FEATURES

24 :: When Memory Fades
With memory notebooks and smart apartments that use motion technology to track that residents’ daily behavior, WSU neuropsychologists are exploring ways to help patients and their families cope with age-related memory loss. Meanwhile, two scientists have discovered a means to restore neural connectivity. By Tim Steury

31 :: Attention!
Cell phones, Internet, car horns, children, commercials—all carry information and all work together to create in us what social scientist Herbert Simon calls “a poverty of attention.” How do you rise above the din to capture what is most important? You may be surprised to learn that one of the oldest forms of communication is still one of the best. By Eric Sorensen

39 :: All About Everett
The blue-collar Snohomish County city just 25 miles north of Seattle recently asked WSU to take over the University Center where graduates of its community college can go on to complete four-year degrees in a variety of disciplines, including engineering. Snohomish, Skagit, and Island counties have been underserved by the state’s four-year programs. By Hannelore Sudermann

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Cover photo: William Lipe, PhD, Archaeology, born 1935—came to Washington State University in 1976. (See First Words, page 3.) By Robert Hubner

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We used to believe, says neuropsychologist Maureen Schmitter-Edgecombe, that if a person lived long enough, he or she would develop dementia. Now we know better, she says. Whether caused by Alzheimer’s or other disease, dementia is not a normal aging process. Many people, such as G. Roger Spencer and colleagues pictured here, remain completely alert and engaged well into their 80s and 90s and older.

According to the Alzheimer’s Association, the chance of someone over 85 having the disease is nearly 50 percent. Other dementia-causing diseases raise that risk even higher. So what is it that enables someone to escape the dementia odds?

Besides age, there are a number of factors that indicate a higher risk of dementia: obesity, diabetes, smoking, poor nutrition. And low education level.

Conversely, the higher the level of education, the more rigorous the engagement of the mind, the lower the risk of dementia.

Indeed, the one thing these good people pictured in our photographic essay have in common, besides defying the dementia odds, is a rich life of the mind and long tenure at Washington State University.

Obviously, the benefits are not exclusive to WSU.

According to one recent study, each additional year of education translates to an 11-percent decrease in one’s risk of developing dementia.

How education and intellectual engagement protect against loss is intriguing. Does a vigorous mind protect against the onset, or does it help the individual compensate, through a quality known as ‘cognitive reserve’?
Recent research indicates the latter might be the case. A 2010 article in *Brain* by researchers from the United Kingdom and Finland reported the assessment of participants followed for up to 20 years. Participants completed extensive questionnaires and interviews regarding their education and cognitive health. Following their death, their brains were examined for pathologies. What the researchers found was that years of education did not prevent brain pathology, but rather helped individuals mitigate the effects.

The study suggests not only the importance of continuing education toward developing a cognitive reserve, but the strong effect of education early in life as a defense, indicating the value of early education as an investment in public health.

Unfortunately, statistics can be cruel. No matter the odds, someone loses. Intelligence and education are no guarantee against dementia. Many of us know a wonderful scientist here at WSU who fell on the negative side of the risk ratio and, tragically, lost his memory and self to the ravages of early Alzheimer’s.

Such an anomaly makes the research at WSU on cognitive decline and dementia particularly personal. But it’s personal also in a broader sense, touching nearly everyone. If we do not yet have a family member or friend suffering cognitive impairment, we very likely will at some point. Or we might suffer it ourselves.

But hope is not only infectious, it’s justified. If higher education gives us a cognitive reserve and helps fend off loss, researchers such as Schmitter-Edgecombe, Diane Cook, Dennis Dyck and others are striving to develop ways to compensate, while Jay Wright, Joe Harding and others have their sights set on outsmarting the affliction ultimately, by repairing the connections destroyed by dementia-causing disease.

Tim Steury, Editor
Three Great Ways to Belong to One Great Organization.

Over the years, tens of thousands of Cougars have joined the Washington State University Alumni Association (WSUAA). They have joined to support WSU, take advantage of the ten-fold increase in member benefits, and connect with other Cougars. We extend our thanks to all the alumni, students, friends, faculty, and staff whose membership has helped the WSUAA claim its rightful place among the finest and fastest-growing alumni associations in the country. We salute our Annual, Life, and now Platinum Life Members.

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Letters for publication must be signed and do not necessarily reflect official policy of Washington State University. Views expressed in Washington State Magazine do not necessarily reflect official policy of Washington State University. Articles written for Washington State Magazine will be edited for length.

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WMS Reader Survey Results

So what do you think?

Most of you really like us. Some of you don’t. A very few of you (2 percent) ignore us, but hardly anyone-outright hates us. That’s the gist of the reader survey many of you recently participated in. Either way, we’re listening. And the most striking point of the survey was that you do indeed read us.

We haven’t done a reader survey in quite a while, not because we’re not interested, but because they’re expensive. There comes a time, however, when an editor needs something a little more systematic, even more than your informal comments and letters, in gauging his readership. Fortunately, that time coincided with the offer of a free survey. We felt it in the sense that the Council for Advancement and Support of Education covered the costs, and we’re dues-paying members. They offered it to our members for comparative purposes. So readers of every participating magazine got the same questions.

The survey was conducted by Qualtrics, Inc., an industry leader in online surveys, using a random sample of 25 percent of our readership.

So, a brief synopsis:

Thirty-nine percent of you believe the magazine covers the institution accurately and objectively, while 37 percent believe we spin things a little, but are generally accurate and objective. One percent of you do not find us an objective source.

When it comes to general interest topics, you are most interested in science, technology, and engineering. You’re quite interested in issues facing the local community, but even more interested in issues facing higher education.

But percentages aside, you were quite volatile with your written comments:

"I read the magazine every issue. It is full of interesting stories about current research and the latest in WSU life." - John VanDeveer ’62, Spokane

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• Savings on Cougar gear at The Bookie, Crimson & Gray, and the Washington State Connections store
• Special rates at many preferred hotel chains and car rental agencies
• No membership fee when joining the Wine-By-Cougars wine club
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Your financial support of Washington State University today paves the way to success for the next generation tomorrow. And that success benefits all of us.

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A Coug’s numbers, a Hollywood story

by Eric Sorensen :: By traditional baseball standards, Scott Hatteberg’s big league days were numbered.

He had been a Cougar standout, team captain, Most Valuable Player, and catcher for future All-Star Aaron Sele, with whom he went to the Red Sox in 1991. But in his fifth year in the majors he ruptured a nerve in his elbow. An operation left him unable to hold a baseball. In the words of Michael Lewis, author of Moneyball: The Art of Winning an Unfair Game, he was “a second string, washed up catcher.”

“I couldn’t throw as hard,” Hatteberg ’91 recalls. “My accuracy had gone. As a catcher, you lose that part of your game and you’re really limited.”

As it was, Oakland A’s General Manager Billy Beane had been eyeing Hatteberg for several years, seeing a statistical diamond in the rough that was being overlooked by the rest of baseball. Most judges of baseball talent concentrated on running, throwing, fielding, hitting, and hitting with power. Typical of catchers, Hatteberg didn’t run well and his fielding was graceless—“I didn’t field ground balls, I tackled them.” His Red Sox batting average was a very average .267. He hit only a few home runs a season. And now he couldn’t throw.

But Beane measured Hatteberg with a different yardstick. It was based less on casual observation and limited, antiquated statistics and more on objective analysis linking a player’s performance to what really mattered: winning games. Baseball fans know this as sabermetrics, from SABR, or the Society for American Baseball Research.

Beane surmised that a player’s greatest contribution came through not making an out, be it by hitting, getting hit, or walking. A cardboard cutout could serve as a player, says Hatteberg, as long as it could get on base.

Hatteberg himself was a better-than-average student of the game, a thinking man’s hitter. He had studied Yankee great Don Mattingly’s approach, which emphasized reducing strikeouts and maximizing walks. He knew the most powerful part of his swing was in a small area of the strike zone, low and in the middle. Patience and an eye for pitches in that spot had him going deep into the count, drawing walks and wearing out pitchers in the process.

“I never analyzed my numbers,” he says. “I really wanted to hit for average, obviously, and I hated striking out. It felt like the ultimate failure in the game. Now, looking back, according to the A’s and the sabermetrics thing, it was the ultimate failure.”

Beane and Paul DePodesta, assistant manager and holder of a Harvard University degree in economics, did analyze the numbers and concluded that getting on base was three times more important than slugging.

Hatteberg’s numbers:

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<th>OPS</th>
<th>HR</th>
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<td>2005</td>
<td>.266</td>
<td>.277</td>
<td>.677</td>
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But there are corners of the game in which sabermetrics do not appear to be reaching. For his seminar honors thesis, Bryan Birch ‘11 looked for a correlation between the salaries of top players and key sabermetrics. ‘I just don’t think contracts that are being given out today are based primarily on sabermetric statistics,’ he says. ‘I think that there’s something to be said for marquee value. If you will... the big name players, whether or not they’re getting top marks in their sabermetric stats, are still getting paid because they are the big name players.’

Carrie Parks—WSU psychology professor, lifelong fan, statistician, and advisor on Birch’s thesis—says James and his fellow sabermetricians are trying to “move the evaluation of baseball talent away from the intuitive and towards the quantitative. And there’s a good basis for that.”

