

CONNECTING WASHINGTON STATE UNIVERSITY, THE STATE, AND THE WORLD • NOVEMBER 2001

# Washington State

m a g a z i n e



PREMIER  
ISSUE

**Washington Wines—Cataclysm, Light, and Passion**

Mariner Mania • A Laguna's Secrets • CBS Newsman Peter Van Sant • State Route 26

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ASK DR. UNIVERSE • BOOKS

56 *a thousand words*

*photograph by Laurence Chen*



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# WashingtonState m a g a z i n e

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E-MAIL: [WSM@wsu.edu](mailto:WSM@wsu.edu)  
TELEPHONE: 509-335-7628  
FAX: 509-334-0932

Senior Editor, Patrick J. Caraher '62

Editor, Tim Steury

Associate Editor, George Bedirian

Art Director, Jo Savage '70

WSU Photographers, Shelly Hanks '88, Bob Hubner

Advertising Manager, Syndi Ellison  
509-335-7628

WSU Administration  
V. Lane Rawlins, President

WSU Alumni Association  
Keith Lincoln '61, Executive Director

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## WASHINGTON STATE UNIVERSITY Quality

I COMPLIMENT THOSE WHO PARTICIPATED in creating this new publication—*Washington State Magazine*. To me, it is an extension of the "World Class, Face to Face" spirit that pervades Washington State University today.

I hope that our readers will learn more about things that are vital and interesting to them and that they will also come to better understand the depth and breadth of the University.

Washington State University has nearly 2,000 faculty with a vast range of interests and expertise. Together, they occupy and utilize millions of square feet of modern facilities equipped with the latest technologies and equipment. Our tenure standards are high, and our commitment to excellence is pervasive. The physical plant of our University never fails to impress visiting faculty and scientists from around the world. And the breadth of interests is mind-boggling.

Take a mental walk with me to a faculty lounge on one of our campuses. Drinking coffee at one table, we find the director of the art museum, a medieval historian, an expert in business finance, and a scientist who works with grizzly bears. Across the room the participants in a lively discussion include a pharmacologist, a performer/composer, a plant geneticist, and a broadcast journalist. All are recognized around the world as leaders in their fields.

For many years we have been known as one of the leading schools in agriculture and the sciences related to it. We are proud of the great accomplishments of our faculty in these areas and have been successful in letting the world know about them. Perhaps too successful! Not long ago I was meeting with a man whose support for our University is very important to us. As usual, I started telling stories about the remarkable work going on at Washington State University, including examples from performing arts, physics, and molecular science. I was just starting to discuss a program in our engineering college when he stopped me. He said, "Lane, it sounds to me like Washington State University is more than an agricultural school." I think I made a good recovery, but I cannot get that comment out of my mind.

If the public, including our constituencies, fully understands the mission, standards, and commitment of Washington State University, they will also know that adherence to

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# and Reputation

those guides will assure excellence in every area. If we do it, we do it right. As the icing on the cake, we also have that special Cougar touch, a personal commitment to every student and an emphasis on faculty-student contact. That is different from many other large research universities. I really am proud to be associated with this great university.

—V. Lane Rawlins, President  
Washington State University

*“If we do it, we do it right.”*

—President Rawlins

*"I believe a key to teaching history is the ability to transport students back in time. By dramatizing history, and by giving students images to illustrate conceptual points, the leap into the past may be easier and more memorable. Without the funds from this award, it would be financially difficult for me to create the multimedia presentations and perform the research that facilitates my efforts to immerse students in the American past. I am extremely appreciative of the opportunities this professorship provides for my teaching, and my research and writing as well."*

—LeRoy Ashby



LeRoy Ashby, the Claudius O. and Mary W. Johnson distinguished Professor of History, is the only two-time CASE Professor of the Year for Washington, 1990 and 1993.

## What's Your Legacy?

Claudius O. and Mary W. Johnson devoted more than 40 years to Washington State University as educators, advisors, and scholars. The Claudius O. and Mary W. Johnson Distinguished Professorships in History and Political Science were established through a bequest in Mary W. Johnson's will—a legacy to ensure that the Johnsons' support of Washington State University continued beyond their lifetimes.



**A bequest to fund scholarships, endow professorships, or support other priorities will allow you to leave a lasting mark of your own on the future of Washington State University.**

For more information on bequests, contact the Gift Planning Office, Washington State University Foundation, PO Box 641042, Pullman, Washington 99164-1042, 800-448-2978, [gift-planning@wsu.edu](mailto:gift-planning@wsu.edu), <http://catalyst.wsu.edu/giftplanning.asp>

WASHINGTON STATE UNIVERSITY  
 FOUNDATION

*World Class. Face to Face.*

# PANORAMAS

## TWO MILLION VOLUMES AND COUNTING

**I**N APRIL 2001 the WSU Libraries celebrated the acquisition of their two millionth volume. At a reception in the Owen Science and Engineering Library, botany and biology faculty, library faculty, and longtime friends gathered to thank Edith, Julia, and the late Adolph Hecht for this volume and many others.

Out of their love of plants and gardens, their appreciation of the importance of sharing information and knowledge, and their allegiance to WSU, Edith and Julia

Hecht established the Hecht Family Fund for the Support of the Botanical Sciences prior to Adolph Hecht's death in December 2000. Professor Hecht was with the WSU Department of Botany from 1947 until his retirement as professor emeritus in 1979. Edith Hecht was a social sciences librarian on the WSU Libraries faculty from 1969 to 1980. Julia grew up in Pullman and spent family vacations botanizing with her father.

At the reception Cindy Kaag, head of the science libraries,

thanked the family for providing more than 60 books and one Internet database, and she announced the two millionth volume—*Flora of China Illustrations* (vol. 17). The book of detailed line drawings accompanies the volume *Flora of China*, also purchased through the fund.

Julia noted, "It's very fitting that this volume is the *Flora of China Illustrations*, because we went to China in 1985." Other donated titles also reflect exotic flora: *Key to the Vascular Plants of Mongolia*, *Flora*



Julia and Edith Hecht.

of Bhutan, and many volumes of the *Flora of Australia*. Others are set closer to home: *Aboriginal Plant Use in Canada's Northwest Boreal Forest*, *Vascular Plants of Montana*, and *Weeds of the West*.

"The database and volumes are a tremendous addition to our library," said Larry Hufford, director of WSU's Marion Ownbey Herbarium. "We're very grateful." ■

—Lynn Kinter

You want impact?  
Well, we've got impact.



**S**ince September, serendipitous Seattleites have been treated to a billboard campaign about the high quality of Washington State University's programs and faculty. The billboards are part of a statewide advertising campaign that debuted last spring in newspapers from Seattle to Spokane. Showcasing the University's faculty, staff, and students, the campaign is designed to appeal to high-achieving students and their parents. It demonstrates high-quality, intense learning opportunities between WSU faculty and students. In addition to newspaper ads, the campaign includes airport displays, radio and television spots—and, of course, billboards.

Through November, look for WSU's "World Class. Face to Face" billboards at Denny Way and Wall Street, near the Group Health Building, and also at SW Spokane and Fourth Ave. S. In February they move to 15th Ave. and Shilshole Ave. NW, and to Alaskan Way and S. Horton St.

So move over, Huskies. The Cougars are in town.

## \$3 Million WSU scholarship program targets Washington high school seniors

**H**IGH-ACHIEVING Washington high school seniors who choose to enroll at Washington State University could share more than \$3 million in scholarship awards under the University's new Regents Scholars Program.

"The program aims to recognize outstanding seniors by acknowledging their accomplishments and offering them opportunities for significant support toward their education at WSU," President V. Lane Rawlins said.

High school principals in the state received nomination forms for the Class of 2002 that had to be returned to WSU by September 15. Beginning in February, the principals will be asked to nominate members of the junior class—the Class of 2003—for the scholarship. Each principal can nominate up to two students from the high school's graduating class.

Every nominee who attends WSU will receive a \$2,500 University Regents Achievement Scholarship that is renewable for a second year. From an estimated 1,000 students statewide, WSU will select 100 for an additional \$1,500, also renewable for a second year.

From the 100 chosen for additional scholarship support, WSU will select 25 as Regents Scholars who will be awarded a full scholarship valued at \$14,000 per year for four years of successful academic progress.

Each student must have a minimum 3.80 grade-point average with a PSAT/SAT score of 1250 or an ACT score of 28. The students' academic strengths and interests, leadership capabilities, and extracurricular and community involvement will also be evaluated.

Washington high school seniors and families interested in the scholarship program should contact their high school principal. ■

## HOT SHOT

*“Nothing beats a hot shot crew. You are like the green berets, the special forces of fire. It’s a camaraderie like no other.”*

**W**HEN CHRIS BOLZ came looking for summer work nine years ago, the fire boss took one look at the athletic 19-year-old and said, “Son, this is your lucky day.”

Bored out of his wits in Tonasket, Washington, Bolz had walked into the nearest Forest Service office at his father’s insistence. They said they could use him right away on a blaze in Wenatchee, so Bolz agreed to go. Then the fire boss reached into his pocket for a book of matches, and set it on fire.

“See this?” he said, pointing to the flames. “That’s fire.” Then he blew it out and pointed again to the smoldering cardboard. “See this? That’s smoke. Now don’t get your ass burned up down there.”

“That was my training,” recalls Bolz, a Washington State University junior in forestry. “It was pretty much baptism by fire.”

Now 28, Bolz is one of many college students bitten by the firefighting bug. They make big money. They hike through gorgeous country. They have dangerous work and dramatic stories.

“There’s been a big push recently, and it has become easier for students to get hired,” said Mike Bishop, 52, a WSU fire department captain who put himself through the University 30 years ago fighting forest fires. “They need to go to school, and school’s getting pretty expensive. The money’s good when you’re out there.”

But while many students fight fires only during the summers, Bolz

is choosing to make it his career. Drawn by good money and a daring lifestyle, he quit school at Whitworth College to join a Lake Chelan helicopter rappel crew in the early ’90s. He would fly in by helicopter, slide down 250 feet of rope to the ground, do an initial attack on the blaze, then hike out with a compass. But after three years, he started dreaming about helicopter crashes.

“I basically started thinking about my future and not taking a daily risk of dying,” Bolz said.

That risk is all too real in the dry western forests, where fires are unpredictable and sometimes fatal. Bolz lost one acquaintance last summer—an Ellensburg man who was one of four young people to die July 10 when the Thirtymile Fire roared over a trapped crew of 14 firefighters and two campers.

Bolz quit the helicopter crew, only to take another high-risk job. He moved to Spokane and joined a 20-person St. Joe hot shot crew out of remote Clarkia, Idaho.

“Nothing beats a hot shot crew. You are like the green berets, the special forces of fire,” Bolz said. “You’re sent into the gnarly spots where they don’t send anybody else. It’s a camaraderie like no other.”



Chris Bolz—in his element.

Two years ago, Bolz was recruited into the Fire Management Training Program in Sandpoint, Idaho, where he spends his summers training and firefighting. He’s also finishing his degree in forestry at WSU as part of the program, commuting from Spokane to Pullman daily. Bolz, who is of African American and Chinese descent, said he hopes he can help improve diversity in the firefighting ranks once in management. Women and minorities often face an uphill battle on the firelines. There are ignorant comments, jokes that aren’t funny, a sense of isolation.

“I’ve been in a lot of places in the country—like Plains, Montana—where I was the only minority,” Bolz said.

Of course there are also basic hardships, like eating military rations, sleeping on the ground, and extreme physical exhaustion, not to mention the obvious life-threatening risks. Some of his friends think his career choice is crazy. But for those willing to accept the risk and put up with the inconveniences, like Bolz, there’s a payoff that will likely continue

to attract college students.

“The money’s great. You see beautiful places,” explains Bolz. “And the sunsets . . . nothing beats a smoke sunset.” ■

—Andrea Vogt

## CURING WHAT AILS YOU



**IF GARY MEADOWS** is right, popping Prozac will do more for you than relieve depression. Meadows’s preliminary data suggest that fluoxetine, the generic form of Prozac, inhibits the growth of melanoma tumors in mice.

The Prozac project began about two years ago in collaboration with neurophysiologist Tanja Obradovic, then at Washington State University. Obradovic and Meadows, who is Dorothy O. Kennedy distinguished professor and director of WSU’s Cancer Prevention and Research Center in Spokane, knew that melanoma cells not only make

the neurotransmitter serotonin, but also have receptors for it. A receptor is a site on a cell that binds with substances such as hormones or neurotransmitters.

Serotonin, like other neurotransmitters, is also used by the nervous system to move information from one nerve cell to another. Once the information has been moved, the sending nerve cell reclaims the serotonin from the space between the two cells and recycles it. Prozac's antidepressant function is due to its ability to prolong the time serotonin spends in the space between the nerve cells.

Meadows and Obradovic wondered whether serotonin would have any effect on melanoma cells, and their tests showed it to be highly toxic. But serotonin can't be used to treat melanomas in live animals, because it would cause a generalized overstimulation of the entire body's nervous system, says Meadows.

Since Obradovic knew that both melanoma cells and fat cells have receptors for fluoxetine, they next treated both mouse and human melanoma cells with it. In both cases, fluoxetine inhibited cell growth at a dose low enough for use in live animals and humans.

Testing the drug in mice indicated that not only does fluoxetine kill melanoma cells in live animals, but it also prevents some of the weight loss that usually is seen in animals with melanoma tumors.

Currently the lab is looking at the effect of combining fluoxetine with various chemotherapeutic drugs now in use, says Meadows. He hopes that human clinical trials will soon follow.

If the approach works, it should provide melanoma patients with treatment that not only helps stop the growth of their cancer, but also helps relieve the depression that often accompanies the disease. ■

—Mary Aegerter

## Shanthi the elephant is due in December

**A**S YOU MIGHT WELL IMAGINE, artificially inseminating an elephant is a touchy business. But, says Janine Brown, artificial insemination (AI) is an important tool, because natural reproduction can be difficult for captive elephants. Bulls are dangerous to keep, there aren't many of them around, and transporting the females to where the bulls are is both stressful and expensive.

Brown, who completed two degrees in animal science ('80 M.S., '84 Ph.D.) at Washington State University, is the senior endocrinologist at the Smithsonian Institution National Zoological Park in Washington, D.C. There, in late February 2000, she coordinated the successful artificial insemination (AI) of Shanthi, a 24-year-old Asian elephant. Shanthi is due in December.

Captive animals serve an important function, says Brown. "People often don't care about things they don't see." Also, she says, we need to learn more about elephants so that we can better manage them, both in zoos and in the wild.

"Many females of reproductive age are not exhibiting normal estrous cycles," says Brown. This means they can't be bred at all. Brown currently is trying to determine why these animals are not cycling. Preliminary data suggest that there probably are both physiological and behavioral causes.

The reproductive tract of the female elephant is several meters long, making it hard to get the semen to the right place for fertilization. And the semen is not easy to collect from bull elephants that can weigh up to six tons. But recent

technological advances have reversed two decades of failure.

German collaborators in Shanthi's AI developed an endoscope-guided semen catheter, along with ultrasound techniques that allow visualization of the entire reproductive tract. Brown's laboratory at the Smithsonian developed a hormone assay technique that allowed the team to know exactly when AI would be most successful.

Brown's lab handles hormone analyses of blood samples for more than three dozen zoos. She consults on reproductive problems in elephants, rhinos, and exotic cats and is reproductive advisor for the group that produces recommendations for breeding captive elephants. ■

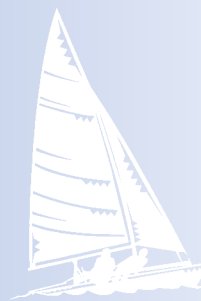
—Mary Aegerter

**Janine Brown ('80, '84) visits with Shanthi, a 24-year-old Asian elephant. Brown coordinated the successful artificial insemination of Shanthi in February 2000.**



# BEGINNING AGAIN

by Kathie Meyer '92



*...attaining any worthwhile goal is really a matter of taking one small step at a time.*

**G**EOFF GAMBLE, former interim provost at Washington State University and now president of Montana State University, once told me studies show that most people will have three different careers in their lifetimes. During that conversation, he revealed that he was on career number two, since he'd worked in insurance before becoming an academic.

According to a variety of sources, people may change careers as many as seven times during their working life. The Bureau of Labor Statistics (BLS) reports 67 percent of American workers don't like their jobs, and 41 percent of them are not employed in the field they studied in school. During the prosperous 90s, the percentage of "job leavers" rose from 9.9 in June 1996 to 13.3 in 1999 when, at the same time, unemployment was at a 30-year low. Finally, in every occupational category, says BLS, employed persons with higher educational attainment have the highest job search rates.

Gamble's words stuck with me when, two years ago, after more than 13 years of employment, I quit my job at WSU Libraries and began my own career transition. While I'd been happy at WSU, the last year or so of my employment felt as though I was merely going through the motions. I needed a change but wasn't clear on what it should be. Eventually, I put my indecision "out there" and hoped the right cue would appear. Faith is as faith does, and the cue entered stage right when some friends told me they'd moved to Port Townsend, a place I was already interested in moving to due to its supportive environment for writers.

I trusted my decision to join my friends, because it came from the heart: I wanted to navigate my life instead of live at the mercy of it. Just the same, I used a therapist to check myself because, as one friend put it, even Olympic champions have coaches.

My method of leaving home and sailing into uncharted waters is by no means right for everyone; others should act according to their own risk threshold. If changing careers seems overwhelming, like sailing around the world solo, remember that attaining any worthwhile goal is really a matter of taking one small step at a time. After you've identified what you hope to become, start the transformation process incrementally. Take part-time classes, do volunteer work, and develop contacts with people in the field you've chosen. Keep up with current trends by reading trade journals. Know that *not* knowing—i.e., having "beginner's mind"—isn't a "bad" thing. Don't let fear be a determining factor.

I made my move not knowing at all how it would turn out. I didn't have work—and along came a tip for a great telecommuting job from a friend I'd made in an Internet writer's group. I didn't have a place to live in Port Townsend, nor had I sold my house in Pullman. But I was open to all possibilities and was keeping my expectations to the absolute minimum. As it happened, I got the telecommuting job, I rented my Pullman house, and I moved into a wonderful sunlit cottage with oak floors and a loft, which complements my desire for simplified living.

But after the novelty wore off and day-to-day reality set in, I realized working alone at home wasn't for me after all. I'm a social animal spoiled by my former colleagues at WSU Libraries, and I missed having co-workers to laugh, joke, and eat lunch with. Again circumstance pulled me along, and I found myself working for a poetry publisher, first as a volunteer, then as a paid employee, a job which afforded many pleasures, including a private hour with author Margaret Atwood. Later, another timely opportunity presented itself, and I'm now happily settled at a medical software company, using copyediting and proj-

ect management skills along with my Internet experience. I never thought I'd have anything to do with health sciences, so I have realized my skills can cut a swath across more areas than just the one I've worked in for eons.

A lot has been written on how to make a career change, but not much about what happens when the change involves a move to another town. Although I grew up in Bremerton, relocating to Washington's west side was like moving *away* from home rather than back *to* it. For what seemed like too long, I felt as though I had an emotional stone in my shoe. Last winter, I thought media coverage of the UW Rose Bowl trip was excessive. I still wait for hot weather that never comes, and I grieve for burgers from Pullman's Cougar Country Drive-In. But I knew I'd successfully tacked through the waters of newcomer angst when I wrote my first letter to the editor of the local paper. Now when I stand on the beach just a few yards from a bald eagle perched on an offshore boulder, I have no regrets.

Geoff Gamble tells me his plans for career number three—owning an antique store with his wife, Patricia—are on hold now that he's taken the presidency at Montana State. As for me, it's not clear whether bartending during my 20s really counts as a "career," so I figure I'm somewhere between numbers two and three. I don't know what's next, but when it's time for another change I'll happily go forward, sometimes letting the current determine my course and sometimes deliberately catching the wind. ■

#### RECOMMENDED READING

Boldt, Laurence G. *Zen and the Art of Making a Living: A Practical Guide to Career Design*. Revised and expanded ed. New York: Penguin, 1999.

Bridges, William. *JobShift: How to Prosper in a Workplace Without Jobs*. New York: Perseus Publishing, 1995.

*On a clear day, Kathie Meyer '92 can see Mount Baker and Mount Rainier at the same time. She welcomes e-mail from WSU friends and classmates at [kathiem@wsucougars.com](mailto:kathiem@wsucougars.com).*

## WSU reports record enrollment

Over the past year fall semester enrollment at Washington State University's four campuses grew by 2.5 percent—from 21,248 to 21,794. The freshman class at the Pullman campus is the second largest in history and the most diverse ever, with students of color totaling 409, or 15 percent of the class. The class total increased to 2,619 from a fall 2000 total of 2,473. Transfer students were up from 1,318 to 1,329.

"We are pleased with these solid numbers," said Charlene Jaeger, vice president for student affairs. "The University plans to attract the most able students. We are interested in quality, not quantity."

The average high school grade-point average for the new freshman class is 3.40.

Enrollment of students of color in Pullman grew 5.4 percent from last fall. African American students increased from 489 to 553, Asian Americans from 931 to 964, Hispanics from 582 to 606, and Native Americans from 275 to 278.

The number of students of color represents more than 13 percent of the total enrollment.

The enrollment of 1,083 students at WSU Tri-Cities was down by 30. WSU Spokane enrollment increased from 672 to 720, a 7.1 percent hike. WSU Vancouver increased from 1,618 to 1,678, or 3.7 percent. The Pullman campus increase from 17,848 to 18,321 amounted to 2.7 percent. ■

## WASHINGTON APPLES—Best of the Best

ALTHOUGH DEBATE will continue over the benefits of organic versus conventional farming, Washington State University scientists have established that organic production of apples is more sustainable than conventional apple production. Soil scientist John Reganold, soils graduate student Jerry Glover, horticulturist Preston Andrews, and agricultural economist Herbert Hinman reported the results of a six-year study comparing organic, integrated, and conventional apple production in the cover article of the April 19, 2001 *Nature*.

In 1994 the researchers planted four acres of Golden Delicious apples within a Yakima Valley commercial orchard. Plots of equal size were managed according to organic, conventional, and integrated farming practices. Integrated farming draws on practices from both organic and conventional farming. Organic management emphasizes building up soil with compost and animal and green manure additions, crop rotation, and crop and livestock diversity. Organic growers avoid synthetic pesticides and fertilizers.

The purpose of the study was to compare the sustainability of each system. Although the concept is complex, it is generally agreed that to be sustainable a farm must "produce adequate yields of high quality, be profitable, protect the environment, conserve resources and be socially responsible in the long term."

Although organic growers and consumers tout the environmental and health benefits of organic produce, many analysts have criticized organic production as not being economically feasible.

To the contrary, Reganold's study establishes that, with the price premiums generally awarded to organic produce, the organic apples were more profitable than the conventional and integrated systems. Yields of organic, conventional, and integrated fruit over the six-year study period were equal. However, the organic plots ranked first in environmental sustainability, which is based on measures of soil health and the effects of various inputs. Finally, according to a panel of tasters, the organic apples were sweeter and less tart.

