

CONNECTING WASHINGTON STATE UNIVERSITY, THE STATE, AND THE WORLD • WINTER 2004-05

Washington State

m a g a z i n e



COVER
STORY

SPOKANE JOINS THE KNOWLEDGE ECONOMY

Cougar Gold, the Cheese Evangelist, and the Joys of Aging • The Cougars Take Seattle

ALSO: WASHINGTON STATE UNIVERSITY FOUNDATION ANNUAL REPORT 2003-2004

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Washington may not yet have reached cheese heaven. But we're now well past the purgatory of cheese sameness. And we have the WSU Creamery, and Cougar Gold as a delicious standard, to thank for much of this progress.

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by Tim Steury

Spokane is undeniably a beautiful place to live and raise a family. Its downtown is once again vibrant. But it takes more than attitude and livability to drive an economy. That's where higher education comes in.

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ROBERT HUBNER

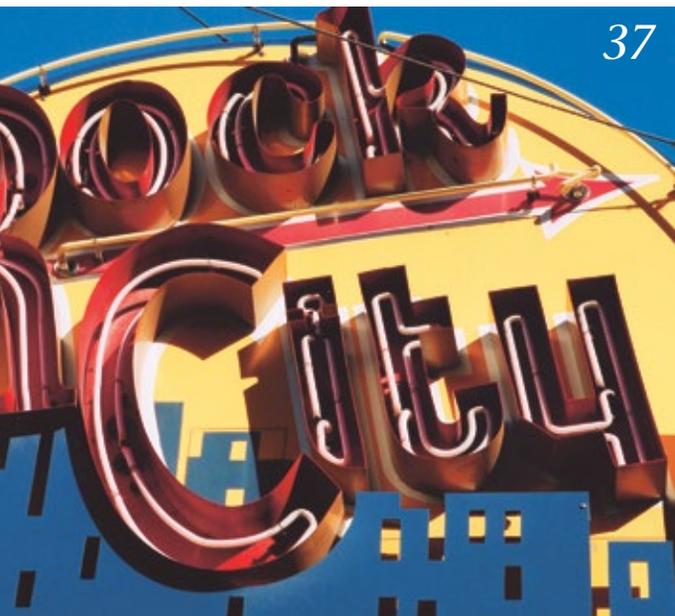
panoramas

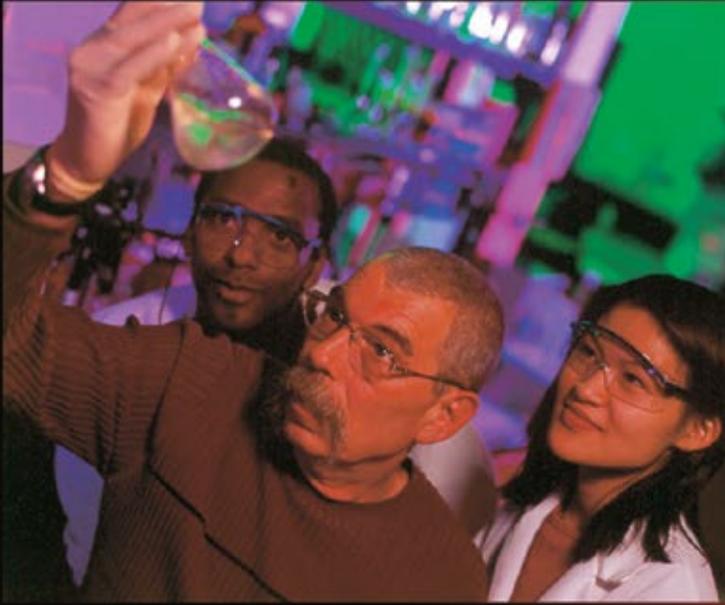
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billion-dollar genes

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LAURENCE CHEN

CO-TEACH

As a graduate of WSU and the CO-TEACH program, I was pleased to read your article on such a wonderful program. I always knew I wanted to be a teacher, but it was envisioned in a school similar to the ones I attended: middle class, minimal cultural difference, students similar to myself. Never had I imagined I would be teaching in a high-needs area, with students of many backgrounds. I decided to choose CO-TEACH as a way to guide my student teaching, because I liked the support it had to offer, and I felt like it was more than “regular” student teaching.

Boy, am I glad I did.

I am currently beginning my second year of teaching in a fifth-grade class at a pretty tough school. I hear daily about students not living with a parent, not living with either parent, students whose parents are incarcerated, students who not only see themselves off to school every morning, but often younger siblings as well, students with language and learning needs, students who just need someone to say “I know you can do it.” My students come to me not only with a backpack full of homework, but a backpack full of a home that does not work, and they need my support and compassion. The only way I was prepared for these students was through CO-TEACH, and it was through this program that I discovered my calling for working with high-needs children.

I know CO-TEACH will continue to inspire future teachers. Thank you for spotlighting a wonderful program that deserves all the recognition it can receive.

*Rebecca Williams, Education '03
Renton, Washington*

Channeled Scablands

Having grown up in the Palouse Hills near LaCrosse, the nearby scablands were a familiar sight. As anyone who attended high school in LaCrosse during the 1940s—or earlier—will recall, Palouse Falls was a favorite spot for after-school “class wiener roasts.” It was on one of those occasions that I made

my one and only descent down into the canyon to the foot of the falls. The descent was made through a steep and narrow fissure, or chimney, sometimes requiring a leap of faith to move from one rocky foothold to the next. My recollection of this adventure may have suffered a little exaggeration over the years; nevertheless, I hope for the author’s sake that the route to the bottom has become a bit less hair-raising.

My compliments to photographer Robert Hubner. His spectacular doublefold photograph



ROBERT HUBNER

on the pages introducing the article is the best photo of Palouse Falls I’ve ever seen.

*Leslie Ferris Lokken '48
East Lansing, Michigan*

I want to thank you and your staff for your excellent magazine, and for your interesting story on the Channeled Scablands in the current *Washington State Magazine*. I must say, however, that I was dumbfounded to learn that Rock Lake is nine miles deep! If so, it must be the deepest lake in North America! Surely, you meant to say that Rock Lake is nine miles long, rather than nine miles deep.

Jim Green, Seattle

We heard from many of you questioning the depth of Rock Lake. No, it is not nine miles deep, as indicated in the caption. According to Washington Fish and Wildlife records, it is eight miles long and 400 feet deep, which is still pretty deep. In the same article, we mistakenly identified Lomatium macrocarpum as Lomatium gormanii and misspelled J Harlen Bretz. Yes, the J stands alone without a period. I misspelled Harlen. As editor and writer, I have now used up my lifetime allotment of errors.

—TS



Wrestling

Thank you for your tribute to my old wrestling coach at WSU, Bill Tomaras [Fall 2004]. WSU’s history of wrestling excellence

has been lost to many alumni since the sport was dropped many years ago [1986]. Your efforts on Bill’s behalf will let many know that WSU at one time was a power on the West Coast.

I feel this is especially important, since Washington state high school wrestling continues to flourish and is producing top prospects that must leave the state to compete at the college level. Hopefully WSU will consider reinstating this great sport.

*Vaughan D. Hitchcock '56
San Luis Obispo, California*

A note of thanks

Thanks for recruiting Brian Ames to review my novel, *Prisoners of Flight*. It’s my favorite review of the novel. I’m grateful all the WSU alumni were exposed to the book, as is my publisher.

When I attended vet school at WSU I spent

more time than the average veterinary student on the hill. I dated Professor Barnsley's daughter, and carried on with him regarding literature and writing, as that's what he taught. He was a novelist as well as a medical doctor, a native of Kent, England. He wrote a novel under the *nom de plume* Gabriel Fielding. It was a journey into post-war Germany to explore the holocaust, entitled *The Birthday King*. At any rate, he was not afraid to hold forth regarding how to write, and what, and I was eager to listen. He planted the seed for me to write the novel and germinated right off that leafy Pullman hill. His wife fed me Yorkshire pudding, and a fine time was had by all in and about his delightful residence just off campus—Pullman in the 70s, youth, sweet youth.

Whether they know it or not, the English department at WSU was influential.

*Sid Gustafson '77, '79 D.V.M.
Bozeman, Montana*

Carlton Lewis

It was with great pleasure that I read the article on Carlton Lewis in the fall 2004 issue of *Washington State Magazine*. Carlton was a student representative on the committee that produced the Faculty and Student Senate, now the Faculty Senate. I remember eating pizza in the early hours of the morning with Carlton and the late Professor Paul Castleberry. We had some wonderful arguments on the role of students in a senate that would deal primarily with faculty issues. Over time, Castleberry's contention that students would be basically uninterested in faculty issues proved essentially true. In any case, Carlton was a wonderful student and formidable opponent on some issues. I had lost track of him, but it is no surprise that he is leading a highly successful and satisfying life. He is one of my all-time favorite WSU persons!

*Jack D. Rogers
Professor, Plant Pathology
Washington State University*



PAUL GIBBERT

Clark's map of 1814 was drawn from information he furnished and was prepared and published "By Order of the Executive of the United States." It is found in Moulton's *Atlas*, Figure 126. The route shown on the map is reasonably accurate; the part that is not on the route could be called folklore.

The dead-reckoning data in the *Journals* did provide the basis for Clark's map of the route. These "course and distance" records cannot be used directly to plot the route. They need to be corrected for magnetic variation of the compass and the estimating error for the distances. I believe that someone who did not appreciate this need must have plotted the uncorrected data to get the large error Ken Olsen cites.

Dead reckoning uses the magnetic compass for courses. The magnetic variation varies from a few degrees at St. Louis to 20 degrees in Washington State. These magnetic variations along the voyage were measured by L&C at frequent intervals and are in the *Journals*.

The distances are eyeball estimates and need to be corrected. This is done using the latitude differences between points along the route. The Captains measured latitudes often and quite accurately and recorded these in the *Journals*. Clark must have made all these corrections in preparing his map from which the 1814 map was drawn. I can say this, because in 1995 I made all the corrections to their dead reckoning and found positions along the route to be accurate to within a few miles.

They had the coordinates of the mouth of the Columbia taken by Capt. Robert Gray and George Vancouver in 1792. They also had information about the location of the Mandan Villages as measured by David Thompson of the North West Company. Lewis and Clark had a faulty chronometer and could not use it to determine longitude after it went awry a short way beyond the Kansas River. They had to depend on their dead reckoning for longitudes.

The 1814 map is not folklore as far as their mapping of their route is concerned. Clark did provide a good basis for it.

*Robert J. Hoyle, Jr.
WSU Professor of Civil and Environmental
Engineering, retired
Lewiston, Idaho*



GREG MACGREGOR

Lewis and Clark

The article by Ken Olsen in the summer 2004 issue was a very nice introduction to the map work of Martin Plamondon on the route of Lewis and Clark. I am saddened to learn of his passing. He was a devoted Lewis and Clark scholar.

In the Olsen article there are comments about William Clark to which I would take exception—and hopefully clarify. I refer specifically to the 1,116-mile error and the idea that Clark's map is "folklore."

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The Cougars take

SEATTLE

IT'S ONE OF THOSE quintessential late-summer days in Seattle. Clear in the morning, warm, gathering clouds by late afternoon, the air heavy and muggy. The tourists are tired, making their way back to the hotel for an early dinner. It is Friday, rush hour, and the Cougar Marching Band, full 250 strong, is playing the fight song on the terrace in front of Westlake Center.

Who knows how many of the hundreds of people gathered for this late-afternoon pep rally are alums. But everyone's a Cougar for now. Everyone's smiling. The band is giving it everything, the cheerleaders are pumping the crowd and defying gravity, and this little kid right next to the trombones is bouncing up and down like crazy as the band moves into an old rock song.

All across town this afternoon, Cougars are everywhere, their crimson-and-gray garb ranging from subtle to ostentatious. Tomorrow, the football team will fall to Colorado, but for these two days in September, the Cougars have taken Seattle.

Inside the mall, Tricia Simon and her staff have prepared Washington State Connections, WSU's three-month-old retail and information enclave, for the crowd that will soon move inside from the pep rally. At first, except for the model of Butch standing at the door, Connections looks little different from all the other high-end shops that populate Westlake. But then you step inside and start noticing the signs.

The interior, which was designed

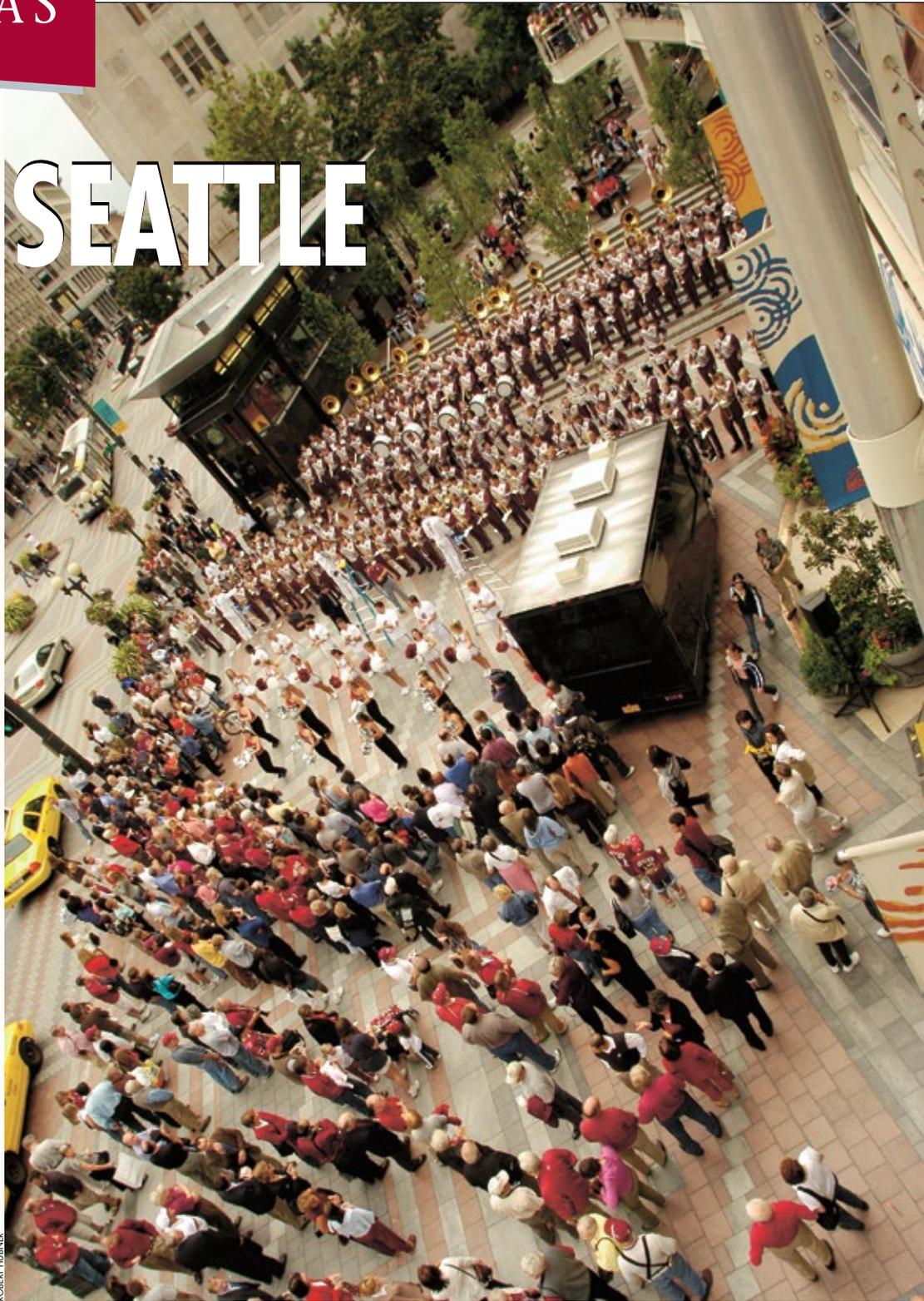
by Pak Koon '90 of the architectural firm Mithūn, suggests—subtly, mind you—eastern Washington. The color scheme is warm and earthy. Study the light fixtures above the sales counter, and you realize that, yes, they do suggest

irrigation circles. And yes, the texture of the ceiling does look like wheat stubble. And there's a shock of wheat tucked among the sales displays. And a clump of tumbleweed.

And, of course, all things Cougar.

I hadn't known you can buy a wind-up mobile for your baby's crib that plays the fight song. Or a crimson-and-gray tricycle.

The store is comfortable, inviting, nostalgic. Here are Palouse landscape watercolors, Pendleton



ROBERT HUBNER

On a Friday afternoon in late summer, the Cougar Marching Band plays the fight song in downtown Seattle.

blankets with a cougar head woven in, very nice clothes that happen to be crimson and gray, books from the WSU Press, engraved wine-glasses. The store also sells wine from alumni wineries, Gordon Brothers and Cougar Crest among others.

Simon is excited that the day before had seen the second-highest sales since the grand opening in June. Sales clerks Dave Walsh and Joan Henry explain that customers are a real mix of Cougars, friends of Cougars, even Huskies buying gifts for their Cougar friends. And tourists of course. Six-and-a-half million people a year pass through West-lake, at least when the monorail is running. And a good number of them wander in, out of curiosity. Tourists seem most interested in

WSU cheese, which so far has gener-ated 22 percent of the store's sales.

"It's a little WSU in Seattle," says Simon.

At noon, in a ballroom on the third floor of BonMacy's, 260 Cou-gars and friends gathered for the Future Cougars of Color luncheon. After greetings by President Rawlins and Dave Huddleston '97, who is currently news anchor for FOX29 in Philadelphia, Washington First Lady Mona Locke spoke about her struggles as a Chinese-American trying to break into television news and the value of help from an expe-rienced colleague.

Ms. Locke, a graduate of Berke-ley, also managed to slip in a couple of "Go Bears!" then had all the Cou-gars applaud all the Huskies in the audience, of whom there were a

good number. Half of those sitting at my table were such.

Then Regent Ken Alhadeff took the pulpit and delivered a rousing riff on the Declaration of Indepen-dence, exhorting the goodwill of everyone present toward filling in the pledge cards next to their plates. According to Milton Lang, director of development, scholar-ships, and diversity, and one of the event's organizers, the event raised \$86,000.

Mid-afternoon, Mary Gresch and I are relaxing momentarily at Emmett Watson's over a plate of oysters and glasses of white wine from Arbor Crest Wine Cellars, founded by WSU Spokane researcher Harry Mielke. As the marketing guru for WSU, Gresch has pushed hard for the WSU presence that per-

meates Seattle today. She's pleased with how things have been going. Gresch's job is to sell WSU. With Marketing Communications, Stu-dent Recruiting, the president—everyone, for that matter—chip-ping in, WSU, which has always filled the state, now seems, well, bigger. Even smarter. More confi-dent.

What's next? "More," says Gresch. "Bigger." She smiles.

Back at the pep rally, the band is cranking out "Louie, Louie." Volun-teers—mostly Cougars—from the fire and police departments and state patrol smile as they watch the happy crowd. No trouble here. And that kid, that kid is still jumping up and down, as high as he can go. Somebody give that kid a scholar-ship. ■ —Tim Steury

WSU researchers attract record **\$184.2 MILLION**

WASHINGTON STATE UNIVERSITY received \$184.2 million in new grant awards in fiscal 2003-04, breaking the record set the previous year by nearly 16 percent.