But the field has its limits, she says. Among other things, it does not measure a player’s mindset, which changes in different situations. It can also make cold, calculated suggestions out of line with the sentiments of fans. So while it might be time for the Mariners to move Ichiro from the leadoff batting spot, or for the Yankees to have Derek Jeter pinch hit, managers know they make such moves at their own political and vocational peril.

“The bottom line is that baseball first and foremost is a game,” says Birch. “It’s a game that allows all sorts of people into the city, including those who were, who married and had chil-
In essence, what Spohnholz found in his study of Wesel was the extraordinariness of the ordinary. “What was important about Wesel was there wasn’t much violence or conflict in a world that was rocked by it. There was no important treaty, no major offensive, no important treaty. It was just people sitting down like you and I managing to have a civil society.”

This is an interesting time for the focus, since there have been calls to eliminate the EPA and to open discussions of drilling for oil in the Florida Everglades. When the EPA was created the country had major problems with pollution coming from large, specific sources, says Ruckelshaus. For example, some cities had no sewage treatment at all. But since then, point source polluters have been brought under social control. Today, the problem comes from harder to control non-point sources like runoff from streets and farms. “And people forget how bad smog was,” he says. “That’s what makes the current assault on the EPA so difficult.”

While it benefits our nation to capture and chronicle this history, it is also of special value to Washington, where Ruckelshaus has made his home and has served as a volunteer leader in water quality and salmon recovery issues, says Michael Kern, director of the William D. Ruckelshaus Center, a joint project between Washington State University and the University of Washington to resolve conflicts surrounding public policy issues.

The Ruckelshaus Center supported the efforts to record the extensive interviews and will maintain them in its archives.

Bringing history and historian together
by Hanselrody Sadermann:: Historian Douglas Brinkley recently visited Seattle to interview William D. Ruckelshaus, the founding head of the Environmental Protection Agency and advisor to a variety of Northwest clean water and community groups.

Ruckelshaus first made the connection between the environment and public health shortly after graduating from Harvard Law School when he returned to Indiana as a young lawyer. In the office of the Indiana attorney general, Ruckelshaus was assigned to the Indiana Board of Health, where he noticed that many of the state’s health issues were related to air and water pollution, he says. It was a foundation for his work a decade later defining the mission and organization of the EPA.

“He’s really the long-shadow of that institution,” says historian Brinkley, who interviewed Ruckelshaus for a book on the environmental movement of the 1960s and 1970s. Brinkley sought details about Ruckelshaus’s own story and about the history surrounding the formation of the EPA during the Nixon Administration, as well as his time as acting director of the FBI and as deputy attorney general in the U.S. Department of Justice.

Ruckelshaus has no plans for a memoir. “It will maintain them in its archives. The Ruckelshaus Center supported the efforts to record the extensive interviews and will maintain them in its archives. This is an interesting time for the focus, since there have been calls to eliminate the EPA and to open discussions of drilling for oil in the Florida Everglades. When the EPA was created the country had major problems with pollution coming from large, specific sources, says Ruckelshaus. For example, some cities had no sewage treatment at all. But since then, point source polluters have been brought under social control. Today, the problem comes from harder to control non-point sources like runoff from streets and farms. “And people forget how bad smog was,” he says. “That’s what makes the current assault on the EPA so difficult.”

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John Olerud x’88: Faith, Hope, and Horses

By Jason Krump ’93

John Olerud was not enamored with New York City during his playing days with the Toronto Blue Jays. “I was playing baseball and playing baseball was all I knew,” he recalls. “I just thought, man, it was just a matter of time before I got mugged on the streets.”

So imagine Olerud’s thoughts when he learned that he was traded to the New York Mets in 1987.

“Sure enough, I got traded to them and my wife Kelly says, ‘Let’s just try living in the city and see what it’s like.’”

“I think God took me to New York to have a lot of good players who never got to experience the worst thing but it actually turned out to be a really bad thing.”

According to the Blue Jays he was diagnosed as suffering a subarachnoid seizure on a January morning while jogging on a January morning while jogging before it had a chance to begin.

The aneurysm that nearly ended his career was diagnosed as suffering a subarachnoid seizure on a January morning while jogging in 1988, Olerud earned collegiate player of the year honors.

“After undergoing numerous tests, Olerud underwent several tests and was diagnosed as suffering a subarachnoid hemorrhage. Given a clean bill of health, he was sent to return to the downed baseball team. He told John, ‘I want you to come back.’”

“I was really upset that he wanted me to come back because I thought it was career over. We had already done all of that stuff and this is going to put me back a couple of weeks.”

What was discovered changed his view. “Remember the doctor putting the side up and I could point out the aneurysm. It turned out it wasn’t a bad decision at all.”

Olerud underwent surgery three days later. Although slightly recovery process was anticipated, less than two months later, Olerud was back playing for the Blue Jays. He had yet to completely regain his strength.

With the Major League Baseball draft fast approaching, Olerud was intending to return to WSU for his senior year.

“Telling everyone I’m not 100 percent so I’m going back and think up. ‘Olerud recalls. ‘I might as well finish up my school and come out when I’m 100 percent.”

“At the time John, his dad and (WSU Coach) Bobo (Brayton) probably had a closed mind about signing because he didn’t get the exposure his junior year in college that he should have," remembers. "They were very honest with the other ball clubs that John was going back to the Cowboys and probably wouldn’t sign."

“We decided to take a flyer and sell John and see if he would be at least open to signing,” adds Gillick.

That summer, Gillick assigned scouts to watch Olerud. One reported back that he watched Olerud play at games and when Olerud swung he never missed a pitch.

“The Blue Jays started talking to me a couple of weeks before school started,” Olerud says. “I remember not saying, ‘I want to be sure that we could do that.”

“It was a little longer than the two years, to admit. ‘I’m glad that I’ve got perspective on the beginning. It has definitely been a challenge because he died during his playing career, and along with his wife is working towards the challenge. One avenue they are confronting it with is through hippotherapy.

“Remember my Dad saying there have been a lot of good players who never get to experience a pennant race,” Olerud says. “And it was an overall great offer to sign, I ended up signing and went straight to the big leagues.”

In the spring of nine months, Olerud saw the gamut of suffering a life-threatening aneuysm to beginning a 13-year major league career highlighted by 2,235 hits, three Gold Gloves, two All-Star selections, a batting title, and World Series Championships with the Blue Jays in 1992 and 1993.

As with New York, Olerud knows the reason why.

“The Lord spared me. It could have gone completely the other way and it could have been a really bad thing.”

Six years removed from his playing career, Olerud is confronted with another medical challenge. This time with his daughter, Jordan. The middle child of John and Kelly’s three children (older brother Garrett, youngest sister Jessica), Jordan was born with a chromosome disorder that prevented her from walking, feeding herself, and communing.

Initially, Olerud used the same attitude he employed for his own medical challenges years earlier.

“My attitude was like the anonymity, it’s not ideal, and it’s a chromosome issue, but give it a couple of years we’ll get it worked out.

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“My attitude was like the anonymity, it’s not ideal, and it’s a chromosome issue, but give it a couple of years we’ll get it worked out.

“From what I’ve seen, she’s doing well. She’s made a lot of improvement on her walking,” Olerud says. “She’s not close to walking independently.”

Seeing firsthand how hippotherapy benefitted their daughter, the Oleruds, who serve as co-chairs of a capital campaign to expand the Little Bit facilities, realized how other parents with special needs children need the same help, but didn’t have the means to provide it.

“The thing that really hit us about having Jordan and a special needs child is that we had the financial means to get help and to get as good care as we could get for her,” Olerud says. “We have family and friends around to help us and it’s still really hard.

“We just thought how do people do it?” For this reason, they started the Jordan Fund.

“We came up with the Jordan Fund because that was one desire to help kids and families with special needs,” Olerud says. “If there were things we could do to help out families we wanted to help out the families.”

“They are so willing to help in any way that they can and that you are doing (about how the world is for other people),” says. “Faith is very genuinely a part of their life each and every day.”

See a timeline of Olerud’s career at wsm.wsu.edu/extra/olerud.
A 10,000-year relationship

by Eric Sorenson

While back, George DePasquale visited the ancient Italian city of Pompeii, not far from his ancestral home of Sorrento. Looking at a 2,000-year-old oven, DePasquale could easily imagine how its baker prepared and baked bread much as he does today at Seattle’s Essential Baking Company. He could feel he was part of a long, human continuum, “a river of history,” with “bazillions of people behind me, bazillions of people to come.”

But even the oldest rivers change, forming new channels, and sometimes doubling back on themselves. Thousands of years after people turned a wild seed into a cultivated grain, the fundamental process of raising wheat and fashioning it into bread is being reassessed. The elements remain the same: flour, water, leavening, and heat and volcan, a seed’s fuel reserve is now a lovely festival of texture and flavor. But wheat’s path to the table is being reassessed. The elements remain the same: flour, water, leavening, and heat and volcan, a seed’s fuel reserve is now a lovely festival of texture and flavor. But wheat’s path to the table is being reassessed.