The cover photograph of *Nature* was of a Washington apple, taken by photographer John Marshall. Also, the inside blurb about the cover acknowledged Washington as home of the "Best Apples on Earth™"—which is the slogan of the Washington Apple Commission. ■

—Tim Steury



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## FIRSTENBURG FAMILY FOUNTAIN DEDICATED AT WSU VANCOUVER

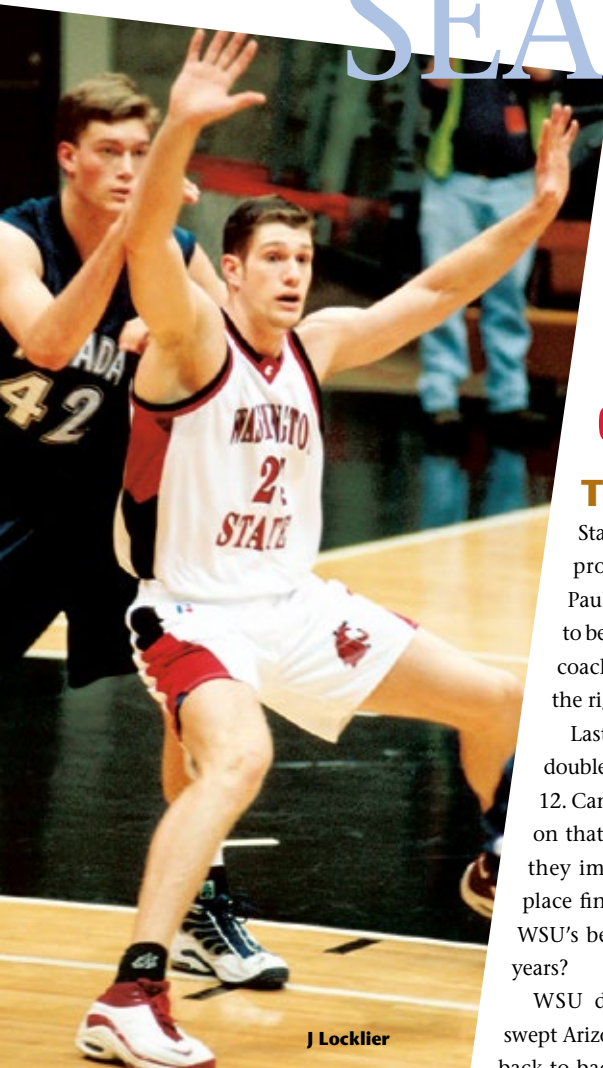
Intermittent spurts of water play on native basalt slabs and columns in the new Firstenberg Family Fountain at Washington State University Vancouver. Local residents Ed and Mary Firstenberg (inset), owners of First Independent Bank, donated \$500,000 to create the fountain and plaza as a focal point for the 351-acre campus. The Firstenberg family was recognized at an August 16 dedication. Ed is a graduate of the University of Washington and fondly remembers students gathering on the campus plaza in Seattle during his college days. WSU Vancouver executive officer and dean Hal Dengerink said the fountain is "a permanent legacy for the Firstenberg family and for WSU Vancouver."



Fountain designed by Zimmer Gunsul Frasca Partnership, a Portland-based architecture firm.

ROBERT HUBNER

## SEASONS|SPORTS



J Locklier

## Headed in the right direction

**T**HE WASHINGTON State men's basketball program isn't where Paul Graham wants it to be. But the third-year coach has it headed in the right direction. Last year the Cougars doubled their win total to 12. Can the Cougars build on that momentum? Can they improve their sixth-place finish in the Pac-10, WSU's best showing in six years?

WSU defeated Oregon, swept Arizona State, and won back-to-back league games—against Oregon and Oregon State—for the first time in four years. WSU's 10 victories on Friel Court were the most since 1995.

Experience will be the team's strength. Six-foot-10 senior center J Locklier started all 28 games last year, averaging 9.5 points and 6.1 rebounds. He was Pac-10 Newcomer of the Year.

"I think J can put up better numbers this year, because we have added depth up front that will allow us to keep him fresher down the stretch," Graham predicts.

Despite missing half the season, shooting guard Mike Bush led the team in scoring average (15.9) en route to All-Pac-10 Honorable Men-

tion.

"We expect him to be the leader he has always been," Graham says. "He's a tough competitor."

Junior power forward Milton Riley (5.3 points, 3.5 rebounds) and sophomore point guard Marcus Moore (10.4, 3.6, 3.6 assists) are returning starters. Riley, a 6-9 shot-blocker, "made as much progress last season as anyone in our program," Graham says. He considers the 6-6 Moore "one of the elite point guards in the Pac-10" and potentially one of the best players. Moore was on the Pac-10 All Freshman Team.

Junior Jerry McNair shot nearly 40 percent from beyond the arc and led WSU with 44 three-pointers, including eight against Idaho. He torched Stanford for 29 points.

"Jerry really found his role at the end of last season," Graham says.

Other returnees include Nick Graham, Justin Murray, and E.J. Harris. However, Framecio Little (7 points and 4.6 rebounds in 23 games) is scholastically ineligible for fall semester.

WSU's four new recruits include freshmen Thomas Kelati and Shaminder Gill and juniors Justin Lyman and Pawel Stasiak. Kelati was a standout 6-foot-6 guard/forward at Walla Walla High School. Gill (24 points, 14 rebounds at Philip Pocock High School in Toronto) was named best senior big man by *Hoops Canada*.

"At 6-8, 225, he is a skilled player offensively and was heavily recruited," Graham says of Gill.

Lyman averaged 21 points and shot 44 percent from three-point range at Blinn College in Brenham,

Texas, before redshirting there last year.

Stasiak, a transfer student from Cloud County Community College, Concordia, Kansas, is the first player from Poland (Warsaw) in WSU history. Graham says, "He can shoot from outside, plays good defense, and helps our offense with his hands and decision-making. At 6-11, 220, he gives us added size and will help us immediately inside."

For the first time in a dozen years, the Pac-10 will hold a conference tournament with the top eight teams qualifying. The tourney will be played March 7-9, 2002, at the Staples Center in Los Angeles. ■

—Craig Lawson

## Pac-10 tourney on their minds

**G**ETTING TO THE INAUGURAL post-season Pac-10 women's basketball tournament is not a problem. All conference teams are invited to the March 1-4 tourney in Eugene, Oregon. The challenge is to succeed.

Last year, the Cougars were 11-17 overall and ninth in the league. With eight letter-winners gone, just about every position is wide open. "Questions will be answered by how hard the players compete," coach Jenny Przekwas says as she embarks on her third campaign in Pullman. "We have some good experience returning and a really high desire to win."

Guard Jessica Collins, back for a

*"I think J can put up better numbers this year...."*

—Paul Graham

# SPORTS|SEASONS

*"We have some good experience returning."  
—Jenny Przekwas*

fifth season after a medical hardship year, leads the senior contingent. Brittney Hawks and Whitney Martindale return, but Szudia Bragg is academically ineligible for the fall. All three transferred to WSU last year from the junior college ranks. Hawks topped the Cougars in scoring (8.9) and rebounding (5.2). The 6-foot-2 center also had 14 rebounds at UCLA, including 11 on the offensive end to set a WSU standard.

"I think Brittney will be much more prepared this year," her coach says. Martindale, a guard/forward (3.5 points), had 13 points and 10 rebounds in a win over Stanford last season. Bragg averaged 3.7 points in 22 games.

Jessica Ottmar, a 6-foot junior guard/forward with 22 starts in 51 games, is WSU's most experienced player. She had a career-high 17 points in an 8-of-9 shooting effort against Idaho last year while averaging five points.

"Ott has a tremendous work ethic," says Przekwas. "I look to her for leadership."

Sophomores Lindsey Egeland, Kim Dugan, and Candace Fields complete the returnees. Freshman recruits Jami Clevenger, Francine McCurtain, Jessica Perry, and Emma Joneby will have to step up quickly. "How fast they adapt will be the key to how soon they can contribute," says their coach.

Clevenger, a 6-2 forward, led Caldwell High to the Idaho state championship. She averaged 12 points and shot 53 percent (73-of-138) from the floor en route to earning Player of the Year honors. A pair of Arizonans shore

up WSU losses at guard. McCurtain was state Player of the Year at Winslow High. Perry comes to WSU as the all-time leader in points, steals, and assists at Phoenix's Shadow Mountain High.

"The point guard spot will be a key for us," Przekwas explains. "Collins is returning. She brings experience. Perry is coming to us with great talent but a lot to learn. They should complement each other well."

Emma Joneby, a 6-foot-2 forward from Sweden, will provide a significant presence on the WSU front-line. ■

—Jason Krump



## REGENTS AUTHORIZE NEW INDOOR PRACTICE FACILITY

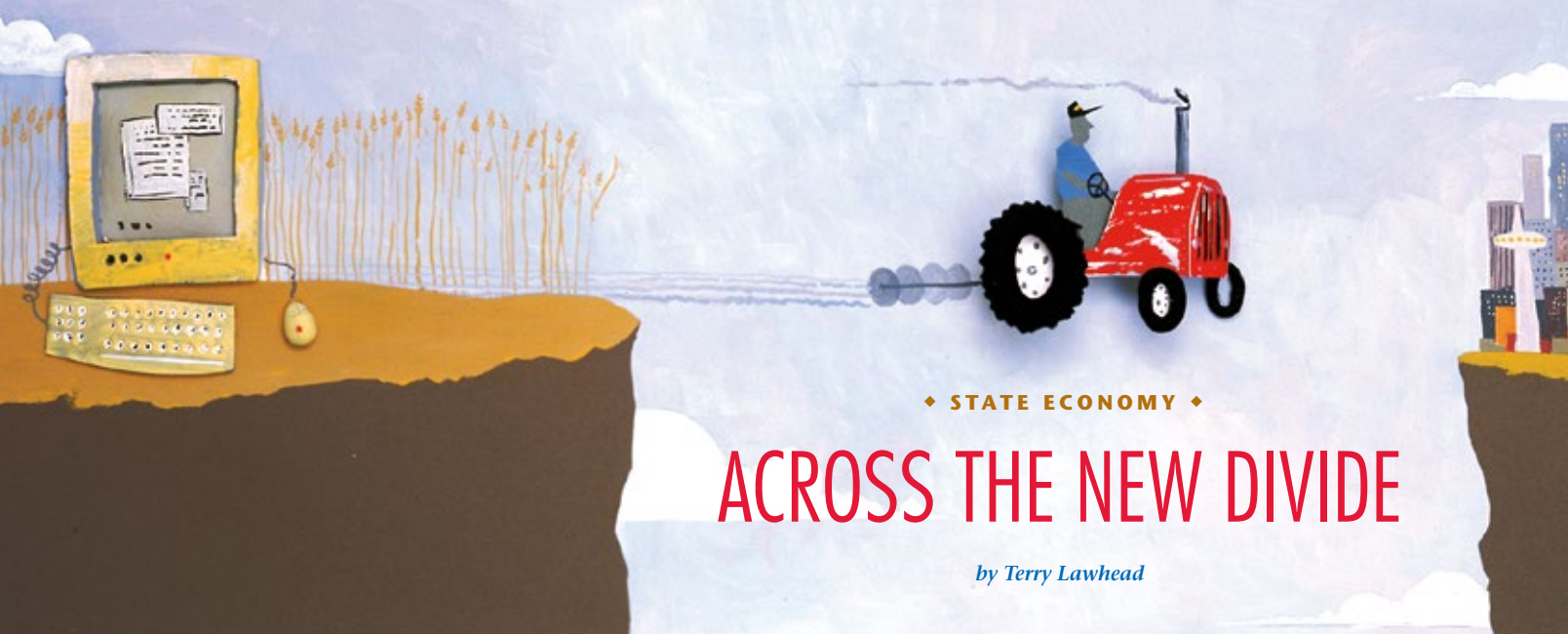
**A**t its August 31 meeting, the Washington State University Board of Regents approved plans to move ahead on construction of a new indoor practice facility for varsity sports on the Pullman campus. Phase I construction on the \$9.7 million project began in early October, and completion is expected by summer 2002. Site preparation and infrastructure were completed last spring between Bailey-Brayton Field and Ferdinand's Creamery.

The facility will consist of an air-inflated fabric structure over playing surfaces to support practice for 14 of the 17 Cougar varsity sports. The primary surface will be a Mondo Track for track and field practice. A roll-out Magic Carpet Turf will be used for other field sports such as football, soccer, and baseball.

The WSU athletic department has launched a campaign to raise private donations to help with Phase I construction. At a later date, Phase II will provide a permanent indoor practice facility.

WSU athletic director Jim Sterk says WSU needs the new indoor practice facility to stay competitive with other northern schools in the Pac-10 Conference. Oregon's facility has been completed. Washington opened its facility in the fall, and Oregon State's indoor facility is nearing completion.





◆ STATE ECONOMY ◆

# ACROSS THE NEW DIVIDE

by Terry Lawhead

DAVID WHEELER ILLUSTRATION

*Sooner than you think, you're going to connect those dots  
and discover the whole state lit up.*

**T**HE VARIOUS PEOPLES OF Washington have successfully prevailed over many divides—mountain passes, raging rivers, ocean straits, even cultural differences—that separated comfort and prosperity from isolation and hard times. There were grim consequences to encounters with those divides, and sometimes stuff and people were jettisoned so a few could make it across. We wouldn't be here at all if we had seriously miscalculated who had the right to survive.

Now, in a techno-economic system constantly challenged to be robust and resilient enough to meet the fiercest global competition, with 24/7 jobs, self-changing rules, much-touted organized complexity, and not a few unorganized complications, we're confronted with a new divide that is both physical and metaphorical and that we have decided to call "digital."

Writer William Gibson's quip that the future is here, but isn't distributed evenly, applies perfectly. Because the digital divide threatens to deepen the abyss between those with connectivity resources—education, knowledge, fast access to Internet backbones, digital pipe-

lines, wireless infrastructure, fiber optic cable networks, and satellite links—and those without.

Rural Washington doesn't have the luxury of infrastructure that can produce jobs, generate wealth, and provide a shared sense of a sustainable future. It once had what was thought to be unlimited natural resources, but times are much harder. Change is never easy: as with those divides of old, choices must be made, and help is welcome.

Enter CBDD: the Center to Bridge the Digital Divide. Housed at Washington State University in Pullman, it was formed in July 2001 by WSU Cooperative Extension and Professor Bill Gillis with the goal of connecting all the people of Washington with the world.

In an unfair world of winners and losers, "all" is a big word. But the center's strength lies in the diversity, number, and composition of its partners: the top technology companies in Washington and the global economy; the entire roster of academic staff and extension personnel at WSU; and governmental, non-profit, and private interests who share the mission and goals of the center. Gillis also has a

direct link to the local leadership and businesses of rural Washington.

An early partner, the Washington State Office of Trade and Economic Development (OTED), provided funding for the center's start-up and has been at the forefront in advocating for connectivity in rural Washington.

"Businesses need improved connectivity to compete in a global marketplace, and communities have asked for more education to ensure they use connectivity in the most productive way possible," said Martha Choe, director of OTED. "Our close relationship with the center is a good strategic fit with our mission. We support economic activities that strengthen the economic vitality for all citizens of the state by building on key investments."

Thanks to the Federal Telecommunications Act of 1996 and the persistence of Governor Locke, there is more public funding being made available to help Washington communities build and sustain telecommunication infrastructure, now as necessary as water, sewer, and electricity. And if you look closely, you can also see the private sector building everywhere.

The benefits of new telecommunication infrastructure investments are many, from grade schools to retail, municipal services to health care and commercial operations. It is even credited with rekindling civic participation. Bottom line, it provides another tool for human ingenuity, enabling people to generate new jobs and stay in their communities.

There are paradoxes in any public policy, and they'll give us all a lot to talk about for a while. Why the lights go on and then off on Route 128, in Silicon Valley, in Austin and Redmond and other places is something of a mystery to economists. Good times and then hard times can and will come to anybody's door. But sooner than you think, dots of lights are going to come on in our darkened rural corners, in those communities of goodwill that have been giving you food and fiber for decades, and you're going to connect those dots and discover the whole damn state lit up. ■

*Terry Lawhead works for the Washington State Office of Trade and Economic Development in Eastern Washington.*

# ASKING FOR TROUBLE

*Hunting may create cougar problems*

IF THE COUGAR IS ANYTHING like its fellow carnivore the grizzly, then the method we're using to try to solve our current problems with cougars may well aggravate rather than alleviate them.

Rob Wielgus, director of the Large Carnivore Conservation Laboratory at Washington State University, turned the Canadian wildlife management world upside down with his graduate and post-graduate research showing that trophy hunting of grizzly bears in the Kananaskis region of Alberta was neither beneficial nor benign to the resident population. His work indicated that trophy hunting would lead to the extinction of the grizzly population in 15 to 20 years.

"I bought into the old paradigm when I started my work," says Wielgus. That paradigm was the same as that used for management of prey species. It held that removing adult male animals increased food for females and offspring. As a result, populations would grow.

Wielgus's research showed that when a dominant adult male grizzly is killed, younger males from the surrounding area migrate into his territory. The young males will attempt to kill off any cubs in the territory as a means of inducing the females to come into heat. Otherwise, these males have to wait until the cubs are weaned to mate with the females. That can take up to three years.

In order to avoid the young males, female grizzlies with cubs hide in high mountain valleys. Wielgus had noticed this phenomenon when he first went to the Kananaskis, and like others, he thought it was because the food

there might be better. But the reverse is true. These areas have food of poor nutritional value, primarily Indian potatoes. The males and sub-adult females that stay at lower elevations eat more nutritious horsetail, cow parsnip, and elk calves.

Ultimately, less nutritional food will result in litters of one cub, rather than the usual two or three, and the population will decline.

Wielgus would like to determine whether cougar respond to hunting in the same manner. "There are more cougar now, and they're causing trouble," he says.

Again, conventional wisdom holds that killing adult male cougars will decrease both predation and problem interactions with humans. Wielgus disagrees.

"I suspect that hunting of adult male cougar is causing the trouble," he says. Hunters don't go after the small cats but choose big animals, those that are often dominant. If his hypothesis is correct, killing the large animals brings younger males into the territory. It's these males that usually cause trouble.

"If you kill one dominant male cougar, three sub-dominant males come to the funeral," says Wielgus. So instead of less predation and fewer problem interactions, there are more.

Wielgus will be testing his hypothesis this winter with the help of Dennis Murray, a wildlife ecologist at the University of Idaho. One of Murray's graduate students will be doing the field work and will join Wielgus's graduate students in

monitoring radio-collared cougar in Washington's Selkirk Mountains.

Wielgus's students are studying cougar and prey interactions. Hugh Robinson is researching the predation of mule deer, which is caused by the effect on cougar populations of increased numbers of white-tailed deer, and Jon Almack studies the same problem for endangered caribou.

Early results support Wielgus's argument that the hunting of male cougars does not reduce predation but may actually increase it because of immigration. But Wielgus concedes the latter is speculation at this point.

"We have to capture and collar more cougars this winter to see if immigrants actually do come in." ■

—Mary Aegerter

**Doctoral student Don Katnik and Rob Wielgus with cougar kittens during a population survey. The mother was sitting nearby and rejoined the kittens as soon as they were returned to their den.**



## ARTS FOR ALL



Saxophonist and composer Greg Yasinitsky, right, confronts modernity as composer-in-residence at Clarkston High School.

**“W**OULDNT you like to write music for someone famous like NSYNC?” a Clarkston High School student asked Greg Yasinitsky.

Tough crowd.

But Yasinitsky, a Washington State University music professor and jazz studies coordinator and a nationally recognized composer, arranger, and saxophonist, can handle it.

“We’re in the only field where we have to compete with dead people for jobs. In jazz, everyone can buy a John Coltrane CD. Why buy yours?” he says.

Yasinitsky reflected on the first of his three years as composer-in-residence at Clarkston High (CHS), sponsored by the Commission Project of New York. He

received the project’s inaugural Washington state residency in October 2000, the first West Coast composer to be so honored.

“The commission’s purpose is to show that we’re living, breathing human beings that go through a process to create the music,” he says.

Yasinitsky works with some 300 music students in a high school whose typical interaction with composers spans three days, not three years. The low-key, late-rising Yasinitsky also melds styles with CHS’s dynamo of a music director, Fred Dole, who, Yasinitsky admits, “tires me out” with near-constant enthusiasm, a photographic memory for everyone’s unique minutiae, and an inclination toward 7 a.m. band practices.

But the two men share a most important quality for any kind of creative collaboration: the desire to instill love of the arts in the next generation. This in mind, Dole asked Yasinitsky to write a piece to celebrate the completion of the school’s Performing Arts Center. The piece had to be scored for every CHS student involved in music “to show that, symbolically, the center is for every kid in the school,” Yasinitsky says.

His piece, “A Statement of Principles,” drew its inspiration from an advocacy document created by the Music Educators National Conference. The CHS choir and concert band premiered the piece to a packed house during the March 1 center dedication. WSU School of Music and Theatre Arts students also presented it the same month during the Performing Arts Gala commemorating President V. Lane Rawlins’s inauguration.

“The [advocacy document] was written by committee,” Yasinitsky says, “but its spirit was about the importance of the arts to a community.”

The text reads: “A statement of principles! All who share our concern about the quality of education in general, and of arts education in particular, should understand the value of arts education for every child. We invite all Americans to join us in support of the following principles. Every

student in the nation should have an education in the arts! The arts should be recognized as serious, academic subjects. On behalf of the students we teach, the schools we work in and communities we serve, we ask all Americans to join us in protecting and advancing opportunities for all to receive an education in the arts! A statement of principles for all! The arts for all!”

“As musicians, we’re constantly having to make that case,” Yasinitsky says.

—Nella Letizia

## IN SEARCH OF A TOUGHER HONEY BEE

**W**ASHINGTON STATE apple growers have a problem. The honey bees that pollinate their trees can be a little wimpy when it comes to temperature.

Apple growers prefer to have the king, or primary, blooms pollinated, because they produce the biggest apples. But all too often, the trees bloom during cool weather. And the resident honey bees, being mostly of Italian descent and therefore partial to Mediterranean weather, hole up when the temperature dips below 55 degrees F.

Other bees do better in cool weather but often have quirks of their own that limit their usefulness as pollinators.

So Steve Sheppard—associate professor of entomology at Washington State University and holder of the Thurber Chair—went looking for a hardier bee. In Kazakhstan, no less. After all, says Sheppard, it was in the mountains of Kazakhstan that apples evolved. And it’s cold there.

Besides, Sheppard also has a scholarly interest in Kazakh bees. It was about a million years ago, according to the conventional wisdom, that two species of honey bee—*Apis mellifera*, familiar in the Western hemisphere, and *Apis cerana*—diverged from a common ancestor. Sheppard thinks the divergence took place eight million years before that. He believes *A. mellifera* evolved from an as yet unknown species. And he thinks this missing link might be in—you guessed it—Kazakhstan.

Sheppard did find a subspecies of bee in Kazakhstan that might just work as a cool-weather pollinator, if not a missing link. This coming April he’ll return to Kazakhstan and attempt to retrieve some queen bees to bring into the United States. ■



Shuter Zhirazali, a Kazakhstani beekeeper, displays his hardier bees, which could help Washington apple growers.



# College of Nursing

[nursing.wsu.edu](http://nursing.wsu.edu)

**A**s I watched the tragic events unfold early this fall in Washington, D.C., New York, Pennsylvania, and yes, across our beloved country, I was struck anew by the realization that the very heart of our health care system is its nurses. My own background involves many years as an emergency nurse both in the hospital setting and the field. The images and understandings from those years played a significant role in my reactions and responses. As I sat glued to the television during the week of September 11th, and in the days following, I could visualize the roles nurses were playing in direct management of injuries, support and care for the families of the injured, dying, and dead, and follow-up care of patients and families. I thought again and again about the learned ability of nurses to be present and involved, fulfilling their responsibilities, despite the deep trauma that contributing events engender in each of them.

Nursing has a long and proud history of being present and carrying on in the face of danger and threat. Florence Nightingale, the founder of modern nursing, exemplified those characteristics in her role in the Crimean War. The men and women who have and continue to serve as nurses in our armed services demonstrate those same characteristics. The nurses who daily walk the halls of our health care facilities, who serve in our schools, who practice in our clinics and community health settings—all of them embody our history. Their strength contributes to our country's ability to maintain and move forward despite adversity.

How honored I am to be a nurse! How grateful I am to have a role in preparing the next generation of nurses! How proud I was of our faculty and our students this past September as they continued their work and studies while struggling with the events going on in the world around them.

Today, as the health care system wrestles with change, uncertainty, and workforce shortages, I am pleased to report that the Intercollegiate College of Nursing/Washington State University College of Nursing is seeing a significant increase in highly qualified applicants for its **World Class, Face to Face** programs of study in the communities of eastern, southeastern, and southwestern Washington State. Our efforts are cutting-edge, innovative, and of high quality. Our students are taught by knowledgeable, skilled, and committed faculty. Never forgotten, however, is the underlying premise that the center of the health care system and the focus of nursing is the patient, the client, the recipient of our services.

