at Willamette for Coach John Lewis and learned a tremendous series of life lessons. Willamette will always be my favorite campus to visit. I have many heartfelt memories and experiences from Willamette and hope to continue with annual visits for the alumni baseball game." **Tom Johnson** is finding retirement to be elusive, as he still gets enticing jobs at the CIA and finds his work endlessly fascinating. He now works half-time but doesn't see a way

## A Winning Career Formula

To 27-year-old **Colin Gardiner '09**, success comes from a combination of ambition, planning and networking. This helped him climb the ranks of the Bay Area tech world and into his current position as director of product at burgeoning vacation rental search engine **Tripping.com**.

Gardiner couldn't be happier with his job, but to get there he took a risky jump from a comfortable management position at **Ancestry.com** to **Tripping.com**, a startup with two other employees.

A year later Gardiner has seen the company's sales boom and its staff expand to 16.

"What's rewarding about working for startups is that it's building from the ground up," he says. "There's a higher likelihood of failure, but also a bigger reward when you get it right."

Gardiner understands he's been fortunate, but only a small degree of luck has played into his career success. At Willamette, he consciously began building a skillset that would get him noticed by employers — including honing his analytical and



communication strengths.

"If I were to speak with someone going into college, I would tell them, 'Pick a major that is quantitative and tangible in today's world,'" he says. "Then, spend time becoming a great writer. The combination of those things will set you apart."

Of course, Gardiner also realizes that everyone needs a helping hand. So, in December, his company provided a location for a networking event hosted by the Bay Area Chapter of the Willamette University Alumni Association.

"Most of the great opportunities I've had have come from knowing someone, so I'm happy to give back," he says. "Your alumni network is always a great way to find jobs."

to reduce those hours. Off duty, Tom is working on a history of the Appalachian Trail. Meanwhile Tom's wife, **Sharon (Lequest) Johnson**, is absolutely blitzed with hikers, and shuttles them up and down the trail, sometimes driving dawn to dusk.

**1965 50TH REUNION**

**1968** **Karl Evans** is publishing several books centered on the life of Christ for mission fields around the world. While the books are available through standard stores,

the publisher, Yachats Books, also provides texts to communities in extremely poverty-ridden areas in Africa, Asia and South America.

**1969** **Nancy Bearg** had a new book titled "Revolutionary Retirement: What's Next for YOU?" published in 2014. Nancy says: "It's about way more than financial planning — it's about living life and continuing to be relevant, productive and purposeful."

## 1970 45TH REUNION

As the founder of Protocol & Diplomacy International, **Ann (Southard) Beard** trains members of the Protocol Officers Association at the U.S. State Department. She has also served as the chief of protocol for the City of San Diego, as the vice president of National Consular Corps College, as a lecturer for the Smithsonian Associates in Washington, D.C., and has taught international business at San Diego State University. The first woman president of the 100-year-old San Diego University Club, Ann wrote a book on the club's history. She has also published a cookbook spanning four generations of Southard family history, is the international relations advisor to her son Jeff Beard's film company, and is president/CEO of the family's energy corporation. **Terry Collins** published a short novel titled "Vast Horizons, an American Family Odyssey." A true story of a family — including some of Terry's ancestors — that came west on the Oregon Trail in 1853, the book covers the period from 1838 to 1853, touching on the Trail of Tears, the Mexican-American War and an obscure historical event known as the Lost Wagon Train of 1853.

## 1971 Julie-Jeanney (Busch)

**Lyerla** lives in Castro Valley, California, with her husband of 36 years, two grown children and three grandchildren. She has been working for 20 years in her local school district in elementary reading and resource. She also still plays percussion with her high school alumni band.

## 1973 Roger Barr and Nancy (Harvey) Barr '74

are retiring to Whidbey Island, Washington. Roger retired from Des Moines United Methodist Church after 40 years in ministry throughout the Pacific Northwest Conference. Nancy retired from teaching in 2012. **Granelia (Key) Thompson** still teaches piano and finds plenty of ways to use her music, either at church, a study club or school. She still lives on the farm that has been in her family since 1891. **Joann Young** is in her sixth year teaching science and math at Palisades Charter High School's Temescal Academy. Her Los Angeles area

students can choose to finish high school in three years or make up credits to finish on time for four-year graduation with the adjoining traditional Palisades campus. She has also passed her third decade in a local Methodist choir and has sung her fourth Carnegie Hall gig with the local Master Chorale.

**1974** As president of Music-Warner Bros. Pictures, **Paul Broucek** recently completed executive production of Howard Shore's musical score for the final installment in "The Hobbit" film series. Paul has served as executive music producer on "The Lord of the Rings" and "The Hobbit" trilogies over the past 15 years.

## 1975 40TH REUNION

**1975 CLASS LIAISON**  
**Patti (Lalack) Hutterli '75**

## 1976 Sally Purbrick-Illek

and her a cappella ensemble, Champagne, continue to entertain audiences in Queensland, Australia, with their vibrant eclectic repertoire. Champagne recently performed in a large outdoor concert with Judit Molnar, a leading opera and operetta soprano singer. Sally also is the marketing and community liaison officer for the Tourism Confucius Institute at Griffith University.

## 1980 35TH REUNION

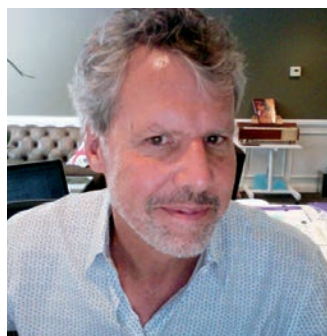
In March 2014, Washington Gov. Jay Inslee appointed **Bill Houser JD'83** to the Kitsap County Superior Court. Previously, Bill was a member of the Kitsap County Public Defender Division handling major felony defense. Bill and his wife, Brenda, live in Poulsbo, Washington, with their children Sarah and Curtis.

## 1982 Martin Alvey

completed a one-year term as president of the Oregon Trial Lawyers Association. **Brian Krieg** was appointed by then-Gov. Kitzhaber to co-chair his CTE & Stem Education Coordination and Alignment team. **Katie (Demory) Tadlock** is assistant dean of the graduate college at Ohio University. She has worked at OU since 2000 and lives in The Plains, Ohio, with her husband and daughter.



Sally Purbrick-Illek '76 (second from left) and her a cappella ensemble, Champagne, continue to entertain audiences in Queensland, Australia, with their vibrant eclectic repertoire.



As president of Music-Warner Bros. Pictures, Paul Broucek '74 recently completed executive production of Howard Shore's musical score for the final installment in "The Hobbit" film series.



Martin Alvey '82 completed a one-year term as president of the Oregon Trial Lawyers Association.