For aficionados like Richard White of Forest Grove, Oregon, wheat can even be as local as the backyard tomato. He started growing something besides grass. The taste is exquisite, even more so back centuries. But now they are fueled by a growing awareness of how local climate, like the mild, wet climate of western Washington, can affect the wheat that went in ovens across the ages.

Carving thick slices from a loaf during a Kneading Conferenceδ – one event recognized bread workshop started five years ago in Skowhegan, Maine. One variety in particular, said DePasquale, was “literally the best flour I’ve ever tasted.”

Books and videos about bread are at wsw.wsu.edu/cook/bread.

The lost and found flourmill

by Larry Clark ’94

Steve Fulton gave up in the 1980s with his uncle Leonardi’s flour milled with a process called Unifine. Fulton ate whole wheat bread baked by his mother Lee’s at home from the flour. His father Joseph’s at Jop Promoted and delivered the flour all over the Northwest. But the Spokane area mill closed in 1986.

So in 2012 when Fulton started researching the family mill—built at Washington State University—he was surprised to learn that Oregon company Azure Standard was using the Unifine process for its flour. He emailed Azure Standard’s president, David Holsinger, “I called you on several parameters. I know where your uncle’s mill is.” says Fulton. Stoller purchased the mill in 1999, fixed it, and had it more modernized.

The rediscovery of the giant flour mill inspired Fulton to contact WSU researchers and learn more about the Unifine mill history and its unusual process to make fine whole grain flour. Flour mills have come a long way from the stones used by our ancestors to grind and better digest the wild grains they found. Societies developed agriculture, and a desire to make bread and other baked goods drove the invention of grain to stone mills to further grain milling into flour. Roller mills developed in the nineteenth century refined the flour and made an industrial-scale process. These mills are sources of rollers first with corrugated surfaces to strip the outer hull—the bran and the germ—from wheat, and then flat rollers to dehull the endosperm into fine white flour. To make whole wheat flour, the bran and germ are processed and blended back into the white flour. Most mills still use this system for producing the flour on supermarket shelves.

The Unifine mill takes a different approach. The wheat or other grain is blown into a high-speed flywheel, which pulverizes the grain against the rough surface of the container. After one pass, the exploded material blows into a sifting system, producing whole grain flour with a very fine particle size.

The result has higher protein content, more nutrients, and a longer shelf life. Roller mills require added resistors to process wheat, which could explain the reports of less rancidity for the dried Unifine flour.

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The rediscovery of the mill inspired Fulton to contact WSU researchers and learn more about the Unifine mill history and its unusual process to make fine whole grain flour. Flour mills have come a long way from the stones used by our ancestors to grind and better digest the wild grains they found. Societies developed agriculture, and a desire to make bread and other baked goods drove the invention of grain to stone mills to further grain milling into flour. Roller mills developed in the nineteenth century refined the flour and made an industrial-scale process. These mills are sources of rollers first with corrugated surfaces to strip the outer hull—the bran and the germ—from wheat, and then flat rollers to dehull the endosperm into fine white flour. To make whole wheat flour, the bran and germ are processed and blended back into the white flour. Most mills still use this system for producing the flour on supermarket shelves.

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Try out our new interactive map of Cougar wineries across panoramas.

wsm.wsu.edu/coordinates

"Where can I find Flourgirls flour?" I had no idea on Flourgirls, he says, "We were just a little bit documents." "We studied the milling, baking, and nutritional benefits, particularly in the flour milling company. The samples were tested for hexanal—a byproduct of fatty acids oxidizing that causes bad smell and taste in flour—for a year and a half. "You could clearly see that roller mill flour turned rancid more quickly with both types of wheat, Unifine was in between, and the stone mill flour was the least rancid," says Fuerst. Baik says the moisture content and particle size are primary factors for the difference. He points out that water is added during the roller mill process, and a stone mill’s ears are particles lowers rancidity. The Unifine flour particles are similar to the roller mill’s flour and produces similar results, says Baik. Fulton also gave a $10,000 grant to WSU’s engineering department to study the Unifine mill and how it could make efficiency improvements. Engineering professor Chuck Pezeshki and his Industrial Design Clinic students made some changes and manufacturing specifications for the mill. The shelf life, nutritional quality, and baking properties of Unifine produced flour give Flourgirls hope for a bright future of the process. "It makes a nice tender whole wheat flour using the roller mill system that has dominated the flour industry for the last 120 years," he says. "The time is coming when new flour mills are put on line, the compact, efficient Unifine mill will most certainly be chosen over the roller mill system." The market for whole wheat and other whole grain products continues to expand quickly. In 2010, while whole wheat sliced bread surpassed white bread in sales for the first time. Wegner, Fuerst, and Baik think the milling persons could be ideal for smaller, local operations. They aspire to continue their research on Unifine flour, possibly with a mill on campus. Baik and Fuerst speculate that a Unifine mill could also be built at WSU to make whole wheat Cougar flour with extra grain from the Spillman Experimental Farm.

An evolutionary myth is dismissed

By Tim Stearns

Even though a paper on guppy evolution by evolutionary biologist Donald Stenseth of the University of Oslo and colleagues has culminated in seven years, the "grandmother hypothesis" still persists. And understandably so. One of those rare feel-good stories from evolutionary theory, the grandmother hypothesis attempts to explain menopause in humans as an evolutionary adaptation. Menopause is adaptive, the argument goes, in the sense that women's reproductive capacity is cut short by two-thirds of the way through their lives so the grandmother can helpraise the grandchildren, thereby improving the survival of her lineage. In spite of its appeal, however, "I've always thought that was a dumb theory," says Holmes. Much of the impetus for the grandmother hypothesis stems from the assumption that menopause is unique to humans. It's not, says Holmes. Guppies, for example, also experience menopause and then have a post-reproductive lifespan. Something like menopause occurs in many mammals, some birds, fish, and other organisms. One of the goals of this research was to test that idea, one that had evolved under heavy predation pressure and another that had evolved under light predation pressure. Once they analyzed the data, their research findings that the two regimes had different impacts on the guppy lifespan "but it was not quite the direction you'd expect," says Holmes. "Evolutionary theory predicts that animals evolve under certain mortality pressure, it will shape the evolution of their reproductive lifespan," says Holmes. The post-reproductive lifespan is "evolutionarily irrelevant," she proposed. Evolutionary theory predicts that animals evolve under certain mortality pressure, it will shape the evolution of their reproductive lifespan. If an animal like a guppy lives in a stream with lots of other fish that want to eat it, says Holmes, one might assume that the population is selected to mate more quickly and have a shorter lifespan. For some reason, the guppies that evolved under heavy predation pressure and another that had evolved under light predation pressure. Although the appeal of the grandmother hypothesis is strong, the impulse to care for one's grandchildren apparently is simply cultural rather than evolutionary in scale. "From an evolutionary standpoint," says Holmes, "it doesn't make any sense that you give up your own reproduction to promote the reproduction of your kin. The selection is too weak. It was good to get that paper published," she says, "because a lot of people claim that menopause is unique to humans, and it's not. It's not unique, but we don't have a good idea what it is, so it's very hard to study." When evolutionary biologists critiqued it, they were accused of being sexist. "So good to have my name on it."
is to follow your instincts—his way for both art and architecture. “The decisions you make as an artist are very important for your entire life.”

While art is dominant in his latest work, the other key character on Olson's canvas is nature. In the home where he grew up, as with many Northwest homes, there was a picture window with a view to Mount Rainier, which Olson calls “our big monument.” He learned early to include the natural surroundings in his designs. “The really big monument,” he says, “is the view of the valley from my ascension. It is always a view that I love.”

The exhibit also features Olson’s two residences where he has explored and experimented as an architect: his downtown Seattle apartment and his cabin tucked into the trees on Puget Sound. The cabin is one of his first projects, which he started in 1959 while still an architecture student and updated and improved through 2003.

A power shortage
by Tisa Huling | Don Kopczynski ’73 discusses the power industry’s worst problem around the year 2000. The president for Avista Corp. counted 100 engineers on his team. Looking ahead, he realized that half of them would be retiring simultaneously. It made sense, since they all came out of school and entered the workforce at the same time. “We’ve been together our whole careers,” he says.

The coming shortage of engineers, though, is not limited to Avista. It’s a national issue, according to a recent survey by the Center for Energy Workforce Development. Fifty-one percent of engineers working in the power industry, including both utilities, natural gas, and nuclear utilities, could leave their jobs by 2015. That rate of retirement and attrition has slowed a little because of the downturn in the economy and losses in retirement savings plans. But that is only buying us a little time.

Today there are several key concerns for managing our country’s power resources: the aging workforce, the lack of training in the current pool of engineers, and changing technology. The utilities in our region “fattened up on this work force,” says Paul Wiegand, senior vice president of energy operations for Puget Sound Energy, and now that block is heading to retirement.

Furthermore, the number of programs to train power engineers has diminished. Only five university power engineering programs in the country have more than four full-time faculty members. Washington State University is one of them, with seven. And many of the existing programs do not have the resources to incorporate into the curriculum the rapid advances in technology. “The energy consumed at each residence.