This, therefore, is what the Intercollegiate College of Nursing is all about. Its Mission is clear: **The College is committed to inspiring and transforming health care for generations to come.** More specifically, the Vision Statement attests that, **The Intercollegiate College of Nursing/WSU College of Nursing pursues opportunities to expand the frontiers of nursing knowledge, science, and practice. Using innovative approaches and leveraged resources to benefit all people, the College bridges barriers to health care in the global community with a focus on underserved and rural populations.**

What privileges, opportunities, and rewards are ours! Today I salute my profession, my colleagues, and my students!

Dorothy M. Detlor, PhD, RN  
Dean and Professor

## Focus on Nursing

Nursing is the largest of the health care professions with 2.5 million registered nurses nationwide and 52,500 in Washington State. The role of the nurse is complex and ranges from direct care and case management to establishing practice standards, developing quality assurance procedures, directing complex care systems, and serving as nurse practitioners and midwives.

There is a worldwide shortage of nurses, which is most acute in highly urban and rural settings. *Currently, in Washington State, an estimated 1,000 nursing positions are vacant.* Contributing factors include the increasing elderly population needing health care, retiring of baby boomers (to peak in 2010), technological advances requiring more highly skilled and knowledgeable nursing personnel, increased opportunities for nurses in health care settings beyond hospitals, and the expectation that 50 percent of currently practicing nurses will be of retirement age in the next 15 years.

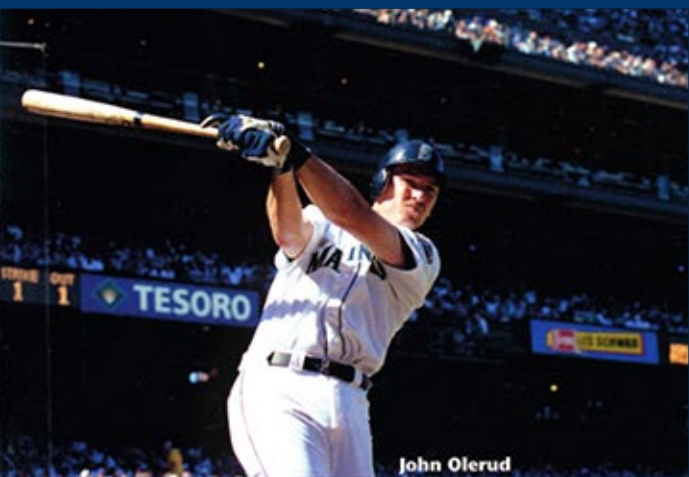
Nursing is consistently ranked as a highly trusted profession. The primary pathway for entry to professional nursing is the four-year Bachelor of Science degree in nursing. This degree prepares graduates with high-level clinical and leadership skills for today's complex health care environment. It also provides the foundation for a wide range of career opportunities.

*The job placement rate for graduates of the Intercollegiate College of Nursing/Washington State University College of Nursing is 100 percent.*



*World Class. Face to Face.*



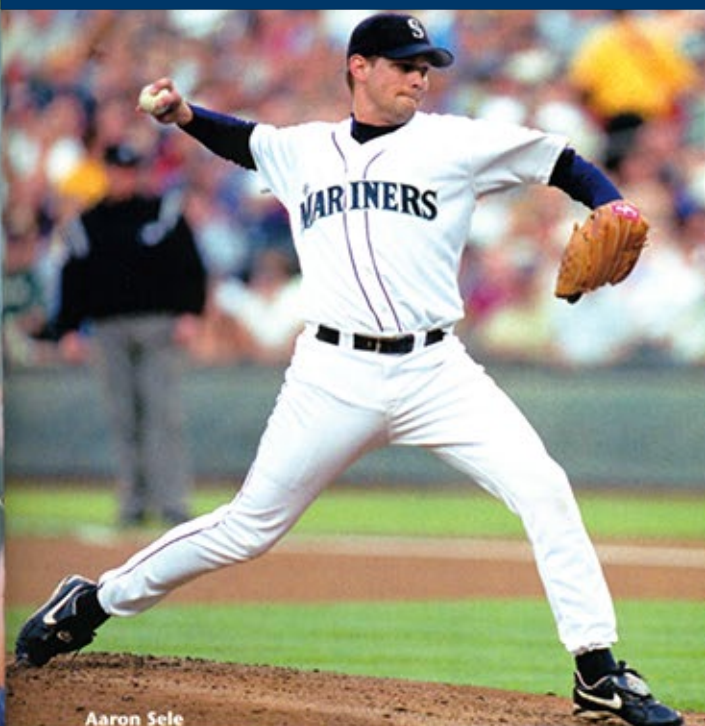


# MARINER MANIA

by Pat Caraher

*"You kinda have to pinch yourself every day."*

—ALEX WOOD



**EVERYONE LOVES A WINNER.** Home attendance at Seattle's 47,116-seat Safeco Field exceeded three million in 2001. Baseball fans arrived early. They came to watch batting practice, seek player autographs, and purchase souvenirs.

Mariner victories came at a pace seldom seen in the history of America's pastime. Fifteen wins in a row at one stretch. Into September, the Mariners hadn't lost more than two games in succession. A new hero surfaced every game. Ichiro, Bell, Boone, Martinez, McLemore, Olerud, Cameron, Garcia, Sele, and Sasaki.

Baseball All-Americans Aaron Sele and John Olerud were Washington State University teammates in 1989. Sele, the pride of Poulsbo, ate up innings for the Mariners in 2001 and went undefeated in his first nine pitching decisions. Seattle native Olerud was the American League starting first baseman in the 2001 All-Star Game at Safeco July 3. By that time, the Mariners had forged a 63-24 record. They and their fans never looked back.

Seattle relied on finesse rather than power...on stingy pitching, solid defense, and clutch hits. "Two Outs—So What" became the Mariner mantra.

When Seattle general manager Pat Gillick wanted to sign Olerud away from the New York Mets before the 2000 season, he first called legendary Cougar baseball coach Bobo Brayton for a first-hand assessment of "Oly." "He will become the cornerstone of the Mariners' infield. The guy will drive in 100 runs, hit 30 doubles and bat over .300. In the clubhouse, he'll be the only comatose leader you ever have," Brayton said of the low-key Olerud.

Brayton is high on Sele, too. "He had a lot of confidence and composure from day one. I put him in all the rough spots. He always got the job done. I figured he'd get it done with Seattle. And he has."

The 100 tickets allotted for "Cougar Day With the Mariners" were gone a month before the July 14 game with San Francisco at Safeco.

"We could have easily sold 1,000 tickets," reports Alex Webster, assistant director of alumni relations at WSU West. The 3-2 win extended Seattle's divisional lead to an incredible 19 games.

"You kinda have to pinch yourself each day," Webster said in August of the Mariners' roll. "It's a lot like the Cougar [Rose Bowl] football season of 1997." ■



# Cataclysm, Light, &

## How Washington Came to Produce Some of the World's

by Tim Steury • Photography by Robert Hubner

**It is early June.** Last evening's rain has washed the air clean. The morning sun is warm and assuring. Close-knit rows of grape vines, their young clusters flush with promise, stretch across a south-facing slope above the Walla Walla Valley. Chardonnay, Cabernet Franc, Barbera, each in its appointed place. Here in the Woodward Canyon vineyards all's right with the world.

And here in his vineyard, Rick Small ('69 Agriculture) talks as passionately about soil as he talks about wine. Because they're really the same subject, to hear

him tell it. You have to understand Small's intensity. He doesn't slow down. He doesn't pause. He just...keeps going.

"Winemaking's interesting because it's so broad," he says, "it keeps you fresh," hardly taking a breath, "there's so much to learn, I've done this for 20 years, now I'm 54, I knew I was going to do this by my late 20s, but I'm continually *blown* away by how much I don't know yet...

"This is *great* soil," he says, crumbling some in his hand and smelling it. "Like my dad said, you know what's good about this soil out here, it's *clean* dirt. It's

got a good earthy smell, not sandy."

Finally, he does pause, looking across the valley to the bluffs on the other side.

"I would not be anywhere else in the world."

This land is his wine. And what we're looking at—this breathless sweep of landscape, this soil beneath our feet—is what the French call *terroir*. *Place* in a bottle.

*Terroir*. *Tair-WAHR*. Whether or not they can pronounce it correctly, *terroir* is on the lips of many a Washington winemaker these days. The idea that

**This breathless sweep of landscape, this soil beneath our feet, is what the French call *terroir*.**



# Passion

## Greatest Wines

the interaction of geology, soil, and climate can affect the taste, complexity, and character of a fine wine is hardly new, even within the relatively youthful Washington wine industry. But the notion was revisited recently in a paper published by WSU researchers Larry Meinert, a geologist, and Alan Busacca, a soil scientist, in *Geoscience Canada*. In “*Terroirs of the Walla Walla Valley Appellation...*,” Meinert and Busacca—both wine devotees—report on their extensive analysis of the appellation and its soils, detailing various vineyards and

## A SAMPLING OF WASHINGTON WINERIES

WHEN WINE RESEARCHER SARA SPAYD arrived at Prosser in 1980, Washington had 15 wineries and 4,500 acres of wine grapes. She quickly learned to know all the winemakers—and was able to keep up for a while. Most of those first 15 are still in business. But Spayd just can't keep up any more. Maybe some of the early intimacy is gone, but no one's complaining. Washington has more than 160 wineries in operation and 29,000 acres of wine grapes, with wine sales in 2000 of \$675 million. Conveniently, some of the best wineries in the state are owned by or employ WSU alums.

### A Quick Tour of Alumni-Affiliated Wineries around the State

Starting in Spokane, there's **Arbor Crest Winery**, owned by Harold Mielke ('58 Zoology). Mielke is also director of the Health Research and Education Center at WSU Spokane. N 4705 Fruit Hill Road, Spokane. 509-927-9894.

In Walla Walla, Chris Figgins ('96 Horticulture) joined his winemaker father as the viticulturist at **Leonetti Cellar**. Although limited production is no doubt connected to Gary Figgins being named by *Wine Spectator* as best vintner of Merlot in the world, it also means Leonetti has no tasting room. 509-525-1428.

But Figgins's friend Rick Small ('69 Agriculture) has one (see accompanying story). Small's **Woodward Canyon Winery** is in Lowden, which consists primarily of Woodward Canyon and the next-door **L'Ecole N° 41**, whose co-founder, the late Jean Ferguson, one of the first women winemakers in the state, graduated in 1946. Woodward Canyon: 509-525-4129. L'Ecole N° 41: Lowden. 509-525-0940.

On to the Tri-Cities. Cathy Preston-Mouncer ('82 History) is director of public relations for **Preston Premium Wines**, the largest family-owned winery in Washington. Its 1998 Cabernet Sauvignon Reserve was awarded “Best of Show” this past July at the Indy International Wine Competition. 502 E Vineyard Drive, Pasco. 509-545-1990.

The tasting room for **Gordon Brothers Cellars** (see accompanying story, p. 23) is at 5960 Burden Road, Pasco. 509-547-6331.

**Kiona** was the first winery to plant vineyards in the newly designated Red Mountain appellation. Scott Williams ('80 Ag Engineering) makes a fine Limberger, as well as an excellent Cab/Merlot and Syrah. *Wine Enthusiast* praised three Kiona wines in its “100 Best Buys” for 1997. 44612 North Sunset NE, Benton City. 509-588-6716.

As far as I know, Shirley and Gail Puryear (both '68) are the only WSU foreign language graduates to marry and start a winery. **Bonair Winery** is an experience, which includes Bung the Wonder Dog. Beside fine wines, Bonair also produces meads. 500 South Bonair Road, Zillah. 509-829-6027.

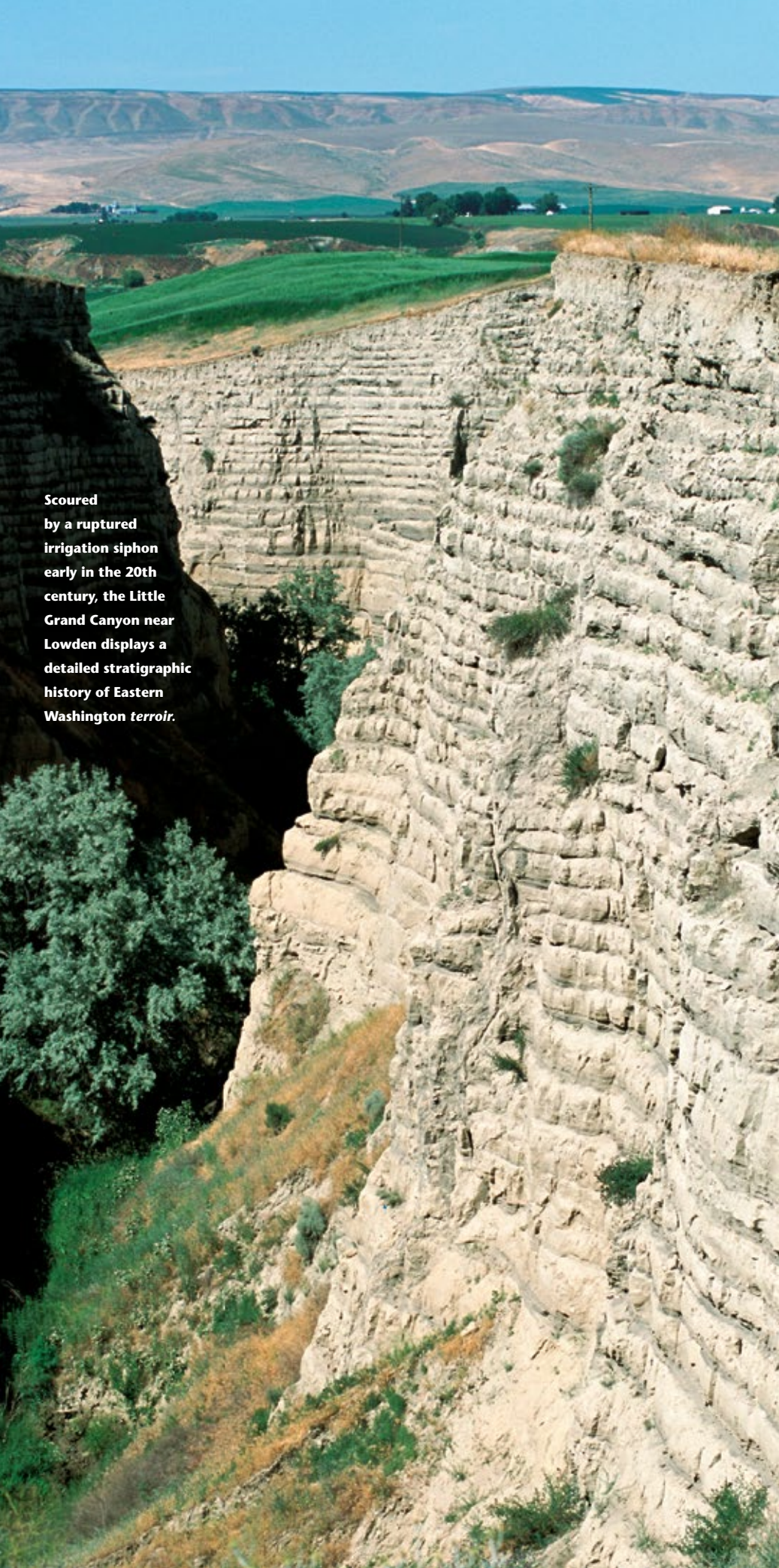
As the largest producer of wine in the state, **Stimson Lane**, which owns Chateau Ste. Michelle, and Columbia Crest, employs a number of WSU alums. Besides CEO Ted Baseler ('76 Communication), there's winemaker Gordy Hill ('80 Food Science), viticulturist Kevin Corliss ('86 Horticulture), and Russell Smithyman ('99 Ph.D. Horticulture), who is in charge of research at Chateau Ste. Michelle. **Chateau Ste. Michelle**: 14111 NE 145th St., Woodinville. 425-488-1133. **Columbia Crest**: Highway 221, Paterson. 509-875-2061.

Now head for Seattle. Cheryl Barber-Jones ('76 Food Science) is winemaker with **Silver Lake Winery** and **Di Stefano** (see accompanying story, p. 24). Silver Lake: 15029-A Woodinville-Redmond Road, Woodinville 98012. 425-485-2437. Di Stefano: 12280 Woodinville Drive NE, Woodinville. 425-487-1648.

Finally, for information on Washington wines and links to winery sites, see the **Washington Wine Commission's Web site** ([www.washingtonwine.org](http://www.washingtonwine.org)).

I have tried my best to track down WSU connections to Washington wineries and hope I have not omitted anyone. If I have, please let me know. I'm sure this will not be *Washington State Magazine's* last article on Washington wines. ■

—Tim Steury



Scoured by a ruptured irrigation siphon early in the 20th century, the Little Grand Canyon near Lowden displays a detailed stratigraphic history of Eastern Washington *terroir*.

their soil, and resulting enological peculiarities.

Some aspects of *terroir*, says Meinert, are fairly intuitive. If one slope gets more sun and is warmer than another slope, it is likely to produce more vigorous grapevines and better wine. But other aspects, such as the rocks deep underground and events thousands of years in the past, are less obvious in how they might influence wine quality. As Meinert and Busacca explored the geologic *terroir* of Washington wines they made some intriguing discoveries. “I was astounded to find that giant glaciers reaching down from Canada 17,000 years ago have had more influence on the wines of Washington than the local volcanic rocks,” Meinert says. “Even more amazing, we are discovering that many other great wine regions of the world have also been affected by glacial activity.”

However, Eastern Washington's *terroir* is not quite as straightforward as a glacier. The next time you open a bottle of wine made from grapes grown in Eastern Washington, think about what gave that wine its personality. Think, if you will, about floods.

Think about the greatest floods ever documented on Earth—about a wave 500 feet high bursting through the ruptured ice dam of Glacial Lake Missoula, sweeping south across Eastern Washington at 50 miles an hour. Think about the brunt of 2,500 cubic kilometers of water rushing with a flow 10 times greater than the combined flow of all the rivers in the world, scouring the land to its bedrock bones—not just once, but as many as 90 times, as the ice dam repeatedly formed and failed, over intervals of 35 to 55 years, beginning some 15,300 years ago—creating an enormously complex geological riddle and hundreds of publication topics for scores of geologists since J Harlen Bretz first realized how the tortured landscape of the Channeled Scablands was formed.

The prevailing southwesterly winds, which still prevail and still continue the geologic process, lifted the glacial sediments, the loess deposited by the floods, carrying it back north, distributing it



**Sara Spayd and Walt Clore share an experimental bottle of Limberger from the wine library at Prosser.**

*When dealing with wine, the aesthetic and scientific are sometimes difficult to keep separate.*

approximately along the floods' path, relinquishing finally what remained as the thick loess dunes of the Palouse.

This windblown silt deposited over the underlying volcanic basalt, layered with the ash of intermittent eruptions of Northwest volcanoes from Mazama to St. Helens—this is the literal grounding of Eastern Washington's *terroir*.

**You've probably** heard the often repeated observation that Washington lies at the same latitude as the French wine-growing regions of Bordeaux and Burgundy. Which is true.

Other than latitude and the presence of grapes and good wine, however, the similarities dwindle. In fact, it could be argued that Washington is a better place than these regions for growing grapes.

"Right offhand, I don't know of any other region that is like Eastern Washington," says Sara Spayd, an extension food scientist who works in wine at WSU's Irrigated Agriculture Research Center in Prosser.

"We have a day length similar to northern Europe. We also have the diurnal fluctuations of any continental high desert, warm days, cool nights. They do have that in Eastern California in the

valley, but they don't get as hot for as long."

An abundance of sunlight. An arid climate, which deters much of the disease that plagues other winegrowing areas. "We have some problem with botrytis," says Spayd, "but we can generally control it with canopy management."

The most significant difference?

"I think it's the light," says Spayd.

It is this light that has guided Spayd's recent research. She is deep into a paper reporting on her results. As we talk, her computer remains tuned to one of the many accompanying graphs.

For a perspective, she has hung a quote from Benjamin Franklin on her wall:



Jeff and Vicki Gordon

*"From vineyard to bottle to table, you maintain a sense of place with wine. When you go to the dinner table, the only thing you know where it came from is the wine."*

*Wine is constant proof that God loves us and likes to see us happy.*

One aspect of Spayd's work concerns the relationship between light and heat and the effect on grape color. "The grape," she says, "is basically a little black hole, sucking up all the light." Temperatures in the grape can reach up to 40 degrees C, and fruit in the sun can be 10 to 12 degrees C warmer than fruit in the shade.

In their attempt to squeeze every last iota of character and flavor from their fruit, wine grape growers cling to these research results. "We see some growers going to extremes," she says. For maximum sunlight, they might strip all the leaves off the west side of the row.

"We're trying to discourage extreme manipulation of the west side of the canopy, or the south side, where they get full sun exposure.

"East-side clusters would probably have the best fruit composition in terms of balance, acid, sugar, color....," says Spayd, leading us off into further esoterica of wine complexity. Some estimate that wine contains over 10,000 components that affect its flavor.

Spayd's most recent research dealt only with pigments, which affect not just color, but keeping ability. "Flavor volatiles are a whole other area," she says. The boiling points of some of these volatiles, which make up the grape's flavor, are much lower than 40 degrees

C (104 F), which means that the heat can affect flavor in ways we can only imagine.

When dealing with wine, the aesthetic and scientific are sometimes difficult to keep separate. Spayd talks about the difference in the light after the first of September. "It just looks different," she says. She paints a vivid impressionist landscape. Shimmering sunny days, maybe up into the 80s. Cool, hard nights, dipping into the 30s. Most of the acid metabolism in grapes takes place at night. Cool temperatures inhibit that metabolism, which is why Washington wines have a better acid balance than California wines.

*Terroir.*

**Jeff Gordon** ('71 Ag. Econ.) and Vicki Gordon both smile when I say I think their Chardonnay tastes more like a French Chardonnay than a California.

European wine grapes, I learn, are typically high acid, low sugar, whereas California grapes are typically low acid, high sugar. Because of its *terroir*, Eastern Washington wine grapes are high acid, high sugar.

"The Europeans do malolactic because they have to," says Jeff. "In California, they do it because they do it in Europe." Malolactic, or ML in the lingo, is a second fermentation that converts the sharper malic acid of wine to a softer lactic acid. Used judiciously, ML eases excessive sharpness in a wine, but retains a good balance of acid, without which the wine simply goes soft, with no edge.

I suspect Gordon's sentiment has been traded often around Washington winemaker circles. It does clearly describe the difference I'd tasted. Like many other Washington Chardonnays, the Gordon Brothers Chardonnay is leaner, with higher acid, not all malolactic mellow.

We're drinking coffee in the Gordons' kitchen, which opens onto a spacious living room, which in turn opens out across the breaks of the Snake River, just above Ice Harbor Dam. It's a dramatic view back through eons of time, the river cutting through layers of loess and basalt. *Terroir* again. Encircling the house on the other three sides are 95 acres of grapes, along with 50 acres of organically grown cherries and apples.

Rain is falling across the vineyard, the same rain that will clear the air above Small's vineyard, a welcome rarity here in June. The rain is also responsible for another rarity: the presence of Jeff Gordon indoors on a June day. Like Small, he appears incapable of sitting still.

The Gordons are something of a Washington rarity in yet another sense, as their wine is exclusively estate grown. They sell 60 percent of their grapes to other wineries. But the rest goes into the 10,000 cases of wine they currently

## THE PROPER RESPECT

**RICK SMALL IS FRUSTRATED**, though to the uninformed his frustration might seem odd. As owner of Woodward Canyon in Lowden, Small ('69 Agriculture) has enjoyed world-wide acclaim for his wines. And he is not alone. Jeff ('71 Ag. Econ.) and Vicki Gordon's Gordon Brothers 1998 Tradition recently trounced several Napa Valley and French wines in a triple blind tasting. This past year, Chateau Ste. Michelle placed five wines on the *Wine Spectator's* list of the top 100 wines in the world, making it the only winery in the world to place more than three on that rarified list.

Still, says Small, with a straight face, Washington wines are not getting the respect they deserve.

He's got a point, says Ted Baseler ('76 Communication), president of Stimson Lane Vineyards and Estates, owners of Chateau Ste. Michelle.