More than \$151 million was awarded through competitive grants and contracts, a 21-percent increase over 2002-03. The balance of the funds came through state legisla-tive appropriations and federal appropria-tions for research, public service, and engagement activities associated with WSU's status as a land-grant institution.

The largest recipient of new awards, in terms of number and total dollar value, was the Agri-cultural Research Center (more than \$55.9 million). Other major recipients included the College of Sciences (\$30 million), WSU Extension (\$26.3 million), College of Veteri-nary Medicine (\$20.6 mil-

lion) and College of Engineering and Archi-tecture (\$16.4 million).

Awards to faculty at urban campuses also rose rapidly, with programs at WSU Spokane attracting \$7.5 million, WSU Tri-Cities \$6.3 million, and WSU Vancouver \$1.6 million.

"This is a great tribute to the outstanding faculty members here at Washington State University," says President V. Lane Rawlins. "As a public research institution, we have an important responsibility to perform the research, public service, and outreach neces-sary to expand the frontiers of knowledge and

to build the economy of our state."

"These large awards reflect the changing landscape," says Jim Petersen, WSU vice pro-vest for research. "Funding agencies are inter-ested not only in individual research awards, but also in larger, collaborative awards that have a high impact on the institution, state, and nation."

The U.S. Department of Health and Human Services, of which the National Institutes of Health is a part, remains the largest source of sponsored program funds for WSU, providing about \$20.6 million. Other major providers include state government (\$18 million), U.S. Depart-ment of Agriculture (\$17 million), U.S. Department of Defense (\$15 million), U.S. Department of Energy (\$12 million), and the National Science Foundation (\$10 million).

—James Tinney

AWARDS SHOW THE RANGE OF WSU'S ACTIVITIES IN THE STATE

- **\$2.2 million** from the Department of Education for a Gear Up grant to better prepare children of migrant workers in the Columbia Basin for college.
- **\$3.75 million** from the Paul Allen Foundation to develop climate-friendly farms.
- **\$9.4 million** from the Office of Naval Research and the Department of Energy for shock physics research.
- **\$2.2 million** from the Bill and Melinda Gates Foundation for work connecting schools and communities via modern digital technologies.

OPENING MINDS, Setting Lives on Course

by *V. Lane Rawlins, President, Washington State University*

IN MY CONVERSATIONS with alumni and supporters of Washington State University, the subject often turns to some teacher who opened their minds and set their lives on a new course. I am certainly no exception to that. I remember Professor Richard Wirthlin, who opened my mind to questions I would never have asked, and first introduced me to the notion of graduate school. Later, I was mentored and inspired by Clark Kerr, whose passion for excellence in higher education was infectious.

Some believe that this ability to teach and inspire is simply a gift that you either have or do not have. Certainly, it comes easier for some than others, but as one who has spent a lifetime in universities, I can tell you that good teaching, like any good art, is 90 percent perspiration. That work is easier if you have help. While I was a young professor here, I found that I had much to learn from master teachers on our faculty who were eager to help me. From Ralph Thayer I learned how to conduct a seminar. I watched and learned from outstanding faculty members like Howard Payne, Rom Markin, Paul Castleberry, Wallace Petersen, Don Bushaw, and others. The best faculty have always set the standard that the rest of us tried to reach.

The Washington State University strategic plan states that we will provide the best learning experience for undergraduate students in a research university. We adopted this goal because we know that to prepare our students to be part of what one author calls “the creative class”—his term for the intellectual and creative segment of our population on whom we increasingly depend for a competitive edge—we must give them opportunities to work with world-class researchers, scholars, and performers.

We strive to keep this goal foremost as we design and redesign the spaces and places that make up our campus learning environments. It

is a driving factor in new program development, advising, and faculty and staff recruitment. We strive to foster an environment free of prejudice and open to new ideas and people.

With all of this, the learning process we seek to create still depends more on good teachers than any other factor. Most of us know from personal experience how much difference excellent teaching and mentoring makes. In reading a biography of Edward R. Murrow recently, I was deeply impressed by the account of his relationship with his mentor, Ida Lou Anderson, when he was in college here. Ms. Anderson had been deformed by polio, but this physical challenge did not dampen her spirit. Her teaching methods

Teaching Academy member Carol Sheppard (center) examines a research project with Shannon Reive (left), an undergraduate in the Honors College, and Harmony Borchardt-Wier, an entomology graduate student.



INAUGURAL MEMBERS OF THE PRESIDENT'S TEACHING ACADEMY

Carol Sheppard, associate professor, Entomology, College of Agriculture, Natural and Human Resource Sciences.

Charles Munson, associate professor, Management and Decision Sciences, College of Business and Economics.

Darcy Miller, professor, Teaching and Learning, College of Education.

Denny Davis, professor, Biological Systems Engineering, College of Engineering and Architecture.

Mary Bloodsworth-Lugo, associate professor, Philosophy/Women's Studies, College of Liberal Arts.

Renee Hoeksel, professor, Nursing, College of Nursing, WSU Vancouver.

Raymond Quock, professor, Pharmacy, College of Pharmacy.

J. Thomas Dickinson, professor, Physics, College of Sciences.

Kenneth Campbell, professor, Veterinary and Comparative Anatomy, Pharmacology and Physiology, College of Veterinary Medicine.

David Wang, professor, Architecture, WSU Spokane.

Paul Strand, associate professor, Psychology, WSU Tri-Cities.

Tom Tripp, associate professor, Management and Decision Sciences, WSU Vancouver.

were unusual, and she used no notes and gave no examinations. Murrow was clearly her prize student, but an entire generation of students responded to her dedicated teaching. Murrow's biographer writes, "Under her influence he became a voracious reader, soaking up what he could, like a sponge, in every possible area, the beginnings of a lifelong curiosity about the world." (A. M. Sperber, *Murrow, His Life and Times*, Freundlich Books, 1986, p. 26).

In recognition of the importance of good teaching, and in an effort to provide a more effective way to spread our best practices, we have recently created the "President's Teaching Academy." The academy members were selected from many nominees across the University for their reputation as inspirational, creative teachers. At a dinner honoring the first class appointed to the academy, I sought their opinion as to why they were selected for this recognition and responsibility. In their comments, I heard dozens of ideas that would have made me a more effective teacher and, as they talked about their interaction with students, I was reminded of this statement that I once read in a teaching manual: "Our job is not to straighten people out, but to lift them up."

The academy includes some of our best teachers, and we are grateful that they have accepted the responsibility to help us realize our goal of providing the best undergraduate education at a research university. They are working to provide processes that will reach all faculty and encourage them to help each other in teaching, as they do in research and scholarship. In our earlier meeting I noted that, even as master teachers, members of the academy were learning from each other about how to be even more effective.

Vice Provost Doug Baker is taking the lead in providing the support for the academy and many other teaching and learning initiatives that involve hundreds of our staff and faculty through our new Office of Undergraduate Education. We will provide many opportunities for interchange and dialogue. The academy is working to raise our standards, provide opportunities to improve teaching, and establish measures of performance. I am lifted up by their efforts. ■

The Circle of Life and the Farmer's Daughters

DETERMINED THAT, contrary to popular assumption, bread flour could indeed be grown in the Inland Northwest, a few years ago Fred Fleming '73 and Karl Kupers '71 started growing Terra, a new variety of hard red spring wheat developed by Washington State University wheat breeder Kim Kidwell. They named their business Columbia Plateau Producers and their flour Shepherd's Grain.

Visualize for a moment how a small operation under the big skies of eastern Washington moves into the full-court press of deep-pocketed global business activity. Farmers

With Marci Schwartz '03 and Trish Schwartz '00(not shown), Tessa Wicks '96, M.S. '98 (left) and proprietor Kim Roberts '81, '82 (right) run the newly opened Farmer's Daughter, which markets regionally grown food, including flour made from a hard red winter wheat developed by spring wheat breeder Kim Kidwell.



JEFF T. GREEN

talking to millers, bakers, and consumers. Convivial conversations that put loaves of bread on the table and spread the message about soil health and people health.

Benefiting from no-till and other sustainable farming practices, Terra flourishes and is helping restore soil. Certification was bestowed by the Food Alliance, a no-nonsense national organization that peels back an operation and rewards those doing it right. The Washington Governor's Award for Pollution Prevention and Sustainable Practices from the Department of Ecology was granted this fall.

Currently there are 11 producers of Terra in eastern Washington, northern Idaho, and eastern Oregon with 50,000 acres under cultivation, some using direct-seed methods. The farming methods matter—good flour is needed, but the soil also needs long and careful attention to be sustainable for future breakers of bread.

Many of these producers are WSU alumni. Their flour is trucked to the WSU campus, where, says Fleming, "It completes a circle of life." A WSU-bred variety is grown by WSU alumni to be baked in WSU kitchens and fed to WSU students who will soon become . . . etc.

However, challenges remain. Size does matter, along with cost, where larger bakers are concerned, and Columbia Plateau Producers are currently small and a bit too expensive for high-volume baking.

Dennis Fiess '64, assistant director, WSU Western Center for Risk Management Education, is a fan of these guys, but knows the dangers.

"We talk a lot about sustainable agriculture, and most of it is far from economically viable production," he says. "This effort carries sustainable agriculture into commercial production for domestic markets."

One of the tricks is to handle the grain without thinking of the word "commodity," a real paradigm-buster, but still managing to sell a lot of it. "This ends at the consumer, not at the elevator," says Fleming. Success will mean a lot of hustling in smaller markets.

One small store along Highway 2 in Airway Heights is a precious building block of the new consumer-based agriculture Shepherd's Grain considers family. The Farmer's Daughter Country Store and Bakery is on the south frontage road just off the flight paths of Fairchild Air Force Base. Customers include pilots and granolas, young and old. All express appreciation at finding such an oasis of healthy foods and ambience. A veritable class reunion of WSU alumni families work in the place—Tessa Wicks ('96 agribusiness, '98 master's in agribusiness), Marci Schwartz ('03 education), Trish Schwartz ('00 agriculture) are nieces of Kim Roberts ('81, '82 architecture), proprietor.

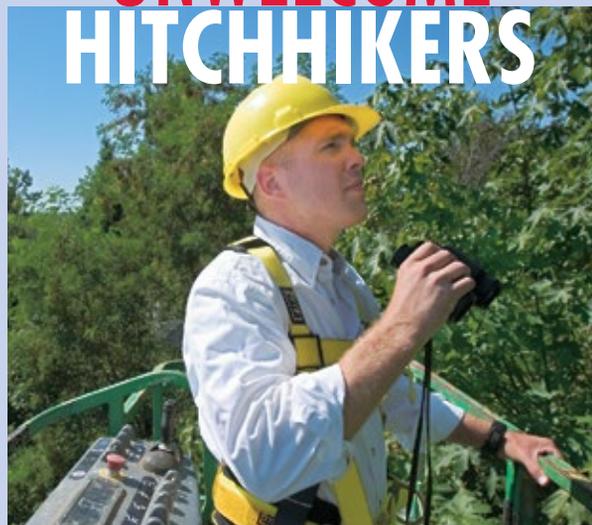
There are huckleberries from Idaho, feed from Deer Park, apple cider from Leavenworth, carrots and other vegetables from Davenport, wine from Walla Walla, sausage from Odessa. As the daughters indicate with a flourish of the hand to the north, where the wheat fields open up, the flour and bread "comes from right over there."

New good ideas do eventually "tip" and become the norm. This autumn, chefs and bakers from regional restaurants in Portland, Seattle, and Spokane came out to Shepherd's Grains farms and rode combines to cut the wheat that would be in the bread they served to customers.

Want to encourage good soil practices and help save the family farm? Bake a delicious loaf of bread and enjoy good company. ■

—Terry Lawhead

UNWELCOME HITCHHIKERS



MORE THAN 30 FEET ABOVE THE GROUND, Brent Olson steers a mechanical lift across the outstretched limbs of a bigleaf maple tree. He aims his binoculars toward the trunks of two towering cottonwoods beyond, scanning for the enemy.

"They could be anywhere in there," Olson says.

Across the street in this Tukwila neighborhood just south of Seattle, a resident swishes jump shots into a driveway hoop, while another loads children into a minivan, perhaps for a quick trip to the Wendy's restaurant a few blocks away.

The suburban scene hardly resembles a battlefield, but Olson ('03 Entomology, '04 M.S. Environmental Science) is on the front lines in a new battle to keep destructive insects from invading Washington. Working for the Washington State Department of Agriculture, he has spent the summer searching Tukwila's trees for signs of citrus longhorned beetles.

Agriculture experts believe the Korean wood-boring beetle could devastate native hardwood forests, fruit orchards, and urban landscapes. In 2001, the insect joined a list of dreaded pests in the Pacific Northwest. Also on that list is the infamous gypsy moth.

Washington agriculture officials hope they've caught the citrus longhorned beetle before it can make an encore appearance.

The beetles hitched a ride on ornamental plants shipped from Korea to Bonsai Nursery, a small business overlooking Interstate 5. Scientists believe that five of the beetles escaped from bore holes in the plants into the surrounding neighborhood, setting off a five-year eradication program.

Midway through that project, Olson and his fellow surveyors have yet to find one of the large black beetles with white splotches. But Olson keeps looking for signs that the beetle's larvae have been tunneling away unseen.

"Just because on this side [of a tree] you don't see anything, on the other side there could be a hundred holes," he says, swiveling the binoculars toward a black locust.

The stakes are so high because, despite their name, citrus longhorned beetles will attack the Northwest's plentiful maple trees and more than 40 other common hardwoods, from alders to apples. With no natural predators, the beetle larvae bore unmolested through trunks as they feed, severing tissues that carry nutrients and water and slowly starving the plant.

A closely related pest, the Asian longhorned beetle, previously invaded areas of North America, including New York and Chicago, where officials spent at least \$80 million and destroyed 7,000 trees to fight the infestations.

Besides invading longhorned beetles, Washington's agricultural experts watch for Japanese beetles, various fruit moths, and others, including another emerging threat, the emerald ash borer.

Richard Zack ('82 Ph.D. Entomology), interim chair of WSU's entomology department, says evidence of the havoc that invasive insects inflict is as close as the nearest grain field or apple orchard. Once fully established, foreign insects, such as the Russian wheat aphid and the codling moth, are here forever.

In fact, says Zack, about 70 percent of agricultural pest insects in Washington are not native to the state. New insects typically are more destructive than natives because they often arrive without the natural predators and diseases that kept them in check.

"If you can keep [a new invasive insect] from becoming established, in the long run you can save yourself an extremely large amount of money, because you don't have to control it."

While trying to keep small insects out of vast landscapes seems daunting, the annual gypsy moth program proves it can be done.

"We've got a 30-year history of keeping gypsy moths out of the state due to this effort," says Clinton Campbell ('81, '83 M.S. Entomology). A pest survey specialist with the U.S. Department of Agriculture in Olympia who has spent much of his government career battling bugs, Campbell considers the gypsy moth program "a good news story in the results."

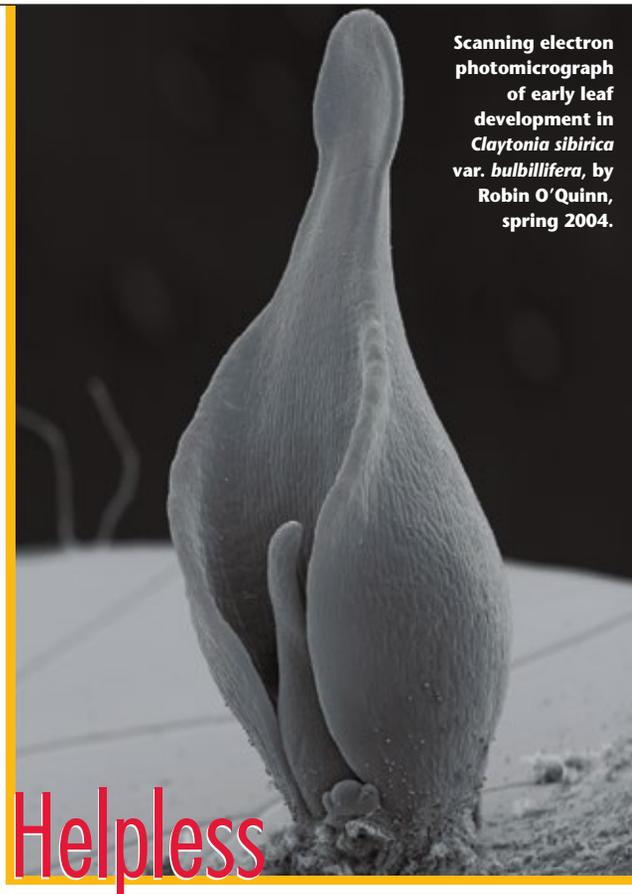
Each year, Washington and neighboring states set thousands of paperboard traps baited with a scent lure to attract male moths. Most gypsy moths captured in the West are the European variety that moves with people from infested east-coast and Midwestern states. The usual remedy to halt an infestation is to spray the area with the biological pesticide Btk to kill the destructive caterpillars.

The price of the fight is high—about a million dollars a year for the state's gypsy moth program alone—but Campbell says losing would be many times worse. A permanent infestation would trigger massive economic and environmental damage "from here to forever," he says.

David Thompson ('70 Psych.) supervises a team of seasonal moth trappers in 10 southwestern Washington counties. In 1997, in the Dollars Corner area of Clark County, Thompson peered beneath an MG towed from Boston to find the undercarriage plastered with gypsy-moth eggs.

"We managed to step on that one real quick," Thompson says. "The damage that this moth could do . . . is just astronomical." ■

—Eric Apalategui



Scanning electron photomicrograph of early leaf development in *Claytonia sibirica* var. *bulbillifera*, by Robin O'Quinn, spring 2004.

BOTANY graduate student Robin O'Quinn is interested in characterizing the morphological diversity of the plant species *Claytonia sibirica*. *C. sibirica* has a wide range, extending as far north as the Commander Islands, off the coast of Siberia. But in parts of its range, populations show differences. The great botanist Asa Gray, who classified many of the plants in the Pacific Northwest, identified a peculiar member of the group in the Klamath region of southern Oregon, naming it *Claytonia bulbifera*. But 10 years later, he demoted the plant to a variety of *Claytonia sibirica*.

O'Quinn was intrigued by this bulb-forming variety that grows on drier hillsides and sunnier sites. Part of her comparison of the bulbous and non-bulbous forms involves characterizing the morphology, or basic shape, of the developing leaves. Is it, she asked, something that can be characterized early in its development, or does the difference develop later on? Such analysis helps clarify the classification of a plant.

O'Quinn took this electron-microscope photograph as part of a class that the Electron Microscopy Center offers every semester. According to the center's Valerie Lynch-Holm, students are taught the basics of scanning electron microscopy and then "turned loose."

O'Quinn says she could never have accomplished what she has in her research without the class. "What I take with me as a researcher, having had free use of that equipment, is phenomenal."

The photomicrographs that she actually used in her analysis were shot from more prosaic angles for comparison. The image above was purely aesthetic, she says. "I'm pretty helpless when it comes to beautiful things and a really cool camera."