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In 2010, the Department of Energy gave $2.5 million to a group of WSU researchers to develop a program for training engineers in clean energy and the smart grid. Bose has also been working with Avista to develop a live test bed for the smart grid in Pullman. Avista received two significant grants through federal stimulus dollars, including a $140 million grant to update the electric power grid in the Spokane area and support for a smart grid demonstration project. Last spring, smart meters replaced the typical electric meters at 13,000 homes and businesses in Pullman and Albion. Instead of requiring monthly readings, the meters have wireless internet transmitters that collect and send data to Avista about the times and amounts of energy consumed at each residence.

The smart grid is going to be the most significant change for the power industry in the next 50 years, says Kopczynski. “Some of us that have been here for 30 years are prepared to lead that.” Washington State scientists and engineers are also focused on increasing the reliability and security of the power grid and have investigated the causes of major blackouts, such as the 2003 power outage that affected 55 million people in northeast United States and Canada.

Fortunately, both industry and individuals are striving to update and bolster the workforce. Recently, Puget Sound Energy provided a $50,000 grant to WSU to train students in renewable energy, and Avista is funding a $50,000 annual scholarship program for students in power engineering as well as fostering a strong faculty presence at WSU by supporting the Power Professorship Development Fund.

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That it comes down to is, who we are is what we remember. Identity, consciousness in its broadest sense, is memory. And thus, our great fear of losing it.

And for whom is it worse, the person who forgets who he is as memory fades, or the partner who watches helplessly as the person she loves disappears?

Dementia, the end of memory, is not a disease. It is a condition caused by a number of different diseases: Pick’s, Parkinson’s, and the most common, Alzheimer’s.

Dementia is a relatively new affliction, simply because we live longer. Dementia was relatively infrequent until the last half of the twentieth century because so few people survived to old age. But now, 12 percent of our population are 65 or older. Five and a half percent are 75 or older. These numbers will only continue to grow.

And with age comes dementia. Currently, 5-10 percent of those 65 or older are believed to have dementia. Of those 85 and older, that likelihood is 40-50 percent. This translates to between four and six million people in the United States with Alzheimer’s disease. Since Alzheimer’s represents only about half of dementia patients, the total number is approximately eight to twelve million. Those numbers are expected to double by 2050.

As our population grows older, so grows the incidence of mental impairment and dementia. Researchers at WSU are searching for means of not only coping with, but of curing it.

**When Memory Fades**

*By Tim Steury :: photos Robert Habner*
However, even though the incidence of dementia correlates with our rising age, it is not a normal part of aging. And thus, one of our great modern hopes is to find a cure, or short of that, better ways to cope.

As a guest, I’m the only one around the table without a partner. Half of the assembled company at the WSU Visitor Center in Pullman one morning this summer are having memory problems. The other half are spouses, children, good friends, who are here to help their partners cope with fading memory. There are 13 of us, including Chad Sanders and Christina Low, graduate students in psychology who are leading the group.

Each person introduces him- or herself, I am struck by their familiar- ity and humor. Louise is amusing pseudonyms for the sake of privacy, who sits next to me, announces gravely, “My name is Louise, and I have no idea how I am here.” Following a few timed paces, she winks at me and laughs.

Carly, on my other side, is amiable, but less jovial than Louise. He introduces himself, matter-of-factly, as having recently been diagnosed with Alzheimer’s.

Across the table is Marie, impeccably dressed in a crisp tailored blouse with a silver broach, who nursed a memory-impaired husband for 15 years until he died. Now, her own memory slipping, she is here with her daughter to learn how to compensate.

Today, their fourteenth session, after general conversation and reporting on their weekends, the participants will work on using their memory notebooks for daily scheduling.

The group is part of ongoing collaboration between neuropsychologists Maureen Schmitter-Edgecombe and Dennis Dyck combining two intervention techniques to provide a compensatory strategy and social connections for patients and caregivers.

Schmitter-Edgecombe brings to this collaborative table what she calls “cognitive rehabilitation.” Her main tool is the memory notebook as a mem- ory aid. The notebook consists of a daily log section, including an hourly log and to-do-today list. Each session the participants are given assignments and asked to report on how they used the notebook since the previous session.

“We’re not trying to make memories better,” she says. “The neurons are dying. We’re trying to help them function better in their everyday lives, with external aids and prompting technology.”

With various techniques that help reinforce memories and an em- phasis on healthy lifestyle behavior, the goal is to help patients maintain functional independence, thus delaying diagnosis of dementia. 

Schmitter-Edgecombe and Dyck have received funding from the Alzheimer’s Association to combine her methodology with an approach Dyck has long expertise in called multi-family group intervention. 

Multi-family group intervention started with work by psychiatrist William McFarlane with schizophrenics. Dyck, who at the time was director of the newly formed Washington Institute on Mental Illness, was drawn to McFarlane’s work. He invited him out for presentations on the approach.

As the name suggests, multi-family group intervention brings together a critical number of “duos,” patient and caregiver pairs. Dyck was particularly interested in using the treatment in community-based settings because hospitals were discontinuing their treatment programs due to cuts in federal spending.

“We started thinking,” says Dyck, “schizophrenia is unique, but shares lots of commonalities with other chronic problems, things for which there is no cure.”

Dyck adapted the approach for participants who had suffered brain damage and spinal cord injuries and then for veterans with traumatic brain injuries suffered in Afghanistan.

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“Mr. Tim,” comes McAlister’s voice over a small intercom on top of the television. “Are you ready?”

McAlister is a graduate student working under Schmitter-Edgecombe in the memory lab, and Walker is manager of the lab. A couple of weeks earlier, McAlister had run me through a battery of “neuropsych” tests, at my request, so I could better understand the issues at hand.

At 59, I had no reason to worry about my memory, other than the periodic forgotten names and other temporary blank spots. Yet I was surprised by my anxiety over taking the test. About what that last word in a recalled series? Why can’t I remember it? Does it mean I’m losing it?

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My first task is to wash my hands. Sensors record the water flow. Activities of varying difficulty follow: selecting clothes for a young friend's job interview, sweeping the floor and dusting the living room, cooking oatmeal, fixing noodles for my imaginary friend's lunch.

I watch a DVD (which I have to figure out how to turn on) of Good Morning America.

I write a birthday card to my sister (who will be amazed that I remembered) and write her a check (which will surprise her even more).

I sort pills for the day's consumption, call Safeway for a recipe, file bills.

I watch a DVD (which I have to figure out how to turn on) of Hunting Avenue in Boston and enrolled her in Sunday school.

After I finish planning a trip to the museum with a friend, for whom I found them. Or maybe that was earlier?

I am finished.

Just about. I am quizzed about the order of tasks, about how difficult I found them. Or maybe that was earlier?

Regardless, Jennifer and Courtney tell me I have moved through the texts and tasks the quickest of anyone who has gone through the smart apartment routine. Following an initial flush of pride, however, I realize that I am probably 20 years younger than most of my counterparts. And maybe I skipped a little on the dusting.

My wife and son are out of town, so I am having dinner with my mother-in-law. She is 92 and has just been through the same tests as I have. Not only has her cat just died, she has just received the report of the testing in the mail and is disheartened, but not surprised, by the results. Then again, she can't remember any of the specifics.

"I'm losing it," she says.

She scrutinizes the menu, a deliberate and repetitive process. The waiter offers to return in a few minutes.

"Where are Diane and David?" she asks.

"That's right," she says in frustration when I remind her. "I need to have it written down.

Our conversation somehow moves to religion. She recounts, as she often has, how she and her brother asked her hitherto secular parents why they couldn't get dressed up and go to Sunday school like all the other kids in Jamaica Plain.

So her mother took her to the Christian Science Mother Church on Huntington Avenue in Boston and enrolled her in Sunday school.

Now, she is lecturing at length Mary Baker Eddy's tenets of Christian Science, searching only briefly for a missing phrase. The recitation is eloquent and facile, beautiful in its phrasing and depth. Then she repeats a story she had told me 15 minutes earlier.

When her salad arrives, she comments, in German. Why did I use German? It makes me think about how the world looks different for me. And what it means to be young.

"And then we got lucky," says Harding.

"We were huge, far too large to pass through the blood-brain barrier, a filter that protects the brain against toxins. They were huge, far too large to pass through the blood-brain barrier, a filter that protects the brain against toxins. Our bottom line is they [animal models] have discovered the AT4 receptor, which turned out to be involved not with blood pressure, but with memory acquisition and consolidation.

"One of the big problems with the mouse models," says Wright, "is whether you're dealing with a symptom or a cure. And it's probably not one disease. There are at least six categories. Five besides Alzheimer's. And Alzheimer's might have several causes."

"Our interest is in memory in general," says Harding. "None of these models is perfect. Our bottom line is they [animal models] have a learning deficit."

"One drug will work on any of these systems."

In most dementia, Harding explains, the main problem is not so much a loss of nerve cells, though there is some, but rather a loss of connections. Thus, Harding and Wright's focus, once they realized what they were working with, was using their drugs to renew connectivity.

Even in spite of neuronal loss, they have repeatedly found a direct correlation between expanding neural connections and improvement in learning.

"Some of our best drugs," says Harding, "can literally double the connections within 24-48 hours."