### Be a Class Liaison

Want to see more class notes from your classmates? Help keep your class connected and volunteer to be a class liaison! The WUAA and the alumni office are constantly in contact with alumni, but nothing is more powerful than the personal touch a class liaison can provide.

Contact the Office of Alumni & Parent Relations at 503-375-5304 or [alumni@willamette.edu](mailto:alumni@willamette.edu) for more information.

**Class Notes**



Katie Rogerson '98 received a 40 Under 40 Award from The Arizona Daily Star and the Tucson Hispanic Chamber of Commerce.



Brandi Row Lazzarini '96 and her husband, Heider, welcomed a boy, Lucca, born Nov. 25, 2014.



Celia (Elder) McDougal '00 and Josh McDougal welcomed a son, Ian David McDougal, born Sept. 13, 2014. Photo: Carrie (O'Callaghan) Pacholl.



Emily (Middaugh) Wakild '99 and Eric Wakild welcomed a son, Ray, born July 4, 2014.



Kristin (Schmor) Rice '01 and Deris Rice welcomed a son, Boesen Lamar Rice, born Feb. 9, 2014.



Lori Bokovoy '02 and Brian Huffman '01 welcomed a daughter, Lucy Evelyn, born Oct. 10, 2014.

**1985 30TH REUNION**

**1986 Mary Louise VanNatta**, is partner and CEO of VanNatta Public Relations in Salem, which was listed in Oregon Business Magazine's January 2015 PowerBook issue as one of the top advertising/marketing/PR firms in the state. Considering most of the other firms are located in the Portland metro area, VanNatta says, "It is a tremendous honor to be recognized, and it is great for Salem that our firm was considered one of the 'Companies at the Top of Their Game.'" Mary is currently part of the team led by **G. Harvey Gail MBA'88** and founders **Fred VanNatta '60** and **Mariel (Fahlstrom) VanNatta '60**.

**1987 Brenda Martin** is a judge of the United States Bankruptcy Court for the District of Arizona. Previously, she was the senior attorney in the restructuring and bankruptcy department of Osborn Maledon, in Phoenix.

**1989** After running the Memphis Marathon in December 2014, **Scott Coe** has now completed a marathon in every state. One of 18 people in Oregon certified as 50-staters, he has also completed a marathon on all seven continents.

**1990 25TH REUNION**

**Brenden Fitzgerald MBA'94** joined the Idaho Dairy Products Commission and the United Dairymen of Idaho as senior director of business development and processor relations. **Michael Woolfolk** completed the General Management Program (GMP17) at Harvard Business School in November 2014. **Nick Zagone** is a finalist for a 2015 Literary Arts' Oregon Book Award for Drama for his play "Blood on the Books" (or "The Powell's Play").

**1991 Jeff Figeira** was named Equinix's Sales Director of the Year for 2014 for the Americas region.

**1994 Casey (Strickland) Faulknall** has accepted the role of assistant principal of the middle school at the American School of Bombay for the 2015-16 school year. She will be relocating with her family from London to Mumbai.

**1995 20TH REUNION**

**Denise Callahan MBA'00** represented Oregon on a thought leader team convened in San Diego by the White House. Supporting the White House's College Opportunity agenda and the First Lady's Reach Higher initiative, the event focused on improving school counseling preparation, programs and practices to increase college and career readiness for all students.

**1996** To **Dr. Brandi Row Lazzarini** and her husband, Heider, a boy, Lucca, born Nov. 25, 2014.

**1997** To **Heather Wight-Axling** and **Matt Axling**, a son, Arlo Lorenzo Axling, born Aug. 2, 2014. Arlo joins big brother Lucian and family dog Papa. Heather negotiates M&A deals as a partner at Davis Wright Tremaine and Matt negotiates meals and bedtimes with their two boys. The Axlings live in Seattle. **Tiffany (Ellis) Campbell** landed a new position at Genzyme, a Sanofi company, as pharmacovigilance scientist for rare diseases (Lysosomal Storage Disorders) - Gaucher, Pompe, Niemann-Pick and MPSI diseases. **CaSaundra (Redfield) Garber** became a certified project manager in July 2014 and was promoted to project manager for marketing and sales at Oregon Catholic

**SUBMIT CLASS NOTES** at [willamette.edu/magazine](http://willamette.edu/magazine) or directly to class notes editor Daniel Johnson at [johnsond@willamette.edu](mailto:johnsond@willamette.edu). Also know that your note may be edited for style and for space constraints.

Press after 13 years in production and manufacturing. In March, she was elected House Corporation President at Delta Gamma at Willamette. She enjoys coaching youth sports with her husband, Chad, and two boys, Cole (14) and Dallas (7). **Sarah Mattox-Frost** was named a 2014 John Duffy Composers Institute Fellow, and scenes from her first opera, "Heart Mountain," premiered in May at the Virginia Arts Festival. In January 2015, **Josh Norman** was promoted to associate professor at Shokei University in Kumamoto, Japan.

**Elizabeth (Lamzaki) Stallard** was elected to join the partnership at Downey Brand, where she practices commercial litigation and employment law. Liz was also selected by the Sacramento Business Journal as one of 2014's 40 Under 40. She is also thrilled to have been elected as a vice president of the Sacramento Zoo's board of trustees.

**1998 Georgina Philippson** conducted an OMEA All-State Honor Choir of 120 young women at the Hult Center in Eugene, Oregon. At the invitation of Professor Kurt-Alexander Zeller, she also spent a week in Sacramento, California, as the Mu Phi Epsilon International Convention Chorus choir director. In January 2015, Georgina was the choir headlining presenter at the Wyoming Music Educator State Convention in Sheridan, Wyoming, and in February she toured as a vocalist with outreach groups of Music in the Schools as part of the Lionel Hampton International All-Stars jazz program. In December 2014, **Katie Rogerson** received a 40 Under 40 Award from The Arizona Daily Star and the Tucson Hispanic Chamber of Commerce. Katie is interim executive director for Tucson Values Teachers, a regional initiative focused on attracting and retaining quality educators for southern Arizona. She also serves as president of the board of directors for the Foundation for Creative Broadcasting, KXCI Community Radio.

## Kilts and Brotherhood in the Fight Against ALS



When **Mark Hume '94** first participated in the Walk to Defeat ALS in 2013, his team of family and friends raised \$6,300 for the ALS Association of Orange County in California.

This year, Hume was determined to beat his record. So his As You Wish group donned kilts — and collected \$22,000.

Hume, who was diagnosed with the progressive and fatal neuromuscular disease in 2012, is overjoyed by this achievement — especially since more than 30 of his Kappa

Sigma brothers from Willamette University helped make it possible.

When Hume told his Kappa Sigma pledge brothers about this year's ALS walk, he hoped simply for contributions. He never expected them to travel to California to walk beside him.