Where we do get the deserved respect, says Baseler, is in the company we keep, the Napa and Bordeaux folks. The cognoscenti, the people in the wine business who are really hooked in, recognize Washington as one of the top four or five wine regions in the world.

Then what's all this about respect? From whom exactly does Small want respect? Well, from you and me. The *hoi polloi*. So maybe it's simply a matter of proportion.

For example, Washington is not just second in the nation in wine production, it's a *distant* second. The wine grape crush in California in 1998 was 2,455,000 tons. In Washington it was



Rick Small

70,000. This year's production might reach 100,000 tons. Yes, those numbers are correct. California replants more vineyard acreage each year than Washington has in total production.

There is, however, a positive spin on these numbers. From the beginning, Washington winemakers knew they would never compete in total sales with California. In other words, the only way to compete was in quality.

Baseler points out that no Washington winery puts out a jug wine. They all focus on the classic 750 ml bottle—and fill it with premium and super-premium wine.

As a result, a recent economic report paints a radiant portrait of the Washington wine industry. The California-based wine business consulting firm Motto, Kryla & Fisher published a study in March 2001 claiming a \$2.4 billion impact on the state's economy by the Washington wine industry.

Ray Folwell is a university economist, not a private market consultant. Accordingly, a similar report he published a couple of years ago was a bit more conservative—and as a result didn't get quite as much attention as this one.

In spite of his caution, however, Folwell still beams with pleasure and pride over how quickly the industry has developed and matured. "It's one of the few bright spots in agriculture," he says.

And it only found its roots a mere 30 years ago. ■



# THE WINEMAKER

**CHERYL BARBER-JONES** is sampling Chardonnay barrels at the Silver Lake Winery in Bothell. The oak barrels are stacked four high on metal racks. She climbs up to the second tier, straddling the narrow aisle between the racks, dips her wine thief into a barrel, and deposits the sample in a labeled bottle. She has 232 Chardonnay barrels to monitor. Today she will go through maybe 40.

Back in the lab, she pours the samples into glasses. Swish, sniff, swish, sip. Spit. Jot a note. On to the next one. There is no lingering here, no thoughtful gazing, no intellectualizing over how the wine departs the palate with a surprisingly mellow note. I glance at her tasting notes: *Okay. Clean. Nice.*

She circles those that are particularly nice, so she can go back to them later, picking out the best for her reserve blend.

She makes three styles of Chardonnay, for different palates and prices. The Cask is fruity, with a little bit of oak, light and crisp. The Reserve is richer, with more oak. The Founder's comes from a single vineyard, richer yet, limited to only a few barrels of the best.

This is the most fun part of the job, she says, keeping track of the wines, tasting, guarding the quality. She tastes and spits: "Ugh!"

"Too astringent," she says.

Barber-Jones' skill at blending wines is rooted in 25 years of experience. However, had the dairy industry not been flat in 1976, the wine

world might never have enjoyed her expertise. Freshly graduated from WSU with a degree in food science, Barber-Jones was looking for a job in the dairy industry.

So she moved to Seattle, because that's where dairies in Washington were at the time. She interviewed with all the dairies, but nobody was hiring.

Barber-Jones' sister ran across an ad in the *Eastside Journal*, that Ste. Michelle needed a secretary. So Barber-Jones called and found they needed someone in their lab.

It turns out Barber-Jones had a knack for winemaking. By 1984, she had worked her way up to head winemaker.

These were heady times for Chateau Ste. Michelle. *Wine Country*

magazine named Ste. Michelle the Best American Winery for 1988. The following year it was named Winery of the Year by *Wine & Spirits* magazine and the Taster's Guild. Barber-Jones' '87 Cabernet Sauvignon was awarded the only gold medal for American red wine at Vin Expo in Bordeaux, France.

But in 1990, Barber-Jones resigned from Chateau Ste. Michelle. Recently married, she was realizing how much of her life her career would require. She decided to devote more time to her marriage. She had her first child that November, then continued to consult for several wineries.

Then Brian Carter called her. He had been consulting with Silver Lake Winery in Bothell, but was leaving to



Lab analysis will tell you one thing, says Cheryl Barber-Jones, but taste is altogether different.

PHOTOGRAPH BY LAURENCE CHEN

*European settlers across the state undoubtedly brought their seeds or cuttings with them, unwilling to abandon their wine to memory.*

become winemaker at Washington Hills. Would she like to consult one day a week?

Since she began with Silver Lake, production has increased from 3,000 cases annually to 30,000 cases, which naturally means more than one day a week. Still, she is happy with the time she has to spend with her two children.

Bill Ammons, the assistant winemaker, has joined us. He tries one of the Chardonnays.

"I like this," he says. "Nice ML, butterscotch."

Ammons will spend the harvest in the vineyard. "We're on the phone every day," says Barber-Jones. "He's my nose and eyes when I'm not out there."

A good winemaker should have a lot of interaction with the viticulturist, she says. "When it comes close to harvest is when I make the ride over. I taste the grapes with the viticulturist. I choose blocks and when to pick them."

Winemaking is not for the indecisive. Which yeast to use? What balance of acids? Which vineyard to draw on for this blend?

Determining when to pick the grapes is one of the winemaker's most important decisions. Lab analysis will tell you one thing, Barber-Jones says, but taste is altogether different.

"You can say sugars are 24 percent, but what does it taste like? You have to look at the balance. You have to look at the intensities of fruit."

Now she is eager to try a new wine. This year Silver Lake will produce its first Syrah. The grapes will be a first crop from young vines. The crop of Syrah will be light, maybe a half ton per acre. Accordingly, the flavor will be intense.

"I love coming to work," she says.

■

produce annually. Instead of selecting for desired qualities from various regional vineyards and blending, all of the grapes that go into their wine come from the vineyard here above the Snake.

This aligns their wines more closely with European estate grown wines in terms of *terroir*. Whereas a blended wine will include the traits of different vineyards, estate grown wine will, some argue, achieve a personality unique to a specific place.

That personality obviously stands out in the Gordons' wine. The Gordon Brothers 1998 Tradition, an estate blend of Cabernet Sauvignon, Merlot, and Syrah, won first place in a blind tasting of prestigious Washington, French, and Napa Valley wines this past March in San Francisco. Washington wines also took second (DeLille Cellars), third (Col Solare), and sixth (Quilceda Creek) places. Interestingly, even at \$40, the Tradition was the least expensive of the first eight. The '96 Mouton-Rothschild, which placed eighth, goes for \$278 a bottle. Washington winemakers like to point out the good value of their wines.

Jeff is quick to note that the top three places were a dead heat. His point reflects an observation you hear a lot among wine people in Washington. They like each other. What they are about is not just Gordon Brothers wine or Woodward Canyon wine or Chateau Ste. Michelle wine, but *Washington* wine.

After graduating from WSU, Jeff worked for an agribusiness outfit, an experience that he found deadening and which led the Gordons to look for land. Vicki recalls Jeff's bringing her to the spot where their house now stands, even before the land was for sale. She was stunned by its beauty. When the land came available in 1979, they quickly worked out a deal and started planning.

Part of that planning involved a visit to the site by WSU horticulturist Walt Clore.

**Forty years ago** not everyone would have looked at the *terroirs* of Eastern Washington and seen wine. Walt Clore was among the few who did.

Though many call him the "father of Washington wine," vines were planted in Washington long before Walt Clore was born. The first *Vitis vinifera*, the premium European vines, were probably planted by the Hudson's Bay Company at Fort Vancouver in 1825. Around the same time, French trappers might have planted *vinifera* vines in the Walla Walla Valley. Other European settlers across the state undoubtedly brought their seeds or cuttings with them, unwilling to abandon their wine to memory.

But Washington did not see its first bonded winery until 1933, immediately following the repeal of Prohibition: St. Charles Winery on Puget Sound's Stretch Island west of Tacoma. By 1938, Washington had 42 wineries. But most of the wines produced during this era were fortified, sweet dessert wines.

What Clore was able to do was assure Washington farmers that *vinifera* would grow in Washington. Without his revelations—and a little legal persuasion from California—the products of Washington's wine industry would still be relegated—with some exceptions—to the same shelf as Mogen David and Wild Irish Rose. They certainly wouldn't dominate the wine lists of restaurants such as New Orleans's Dominique's.

Walt Clore came to Washington State College in 1934, following the lure of a \$500 fellowship and fleeing the Depression and a life in the Oklahoma oil refineries. Prohibition had been repealed six months earlier.

In 1937, Clore was appointed assistant horticulturist at WSU's research center in Prosser, now called the Irrigated Agriculture Research Center. He was the third faculty member on staff at the center and began working with tree

*In his eagerness to establish their suitability, Clore had different varieties of vinifera growing all over Washington. "Walt was Johnny Grapeseed," says Chas Nagel. "It was a wonderful time."*

fruits and small fruits—including grapes.

Clore immediately started grape variety trials at Prosser. Over the years he tested 250 American, European, and hybrid grapes. He had the grapes. He had the ideas. He saw the potential. All he needed was a partner for his grand vision to reach fruition.

He had to wait 30 years after beginning his work in Prosser before that partner came along. Arriving in Pullman in 1960, Chas Nagel joined the science department as a microbiologist. Coming from the Napa Valley, where he grew up just down the street from Louis Martini and where his father sold grapes to the Napa Valley Coop, he knew a little about winemaking. So Clore asked him to help evaluate his grapes.

Nagel offered to make some wines and run a taste panel. Soon afterward, George Carter joined the team in Prosser as the winemaker. Consulting with Nagel, he would make the wines in Prosser, then send them up to Pullman for analysis.

In Pullman, Nagel organized tasting panels, recruiting 24 tasters from the University and community. He trained them to recognize acid, sugar, and tannins, for astringency and bitterness, and

to identify various undesirable compounds such as acetic acid and hydrogen sulfide.

The tasters sat in isolated booths designed to seal out distractions, particularly odors. Then they were presented with various wines made from Washington grapes. These panels continued to taste these experimental wines for 20 years.

Nagel and his lab also did extensive work on the effect of acidity on the quality of wines and developed methods for adjusting the acidity.

Although he didn't even drink wine until well after Nagel started collaborating with him, Clore became a wine grape evangelist. Nagel recalls touring the state with Clore, feeling people out, talking about grapes, and getting everyone excited about the next phase of Washington agriculture. In his eagerness to establish their suitability, Clore had different varieties of *vinifera* growing all over Washington. "Walt was Johnny Grapeseed," says Nagel. "It was a wonderful time."

Still, by the late 1960s, fewer than 500 acres of Washington land were planted to *vinifera*, and there were only six wineries.

His evangelistic ardor notwithstanding, Clore remained cautious. Potential growers would come to him to ask what to plant, and without hesitation he'd tell them to put in Riesling. "I'd say if you can't grow Riesling, you don't have any business growing grapes," he says, grinning. "Well, as a result, early on, our greatest acreage was white Riesling." For a time Riesling accounted for about 75 percent of white grapes grown in the state.

Although that percentage has fluctuated wildly over the years, following the lead of market preferences, one thing remains constant: Washington grows excellent Riesling. Check out Rick Small's White Riesling or Cheryl Barber-Jones's Late Harvest Riesling (see accompanying

story, p. 24) if you have any doubt.

Nineteen sixty-nine was a landmark year for Washington wine. Protectionist laws were dropped, spelling the demise of the fortified dessert wines made by Washington vintners, but opening the market for premium wines from California and Europe—and setting the stage for the state's premium wine industry.

Finally, the previous winter reminded everyone why maybe Washington wasn't quite the perfect place to grow grapes. Temperatures in Eastern Washington dropped to 50 below zero, killing much of the scant grape acreage in the state. Vines that were bred in the Mediterranean, or even northern Europe, do not take kindly to such temperatures. Blasts of arctic air sweeping down out of Alberta every six or seven years continue to be a concern for grape growers.

It was also in 1969 that Ray Folwell, who'd arrived at WSU in Pullman the year before, made his first acreage survey of the vineyards that he would follow closely from then on. He counted 469 acres of *vinifera*. Folwell played a vital role. No matter how much enthusiasm it lavished on variety trials, the industry would remain directionless without market analysis.

"Folwell did the economics, Chas headed up the winemaking, and I grew the grapes," says Clore.

All this led finally to Clore's magnum opus. With Nagel and Carter, he published in 1976, the year he retired from WSU, the prosaically titled, *Ten Years of Grape Variety Responses and Wine-Making Trials in Central Washington*. The publication consists mostly of crop yields, analytical data, and taste panel results, meticulously compiled over the decade. But the message was clear:

*If hardier varieties free of diseases are used and the best cultural practices known to obtain full vine maturity are followed, it is feasible to grow European grapes in favorable sites in south central Washington.*

**French oak lends a little of its flavor to that of Washington's *terroir*.**





*"If hardier varieties free of diseases are used and the best cultural practices known to obtain full vine maturity are followed, it is feasible to grow European grapes in favorable sites in south central Washington."*

—Ten Years of Grape Variety Responses and Wine-Making Trials in Central Washington, 1976.

Is that poetry or not? Certainly it stirred the souls of Eastern Washington farmers who had the foresight to realize that mankind cannot live by wheat—or apples—alone.

And obviously it was not Clore alone who bore the weight of the new industry. The history of wine in the state of Washington is intricate and fascinating. Readers wanting to know more might pick up Ron Irvine's excellent *The Wine Project: Washington State's Winemaking History*. Written with the help and memory of Clore, the book details a history that can only be glanced at in this article.

Wade Wolfe, winery manager for Hogue and owner of Thurston-Wolfe, arrived in Southeast Washington in 1978 with a doctorate in viticulture from UC Davis. At the time, Clore was a consultant for Chateau Ste. Michelle, for whom Wolfe was working.

"I spent a large part of my first summer wandering around looking at vineyards, getting a feel for the terrain

here with Walt," he says. "He showed me a lot of vineyards, the history behind them, why people did certain things, what they were doing right and wrong.

"We are a young industry," says Wolfe. "We're still learning our potential. But we've learned a lot, through the University and research, from the ground-

breaking work by Clore and Nagel—and the subsequent work on the cultural level, by Sara Spayd and Bob Wample." Wample, Clore's successor, was the viticulturist at Prosser, until he took a position in California.

Clore turned 90 July 1. After his wife Irene died, he moved to a retirement



home in Prosser. The food's good, he says, and they let him drink wine. He still consults with Stimson Lane, the parent company of Columbia Crest and Chateau Ste. Michelle.

"Walt was out scratching around in the 50s, in areas that became our vineyards, looking for perfect sites for classic European grape varieties," says Ted Baseler, president of Stimson Lane, owner of Chateau Ste. Michelle, Domaine Ste. Michelle, and Columbia Crest. Clore's work is not done.

In recognition of that work, says Baseler, Columbia Crest's 1999 Reserve will be named the Walter Clore Private Reserve Red.

If Clore has any regrets, it is that one of his favored grapes never caught on in Washington. Recent figures from the Washington Wine Commission indicate 29,000 acres in Washington planted to *Vitis vinifera* varieties, and growers continue to experiment with new varieties.

Limberger, re-spelled "Lemberger" by the marketing folks in an attempt to disassociate the grape from the cheese, caught the affection of Clore. It also caught the interest of Julio Gallo, who spent considerable time in Washington evaluating its young grapes and wine. In fact, he preferred it to Washington's Cabernet. During one visit, Clore asked him if he'd be interested in the variety.

Sure, said Gallo, "But I want a whole trainload. I have to have a million gallons to put anything on the market." At the time, the only Limberger vines in the state were at the experimental vineyard in Prosser. So much for Gallo of Washington. Even now, with proven potential and with fine Limbergers produced by Hogue, Thurston-Wolfe, and Kiona, the Limberger grape remains confined to a mere 100 acres in the whole state. Still, Clore has not relinquished hope.

"Push the Limberger," he says as I leave his apartment.

**In his preface** to *The Wine Project*, Clore writes of his growing up in a teetotaling Methodist household and

of his gradual understanding of wine not only as a horticultural challenge, but as a civilizing influence.

Following his lead, Vicki Gordon wants to change our culture. This desire, which many Washington wine people seem to share, has to do, it seems, with the social and cultural meanings of *terroir*.

"We need more wineries," she says as we drive from the Gordon Brothers vineyard to the tasting room on the outskirts of Pasco. "We want one on every corner out here." This is not a sentiment you would hear from a shoe merchant or a grocer. Neither would you hear it from a wheat farmer. More shoes, more groceries, more wheat simply mean lower prices. And more wine?

To Vicki Gordon it means a change in how we think. A change in how we live. A change in how we do business.

"From vineyard to bottle to table," she says, "you maintain a sense of place with wine. When you go to the dinner table, the only thing you know where it came from is the wine."

Even though many of the grapes in Washington are being grown by former, or current, wheat farmers, there is a dramatic difference in how their product reaches the consumer.

Himself a former wheat farmer, Rick Small says he knew he would need to be more vertically integrated to make it in farming. "We produce wonderful wheat in Washington, but it's all commingled. You don't get anything extra. You don't get the recognition. No one comes up to you and says, gee, I just had the bushel of wheat that you guys grew over on that hill. And I realize this wheat doesn't make bread. It's too bad."

Small, the Gordons, and others I talked with want to see Washington agriculture further explore that vertical integration, the direct marketing, the connection to the consumer that Washington wine has accomplished. Not only do they like to know where their wines are going, they like to know where their food's coming from.

The model, however, is valid only to a point. Ted Baseler of Chateau Ste. Michelle observes that wine grapes are dif-

ferent from other crops. They are not commodities, he says, and they have tremendous differentiation.

The first distinction is price variability. "If you go into a grocery store and look at apples, there might be some minor price variation," says Baseler, "but it's a small percentage difference. But if you look at wine, you find a product with dramatic variation. A wine list can include an \$18 bottle and a \$1,000 bottle."

Those variations are dictated by quality, scarcity, and image, says Baseler. He calls wine a "cultural crop."

Admittedly, no one envisions an end product for wheat, or even apples, that could result in such variation. However, says Small, "I've always argued that other guys in the Walla Walla Valley should do more of the same. I think the guys who grow onions could do it."

"Our way of doing ag in the United States is to just produce the raw product, with value stuck on by big corporations; and agriculturists—the people with dirt under their nails—are just getting screwed."

Small praises the new White House-Crawford restaurant in Walla Walla for giving credit to individual farmers for the local food that they serve. Producing local food for local markets and drawing in outside visitors to enjoy those local flavors is the direction many desire.

And wine provides the lead. Tourism and hospitality are not a panacea and are not without associated problems, but they can help effect a change toward making agriculture more diverse, more consumer oriented, more cultural.

There are 200 commercially grown crops in Washington, says Jeff Gordon. Let's explore the sense of place expressed by those diverse crops.

Much associated with wine remains to be explored, he says—not just the microclimates and differentiated *terroirs* that give wine their quality and character, but also the food and culture and tradition that follow.

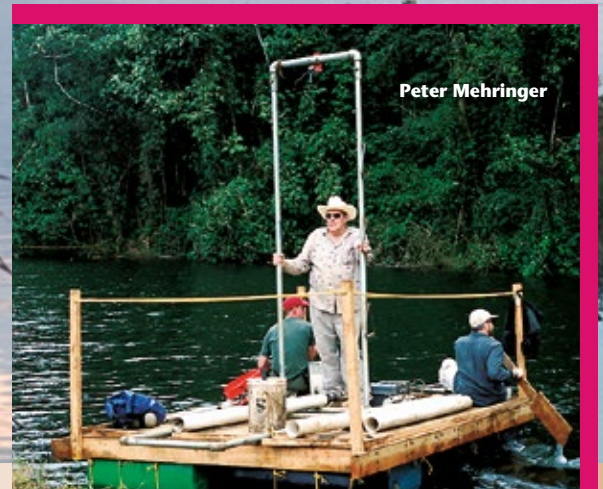
"The neat thing about Washington right now," says Gordon, "it's all frontier."

■

# THE Laguna's Secrets

*Some of the best clues to climatic history lie at the bottoms of lakes.*

*b y T i m S t e u r y*



**W**E ARE GATHERED on an eight-by-12-foot raft with a hole cut in the center of its floor, in the middle of a lagoon in the mountains 30 kilometers out of Copan, Honduras, driving four-inch PVC pipe into the sediment, searching for clues to the demise of Maya civilization.



TIM STEURY

**The centuries did not leave a city, but a puzzle. Reconstruction continues at the base of Copan's Acropolis.**

On the shore of Laguna Especial, some 30 locals, of all ages, watch patiently, no doubt mentally rehearsing the crazy gringo stories they'll share tonight over dinner. They joke and kid around. Some kids swing on long vines out over the laguna. But mostly they just stand and watch. The archaeologists are the best show on the mountain.

Pete Mehringer is the star of the show. An expert in fossil pollen and paleoecology at Washington State University, he is certain that the lake bottom will reveal the area's environmental secrets. Doctoral student Lance Wollwage is studying the vegetation history they hope the laguna will reveal and its relation to the area's Maya history. Judson Finley, whose graduate focus is ancient cave dwellings in Wyoming, is spending a few weeks in Honduras for the experience, both scholarly and otherwise. He also serves as a roustabout on this tiny coring rig.

Finley fastens a pipe vise bolted to a two-foot section of pipe onto the drive pipe. Wollwage hangs above us on an eight-foot coring tower. The coring system is ingenious, comprising lengths of one-inch pipe that adjust the depth of a piston, which determines at what depth the coring will begin; lengths of two-inch drive pipe, which is used to drive the core barrel into the sediment; and at the end a length of four-inch PVC

**Previous page: Lago Yojoa, Honduras. Peter Mehringer and crew on Laguna Especial. Photographs by author.**

pipe that, if all goes well, will emerge from the lake bottom with a solid core sample of the sediments.

Once the coring pipe reaches the lake bottom, Judson attaches the length of pipe with the pipe-vise high on the drive pipe, and we all grab where we can and push down, smoothly, until we can push no more. We've hit a hard barrier, the layer of clay beneath the laguna's sediment.

Now we start pulling it up, undoing the rig pipe by pipe until Mehringer pulls up the tube holding a core of sediment nearly two meters deep.

"Secrets of the past," he says, holding the core upright and smiling.

The core barrel is plugged at the end with gray clay, plugging the upper layer of softer sediment, which represent hundreds, maybe thousands of years of climatic and environmental history. But Mehringer won't even venture a guess as to how long a record he holds upright on the deck of his plywood time machine. Drawing it out of the laguna, where it has lain for who knows how long, is only the first step of the investigation. Now a strong hired campesino must hold it perfectly upright as he climbs a muddy, slippery jungle trail over a ridge and down the other side through a coffee field to a waiting pickup. The distance is only about a kilometer, but it's steep.

The piston corer was invented by the Scandinavians a century ago. This particular set-up was designed at the University



... in the solemn stillness of the woods, it seemed a divinity mourning over a fallen people. The only sounds that disturbed the quiet of this buried city were the noise of monkeys moving among the tops of the trees . . .

—John Lloyd Stephens

of Minnesota, but Mehringer has adapted it over the years for lakes of the American West, which have harder silt bottoms than the bogs of Minnesota and Scandinavia.

It is not foolproof. After again driving the core barrel as deep as it will go, we start pulling, first with the help of a one-ton chain hoist, then by hand. When it's nearly up, we hear a gurgling sound, as the soft sediment, lacking any solid bottom to seal it, leaks out. Strike an hour and a half of work.

After a tense silence, Mehringer says, "That's okay." Another silence. "That's okay," he says again, assuring himself as much as anyone. We untie the raft's mooring lines and paddle back to shore for a longer core barrel. I decide to stay ashore and mingle with the local audience for a while.

Mid-afternoon, we are joined on shore by Tito Serrano and Alice and Jay Hall. Serrano works for Rene Viel, a French archaeologist who directs the *Proyecto Profuturo-Copan*, a sweeping project (funded by the World Bank) that seeks to define the role of landscape and environment in the history of the Copan Maya. The Halls are from Brisbane. Alice teaches at a private school, and Jay is an archaeologist. He was a student of Mehringer's years ago, at the University of Utah. Now he is head of the archaeology department at the University of Queensland and has worked for years with Rene Viel.