These drugs do not, he says, correct whatever disease causes dementia. Rather, they are ameliorative, correcting some of the connectivity damage.

Although their work is very exciting, there is no guarantee that their drugs will work in humans. They are filing patents, creating a new biotech company with the help of WSU's Intellectual Property office, WSM Winter 2011/12

Opposite: Jennifer Walker (left), manager of WSU's memory laboratory, and graduate student Courtney McEwen conduct a regimen of tests in the "smart apartment." Left: Jay Wright (left) and Joe Harding have discovered that drugs they work with will restore neural connectivity destroyed by dementia in animal models.

When Memory Fails

What they had stumbled on is that those few amino acids that make up the small angiotensin molecule look like part of a growth factor that stimulates neurons to expand the number of connections they make to other neurons.

"It happens to be a critical part of the protein."

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"Some of our best drugs," says Harding, "can literally double the connections within 24-48 hours."

These drugs do not, he says, correct whatever disease causes dementia. Rather, they are ameliorative, correcting some of the connectivity damage.

Although their work is very exciting, there is no guarantee that their drugs will work in humans. They are filing patents, creating a new biotech company with the help of WSU's Intellectual Property office,
and are ready to begin toxicity trials and then test the drugs on humans. They have five papers coming out over the next few months that will lay out the whole story. They are also currently in discussion with a couple of pharmaceutical companies.

“In a perfect world,” says Harding, “if a pharmaceutical company licensed this right now, we could have clinical trials in about 12 months.”

Not only could these drugs be a powerful weapon against dementia, the procedures Harding and Wright have developed may also make it possible to work backwards regarding the theory of memory, says Wright.

“It seems to me if we can identify dysfunctional memory in animal models and then fix it by correcting the connections, synapses, and going in to check what behaviors have improved and what hasn’t... maybe we can start plotting where in the brain these memories are being stored and how they’re being stored.”

Watch a video of the “smart apartment” at wsm.wsu.edu/extra/smart-apartment.
Some of them are vans that have advertising emblazoned on them. You've seen it coming for weeks but keep getting pulled away by the noise of foodstuffs and warning of dangers hurtling at us from the corner of our eyes. It's almost enough to make me miss the days when a writer's main distraction was in need of sharpening. But not quite. Unstated in most complaints about distractions is that we like many of them, which is why we let them distract us.

But they do cut into a precious but largely unappreciated sector of human experience: our attention.

Attention is in the portal of our experience, the gateway of all we know and believe and hope to know. It keeps us alert, tipping us to temptations, to warnings, to dangers hurtling at us from the corner of our eyes. It alerts us to possible mates.

All while wading our billions of bits of information a second to focus on just enough to think, react, and remember.

The “skillful management of attention is the sine qua non of the good life,” writes Winnifred Gallagher in her book, The Sin of Attention Deficit: How To Focus on the Higher Probability Place. “No amount of reading, no matter how intense, can make up for attention invested in a screen on which dots expanded outward. When the dots froze after a Vi, you may be less sensitive to motion outside the windshield. Car manufacturers pay for people to watch videos of people passing breakfast “schnitzel” — Alex Rodriguez “A-Rod.”

The deadline approaches. If not this week, then next. We may even be sensing the defeat of the information age, but only if we are paying attention.

But if things get challenging—an unexpected bicyclist appears, or an angry friend calls on the cell—it’s going to get harder to see.

In a widely cited study, researchers had subjects watch a screen on which dots expanded outward. When the dots froze after a minute or so, the test subjects got the illusion that they had changed direction. This is called the motion after-effect.

Then researchers put words over the dots and asked participants to press a key when a two-syllable word appeared.

The second task was harder—a “high-load linguistic task”—as each word had to be read and evaluated. And that’s when researchers saw the motion after-effect decrease. Through functional brain imaging, they also saw reduced motion processing when subjects were busy recognizing the two-syllable words.

The study, says Fournier, shows that the cells sensitive to motion are actually less sensitive when you’re attending to something else.

This could have implications for driving, where more than one-third of accidents are due to inattention or errors of perception. If you’re engaged in something a bit challenging, like a cell phone conversation, you may be less sensitive to motion outside the windshield, says Fournier. You may try to give equal weight to watching the road and talking, but talking is a high-load linguistic task and can be a complicated act of social navigation.

“It can be very engaging,” says Fournier, “so you have a lot less of your attention dedicated to driving. ‘We do know that when someone is super-engaged with a cell phone, his or her driving is similar to that of a drunk driver’.”

In a practical sense, the cell-phone yakking driver may be functionally blind.

One form of this is “change blindness.” When test subjects look at a series of pictures with subtle changes between them, they have a hard time picking up differences that don’t alter the picture’s meaning. You can perform this test yourself. Watch a movie, then look up its “goofs” page on the Internet Movie Database. Dozens of mistakes will have eluded you:

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Attention Shoppers

This spring, Erica Austin’s son got a video game that flashed a lot. It was a study in that unavoidable, irresistible, attention grabbing, and over and over.

“You’re constantly reorienting, reorienting, reorienting,” says Austin. She figured the game makers meant to do that, the better to hold the player’s attention.

“We actually had a malfunctioning unit,” she says, “and didn’t realize it for a week.”

As our world has filled with attention-grabbing technologies, the people whose job relies on getting our attention—TV outlets, radio stations, websites, advertisers—have been scrambling to, as they say, cut through the clutter. A lot is at stake, from whole product lines to whatever the message might be.”

It’s the Tower of Babel, with a light show, and it poses problems for both consumers and those who want their message seen and heard.

Austin keeps by her desk a necklace with a small, beer bottle light at one end. There’s no name on the bottle, but it’s a dead ringer for a Corona. It’s shiny, Austin says. “It flashes. It was given to a five-year-old on a field trip.”

Meanwhile, young children lack the judgment to tell if an ad is for their benefit or someone else’s—information or persuasion.

“Young people pretty much think everything is information,” she says.

Moreover, says Tom Power, chair of WSU’s Department of Human Development, attention regulation is not completely developed in children.

The children’s television show Sesame Street picked up on this and was among the first to figure out how to hold a child’s attention by keeping segments short and changing them often. Power sees yet another technique in video games, which can hold a player’s attention by keeping segments short and changing them often.

Keep in mind, Power is the holder of a doctoral degree, a class of person with phenomenal powers of self-direction and focus. He also sees a model of attentiveness in Thomas Edison, whose superhuman attention to thousands of possible light bulb filaments led at last to one that worked.

But he has a point: Attention is often borne out of an individual’s values and motivations. In the case of a scaffolded video game, it’s the machine that maintains attention, not the person.

So you’re becoming a pawn that’s being manipulated by this machine,” Power says.

Attention! Attention! Attention!

There is one place where it is generally accepted that it’s good to get your audience’s attention: the classroom. It’s becoming a tough room to work.

“There’s a whole range of things that are in play,” says Olusola Adesope, an assistant professor in educational psychology whose interests include learning with multimedia resources.

“Nothing is controlled,” he says. “You have hungry kids. You have kids whose parents have just broken up. You have kids who, maybe their sister just had a kid last week and they’re thinking about that. You have someone who was just asked out on a date last night. You’re dealing with these varied abilities in terms of interest.”

On top of that, students can text on cell phones and take notes on wirelessly connected laptops.

When I visit Adesope, he has up on his computer screen a paper called, “How seductive details do their damage.” Seductive details are basically the carnival barker that gets you into the tent—interesting, but of little educational value. But such research is generally done in controlled laboratory settings without the distractions of social lives or technology. To punch through that, says Adesope, teachers need to rise above the emitted technique of the cool, gentle professor who “runs the risk of losing these kids.”

As a child in Nigeria, Adesope himself learned the periodic table of elements from a chemistry teacher who translated it into songs.

“I’ve seen professors, I’ve seen good teachers, interject their lectures with music,” he says. “They’re singing, or they start playing. These are little tricks that could potentially work. Dealing with these students, we can’t force them to shut up their computers. We can seduce them.”

Left: This spring’s Student Experience Survey found that virtually 100 percent of WSU’s students own laptops and cellphones.
Now That I Have Your Attention

Laura Sample ’80 runs a Yakima advertising firm called Attention Marketing and uses many of the latest tools and techniques to be seen and heard: websites, TV commercials, social media. She knows a bit about giving and getting attention and appreciates an ad that, Sean Carney-style, moves fast between edits.

“Two seconds is about right,” she says. “It’s about the attention span of adults today.”

But it could be that the fast-moving stream of media images and ideas can only do so much to get its point across, even when it does catch our eyes and ears.

In 2003, Paul Bolls (’95 MA Comm.) and Darrel Muehling in the College of Business looked at how the number of visual cuts in a television commercial affected viewers’ attention. They showed subjects 12 30-second advertisements—six fast-paced ones with 11 or more cuts and six slow-paced ones with three or fewer cuts. The participants’ automatic orienting response was monitored by electrodes that could detect subtle changes in sweat, an electrolyte and indicator of arousal. Afterwards, they were asked to recall what they saw.

The faster paced the commercial, the more it captured the viewers’ orienting response. But it was only drawing attention to the ad’s execution, as the viewers struggled to recall its content. The medium’s flash had overwhelmed its message.