But thanks to **Erik Paulson '84**, they did just that. Paulson donated the use of two of his private jets to fly the alumni from the Northwest to southern California.

As You Wish consisted of more than 100 walkers between

the ages of 3 and 85, most of whom wore kilts. Walking in unison, the team members spanned nearly 100 yards.

Three Willamette undergrad Kappa Sigmas, **Mike Harder '15**, **Nick Perkins '15** and **Garrett Maltzen '15**, also participated.

"I have been truly and deeply moved and inspired by the unique and overwhelming support of my Willamette University Kappa Sigma brothers," Hume says. "These moments will always be a source of joy for me."

**1999** To **Emily (Middaugh) Wakild** and Eric Wakild, a son, Ray, born July 4, 2014. Emily is a history professor at Boise State University.

**2000 15TH REUNION** To **Celia (Elder) McDougal** and Josh McDougal, a son, Ian David McDougal, born Sept. 13, 2014. After living in Panama for the last five years as a postdoctoral researcher working with the Smithsonian Tropical Research Institute, **Justin Touchon** was hired as an assistant professor of biology at Vassar College in Poughkeepsie,

New York. In addition, he and his wife welcomed their first child, a boy, in October 2014.

**2001** To **Kristin (Schmor) Rice** and Deris Rice, a son, Boesen Lamar Rice, born Feb. 9, 2014. Boesen is busy trying to keep up with big brother Harlow (age 2½). In December, **Shannon Simmons** published a book titled "Real-Life Healthy You: Obtaining and Maintaining Health." Shannon lives in Salem, Oregon.

**2002** To **Lori Bokovoy** and **Brian Huffman '01**, a daughter, Lucy Evelyn, born Oct. 10, 2014. In February 2015, **Matthew Campbell** published the third novel in his "Tether" sci-fi series. In 2014, he also published a book on how to write a novel using his special methodology. **Tony Jones** MBA'05 is senior manager of the social insights team covering all social media tracking and analysis for Walmart US, walmart.com and Sam's Club.

**Class Notes**



In August 2014, after 10 years of partnership, Sun (Yu) Cotter '03 and Chris Cotter were married in Oakland, California, with many Willamette friends on hand for the celebration.



Adam Beebe '07 and his wife, Elys, welcomed a daughter, Mackenzie Lynn, born Nov. 18, 2014.



Gregory Schmidt '06 and Lauren (Hicks) Schmidt '05 welcomed a daughter, Lillian Jo, born Dec. 2, 2014.



Karla (Penman) Lombana '08 and Philip Lombana were married in New Orleans on Sept. 5, 2014.



Charli (Hancock) Archer '04 and Ibn Archer welcomed a son, Wyatt Cormac Archer, born Jan. 4, 2015.

**2003** In August 2014, after 10 years of partnership, **Sun (Yu) Cotter** and Chris Cotter were married in Oakland, California, with many Willamette friends on hand for the celebration. Sun met Chris in 2004 while working with the Peace Corps in Uzbekistan. To **Colin Garnett** and Katrina Garnett, a daughter, Anneliese Noelle Garnett, born Dec. 31, 2014.

**2004** To **Charli (Hancock) Archer** and Ibn Archer, a son, Wyatt Cormac Archer, born Jan. 4, 2015. Wyatt joins big brother Walden (age 2 ½) to round out the Archer family. Charli is an attorney with McNaul Ebel Nawrot & Helgren in Seattle.

**2005 10TH REUNION**  
**AJ Nash** MBA'06, the McNary High School coach of the girls' junior varsity soccer team for the past four seasons, began his first season as head coach in August 2014. AJ, who played soccer during his time at Willamette, hopes to impart some of what the sport gave back to him. **Katie Pierce** and David McCain were married in Flagstaff, Arizona, on June 14, 2014. The couple lives in Flagstaff, where Katie is a physical therapist and David teaches compassionate communication skills.

**2006** **Kate Moore** and David Brownell were married in their hometown of Napa, California, on Aug. 1, 2014. In lieu of a reception, they plan on throwing an anniversary party in 2020. To **Gregory Schmidt** and **Lauren (Hicks) Schmidt '05**, a daughter, Lillian Jo, born Dec. 2, 2014. **Chelsea Wessels** recently completed her PhD in film studies at the University of St. Andrews in Scotland. She is now a visiting assistant professor in the performing and media arts department at Cornell University.

**2007** To **Adam Beebe** and his wife, Elys, a daughter, Mackenzie Lynn, born Nov. 18, 2014. In April 2014, **Melissa Griffiths** won the GLAAD Media Award for Best Newspaper Article. She and Todd Mace were married in Juneau, Alaska, on July 3, 2014.

**2008** **Karla (Penman) Lombana** and Philip Lombana were married in New Orleans on Sept. 5, 2014.

**2009** **Mara (Engle) Isbell** and Rory Isbell were married in Bellingham, Washington, on July 5, 2014, with many Willamette friends in attendance. They met in Portland, Oregon, and currently live in Eugene. To **Elizabeth McKenzie**, a daughter, Isabella Helen McKenzie, born Dec. 11, 2014.

**2010 5TH REUNION**  
**Jonnie Dunne** and Clarice Cutler were married on Aug. 16, 2014. Jonnie is a graduate fellow at the University of Washington. **Yesenia Gallardo** was one of 20 environmental scholars chosen as a recipient of the 2014 Switzer Environmental Fellowship, a program that recognizes the achievements of environmental leaders and their potential to drive positive change. Yesenia currently studies urban food systems, food access and food justice at Yale University, where she is a co-organizer of the Yale Food Systems Symposium.

**2011** In January, transportation planner **Geneva Hooten** was featured on an NBC Nightly News segment about the health benefits of walking 20 minutes a day. She discussed the ongoing development in the city of Denver to build more walkways and bike paths, as well as residents' growing interest in walking as exercise. **Lindsay Meloy** is a development specialist for the Greater Idaho chapter of the Alzheimer's Association, where she is in charge of fundraising events such as the Longest Day and the Walk to End Alzheimer's. She started out as a volunteer for the organization to honor her grandmother's struggle with the disease and was hired about a year later.

**2012** **Michelle Plapp** MBA'13 and **Heather Gallegos '10, MAT'11** were married on Oct. 31, 2014, in a small ceremony in Portland, Oregon, with family and close friends. Michelle is a financial analyst in Intel's sales and marketing group

in Hillsboro, and Heather teaches 6th through 12th graders in the Molalla River School District. **Laura Braithwaite** MBA'13 is a recruiter at Efinancial in Bellevue, Washington.