It is Jay who asked Mehringer to join the project. Even though others had cored in the area years ago, they had limited their endeavor to near the edge of lakes. No one has cored in the more stable and more information-rich deep-water lake sediments.

This laguna itself is something of an anomaly. In spite of a long rainy season, there are few lagoons or lakes in the sur-

rounding mountainous jungle. A landslide long ago blocked the stream that now feeds the laguna. The locals think there is something mysterious about the laguna, perhaps part of the reason they are such a rapt audience. Perhaps the gringos will reveal the laguna's secrets.



**W**HEN ADVENTURER John Lloyd Stephens wandered into the ruins of Copan in 1843, the city had been abandoned for 800 years and was nearly reclaimed by the jungle.

In *Incidents of Travel in Central America, Chiapas, and Yucatan*, Stephens wrote of his entering the city: "...We followed our guide, who, sometimes missing his way, with a constant and vigorous use of his machete, conducted us through the thick forest, among half-buried fragments, to fourteen monuments of the same character and appearance, some with more elegant designs, and some in workmanship equal to the finest monuments of the Egyptians; one displaced from its pedestal by enormous roots; another locked in the close embrace of branches of trees, and almost lifted out of the earth; another hurled to the ground, and bound down by huge vines and creepers; and one standing, with its altar before it, in a grove of trees which grew around it, seemingly to shade and shroud it as a sacred thing; in the solemn stillness of the woods, it seemed a divinity mourning over a fallen people. The only sounds that disturbed the quiet of this buried city were the noise of monkeys moving among the tops of the trees, and the cracking of dry branches broken by their weight."

The inhabitants of the region did not know what the strange site was. Stephens and the owner of the site could not come to an agreement concerning its exploration, so Stephens bought it from him for 50 dollars.

Starting in the late 19th century, archaeologists began to study and restore Copan. Though much of the mystery remains, the jungle has been cleared, many of the structures have been partly restored, and the imagination can run more freely.

Dominating the site is a huge mound of earth dubbed "the Acropolis." The Acropolis, it is thought, symbolized a sacred mountain.

**Peter Mehringer and graduate student Lance Wollwage examine a core of sediment from Laguna Especial for environmental clues.**





*Skeletons of Maya from the end of the Classic Period show evidence of poor nutrition. Studies of land use, soil erosion, and population history—all point to the same basic cause.*

On its top are the remains of a structure the archaeologists call “Structure 10L-22.” It is the entrance, all that is left, of what was once a temple. This spot was the center of the universe.

Archaeologists think that inside this temple the Maya performed sacrifices to their gods in order to keep the universe in tune. One of these rituals, started by a king known to archaeologists as “18 Rabbit,” involved the king piercing his penis with a stingray spine. Fortunately, this particular ritual was probably only performed every five years.

We are midway through a personal tour of Copan with Rene Viel as our guide. He calls his tour the XXX-rated tour, as it includes graphic descriptions of Maya self-mutilation and dramatic means of ingesting hallucinogenic drugs that accompanied the questionable privilege of ruling this city. But rule they did, a dynasty of 16 kings that began in A.D. 426 with K’inich’ Yax K’uk’ Mo’ and ended in A.D. 822 with Yax Pasah. Copan has been called the Athens—by others the Paris—of Maya cities, its intellectual atmo-

sphere reflected across the centuries by the stories told in its hieroglyphs, its extraordinary sculpture and architecture waiting for us moderns to absorb and marvel.

Buried beneath the Acropolis are the ruins of other temples, the detritus of preceding reigns, each king destroying, then building on top of, his predecessor’s glories. Fortunately, one king refrained from the practice, and what archaeologists call the “Rosalila” temple remains whole, still entombed within the Acropolis.

Stretching below the Acropolis is the main plaza of Copan, studded with carved stone stelae, intricately commemorating the glories of the dynastic kings. At the near end of the plaza rises the Hieroglyphic Stairway, its steps covered with hieroglyphs, making it the longest hieroglyphic text in Central America.

Between the main plaza and the Hieroglyphic Stairway is the Ball Court. A ballgame was played, in different versions, throughout the Maya world. Not only was it a game, but also something of a religious ritual, symbolizing the players’ efforts to keep the sun moving across the sky and returning after the darkness. One way to make sure this and other natural events continued to occur was through sacrifice, sometimes of the players themselves.

Copan was only one of many great Maya cities—as many as 70—that graced the landscape of Guatemala, Belize, southern Mexico, and western Honduras and El Salvador during what is considered the Classic Period of Maya civilization, approximately A.D. 250 to A.D. 900. The total population of the Maya region of Central America during this period probably reached between two and three million people.

The Classic period, however, is simply the “golden age” of much longer occupation. The ceramic sequence of the Copan region described by Viel, building on earlier work by John Longyear, reaches back to 1400 B.C. Evidence from earlier coring by other investigators suggests that humans were burning off vegetation as early as 3600 B.C. and growing maize by 2000 B.C. In spite of early settlement, population growth was slow until about A.D. 600. By the height of the Classic period, the population of Copan may have exceeded 25,000.

Of course, Maya still live in the region, nearly six million, speaking 28 recognized languages. But for some reason, the great cities were abandoned a thousand years ago and have been reclaimed by jungle over the centuries.

Archaeology at Copan also has a rich history. Increasingly, interest has shifted from the primarily cultural to multidisciplinary studies. Originally thought to be a settlement of priests, a religious and ceremonial center, Copan has become in the archaeological mind a vibrant and diverse city with many of the same problems that beset modern cities.

It is becoming clearer that the end of the dynasty and the



TIM STEURY

**Above: Atop Copan’s Acropolis are the remains of a structure that was once a temple. This spot was the center of the universe.**

**Below: Copan’s ball court. Each Maya city had its own version of the ball game.**



TIM STEURY

abandonment of Copan, though probably related, were not simultaneous events. Why the dynasty ended is still unclear. Maybe, says Viel, it came about because of people's lack of faith in their rulers, who were unable to deal with some as-yet unidentified crisis. After Yax Pasah, a pretender attempted to rule for a short while. But the actual demise is dramatically illustrated by the unfinished "Altar L." One day in A.D. 822, the sculptor simply laid down his tools and walked away. One of the greatest dynasties the world has known was over.

Whatever the reason for the dynasty's fall, however, the exodus of the city and the surrounding valley was not sudden, as previously imagined. Just as they were likely the first to settle the valley, long before an elite class established its authority, the peasants were probably the last to leave, or die, struggling to scratch subsistence from a soil no longer capable of supporting a civilization.

Skeletons of Maya from the end of the Classic Period show evidence of poor nutrition. Studies of land use, soil erosion, and population history—all point to the same basic cause. The steady growth of population in the valley required more and more intensive farming, mostly of maize, which exacts of the soil an extraordinary nutrient toll. As farms crept higher up the slopes, leaving fields of exhausted soil behind them, the demand for firewood and building materials denuded the land, exposing it to sheet erosion. Finally, the valley lost its ability to support the Maya entirely. By A.D. 1200 they were gone.

This general scenario is pretty well accepted. What's still missing from the story are the details.



**S**OME OF THE BEST CLUES to climatic history lie at the bottoms of lakes. Things that blow on the wind settle on water surfaces, then sink to the bottom, generally in well-defined layers. Pete Mehringer looks for what kind of pollen and how much settled on the lake at a certain time. He also studies fossil spores, seeds, algae, fungi, and zooplankton.

For example, if he finds corn pollen in a certain layer, that means corn was being grown in the area at the time represented by that layer. If in a subsequent layer he finds relatively more pollen from wild plants, he concludes that farming had diminished and that native vegetation had reclaimed some fields.

Since returning to Washington State University, Mehringer and Wollwage have been analyzing the core samples from Laguna Especial and Lago de Yojoa, a large lake 100 kilometers east of Copan. Besides describing the fossil pollen, spores, seeds, algae, fungi, and zooplankton the samples have yielded, their colleagues can run many analyses on the sediment itself—patterns of paleomagnetism and stable isotopes, for example. Over the course of eons, the Earth's magnetic pole wanders. Particles of sediment align themselves with the cur-



**As they did in the fifth century, farms again creep up the slopes above the Copan Valley. Now coffee, rather than maize, predominates.**

rent position of the pole as they settle. If a geomagnetic reading can be determined from a Yojoa sample, for instance, then dated in relation to carbon or other evidence, that layer can be cross-referenced to the stratigraphic record at Copan and other sites.

Mehringer keeps me posted throughout the summer. Little by little, answers are starting to emerge. Seeds from Laguna Especial cores indicate that sediment first started gathering in the laguna 1,900 years ago. The bottom of the cores from Yojoa are 13,000 years old, providing the longest continuous climatic record for Central America. And even though it does not yet shed the longed-for light on the demise of the Classic Maya, Mehringer has retrieved a dramatic surprise.

Within the core from Yojoa he has found a layer of volcanic ash dating from around A.D. 400. But this isn't just any ash. It's from a catastrophic eruption of the Salvadoran volcano Ilopango, which lies southwest of Yojoa. The ash from this eruption wasn't supposed to drift toward Yojoa, he says, because it was thought that most of the ash blew to the north.

But most interesting, ash blowing from Ilopango to Yojoa passed directly over Copan.

Further, a study published in a recent issue of *Latin American Antiquity* reports that the previous dating of the Ilopango eruption was wrong. The authors reevaluated the carbon dates and found that the eruption occurred not in A.D. 260, as previously thought, but in about A.D. 410—the beginning of the Classic Period. Mehringer calls me again, with news of his latest analysis. The reason for the confusion may be that there were *two* eruptions.

What does all this mean? No one would venture a guess at this point. However, it is known that widespread migration and demographic collapse followed the Ilopango eruption. The lake cores will help establish its effect on vegetation.

Mehringer's conclusion?

"The good thing about studying the secrets of the past," he says, "is the world is large and the past is long. I expect to be surprised more often than not." ■

by Pat Caraher



# Peter Van Sant

## *Thrives* on a "48-HOUR" DAY

SEASONED CBS NEWSMAN Peter Van Sant hasn't seen it all. But he hasn't missed much either.

In 16 years with CBS News, the award-winning correspondent has covered presidential campaigns, the space program, and the airline industry. He has reported on the collapse of the Soviet Union, fighting in the Persian Gulf, famine in North Korea, and starvation in Africa. Closer to home, his story on the survivors of the Oklahoma City bombing aired on the *48 Hours* special, "Day of Reckoning," June 11, 2001, the day Timothy McVeigh was executed.

On the lighter side, Van Sant has covered the anniversary of Elvis's death, done a two-part series on actor Nick Nolte's "new age diet," and reported on South Carolina's so-called "Lizard Man." He refers to the latter as "something out of *The X-Files*."

Following graduation with honors from Washington State University ('75 Communication), Van Sant worked as a local reporter at television stations in Idaho, Iowa, Nebraska, Arizona, and Texas. He joined CBS News in 1984,

*Photography by Josh Gelman*

spending six years in Atlanta and nearly three with the London bureau. Now based in New York, he's been a correspondent for the past two years with *48 Hours*, the popular television news magazine that bills itself as "real life drama."

"The show casts a wide net, sensational court cases to popular culture trends," says Van Sant. Given the experience he's had at CBS in hard news, he prefers stories that focus on "controversy and confrontation." He says such stories tend to be important, whether they deal with wars, major social issues, or court trials. The stakes are higher, and the people involved are more impassioned. "The important story is what we live for."

A typical *48 Hours* show takes several months to produce, while some investigative projects require up to a year. Occasionally, the entire show will be devoted to a single topic. For *48 Hours* correspondents, "the crown jewel" is to do a one-hour show solo—organizing, investigating, gathering material, and writing, bringing their own sensibilities and style to the story. "It gives you an opportunity to bring all your skills to the table," Van Sant says.

"In a way, an hour becomes a signature broadcast. The challenge is putting it all together." For some shows that means shooting more than 100 30-minute tapes. All interviews are transcribed. Interview text can number more than 100 pages to edit and dozens of hours of video to screen and log. "In the end, this is the most satisfying kind of story our show has to offer," he says.

In one of his solo shows, "Justice for Sheila," *48 Hours* linked a millionaire businessman to the murder-for-hire killing of his ex-wife, the mother of quadruplets. In another, Van Sant spent more than a year following the case of Velessa Robinson, a 15-year-old Florida girl accused of helping her boyfriend kill her mother. The one-hour special was entitled "A House Divided." And a third, "The Imposter," focused on the many lives of a Phoenix man who has had at least 15 separate identities and six wives.

"We specialize in getting in early on a story, following the evolution, and bringing the viewer along on the journey," says Van Sant. Last October 2000, Van Sant did an exclusive interview with Lori Berenson, 31, a New Yorker jailed in Peru since November 1995.

"She never had a fair trial and was convicted in a military court of being a member of a terrorist group," he says. "She claims she's innocent and is awaiting a new trial." Van Sant interviewed family members and friends and did extensive research on Tupac Amaru. The same group took over the Japanese Embassy in Peru in 1996 and held 72 hostages for four months.

In May, he received an Overseas Press Club Award for his exclusive interview with Berenson.

In June, Berenson was sentenced to 20 years after a three-judge panel found that she helped the Tupac Amaru Revolutionary Movement plan a thwarted takeover of Congress by gathering intelligence with a top rebel commander's wife. The sentence included the five years she has already spent in prison. She was acquitted of being a member of the rebel group.

Van Sant considers the London bureau his "best assignment." From there, he spent 300-plus days a year traveling in Europe, the Middle East, and Africa. He filed reports from the Gulf War after Saddam Hussein's troops invaded Kuwait in August 1990. And he reported the collapse of the Soviet Union, finalized in 1991.

"It was simply the greatest working experience anyone could dream of," he said of his assignment abroad. "I had attended the Edward R. Murrow School of Communication at WSU. Now I was working for the news division that Edward R. Murrow had built at CBS. I was having the time of my life on someone else's credit card, reporting on history as it happened before my eyes."

He has been nominated for seven Emmy awards for his reporting at CBS News and has won three. In 1997, he earned an Emmy for his coverage of the famine in North Korea, a country he calls "Orwellian, a Stalinist theme park, the most controlled society on earth."

But even that description falls short of the reality he witnessed. Compounded by "a backward Stalinist government system that created a disastrous agriculture policy," the famine affected nearly one-quarter of the population. For an

## **PETER VAN SANT** hasn't **forgotten the Washington State University professors who helped prepare him for his career.**

In Val Limburg's Introduction to Telecommunications and Studio Production courses, Van Sant became excited about communications and the tradition of journalism excellence that flowed from WSU. "Val encouraged me not to give up—to try to improve—to build my confidence. He was the epitome of the great college professor."

Tom Heuterman taught Reporting for three decades. "He was tough, with real high standards, but fair, and recognized improvement," says Van Sant, who flunked his first writing assignment. "He really knew how to teach journalism. He created the deadline pressure of a newsroom."

Jim Dunne also demanded excellence. Two weeks into his Communications Law course, half the students dropped the class. Van Sant stayed. "He [Dunne] respected those students who stuck it out through his 'boot camp' philosophy to become journalists," he says.

Don Zimmerman taught Film Production and encouraged students to be "creative as we could be" in making 8mm silent film movies, Van Sant says.

He remembers one assignment, called "The Meeting." Each student made a movie of two people who, starting from opposite ends of the campus, eventually meet. The idea was to teach the students about screen direction in their filmmaking. Van Sant, who had been considered "the class clown" from elementary school on, decided to turn his film into a "so-called comedy." Dressed in bathrobes, his two stars ran across the snowy campus in 10-degree weather. "Other students thought we were nuts," Van Sant says. "Zimmerman loved it."

Ironically, it was Van Sant's fascination with comedy that led to his first job in journalism. After graduating from WSU, he tried to make it as a standup comic at the Comedy Store night club in Los Angeles, making televised appearances once a week on "amateur night."

"I wasn't very funny," he admits.

Hearing of Van Sant's late-night performances from a former student, Limburg called Van Sant and asked, "What the heck are you doing?"

"He really wanted me to succeed in broadcast journalism. He told me that another one of his former students was news director of KMVT in Twin Falls, Idaho." Limburg had told the news director about Van Sant. "The job is yours if you want it," he said. Out of both money and one-liners, Van Sant accepted. ■

## ALUMNI PROFILE *Peter Van Sant*

American, Van Sant said, being in North Korea was like stepping onto “another planet.”

Everywhere he went, Van Sant found people gathering grass and leaves to eat. Yet all around them, giant billboards depicted socialist-realist images of well-fed, happy people with smiles on their faces looking confidently to the future.

The capital city, Pyongyang, was filled with monuments to communism and the late “great leader,” Kim Il Sung. The only pictures hanging in the flats within the rows of drab, concrete apartment buildings were of Kim Il Sung and his son, Kim Jung Il. Every citizen not wearing a small pin of Kim Jung Il over his or her heart was subject to “immediate arrest,” Van Sant said. There were no newspapers. While most North Koreans in the large cities had television sets, they could watch only a government-run channel that broadcast story after story about Kim Jung Il.

Van Sant was taken to a nursery, where more than a dozen babies lay staring. “It was the saddest thing I’d ever seen,” he said. “The government wanted these pictures to be seen by the rest of the world as an indication of how desperate things had become. The most closed society on earth was revealing its dirty little secret.”

Van Sant had brought baby formula with him to respond to just such a moment, but the North Korean nurses reacted as though “I was offering them poison,” he said. An American doctor told him most of the babies would soon die.

Van Sant had been in Pyongyang only 16 hours before flying to Tokyo to put his story together. These were the first pictures ever of the famine in North Korea, he said. “The reaction to our story was profound. Millions of tons of food were donated and shipped to North Korea.”

That same year, Van Sant was back in Europe, reporting the chaos in Albania. A pyramid scheme organized by the government had collapsed. Many families lost their entire savings. Mobs took over the major cities. On three occasions, he was nearly shot.

To Val Limburg, one of Van Sant’s communication professors at WSU, it’s all in character. “Peter was not afraid of hard work and challenges,” he says. “While many students might feel overwhelmed or disorganized—not Peter. He dove in and tackled the tasks at hand. Of course, that may have been because they were the kinds of things he loved, and he gladly took on the challenges to stretch himself to accomplish them.”

He remembers, too, that Van Sant was not lacking in self-esteem, or at least never publicly revealed that he was.

“He knew he could do the job and had no misgivings about his ability. The greater the challenge, the more he seemed to love it. Such confidence might give the impression of a strong ego. But he had the competence to demonstrate his high self-esteem.”

Now, as Limburg watches Van Sant’s work on CBS News, he says he can see that his character has served Van Sant well in a competitive profession.

“He’s not afraid to tackle tough issues and does impressive investigative reporting,” Limburg says. “Yet, his stories often show he has a sensitive and compassionate side.”

For his own part, Van Sant says, the toughest challenge is to react quickly to an unfolding story, make the right choices, and ask the right questions.

“If you don’t get it right on one story, it can end your career.”

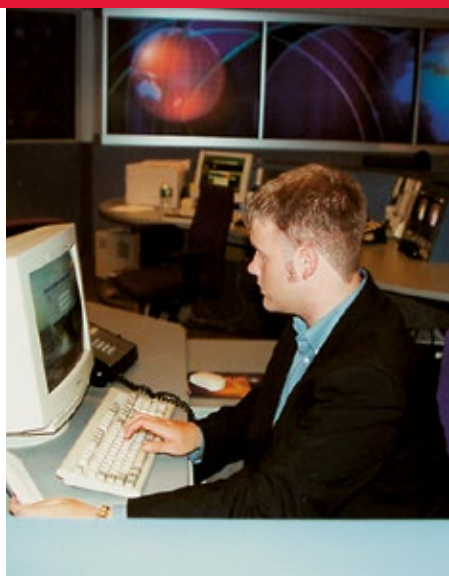
Van Sant’s many awards testify to his skill at getting it right. In addition to the Emmys, he won a Columbia Dupont Award for reporting in Eastern Europe, the Edward R. Murrow Award for an investigative story on an indicted war criminal in Bosnia, and The Overseas Press Club Award for both the Bosnia and North Korea stories.

“I’ve been very lucky,” he says. ■

**ERIK VAN SANT** appears to be following in his father’s footsteps. The WSU senior in communication spent the summer working as a CBS News intern in New York. There he suggested two story ideas that were approved by the network. He wrote the stories, and his father presented them on the evening news.

And what has he learned from his father? When it comes to his work, his father is “very responsible, very serious.” He “immerses himself” in his stories. “He’s always had a real love for history, so he’s all about the background of anything he gets involved with,” Erik says.

“He’s always told me to be aggressive...set yourself apart by being a leader. And always know who and what you’re talking about to justify your reporting. Be worldly.”



**T**HERE ARE LANDSCAPES that move us and landscapes through which we simply move.

State Route 26 has always been considered one of the latter: a notoriously dull 133 miles between Vantage and Colfax that has for decades been the main transportation link between the West Side and Washington State University.

It's the asphalt welcome mat for more than 10,000 WSU students who travel this highway between their homes in Western Washington and WSU, along with thousands of parents, alumni, and employees. They speed. They scan radio stations past ballgames, Mexican folk music, talk shows—anything to stay alert.

A few may chuckle at the folksy coincidence of a sign for a place called "Hay" followed by a sign for a place called "Dusty," but for many the effect is lost amid the vast rural tedium.

Two years ago, WSU architecture professor Paul Hirzel and 13 of his students set out to improve the reputation of this much-maligned stretch of road. They re-

searched and produced *The SR 26 Gift Collection* that included a guidebook, scenic postcards, posters, and a two-hour CD matching music to the scenery.

Since publication, the hardcover guidebook, *Motion Pictures: A Portrait of an American Highway*, has sold approximately 1,000 copies, and one Seattle bookstore can hardly keep the funky Eastern Washington postcards stocked. Spokane's Northwest Museum of Arts and Culture (formerly the Cheney Cowles Museum) recently asked the WSU School of Architecture to exhibit its perspectives of the Washington roadway in a January 2003 show.

The highway project began as an

# SR 26 REVEALED

— by Andrea Vogt —

photography by Robert Hubner and Andrea Vogt



*"The task is not so much to see what no one yet has seen, but to think what nobody yet has thought about that which everybody sees."*

—Arthur Schopenhauer

YOU CAN ACCESS THE SR 26 PROJECT WEBSITE AT <http://www.arch.wsu.edu/publications>.

Items from the gift collection can be ordered from:  
Washington State University, School of Architecture and  
Construction Management, PO Box 642220,  
Pullman, Washington 99164-2220

assignment to help budding architects recognize subtle beauty. Hirzel had wearied of hearing about Mount Rainier and Puget Sound while students complained there's "nothing worth seeing" on the East Side. Most could name only two SR 26 landmarks, the Othello Rest Stop and the **Pepto Pig**, a smiling pink pig fashioned by a farmer out of a steel barrel. So Hirzel gave this assignment: "Upgrade a landscape viewed as ordinary to extraordinary stature by revealing its attributes in more creative venues."

The students, many of whom be-moaned the boring highway, were skeptical at first.

"When we all started out we thought,

'What are we going to find?' By the time we got done, we were talking mile markers," says Diana Wicklund, of Redmond, who worked on the project while a WSU student.

The result was *Motion Pictures: A Portrait of an American Highway*. It includes unusual stories, photos, statistics, geography, and a local and global history of roads. One master's degree student went on to envision a motel for Dusty that featured projected Palouse-themed images on the side of the town's massive **grain elevators**.

So just what does SR 26 have to offer? Maps show just a thin red stripe through vast white space, with tiny dots marking the handful of towns: Colfax, LaCrosse, Dusty, Washtucna, Othello, and Royal

City, home of Washington's largest golf ball.

But there's much more, insist Hirzel and his students: two major north-south railways, the Palouse and Columbia rivers, the Saddleback Mountains, and a landscape formed by the cataclysmic Missoula Flood, for starters.

"You go from desert to scabland to ranching to wheat, and that's just the tip of it," says Wicklund.