O'Quinn hopes that clarifying the varietal status of *Claytonia sibirica* var. *bulbillifera* in southern Oregon will "give policy makers and conservationists more incentive for protecting regions of that area. It's very, very special." ■

—Tim Steury

PLANTS OF THE WILD

TUCKED AWAY in the heart of the Palouse is one of the best-known native-plant nurseries in the West. Plants of the Wild Nursery in Tekoa, Washington, grows and markets trees, shrubs, wildflowers, and groundcovers throughout most of the western U.S. These native plant species end up along highways, in national parks, wildlife refuges, riparian and reforestation projects, and, since 2001, in retail customers' yards.

As a division of Seeds, Inc., Plants of the Wild started in response to the federal government's Conservation Reserve Program (CRP). Designed to increase wheat prices by removing the glut of wheat on the market, CRP pays farmers to take their land out of production and plant bunchgrasses, trees, and shrubs. Plants of the Wild grew and sold CRP plant materials. Forest-service contracts provided another market for thousands of trees.

But government-sponsored programs are pretty volatile, and every year, nursery manager Kathy Hutton ('87 Horticulture) found herself trying

Plants of the Wild Nursery manager Kathy Hutton '87



ROBERT HUNTER

to predict what government program would come along the following year and what plants would be needed for it. It took her about 18 months to collect seeds, stratify them in cold temperatures, and then raise them to plants of marketable size. By then, the market for them may have changed or fallen away.

Hutton also had a different vision for her native plants. "I love native plants, and I really believe in native landscapes," she says. Growing up in Reardan, Washington, she remembers her family's two-acre yard that looked like a park in the middle of the surrounding wheat fields. Her father loved gardening and would collect seeds of wild plants during family camping trips to germinate at home. To make room for his hobby, he kept taking out more lawn and replacing it with beds of shrubs and groundcovers. As a child, Kathy became an avid partner in his home landscaping projects, learning plant identification and propagation techniques from him.

"People thought he was weird," says Hutton, "but he loved nature and wanted to bring it closer to home. His interest in native plants was really ahead of his time."

Drawing on her degree in horticulture and the passion for native plants she acquired from her father, who passed away in 1994, she continued to think of residential and commercial landscapes as ways to expand and diversify the native-plant market.

Hutton believes the approach to landscaping is changing. Typical landscapes of big lawns and

manicured hedges are not as appealing as they used to be. People want less work and less formality in their yards. Even if they don't want to use native plants exclusively, they still want natural-looking, drought-tolerant, and bird-friendly plants. And Plants of the Wild is ready to oblige.

Since 2001, Plants of the Wild has offered native plants on a retail basis through its catalog and at the nursery. Paul Williams, a former U.S. Forest Service employee, knows his native plants and likes serving the retail customers who come from as far away as Oregon and Canada to visit the nursery.

Biggest sellers? Depends on the time of year and what's in bloom out in the wild. In spring, serviceberry. Early summer, mockorange. Late summer, oceanspray. The evergreen groundcover kinnikinnick is a steady seller most of the year.

Busiest day at the nursery? Chicken Tuesday at the local café in Tekoa.

"You laugh," says Hutton, "but it happens." ■

—Tonia Fitzgerald

Tonia Fitzgerald is a WSU/Spokane County extension agent in horticulture and author of Gardening in the Inland Northwest (Washington State University, 2001.)

SOURCES FOR NATIVE PLANTS IN EASTERN WASHINGTON

Plants of the Wild Nursery
PO Box 866, Tekoa, WA 99033
509-284-2848
www.plantsofthewild.com

Derby Canyon Natives
9750 Derby Canyon Road
Peshastin, WA 98847
509-548-9404

Firwood Wholesale Nursery
8403 W Burroughs Road
Deer Park, WA 99006
509-276-8069

Rimrock Nursery
5511 S Dorset, Spokane, WA 99224
509-455-7405
www.rimrocknursery.com

Wildlands, Inc.
1941 Saint Street
Richland, WA 99352
509-375-4177 or 1-800-288-8328
www.wildlands-inc.com

A SENSE OF PLACE

Former swimmer
Jill Olsen '03
found more
academic help
than she ever
expected.

GUIDING STUDENT-ATHLETES TO ACADEMIC SUCCESS

"If you don't establish priorities, you may be staring at the top of the mountain and wondering how to get there."

—Adam Hawkins

BALANCING ACADEMIC and athletic commitments in college can be tough. On top of classes, labs, assignments, studying, and tests, student-athletes devote an enormous amount of time to conditioning and practice, plus travel and competing. Some 450 Washington State University athletes

face the challenge every year.

"If you don't establish priorities, you may be staring at the top of the mountain and wondering how to get there," says Adam Hawkins, captain of the 2001 Cougar football team.

Hawkins cherishes his five years on the team and his degrees in man-

agement information systems and in marketing. "I couldn't be happier with the toolbox and the personal skills I came out of Washington State with."

As a systems engineer for Chevron Texaco in San Ramon, California, he's responsible for "getting people information quickly." Cli-

ents include Fortune 500 companies with millions of dollars invested in network applications.

Beth Childs ('02 Bus. Adm.) can relate. The busier she was with soccer at WSU, the more structured her life became. "You don't have a lot of time to mess around. You get up, go to class, practice, eat dinner, study. You stay focused."

Childs parlayed her work ethic on and off the field into a job with Dupont's Industrial Coating Division selling paint to distributors and auto body shops in the Salt Lake City area.

Swimmer Jill Olsen '03 completed 150 credits and a degree in accounting/ information systems. Last January she was hired by Deloitte & Touche in downtown Seattle.

How did she manage sports and classes? "I was a pretty good student when I arrived at WSU," she says. "And I found more academic help available than I ever expected."

STUDENT-ATHLETE DEVELOPMENT UNIT

WSU has committed more than half a million dollars to the Student-Athlete Development Unit in the Bohler Gym complex. As associate athletic director for student-athlete and staff development, Pam Bradetch oversees eight full-time program coordinators, directors, and counselors. They are responsible for helping student-athletes enhance their academic and personal life skills.

In recent years NCAA and WSU academic standards for admission, athletic eligibility, and graduation have become increasingly more demanding.

If athletes don't earn a minimum of six hours a term, they don't compete the next term. Athletes also must meet NCAA degree-progress academic requirements.

Of WSU's entering freshman athletes in the fall of 2003, half had a 3.60 GPA, compared to 45 percent

LAIRNCE CHEN

for non-athletes. Bradetich credits WSU coaches for identifying and recruiting student-athletes who can be successful in both endeavors. For example, the graduation rate of 63 percent for athletes in the 2000-2003 classes exceeded the overall University rate of 60 percent. In fall 2003, 67 percent of student-athletes and 62 percent of non-athletes received degrees.

As a group, athletes on scholarships are typically leaders. Some are learning challenged, but the percentage is no higher than for non-athletes. Most freshman athletes are "a perfect fit for the competitive classroom," Bradetich says. However, some transfer students initially experience more academic difficulty at a four-year school because they are moving directly into upper-division courses.

NEW SEMINARS POPULAR

Helping new student-athletes transition from "where they were into something completely new and different" is the goal. All enroll in a 1-credit, 15-week new-student-ath-

lete seminar. Here they learn about making healthy lifestyle choices regarding alcohol, drugs, diet, and appropriate and inappropriate nutritional supplements. An overview on hazing, personal finance, diversity, and media management is also provided.

The discussion-based seminars are popular. Students—20 to a section—submit a question in writing each period for critical thinking and keep journals. While academic life is not the focus of the seminar, it is woven into the discussion, says learning services coordinator Anna Plemons. Academic strategies—class scheduling, note taking, time management, and opportunities for academic counseling and tutoring—are introduced.

The old "study table" approach has given away to a monitoring program for new student-athletes. During the first semester an academic staff member meets each student on a weekly basis. This is a chance to review academic planning, class assignments, test sched-

ules, and the need for tutoring.

The Student-Athlete Development Unit coordinates efforts with the Student Learning and Advising Center and the WSU Writing Lab. Meeting with student-athletes in small groups, counselors discuss concepts students may have found difficult in their classes that week.

"We try to infuse study skills within the framework of a specific academic discipline," Plemons says. For example, a group meeting for GEN ED 111 might discuss strategies for skimming large volumes of historical texts, or ways to recognize important themes in history. As students become comfortable with a particular strategy, they can carry that skill into other courses.

Student-athletes are expected to maintain at least a 2.50 GPA. If they've demonstrated they can maintain that level of work through the term's end, they are allowed to begin working independently. Forty-four percent achieved a 3.00 GPA in spring 2003; 49 percent were above 3.00.

Staff and tutors help those below 2.50 find resources needed to improve. They may lack math or writing skills. Their priorities may not be in order, or they may not be using their time wisely. In some cases, they lack motivation because they are confused about their career direction.

Typically, athletes take a lighter academic load during the semester their teams compete. In basketball it is more difficult. The 30-game schedule spans two semesters.

"We consider ourselves as 'traffic directors,' trying to guide student-athletes to people and resources they need to help them achieve their academic goals," Bradetich says. "The expectations for them in the classroom are no different than for other students."

Those who get to WSU on their athletic ability tend to have a good work ethic and persevere, Bradetich says. "It's very rewarding to see them transform those abilities into academics and have success there as well." ■ —Pat Caraher

LIVESTOCK ADVISORS CELEBRATE 20 YEARS

WHILE the nationally recognized Master Gardener Program celebrated its 30th anniversary last summer, another Washington State University Extension volunteer program observed its 20th year of lending good advice.

The early 1980s saw a growing back-to-the-land movement in western Washington, says Mike Hackett ('76 M.S. An. Sci.), who at the time was a limited-resources farming agent in Snohomish County.

"But nobody was getting help," he says. "So from 1980 to about 1982, it seemed like all I was doing was answering the phone or making



With the help of a student intern, Mike Hackett '76 recruited his first class of livestock advisors in 1983.

LINDA NEUNDIG

farm visits. I was overwhelmed with questions.”

As it turned out, the answer to his problem sat in the office next door.

“The horticulture agent was running the Master Gardener program. He was training these volunteers who went out to teach others how to raise gardens and orchards and how to care for their lawns. I thought, why can’t we do this with livestock?”

With the help of a student intern from WSU, Hackett recruited his first class of volunteers in 1983.

“Probably three out of the 10 were 4-H leaders I knew already,” he

says. “Another three or four were successful farmers I knew.”

Since then, between 700 and 800 volunteers have been trained to provide advice to thousands of small-scale farmers in western Washington on topics ranging from controlled grazing methods to how to raise a small flock of chickens.

Participants trade time for training. In exchange for 80 hours of training on various livestock topics, participants agree to volunteer 80 hours of their time answering questions from the public, visiting farms, and working with 4-H-ers.

Extension faculty teach units on sheep, swine, horses, rabbits, poul-

try, exotics such as llamas, pasture management, and farmsteads.

Volunteers are motivated to take training for a variety of reasons.

“I’d say the very first reason is to learn for their own benefit,” says Hackett. “The second reason, and it could be the first for many, is that they want to help other people succeed.”

The people asking for help typically own 10 to 25 acres. Over the years the Extension Livestock Advisor program has evolved to respond to increased interest in organic and sustainable agriculture. More people also are interested in adding value to what they raise.

“It’s a part-time income or a subsistence farm,” Hackett says. “In some cases it’s a family hobby farm. For the most part they are in it to make money.”

Hackett and colleagues in Extension estimate that about 18,000 farm families on the west side of the state fit these characteristics.

Hackett has been chair of the Skagit County extension office in Mount Vernon since 1996. For more information on the WSU Extension Livestock Advisor volunteer program, visit www.skagit.wsu.edu. ■

—Dennis Brown

PRISONS offer few economic benefits to small towns



Coyote Ridge Correction Center, Connell

OVER THE PAST three decades, many of the nation’s most depressed rural communities have vied to host new prisons, hoping that economic benefits would follow.

The trend grew in the early 1990s when an average of three 500-bed prisons opened around the country each week. Small towns courted new correctional facilities, some-

times offering free land or discounted municipal services to tempt them, believing they would get returns in new jobs and money.

But now they may be thinking differently about prisons, thanks to research led by Washington State University sociologist Gregory Hooks.

“We found no evidence that prison expansion has stimulated economic growth,” Hooks says of his nationwide assessment of towns with both new and existing prisons. In fact, the study Hooks undertook with WSU colleagues Clay Mosher and Thomas Rotolo, and with Linda Lobao, an Ohio State University sociologist and recent

president of the Rural Sociological Society, turned up a number of surprising results.

“There is a visible pattern of earnings and employment growth,” Hooks notes. “However, those counties without a prison have the highest annual rate of growth—and those with a newly built prison grew at the slowest pace.”

Prior studies of communities with prisons relied on the perceptions of business leaders or considered only a small number of sites. By contrast, the more recent WSU research analyzes the economic impacts of prisons in more than 3,100 counties throughout 48 states and suggests that traditional indicators of economic health, such as growth in earnings, per-capita income, and employment, showed relatively little improvement as the result of prison construction.

The findings also show that small communities may be paying too high a premium to attract prisons. "Desperate for jobs, rural counties are diverting large portions of limited infrastructure budgets to support a correctional facility," says Hooks. As a result, the town may not have the roads, schools, or water delivery systems needed to attract other potential employers, he says.

In a related study not yet published, WSU's Mosher worked with sociologists from Mississippi State University to identify what stymies growth in prison towns. His work with MSU sociologist Peter B. Wood points out that the majority of prison construction jobs and internal prison jobs goes to workers from outside the communities with correctional centers.

"A prison pulls employees from a geographically large area. And because the jobs are relatively high-wage, local residents face stiff competition from more qualified candidates from farther away," the study concludes.

And being a "prison town" can cause other economic development to evaporate, the researchers say. Many of the communities' private companies are trading their full-time employees for inmates who accept sub-standard wages. "In recent years, inmates have engaged in jobs ranging from telemarketing

to the manufacturing of computer circuit boards and furniture," says Mosher. "Prisoners in California have served as booking agents for Trans World Airlines, while Microsoft uses convicts to assist in the shipping of Windows software. Honda pays \$2 an hour to prisoners in Ohio to do the same jobs that members of the United Auto Workers Union were once paid \$20 an hour to do."

While most of the expected benefits of being a prison town rarely materialize, another type of financial reward might, says Mosher. In towns where inmates represent a large portion or even a majority of the total population, the town qualifies for more state and federal aid dollars.

The researchers point to Florence, Arizona, which in the 2000 Census had a population of 17,054, only 5,224 of whom lived outside prison walls. Thanks to two state prisons, three private prisons, and a U.S. Immigration and Naturalization Service detention center, prisoners made up 70 percent of the population, the highest nationally of any town larger than 10,000. Since the census, Florence has paid for two special recounts, each time increasing the town's prison count as well as its potential for state and federal funding, which now amounts to more than \$4 million per year.

But few small communities have such disproportionately large prison populations. And despite prevailing claims and expectations to the contrary, the statistical data published earlier this year by Hooks and his colleagues provide strong evidence that seeking to improve the economy with prison construction can be a risky proposition. ■

—Rob Strenge

No longer a PIPE DREAM

DAVE VAN CUREN graduated from Kelso High School and followed his father to Longview Fibre Co. in 1965.

"In Kelso, during that time, everybody's father worked in a mill," says Van Curen, who spent most of his years at the paper plant as a pipe fitter. "When you grow up in a community where everybody works in a mill, you don't become aware of the other possibilities."

Now, at an age when many coworkers are gliding toward retirement, he is keenly aware of other possibilities. This year, he earned his bachelor's degree in public affairs at Washington State University Vancouver, quit his job before earning full retirement benefits, and, soon after his 57th birthday in August, started law school at Willamette University in Salem, Oregon.

"The way I rationalized that choice was, if I'm successful, I'll be a lawyer at 60. If I didn't do it, I would still be pulling on wrenches."

Van Curen comes from a family of Cougars, including wife Joann ('77 Education) and daughters Molly ('00 Public Affairs) and Katie ('03 Communication). Their third daughter, Christy, is a sophomore at WSU.

But he struggled to earn his degree. In the early 1970s, after stints at Longview Fibre and in the Navy, he took classes at Lower Columbia College and longed to transfer to a four-year school. He had trouble keeping

Dave Van Curen ('04 Public Affairs) expects to earn his law degree in three years by devoting the same 60 hours a week to studies that he divided between shift work and WSU classes.



on track and finally stayed on at the mill full-time in 1973.

“One reason I didn’t continue was I didn’t have [career] goals,” he says.

In 1990, he signed up for classes at WSU Vancouver, but soon stopped to concentrate on his daughters’ schooling and his growing role in his union, the Association of Western Pulp and Paper Workers.

In 1996, he slowed his union work and returned to the Vancou-

ver campus to give it one final shot. He already had completed about half of his credit requirements, and for the next eight years he chipped away to finally earn his degree.

“Even though [WSU Vancouver] is a very young school and it’s not well known, I don’t think I could’ve learned any more at the most famous or prestigious university in the country,” says Van Curen.

Van Curen expects to earn his law degree in three years by devoting the same 60 hours a week to

studies that he once divided between shift work and WSU classes.

“I’m going to appreciate not doing the hard, physical, sweaty work,” he says. “That’ll be nice, because your body starts to wear out.”

To help, he adopted a motto: “You’re never too old to be what you might have been,” a paraphrase of a quotation often attributed to English writer George Eliot. Even so, Van Curen is the oldest member

of his 181-student law school class—nearly three times the age of his youngest classmate.

“Their advantage is, most of them are probably actually smarter than me,” he says with a laugh. His advantage? “The older students are less hormonally or socially distracted.”

Van Curen anticipates going into labor law, because “that’s where my heart, interest, and experience are.”

—Eric Apalategui

Hazy, Crazy Days of SUMMER... SCIENCE

IN THE CHEMISTRY laboratory in Fulmer Hall, Cougar Summer Science campers are either making bouncy balls through cross-linking polymers or figuring out the generation properties of oxygen. Tossing her laboratory-produced ball in the air, Kyleigh Kake of Spokane says that she has always wanted to be a doctor. Her lab partner, Elizabeth Perez of Grandview, Washington, attends Cougar Summer Science Camp through an award from her local science fair.

A camper from the next group, slightly less successful with his bouncy ball, says he “did some science at his house.” His description of his experiments makes it clear he is better off in the hands of the Cougar Summer Science Camp.

Although the original intent of the camp was to dispel fears about science, most of the young teens arriving in Pullman in mid-June need little encouragement to hold human hearts and livers in the anatomy laboratory, test acids and

bases, or prod the touch plant in the Abelson greenhouse.

The founder of the camp, former WSU chemistry professor Glenn Crosby, began the Cougar Summer Science Camp after discovering that many high school students who otherwise wanted to pursue degrees in human or veterinary medicine are intimidated by hard science courses such as chemistry. Crosby hoped that if these students were exposed to chemistry in a fun and exciting way, they might be more likely to pursue a medical or veterinary degree in spite of the demanding requirements. Brian Weissbart,

the camp’s current director, was inspired through his advising and teaching first-year chemistry to continue the camp.

Campers originally spent all five afternoons of lab experience in the chemistry laboratory. But over time the camp has broadened to include hands-on laboratories in biology and physics, as well as demonstrations and lectures concerning a variety of other scientific fields, such as botany, psychology, and astronomy. Although Weissbart says he would like to increase camp attendance from its current 32 to an ideal 48, he enjoys every minute of

watching future scientists in action—and looks forward to their return as WSU students.