**2014** **Rae Lloyd-Lever** is proud to have landed a job working at Stanford University's Outdoor Center.

**2014 CLASS LIAISON**  
**Alex Schrimp**

## ATKINSON GRADUATE SCHOOL OF MANAGEMENT

*Note: Class notes for dual degree alumni are listed by their undergraduate class year.*

**1980** In December 2014, after 40 years of public health service, **Steven Boedigheimer** retired from his position as deputy director of the Division of State and Local Readiness in the Office of Public Health Preparedness and Response.

**1981** **Cliff Hockley** received multiple honors for excellence in the real estate services field from the Institute of Real Estate Management (IREM) at its awards ceremony in November 2014. Cliff was recognized as IREM's 2014 Board Member of the Year, and Bluestone & Hockley Real Estate Services, of which Cliff has served as president since 1988, received the Accredited Management Organization Firm of the Year award.

**1989** **Scott McIntyre**, who leads PricewaterhouseCoopers' U.S. and global public sector businesses, received the 2014 Malcolm Baldrige National Quality Award, which is given to organizations and corporations that meet stringent quality standards and benchmarks resulting in innovation, sustainability and results in the marketplace.

**1996** **Wade M. Larson** is vice president of human resources for Solano College in Fairfield,

California. Based in Guangzhou, China, **Keith Phillips** is Nike's North Asia regional director for sustainable manufacturing and sourcing performance team.

**2002** In November 2014, **Juan Aguiar** JD/MBA gave a speech on oil contracts in Ecuador at the IX Annual Energy & Oil Meeting (ENAE) in Quito, Ecuador.

**2007** **Craig Zeff** is an associate park and recreation specialist at the California Natural Resources Agency. Working in the bonds and grants unit, he funds and oversees a variety of urban greening and other projects.

**2008** In October 2014, **Michael Boyd**, coffee buyer and fourth-generation Boyd's Coffee employee, was featured in the Portland Tribune. The article highlighted the company's dedication to preserving its heritage by narrowing its focus from six individual brands to one wrapped with words and photos from Portland's past.

**2009** **Raution Jaiswal** is director for telecom consulting company Produp in Houston, Texas.

**2010** **Diana Ursachi** is PR and marketing manager for ONV LAW, the only law firm in Romania accepted into Interlaw (an international network of independent law firms). In addition, the book that Diana published last year — "A Guide For Romanians Wishing to Study Abroad" — was one of the top 100 books sold by Humanitas, Romania's largest bookstore chain.

**2011** **Alina (Vaynberg) Moore** and **Christopher Moore** JD'11 were married on Aug. 10, 2014, in Boise, Idaho.

**2012** **Winnie (Nie) Goto** and Steven Goto were married under the cherry tree of their new home in front of their family and went on honeymoon to British Columbia and Hawaii. **Will Norris** joined

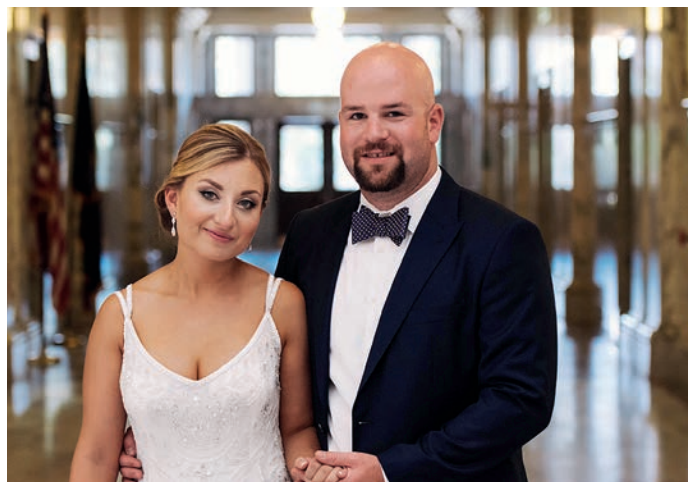
Columbia Gorge Community College in October 2014 as chief financial officer. **Jim Voss** is CFO of CriterionBrock, one of the nation's leading flooring providers specializing in the multi-family market, headquartered in Portland, Oregon. Jim continues to serve as founding board member and treasurer of Whole Earth Nature School, a non-profit organization committed to connecting kids to nature through interactive and experiential learning.

**2013** **Rick Campfield** is SunModo Corp.'s new chief executive officer.

**2014** In October 2014, **Elsa Stavney** joined the Willamette University Office of Advancement as director of development for the Atkinson Graduate School of Management.



Jonnie Dunne '10 and Clarice Cutler were married on Aug. 16, 2014.



Alina (Vaynberg) Moore MBA'11 and Christopher Moore JD '11 were married on Aug. 10, 2014, in Boise, Idaho.

# ALUMNI NEWS BITS

## Connecting Bearcats

Thanks to the hard work of the WUAA board of directors and volunteers, alumni can enjoy more ways to plug in to — and benefit from — our Alumni Association network. Here, WUAA President Linda Kelly '69 outlines how to make the most of being a Bearcat.

### Things are different. Have you noticed?

There are more ways to connect: virtually (online networking hours, Switchboard, the Pocket Compass mobile app, WUAA social media channels) and in person (at more than 50 events in the last year). And if you attended Alumni Weekend 2014, you experienced firsthand how our annual September gathering was transformed into something special for **all** alumni.

### How is this happening?

Our WUAA board of directors is hard at work! In the last year volunteers have had more than 30 meetings and conference calls on matters of importance to Bearcat alumni. Dedicated committees have spent hundreds of volunteer hours working on behalf of WU alumni. This has included a comprehensive review and revision of the Alumni Association's bylaws to ensure that it best represents all alumni. The Graduate Alumni Task Force has worked to find more proactive ways to ensure that alumni of all of Willamette's graduate programs are included in the Alumni Association's programs and leadership.

### Want to be a part of it?

We are better together. We benefit from our shared connections and community. And your contributions are welcome and necessary. Visit [willamette.edu/alumni/](http://willamette.edu/alumni/) volunteer to see how you can contribute in ways large and small. And please feel free to contact me directly: [lkelly@willamette.edu](mailto:lkelly@willamette.edu).



### Once a Bearcat, Always a Bearcat!

Linda (Walker)  
Kelly '69  
WUAA President  
2014-15



## Get Local and Connect!

The Willamette University Alumni Association (WUAA) recently reorganized to support grassroots regional clubs and common interest groups, and has chartered official chapters in regions with the greatest concentration of alumni.

Join Facebook Groups to connect with your local chapter and watch for upcoming events in your area.