If an advertiser aims “to clearly communicate product benefits,” the authors wrote, “a slower-paced advertisement (i.e. one with fewer ‘bits’ of information presented) would appear to be the advertisement execution of choice.”

If you’re in the business of trying to get people to learn information, you have to be careful trying to have that, ‘oh, shiny’ road too much,” says Bolls, now an associate professor of strategic communication at the Missouri School of Journalism. “While that strategy is good at capturing this short-term working memory attention, oftentimes, particularly in the media world, it actually interferes with learning.”

If a person is now working on ways to make journalism rise above the din by being more compelling, engaging, and memorable. In unpublished research presented to an International Communication Association conference, he found that some of the most captivating and memorable political ads “consisted of a candidate just simply talking to the camera,” having a discussion.”

He was surprised, extrapolating from the early work showing faster pacing captured attention.

“In terms of media production, one thing that will also reliably, automatically engage attention is someone looking at a camera as if they’re talking to you,” he says. “We’re hard-wired to pay attention when it looks like people are talking to us. Which makes perfect common sense. And that carries over into the media world.”

While machines seem to be overwhelming us in an arcade of lights and noise, a human face and voice can cut through the din and actually be memorable. It’s a hard-wired thing: Our brain is designed to focus on social things, so even if something is fast-moving and electronic, we respond if people are at the end of it.

“Facebook is an example of that,” says Bolls. “Twitter is an example of that. LinkedIn. All forms of social media. That’s why that’s so compelling.”

It’s a reassuring thought: The original social media—LinkedIn—still works. Especially when we look away from the screen, or the person talking to us stops texting and puts away the phone.

\[\begin{align*}
\text{"JUST WIN, BABY!" was the motto made famous by legendary Oakland Raiders owner Al Davis. His philosophy was that simple. Along the way the Raiders gained a reputation as one of the dirtiest, most penalized, but successful teams in professional football. Collegiate athletics seems to have adopted Davis’s philosophy as compliance and education are threatened by the very big business of college sports.}
\end{align*}\]
teams, watched the realignment of several storied football conferences and rivalries, and encouraged lucrative network deals for new conferences and in some cases teams. Meanwhile, at Ohio State University, University of North Carolina, Auburn, USC, West Virginia, Miami, and Oregon, serious violations have either occurred or been charged against athletes in the revenue producing sports. I predict this is just the beginning.

With so much money at stake, compliance and educational goals will never exceed the importance of winning games to generate revenue. I do not blame coaches and players caught in recent violations. I blame a system that willfully ignores a changed world.

Football and basketball generate more revenue than all other sports combined. These sports are also loaded with African American athletes who comprise most of the star power, especially basketball players. They also have the worst graduation rates among collegiate athletes. The only way to protect them and student athletes in general from being financially exploited and jeopardizing their education is to allow them a much greater financial remittance plus a three-year guaranteed scholarship commitment instead of the current one that is renewed annually.

What prime-time college athletes produce is extremely valuable. A recent study, “The Price of Poverty in Big Time College Sport,” jointly produced by the National College Players Association and Drexel University professor Ellen J. Staurowsky, reveals that the average Football Bowl Subdivision player, if allowed access to the free market, would be worth $121,000 per year, while the average basketball player at that level would be worth $265,000.

The primary mission of the university is education, not football or basketball rankings. This is difficult to remember when sports drive such a large part of the economic engine of modern universities. Former NCAA and University of Oregon president Myles Brand revealed the importance of the programs, which drew increased out-of-state tuition dollars. It became a large part of the economic engine of modern universities. Former NCAA and University of Oregon president Myles Brand revealed the importance of the programs, which drew increased out-of-state tuition dollars. It became a large part of the economic engine of modern universities.

Social media exposure makes college athletes celebrities, and they should be able to share the profit from their celebrity. This is not the 1970s. In the 21st century student athletes must receive ample compensation. If the athletes at Ohio State, USC, or Miami were being properly compensated, they would not sell rings, signatures and jerseys, or take money from agents and friends of the programs.

People forget that the Ivy Leagues once were what the Southeastern Conference and Big Ten are today—stares of collegiate football. In 1905, Harvard, Yale, and Princeton presidents and football coaches, shocked by the level of violence in college football, met with President Theodore Roosevelt to discuss restoring the nobility of the game. (This group would form the core of what is today known as the NCAA.)

Today, the NCAA should convene equally crucial meetings with university presidents to address the new reality of collegiate athletics: It is a business that exploits an amateur labor force that is expected to train and produce like professionals. And while the solutions they will have to reach—such as paying athletes for more money, prioritizing academics over athletics, making lengthy scholarship commitments, and rewarding coaches for academic performance—will be economically painful, it will restore the integrity and nobility of football and basketball.

Let’s face it, the money will only grow. Many students looking for a college want to attach themselves to a winner so they choose institutions with successful athletic programs. Ask the admissions directors of Auburn and Oregon or teams that made the men’s basketball Final Four: How high the out-of-state admissions jumped (the average for schools in BC’s championship games is roughly 10 percent), or how many points the SAT profiles climbed.

Sport is both a great marketing and economic tool. Even our own Washington State University athletic department gained a $20 million network windfall for being a member of the powerful new PAC-12. This money will go toward building facilities that will allow WSU to compete and grow its sports brand, which will help market other aspects of the university and the research of its faculty.

Everyone, in fact, stands to benefit except the players who generate this enormous profit. The state of collegiate athletics in the 21st century has to be about more than winning at all costs. The new motto that should emerge from a gathering of the NCAA and university presidents should be “Just Learn Baby” and the new promise, “We Will Pay You an Equitable Share of the Pie You Helped to Bake.”

I am ready to tailgate and cheer for...
LAST SPRING a crowd gathered in the ballroom of the historic Hotel Monte Cristo in downtown Everett to weigh in on plans for the city’s future. The focus was expanding higher education in Snohomish County, home to the Everett Community College and outpost for eight other private and public colleges and universities.

Everett is a port town rich in history, natural resources, historic structures, a strong industrial base anchored by Boeing, and a diverse community. But for years it has aspired to be something more.

It could be a regional center for education, said Mayor Ray Stephanson. It wants a four-year research university. Since 1988, access to higher education in Snohomish County, home to the Everett Community College and managed by EvCC since 2005, has been a concern for the region and the state. It is essential for Everett and the rest of the north Puget Sound region to move ahead, Stephanson told the crowd. “Only a research university can provide engineering training that isn’t going to happen any time soon, said Stephanson. That is why he approached WSU last January and asked if the state school might simply and quickly take over the University Center of North Puget Sound, a collection of state and private schools offering associate, bachelors, and masters degree programs, housed on Everett Community College’s campus and managed by EvCC since 2005.

The meeting was organized to bring the townspeople to meet WSU President Elson S. Floyd and make public the hurried discussion about handing the University Center over to the Pullman-based state university. This is something WSU knows how to do, Floyd assured the crowd. With branch campuses in Vancouver, Spokane, and the Tri-Cities, the University has a wealth of experience working with community colleges and other local institutions to find ways to serve the communities.

Still, there was tension in the room. At that point, it was uncertain that the state legislature would approve the plan. And some from the community and community college voiced concern that this would drain resources from Everett Community College and the other schools that are part of the University Center. “I feel like David in front of Goliath,” said Christine Kerlin, Everett Community College University Center vice president. She noted that University Center under the management of EvCC already offers a number of masters and bachelors degrees and has worked diligently to meet the demands of the community. She asked, “What will we lose because resources are limited?” With statewide budget cuts to higher education, money to build or enhance the University Center will certainly be scarce.

But there was enthusiasm, too. The region’s state legislators had been arguing that the region has been too long lacking in higher education opportunities. “Promises have been made and promises have been broken repeatedly to this community,” says Floyd. “The bottom line is that this community deserves to have a very strong research education partner. We can form new partnerships to extend the reach of our university into this community. WSU does that exceedingly well.”

FAIRHAVEN and Anacortes were also vying to be the West Coast terminus, but it seemed Everett had won. Then Everett happened overnight, immediately, says historian Larry O’Donnell, author of Everett: Past and Present and longtime Everett resident. Those other cities had years to develop. But when it appeared that Everett could be the terminus for the railroad, the land was platted and parceled, and buildings sprang up on the hillside.

Getting the railroad and investment from the East Coast was only a partial success, says O’Donnell. “It did come here. Everett is where the rails met the sails.”

Then the tracks turned south to Seattle. Everett wasn’t the end of the line but more a stop along the way.

O’Donnell tells this story on a drizzly Saturday in downtown Everett, where about 25 locals have collected for a tour of the town’s Hewitt District, which joined the National Historic Register in 2010. “Welcome to Ever-Set,” O’Donnell says with a grin. He leads us down Hewitt Avenue, one of the city’s main streets, which runs, as Hewitt wanted, from the river to the marina.