Campers’ highlights of the week ranged from handling local raptors to lying on a bed of nails—but the overwhelming response to the question of what the campers liked most about Cougar Summer Science Camp was the enthusiasm that came from meeting 31 other campers who would rather be nowhere else than in a chemistry lab on a sunny summer afternoon. ■

—Andrea Clark Mason



Although the original intent of Cougar Summer Science Camp was to dispel fears about science, most of the young teens need little encouragement.

ROBERT HUBNER

SPORTS|SEASONS

Cougar Etiquette Dinner



Mylene Barizo encourages student-athletes in the basics of etiquette.

ROBERT HUBNER

TRAINING TABLE

"The more practice you have [in formal dining], the more comfortable you will be."

—Mylene Barizo

SKILLFULLY SIDESTEPPING the busy wait staff, Mylene Barizo circulates among the 100 diners attending the Cougar Etiquette Dinner in the Todd Hall atrium. She stops, chats casually with student-athletes seated around tables for eight, then moves on. Members of the athletic department, other University units, and Pullman community leaders are table hosts.

Barizo encourages questions, offers advice. Trying to catch people between bites is tricky. The three-course meal includes grilled Coho salmon, mai-fun noodle lace, oven-

roasted game hen, garlic potato puree, and sautéed seasonal vegetables. Dessert is raspberry sorbet.

Barizo is regional human resources manager for dinner sponsor Enterprise Rent-A-Car. As a guest lecturer in Richard Reed's Principles of Management and Organization class earlier in the day, she told some 360 students about the organizational structure of her company, and how different levels of management impact decisions and strategy.

She opens the evening with a light, 15-minute PowerPoint pre-

sentation on dining etiquette beamed to screens overhead. WSU athletics arranged the event in partnership with WSU Career Services and the Department of Hospitality Business Management.

"We took the first 85 student-athletes to sign up. The list filled fast," says Pippa Pierce, program director for personal development in Intercollegiate Athletics. "It's a different type of event. The students are receptive. They learn a lot. The food is good."

Those intimidated when they hear the word "etiquette" don't

Cougar Etiquette Dinner

give themselves credit for what they know, says Barizo. She considers her presentation a refresher course. Etiquette is being comfortable. Take small bites. Avoid talking with food in your mouth. Keep elbows off the table. Always pass food to the right. Excuse yourself before leaving.

With more and more companies taking job candidates to dinner as part of the recruiting process, it behooves students to learn proper dining practices.

“Your ability to maneuver successfully through a business lunch or a dinner will allow you to concentrate on the business at hand—

giving, sharing, and receiving useful information,” she tells the students.

Networking should be done in small snippets—before, during, and after a meal. When shaking hands at an introduction, hands should meet at the webbing. The handshake should be firm, with one or two pumps, but not too hard.

Guests should ask their host to recommend a couple of choices from the menu. Don’t order the most expensive item—steak and lobster, with all the trimmings, for example. This isn’t the time to “load up” on food or drinks. If an eating utensil falls on the floor,

don’t pick it up and place it back on the table. Let the wait staff take it away. If you are excusing yourself temporarily, leave your napkin on the chair. The napkin should be left on the table at meal’s end.

Barizo also addresses formal-dinner place setting, with attention to glassware and silverware, and their uses, while dining either American- or Continental-style.

As a table host, Fritz Hughes shares ideas about “effective ways to network, how to carry on a conversation, and who takes the lead.” The executive director of the Pullman Chamber of Commerce enjoys visiting with the students and exchanging small talk about their athletic endeavors, academics, and future plans.

“The more practice you have [in formal dining], the more comfortable you will be,” Barizo says. ■

—Pat Caraher

“Your ability to maneuver successfully through a business lunch or a dinner will allow you to concentrate on the business at hand—giving, sharing, and receiving useful information.”

—Mylene Barizo



ROBERT HUBNER

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by Tim Steury

How COUGAR GOLD made the world a better place



LAURENCE CHEN

Beecher's Handmade Cheese founder Kurt Dammeier '82

THE CHEESE EVANGELIST

Kurt Dammeier '82 is a cheese evangelist. He traces the roots of his passion and faith to discovering Cougar Gold during his days at Washington State University. In November, his Beecher's Handmade Cheese celebrates a year of business at Seattle's Pike Place Market with the release of its aged Flagship cheese, which is inspired by Cougar Gold.

Even though it is only seven months old, Dammeier gives me a slice and waits expectantly as I taste it. And yes, it reminds me of Cougar Gold. A cheddar style, but with a creamy finish rather than the normal sharp finish of a cheddar. But it is different. A little denser. A little creamier. It is fabulous.

Dammeier is pleased by my response, but not surprised. He knows how good it is. The butterfat is higher than in Cougar Gold, he explains. The milk Beecher's uses

Dammeier wants Beecher's to be Seattle's first cheese—but not its only cheese.



LAURENCE CHEN



"You can always tell when little kids have been here, because there's lip and nose marks everywhere," says cheesemaker Brad Sinko. Here, Sinko's assistant Amir Rosenblatt cuts the thickening curds in a batch of cheese, as an avid audience watches.



photography by Robert Hubner

The Cheesemaking

contains 3.9 percent butterfat. “We’d like to get to 4.2 percent.” Cougar Gold uses milk that contains 3.8 percent butterfat. This translates to about 35 percent butterfat in the cheese.

The milk that makes Cougar Gold comes from the University’s 135 Holstein cows. Beecher’s buys its milk exclusively from Cherry Valley, a small dairy farm outside of Duvall. Their cows are primarily Jersey and Brown Swiss, lovely breeds that have largely disappeared from American dairies, because even though they produce a higher-fat milk, they are not so prolific as the Holsteins. In order to boost the fat, Beecher’s itself bought an additional 40 Jerseys to add to the herd.

When he noticed one morning that Molbak’s garden store at Pike Place was closing, Dammeier suddenly realized what route his cheese quest would take. His initial foray had reached an apparent dead end. He recalls consulting with former WSU Creamery manager Marc Bates ’70, ’76 and an agricultural economist when he was still contemplating making a farmstead cheese.

“They thought I was really naïve,” says Dammeier. “They tried to talk me out of it.”

What Bates and the economist had not considered was that Dammeier is,

as he calls himself, a marketing guy.

Dammeier’s Sugar Mountain Capital owns Pasta & Co. and holds a major share of Pyramid Breweries.

“The usual problem,” he says, “is you know what you want to make, but don’t know how to sell it.

“I knew how to sell it. I didn’t know how to make it.”

So he hired Brad Sinko as his cheese maker. Sinko had been creating artisan cheeses for his family’s Bandon Cheese Company in Oregon until Tillamook bought it. Now at Beecher’s, Sinko makes the cheese. Dammeier sells it. They’re a great pair.

Beecher’s cheese is made on site, the production area enclosed by glass. “You can always tell when little kids have been here,” says Sinko, “because there’s the lip and nose marks everywhere.”

Beecher’s makes and sells a number of cheeses other than the forthcoming Flagship and also features a small café, serving assorted cheese-based dishes, including what Dammeier calls the world’s best macaroni and cheese.

The store also sells cheese by a number of cheese makers throughout the Northwest. And it’s here, when talking about other people’s cheese, that Dammeier’s true evangelism shines.

Dammeier wants Beecher’s to be

Seattle’s first cheese—but not its only cheese.

“I’ll bet you on an average day there’s a hundred people enter our store who’ve never thought of cheese beyond the yellow Kroger-variety cheddar,” he says. However, you don’t convert people to premium cheese by providing them with something fuzzy and blue that stinks of a barnyard, no matter how exquisite that cheese might be to the gourmand.

Rather, you make it familiar. But better. People are comfortable with cheddar and jack and even the frenchy-sounding fromage blanc—which Beecher’s calls “blank slate.”

But give the people a familiar cheese that tastes like cheese should, and before you know it, they’re trying that fuzzy blue stuff. In other words, they’re buying more cheese. They’re buying more not only of Beecher’s cheese, but of the many regional farmstead and artisan cheeses that Beecher’s also sells. Dammeier sees his store as a way to both market small production cheeses and also build a market.

“The same thing happened in the early days of craft brewing,” he says. “It took a while for consumers to understand the value of a \$7.99 six-pack versus a \$4.99 six-pack and why it’s



1. and 2. Fresh milk is delivered from the university and CUDS (the student dairy club) herds by 6:30 a.m. five days a week.

3. After the milk is received, it is tested for protein and butterfat content.

4. Milk used in WSU cheese is pasteurized to kill all pathogens.

5. A bacterial culture is added. The bacteria produce lactic acid, which provides the correct acidity for the rennet, an enzyme, to curdle the milk, thickening it into curds.

6. The curds and whey, the liquid that separates from the curds, are heated. Different cheese recipes call for different temperatures.

7. One pound of cheese requires 10 pounds of milk. To further concentrate the curds, the curds are "cheddared," sliced and stacked, to press out the whey. Salt is added to slow the ripening process, making it more manageable, as well as to leach out the remaining whey. Salt is added at different stages of the process, according to the type of cheese.

8. and 9. The cheese is milled, then placed in molds for pressing.

10. The cheese is sliced to can size. . .

11. . . . and sealed. Cougar Gold is then aged for a year.

For your gustatory satisfaction:

Beecher's Handmade Cheese
1600 Pike Place
Seattle, WA 98101
www.beecherscheese.com
206-956-1964

WSU Creamery
www.wsu.edu/creamery
800-457-5442

Pleasant Valley Dairy
6804 Kickerville Road
Ferndale, WA 98248
360-366-5398
DeloresTrain@msn.com

Process at WSU's Creamery

more flavorful, more authentic, more interesting.

"When you're making things in small batches, it costs more."

Dammeier ticks off the three tenets that underlie his approach to business. Full-flavored, great-tasting food. Fun and theatrical. Finally, he says, "Not a single thing produced by us has any additives, any preservatives. It's pure, simple food."

Along those lines, Dammeier announced in August that 1 percent of Beecher's sales will go to a foundation dedicated to educating the public, especially children, about food production, how it is grown, processed, and transported, as well as what's in it and what those ingredients mean to the health of the consumer and of the planet.

NOT YOUR AVERAGE CHEDDAR

In the 1930s, Washington State College food scientists started research on packaging hard cheese in cans. Responding to a need for more canned foods during World War II, the U.S. government and American Can Company invested in the research in the 1940s. Cheese at the time was sealed in wax, as much still is. Wax can crack, allowing spoilage.

The main obstacle toward putting cheese in a can was the production of carbon dioxide by bacteria in the cheese,

which caused the cans to bulge and even burst. Finally, N.S. Golding, a professor of dairy husbandry, discovered that adding a second starter culture to the cheese greatly reduced the carbon dioxide production. This second culture, known to us non-initiates simply as "WSU 19," is what sets Cougar Gold apart.

This "adjunct culture" transforms a cheese that starts with a standard cheddar culture into the unique flavor and finish of Cougar Gold. Whereas cheddars generally have some bitter notes and finish on the palate with a sour milk sharpness, Cougar Gold finishes softer and creamier.

The texture is also different from most cheddars, more crumbly, largely due to its being aged for a year.

This uniqueness presents a certain difficulty in cheese competitions. Even though Cougar Gold is basically a cheddar in its youth, the texture, as well as its extra flavors, prohibits its entry in cheddar categories, which are quite specific in their criteria. Despite the categorical difficulty, though, Cougar Gold won the top of its class (hard pressed non-cheddar cheeses) in the World Cheese Awards in England in 2000.

Cougar Gold today is much the same cheese as it was when first produced in



ROBERT HUBNER

Russ Salvadalena '77 (left) is current manager of the WSU Creamery and guardian of the secret adjunct culture that results in Cougar Gold. Marc Bates '70, '76 (right) was manager for 27 years.

1948. Of course the cows that produce the milk come and go, and their feed will vary over the years in nutritional makeup. A few years ago, the salt was reduced slightly. But the starters and recipe remain the same.

“We just try not to break it,” says Marc Bates, who was Creamery manager for 27 years and is now a consultant.

Other cheese makers are now experimenting with using a second culture to achieve the same effect as Cougar Gold, says current Creamery manager Russ Salvadalena '77. Indeed, Beecher's uses an adjunct culture with its Flagship, their homage to Cougar Gold. Close as it may be, however, it is not the same culture. The actual identity of WSU 19 is closely guarded.

Although the Creamery also makes a traditional cheddar, a jack, and several flavored cheeses, Cougar Gold accounts for 75 percent of its sales. In fact, because of steadily increasing demand, the Creamery recently dropped a couple of its less popular varieties in order to increase Cougar Gold production. It has also started buying milk from a herd managed by the WSU student dairy club, CUDS (Cooperative University Dairy Students). In all, the Creamery produced last year 375,000 pounds of cheese, in 200,000 cans. Sixty percent of their cheese sells between October and Christmas. The campus store accounts for 20

to 25 percent of revenue. Most sales are by mail. The newest outlet is the Washington State Connections store in Seattle.

All that cheese requires someone to make it, of course. Including Salvadalena, the Creamery supports seven staff positions, a full-time faculty member and a staff member in Food Sciences and Human Nutrition, two research graduate assistants, and part-time work for 50 students. Many people working in the dairy and cheese industry today got their cheese education at the Creamery.

THE CREAMERY'S CHEESE-MAKING education is not restricted to undergraduates. For the past 20 years, WSU has offered an annual four-day cheese-making course. The bulk of the class entails lectures by cheese experts from around the country. But one day is devoted to hands-on cheese making. This year, the class made gouda, havarti, mozzarella, cheddar, feta, cottage cheese, queso fresco, and ricotta.

Beecher's Sinko, who took the class in 1993 (Dammeier has also taken it), calls the course “way, way, way better” than any of the others offered around the country. Class size is limited to 27 students. This year, says Salvadalena, they didn't even have to advertise. They simply called up everyone on the waiting list and filled the class.

The makeup of the class has changed significantly over the years, says Salvadalena. Originally, students were primarily from big cheese making plants such as Tillamook and Darigold. “Now more than half are farmstead.”

“Farmstead” describes small-scale cheese makers who make cheese from their own animals rather than buying their milk.

After 20 years, the influence of the cheese making class has spread around the country. Students this year came from Vermont, British Columbia, and Louisiana, as well as Oregon, Washington, and Montana. Bates knows of four cheese makers in California in business today who date back to the third or fourth class. Here in Washington, a number of successful cheese makers list the course on their cheese-making resume. Sandra Aguilar, Quesaria Bendita, in Yakima. Roger and Suzanne Wechsler, Samish Bay Cheese, in Bow. Lora Lea Misterly, Quillasacut Cheese Company, in Rice.

And not all of the students are neophytes. Joyce Snook has been making cheese for 20 years, she says. She took a week off from her role as cheesemaker at Pleasant Valley Farm in Ferndale.

“I didn't know the science,” she says. Fortunately, she says, smiling, the course was confirming her practices.

OLDER AND SHARPER

"The older I get, the sharper I like it," says Snook, in the cheese house at Pleasant Valley Farm near Ferndale. "At my house, I'm eating a 15-month-old Mutschli."

As she packs curd into molds, Snook talks about the cheese that she's made for the last 20 years. Today she is making gouda, which will be five months old by Christmas. On other days she makes a farmstead cheese from a French culture, or a Mutschli, using a Swiss culture and recipe. She also makes flavored goudas and a Norwegian holiday cheese with cloves, cumin, and caraway. (This cheese, Snook instructs, should be eaten as dessert, with ginger cookies or dark beer.)

Because she makes her cheese from unpasteurized milk, it must be aged at least 60 days before sale. That is fortunate for us. Her aged gouda is divine—rich, complex, and tangy.

Snook is adamant about her milk. "You can make a good cheese with pasteurized milk," she says, quoting another cheesemaker. "You can make a better cheese with unpasteurized."

Cheese from unpasteurized milk is a living product, she says. "It leaves you

satisfied. When you pasteurize, you kill all the good stuff, too."

Although Snook's observation echoes one of the principal controversies in cheesemaking, the fact that WSU and Beecher's use pasteurized milk complicates the argument.

Snook's father, George Train, who milks the farm's 70 cows, attended WSU in the 1950s and was a member of CUDS. Train and his wife Dolores bought the farm in 1963 and started building a herd, which now numbers about 70, a mix of Jersey, Guernsey, Brown Swiss, Holstein, and Milking Shorthorn. Originally, the Trains bottled and delivered milk. But Train figured there had to be a way to get more value from his milk. He decided to make cheese. In spite of the skepticism of the Creamery manager at the time, whom Train consulted, he forged ahead, experimenting with different cultures and working toward the fine cheese made by his daughter today.

Snook packs the curds into rounded molds and stacks them nine high, then places a metal weight on top and leaves them for two hours. Tomorrow she will soak them in brine for 24 to 48 hours, then coat them in wax and place them in the aging room.

Aging is what turns the bland, rubbery curds into anything from simple workaday cheese to works of gustatory art, again depending on the ingredients and the cheesemaker.

After the first three weeks or so, most of the bacteria have died, having consumed the nutrients that they can use. But the enzymes they produced continue to break down the fat and protein into fatty acids, peptides, and some amino acids. It is this process from which the flavor develops.

Snook makes 130 pounds of cheese a day, four days a week. Beecher's sells about 80 pounds a month. Most of the rest of their cheese is sold through their farm store, though at Christmas their cheese goes worldwide. This in spite of their not advertising at all. There is no Pleasant Valley Web site. But the *New York Times* food editor has visited the farm a couple of times. With such occasional coverage and word of mouth, the only business problem Pleasant Valley seems to

have is not being able to produce enough cheese to keep the aging room full.

Later, in the house, we taste Snook's cheeses chronologically. Two months. Nice flavor, mild, creamy. Six months. Umm. Getting interesting, a little sharpness developing.

And a year. Yes. This is what getting older is really all about.

THE TIME IS RIPE

The dairy industry has just gone through a century of consolidation, says Marc Bates. As an industry matures, it consolidates. The result is the identical-looking and -tasting cheddars and jacks that filled grocery store coolers not too long ago.

But that was then. Fortunately, we live on the downside of that cycle. Lack of diversity can last only so long. Those industrial cheeses are still clogging up the coolers, but joining them are fine, deeply luxurious farmstead cheeses from around the country. The bottom end of the market, says Bates, is opening up again.

Industry preference for consistency and shelf life over flavor and variety has provided opportunity.

"We also have organic and sustainable ag movements encouraging small manufacturers," says Bates. "Everything is ripe for this to happen."

We may not have reached cheese heaven quite yet. But we're well past the purgatory of cheese sameness. There is a lot more cheese to go with our wine than there was a few years ago. Besides the cheese course alumni mentioned earlier, Pierre Louis Monteillet, who attended this year's cheesemaking class, is making a fine goat cheese in Dayton. The already legendary Sally Jackson in Omak produces eccentric cow, goat, and sheep cheeses that hold their own with the finest cheese in the world. Appel Farms in Lynden, Estrella Family Creamery in Montesano, Grace Harbor Farms in Blaine, Port Madison Farm on Bainbridge Island, and White Oak Farmstead in Battle Ground are all building Washington's new cheese culture.

And of course, all along we've had Cougar Gold, rich, tangy, with that smooth creamy finish. We live in a wonderful time. ■

Fortunately, says Pleasant Valley Farm's Joyce Snook, the Creamery's cheese-making class scientifically confirmed the practices she has honed over the past 20 years.