### Bay Area

[facebook.com/groups/wuaabayarea](https://facebook.com/groups/wuaabayarea)

### District of Columbia

[facebook.com/groups/wuaadc](https://facebook.com/groups/wuaadc)

### Hawaii

[facebook.com/groups/wuaahawaiiichapter](https://facebook.com/groups/wuaahawaiiichapter)

### New York

[facebook.com/groups/wuaanewyork](https://facebook.com/groups/wuaanewyork)

### Portland

[facebook.com/groups/wuaapdx](https://facebook.com/groups/wuaapdx)

### Puget Sound

[facebook.com/groups/wuaapugetsound](https://facebook.com/groups/wuaapugetsound)

### Southern California

[facebook.com/groups/wuaasocal](https://facebook.com/groups/wuaasocal)

### Willamette Valley

[facebook.com/groups/wuaasalem](https://facebook.com/groups/wuaasalem)

## In Memoriam

### 1930s

#### **Wilma (Patheal) Burton '35**

Nov. 9, 1913 – Dec. 28, 2014  
Wilma Burton was born in Fruitland, Idaho, and moved to Portland, Oregon, as a child. After graduating from Willamette, she became a high school teacher and met her husband of 66 years. She was a lifelong member of the Baptist church in Portland. Survivors include three children.

### 1940s

#### **Margaret (Moulton) Day '40**

June 19, 1919 – Sept. 10, 2014  
Margaret Day earned her bachelor's degree from Willamette and her graduate degree from Birmingham Southern College. She was an active member of East Lake United Methodist Church for more than 50 years before transferring to Riverchase United Methodist Church, where she was a member of the Seekers Sunday School Class. Margaret was preceded in death by her husband, **Robert Day '40**. Survivors include two children, three grandchildren and three great-grandchildren.

#### **John D. Robertson '40**

Aug. 12, 1918 – Dec. 5, 2014  
John "Dayton" Robertson was raised in Salem and became student body president as a senior at Willamette, where he graduated with a degree in political science. He attended Yale for law school, and later taught American government at Willamette. He then joined the Army Air Corps and, after several years, returned to Yale to finish his degree in 1947. His career continued to involve legal counsel and teaching, a majority of it spent at Renton High School in Washington. Survivors include his wife, five children, six grandchildren and three great-grandchildren.

#### **John C. Williams '41**

March 10, 1922 – Sept. 20, 2014  
John Williams grew up in Coos County, Oregon. He was a Marine in World War II and after became an Oregon State Police trooper. He held the position of superintendent in Salem for many years. He is survived by his son.

#### **Doris (Crabtree) Forrette '43**

July 2, 1921 – Dec. 27, 2014  
Doris Forrette was born in Stayton,

Oregon, and attended Willamette and University of Washington, and graduated from Oregon State. She worked as an assistant dietician feeding Army and Navy personnel at Oregon State while completing her graduate studies. She and her husband owned and operated Stayton Auto Supply for more than 40 years. She dedicated much of her personal life to teaching in Christian schools. Survivors include two children, three grandchildren, two great-grandchildren and two siblings.

#### **John H. Glasse '45**

June 1, 1922 – Aug. 19, 2014  
John Howell Glasse was born in Buffalo, New York, and grew up in California and Alaska. He received his bachelor's degree from Willamette and PhD from Yale Divinity School. He later taught as a professor of philosophy of religion at Vassar College for 34 years. He was an ordained minister in the Presbyterian Church. Survivors include his sister, **Marie (Glasse) Tapp '51**; his wife, two sons and four grandchildren.

#### **Arthur C. Case '46**

March 8, 1922 – Oct. 7, 2014  
Arthur Case was born in Newberg, Oregon, and raised in Salem. He attended Willamette and then joined the U.S. Navy in 1944, after which he returned to complete his degree. He worked as a research scientist at Hanford for 27 years. He was very active in volunteer work. Survivors include two sons, five grandchildren and eight great-grandchildren.

#### **William D. Harrison '46**

July 20, 1925 – Nov. 4, 2014  
William "Bill" Harrison was born in Portland, Oregon. After Willamette, he attended University of Oregon Medical School, where at age 23 he was one of the youngest students ever to attain a medical degree. He practiced medicine throughout a career that spanned more than 40 years. Survivors include his wife; nine children, including **Tracey (Harrison) Saucy '75**, **Thomas Harrison '79** and **Michele (Michalek) Finney '84**; 13 grandchildren, including **Lauren Saucy JD '03**, **Allison Saucy '04**, and **Adam Saucy '06**; and five great-grandchildren.

#### **Ruth (Herd) Robbins '46**

May 21, 1924 – Nov. 12, 2014  
Ruth "Peggy" Margaret Robbins was born in Newberg, Oregon.

After attending Willamette, she transferred to Oregon Health Sciences University School of Nursing, where she completed her bachelor's degree in nursing. Peggy worked for Doernbecher Children's Hospital and a Portland medical clinic before opening the Id Book & Record Store near the University of Oregon campus with her husband. Survivors include five children and four grandchildren.

#### **Elaine (Cloudy) Bartsch '47**

July 25, 1925 – Jan. 8, 2015  
Elaine Bartsch was born in Ketchikan, Alaska. She earned a bachelor's degree in music at Willamette. She continued to be involved in music as the organist of her church throughout her life. Survivors include two siblings, three children, six grandchildren and five great-grandchildren.

#### **David L. Putnam '47, MEd'54**

Aug. 28, 1921 – Oct. 10, 2014  
David Luthy Putnam Sr. was born in Gold Hill, Oregon, and raised in Salem. He left Willamette in 1942 to join the Navy and returned after four years and earned a master's degree in education. After his schooling, David began an esteemed and lengthy teaching career. Survivors include his wife, four children, six grandchildren, three great-grandchildren and a sister.

#### **Henry M. Eroclini '48, MEd'53**

Oct. 8, 1923 – Aug. 28, 2014  
Henry "Hank" Matthew Eroclini was born in Seattle. After graduating from West Seattle High School, he served in the Marines in World War II before completing his education at Willamette. He went on to a career in education, working as a math and history teacher, and as a junior high school principal. Survivors include three children; four grandchildren, including **Thomas Watson '03** and **Anne Watson '08**; two great-grandchildren; and many cousins, nieces and nephews.

#### **Margaret-Jane (Emmons) Syme '48**

March 28, 1927 – Aug. 21, 2014  
Margaret-Jane Syme grew up in Salem, and attended Willamette and Oregon State University. She loved the outdoors and gardening, and was an accomplished landscape designer. In addition, she acted as a marketing consultant and realtor. She is survived by a daughter.

#### **Ralph O. Bolt '49**

May 3, 1925 – Nov. 19, 2014  
Ralph Orlyn Bolt was born in Anacortes, Washington. He served in the Navy during World War II and received the presidential citation for bravery for his participation in several key battles in the Pacific. Upon his return home, Ralph graduated from Willamette and started a family. In a career of various jobs, he worked for the City of Salem, Evans Products, Coos Bay Lumber Company, Weyerhaeuser and the State of Oregon. Survivors include his wife, two daughters, four grandchildren and six great-grandchildren.