There are abandoned barns, dueling **windmills**, poplar trees that grow 15 feet a year. The smell of wheat, onions, mint. Love proclamations scrawled on roadcuts despite futile **"Do Not Paint Rocks" signs**. One WSU alum made an even grander gesture on a large **spud shack** east of Othello.

# SR 26 THE 133 MILES BETWEEN



Farmer Orman Johnson is the third of four generations in his family to have attended WSU. Johnson spent \$5,000 to have special crimson siding cut to spell **"Go Cougs"** in letters so large the message can be seen for miles.

SR 26 also has its share of nostalgic Americana: funky fruit stands, Sara's Country Store in Hooper, blast-from-the-past smalltown diners like the Dusty Cafe. A recent addition is **"The Waving Lady"** at Becky's Burger's in Colfax, a towering wooden cutout woman in a blue blouse and pink skirt. One arm cradles a basket of burgers while the other waves tirelessly to passersby, thanks to a motorized mechanism designed locally by a retired NASA engineer.

"We have college kids who come by here to have their pictures taken and guys who stop to see how her arm works," says owner Becky Hovey. "She seems to be quite a hit."

Whether she's waving hello or goodbye depends on which direction you're headed, since this is where SR 26 both begins and ends. Either way, she's now part of what Hirzel calls "a 133-mile-long museum."

"There is an appeal to this road that goes beyond the local people who are forced to drive it," says Hirzel. "People like it when an underdog wins, it's part of an American myth: You take something underappreciated, recognize it, and then celebrate it." ■

*Andrea Vogt is a Pullman-based freelancer who spent 2000-2001 lecturing and writing in Germany as a Fulbright scholar in journalism. Before that she worked as a staff writer at the Lewiston Morning Tribune and The Spokesman-Review.*

## Did You Know?

**Although SR 26 was conceived in its original form in 1923, the final 16.5-mile stretch of road from Dusty to Colfax was not added until the late 1970s. In the late 1930s, the journey from Seattle to Pullman took an average of three days.**

**Every year, about, 90,000 pounds of trash is removed along SR 26. That, plus 350 carcasses—mostly deer, rabbits, and birds.**

**If you had gone west along the path of SR 26 eight hundred million years ago, by the time you reached LaCrosse you would have found yourself at the bottom of the Pacific Ocean.**

**According to the Department of Transportation, annual maintenance of SR 26 for two 15-foot-wide lanes costs \$1.2 million per mile. The dashed center-strip lines that represent passing zones on Washington highways are 10 feet long and are spaced 30 feet apart.**

## VANTAGE AND COLFAX



**Seen**



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Applications are now being accepted for the Washington State University Alumni Association's 2002-03 scholarships. Download applications from our Web site, [alumni.wsu.edu](http://alumni.wsu.edu), or call 800-258-6978 for more information. All applications must be postmarked by February 22, 2002.

L. to r.: Todd Mittge, Chehalis, 1999 scholarship recipient, civil engineering major; Kelsey Wertzler, Portland, Oregon, 2001, pre-med/exercise science; Bryn Howell, Prosser, 2001, apparel design; Ryan O'Dell, Renton, 1999, international business and Spanish; Brock Howell, Prosser, 2000, agricultural economics; Christina Ton, Pittsburg, California, 2000, public relations and political science; Dessa Dal Porto, Quincy, 1998, animal science and Spanish.

# TRACKING THE COUGARS

## CLASS NOTES

### 1930s

**Paul B. Hansen** ('37 Chem. Engr.), Neenah, Wisconsin, writes, "It seems hardly possible that it's been 64 years since my graduation. I'm still kicking fairly high, as is my wife Jane."

**Sylvia Haapala** ('38 Home Ec., '38 Educ.) is a charter member of Winlock Lioness Club and a member of Grange #737, Garden Circle, Toledo Lone Yew Sewing Club and Winlock Finnish Lodge.

**Albert L. Ayars '39 and Louise Schaaf Ayars** ('41 Home Ec.), Kirkland, marked their 60th wedding anniversary this summer. They were married June 21, 1941, in Pullman. After a 43-year career as an educator, Albert retired in 1983 as superintendent of schools in Norfolk, Virginia. He holds four degrees

from WSU, including an Ed.D. earned in 1956. He was president of the WSU Alumni Association in 1949-50. The couple has eight children and 16 grandchildren, and they have visited 65 countries.

**Patria Johnson Kobervig** ('39 Speech), Burlington, writes, "I have just returned from a very interesting cruise around part of South America and the cape."

**Lewis Elmer Danes** ('39 Elect. Engr.), Smithsburg, Maryland, writes that he and his wife, Helen, own their own home in Washington County, not far from Hagerstown. He writes, "I enjoyed reading Hilltopics and newsletters from the electrical engineering department."

### 1940s

**Dr. George Ott** ('44 D.V.M.) and his wife, Ruth, Kelso, were featured in a *Longview Daily News* story in January

2001. They met as students at Washington State College in 1940 and married in 1944. He retired from his veterinary practice in 1984 but continued to be active for a number of years, inspecting animals at fairs in Cowlitz and Wahkiakum counties. "Our hearts are still in eastern Washington," Ruth says. "Sometimes, we really get lonesome."

### 1950s

**Richard J. Waters** ('50 Bus. Adm.) is retired in Anacortes. He started the Waters Insurance Market Financial Group in Crystal Lake, Illinois, when he was 50. During World War II, he flew 38 missions as a bombardier with the Army Air Corps and received the Distinguished Flying Cross.

A party was held for **Betty L. Krutzfeldt Wegner** ('50 English) to celebrate her 50th anniversary as head of the Architecture-Urban Planning Library at the University of Washington. "My library roots were planted in February 1947 when I began a 3-year career as a student assistant in the WSC Library. It's been a grand journey from then to now," she writes from Seattle.

**Francis R. LeBlanc** ('51 Hort.), Redwood City, California, is assistant golf professional in the Stanford Athletic Department. "I always look forward to both the WSU men and women's golf teams making their annual journey to the Pac-10 tourney at Stanford." Francis visits New England, land of his origin, about once a year.

**Robert Eschbach** ('51 Botany, '51 Educ.) and **Margaret Eschbach** ('51 Bus. Adm.) founded the Central Washington Agricultural Museum in Union Gap and remain active in its development.

**William O. Pruitt, Jr.** ('51 M.S. Agri. Engr.) writes from Davis, California: "My wife, Ada, and I thank WSU for the time we had attending the 50th anniversary of the Class of '51. The two-and-a-half days on campus were special. The people heading up the Golden Grad reunion did a super job."

**Lynn Gearheart** ('51 Agri.) and **Hazel Gearheart** celebrated their 51st wedding anniversary October 20, 2000. Lynn has been engaged in farming and related agricultural businesses in Sunnyside, Othello, and Mattawa.

**David E. Allen** ('52 English), Cambridge, Massachusetts, writes, "I have just celebrated my 40th anniversary of Life Profession in the Society of Saint John the Evangelist, a monastic community of the Episcopal Church."

**Claude N. Nelson** ('53 Fine Arts), Seattle, a retired technical illustrator for Boeing, continues painting and sketching and is planning a trip to Europe.

**Donald King** ('54 Psych.), a professor of law at Saint Louis University, is co-author of the second edition of a book on sales law with Dean Robert Scott of the University of Virginia Law School. The book references proposed law reforms as well as existing law.

### 1960s

**Carolyn Malnes** ('60 Soc. St.), Lynnwood, was appointed chair of the Music Teachers National Association. She served on the Foundation Committee on Teacher Enrichment Grants and is a past president of the Washington State Music Teachers Association.

**Philip M. McDonald** ('60 Forestry) has retired from a career with the U.S. Forest Service that began in 1961. Since 1965, he had been assigned to the Silviculture Laboratory in Redding, California. His areas of expertise include seed production, natural and artificial regeneration, seedling growth, and growth of root-crown sprouts in California forest-zone hardwoods. In 1980 he and a colleague began research in post-planting vegetation management that eventually became recognized as the most extensive in North America. "I always felt good about the undergraduate program in forestry at WSU. Professors Milt Mosher and John Dingle were outstanding," McDonald writes.

Retired Air Force Col. **Richard M. "Dick" Johnson** ('62 Bus. Adm.) was elected to a new four-year term on the Oro Valley, Arizona, city council. He also serves on the Metropolitan Tucson Convention and Visitors Board and the Greater Tucson Economic Council, as well as the Arizona State Task Force on Effluent Water. Last spring he completed an eight-year term on the WSU Alumni Association Board of Directors.

For the past 10 years, **Robert L. Smith** ('62 Hum. Res.) has been facilities security manager for the Oregon Arena Corp./Trail Blazers, Inc. in Portland. His wife, Lois, is an executive assistant for the International Wackenhut Corp. They write, "We are enjoying life with our 'almost' six grandchildren and the beautiful Oregon territory."

**Joan Kennedy Blumeyer** ('63 Off. Adm.) is an associate professor at Paloma College in San Marcos, California. Her husband, **Max Blumeyer** ('64 Physics), is an engineer with General Atomics in La Jolla.

**John Oftebro** ('65 Pharm.), Redmond, owns four pharmacies in the Seattle area. His current activities include all areas of pharmaceutical care. He offers a residency program that is in its second year. The program averages 10 pharmacy students annually from WSU and the University of Washington. He is president of the Washington State Pharmacy Foundation.

## MOUNTAIN MEN

The father-and-son team of Ken and Jeff Christianson of Burlington climbed 19,340-foot Mount Kilimanjaro in Tanzania last May. By coincidence rather than plan, Jeff says, "we summited on my dad's 49th birthday—May 14." The pair spent six nights on the mountain getting acclimated, then completed the climb in six days.



Ken and Jeff Christianson on Mt. Kenya

"It was more like a high-altitude trek, nothing technical," Jeff says. They also climbed the third-highest peak on Mount Kenya, 16,355-foot Point Lenana.

During two years of climbing, Jeff has topped Mount Rainier (14,411 feet) twice—in 2000, when he also scaled Mount Baker and Mount Adams, and again last summer.

"We live in the North Cascades, so it's kind of hard to avoid them [mountains]" says Jeff. His dad accompanied him on the latest ascent of Rainier.

A senior in construction management at Washington State University, Jeff is president of Sigma Alpha Epsilon fraternity. His brother, Jay, is a sophomore at WSU and a member of Sigma Phi Epsilon fraternity. During his own student days, Ken ('74 Agron.) was president of SPE.

Today Ken is president of the Alf Christianson Seed Co., founded by his great-grandfather in 1926. The company grows vegetable seed for spinach, cabbage, and carrots. He has been supportive of WSU research and extension for years. In 1995, he teamed with his mother, Lucille, and brother, Mark, to establish the Alfred Christianson Distinguished Professorship in Vegetable Seed Science.

## South African experience important to WSU alumna

*"It is hoped that in Africa, as in the U.S., the process will speed the move from poverty and unemployment to steady jobs."*

—Liz Peterson

**M**ay and early June 2001 found alumna Elizabeth C. "Liz" Peterson teaching "dependable strengths articulation" skills (DSA) in Johannesburg, South Africa. No, she wasn't conducting workshops for physical therapists eager to accumulate continuing education units. Rather, she and her five-member team were teaching individuals to identify and help each other explore the things they feel they have done well, are proud of, and also enjoy doing.

Their reasons for doing so go to the heart of South Africa's recent history of apartheid and its legacy—as well as the country's post-apartheid transformation.

According to Peterson, 24 percent of South Africans have had their skills and talents buried by the educational limitations of apartheid. "It is hoped that in Africa, as in the U.S., the process will speed the move from poverty and unemployment to steady jobs," Peterson says.

"Tracing these experiences to early childhood and identifying the skills they used, the participants clarify their own dependable strengths," says Peterson ('94 Psych, '98 M.A. Comm.). "These strengths point to overlooked capabilities and talents that may need developing, perhaps through practice, education, or career changes."

Peterson is director of career services at the Daniel J. Evans School of Public Affairs at the University of Washington. She provides career development seminars, resumé reviews, and career counseling to the school's 200-plus students. Before joining the Evans School in 1999, she was assistant director of admissions at Central Washington University. Earlier still, she was development coordinator at WSU's College of Agriculture and Home Economics, responsible for alumni relations, the annual giving program, and campaign gifts.

She explains that eight South Africans, four black and four white, went to Seattle in 1999 to study the DSA process and now apply it in their native country.

In Africa Peterson and her team trained 33 South Africans, both white and black, to become instructors and help others recognize their potential. They worked nearly seven days a week with potential DSA trainers who will bring their skills to homeless services, employment services, and the K-12 school system. Additionally, they trained six of the original eight instructors to be trainers. This will enable the newly established Dependable Strengths Foundation in South Africa to be self-sufficient.



**Liz Peterson (blue sweater) and new "dependable strengths articulation" skills trainers celebrate the group's completion of the DSA program in Johannesburg.**

The team ran two training sessions. The first five days focused on training instructors, followed by weekends devoted to supervising new instructors at practicum sites, including those in Diepkloof, an all-black township in Soweto outside Johannesburg.

After completing the self-assessment segment of the workshop, participants were ready for their field work. They had to approach people in local businesses and have them read the "strengths reports" they had prepared. The objective was to get contacts for a job search.

Peterson recalls that

Kaghiso, a student two years out of high school, was offered an assistant manager post at a business called Photo First. Among the strengths he had listed were communication and marketing, skills he had honed in college-level courses he had taken.

"His face just lit up when he came back to report what had happened," Peterson says. "He was ecstatic."

Later she met Kaghiso's father. He thanked her for helping his son. "He is a changed man," the father said of Kaghiso.

The DSA process "really changes the way you think about your strengths and other people's strengths," she says.

DSA dates back to 1926, when Bernard Haldane, age 15, conceived the idea that people need help if they are to work productively in fulfilling jobs. His subsequent studies of labor relations and psychological testing at New York University and Columbia University were followed by research into how people get hired.

Haldane's research revealed the benefits to productivity of identifying the skills-energy flow people associate with getting things done. His experientially developed method involved people in telling stories about their most effective and fulfilling experiences, helping them perceive a pattern of skills in them, and seeking interviews for positions likely to apply and grow those pattern-skills.

Haldane put his beliefs into practice by assisting U.S. military officers with job placements after they returned from World War II. He looked at how their skills were transferable to civilian life. Today Microsoft, Exxon, Boeing, the State of Idaho education system, and the Washington state corrections system, among others, are DSA advocates, according to Peterson. Haldane is still active in training dependable strengths instructors and presenting his work at career development conferences.

Peterson calls her month in Africa "a life-changing experience...both spiritually and emotionally rewarding."

"Helping people understand and see that they have strengths, skills, and talents that they never knew they had is a wonderful feeling," she adds.

—Pat Caraher

CLASS NOTES *continued*

**Larry Smith** ('66 Forestry) retired January 1, 2001 from the Washington State Department of Natural Resources as a resource protection forester in Lewis County after 32 years. He lives in Curtis.

**James Coffey** ('66 Soc.) is the risk manager for Boise State University. He and his wife, Elaine, live in Nampa, Idaho.

**Carroll Hayden** ('68 Bus. Adm.) retired September 4, 2001 after 33 years at WSU. From 1968 to 1978, he was program advisor for ASWSU, working with a variety of student organizations. He brought a host of concerts and dance performances to WSU, including the Bill Cosby sellout show in 1978.

Through 2000, he was program director for campus recreation and assisted with the referendum process and design and development of the new WSU Recreation Center. For a dozen years, he organized the popular Dad's Weekend "Vehicle Display" on the Terrell Mall.

**Owen V. Johnson** ('68 Hist.) and **Ann Coonradt Tryson** ('67 Educ.) were married May 12, 2001 in Bloomington, Indiana. Owen teaches journalism and history at Indiana University. Ann is working for the national headquarters of Parents as Teachers, a non-profit early childhood group. Their blended family includes five children.

**Lou Hobson** '68 was one of five recipients of the state's Jefferson Award in May. He and the other winners were feted at a luncheon in the Sheraton Seattle Hotel and Towers. The award has been called "the Nobel Prize for public service." A high school bas-

ketball coach and co-founder of the Youth Education & Sports Foundation, Hobson uses a basketball court to instill the importance of academic scholarship and personal goals in young athletes. He says, "basketball is a carrot to get them into the gym." There, he teaches social skills and other valuable lessons about life.

**Rutledge M. Dennis** ('69 M.A. Soc., '75 Ph.D. Soc.) has received the Joseph Sandy Himes Award for a Career of Distinguished Scholarship from the Association of Black Sociologists (ABS). He was recognized for the work done over the course of his career to advance theory and research related to the social conditions of African Americans. The professor of sociology at George Mason University in Fairfax, Virginia, is a past president of the ABS.

Together **Barbara Harman** ('69 Gen. St.) and **Kiyomi Talaular** received a \$1,000 scholarship to participate in the mentor program of the Women's Art Registry of Minnesota. The program enables artists in the early stages of their career to benefit from the wisdom and experience of established artists.

**1970s**

**Joseph Soldati** ('72 English), Portland, is professor emeritus of English at Western Oregon University. He retired in 1997. He received the 2000 Icarus International first-place award for poetry for his poem, "Moon on the Wing."

**Donald O. Schreiweis** ('72 Ph.D. Zool.) is director of professional health studies and associate professor of biology at Saint Louis University. In March 2000 he was elected national treasurer

of Alpha Epsilon Delta, the national honor society for premedical students.

**Kit Latta** ('72 Educ.), a teacher at the Spokane Valley Alternative Education Program, was named Eastern Washington University's Teacher of the Month (December 2000). The teacher program was organized in 1987 by the EWU education department to focus attention on quality teachers and to support student-teacher relationships throughout the region.

**Dennis Rea** ('73 Ag. Econ.) farms wheat, peas, alfalfa, and cattle in Milton-Freewater, Oregon. His wife, **Laura Rea** ('74 Nursing), was the 1999-2000 March of Dimes Oregon Ambassador.

In May 2001 **Garry Grau** ('73 M.A. Educ.) was awarded the doctor of education degree in educational leadership by East Tennessee State University. His dissertation topic was "The Assessment of Tennessee Community Colleges' Roles in Business Incubator Development, as Perceived by Administrators and Incubator Tenants."

**Barbara Smith Kubik** ('74 Hist.) and **Steven G. Lee** ('00 Acct.) have been elected president and treasurer, respectively, of the Lewis and Clark Trail Heritage Foundation. The trail will celebrate its bicentennial in 2003. For more than 30 years, the foundation has stimulated public appreciation of the Lewis and Clark Expedition's contribution to America's heritage. Kubik is a contract research historian and author in Vancouver. Lee, a Colton resident, is an accountant in the WSU Finance Office.

**Lee Henry** ('74 Speech) provided all the special finishing touches and carved the plaster for the Bug Show Theater in Disney's California Adventure Park in 2000.

**Dennis Ray Rehberg** ('77 Polit. Sci.), a rancher and former lieutenant governor of Montana, is a new U.S. Congressman from that state. His wife, **Janice Lenhardt Rehberg** ('78 Polit. Sci.), practices law in Billings.

**Angela Marie Dorgan Seeds** ('78 Bact.), Daphe, Alabama, writes, "I have recently divorced and gone back to school. I'm hoping to enter the Physicians Assistant Program at the University of South Alabama."

**Mike Blair** ('78 Physics), Seattle, has been promoted to head Boeing's commercial aviation services business. He is responsible for 8,000 employees worldwide who staff the company's 24-hour technical support, spare parts, and customer training centers, as well as other operations.

In July **Al Keck** ('78 Comm.) was appointed sports anchor/reporter at WFTS-TV in Tampa Bay, Florida. For the past 13 years, he has served as sports

director/anchor at WTSP in Tampa Bay. He continues his role as television play-by-play announcer for ESPN and Fox Sports and provides commentary for the Tampa Bay Buccaneers Radio Network.

After 16 years of practicing medical litigation in Spokane and Seattle, **Katharine Witter Brindley** ('79 Nursing) has joined the Seattle law firm of Helsell Fetterman. Her practice concentrates on health and hospital law, risk management and medical staff relations, medical malpractice, and licensing matters involving health care professionals.

Former Cougar and professional basketball player **James Donaldson** ('79 Soc.) is president of The Donaldson Clinic. He founded his first physical therapy clinic in Mill Creek 11 years ago and has since added clinics in Cashmere and Tacoma. He serves on the WSU Alumni Board.

**Neal J. Cummings** ('79 Arch. St.), Astoria, Oregon, writes, "I've owned my own video and entertainment store since 1985. We specialize in foreign, midnight (or cult) films, and hard-to-find movies."

**Bill Gruber's** collection of essays, *On All Sides Nowhere*, received the creative nonfiction award from the Middlebury (Vermont) College Bread Loaf Writers' Conference last June. Since 1980, Gruber ('79 Ph.D. English) has been teaching drama and theatre history at Emory University, where he is professor of English and chair of the department. He and his wife are co-authors of a number of stories for children.

**1980s**

**Ann Teberg** ('80 Educ., '98 Ed.D.) is in her ninth year as a faculty member in the education department at Eastern Washington University. Her specialty is preparing others how to teach youngsters to read. Earlier this year, she was named Best Teacher in the Inland Northwest by *Inlander* newspaper in Spokane.

**Frank Blecha** ('81 Ph.D. Animal Sci.) was honored as a distinguished professor by Kansas State University. He is a professor of immunophysiology and head of anatomy and physiology at KSU. For 20 years, he has looked at improving livestock management and preventing disease. He holds three patents, has written 24 book chapters, and is the author of nearly 200 publications.

**Randy Gregg** ('81 Elect. Engr.) and **Steve Hunter** ('86 Elect. Engr.) were promoted by the Benton Public Utility District. Gregg is director of power management. Hunter is director of engineering.

**Joanne Dunn Smith** ('81 Psych.) has been certified as an accredited purchasing

## Boosters of the Desert plan March luncheon

**H**istory professor and former department chair David Stratton will be the featured speaker at the 15th annual WSU Cougar Boosters of the Desert luncheon March 2 at the Desert Island Country Club in Rancho Mirage, California. His title will be "Coming in on a Wing and a Prayer." Festivities will begin at 11 a.m. The golf classic will be played at the Rancho Mirage Country Club March 3.

Last March, more than 140 attended the luncheon in Rancho Mirage. Astronaut John Fabian ('62 Mech. Engr.) and President V. Lane Rawlins were speakers. Seventy participated in the golf tournament.

The boosters planning committee for the 2002 event includes Jim Quann, president; Hal Lyon, vice president; Therese St. Pierre, secretary; and Shirley Nagel, treasurer. Bob Doten is past president, and Terry Burns will serve as golf tournament host.

For additional information contact Quann at 509-838-6771 in Spokane or 760-324-1411 in Cathedral City, California. His e-mail address is cjbquann@msn.com

# Rucks consistently responsive to WSU needs

*"We knew it would help students who were struggling."*

—Jim Ruck

Last spring alumnus Jim Ruck of Everett made Washington State University an offer it couldn't refuse. The chemistry graduate visited his old department and asked for a "wish list" of things the department could use. He made similar requests of Food Science and Human Nutrition (FSHN), Intercollegiate Athletics, and the WSU Libraries.

"In each case they found something they needed," he says. "Given some choices, you look at what appeals to you and what would have the best value in your mind."

Jim and his wife, Lee (née Neff), have made donations to WSU for 43 of the 47 years since their graduation in 1954. Their combined gifts and pledges now exceed \$100,000.

The positive results of their generosity are evident throughout the University. A recent gift enabled the Owen Science and Engineering Library to order the *Handbook of Organic Compounds* and *The Gels Handbook*, two important reference resources. Earlier, Jim and Lee established two \$25,000 endowed graduate fellowships—one in chemistry, the other in food science. And the Rucks agreed to underwrite the cost of a computer projector for multimedia presentations in FSHN, in part because Lee, who earned a degree in home economics, particularly enjoyed her classes in food science and human nutrition.

"They were very responsive to our needs," department chair Alan McCurdy says. He adds that graduate fellowships supported by

Rucks and other donors "often make the difference between a student finishing a degree or not."

The Rucks designated \$25,000 to WSU's planned indoor practice facility for varsity sports and additional monies to women's volleyball. After visiting with faculty and graduate students in chemistry about the work they do and why, Ruck says he had a "good reaction" to what he saw and heard and designated funds there as well.