TINA STELLERY



by Tim Steury

Our kind of town

SPOKANE AND WSU, PLACE PLUS KNOWLEDGE

Coming home

Nancy and John Janzen grew up in Spokane. They went to high school together, then on to Washington State University. Nancy '89 earned a degree in education, John '90 in electrical engineering. Following graduation, they married and, like many of their fellow Cougars, moved to Seattle.

John traveled around the country as a software consultant. Nancy concentrated on raising their two daughters, now 12 and 11, while maintaining ties to her profession. Their family had started just a little earlier than they had planned. But still, things looked good.

And then they decided to come home.

They knew that building a software company was not going to be as easy as it would be in Portland or Seattle. But their family was here. Spokane was home—and a very attractive place to live.

Their bet on Spokane paid off. Their business is booming. Maplewood Software specializes in customized databases and Web-based applications. A new spin-off company develops healthcare scheduling software.

And the Janzens, with the help of the Spokane Regional Chamber of Commerce, would like to encourage a trend.

The Janzens are ambassadors for the new Homecoming campaign established by the chamber in collaboration with the city's Economic Development Council, Washington State, Eastern Washington, and Gonzaga universities, and Whitworth College.

The goal of the campaign is simple, to draw people who grew up in the area, or who went to school there, home. Not only the people, of course, but also their talents, ideas, and businesses.

"It's really an economic development tool," says Nicole Stewart, who coordinates the program.

Although the program has been in place only since last February, it has already enjoyed some successes. It's unlikely, however, that such a program could be successful were it not for the fact that the future looks very bright for Spokane, an outlook that people are just getting used to.

Knowledge as a product

Not so long ago, Spokane was stymied by one of the few easily defined realities of regional economics. The base of its economy, natural-resource extraction and processing, was shrinking. The area is always going to have agriculture and natural-resource-based industry, says Tom Reese, economic development advisor for the Spokane mayor's office. "But it's not going to be the driver it was.

"In the 1980s," says Reese, "civic leaders recognized that they needed to iden-

tify some real strategic activities that were going to be catalysts" for economic development.

Higher education was one of the top three priorities.

"That really was the genesis of Riverpoint being here," he says.

Riverpoint is the campus shared by WSU and Eastern Washington University on the south banks of the Spokane River just east of Division and downtown Spokane.

Although WSU has had an academic presence in Spokane since 1919, the development of the Riverpoint campus provided a physical and visual focus for WSU's participation in Spokane's renaissance. Obviously, WSU has benefited from and contributed to the rise of Spokane's version of the so-called knowledge economy.

As oft repeated as terms such as "knowledge economy" or "information economy" are, the concept can be hard to grasp. However, in the case of the role knowledge and higher education play in Spokane's renaissance, the various pieces fit together in a coherent and tangible picture. "It's a real synergy," says Reese.

Riverpoint campus, Spokane



GEORGE BERMAN

Left: John '90 and Nancy Janzen '89 decided to come home—and bring their business with them.

PHOTOGRAPH BY JEFF T. GREEN

The first thing to consider is the contribution of research to the healthcare industry in Spokane. Spokane has long been the center of healthcare in the Inland Northwest. WSU's College of Nursing has fed the need for nurses, and research efforts such as the Health Research and Education Center have contributed both to healthcare capabilities and to the economy by drawing private investment, federal grants, and talented researchers. As is the case with Lisa Shaffer '84, whose laboratory specializes in the analysis of chromosomal abnormalities, these researchers also bring with them their own companies, employees, and further economic stimulation. Shaffer and research partner Bassem Bejjani, also a geneticist, both hold clinical appointments at Sacred Heart Medical Center.

"Knowledge is about innovation," says Reese.

Plans for the Riverpoint campus include a new building for the College of Nursing, which, along with a proposed university district, will more closely link the campus with the hospital district, which is steadily advancing north.

Designing a place to live and learn

The Interdisciplinary Design Institute at WSU Spokane has been a major player as Spokane redefines itself. One of the most forward-looking and deliberate concepts within this redefinition is the university district. The notion of a uni-

versity district gained momentum about six years ago, says Reese, when the idea was presented through articles by then-WSU Spokane campus dean Bill Gray, Gonzaga University president Father Robert Spitzer, and state senator Jim West, who is now mayor of Spokane. The idea was temporarily shifted to a back burner, but then resurrected when a group of design institute students met with the East Sprague Business Association to conceive of developing the area on the south side of the railroad corridor that runs between the Riverpoint campus and Sprague Avenue, the main east-west street in Spokane. Driving the concept was the burgeoning need for student housing. WSU Spokane expects to enroll over 2,000 within the next decade. The move of over 450 nursing students to the Riverpoint campus upon the completion of their new building will jump-start this growth.

"They quickly began to realize that this idea had a lot more legs to it as an overall district," says Reese. (For the full text of *Washington State Magazine's* interview with Tom Reese, see washington-state-magazine.wsu.edu.)

Presented with an opportunity, design institute students put together a proposal to present in Washington, D.C., the result of which was not only an overall concept encompassing the Gonzaga area north of the river, the Riverpoint campus, and East Sprague Avenue,

but also \$1 million in funding through Senator Patty Murray '72 for transportation planning by the City of Spokane.

Long a mosaic of rail yards, industry, used car lots, and other businesses spanning a spectrum from stolid to seedy, the area encompassed by the proposed university district seems, in spite of the aptly named Division Street, a natural expansion of the revitalized downtown.

Everyone's going downtown

"Downtown Spokane has had a very strong run since 1999," says Mike Edwards, director of the Downtown Spokane Partnership (DSP). He cites five major building or renovation projects that have inspired the city's renaissance: the Davenport Hotel, Riverpark Square, the Museum of Arts and Culture, the Convention Center, the Big Easy, and the WSU library and administration building now under construction at Riverpoint.

The combined effect of these projects has reestablished downtown Spokane as the core of the region, says Edwards, one project spurring the next, inspiring new business, sparking the imagination. "It's inconceivable," he says, with a gesture that takes in the busy shop where we've met, "that this coffee shop would be here without the Davenport."

Edwards is in charge of the awards committee for the International Downtown Association's 50th anniversary meeting this fall. One of its achievement awards will go to Jane Jacobs, the urban

"Downtown Spokane has had a very strong run since 1999."

—Mike Edwards

Four icons of Spokane's rebirth reflect the kind of mixed use that would warm the heart of any urbanist: **Riverpark Square**, which reclaimed the shopping mall from the urban fringe to the downtown core; the **Lorinda Knight Gallery**, vanguard of the city's growing arts district; the elegant whimsy of the revitalized **Davenport Hotel**; and the **Big Easy** concert house, restaurant, and night club, one of the key elements of Spokane's renaissance.

PHOTOGRAPHY BY GEORGE BEDIRIAN



prophet and author of *The Death and Life of Great American Cities*. Edwards smiles with satisfaction as he describes Spokane as returning to her prescription of “a natural ballet of people living over their storefronts.”

One of the measures of Edwards’s industry is the number of hours each day that people use a downtown.

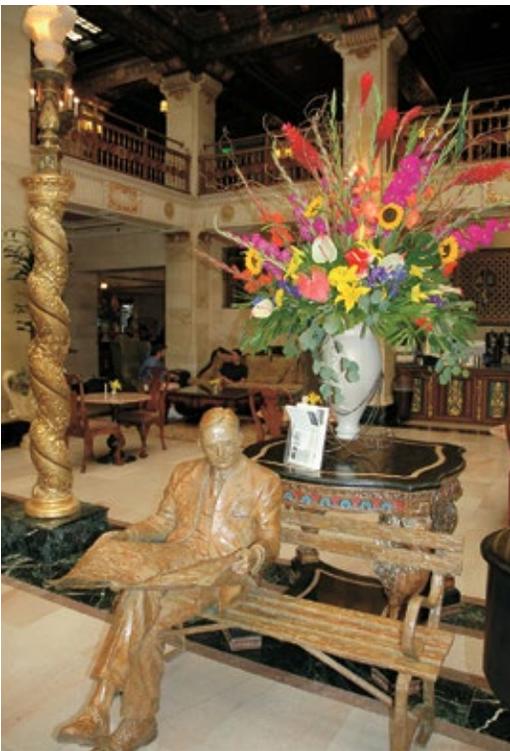
“Six years ago, it was eight hours,” he says. “Now we’re a 12-hour downtown. What it’s leading to is the restoration of downtown as a viable neighborhood, where you can live, work, and play.”

Indeed, Spokane residents are moving back downtown to live.

Developer, historic preservationist, and urban planner Jim Kolva ’68 lives in a stunning art-filled loft eight blocks west of the downtown core. He and his wife sold their South Hill home and, just a year ago, their car, to make the urban plunge. “I love living downtown,” he says.

Kolva is also developing two commercial gallery spaces and a street-level apartment in the same building as his loft, a former automobile dealership.

A recent housing study by Downtown Spokane Ventures, a subsidiary of the DSP, revealed a demand for 300 living units a year for the next five years in the



Waterworld | Expo '74 introduced Spokane to the world

When Spokane staged its world coming-out party 30 years ago with Expo '74, Washington State University was right there in the reception line, decked out in the most precious of western jewels—water.

The first world exposition “celebrating tomorrow’s fresh new environment,” Expo attracted 40 major exhibitors, including foreign countries, states, international corporations, and special-category exhibits. They all dealt with aspects of “safeguarding the physical sources of mankind’s necessities, conveniences and comforts, and the environment which sustains life itself,” proclaimed the U.S. commissioner general.

Early planning included a major exhibit on water resources that would illustrate the need for new management concepts for a future world. Fair officials wanted one. After all, the 100-acre fair site was half land and half water.

WSU was a natural choice for such a project. The University’s Albrook Hydraulic Laboratory had established itself as one of the country’s premier centers of water research, known for its detailed working models of floodplains and hydroelectric projects here and overseas. Its engineers and scientists also were involved in several water-quality projects in the region. They had voiced an early warning about the harm being done to Spokane’s aquifer by thousands of residential septic systems, and they had tackled the rehabilitation of several Spokane-area lakes choking on algae blooms.

Albrook director John Orsborn and hydraulic professor Manuel Arcé spearheaded the campaign for funding after preliminary exhibit concepts were developed in a faculty meeting just six months before the fair’s opening. University leaders embraced the idea, but could not contribute financially. Several companies and organizations provided early support, and then a \$150,000 grant from the National Bank of Commerce secured the project. The U.S. Environmental Protection Agency provided \$50,000 to train students to serve as hosts for the pavilion, which included a section sponsored by the EXPO Food and Soil Association.

With a prime location, overlooking the falls and midway between the massive U.S. and USSR pavilions, Waterworld greeted 1.5 million visitors, nearly a third of all who attended the fair during its six-month run. Entering guests were greeted by the dazzling water-bell fountain, demonstrating a principle of hydraulic engineering. A theater featured a 40-foot working model that depicted the demands on the resource as it flowed through coastal, arid, and temperate regions, and a multi-media show explored society’s effect on the water cycle.

Retired from the University and living in Port Ludlow, Orsborn still consults on water planning. Reflecting on Waterworld, he observes that nowhere had so many people been exposed at one time to the environmental issues of water and to the range of contributions to the region made by WSU.

—Al Ruddy



downtown area. “Anecdotally, a lot of people are looking for downtown loft space,” says Kolva. “There are no vacancies downtown right now.”

In the same building, Steve Thosath '71 and Susie Luby developed the Blue Chip lofts, 11 condos, all of which were pre-sold. Matt Melcher, an interior design professor at the design institute, and his wife and business partner Juliet Sinisterra '93, designed a number of the lofts, which range in size from 650 to 1,350 square feet.

The project became part of three classes that Melcher teaches. “A student here for more than a year,” he says, “could follow the design process, see the construction, how it was put together.”

Interestingly, says Melcher, all the loft buyers were local, a mix of young professionals, retirees, someone in the military, people looking to downsize.

Near nature

The Spokane city park system was designed by the Olmstead landscape architectural firm, sons of the great Frederick Olmstead, who envisioned New York's Central Park and other classic landscapes. But part of the Olmsteads' vision has not yet been realized, the Great Gorge Park. Proposed in 1908, the Great Gorge remains merely on paper. But if planners such as Mike Terrell can persist, the Olmsteads' great vision may be fulfilled.

The Great Gorge Park encompasses the area surrounding the Spokane River, from the Monroe Street bridge downriver.

Again, students with the design institute have participated in the fulfillment of the Olmstead vision, working with the Friends of the Falls to develop concepts for the gorge area in one of their annual community design and construction charrettes. Edwards, who is also active with Friends of the Falls, credits the students' work with helping land a \$250,000 legislative appropriation for the project. He can't say enough about the value of putting a “design face” on great ideas, from the river gorge to downtown housing, to get buy-in and build momentum for critical projects.

Whether it is ever realized or not, the Great Gorge is simply a part of the final

synthesizing factor that has made possible the renaissance of Spokane—place.

What drew Nancy and John Janzen home was not job opportunity, but family and place. Increasingly, says economic developer Tom Reese, knowledge workers can locate where they want. Rather than migrate to where the jobs are, they can choose place first.

That's what the chamber's homecoming strategy is all about, says Reese.

“But,” he wonders, “what if they never left? What if we attracted them here as students, and they were so compelled to be here, that they were compelled to stay here as businesspeople?”

“You look at cities we compete with around the world, and they all are about that, all recognizing that what sets them apart, incentives aside, tax breaks aside, availability of infrastructure aside—what sets them apart is place.”

The numbers

As nice as the place is, though, as nice as the knowledge economy sounds for both the city and universities, as nice as the 12-hour downtown feels, it takes more than attitude to drive an economy.

Don Epley, an urban economist and professor of real estate studies at WSU Spokane, conducts an ongoing analysis of the Spokane-area economy. Basically, he tries to approximate the local version of the gross national product and tracks about 20 economic indicators.

In his latest report, released in August, *every one* of those indicators was positive.

“That's remarkable,” he says, “because they never are that way. There's always something negative.”

Epley explains the indicator numbers in terms of economic growth. And he is confident where the credit lies.

“We've got a large educational complex here and a large medical complex here, and you look at the numbers, the medical complex and educational complex are driving the economy.”

With such clearly defined economic forces and his analysis, Epley the academic is as excited as Reese, the Janzens, and other players in the economic surge.

“The future,” says Epley, “looks good.” ■

IDEAS,

TEACHING ARCHITECTURE

tHE CITY OF SPOKANE'S newest motto is “Near Nature, Near Perfect.” This can be paired with another oft-repeated description of the city as “the second largest city between Minneapolis and Tokyo.” These two descriptors betray a tug-of-war of ideas, one a respect for the city's natural surroundings, the other a desire for the cosmopolitan sophistication that only large cities can offer.

The juxtaposition of these ideas reflects complex communal desires that go some way towards informing attitudes about architecture in Spokane. It makes teaching architecture in Spokane engaging as well as challenging. This is because a work of architecture never comes to fruition just because some designer “likes” a particular arrangement of patterns drawn on paper. A work of architecture emerges, because a culture *permits* it to emerge—because, ultimately, a work of architecture always reflects what a community thinks of itself. Throughout history, buildings and built environments have served as mirrors of a culture's worldview. And the greatness of those architects who design exemplary buildings in this sense

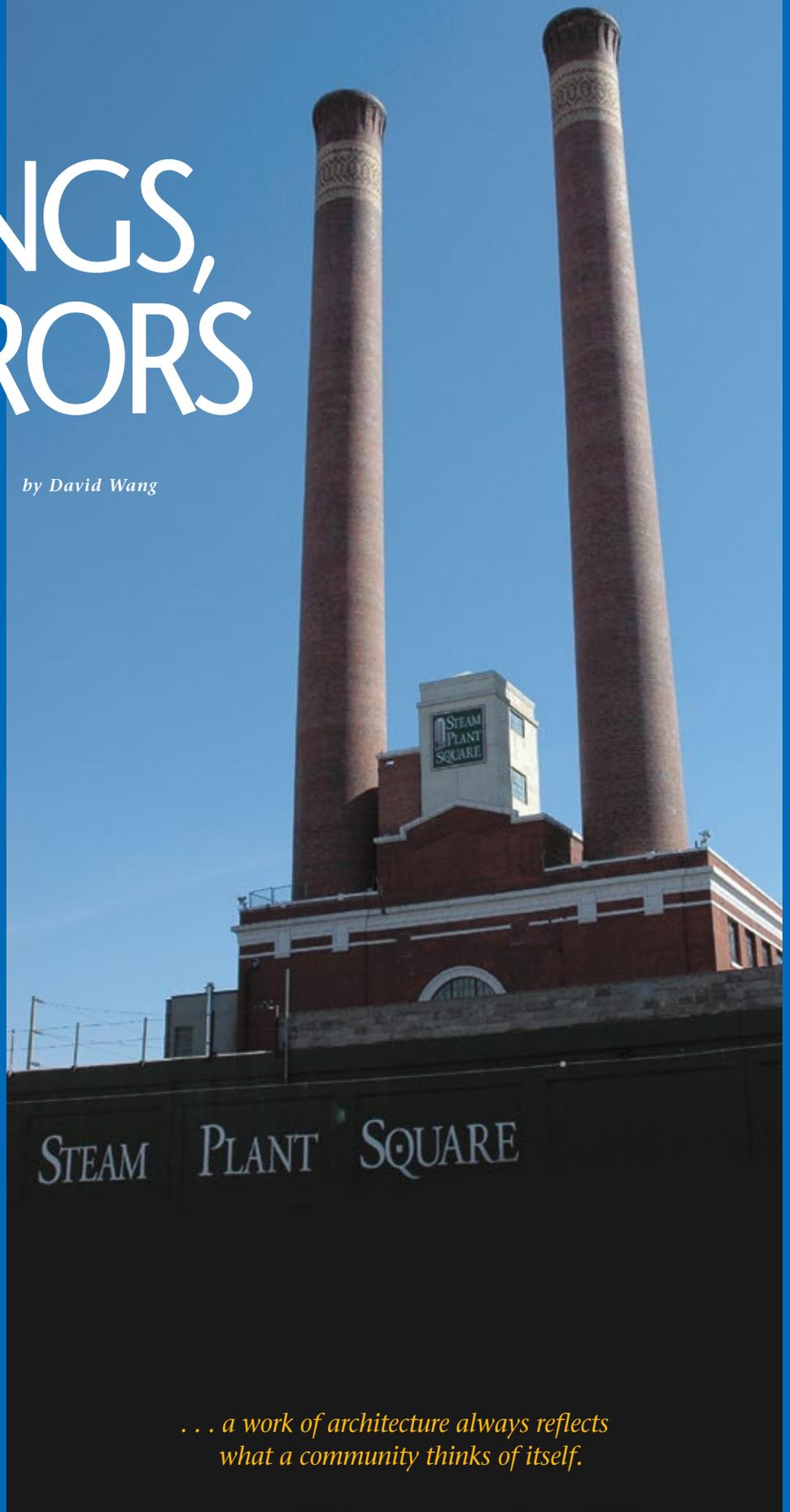
BUILDINGS, & MIRRORS

IN SPOKANE, WASHINGTON

by David Wang

lies not only in their ability to discern what a culture is looking for, but also in their ability to educate a culture on what it *ought* to be looking for. Teaching architecture in Spokane offers abundant opportunities to train students to think and act in these ways.