#### **Barbara (Nelson) Hartley '49**

Jan. 22, 1927 – Jan. 11, 2015  
Barbara Elizabeth Hartley was born in Portland, Oregon. She graduated from Willamette with a bachelor's degree in history and was a member of the Alpha Chi Omega sorority. She was very involved in her community, including as a member of the Evergreen Women's Golf Association and the United Methodist Church and as a leader for the Girl Scouts. She was preceded in death by her husband, **Richard Hartley '50**. Survivors include four children, seven grandchildren and two great-granddaughters.

### 1950s

#### **Lois (Mansfield) Egan '50**

March 28, 1926 – July 17, 2014  
Lois Maxine Egan was born in Portland, Oregon, and graduated from Franklin High School. After graduating from Oregon State University, she attended Willamette and later completed a medical technologist degree at the Oregon College of Education. Lois then worked for a number of years at the Physicians Clinic. Survivors include a sister and three daughters.

#### **John G. Ringle '50**

June 14, 1924 – Sept. 30, 2014  
John "Gordon" Ringle was born in Eugene, Oregon, and raised in Salem. Before completing his degree at Willamette, he served in the Army Air Corps as a meteorologist on Guam during World War II. Following graduation, he began a 30-year career in display advertising for the Capital Journal/Oregon Statesman. As a sports lover, Gordon enjoyed bowling and baseball.

## Alaska Civic Leader Pushed New Frontiers

**Dolly (Mynarcik) Farnsworth '78** passed away on Dec. 8, 2014. A modest homesteader who spent most of her life in the small peninsula town of Soldotna, Alaska, Dolly will be remembered for initiating positive community changes through her involvement in local government and civic life.

Before she became a fixture of the Kenai Peninsula, Dolly spent her youth in Texas, Minnesota and Michigan. She was born in Holland, Texas, on July 20, 1922, to Frances and John Mynarcik and remained in the Southwest until her family moved up north for her high school years, eventually settling in Chesaning, Michigan, where she graduated from high school in 1940. She attended Cleary College in Ypsilanti, Michigan, and received an associate degree in accounting in 1942, which led to a job in the accounting department for Stinson Aircraft during World War II.

In 1945, she moved to California, where she met the Farnsworth family and her future husband, Jack. She later followed Jack to Ft. Richardson, Alaska, where they were married on Nov. 1, 1947. The next spring, they moved to the area now known as the city of Soldotna and built their home on the 160-acre federal allowance, where Dolly lived until her passing.

Settled into her homestead, Dolly opened Soldotna Bookkeeping in 1959. Acting as the City of Soldotna clerk's office, she helped several small businesses in the area get on their feet and saw the town grow into a first-class city by 1967.

She also became active in local government, making history as the first woman to sit on the Kenai Peninsula Borough assembly. She served on several



boards, including the Kenai Peninsula School Board (1969-1975), as well as on the Soldotna City Council for the first time in 1973. Through her diligent efforts, she was able to help set up the Joyce K. Carver Memorial Library. After identifying the shortage of medical resources in the region, she also helped establish the Central Peninsula General Hospital.

To bolster her knowledge of public policy, Dolly went back to school in 1976 and graduated from Willamette with a bachelor's in political science. Returning home, she served two more partial terms on the Soldotna City Council and, in 1984, was elected mayor of the City of Soldotna, a position she held for six years.

After serving nine years on the Central Peninsula General Hospital Board (1992-2001), Dolly resigned due to failing eyesight. Dolly devoted her remaining years to her children, grandchildren and great-grandchildren. An inspiration to many people far beyond her family, Dolly leaves an enduring legacy of public service.

She was preceded in death by her husband, Jack. Survivors include four children, five grandchildren and eight great-grandchildren.

Survivors include his companion of 40 years, a daughter and a cousin.

### **John Slanchik '50**

Dec. 11, 1921 - Nov. 28, 2014

John Slanchik was born in Fairpoint, Ohio. Johnny served in World War II stationed in Iran as a sergeant in the military police. After being honorably discharged, he studied pre-med at Willamette, an education that helped him become a pharmaceutical representative for several large companies. In his recreational time, Johnny enjoyed golf, debating and working with his hands. Survivors include four children and two siblings.

### **James B. Minturn '51, LLB'51**

July 2, 1926 - Dec. 22, 2014

James Borden Minturn was born in Roseburg, Oregon, and raised in Salem and Tillamook. He joined the Army Air Corps during the war, before attending Willamette for both undergraduate and law school. He then practiced law for over 40 years until retirement. Survivors include his wife; four children, including **Jane (Minturn) Corak '78** and **Mark Minturn '87**; and 14 grandchildren.

### **Walter J. Hart '52**

Feb. 7, 1930 - Nov. 11, 2014

Walter Hart was born in Portland, Oregon. He attended Willamette University and Oregon State University, graduating with a bachelor's degree in civil engineering. He served in the Navy for two years, and later worked for the Oregon Highway Department as a state bridge engineer. He was a lifelong athlete and always involved in sports. Survivors include his wife, three children, six grandchildren and five great-grandchildren.

### **Jeanne (Rice) Martin '52**

Oct. 21, 1930 - Oct. 25, 2014

Jeanne Martin was born in Sedro-Woolley, Washington. After graduating from Willamette, she began to teach elementary school. Apart from making a difference in young children's lives, Jeanne enjoyed knitting, handwork and baseball. She was preceded in death by her husband, **Charles F. Martin '52**. Survivors include four children, nine grandchildren and 15 great-grandchildren.

### **Ronald P. Symons '52**

July 9, 1930 - Aug. 25, 2014

Ronald Symons was born in Portland, Oregon. After attending Willamette, Ron went on to University of Oregon and became the first member of his family to graduate from college. Upon graduation, Ron entered the U.S. Navy and later began a career in commercial real estate. He enjoyed the beach, hunting, tennis, crabbing, music and dancing with his wife. Survivors include his wife, two children and four grandchildren.

### **Janet (Rogers) Waite '53**

May 30, 1931 - Dec. 4, 2014

Janet Waite was born in Portland, Oregon. While attending Willamette, she was a member of the Pi Beta Phi sorority. She later graduated from the University of Northern Colorado with a master's degree. She dedicated her professional life to education while raising her own family. Survivors include her husband; sister, **Gayle (Rogers) Lockwood '57**; cousins **Gordon Humphrey '63** and **Marcia (Humphrey) Olson '61**; niece **Lorna (Lockwood) Fast Buffalo Horse '94**; four children, six grandchildren and four great-grandchildren.

### **Donald A. Morrison MD'54**

June 19, 1932 - Oct. 6, 2014

Donald Morrison was born in Spokane, Washington, and spent his early years in Helena, Montana. He earned his pre-med degree from Willamette, where he was also a member of Beta Theta Pi, Sigma Alpha Phi and the 1951-52 Rally Squad. He was commissioned in the Army and served in South Korea for two years. He worked in orthopedics throughout his career. Survivors include a sister, three children and five grandchildren.