The avenue is lined with three-, four-, and six-story historic buildings, and as we peer up at them and listen to O’Donnell, we are transported back to a town built by mill barons, bunkers, and timber industrialists, where immigrants from the Midwest and Scandinavia came for the promise of a better life. And where people plotted their days out by the river. It was settled in the 1870s on a north pointing peninsula wrapped by the Snohomish River on the east and bordered by Port Gardner Bay to the west. The early settlers were lured by the fishing and the seemingly endless amount of timber that they could harvest and transport out of the mountains and down the river to the port. They could use themselves as the hub of Puget Sound. They platted out their city and divided up the land in speculation and preparation for the Great Northern Railway pushing its way across the Midwest, the Cascades and to the sound.

Port And Potential

Everett has been built on aspirations. It was settled in the 1870s on a north pointing peninsula wrapped by the Snohomish River on the east and bordered by Port Gardner Bay to the west. The early settlers were lured by the fishing and the seemingly endless amount of timber that they could harvest and transport out of the mountains and down the river to the port. They could use themselves as the hub of Puget Sound. They platted out their city and divided up the land in speculation and preparation for the Great Northern Railway pushing its way across the Midwest, the Cascades and to the sound.
was the chain along which hotels, banks, bars, theaters, and restaurants typical of a railroad neighborhood were strung.

In 1900 Weyerhaeuser had purchased 900,000 acres of timber from the Northern Pacific Land Grants and built in Everett what was at the time the largest timber mill in the world. A second mill, this time built by another investor from Minnesota, produced red cedar shingles. The Great Northern railroad brought in migrants from the Midwest and New England, and immigrants from Germany and Scandinavia to work in the mills and factories and populate the town.

Our first stop, “Speaker’s Corner,” is a landmark for labor history and another example of the townspeople seeking a better life. At the intersection of Hewitt and Wetmore avenues, it played a part in one of the most significant events in the labor movement of that era. Here, in November 1916 in the midst of a shingle weavers’ strike over working conditions, Industrial Workers of the World volunteers arrived to speak about safety and pay and the general workers’ concerns in Everett. According to John L. Miller, who traveled there with the IWW to support the striking workers, the group from Seattle was rounded up by the sheriff and his deputies, taken out of town, and roughed up. “They beat us over the head and shoulders as we ran,” he wrote in an account now housed at the University of Washington archives. What we now know as the Everett Massacre took place the following Sunday. Miller joined more than 200 volunteers to return to Everett and demonstrate for unionized labor again. As the Verona, the steamer boat they rode in, tied up to the city dock, the sheriff and a group of deputies were there to meet them. The sheriff told them they couldn’t land. “The hell we can’t,” was the reply. Then the sheriff turned around and a single shot was fired, according to Miller’s account. Then came a volley. In the ensuing battle, five members of the IWW were killed on the Verona and two deputies were killed on the dock.

Miller took a pragmatic approach to the tragedy. “Was our fight worthwhile?” he asked in his account. “Well we organized the Lumber workers in the woods won improved living conditions there, and was [sic] able to make working conditions somewhat safer for the loggers. Perhaps more lives were saved that year of 1917 than were lost in the Everett Massacre.”

But all was not acrimonious. The millworkers eventually improved conditions inside the mills. And out in town, they and their children and grandchildren helped build a community.

“It’s a very friendly, pretty blue collar sort of town,” says Connie Niva ‘62, a WSU Regent who was born and raised in Everett and who returned to the area after college. “It’s a small town that has slowly gotten bigger.” When she was a teen there were about 50,000 residents, and just one high school serving not only Everett, but Marysville and Mukilteo. Today it’s home to more than 100,000, and Niva and many of her high school classmates have returned to guide its growth. Niva herself served on the city council in the 1980s, served as a Port of Everett commissioner for three years, and has volunteered with and advised local nonprofit organizations. She even ran for mayor in 1989.
Everett has a strong and frugal city government, she says. “It’s very up-by-the-bootstraps.” That’s not to say there aren’t resources in the community to support locals in need. When Niva was on the city council she supported the early efforts of Housing Hope Snohomish County (which occupies one of the historic structures on O’Donnell’s tour) and Cocoon House, a place for kids thrown out of their family homes.

Though she now lives in Seattle, Niva regularly returns to her hometown for community events. On the day of our visit, she had attended the swearing-in of the new Police Chief Kathy Atwood. I remember years ago when she was just starting as an officer, says Niva. “I told her someday she could be chief.”

The Everett of Niva’s childhood was a mill town, tied to the timber industry. As that faded, new industries emerged—“Boeing came in the 1960s,” says Niva. “That changed everything.”

The Washington-based aeronautical company had a big new project—a behemoth jet called the 747. It would be the world’s largest commercial jetliner. When the company decided to build it in Everett, the community had a “Boeing boom.” Housing prices rose, stores opened up, and a work force of about 10,000 was expected to move into the community.

So today, you have a blue collar town, with a historic downtown, a Naval station, a large commercial marina, a railroad connection, and a whole lot of potential, says Niva.

Paul Pitré, a professor based out of WSU Vancouver, has been tasked with working with Everett, Snohomish County, the college, the other players at the University Center, and WSU to determine just what WSU can do for the community. “It’s not just Everett,” he says. “It’s really the north Puget Sound.” Skagit County and Camano and Whidbey islands are all underserved in terms of higher education, says Pitré.

This summer, President Floyd visited Everett again with a cadre of WSU deans along. “He wants to show that we’re committed to making this work,” says Pitré. “Don’t expect a new campus, he says. There’s no state money for that. But underserved, there will be changes and enhancements. “We’re building on what is already there,” says Pitré. “We’ll build a coordinated effort at the four-year level.” To get a sense of it, just look at the branch campuses that WSU has built.

By the late 1970s, many of the lumber and pulp mills had closed. But the losses were balanced by booms along the way, including the development of Boeing’s 767, 777, and now the 787. The mills were replaced with a military station in 1985 when Everett became a Navy homeport, bringing 15 ships and about 6,000 sailors and support workers into the community.

So today, you have a blue collar town, with a historic downtown, a Naval station, a large commercial marina, a railroad connection, and a whole lot of potential, says Niva.

That WSU will be taking the lead is a good thing, says Niva. With an affinity for both her alma mater and her hometown. She would have been happy with any of the state’s universities stepping up, she says. But serving this community fits with the school’s land grant mission.

Ultimately, there will be more faculty, more students, and more degree programs. “We will depend on the community to do it,” says Pitré. Right away, WSU must build up the engineering offerings, having a program in place by 2012 to help meet Boeing’s stated need of new engineers to fulfill new contracts and replace an older workforce ready to retire. By July 2012, WSU must have a plan to expand other educational opportunities and coordinate with the other education providers at the University Center.

Provided the plan is approved by the state’s Higher Education Coordinating Board, WSU will take charge of the center the summer of 2014.

WSU Vanguard - Boeing is Everett’s largest employer and it is not only a major job creator and tax payer, but also a philanthropist and champion for local government, since it is the largest city as well as the seat of Snohomish County. Besides paychecks, there’s the Boeing, the north Puget Sound region needs nurses, teachers, and people trained in math and science. WSU is charged with working with the community and university partners to determine the higher education needs of the area and expand offerings.

Everett Community College – The school was established in 1941. In 1958 it moved to its current main campus site on 47 acres in north Everett. Today it serves about 20,000 students (around 7,700 full-time equivalents) per year.

The University Center of North Puget Sound – The state-supported center is charged with serving students in Stanwood, Skagit, and Island counties. Eight colleges and universities including Western, WSU Vancouver, Central Washington University, and Evergreen State College work closely with the University Center to provide a coordinated effort at the four-year level.

Coordinating Board – WSU will take charge of the center the summer of 2014.

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Class notes

50s
John "Jack" E. Drumheller ('53 Phys.) and Valerie Leber Keyes ('56 Phys.) were named to the Montana Hall of Honor during the University of Montana's Alumni Weekend. John worked for Union Carbide Corporation for 38 years and was named President of Union Carbide's Environmental Division in 1988. He is currently the President and CEO of the Douglass Gable Foundation. Valerie is a real estate developer and property manager.

60s
Mark A. Suwyn ('67 PhD-Chem.) was elected to the Board of Directors for Kyocera, a high-tech company that produces specialty papers and consumer electronics products. Suwyn is also the president of Warner, a private investment and consulting company.

70s
Ed Littleton ('61 Phys.) became COO of Bally Capital and is currently serving as board chair for Bally Capital. He is the founder and CEO of the American Food and Beverage Association of Chain Drug Stores.

80s
Dennis Clancy worked for BPA for 31 years. He worked as named account services manager for the Bonneville Power Administration Professional Educator Advisory Board for 30 years as superintendent of the Kelso School District and more than 40 years in public education. He also retired from his position as chair of the WSU Foundation.

90s
Gary Muehlbauer ('94 Agr. Sci.) was one of four WSU faculty members elected to the Washington State Academy of Sciences. He is the chief scientist in the Biological Sciences Division at Eastern Washington University.

2000s
Jim Dunlap followed a family route into the business of tugboats on Puget Sound. Photo Matt Hagen

Jim Dunlap ’70 Tugs, tides, and time by Ivanhoe Soderkam:

Jim Dunlap ’70 says he learned the family business “from the mud up.”

Today one of several Dunlapps in the water transportation business runs a tugboat and freight company with ports in Everett and LaConner. But his first job working for his Uncle Gene’s towing business came in the 1960s when Jim was just a teen.