One way to make connections between what the community is thinking and desiring with architectural theory and design is to consider the current marketing slogans, along with what the popular media are saying about the city. This information can then be paired with current issues being discussed in the discipline, perhaps at a more academic level. Take a current challenge to Spokane's built environment: the proliferation of five-acre residential plots expanding outward from the city's core. "Near Nature, Near Perfect" takes on complicated overtones when applied to this particular issue. On the one hand, the city's public agencies want to limit this "urban sprawl." Their understanding of "Near Nature, Near Perfect" is translated into regulations defining urban growth boundaries, so that the natural beauty of the lands surrounding Spokane can be maintained. But to many private citizens, the same slogan implicitly means getting away from the urban center and moving out *towards* nature, as it were, by owning a homestead with



... a work of architecture always reflects what a community thinks of itself.

Interspersed . . . are utilitarian objects enlarged to become habitable structures, buildings shaped in the forms of bottles, pioneer wagons, trains, even windmills.

lots of land. It comes from deep within the American “ideology of space,” as commentator Leo Marx* has framed it. The wild and primitive expanse of the American continent is to be tamed and, in the name of progress, “pastoralized” by the lawn—maybe even five acres of lawn. It is a uniquely American desire to be “near nature,” even at the expense, possibly, of *preserving* that nature for the community as a whole by agreeing to live in more densely packed residential neighborhoods closer to town.

At the Interdisciplinary Design Institute, Washington State University Spokane, where architecture programs are housed along with programs in landscape architecture and interior design, the tension between private and public interests over definitions of land use embedded in “Near Nature, Near Perfect” has been studied in a variety of projects. For example, faculty and students at the institute were involved in aiding city and county agencies to envision neighborhood town centers as well as rural communities. These design studies, which also included projections for longer-term health and quality-of-life costs, not only sought to strategically conserve natural lands, but also provided defined patterns of housing and commercial uses served by a network of landscaped roadways. The studies involved active citizen focus groups from the community, along with regular newsletters put out by Spokane County.

Spokane has another appropriate slogan: “Spok-CAN!” I think this captures an essential trait of the personality of the Spokane community, a trait that is reflected in the city’s built environments in many ways. Merely some 120 years ago, this region was an outpost for miners and trappers. It was a region for adventurers, a place for rugged individu-

alists to venture to, far from the culture of New York and even Chicago, to seek their fortune, their own spread of land, a better life—an *individualist* sort of life, a can-do life, a life possible only when citizens *make* things happen.

This “can-do-ness” results in three traits of Spokane’s built environment. One is a certain utilitarian aesthetic that characterizes its buildings and grounds. Spokane has quite its share of warehouses, silos, and boxy old structures built not as ends in themselves, but as means to practical ends: shipping, selling, storage, whatnot. Interspersed with these are utilitarian objects enlarged to become habitable structures, buildings shaped in the forms of bottles, pioneer wagons, trains, even windmills. I have come to appreciate the city’s vernacular ruggedness and these unreflective attempts at whimsy.

The second trait of this can-do aesthetic is a certain messiness *in between* buildings. Think of a busy person’s desk: cluttered with objects strewn about not exactly where they should be. This is a snapshot in time of a situation that is going somewhere, that is in process. Because we CAN do, we are not immediately concerned about “finished” appearances. Spokane’s built environment has that same in-process look to it. Drive around Spokane, and you see parking lots not exactly level, edges and lines not exactly plumb, old buildings not exactly inhabited, loading docks not exactly in use, in-between areas that you can drive through, but aren’t clearly either public or private.

The project of teaching architecture should include cultivating an appreciation for such in-between places, knowledge of their histories, a sense of their possibilities. But, of course, it also involves active participation to, as it were, fill in the in-between with well-conceived designs that are sensitive to the city’s historical-cultural moorings. This is an oft-forgotten but nevertheless

important point in architectural education: to not only push for “progress” at any cost, but to enhance a community’s built environments by drawing from, and hence remaining true to, its history and regional culture. It is a much more demanding task, but training future architects to be sensitive and responsive to a locale’s historical-cultural roots is one major difference between “architecture” and what might be called pure real estate development conducted in a “can-do,” but perhaps less culturally informed, fashion.

One such opportunity for the design institute is the emerging University District, which the WSU Spokane campus shares with some Eastern Washington University programs. The district, on the eastern edge of the downtown area, is indeed an “in-between” sector of the city. Uneven edges and uncertain structures are in abundance, but along with this, there is a growing sense of a renaissance that would provide Spokane with a defined and thriving academic district in support of the revitalizing downtown core. Our students and faculty have taken an active role in working with the City of Spokane to envision the future layout and ambiance of this district. One such project was brought to the attention of U.S. Senator Patty Murray ’72, who is now actively involved in seeking federal funds to aid the realization of the University District.

Spokane’s built environment reflects its history of individual “can-do-ness” in such whimsical structures as the **windmill on Pearl Street and 11th Avenue** and in utilitarian buildings like the old **North Pacific Grain Growers elevator** on the city’s east side. At the same time, more gracious architectural statements, such as the **building at S. 157 Howard Street** (bottom right) bespeak the city’s espousal of an older tradition of elegant urban architecture. In a contemporary expression of this tradition, the recently completed **AmericanWest Bank Building** at 41 West Riverside reflects the established durability of East Coast banking.

For more photographs of Spokane, see washington-state-magazine.wsu.edu.

* “The American Ideology of Space” in *Denatured Visions: Landscape and Culture in the Twentieth Century*.





Spokane has quite its share of warehouses, silos, and boxy old structures built not as ends in themselves, but as means to practical ends: shipping, selling, storage, whatnot.

A third trait of the can-do aesthetic of Spokane results in buildings like the Davenport Hotel. Punctuating the largely utilitarian urban texture of Spokane can be found gracious architectural gestures that bespeak traditions much longer than the age of this city. One way to tell the story of architecture in America is by considering what the American pioneering spirit looked to in order to define elegance. The early settlers of this country looked to Europe. Chicago looked to New York. Spokane looked to, well, to the east in general. Kirtland Cutter became famous in these parts in the early 20th century in large part because of his ability to design homes and buildings for the city's well-to-do in a variety of eclectic styles: Tudor, Gothic Revival, Swiss Chalet, etc.

The Davenport is one of Cutter's creations; others are the Washington Water Power building, the Chronicle building, and the Patsy Clark and A.B. Campbell mansions. These historic Spokane buildings exhibit the can-do aesthetic in the sense that we CAN be like New York. We

CAN be like Chicago. We CAN create elegant expressions of architectural form that ennoble our streetscapes and our lives. We *are*, after all, the second largest city between Minneapolis and Tokyo.

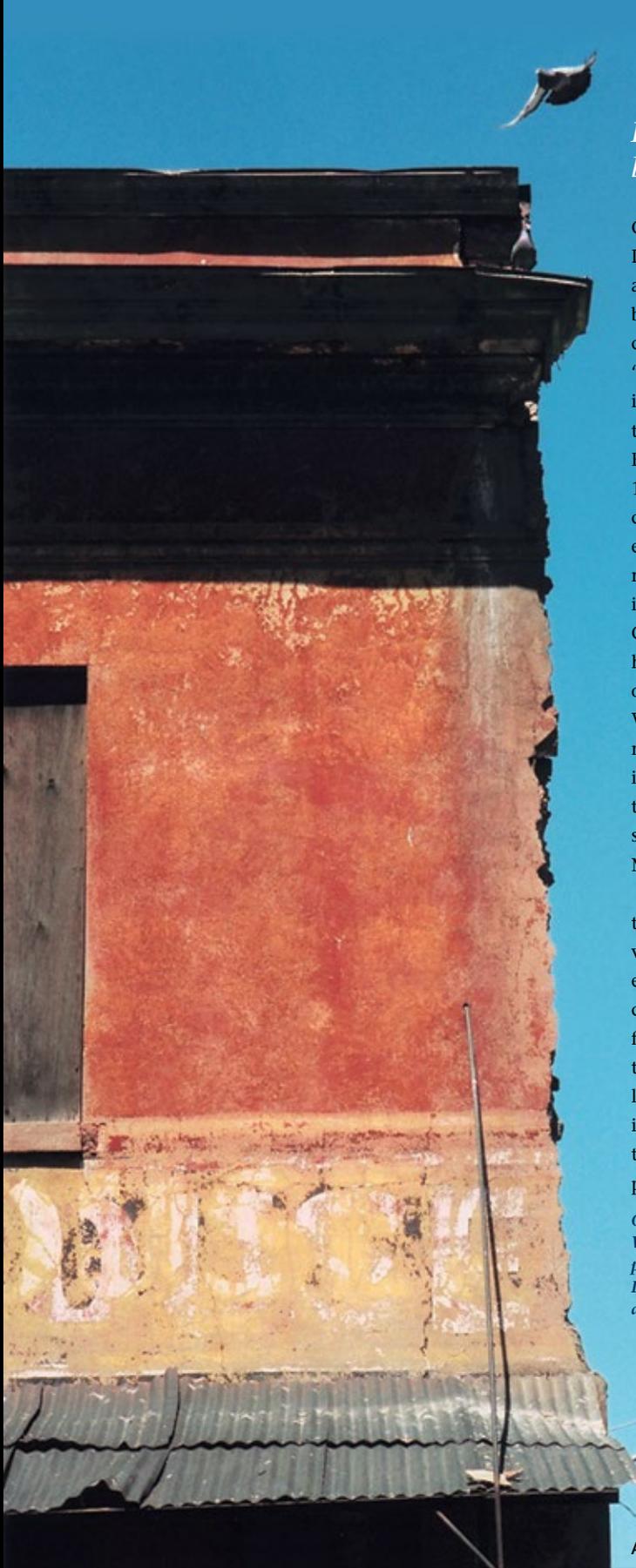
And so a part of the mentality that has informed Spokane architecture is—as one of my students, Dustin Schaeffer, has aptly called it—the Little-Big-Man mentality. Spokane once had the *largest* theatre in the West, the Auditorium building. The Monroe Street Bridge was once the *biggest* concrete span in the world. Little Spokane in 1974 held a *big* World's Fair, which emphasized nature as a theme. Spokane offers the *most comprehensive* medical services of any city within a radius of hundreds of miles. Annually, the streets of downtown Spokane witness the *biggest* timed race in the world, Bloomsday.

Communities throughout history have looked to architecture, and architects, to reflect the pulse of their worldviews in buildings and environments. The Spokane community is no different. Teaching architecture is not

just about drawing buildings and built environments as brute physical forms, or as abstract geometrical arrangements. It is about the ideas, the facts, the histories, and the feelings behind every building that is designed, and behind every environment that is strategically arranged, because *what* is built and *what* is arranged are always necessarily indebted to complex communal tensions and desires. Aspirations for architecture come out of these tensions and desires. And the importance of being in an urban center such as Spokane—one that is so near nature—is simply that these aspirations are rendered complex and rich, making it a good venue for the training of architects. ■

NOTE: Cherie Peacock, a student of mine in the M.S. Arch. program in Spokane, did research on "Near Nature, Near Perfect." Thanks also to Matthew Cohen, Matthew Melcher, Keith Diaz Moore, Barbara Chamberlain, and Kaarin Appel for helping my thinking about this article.

David Wang, an associate professor of architecture in WSU Spokane's Interdisciplinary Design Institute, recently edited the book, Sounding Spokane: Perspectives on the Built Environment of a Regional City (Eastern Washington University Press), 2003.



Photographs of Spokane
by Catherine Bicknell

CATHERINE BICKNELL came from London to the Palouse in the 1960s and joined WSU in 1965. Captivated by the beauty of the landscape, "I could not see enough of it," she says, "so I drove the dirt roads to get photo images, often going out at first light to get the special light of early day." Exhibits of her work ensued, but by the 1970s the Palouse had become more commonly documented, and for Catherine the freshness of the rural subject matter gave way to documentary studies. These included Portland, a Grand Coulee reclamation project, courtyard houses in Greece and China, a record of working families in the Yakima Valley, Texas, and Mexico, and many more. A move to Spokane sparked the idea of depicting a city "as seen from the street." The resulting images were shown by invitation May 2002 at the Met Theatre in Spokane.

To Bicknell, Spokane has a distinctively North American identity that visually exhibits a strong architectural expression and character. As if to replicate the experience of viewing the city from street level, she took all the photographs for this project with the same lens. Further, she eschewed any form of image manipulation, having her negatives printed full-frame, without cropping, editing, or any other alteration.

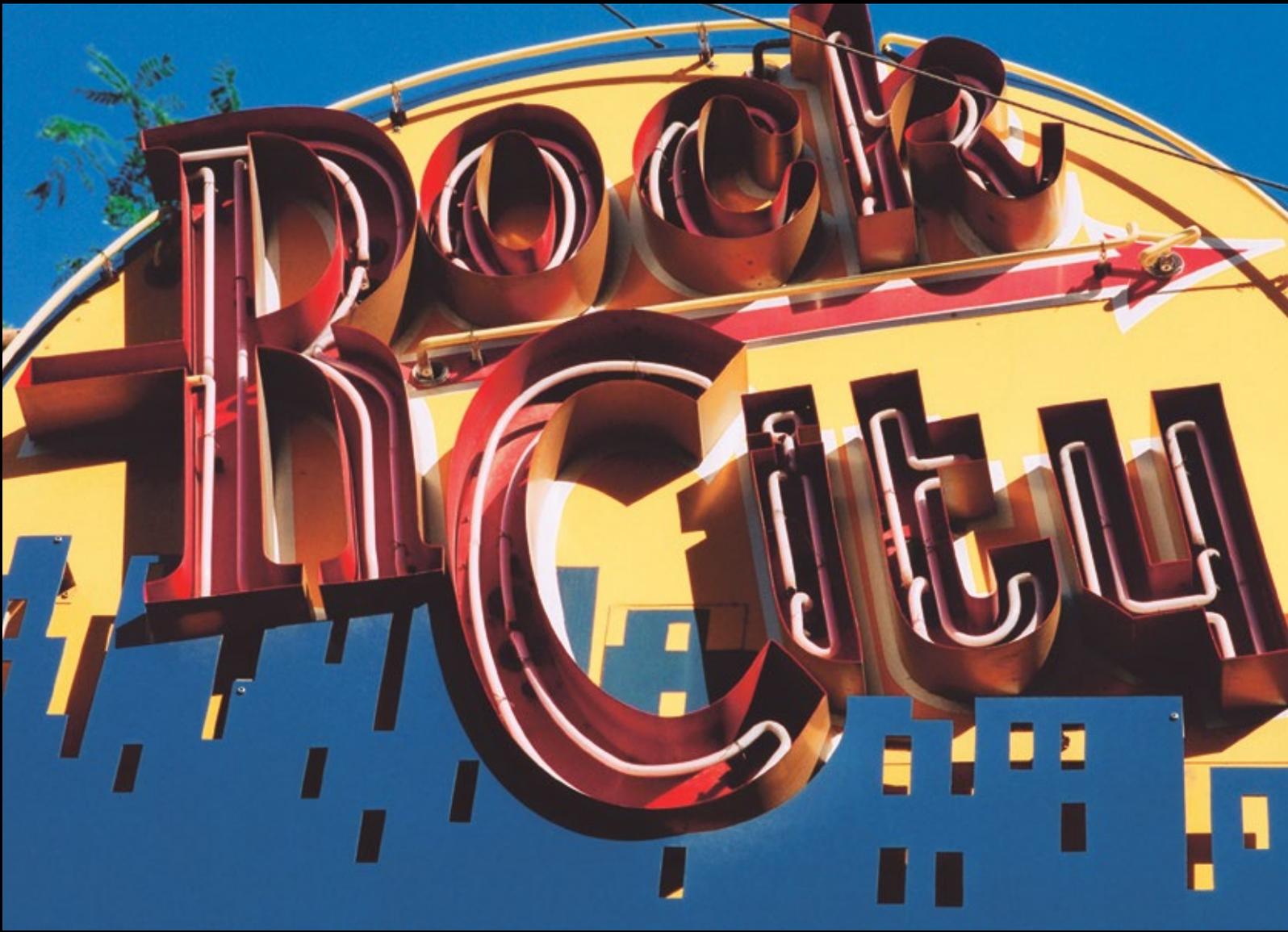
Catherine Bicknell retired in 2004 from Washington State University as associate professor in the Honors College and the Department of Apparel, Merchandising, and Interior Design.

Abandoned warehouse

SEEN from the STREET



SEEN from the STREET



Opposite page, top:
Aki's Grill & Sushi, 5 N. Stevens

Opposite page, bottom:
Wall signage, 109 W. Pacific Avenue
(now Fat Tuesday's Concert Hall)

Above: Signage for Rock City Grill at 505 W. Riverside,
now removed

Left: Commercial landscape east of downtown



Photographs of Spokane by Catherine Bicknell

SEEN from the STREET

Photographs of Spokane by Catherine Bicknell



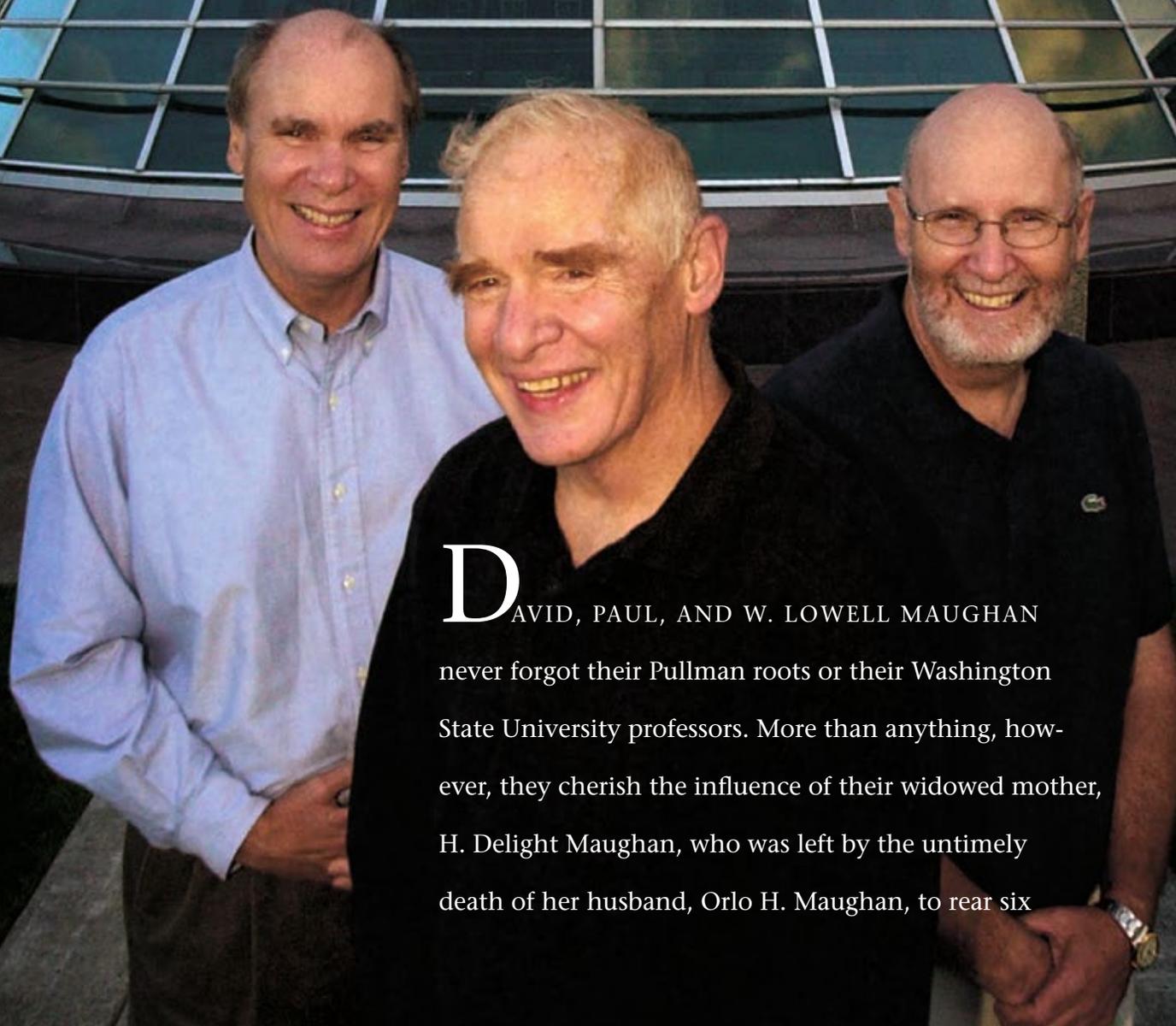
Top: Carnegie Library building, 10 S. Cedar

Above: Art deco façade detail, 519-527 W. Riverside

To see more of Catherine Bicknell's photographs of Spokane, visit washington-state-magazine.wsu.edu.