### **Richard T. Carruthers '55, MBA'81**

June 16, 1928 - Oct. 22, 2014

Richard Carruthers was born and raised in Astoria, Oregon. He left school at age 16 to attend St. Johns College in Annapolis, Maryland. He then served in the Navy for seven years. He worked for Bioproducts for 31 years. Survivors include his wife, **Nancy (Holcomb) Carruthers '57**; a sister, three children, including **Stephen Carruthers '79** and **Jennifer (Carruthers) Alles '81**; 11 grandchildren; and five nieces and nephews.

**Beatrice Lorraine Kauffman '55**

June 24, 1933 – July 3, 2014  
Beatrice Kauffman was from Gig Harbor, Washington. At Willamette, she participated in Pep Band and theatre and was a member of the Pi Beta Phi sorority. Survivors include her partner and seven nieces and nephews.

**John A. Rehfuss '56**

Dec. 3, 1934 – Oct. 1, 2014  
John Alfred Rehfuss was born in Keizer, Oregon, and grew up in Salem. After graduating from Willamette, he received a PhD from University of Southern California. Throughout his career he worked as a college professor and was involved in local government and community service. Survivors include his wife, **Carol (Litchfield) Rehfuss '57**, sister-in-law **ErnaJean (Buzzell) Rehfuss '59**, brothers **David Rehfuss '61** and **Thomas Rehfuss '74**, two sons, six grandchildren and a nephew, **Kurt Rehfuss '90**.

**Richard A. Franzke '58, JD'60**

March 7, 1935 – Nov. 27, 2014  
Richard Franzke was born in Lewistown, Montana. While at Willamette, he participated in the very successful debate team, and he went on to be a construction and design law specialist in Portland. He remained with the firm for 47 years until he retired. Survivors include his wife, four siblings, four grandchildren and two great-grandchildren.

**Willard C. Bunney Jr. '59**

May 27, 1937 – Jan. 28, 2015  
Willard Carlyle Bunney Jr. was born in Everett, Washington. After Willamette, Will went on to work as a manager for the Xerox Corporation and retired from the company after many years of service. He was a supporter of many institutions, including the Vero Beach Museum of Art, the Indian River Memorial Hospital and Willamette. Survivors include his wife, **Barbara (Simon) Bunney '61**; a brother; and nieces and nephews.

**1960s****Dennis G. Sarver '60**

Sept. 11, 1938 – Sept. 22, 2014  
Dennis Sarver was born in Oregon City and grew up in Estacada, Oregon. At Willamette, he ran track and played football on the 1958 team that was inducted into the Willamette University Athletic Hall

of Fame. He stayed involved in high school and college sports while working as a route salesman for 31 years. Survivors include his wife; four children, including **Patrick Sarver '98**; six grandchildren; and five great-grandchildren.

**Richard D. Streeper '60, LLB'62**

Dec. 15, 1932 – Oct. 14, 2014  
Richard Douglas Streeper was born in Los Angeles. He attended California Maritime Academy and served in the Navy before attending Willamette, where he earned a bachelor's degree and a law degree. He then returned to California, where he held his own law practice for 40 years, founded the Inez Grant Parker Memorial Rose Garden and wrote a monthly rose column in the San Diego Union-Tribune. Survivors include his wife, **Susan (Snyder) Streeper '59**; two sons; and four grandchildren.

**Randolph W. Bowles '65**

Sept. 2, 1943 – May 2, 2014  
Randolph "Randy" Wellington Bowles grew up in San Mateo, California. He graduated from Willamette and earned an MBA degree from University of Oregon. He worked 38 years at Norpac Foods Sales, ending his career as a senior vice president of sales. He co-founded Hide A Heart in Lake Oswego, Oregon, after retiring. Survivors include his wife; a brother; two sons, including **Andrew Bowles '97**; daughter-in-law **Steffanie (Mayumi) Bowles '94**; and two granddaughters.

**Jack K. McNeil '65**

April 11, 1943 – Sept. 11, 2014  
Jack "Kirk" McNeil was born in Portland, Oregon. After graduating from Willamette, he earned his doctorate in veterinary medicine from Washington State University. Kirk ran his own veterinary practice treating small animals and exotics for 44 years. He is survived by his sister; first wife; second wife; two children, including **Brett McNeil '05**; and two grandchildren.

**Ted G. Hetu '66**

Jan. 29, 1944 – Oct. 20, 2014  
After graduating from Willamette, Ted Guy Hetu earned a bachelor's degree in electrical engineering from Stanford University. He then worked as an electronics engineer for the Department of the Navy in San Diego. Following his uniformed

service, he joined National Oceanic and Atmospheric Administration as a civilian, working as an electronics engineer in Washington, D.C. Survivors include a brother and sister-in-law, two nephews and a grand-niece.

**1970s****Steven B. Stocker '71**

Nov. 15, 1949 – April 10, 2014  
Steven Bruce Stocker was born in Portland, Oregon. He played football at Willamette, and he was later inducted into the Willamette University Athletic Hall of Fame as part of the 1968 national semifinal team. Steve worked at Portland General Electric for 39 years. He was preceded in death by his brother, **Daniel Stocker '73**. Survivors include his wife; first wife **Teri (Tinker) Stocker '71**; two children, including **Erin (Stocker) Higgins '98**; brother **Gary Stocker '72**; and sister-in-law **Kathryn (Perkins) Stocker '73**. [Corrected obituary supplied by Erin Higgins.]

**Christine (Henry) Crossland '74**

Dec. 15, 1951 – Jan. 6, 2015  
Christine Lynn Crossland was born in Portland, Oregon. She worked for Portland General Electric as a community resources representative in Portland and Salem. She volunteered with Meals on Wheels for many years. Survivors include a sister, niece, nephew, great-niece and cousins.

**Michael D. Crossland '73**

Nov. 29, 1950 – Jan. 9, 2015  
Michael Crossland was a lifelong resident of Salem, and attended Willamette and Oregon State University. He worked for Portland General Electric for 30 years, and after retiring worked with the Salem 50-Plus Center and for other charitable activities. He was preceded in death by his wife, **Christine (Henry) Crossland '74**. Survivors include three cousins, **Kathryn VanNatta '85**, **Mary Louise VanNatta '86** and **Robert VanNatta '66**.

**1980s****Richard R. Elliot MBA'83**

Oct. 5, 1950 – Dec. 22, 2014  
Richard Randall Elliot was born in Santa Barbara, California. He graduated from University of California Santa Barbara in 1974

with degrees in economics and philosophy before earning his MBA from Willamette's Atkinson School. He began his career as a research analyst for the State of Oregon and worked for various state agencies over the next 32 years. Survivors include his wife, **Garnet (Kenyon) Elliot '73**; three siblings; a son; and his mother.