The Rucks started out by earmarking \$25 a year for WSU. "We knew it would help students who were struggling," he says.

Ruck came to WSU from Tacoma. Lee, reared in Pateros, was in the first group of women to move into Regents Hill when the residence hall opened in 1951. After graduating, she taught home economics for two years in Enumclaw and then spent 16 years at home raising two daughters and a son. Before retiring in 1992, she taught special-needs students at Everett High School for 18 years.

Jim held many jobs, but none longer than six-and-a-half years and, strangely, none in his major, chemistry.

"After I'd been doing something for a while, there seemed to be something else I wanted to do...a new challenge," he says.

He sold insurance in Los Angeles, worked for the Carnation Co. in Wisconsin, and then for a Milwaukee company that manufactured five-gallon steel drums. Later he was employed by a firm that made truck and tractor seats. In 1967 he joined Boeing as an industrial engineer in Everett, before becoming production manager for the Washington State Department of Corrections at the reformatory in Monroe.

There he improved the technology for

making license plate tabs. He also supervised the prison dairy farm, print shop, and shops where inmates made industrial furniture and mattresses.

Ruck said he was always confident in his ability "to handle new circumstances."

"That's the way he is," Lee says.

For example, he has completed six marathon races, including the 1989 Boston Marathon, which he ran at age 60.

The Rucks display personalized WSU license plates on their 1999 red Mercury Cougar.

"A lot of that is loyalty for WSU," Ruck says of the increasing number of WSU license plates he sees on both sides of the state. "It's a symbol that WSU is something special."

—Pat Caraher

**Jim and Lee Ruck, both Class of '54, proudly display their 1999 Mercury Cougar, complete with personalized license plate.**



practitioner and promoted to manager of technical services for Fluor Federal Services in Richland.

**Demetrios Theophylactou** ('82 Comm.) is director of the press office at the High Commission of Cypress in Australia.

**Barbara Krogstad** ('83 Home Ec.) is coordinator for Community Health Care in Buckley. She teaches parents of young children about good nutrition. She and her husband also have a home-based business helping other people start businesses on and off the Internet.

**Christopher Schappel** ('83 Bus. Adm.) is employed in the University of Wisconsin Athletic Department. He moved to Madison in 1998 after nearly five

years with the University of Arizona Athletic Department.

After 16 years with the Coeur d'Alene Tribe, **Kurt Mettler** ('84 Forestry) took the position of forest manager with the Spokane Tribe in October 2000.

**Dwight J. Van Vleet** ('84 Bus. Adm.), Auburn, and **Peter D. Wick** ('85 Soc. St.), Seattle, Lutheran Brotherhood district representatives, have qualified for membership in the organization's 2000 Leaders' Club and the 2000 Executives' Club, respectively. The honors are given to district representatives and executives who are successful in helping their clients link faith, values, and finances.

**Kevin Boldt** ('85 Bact.) has opened a real estate franchise in Spokane. He

reports the arrival of a son, Christian Boldt, born June 27, 2000.

**Jeffrey J. Lewis** ('85 Hotel & Rest. Adm.) is a front-desk agent at the Phoenix Inn Suites Hotel in Olympia. He writes, "I'm using my hotel degree to propel me into upper management of a hotel within the next few years."

**Timothy Devine** ('85 Music, '87 M.A. Music) is a self-employed musician and adjunct faculty member at Chabot College in California. He has performed at San Francisco's Orpheum and Golden Gate Theatres and in concerts with Liza Minelli, Joe Williams, James Moody, and Louie Bellson.

Graphic designer **Jennifer Ward** ('89 Comm.) owns Pick of the Litter Design in Marysville.

## 1990s

**Dr. Beno Mohr** ('93 Biol.) returned to Pullman summer 2001 to practice internal medicine. The University of Washington Medical School graduate received the Seattle Society of Internal Medicine's outstanding senior award. He sees patients who have severe, chronic, or specific illnesses such as asthma or diabetes that require in-depth specialized care.

**Roderick Davis** ('94 Comm.) and his wife, Tina, have moved from Monterey, California, to Bend, Oregon, and write that they are "happy to be back in the Northwest." Tina is a partner in Two Chicks Marketing, which was relocated to Bend. Rod does freelance public relations.

CLASS NOTES *continued*

**Carl Baber** ('95 Hotel and Rest. Adm.) is general manager of the Sawtooth Grill in Spokane's River Park Square. Kitchen manager is **Jim Harbour** ('99 Hotel and Rest. Adm.). "We'll take more WSU grads when other Sawtooth restaurants open," Baber says.

**Nicole Weippert** ('95 Polit. Sci.) joined the Spokane law firm of Lukins & Annis as an associate. She previously worked for Halverson & Applegate in Yakima.

**Tina McCoach Williams** ('95 Soc. Sci.) and her husband, **Clarence "Butch" Williams III** ('95 Rec. and Lei. St.), Olympia, report the birth of a daughter, **Maisy**, May 27, 2000. She joins **Clarence Williams IV**. Butch Williams is in his fifth year with the Washington State Patrol and in his second year with the motorcycle unit.

**Leslie Rowe** ('95 Geol.) is a geologist for Geomatrix Consultants in Costa

Mesa, California. She and her husband, Devon, reside in Santa Ana. They were married December 30, 2000, in Haliburton, Ontario.

**Lisa Schab** ('96 Elem. Educ., '96 Special Educ.) accepted a position with Children's Hospital and Medical Center in Seattle. She teaches children who have long-term medical stays.

Since graduating, **Carrie Horton** ('97 M. Educ.) has been working in various roles for the Community Colleges of Spokane "from a family advocate to a program coordinator for an English as a Second Language program," she writes from Cheney. She currently is a parent education instructor for a family literacy program.

**Keri Shoemaker** ('98 Comm.) is an account executive with Pacific Rim Resource, a communications, marketing, creative design, and public affairs consultant agency in Seattle.

**Christian Seavoy** ('99 Env. Sci.) has been named an agent for the Country Companies insurance group in Kennewick.

**Amber Lynn Brown** ('99), a Starbucks Coffee manager, writes from Bothell, "I'm traveling to other states and other countries opening new Starbucks and training people in our policies and procedures. I love it."

**Angela Slade** ('99 Bus. Adm.), an accountant, and her husband, a nuclear technician, live in Kennewick.

**Scott Randall** ('98 Kinesiology, '99 M. Ed.) works for the WSU athletic department. His wife, **Sharae Schulke Randall** ('99 Bus. Adm.), is employed by the WSU Creamery mail order department.

**Byron Seney** ('99) is employed by Seney Farms in Dayton, where he lives with his wife, Kimberlea Crothers, a State Farm Insurance employee.

**Beth Britt** ('99 Ph.D. Comp. Sci.) has joined Aurora Consulting Group Inc. as president/chief executive officer in Spokane. She also teaches computer technologies at Eastern Washington University.

**Kamryn Merrill** ('99 M.A. Spe. and Hear. Sci.) is a speech-language pathologist in Fortuna, California.

**Jamie Kern** ('99 Bus. Adm.), Des Moines, was the final female contestant "banished" from the household in last season's CBS television show, *Big Brother*. She was voted out in a phone-in viewer poll, leaving three male finalists. Originally, 10 contestants had been confined to a house where video cameras allowed them little privacy. They also had no interaction with the outside. Kerns, who frequently appeared on the show in a WSU sweat-shirt, failed to qualify for the \$500,000 grand prize. She was the reigning Miss Washington in 2000.

## Life's twists and turns lead WSU alumna to success



*"At Washington State, I found ... professors who encouraged us to formulate our own thoughts and opinions."*

—Jodi Vevoda

**A**t one time or another, we've all formulated plans for where we want to be five, 10, 20 years down the road. But life has a way of making its own plans for us. No one knows that better than Jodi Vevoda, vice president of advertising for *USA TODAY*.

After graduating in 1979 from Washington State University, where she focused on interior design, she interviewed at several design firms. She was surprised to receive the same advice from each of them: Gain experience in sales in order to avoid starting on the lowest rung of the job ladder and to be better positioned to temper technical skill with practical knowledge.

"Retail sales was not what I had in mind," she says. Nevertheless, she took a break from design and chose to learn some different trades and "fine-tune my sales skills."

Vevoda moved to Houston, where she

became sales representative for Pan Am Airlines. Later she was recruited by *Ultra*, the magazine devoted to Texas high society and fashion. Her four years with the magazine, during which she was promoted to vice president of advertising, proved to be the springboard that launched her career. After a stint at *Texas Business Magazine*, she moved to Chicago, where she held jobs with Parade Publications and Playboy Publications, and as regional advertising director for *USA WEEKEND* magazine. In January 2001 she was named vice president of advertising by *USA TODAY*.

At times Vevoda reflects on the fact that she doesn't work in the field she prepared for in college. "But it's hard," she says, "to jump off a flourishing and rewarding career path once you are on it." Nonetheless, while hard work and determination have played a key role in her success, she gives a lot of credit to the "invaluable learning groundwork" she received at WSU.

"Because Pullman is a small town, it might be assumed that the atmosphere of the school would reflect small-town attitudes. It really doesn't," she says. "At Washington State, I found a wonderful mix of culture and diversity between students and professors who encouraged us to formulate our own thoughts and opinions."

At *USA TODAY*, Vevoda oversees Midwest and West Coast advertising efforts and a \$100 million operating budget. She says *USA TODAY* is the number one news source in the

world, with a total daily circulation of 2.3 million. Included under its umbrella are *USATODAY.com*, which offers 250,000 to 300,000 pages of news at one time; *USA TODAY Baseball Weekly*; and *USA TODAY LIVE*, a broadcast operation that creates synchronization between the newspaper, the Web site, and the Gannett Co., Inc. group of television stations.

"Today, people are constantly on the go. They want to receive their news in a concise, convenient, and attractive package," she says. "As the only newspaper national in scope, *USA TODAY* has adapted to this changing lifestyle and successfully met the challenge."

Although she hasn't sat down at a drafting table in several years, Vevoda still has a talent for interior design. A case in point is the pre-World-War-II condo she gutted and redesigned with the help of a contractor. "It took a year and a half, but the payoff is that *Chicago Home & Garden* magazine has already been out to take a look," she says. "So I suppose you never truly leave your first love. Mine was always there. It just needed the right timing and confidence to bring it out and show it off."

"The time I spent at Washington State was a wonderful training ground," she adds. "It gave me the balanced background I needed to adapt to the twists and turns in my life."

—Kristen DeYoung Drake

**Rob Geary** ('99 Finance) is a financial analyst for Boeing in Everett. His wife, **Aimee Walters Geary** ('99 Hotel & Rest. Adm.), is food service director with ARAMARK in Renton.

#### 2000s

**Misty L. Holt Lawrence** ('00 Biol.) is a mission and community relations coordinator at Lourdes Medical Center in Pasco. Her husband, **Richard "Rick" Lawrence** ('00 Ag. Tech.) is an equipment operator for Blue Ridge Farms. They live in Kennewick.

**Jeff Evans** ('00 Comm.) is assistant sports information director at Arizona State University. His main responsibilities include covering the baseball and women's volleyball teams.

**Calley Vandegraft** ('00 Fine Arts) is a petty officer and a reserve photographer for the Navy.

**Kristi Lyn Van Batavia Tippet** ('00 Elem. Educ.) is a substitute teacher in the Tri-Cities. Her husband, **Ryan Tippet** ('00 Crop Sci.), is employed by H & R Agriculture in Pasco. They live in Kennewick.

**Stacy Slade** ('00 Bus. Adm.) is a corporate account manager with the Columbus (Ohio) – Crew of Major League Soccer.

### IN MEMORIAM

#### 1910s

**Edna "Mae" Sherman Johnson** ('19 Music), 104, June 12, Hermiston, Oregon. Purchased Corner Drug Store in Pullman in 1925. Alpha Delta Pi sorority.

#### 1920s

**Cletus F. Daniel** ('29 Math and Sci.), 93, January 17, Chattaroy, dementia and cardiac arrest. Taught at several Eastern Washington high schools. Later took over family farm at Colfax. Raised wheat and Angus cattle there and in Hunters. Alpha Kappa Lambda fraternity.

#### 1930s

**Ernest R. "Mac" McCall** ('32 M.S. Agri.), 92, Riverton, Wyoming. Coached WSU livestock judging team to national championship in 1935. Taught animal husbandry at Montana State and University of Arizona. Worked in cattle and sheep research with the Quaker Oats Co., 1949-1972.

**Helen Dopps Cooney** ('34 For. Langs.), 88, August 15, Longview. Taught in Colville, Richland, and from 1948 to 1975 in Pasco.

**Angelo Gaudrone** ('35 Educ., '48 M.A. Educ.), 88, July 5, Tacoma, cancer. Desegregated Tacoma Public Schools in late '60s. "Father of Tacoma Community College."

**Geneva L. Thompson Brotherton** '36, 85, March 27, Seattle. Married Tex Brotherton in 1938. She was business manager for Brotherton Garage in Walla Walla.

**Dr. Fred D. Maurer** ('37 D.V.M.), 92, June 5, 2001, Austin, Texas. Col. (Ret.) after 23 years with the U.S. Army Veterinary Corps, and 12 years at Texas A & M as associate dean of the School of Veterinary Medicine. Earned Legion of Merit Award and two Commendation Medals from the Army Surgeon General for research. His specialty was virology and pathology of infectious diseases in food producing livestock. Worked in the U.S., Canada, Asia, Middle East, South America, and Africa.

**George J. Baken** ('39 Pharm.) April 25.

**Gordon M. Dodd** ('39 Gen. St.), June 13, Toledo, Ohio. Retired physician.

**Irving R. Newhouse** ('39 Anim. Hus.), 80, March 29, Sunnyside. Elected to state legislature in 1964. Served in House until 1980, then Senate until 1998. When he retired, the senate office building in Olympia was renamed in his honor. Alpha Gamma Rho fraternity.

#### 1940s

**Verna Bray Robinson** ('40 Off. Adm.), 81, July 28, Kirkland, cancer. Spent 28 years with SeaFirst Bank. Branch manager at Lakewood, Washington.

**D. Jean Driver Jansen** ('41 Off. Adm.), 82, May 22, Portland, Oregon. Wenatchee Apple Blossom Queen in 1936. Secretary to the assistant manager of Puget Sound Power and Light Co. in Seattle.

**Shirley Ryan Feroe** ('42 Speech), 81, July 13, Enumclaw. ASWSU president as a senior. Red Cross volunteer in Nice, France, during WWII. Employed in banks in Seattle, worked for the *Kent News-Journal*, and later opened her own tax and personal finance practice. Alpha Gamma Delta sorority.

**Harold R. "Hal" Ambuehl** ('44 Chem. Engr.), 79, June 18, Sarasota, Florida, lung failure. Publisher and founder of the Southern Book Service in Hialeah, Florida. Earlier was general manager of the Cardenas Pulp and Paper Mill in Cardenas, Cuba.

**William Inman** ('45 D.V.M.), 80, March 6, Napa, California, cancer. Had a private small animal practice for 37 years. Retired in 1986.

**Robert E. Strickler** ('48 Mech. Engr.), 78, Portland, Oregon. Engineer for the Bonneville Power Administration and Esco Corp, and later was a partner in KEI engineering firm in Portland.

# Q&A

## Ask Joanne About...



Our home has lots of sun shining into our livingroom. The sun helps warm our house, and we love the "sunny feel" in the room. A friend says the sun can damage our antique furniture. Should I be concerned?

Absolutely! The cheery rays of sunshine can visually warm a room and give people a real emotional boost. However, those same rays of sunshine can ruin your furniture. "Sunfading" and "sunrot" are the results of unprotected sun beating down on wood furniture, fabrics, and fibers. Sun can dry out the top layer of the furniture finish, fade the wood below, and raise the wood to a rough feel (similar to the raised hair on a cat's back).

In addition, the glue holding the furniture together can disintegrate, the joints loosen and crack, and the wood split. In the case of an antique chair, the weight of a person sitting may cause the piece to break. Leather, carpeting, fabrics, and any fiber item should be protected so the sun doesn't weaken the fibers, fade the items, and cause permanent damage.

There are many window treatments on the market today that provide sun protection. Some products provide protection while allowing you to enjoy the view.

That old saying, "It's better to be safe than sorry!" really applies to protecting your cherished pieces from sun damage.

**Joanne Anderson**

**Owner of Design Effects Interiors**  
E. 340 Main, Pullman, WA 99163

Joanne regularly consults throughout the state. You may send questions to her to be featured in the Q/A column. For consultation appointments in your home or office, she can be reached at: 1-509-332-8000 or e-mail: [designeffect340@hotmail.com](mailto:designeffect340@hotmail.com)

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## IN MEMORIAM continued

### 1950s

**Lewis D. Cannell** ('50 Ed.D.), 93, April 10, Vancouver. Chief administrator of Clark Community College for 35 years.

**Lee G. Connel** ('50 Civ. Engr.), 75, June 29, Gig Harbor. Owned a non-destructive testing business, X-Ray Inc., in Seattle for more than 30 years.

**Richard E. "Dick" Helgeson** ('50 Civ. Engr.), 75, March 11, Wenatchee. Worked on hydroelectric projects in Pakistan, Thailand, Colombia, and Indonesia with Harza Engineering. Later was an orchardist.

**Robert A. Jacques** ('50 Civ. Engr.), 74, April 30, Indian Head, Maryland. Project facilities manager for the U.S. Navy for many years in the Washington, D.C. area.

**Darwin D. Lambier** ('50 Agri.), 76, Richland, pancreatic cancer. Sergeant with Black Sheep Squadron during WWII. Retired in 1987 as a radiation safety instructor, United Nuclear Corp.

**Margaret Sheely Parker** ('50 Soc. St.), May 18, Ocean Shores. ASWSU secretary 1949-50. Taught first grade at Portola Valley, California, until 1979. With husband, John, visited more than 100 nations.

**Marion Bacon** ('52 M.S. Entom., '56 Ph.D. Bact.), 87, July 31, Missoula, Montana, leukemia. Served in Battle of the Bulge. Taught microbiology at the University of Nebraska College of Medicine in Omaha, and then at Eastern Washington University until he retired.

**Dean D. Ellis** ('52 Agron.), 72, July 6, Tacoma. Retired as president and CEO of the Viking Community Bank of Ballard in January 2000.

**Carol Saunders Woodruff** ('52 For. Lang.), 70, April 14, Richland. Active in Guemes Island Community Club. Kappa Alpha Theta sorority, Phi Kappa Phi, Phi Beta Kappa.

**James C. Heckman** ('53 Journ.), 69, May 26, Seattle. Worked for United Press International, *Honolulu Star-Bulletin*, and was photo editor for more than 20 years with *The Seattle Times*.

**Edwin M. "Matt" Hanford** ('53 Sci.), 68, October 3, 2000, Bellevue, cancer. Seattle dentist, 1969-91. Phi Kappa Tau fraternity.

**Ralph Lawrence Body** ('54 Pharm.), 70, December 24, 2000. Worked as a pharmacist in Grandview and Seattle. Retired from the University of Washington after 30 years with the Department of Pathology. Compiled an extensive annotated index of the taxonomy of mollusks.

**Dr. Duane F. Brobst** ('54 D.V.M.), 77, July 14, Pullman. Joined WSU faculty in 1970 as professor and head of the

Clinical Diagnostic Lab, College of Veterinary Medicine.

**Robert B. Ferguson** ('54 Speech/Comm.), 73, July 22, Jackson, Mississippi, cancer. Wrote No. 1 hit song, "Wings of a Dove" and produced records for Dolly Parton, Porter Wagoner, and other country music stars at RCA Records in Nashville in the '60s and '70s.

**Carol Dietrich King** ('54 Bus. Adm.), 69, April 30. In 1979 she and her husband, Robert, purchased the Atwater (California) Almond Ranch.

**Jocelyn Schneider Konigsmark** ('55 Music), 68, January 26, Bryn Mawr, Pennsylvania, heart attack. Taught elementary school music in Seattle and in India. Earned a bachelor of divinity degree from Princeton Theological Seminary.

**Nicholas "Nick" Wizinsky** ('57 Mech. Engr.), April 13, Bellingham.

### 1960s

**Curtis Franklin** ('60 Elect. Engr.), 70, May 4, Livermore, California, amyotrophic lateral sclerosis. Worked in weapons design at Sandia National Laboratory for 25 years. Navigator on a B-36 bomber in Korean War. In 1987, bicycled from California to New Jersey with his son.

**Marilee "Micki" McMonagle Colwell** ('65 Comm.), 58, May 27, Aberdeen. Worked at *The Aberdeen World* and later with WSU Extension in Montesano. Served on WSU Alumni Board for 10 years in late '80s and early '90s.

**Herbert DeBoer** ('65 Gen. St.) 69, June 28, Bainbridge Island. Food broker for many years. Tau Kappa Epsilon fraternity.

**Mark O. Vogel** ('65 Educ.), 58, July 28, Hood Canal. Operated Mark Vogel Furniture in Pullman, 1975-1987.

**John David Roberts** ('67 M.A. Educ./Elem. Educ.), 94, Albany, Oregon. Worked for Crown Zellerbach for 50 years, retiring in 1972 as president of Waterway Terminals in Portland.

### 1970s

**Sandra J. Rolene** ('73 Engl.), 50, July 7, Vancouver, cancer. Human resources manager for the Ocean Shores Casino.

**Mark D. Beem** '74, 47, July 24, Kent, melanoma. Employed by air freight company. Longtime successful summer youth baseball coach in Kent. Pitched a 6-0 no-hitter for WSU against Eastern Washington in 1973.

**Elaine Barrett** ('76 Educ.), 46, November 15, 2000, Seattle. Taught special education in Tri-Cities elementary schools. Employee of the Washington State Ferry system, 1988-99.

## Hastad heads University of Wisconsin-La Crosse



Douglas N. Hastad

In March Douglas N. Hastad was appointed ninth chancellor of the University of Wisconsin-La Crosse, a school of more than 9,000 students. The Moorhead, Minnesota, native earned a master's degree in health and physical education at Washington State University in 1971. He holds an Ed.D. from Arizona State University.

Hastad joined UW-La Crosse in 1989 as dean of the College of Health, Physical Education, and Recreation and as professor of exercise and sport science. In 1998 he was named interim provost and vice chancellor for academic affairs. He previously was associate professor and chairman of the Department of Physical Education at Texas Christian University (1984-89).

Hastad is co-author of three editions of a college text, *"Measurement and Evaluation in Physical Education and Exercise Science."*

**Charles Miller** ('76 Chem.), 47, February 4, Sante Fe, New Mexico. Joined Los Alamos National Laboratory in 1980. Spent most of his career conducting research with lasers and leading critical projects related to national security.

**William Sperry** ('76 Animal Sci.), 53, March 3, Pullman. WSU employee for 29 years—first as manager of the Poultry Center and then in furniture repair.

**Carol Zenier** ('76 Biochem., '78 Vet. Sci., '80 D.V.M.), 46, January 25, 2001, Portland, Oregon, cancer. Veterinarian for Nehalem Bay Veterinary Services.

**Charles M. "Chuck" Dietrick** '77, June 16, Galveston, Texas, aneurysm. As a junior in 1975, he kicked a school-record four field goals in WSU's 18-14 football win over Kansas and booted 12 point after-touchdown kicks against Idaho.

**Patrick R. Haley** ('78 Elect. Engr.), 82, December 21, 2000, Castlegar, British Columbia. Engineer for Cominco until retirement. Phi Sigma Kappa fraternity.

**Ernest Weeks** ('78 Hort.), 47, January 1, Mattawa, hunting accident. Horticulturist for Wilber Ellis Co. and G.S. Long. Apple grower.

### 1980s

**Jim Corcoran** ('80 Biol.), 44, January 6, 2001, Pullman, complications of open heart surgery. Eighteen-year veteran of the Pullman Police Department.

**Douglas Luedecke** ('80 Food Sci. & Hum. Nut.), 43, August 5, Moses Lake. Employed by Safeway milk plant, first

in Salt Lake City and since 1986 at Moses Lake. Recipient of 1998 Safeway President's Award.