MAUGHAN BROTHERS

grateful for a Mother's Influence



DAVID, PAUL, AND W. LOWELL MAUGHAN never forgot their Pullman roots or their Washington State University professors. More than anything, however, they cherish the influence of their widowed mother, H. Delight Maughan, who was left by the untimely death of her husband, Orlo H. Maughan, to rear six

children aged four months to 12 years. Through it all, she maintained a full teaching and administrative schedule at WSU, always emphasizing to the family the importance of hard work, education, and the pursuit of one's dreams.

The brothers were honored by the WSU Alumni Association last May with individual alumni achievement awards. In a ceremony at the Lewis Alumni Centre, they were cited for their many

accomplishments in engineering, science, and medicine, and for bringing recognition to their professions and alma mater.

Paul M. Maughan ('59 Mech. Engr.) is an authority in satellite remote sensing and multispectral information for natural resources and environmental applications. A pioneer in earth observations and global positioning systems (GPS), he was a founding partner of Space Devel-

opment Services, 1984, and of Halcyon, Inc., 1992, both in Washington, D.C. He also was project manager for COMSAT and a consultant to NASA's Stennis Space Center from 1987 to 2001. Several of his publications focus on planning an international consortium to design, launch, and operate a remote sensing system. He moved to Anacortes in 1993, where he remains active as a consultant.

David W. Maughan ('64 Physics) has been a research professor at the University of Vermont since 1974. He holds positions in the Molecular Physiology and Biophysics Department, the Cell and Molecular Biology Program, and the Biomedical Engineering Program. His home is in Burlington, Vermont.

Since 1977, W. Lowell Maughan, M.D. ('66 Zoology) has held 11 appointments at Johns Hopkins University School of Medicine. He currently is associate chief of cardiology at Johns Hopkins Hospital. He is also professor of medicine and biomedical engineering at John Hopkins University School of Medicine. He lives in Severna Park, Maryland.

The Maughans' late parents were department chairs at WSU, Orlo in agricultural economics, Delight in foods and nutrition. Orlo was in line to be nominated for the position of U.S. undersecretary for agriculture, when a private plane he was piloting crashed at Fish Lake, Idaho, in 1947, killing him. Delight was a member of the faculty from 1948 until 1973, when she retired as department chair. She died in 2001 at age 90. Until shortly before her death, she made it a practice each Sunday afternoon to sit down at a computer and write a letter to her six children.

After leaving WSU, Paul Maughan completed a bachelor's degree in meteorology at Penn State University, and a master's degree and Ph.D. in oceanography at Oregon State University.

For more than 35 years, he contributed to many aspects of the use of remote sensing from space. For example, he participated in the design and development of satellite and information systems em-

L. to r.: Paul, David, Lowell, and sisters (clockwise from bottom) Judy Busch, Patty Wixon, and Sally Kilpatrick dedicated a bench on the Pullman campus to honor their mother (seated) after she died. The inscription reads, "H. Delight Maughan, 1910-2001. She lived by words she embraced at age 21: 'Sincerity, Simplicity, Humility & Gentleness.'"



ploying such convergent technologies as geographic information systems (GIS) and GPS in the technical analyses of spatial data, including earth-looking imagery from domestic and international weather and land satellite systems.

In one contract for NASA, he provided technical and administrative oversight for a project to monitor potato conditions and production on a 25,000-acre farm in Hermiston, Oregon, with center-pivot irrigation.

The common thread in his career has been his ability to synthesize technical, market, organizational, and financial factors by using advanced information systems tools to solve resource, environmental, and informational systems problems.

Jim Watson '58, a Spokane financial consultant and a former classmate of Paul's in mechanical engineering, says, "Paul seemed to understand what the professors were talking about. He read assignments before classes. He was a serious student."

Among Paul's favorite professors was Al Butler in physics. "He knew how to capture and inspire you to work your best," he says.

David Maughan's major research interests are in the areas of functional genomics and proteomics, with a focus in cellular and molecular physiology of striated muscle. He is currently involved in six major projects with the help of \$4 million in grants, ranging from the molecular basis of flight in insects to investigations critical to human health, including the molecular basis of diabetic cardiomyopathy. His research has been published in *Nature* magazine. He has been awarded more than 20 grants for research from such agencies as the Washington State Heart Association, the Vermont Heart Association, the National Science Foundation, the Office of Naval Research, and the National Institutes of Health Muscular Dystrophy Association.

He received his Ph.D. in physiology and biophysics from the University of

Washington in 1971, and conducted post-graduate research in physiology at the University of Bern, Switzerland, from 1971 to 1974. He has lectured and served as a consultant and visiting scholar in England, Japan, Germany, Switzerland, Italy, and China.

David remembers physics professors John Bender and Ed Donaldson, the latter of whom he recalls as "a young,

"I've always considered myself the underachiever in this group of Ph.D.'s."

—W. Lowell Maughan

dynamic professor . . . a role model in physics." "I owe a lot to Sidney Hacker in mathematics," he says. "He was instrumental in my getting a readership in astronomy from NSF and the keys to the WSU observatory."

Henk Granzier, professor in Veterinary and Comparative Pharmacology and Physiology at WSU and a colleague at the University of Washington, saluted David for his "unusually high level of enthusiasm for scientific discovery . . . an enthusiasm that is contagious. He is kind and very supportive of young scientists."

W. Lowell Maughan graduated from the UW School of Medicine with highest honors in 1970, trained in internal medicine at the University of California, San Diego, and Yale University, and in cardiology at Johns Hopkins University, where, incidentally, he earned an M.B.A. just two years ago. With each appointment, he has been able to use his expertise and skills in systems analysis, health, and human services to make wide-reaching advancements for Johns Hopkins Hospital and provide outreach to physicians nationally and internationally.

He has published 65 articles in medical journals, 19 books and book sections, and 90 abstracts, plus two video productions: *The Cardiac Cycle: Clinical*

Physiology of the Normal Heart and Pressure-Volume Relationships of the Heart.

He has served on the National Board of Medical Examiners and on the Veterans Administration Merit Review Board for Cardiovascular Studies.

Pullman physician Dave Spencer was Lowell's classmate at both Pullman High School and the UW School of Medicine. "Lowell set high goals in med school and worked harder than everyone else to succeed," he says. He remembers Lowell studying eight hours a day, and even rigging up a wire support in the bathtub so he could read his textbooks while bathing.

"I've always considered myself to be the underachiever in this group of Ph.D.s," Lowell says of his brothers.

Not so, counters David. "I built an electrical control box with a switch to control everything in the room when I was growing up. Lowell tried to build one that would control my control box."

At WSU Lowell came under the tutelage of zoologist Herbert Eastlick, advisor for all students seeking careers in the health care professions. "He had the highest standards for and expectations of his students," Lowell says, citing zoologist Charles McNeill as another exacting professor. He also enjoyed Henry Grosshans's History of Western Civilization course. "He taught it as history of thought," Lowell says.

Two of the Maughans' three sisters are also WSU alumni—Sally Kilpatrick ('59 Educ.), Anacortes, and Judy Busch ('69 Educ.), Seattle. The third, Patty Wixon, Ashland, Oregon, attended WSU before transferring to the University of Oregon, where she earned a degree in education administration and then a master's degree at Reed College in Portland.

Speaking for his siblings, Paul says, "Any accomplishments we've had is because of our mother . . . a guiding light in all aspects of her life. We are so indebted to her." ■



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Each day, Washington State University alumni, students, faculty, and staff make tremendous volunteer and professional contributions to our University and the surrounding communities. The WSU Alumni Association seeks to recognize these outstanding activities with the inaugural presentation of six awards in 2005:

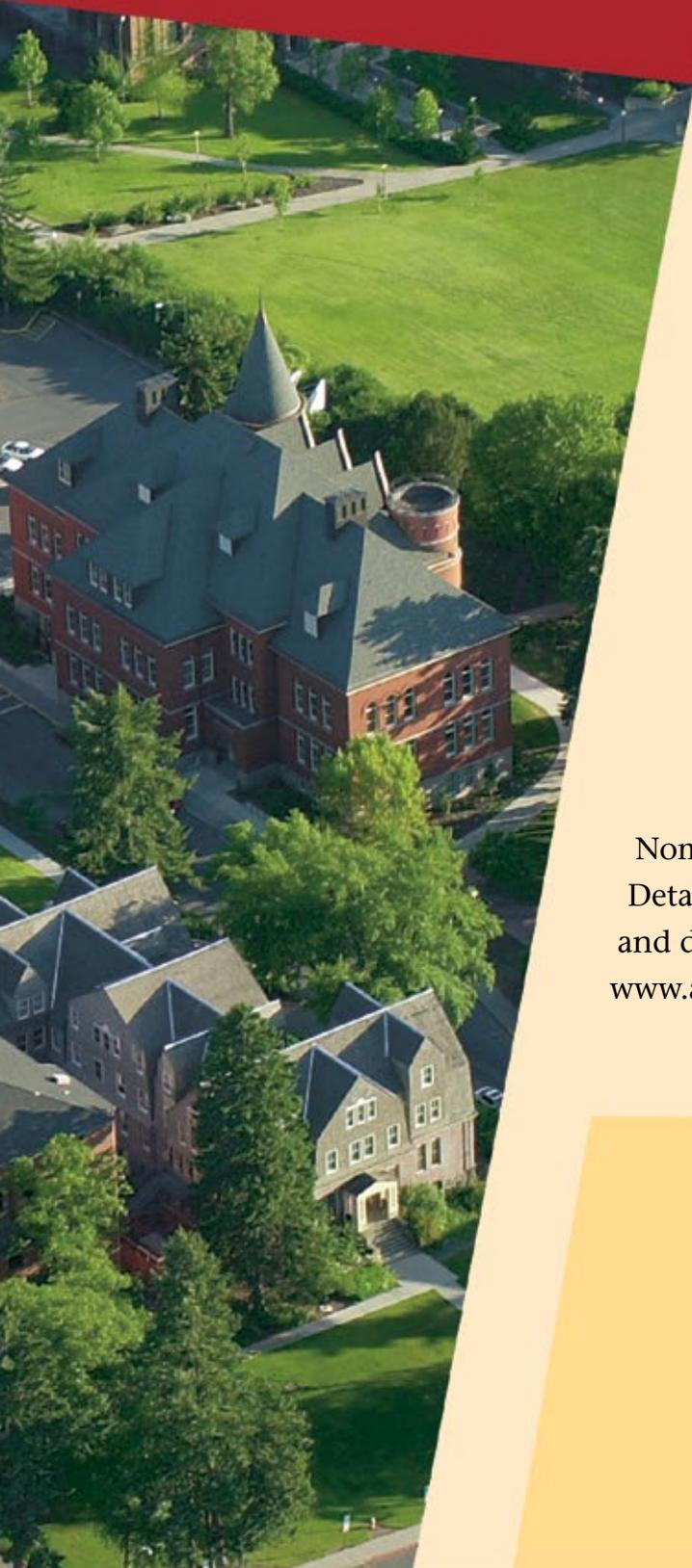
- Outstanding Volunteer Award
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MARISSA LEMARGIE

busy providing humanitarian assistance in Africa, South America

MARISSA LEMARGIE tends to take things in on a global scale. Her interest in other cultures and societies led to an anthropology degree at Washington State University in 1999. A master's degree in international development from the London School of Economics and Political Science followed.

Lemargie is now employed by USAID as an international cooperation specialist for Colombia and Paraguay in Washington, D.C.

Like her older brother, Kyle ('98 Polit. Sci.), who works for the Smithsonian Institution in Washington, D.C., she was attracted to WSU by the Honors College. In a capstone course in anthropology, professor Linda Stone shared her experiences teaching Peace Corps volunteers and with development in third-world countries. "That course . . . opened up ideas for me," Lemargie says. She began looking at how access to resources, particularly education and healthcare, profoundly affect people in the world's poorest countries.

In graduate school she was drawn into a specialization in complex humanitarian emergencies that included looking at how to get aid in to disaster areas, psychological trauma in conflict, the plight of child soldiers, and refugee movements. She began looking at how marginalized groups pulled together to leverage crucial resources and basic services from the state, and how oftentimes the state found this type of ethnic nationalism threatening to its position. Her research led to a dissertation on the Kurds in Turkey.

Lemargie moved from London to Washington, D.C., in 2000 and began working as a full-time volunteer at the human rights organization Amnesty International USA. She was part of an NGO (non-governmental organization) coalition team that helped draft legislation that later became law prohibiting unregistered diamonds from entering the U.S. She explained how guerillas in Sierra Leone financed their rebellion with the sale of diamonds mined by villagers forced into servitude. The fighting continued through 2002.

After nearly a year with Amnesty International, Lemargie got her government career break when she was awarded a Presidential Management Fellowship with the U.S. Department of State, one of only 400 picked annually in a program designed to attract top graduate students as Civil Service employees. Over a two-year period, she was placed in three rotations within the federal government to "get a taste and flavor of the different jobs."

She began work the day before September 11, 2001, and spent her first year focusing on the humanitarian situation in Afghanistan. Later, she served six weeks as a U.S. delegate to the United Nations for the Committee on Program Coordination. She was a member of a panel representing 30 countries. Delegates were charged with coming to consensus on "what our goals were in the world for education and health care," she says, and "how to prioritize different activities for funding."

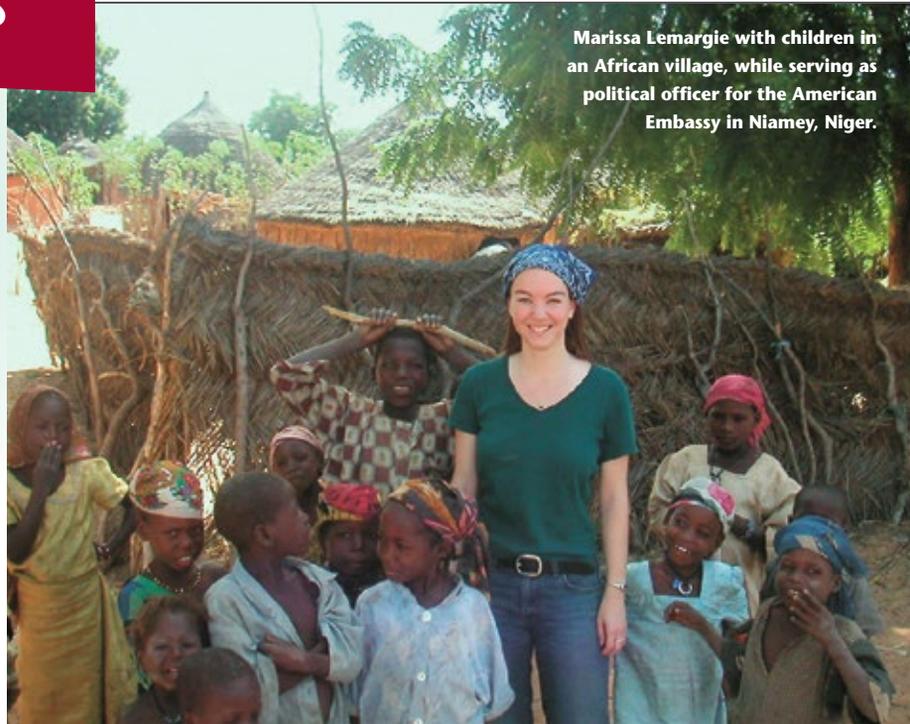
In her second year, Lemargie was posted to Niger, the poorest Muslim country in Africa, as political officer for the American Embassy in Niamey. There she focused on human rights, child labor, people sold against their will into the slave or prostitution industry, and socio-economic development. It proved to be one of the most challenging and most inspiring of her assignments with the State Department. She was particularly impressed with the charisma of the women in Niger and

had the honor of meeting the only female mayor in the country.

Her third rotation was in the USAID's Latin American-Caribbean Bureau in Washington, D.C. She was assigned to the democracy, governance, and human rights area and received an award for her efforts to address trafficking in persons in Latin America. Now a permanent civil servant with USAID, Lemargie works on humanitarian assistance for Colombia and Paraguay. With an annual budget of \$120 million, the Colombia development program focuses on "basic democratic reform, internally displaced persons, and alternative development," she says. Despite being one of the longest-standing democracies in South America, Colombia has been in a civil war for 40 years.

"We are trying to improve the state's presence throughout the country," Lemargie says, "to assure the people that they have access to government services and some sense of security."

Discussions are currently underway between the government of Colombia and the paramilitaries to negotiate a peace agreement. Lemargie is enthusiastic about what is being accomplished in the debates around the issue in the nation's capital. Regarding her role in helping to prepare senior officials for these issues, she says, "I feel like I am finally getting into a position where I am able to influence some of the discussion."



Marissa Lemargie with children in an African village, while serving as political officer for the American Embassy in Niamey, Niger.

"I feel like I am finally getting into a position where I am able to influence some of the discussion."

—Marissa Lemargie

—Pat Caraher

CLASS NOTES

1920s

Stanley W. Allgeier ('29 Elect. Engr., '29 Hydro.), 96, Carmichael, California, has 47 years of service in the Masonic Lodge.

1930s

Bill Hooper ('34 Speech), "The Outlaw Cowboy" on KWSC radio, retired after 60 years as a Seattle optometrist. "I made friends of my patients, instead of making patients of my friends."

Winnifred L. Olsen ('38 Sociology), Olympia, received the Olympia YWCA Lifetime Achievement Award in 2003 and the National Point of Light Daily Award March 16, 2004, with personal recognition from presidents George Bush and George W. Bush.

1940s

Roger J. Crosby ('41 Polit. Sci.), Deer Harbor, has been elected president for a fourth term of the Orcas Power and Light Cooperative that serves all of San Juan County. In 1982, he retired as vice president and general counsel of Burlington Northern Holding Co.