His task was to “dog” deadhead logs mired in the mud flats around Fidalgo Island. At low tide, young Jim would wade out and chain empty barrels to the logs. When the tide came in, the barrels would float to the surface and pull the logs loose. Then at high tide, he would go out in a boat and round up the timber and tow it in. “It was terrible work in the summertime,” says Dunlap. When his father Jim Dunlap ’56 and uncle brought him out of the mud to work for Dunlap Towing as a deckhand, “it was heaven to come to work on a tugboat.”

Gene Dunlap started Dunlap Towing in 1925 with three small tugs and several scows. At the time, almost all the traffic and transportation in the region took place on the Sound and the rivers that run into it.

Jim’s father was Gene’s younger brother. He started spending time on Dunlap boats when he was just 12. The story goes that the crew would put him to work steering while they rounded up logs from the water.

The senior Jim attended Washington State College in the mid-30s. “We went over there and it was the middle of winter. It was snowing,” says his son. He was worried to
In 1962, the older Jim and some of the other employees bought the company from Gene, and Jim became president. In the 1970s, when the company expanded into Everett, which had a deep-water port, “it opened up a lot of opportunity,” says Dunlap. With new business partners and more ocean-going tugs, as well as a number of lumberyards, the company grew. The younger Jim and his sister Gretchen followed their father’s path to Washington State. Jim returned to Puget Sound after graduation and took over from his father in 1987.

Today, out of poets in LaConner, Seattle, Olympia, and Everett, Dunlap Towing pulls plans of business.

With its partners, Dunlap transports freight-laden barges to Hawaii and Alaska. The firm has also expanded its business to include the towing of smaller vessels.

The story of the Dunlap’s tugboat business is the story of maritime Puget Sound, built early by the timber business and fishing industry, and then expanded by agriculture and development. One of Dunlap Towing’s smaller Puget Sound tugs docked in Everett. Photo: Matt Nagen

**Standing out**

by Hope Tinney

When coach LaToya Harris stands on her team on the volleyball court at Lewis and Clark State College, Jena’s the remarkable thing: She doesn’t stand out.

Sure, she is the only one wearing black crop pants instead of blue shorts and a white blouse, but, suddenly it hits you—this is the woman who tallied 1,879 kills during her WSU career and still holds the record for service aces.

Harris has had some connection to WSU and to the family business.

Harris is a former AFL Rookie of the Year and was a member of the 2002 NCAA tournament, only the second time California and their first tournament of the season. She’s the only WSU player to ever earn the most valuable player in 2000, 2001, and 2002, as the Cardinal. Harris has moved on to Pullman last spring to coach the WSU volleyball team.

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WSU volleyball team.

**Coach LaToya Harris ’03. Photo Shelly Hanks**

**LaToya Harris ’03 Standing out**

After graduating from WSU, Harris did a short stint as an assistant coach before moving to San Barlow High School in Portland where she coached her team to a 55-26 record in conference play and advanced to the state tournament two times in five years. Leaving her Portland players was one of the hardest things she’s ever done, she says, but she had set her sights on college coaching long ago.
Once the workout begins, the gym is a ca-
cophony of voices. “Mine, mine, mine. Tip, tip, tip”—as they run, literally run, through the drills.
Harris’ voice is constant as there. “You guys run! That’s the way! Fadil!” But 20 minutes in, Harris decides her players are losing focus and
tells them she is going to shut them up. “You stop talking, you run,” she says.

Finding time to visit with Harris is not easy. A pre-season poll of the National
Association of Intercollegiate Athletics (NAA) picked LCSC first in the Frontier Conference and
seventh in the nation. She’s in the hunt for a national title at LCSC, and
she says, the level of play is competitive. “It goes without saying that
creating strong teams that bond like family, creating
teamwork is constant as well. “There you go
Harris decides her players are losing focus and
always going to be there.”

Harris in high school was a star in basketball, softball and volleyball
team. She came late to volleyball, yes, and it is a combination of
her players at LCSC. “The majority of
athletes that fall into that category make
spectacular catches? In volleyball, digs
requiring that kind of athleticism might happen
one time during one practice.

When Harris was 15, a club volleyball coach
told her there was always someone out there
doing what she was doing, working as hard as she was. “I never let that go,” she says.

Especially not after a cadre of elite schools,
including Stanford (which has had 19 Final Four
appearances, three times during one point.

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After coaching at WSU, McKinney taught at Colman High School before heading west to do administrative work for the Seattle Seahawks. In a couple of years, he was teaching at Skyline High School and coaching track at the University of Washington. He kept up his singing and branched into songwriting. It was on a trip with the track team that McKinney composed his breakthrough ballad "He Real." I was riding in a van up to a running track, and I had nothing to read or do and I kept running through my head," he recalls. "I was hooked.

As early as 1987, McKinney took the stage for the main event, McKinney and the band don’t have time to rest. They head to tents near the entrance to sign autographs, take photos with fans, and sell CDs and t-shirts. Then they’re backstage again, packing up guitars, amps, drums, and other equipment while Bentley plays "Feel That Fire" for the excited crowd. They load it into a trailer and head out.

As the sun sets, McKinney reflects on the real joys and trials of music. "When you finish writing a song, when you step on stage, when you finish recording something, it’s a pretty incomparable feeling," he says. "It’s hard work, may not be the career paths’s, time consuming, but exhilaratingly exciting." For his next move, McKinney says he’s considering several offers from labels and sponsors, even as he juggles a home life in Utah with his wife and 18-month-old daughter.

I probably have 900 songs from Nashville that were pitched to me and I’ve written over 200 songs," he says. "So far I’ve recorded 22 songs. I’ve only got 600-something left to get out." -

**Faculty & Staff**


John A. Bollinger

John A. Bollinger, '70, former faculty, April 11, 2011, Pullman.

Rita E. Bradley


Edward C. Caffrey, '84, former student, December 21, 2011, Pullman.


Bonnie S. Collins, '00, former staff in sociology, May 6, 2011, Pullman.

Robert E. Haynes


Glenn E. Anderson Jr.


Tom Sullivan


Eric A. Edlund


Larry L. Nickell


Thor Swanson

Thor Swanson, '72, former staff in Housing and Residence Life, 1972-1976, Pullman.

Jay L. Whitcomb


Jan Bosson


Douglas B. Taylor


Robert M. Schneider

Robert M. Schneider, '48, former staff in housing, March 31, 2011, Pullman.

C. Ward Despain


Paul J. Rissberger


Jerome J. "Jerry" Hammond


Jerome J. "Jerry" Hammond


Keith Whittemore

Keith Whittemore, '72, former staff in Nursing, 1972-1974, Pullman.

Kevin C. Von Lossberg

Kevin C. Von Lossberg, '00, former staff in Nursing, 2000-2004, Pullman.

C. Ward Despain


Douglas B. Taylor


Robert E. Haynes


Glenn E. Anderson Jr.


Tom Sullivan


Eric A. Edlund


Larry L. Nickell


Thor Swanson

Thor Swanson, '72, former staff in Housing and Residence Life, 1972-1976, Pullman.

Jay L. Whitcomb


Jan Bosson


Douglas B. Taylor


Robert M. Schneider

Robert M. Schneider, '48, former staff in housing, March 31, 2011, Pullman.

C. Ward Despain

Don’t expect a formula to this fiction. This is not the standard mystery or vampire novel by numbers you might buy at the airport. Alex Kuo, the storyteller and poet, gradually inserts himself into the narrative, urging readers to rethink their understanding of the world and questions conventional narratives.

The two characters don’t know each other, but their lives reflect a common experience over the course of 30 years. The Chinese woman Ge and American man G share a disgust for human life, all in the name of reach or even antiquated. The desire to build. For Ge, future sediment loads take a position with Westinghouse in a Dam project in southern China, and G disillusions himself. Ge joins the Three Gorges movement for him.

The title of the book uses "pathways" because, as the editors point out, achieving peace requires multiple routes. Whether you call it shallow, just, right, or tolerance, human security and safety have moved beyond traditional national security concerns and the simple dichotomy of "peace and war." The depth of research from WSU and ICT deeply tackles many facets of peace and security.

The novel-by-numbers you might buy at the bookstore is one of the fruits of a five-year collaboration between the two universities crossed several disciplines and geographic landscapes. Building New Pathways to Peace is one of the fruits of that effort to embrace the intricacies of modern peace studies.

The book’s sociologist Gregory Hooks delves into the past problems in states that led to conflict and explores alternatives. Raymond Sun, associate history professor at WSU, discusses memory of WWII in Germany, while Kawamura writes about Japanese and U.S. memories of the Pacific War and how to transcend them.

For Ge, future sediment loads takes a position with Westinghouse in a Dam project in southern China, and G disillusions himself. Ge joins the Three Gorges movement for him.

You can expect to start thinking. Through the text, even as the plot shifts and washes into a flood of ideas both absurd and unexpected, seemingly every page presents an interpretation of corporate, political, and cultural issues of the world and questions conventional understanding.

Although the authors call it a children’s guide, anyone can benefit from this well-designed and entertaining aid to identifying Northwest trees.
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