**1990s****Kristi (Osborn) Cook '96**

Oct. 21, 1973 – Aug. 28, 2014  
Kristi Cook was born in Fremont, California. She earned bachelor's degrees in psychology and sociology from Willamette. Kristi went on to become the manager of admitting and registration of Walla Walla General Hospital in Washington, where she was awarded for her outstanding service after 10 years of work. Survivors include her husband, stepson, parents and sister.

**Trustees****George D. Rives (Life Trustee Emeriti)**

July 23, 1915 – Oct. 30, 2014  
George Rives was born in Kentucky. He graduated from Kentucky Wesleyan College and then earned a law degree from Yale Law School in 1938. He served as a naval officer in the Pacific during World War II before returning home to join a San Francisco law firm. He later helped found Stoen Rives LLP in Portland, Oregon. After retiring from his practice, George served as a Willamette trustee for nearly 20 years and was a generous donor and friend to the university. He is survived by a daughter.

**Jack M. Tuell**

Nov. 14, 1923 – Jan. 13, 2014  
Jack Marvin Tuell was born in Tacoma, Washington. He served in the Army Air Forces during World War II and received a law degree from University of Washington in 1948. After practicing law, Jack took a new career path at the age of 35 as an ordained minister. He worked his way up from being a pastor to serving as a bishop in Portland, Oregon, and then Los Angeles before retiring. Survivors include his wife, three children, five grandchildren and three great-grandchildren.

# What Do Employers Really Want? Graduates Who Can Read, Write and Think

By Debra J. Ringold, Dean and JELD-WEN Professor of Free Enterprise  
Atkinson Graduate School of Management, Willamette University

I routinely meet with executives from business, government and not-for-profit organizations. No matter the purpose of the meeting, the conversation invariably turns to whether today's undergraduate students are well prepared for the world of work. The litany of complaints is consistently comprised of the following: graduates cannot write or make compelling presentations; cannot think critically; cannot analyze and solve problems. Doug Belkin of the Wall Street Journal cited a 2015 study that found four in 10 U.S. college students graduate without the skills to manage white-collar work. Here is how I respond.

The purpose of undergraduate education is to learn to read critically, write and speak fluently, and think for oneself. Skills necessary to the acquisition of knowledge, comprehension, application, analysis, synthesis and evaluation can be developed across contexts and disciplines, but are clearly distinct from, and necessary to, professional education. A liberal education is focused on learning process not content *per se*. Professional education is focused on mastery of particular occupational or vocational content and assumes the ability to read, write, speak and think.

A more detailed version of this philosophy has been offered by LEAP (Liberal Education and America's Promise), "a national advocacy, campus action, and research initiative that champions the importance of a 21st century liberal education — for individuals and for a nation dependent on economic creativity and democratic vitality." Some of the desired outcomes articulated by LEAP include inquiry and analysis, critical and creative thinking, written and oral communication, problem solving, teamwork and quantitative literacy.

A commitment to these outcomes has traditionally been, and continues to be, the hallmark of America's private liberal arts colleges. And while private liberal arts colleges are often characterized as highly selective, prestigious, and the like, some — such as Willamette — are said to be colleges that actually transform lives. (See for example, *Colleges that Change Lives*.)

Steven Koblik, then president of Reed College, argued in 1999 that residential liberal arts colleges "... remain the best models of undergraduate education in the country ... [focused on] the preparation of our youth for lives that will be satisfying professionally and intellectually." Empirical evidence appears



to support this contention (see, for example, Astin 1999 *Distinctively American: The Residential Liberal Arts Colleges*, Arum and Roksa 2011 *Academically Adrift: Limited Learning on College Campuses*).

Research finds that high quality liberal arts colleges are committed to practices repeatedly demonstrated to produce positive student outcomes (Astin 1999). These include: frequent student-faculty interaction; frequent student-student interaction; generous expenditures on student services; a strong faculty emphasis on diversity; frequent use of interdisciplinary and humanities courses; frequent use of courses that emphasize writing; frequent use of narrative evaluations; infrequent use of multiple choice exams; frequent involvement of students

in independent research; and frequent student involvement in faculty research. Arum and Roksa (2011) report that students majoring in liberal arts fields see "significantly higher gains in critical thinking, complex reasoning, and writing skills over time than students in other fields of study." Students majoring in business, education, social work and communications showed the smallest gains.

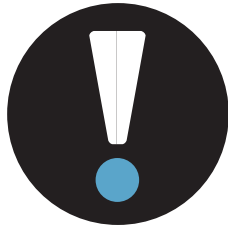
Undergraduate programs that attempt to do both, that is, teach people to read, write, speak and think and master an occupational domain, have their work cut out for them. My experience is that most undergraduate business programs fail to remediate the shortcomings of K-12, fail to provide a liberal education, and fail to adequately prepare people for the technical and managerial requirements of business.

Arguably, the outcomes of a liberal education — read, write, speak, think — are more important than ever. In Belkin's article, employer concerns were summarized this way, "... I don't care about all the knowledge you learned because it's going to be out of date two minutes after you graduate. ... I care about whether you can continue to learn over time and solve complex problems."

This is why our curriculum strives to focus on the timeless not the timely, the robust not the idiosyncratic. We focus on teaching process not content *per se*. Critical thinking, analytical reasoning, document literacy, writing and communication — what the Wall Street Journal calls "baseline demands for professionals" — is what our College of Liberal Arts accomplishes and employers want. We just have to make the case. ☐

For more information: *Liberal Education and America's Promise* — [acu.org/leap](http://acu.org/leap); *Colleges That Change Lives* — [ctl.org](http://ctl.org); *Academically Adrift* summary of findings — [newyorker.com/magazine/2011/06/06/live-and-learn-2](http://newyorker.com/magazine/2011/06/06/live-and-learn-2)

Illustration by Michael Kirkham



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# TAKE A BREAK BY THE NUMBERS

**Community. Justice. Service. Simplicity.** These are the rules of the road for Take a Break (TaB), Willamette University's alternative spring break program.

Founded in 2001, the student-led program places small groups of faculty, staff and students from Willamette and Tokyo International University in diverse communities across the Pacific Northwest. As part of a team, they work by day to feed the hungry, house the homeless and preserve the environment. By night, they find sanctuary in tents, vans, shelters and churches.

The program's goal is simple and big-hearted: Give students opportunities to better understand the world in which they live. Participants report that by immersing themselves in unfamiliar situations, they experience, discuss and understand social issues in new and profound ways.

Learn more at [willamette.edu/dept/csl/tab](http://willamette.edu/dept/csl/tab)