**Tim Prang** ('80 Acct. & Polit. Sci.), 43, July 26, Spokane, non-Hodgkin's lymphoma. Began career at Appleyard Chevrolet, Spokane. Helped build the multi-dealership into the largest in Washington. It was sold in 1997 to Auto Nation, and Tim managed dealerships in several states. Pi Beta Pi fraternity.

**Lynne Robinson** ('80 M.A. Music), 45, January 5, Marina Del Rey, California, surgery complications. Human resources executive with the Mattel Corp.

**Daniel Martin** ('85 Comm.), 38, January 29, 2001, Seattle. Sales manager for a Seattle advertising firm. Sigma Phi Epsilon fraternity.

**Stephanie Byram** ('86 Bus. Adm.), 38, June 9, Squirrel Hill, Pennsylvania, breast cancer.

**Emma V. Candia** ('89 Comm.), 34, November 14, 2000, Everett.

**Ira Keith Mann** ('89 M.A. Music), 61, May 11, Red Deer, Alberta, motorcycle accident. Founding member of the Red Deer College of Music in 1979. Established the *Canadian Band Journal* and was editor for 25 years.

### 1990s

**Scott Schmidt** ('96 Civ. Engr.), 28, February 28, Richland. Worked for the Washington State Department of Transportation.

## A BETTER SYSTEM OF BRACES

*"Imagine if you are a patient, the significant difference that decreased pressure is going to make to your comfort level."*

**A**s a child, Dr. Dwight Damon ('62 Zoology) had more than his share of curiosity.

Damon's father, who taught math and science at Spokane's West Valley High School, always encouraged him to question and explore everything. "He instilled in me that desire to always find the better solution."

At Washington State University, encouragement came from zoology professor Herbert Eastlick.

"Herb was my advisor, my mentor, and my friend," says Damon. "He was constantly challenging us, encouraging everyone to reach their full potential."

That desire and encouragement have paid off for Damon. Now a Spokane orthodontist, he has developed a new system of braces that is revolutionizing the profession.

Damon left WSU in 1962 for the University of Washington's School of Dentistry, where he graduated in 1966. After a two-year tour of duty in the Navy, he returned to the UW in 1968 for his orthodontic residency. He has practiced in the Spokane Valley since 1970.

So where did the idea to create a "better system of braces" come from?

**Spokane orthodontist Dwight Damon has developed a system of braces that is less painful and reduces treatment time by six to eight months.**



"I've always liked challenging what I was doing," says Damon. The more he studied the established system of braces, the less sense it made to him. So one day he told his wife, "I am going to change the way that the world does braces."

The traditional system of braces consists of metal brackets on each tooth, with a wire running through each bracket from one side of the mouth to the other. The wire exerts pressure on the teeth, moving them into their correct position.

A significant problem with this system has been that the ties connecting the wire to each bracket actually inhibit the teeth from moving. Wire or rubber ties that exert heavy force can cut off the blood supply in the area between the root and the surrounding bone, hindering the teeth from moving until the blood supply is re-established.

Damon realized that the key to change was to develop a system that relies on guidance of teeth rather than force. Unlike traditional braces, the Damon System II braces include a slide that closes on the outside, forming a tube to hold the wire. By eliminating the binding ties, orthodontists can take full advantage of high-tech, low-force wires. Instead of forcing the teeth to move, the Damon System II braces guide them into position.

"This method decreases the amount of force on a single tooth by over 600 times," says Damon. "Imagine if you are a patient, the significant difference that decreased pressure is going to make to your comfort level. And what we have found interesting is that most adults can now be treated in the same amount of time as children." The system reduces the average treatment time by six to eight months.

Of course, envisioning the new system was simply the first step for Damon. He had to find a company willing to develop and manufacture the braces and work through engineering and marketing issues. Damon has been working on the system for about 12 years. The latest version made its appearance in orthodontists' offices last June.

But even getting the system off the ground was not the biggest challenge, says Damon. "It has been figuring out how to use it most effectively, and how to teach other clinicians how to use it. Change can be challenging, especially in a well-established industry like orthodontics. But it has been exciting over the past few years to see this new technology gain acceptance all over the world.

"Plus, I . . . love what I am doing. When a 14-year-old patient throws her arms around you and thanks you for changing her life, that feeling is truly overwhelming."

—Kristen DeYoung Drake

#### IN MEMORIAM *continued*

**James Scott** ('96 Polit. Sci.), 38, April 18, Colfax. WSU program support supervisor for the past three years.

**Brian D. Ruetten** ('97 Range Mgmt.), 31, February 12, Tok, Alaska, snow-mobile accident. For the past three years, he had been employed with the Bureau of Land Management for the U.S. Department of Interior in Alaska. Served with the U.S. Army Airborne Rangers.

#### 2000s

**Alex Velkov** ('00 Comptr. Sci.), September 2000, Air Force pilot killed in flight training exercise.

**Adrian Thomas** ('02 Bus. Adm. major), 21, August 3, Price, Utah, train-automobile accident. Batted .339 last spring for Cougar baseball team.

#### Faculty and Staff

**James Eugene "Jim" Coleman**, 69, August 3, Duluth, Minnesota, acute pancreatitis. WSU women's volleyball coach, 1983-85.

**Lincoln Constance**, 92, June 11, Berkeley, California, noted botanist at the University of California. Instructor at WSC, 1934-36, and then assistant professor for one year.

**George R. Hearn**, 82, April 30, multiple injuries from April 16 automobile accident. WSU faculty member in physiology and biochemistry, 1958-1964.

**Lori Irving**, 38, April 29, Vancouver, torn aorta. Associate professor of psychology at WSU Vancouver since 1993. Her unborn daughter, Mackenzie Moran Irving, due in mid-May, died April 30. Donations may be made to the Lori Irving Memorial Fund c/o the WSU Foundation, 14204 NE Salmon Creek Avenue, Vancouver, Washington

98686 or by calling Jennifer Crooks, 360-546-9604.

**Sherman Lowell**, 82, February 28, Florence, Oregon. Scientific liaison officer at the American Embassy in London. Chair of the Graduate Mathematics and Physics Department, Adelphi University. Joined WSU faculty in 1961. Taught mathematics, physics, and computer science. Later was chair of both mathematics and physics.

**H. Delight McAlpine Maughan**, 90, May 28, Pullman. Department of Food and Nutrition chair, 1948-73. Previously taught at Cornell. Worked for international understanding through her close relationship with students from other countries. Took several of these students into her home. Visited nine Asian countries on a sabbatical leave in 1967. A floor in Orton Hall is named in her honor. Husband, **Orlo Maughan**, was a member of the College of Agriculture faculty before he died in 1947. Survived by six children, all WSU graduates.

**Kevin Reed Moore**, 43, June 23, Tekoa, apparent heart attack. Computer systems administrator in WSU Office of University Publications and Printing.

**Raymond L. Soderstrom**, 62, June 20, Pullman, cardiopulmonary arrest. Joined WSU in 1987. Worked in payroll and benefits department.

**David B. Strother**, July 10, Las Vegas, Nevada. WSU professor of communication, 1967-91.

**Viola Weis**, 86, March 6, Boulder City, Nevada. Clerk with the USDA Soil Conservation Service in Uniontown. In 1949 became a secretary for the Department of Agriculture's Bureau of Entomology and Plant Quarantine Office, WSU.

## Gorham earns award for animal disease research

**J**ohn Gorham, longtime professor of veterinary microbiology and pathology in the College of Veterinary Medicine at Washington State University, received the Gold Head Cane Award in July. The award from the Hartz Mountain Corp. recognizes his landmark contributions to the epidemiology of certain animal diseases, some of which also affect humans.

Gorham is an international authority on slow-virus disease research in animals. He is perhaps best known for his 1953 co-discovery of the microorganism responsible for salmon poisoning in dogs and foxes.

In recent years, Gorham's research group has worked on three fronts—developing a diagnostic test for scrapie in sheep; investigating the molecular biology, immunology, and epidemiology of hemoparasitic diseases; and bovine herpes viruses.

Gorham holds two degrees from WSU, including a D.V.M. earned in 1946. In 1993, he received the WSU Regents Distinguished Alumnus Award, the highest honor the University bestows on its graduates.



**John Gorham received the Gold Head Cane Award in July from the Hartz Mountain Corporation for his work in the epidemiology of certain animal diseases. In 1993 he won WSU's Regents Distinguished Alumnus Award.**

## We'd love to hear from you!

**A**LUMNI MAY SEND class notes via e-mail to [caraher@wsu.edu](mailto:caraher@wsu.edu); by fax to **509-335-0932**; or by snail mail to:

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Please include the year(s) you graduated, the degree(s) you received—e.g., bachelor of business administration—and your current address and occupation. Obituary notices may also be sent to *WSM*.

## BOOKS



### **Hungry for Wood, An American Memoir**

by C. Herb Rhodes ('47 Speech)

An Alaska sourdough with Washington State University credentials, C. Herb Rhodes has written his memoir book, *Hungry for Wood, An American Memoir*. The book derives its name from an Indian translation of the author's hometown of Hoquiam.

The story is both a romance of the sea and an epic. His late father, Charles, a tugboat engineer, was unemployed for eight years during hard economic times, forcing the family to carve out a living in the woods near Hoquiam.

Both father and son were wounded during World War II. Charles, a Merchant Marine officer on a liberty ship, was hit by Japanese machine gun fire in October 1944. Herb, a Navy gunnery officer with the 5th Marine Division, was wounded twice February 19, 1945, while unloading tanks with landing forces at Iwo Jima.

"We put 42 tanks on shore. Forty were lost in 20 minutes as they hit land mines on the beach and blew up," Rhodes says. He adds, some 2,000 Marines died the first day.

Back at Washington State College, Herb served as editor of the *Daily Evergreen* and completed a degree in speech in 1947. In 1948 he moved to Anchorage, where he became a reporter and editor of the *Anchorage Times*. During his tenure, the paper's investigative reporting resulted in the city police force being fired for corruption. He retired from the *Times* in 1950, worked as public relations director of the Alaska Railroad for four years, and then started the Anchorage Printing Co., which his son, Greg, now runs. He also founded his own weekly newspaper, *The Great Lander*, which grew to a circulation of 86,000 between 1969 and 1995.

Wildlife encounters in the Alaska wilderness and adventures with Mac, a yellow dog of the North, round out Rhodes's memoirs.

Copies of *Hungry for Wood* may be obtained for \$20 from C. Herb Rhodes, 2210 Lord Baranof, Anchorage, Alaska 99517.

### **The War Years: A Chronicle of Washington State in World War II**

by James R. Warren ('49 Speech/Comm.)

University of Washington Press

Most Washingtonians don't realize that their state—with a wartime population of just over 1.7 million—did as much or more per capita than any other state to help win World War II, says James R. Warren.

The Washington State University alumnus ('49 Speech/Comm.) and Bellevue resident is author of a new book, *The War Years: A Chronicle of Washington State in World War II*.

The state's 15 shipyards were busy building warships. Boeing turned out thousands of B-17 and B-29 bombers. Pacific Car and Foundry produced hundreds of Sherman tanks. And Hanford purified the plutonium for the atomic bombs dropped on Japan by B-17s. When the war started in 1941, the state had not produced an ounce of aluminum. When victory arrived in 1945, Washington was the country's third-largest producer of aluminum.

Victory had a telling price, however. *The War Years* lists the names of more than 6,200 of the state's young men and women who were killed. Warren includes stories of 25 Medal of Honor winners from Washington, including Douglas Munro of Cle Elum, the only Coast Guardsman in U.S. history to earn the highest award for bravery. Also listed is Gregory "Pappy" Boyington of Tacoma and Okanogan, Marine Corps pilot of the famed "Black Sheep" Squadron. He shot down 26 Japanese planes during the war and later wrote two best-selling books that became television series.

Warren mentions his alma mater several times and tells how the draft affected the campus.

"At Washington State College in Pullman, the war's impact was obvious beginning in 1942. At men's dormitories and fraternities, stripped beds and suitcases piled at the door were common sights. Instead of football rallies, students gathered at the Pullman train depot to say goodbye to friends," Warren writes. "Many male students did not study hard because they doubted they would be on campus long enough to earn a

degree. Others applied themselves with vigor in hopes of qualifying for Officer's Candidate School or pilot training or other personal objectives. Before the 1942 fall semester ended, the men's dorms and fraternities were almost vacant."

A native of Goldendale, Warren served with the 42nd Rainbow Division in World War II and was wounded and captured by the Germans during the Battle of the Bulge. Following his discharge from the Army in 1945, he graduated from WSC, received a teaching fellowship at the University of Washington (1950), and worked as a radio announcer and newsmen in Seattle for 13 years while completing a doctorate (1962). Later, he was public relations director with the Seattle Public Schools, helped plan Seattle's community colleges, and served a 10-year term as the first president of Edmonds Community College. In 1980 he was named director of Seattle's Museum of History and Industry, a position which allowed him to satisfy his "abiding interest in history."

In retirement Warren continues to write about the Pacific Northwest, including a sesqui-centennial history of Seattle. "When I find time," he says, "I hope to write my personal wartime story."

*The War Years* was published by History Link in cooperation with the University of Washington Press. Ordering information is available at <http://www.washington.edu/uwpress>

### **Beyond Outcomes**

Edited by Richard Haswell, WSU Professor of English, 1967-1999

Ablex Publishing, Westport, Connecticut

For the first time in the 126-year history of college-level writing programs, a single scholarly book focuses on one university's writing program.

*Beyond Outcomes: Assessment and Instruction Within a University Writing Program* tells the story of Washington State University's Campus Writing Programs. *Beyond Outcomes* fully describes a set of innovations that have become models for the nation: the University Writing Portfolio, a system of peer-led group writing tutorials at the freshman and the junior levels, and an "expert rating system" that Brian Huot, co-editor of the journal *Assessing Writing* and a leading expert on writing assessment, has called one of the most promising developments in the field.

More important, though, this book lays out an argument for attempting such a complex, large-scale, locally run assessment. The authors demonstrate that complex assessments of students' learning outcomes provides extensive information about how and how well students are learning one of the most important sets of abilities they will acquire during their years of schooling—the ability to communicate in writing.

That information, as several of the book's

chapters reveal, enables faculty to improve the ways they help students strengthen their writing abilities, and it shows the faculty of the Campus Writing Programs how to further improve vital services such as the Writing Center, as well as the assessments themselves.

Perhaps the most outstanding feature of this story is the way WSU faculty exemplified the Cougar spirit.

While other large universities were—and, in most cases, still are—wondering whether writing portfolios might somehow be useful assessment tools, in 1987 WSU's Faculty Senate had already approved them, in principle, for the junior-level assessment.

Today, while other universities consider how they might effectively involve assessment with instruction, WSU is already doing so. And now that *Beyond Outcomes* has been published, more of those other universities will look to WSU for a model they can adopt.

Contributing writers who are WSU faculty members, former faculty members, or alumni include William Condon, Fiona Glade, Lisa Johnson-Shull, Diane Kelly-Riley, Richard Law, Galen Leonhardy, Susan McLeod, Jennie Nelson, and Susan Wyche.

### Investment Madness: How Psychology Affects Your Investing...and What to Do About It

by John R. Nofsinger, WSU  
Assistant Professor of Finance  
Financial Times Prentice Hall

In his new book, *Investment Madness: How Psychology Affects Your Investing...and What to Do About It*, John R.

Nofsinger ('88 Elect. Engr., '96 Ph.D. Finance) debunks the accepted wisdom that people make rational investment decisions. They don't. The book lays out the psychological biases and emotions that often trip up investors, impair their decisions, and consequently jeopardize their wealth.

Unlike other books on finances, this one "focuses on the reader—the investor, rather than on the stock market and investment strategy," says the Washington State University assistant professor of finance.

While investors blame financial analysts and overhyped stocks for the depressed state of many nest eggs following the recent stock market collapse, Nofsinger says that it is the investors themselves who should shoulder the blame. The book contends that easy access to the stock market and the Internet are making investors more vulnerable than ever to their psychological biases. He clusters these biases into three categories:

*Not thinking clearly.* This causes investors to trade too much and take too many risks; to focus on the good traits of securities and ignore the

bad signs; or to maintain the status quo and do nothing.

*Letting emotions rule.* Seeking pride causes investors to sell winners too soon; trying to avoid regret causes investors to hold losers too long.

*Ignoring the way the brain works.* Cognitive dissonance filters information, changing recollections of bad experiences and impairing an investor's ability to properly evaluate investment choices. Associated with this is what Nofsinger calls "representativeness," or the brain's way of reducing complexity by taking shortcuts and judging information based on stereotypes of previous experiences. This leads investors to put too much faith in stocks that they are familiar with or that represent desirable qualities.

"By being aware of your biases and working to overcome them," Nofsinger says, "investors are more likely to make good investment decisions, reach their investment goals, and see their money grow faster."

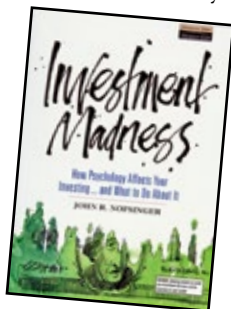
He recommends five main strategies to overcome biases: 1) Know what your biases are. 2) Know why you are investing. 3) Set and stick to quantitative investment criteria. 4) Diversify. 5) Control your investment environment.

If you find these recommendations hard to follow, consider setting aside some "play money." Set up two brokerage accounts, one containing the bulk of the wealth and the other that allows you to aggressively trade a small portion of the total.

"I can't guarantee a specific return each year," Nofsinger says to those who follow the book's advice. But he does guarantee that investors who identify their biases and act to overcome them will do better than if they stick with their current ways. In addition, they are much more likely to avoid making disastrous decisions that seriously harm their wealth.

*Investment Madness* was "still getting media attention" in late July, six weeks after it was published, Nofsinger reports. He had conducted interviews for television with *The Money Gang* on CNN's *Financial News*, New York Cable One, and the *USAM News* by Bloomberg TV on the USA Cable Network. In addition, he has been interviewed by Wisconsin Public Radio, Milwaukee Public Radio, *The Wisdom Show* on National Talk Radio, and *Radio Free Wall Street* in New York and Philadelphia. All this in addition to interviews with *Forbes* and *Business Week*, Reuters News Service, and book reviews in *Kiplinger's Personal Finance* and *Better Investing Magazine* (forthcoming in December issue).

Nofsinger is currently teaching the introductory undergraduate finance course at WSU and will teach a graduate investing course in the spring. He is using a "scaled down" version of *Investment Madness*, without the cartoons from the *New Yorker* magazine, in his class.



## CALENDAR OF EVENTS

### DECEMBER

- 5 University/Community Holiday Celebration, Lewis Alumni Centre, Pullman
- 7 Honors Lecture, WSU Vancouver
- 15 WSU Fall Commencement
- 22 Semester break begins

### JANUARY

- 14 Spring semester begins
- 21 Martin Luther King, Jr. Day

### FEBRUARY

- 22 Dedication of Health Sciences Building, WSU Spokane

### MARCH

- 1-2 Spring Meeting, WSU Alumni Association Board of Directors, Lewis Alumni Centre
- 18-22 WSU Spring Break

For further information, please contact  
Margie Elliott, 509-335-6686.

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I've been thinking....

What came first,  
the chicken **or** the egg?



#1-2001

By Sonja Gerard & Tim Steury

**THE EGG!!**



Ken Kardong - studies amphibians, reptiles and evolution



The chicken  
evolved millions of years  
**AFTER** the egg

Amphibians were the first  
vertebrates to crawl up  
from the water onto land.



Gerrothorax - prehistoric amphibian



Even today, amphibians lay  
their soft-shell eggs  
in water or moist places  
so they don't dry out.

Reptiles evolved from  
amphibians. Their eggs are  
hard shelled. This keeps  
them from drying out  
and allows reptiles to  
reproduce on land.



Modern life is a result of millions  
of years of species adapting to  
their environment. And so it was  
that the eggs of some amphibians  
gradually got harder. And so  
it was that a branch of  
amphibians with harder  
eggs became reptiles,  
and the reptiles gradually  
evolved into birds (chickens!).



By gosh, you have  
come a long way.



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Visit our website: [www.wsu.edu/DrUniverse](http://www.wsu.edu/DrUniverse)

# Cougar Donation Online KEEPS WSU ON THE LEADING EDGE

**T**echnology is a cornerstone of Washington State University's success. Programs across the University use technology to prepare students for success in their chosen fields. WSU keeps up with technological innovation, in part because of generous software contributions by a group of Cougars who work at Microsoft Corporation.

The Cougar Donation Online Website provides WSU alumni, parents, and friends at Microsoft with an easy way to donate software, while allowing programs to specify their software needs. Eric Straub, who received his B.S. in computer science from WSU in 1985, is the inspiration behind the Website.

"Over the years, I've helped the School of Electrical Engineering and Computer Science by donating Microsoft software," said Straub. "It's such a great way to give back to

WSU, but it was also difficult to match the gift with WSU's needs.

I envisioned a Website that automates much of the effort, while empowering the staff at WSU to request what they need and allowing my fellow Cougars at Microsoft to easily direct their software donation to match both their areas of interest and the key needs of the University."

With more than 400 Cougars currently at Microsoft, it's no surprise that in its first year, Cougar Donation Online facilitated gifts of software worth more than \$230,000 to multiple WSU departments. These gifts help WSU stay abreast of new developments in software and applications, ensuring that students are well prepared. As Gale Kicha, a WSU Benefactor who has given software, notes, "Corporations have a tough time keeping up; public institutions have a horrible time trying to stay current. With what we're providing, my hope is that the students using it will push the technology forward."

Donors receive credit for the full educational retail value of the software. Bill Joyce, who received his B.S. in mathematics from WSU in 1979, and his wife, Diane Melde, were also recognized as Benefactors, in part through the impact of the Cougar Donation Online program. "The professors at WSU who shared their knowledge, ideas, and insights helped me lay the foundation for a great career," said Joyce. "The Website gives me a way to help the mathematics program stay current with important software innovations, while the leverage provided by Microsoft's match really makes an impact for the University by freeing up resources for other needs like equipment, software, and books."



*Eric Straub '85 (standing, second from right) and his fellow Microsoft employees raise a cheer for WSU. Straub is the prime mover behind Cougar Donation Online (CDO), a Website that enables WSU alumni, parents, and friends at Microsoft to donate software to the University while giving programs the opportunity to specify their software needs. In its first year CDO netted gifts of software worth \$230,000 to a variety of WSU units.*

# a THOUSAND WORDS

IN MEMORY OF  
the thousands, of all races and colors,  
of all beliefs and passions,  
who died on  
SEPTEMBER 11, 2001.



*Photograph by Laurence Chen*

# Scholarships

## STRENGTHEN THE PASSION TO GIVE

Without the generous support of donors, students such as Anita Afzali '01, one of 30 recipients of the Lou and Ruth Allen "Pass It On" Scholarship in 2000, might never have the chance to attend college.

Scholarships not only lighten students' financial burdens, they enable students to focus instead on studies, the college experience, and the future. Scholarships also validate students' goals and inspire them to help others in turn.

"My involvement in many organizations and success in college has been possible because of support from

others, and I am grateful to those individuals and organizations that contribute to WSU scholarship programs. I have always set high goals for myself, and I strive each day to reach those aspirations," says Afzali.

The second in a family of eight to have the opportunity to earn a college education, Anita graduated *cum laude* last spring from the Honors College at Washington State University, double majoring in genetics and cell biology and Spanish. Anita plans to go on to earn her medical degree, then hopes to practice in a third-world country to make a difference on a global scale.

"I still have close to eight years of education to complete before I am able to finally start my career. It is stressful at times and financially difficult, but when there is support from others who encourage students to work hard and step over barriers, then the passion in us to give and reach for the best in life is strengthened," she says.

While a student at WSU, Anita served as the minority affairs director of the Associated Students of Washington State University, founded the Honors College Mentor Program, and was involved in the Curriculum for Diversity, Mortar Board, and the Golden Key National Honor Society, among many other activities.



One of 30 recipients of the Lou and Ruth Allen "Pass It On" Scholarship in 2000, Anita Afzali '01 might never have had the chance to attend college without the generous support of donors.

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