Norm Garlick ('41 D.V.M.) and Helen, his wife of 66 years, live in a senior retirement village in Mount Pleasant, South Carolina.

After spending 32 years half time in their home in Maui, **Rune Goranson** ('41 Agri.) and his wife, Catharine, sold the place and moved to full-time living in Edmonds.

Mary Sutton McFarland ('41 Music), Clark Fork, Idaho, has been managing her ranch's timberland and Conservation Reserve Program projects. She had a bad accident on her Harley-Davidson motorcycle just prior to her 84th birthday, but is better now, she says. "We of WSC class of '41 are a hardy bunch!"

Darline L. Kingman-Weigang ('42 Off. Adm.), Leavenworth, keeps busy in retirement with golf, bridge, swimming, family, and "a couple of trips a year to New York City."

Dick Dodge ('43 Vet. Med.) and **Virginia Streets** ('44 Vet. Med.) have "linked up once again, this time for the duration," Virginia writes from Olympia. "Thanks to WSC for this connection. Life is great for us octogenarians."

Retired teacher **Dorothy J. Mynro Watson** ('44 Home Ec.), Seattle, enjoys traveling—U.S., Canada, Mexico, and Europe. She helps neighbors in need and is active in service organizations.

Mary Rieth Guske, Moscow, Idaho, and her 1947 home economics classmates **Fern Overland Christensen** and **Johnora Capps Johnson** traveled to Gold Beach, Oregon, in October 2003.

Jean Lancaster ('47 Educ.), Longview, continues to teach woodcarving.

Last April **Elwood "Woody" Shemwell** ('47 Gen. St.) and **Leland "Lee" Holmes Nelson** ('47 Bus. Adm.) were reunited in Boise, where Nelson retired after spending 32 years in sales and management with the Burroughs Corp. Shemwell, Copperas Cove, Texas, spent 25 years as deputy chancellor at Central Texas College after retiring from the U.S. Army as a colonel. The Walla Walla High classmates enrolled at WSC together and were members of

the ROTC Class of 1943. They spent 21 months overseas in the same company, and on returning to the U.S. were discharged together. Both re-enrolled at WSC, graduated in 1947, and returned to Pullman to celebrate the 60th anniversary of the ROTC class. Fourteen of the 18 former cadets returned to campus for the reunion.

1950s

Donald Newbold ('50 Bus. Adm.), Spokane, is involved with the Washington State World War II Memorial.

Delores Graham Doyle ('51 Gen. St.), Fresno, California, is president of the Diocese of San Joaquin Episcopal Church Women. The retired teacher sings soprano with the Holy Family Choir and renewed her season ski pass at age 74.

Donald Walter Meyers ('51 Fine Arts) lives on the water at Discover Bay near his hometown of Port Townsend. He spends winters at Thousand Palms, California.

Since retiring from federal service in May 2002, **Lawrence Miller** ('51 Civil

The Extreme Survival Almanac

In many cases, those who survived made a commitment to just get through the night or day.

THIS BOOK could save your life. Your car breaks down in a remote area. You're lost in the woods, not knowing which way to turn, or whether to stay or to go. You're left with serious injuries after a plane crash on a mountainside. Your boat capsizes in rough seas, miles from land and shipping lanes.

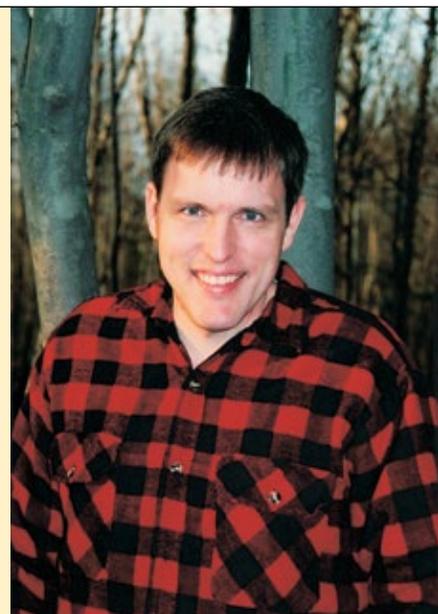
Reid Kincaid's book, *The Extreme Survival Almanac*, is intended for those who find themselves in such crises and want to get out alive. The author likens the book to a helpful tool such as a knife or a book of matches. Published in 2002 by Paladin Press, it gives readers information that may increase their odds of survival in a bad situation.

The most important thing about surviving, Kincaid says, is realizing you are in a survival situation. Take control of the situation and don't panic.

Studies conducted by the U.S. Army during and after World War II looked at the psychology of survival. In many cases, those who survived made a commitment to "just get through" the night or day. Things are bad, but they could be worse. There's no food today, but we'll find something tomorrow. Keep your chin up.

"Something has got to get you up, make you do the work," Kincaid says. He devotes one chapter to survival on land, another to survival on water, and factors influencing both—temperature control, finding water, food, and traveling to safety. A section is devoted to survival navigation.

Kincaid hasn't personally experienced a life-threatening situation in the wild. However, the



Reid Kincaid '90

Edmonds native says, having lived on remote Annette Island on Alaska's panhandle, where survival skills can be a requirement for daily living, he likely takes more precautions than others. As a boy scout he became skilled at reading a compass and map.

After graduating from Washington State University ('90 English) he and his wife, Lori, taught English in Poland for two years with the Peace Corps.

After Kincaid accepted his dream job with the Norton Sound Health Corp. in Nome, Alaska, the home they were to live in there literally slid into the ocean. Unable to find suitable housing after seven months, they moved to Annette Island. He was a physician assistant at the Metlakatla Indian Reservation clinic for five years.

Now, six days a month Kincaid makes the two-and-a-half-hour commute from Farmington, Maine, to the Bar Harbor Hospital, where he pulls a 24-hour shift as a physician's assistant. He chooses to live in rural Farmington because of the town's university library system and its vast resources for research he taps for his writing.

—Pat Caraher

CLASS NOTES *continued*

Engr.) has visited all of the lower 48 states on two trips in his motor home. He completed the 207-day, 21,700-mile journey in June 2003. "There's so much to see," he writes from Yuma, where he and his wife, Beverly, live.

Frederick W. Wefer ('53 Forestry), Bellingham, was elected a fellow of the Society of American Foresters last May. He worked for Georgia Pacific Corp. from 1962 until his retirement in 1991.

Joanna "Jodi" Diane Habel Watson ('55 Biol. Sci.) is a biostatistician at the Cooper Institute in Golden, Colorado. She earned a master's degree in public health in epidemiology and maternal and child health at Tulane University's School of Public Health and Tropical Medicine in May 2003. She married Timothy Watson June 21 in Las Vegas.

William L. Garrison ('56 Gen. St.) has retired from the Social Security Administration and tutors English as a second language in Aberdeen. He also builds sets and designs posters for the Driftwood Theater group.

Bruce M. Johnson ('59 Civil Engr., '62 M.S. Civil) and **Carmen Johnson Johnson** ('60 Hist.) live in Estes Park, Colorado. He is writing a book, *Flexible Software Design Systems Development for Changing Requirements*, due out in spring 2005.

Robert M. Lamborn ('59 Social St.) is semi-retired in Honolulu. For the past three years, he's been a part-time tour guide on the USS *Missouri* at Pearl Harbor.

1960s

Donald Edwin Ellison ('60 For. Lang.) and his wife took an 11-day Elderhostel tour of Cuba in March 2003. They live in San Francisco.

John Fabian ('62 Mech. Engr.) is in his fourth term as international co-president of the Association of Space Explorers—300 astronauts and cosmonauts from 30 countries. He and his wife, **Donna Buboltz Fabian** '63, live in Port Ludlow.

Before retiring in 1993, **Burton A. McEachen** ('62 Math, '66 M.A.T. Math) taught high-school math for 31 years in the Highline School District. He and his wife live in Port Orchard.

Kirby Holte ('65 Elect. Engr., '66 M.S. Elect. Engr., '71 Ph.D. Engr. Sci.), Walnut, California, spends much of his free time cruising on *Uff Da*, his 32-foot Ericson sailboat, and enjoying two children and three grandchildren with his wife, Karen. His career includes 25 years in R & D for the Southern California Edison Co., 25 years as adjunct professor of electrical engineering at the University of Southern California,

and eight years as president of Grid Technology Associates.

Bruce I. Werner ('65 M.S. Phys. Educ., '74 Ed.D.), Rancho Murieta, California, retired after 38 years in California community college education.

Barbara Jane McFarlane Barquist ('66 For. Lang.), Custer, Washington, retired in April 2004 after working 18 years at the Christian Health Care Center.

Charles A. Pearson ('67 Civil Engr.) celebrated his 35th anniversary with the City of Tacoma. In 2001 he received the Government Engineer of the Year Award from the Puget Sound Engineering Council.

John Edward Lund ('68 Ph.D. Vet. Med.), Mortgage, Michigan, retired from Pfizer in 2003. "Lots of fishing on Lake Michigan, hunting in Sleeping Bear National Lakeshore, not to mention golfing."

Jim McKean ('68 English, '74 M.A. English), professor of English at Mount Mercy College, Cedar Rapids, Iowa, is author of *Home Stand: A Memoir of Growing Up in Sports*. McKean played basketball for WSU, 1965-69.

1970s

Burgess Bauder ('70 D.V.M.) married Victoria Vosburg June 28, 2003, in Sitka, Alaska, where they live. He is a veterinarian with Sitka Veterinary Clinic.

Claus-Michael Naske ('70 Ph.D. History) completed his 12th book—*Ernest Gruening: Alaska's Greatest Governor*—in June 2004. He lives in Fairbanks, where he is professor emeritus of history at the University of Alaska, Fairbanks. From 1988 until June 30, 2004, he served as director of the University of Alaska Press.

In a snow-and-ice storm last March, **Charles E. Russell** ('70 Biochem. & Zool., '74 M.S. Entomology), Tacoma, reached the summit of 19,400-foot Uhuru Peak on Mount Kilimanjaro with his 15-year-old son, Eli.

Thomas Lee Gamble ('71 Arch.), Livermore, California, is executive vice president of Shea Homes, a homebuilding firm.

John Hegggers ('72 Ph.D. Bact.) is professor of surgery/microbiology and immunology at the University of Texas Medical Branch in Galveston, and director of clinical microbiology at the Shrine Burns Hospital there. He received the 2004 American Burn Association Robert B. Lindberg Award for the best scientific paper presented by a non-physician scientist.

Thomas B. Williams ('72 M.A. Polit. Sci.), professor of government at American University's School of Public Affairs, received the Faculty Award for Outstanding Teaching in an

Adjunct Appointment for the 2004-05 academic year. He is director of federal projects for the Conservation Fund, a nonprofit organization based in Arlington, Virginia, dedicated to the conservation of land and water resources in the context of sustainable development.

Robert Dane Shaw ('75 M.A. Anthro., '83 Ph.D. Anthro.), Anchorage, enjoys his many art projects along with archaeological opportunities in Alaska.

Robert Thayer ('75 Ag. Econ., '76 M.A. Ag. Econ) and **Vicki Wolfenbarger Thayer** ('74 Vet., '76 D.V.M.) celebrated their 30th anniversary with a trip to Scotland and a concert at Sterling Castle in August 2003. They live in Lebanon, Oregon, where she works part-time as a relief veterinarian. Bob is based in Eugene as a senior corporate pricing analyst with FedEx Freight, Inc.

Joseph Harari ('76 Vet. Sci., '80 D.V.M.), Spokane, recently published a book on small-animal surgery.

Randal O. White ('76 Geol., '81 M.S. Geol.), Oro Valley, Arizona, has been conducting exploration research on mineral deposits, primarily copper, in the southwestern U.S. as the senior consultant geologist for Phelps Dodge Exploration Corporation for the past 17 years.

Selah High School teacher **Kathleen Hansell Hendrix** ('77 Master's Adult & Cont. Educ.) received national recognition as a Top Ten Teacher of the Year from the American Association of Family and Consumer Sciences in San Diego in June 2003.

Michael Lee Davis ('78 Sociology), a 20-year veteran of the Kitsap County Sheriff's Department, was appointed June 1, 2004, as chief of the 14-officer Gig Harbor Police Department.

1980s

Ken Dart ('82 Hort.), Wenatchee, has been hired as the new packed product facilitator by Stemilt Growers, Inc.

Ralph Erdmann ('82 Econ.) is a customer information coordinator for the U.S. Department of Energy, Bonneville Power Administration in Vancouver.

Eric Lindquist ('82 Mech. Engr.), Menlo Park, California, was appointed senior vice president of marketing for Omnicell, a leading provider in patient safety solutions.

Jack Pacheco ('82 Bus. Adm.), San Ramon, California, has been named chief financial officer for SMART Modular Technologies, Inc.

Dan Fox ('84 Sociology) serves as a facilitator for Spokane's Victims of Homicide or other Violent Death Group, operated by Lutheran Community Services.

Robert J. Ross ('84 Engr. Sci.) is project leader, condition assessment and rehabilitation of structures, for the USDA Forest Products Laboratory in Madison, Wisconsin. He and **Roy Pellerin** ('59 Mech. Engr.) have published a technical book entitled, *Nondestructive Evaluation of Wood*.

Jeanette Thomason ('84 Comm.) is special projects editor, as well as acquisitions editor, at Baker Book House Co., Ada, Michigan. She has served as editor of two weekly newspapers and two magazines, *Virtue* and *Aspire*.

Michael D. Castle ('85 M.B.A.), Kirkland, is chief financial officer for Cold Heat™, an innovator of patented mobile heating technology.

Scott Jones ('85 Comm.), Tulsa, has been the co-anchor of the KJRH-TV morning and midday newscasts since March 2004.

Altina Wickstrom ('85 B.S. Vet. Med., '88 D.V.M.) has purchased the 25-year-old Acadia Veterinary Clinic in Saskatoon, Saskatchewan.

Mark Wilcomb ('85 Marketing) returned to the Lewis Alumni Centre July 1, 2004, as new operations director for the WSU Alumni Centre. He previously worked in the alumni center before taking a position at the University of Idaho.

Jake Gutzwiller ('88 Hort., '02 M.S. Hort.), Rock Island, Washington, is the new raw products quality control manager for Stemilt Growers Inc.

Frank Chase, Jr. ('89 Comm.) had his first book, *False Roads to Manhood*, published in April 2004 in Huntsville, Alabama. He is a writer for the U.S. Army publication *PS Magazine* at Redstone Arsenal, Alabama. Information about his book can be found on his Web site at www.positivejourney.com.

Rena Carlson-Lammers ('89 D.V.M.), Pocatello, received the 2004 Idaho State University Professional Achievement Award for the College of Arts and Sciences, natural sciences and mathematics. Since 1990, she has been the animal welfare facility veterinarian for ISU. Her service has advanced the practices of the ISU Animal Care Facility, gaining accreditation for the lab from the Association for the Assessment and Accreditation for Lab Animal Care International. She is an owner of the Alpine Animal Hospital, Pocatello.

1990s

Sharon Clizer ('90 M.Ed.) is principal of Holy Family School in Clarkston. She was selected as the distinguished principal for the Alaska, Idaho, Oregon, Washington, and Montana district of the National Catholic Education Association.

WSU HONORS ALUMNI SANDE, FINCH, NORRIS, HABEREDER

THE WASHINGTON STATE UNIVERSITY Alumni Association created the Alumni Achievement Award in 1969 to honor alumni who have rendered significant service and contributions to their profession, community, and/or WSU. Four individuals were recognized recently.

MERLE SANDE, M.D.

Dr. Merle A. Sande ('61 Zool.), Salt Lake City, is one of the country's foremost authorities on infectious disease and AIDS. He spent 16 years as professor and vice chair of internal medicine, University of California-San Francisco School of Medicine, and chief of medical services at San Francisco General Hospital (SFGH). From 1996 to 2002, he was a professor and chair of the Department of Medicine, University of Utah School of Medicine. When he left SFGH, where he established a compassionate, cost-efficient treatment program for AIDS patients, a colleague said, "We have lost one of our greatest teachers, one of the greatest advocates for the poor in San Francisco."

Two years ago, Sande and Dr. Hank McKinell, CEO of the Pfizer Pharmaceutical Co., conceived and funded the Academic Alliance for AIDS Care and Prevention in Africa. The alliance includes five professors of medicine/infectious diseases in North America and nine professors from Makerere University in Kampala, Uganda. Sande is president of a foundation established to ensure the sustainability of the alliance—now the Infectious Disease Institution—as a part of Makerere. More than \$25 million has been raised to fight Africa's HIV/AIDS epidemic.

The Mount Vernon native graduated from the University of Washington School of Medicine in 1965.



programs of its type. After service as secretary for the Big Sky Conference, the Pullman native joined WSU in 1967 as a financial aid counselor. She rose through the ranks to assistant and associate director of students, and director of student financial aid. As director of the Office of Scholarships and Financial Aid, she oversaw all student financial programs, including scholarships.

In 1988 she was named director of grants and special projects within the Division of Student Affairs. In that capacity, she was responsible for gaining external funding support for programs. Later she was named interim director, Office of Student Financial Aid. Her career included a three-year term with the U.S. Office of Education's Advisory Council of Financial Aid to Students, and the presidencies of the National Association of Student Financial Aid Administrators and the Washington State Financial Aid Association.

As a student, Finch was president of the Associated Women Students and was named Outstanding Senior Woman. Her community efforts include co-chairing Pullman Memorial Hospital's fund-raising campaign.

When she retired in 1995, WSU president Samuel H. Smith saluted Finch for "positively impacting the lives of thousands of students."

H. THOMAS NORRIS, M.D.

Before retiring in 1997, Dr. H. Thomas Norris enjoyed a distinguished career in teaching and medicine. He spent 14 years at East Carolina School of Medicine, Greenville, North Carolina, as professor and chair, Department of Pathology and Laboratory Medicine.

The WSU graduate ('56 Pre-Med) earned his M.D. from the University of Southern California School of Medicine. He completed a rotating general internship at Los Angeles County General Hospital and a residency at the Mallory Institute of Pathology, Boston City Hospital. He spent two years as associate pathologist at the Walter Reed Army Institute of Research, Washington, D.C., and then was a research fellow at Harvard Medical School.

After his initial teaching experience at Tufts University School of Medicine, he joined the pathology faculty at the University of Washington School of Medicine, where he remained

until 1983. During his time in Seattle, he was assistant chief, laboratory service, Veteran's Administration Hospital, 1967-74, and director of hospital pathology, University Hospital, 1974-83.

As an inspector for the Pathology Laboratory Accreditation Program, 1989-96, he traveled to Saudi Arabia and Japan, among other countries. He and his wife, Pat ('56 Bact.), live in Greenville and Hayden Lake, Idaho.

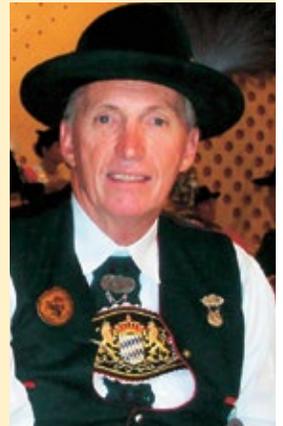
HANS L. HABEREDER

Hans L. Habereder ('71 M.A. Math.), Orange, California, is a senior program manager for Raytheon in Fullerton, California. There he serves as a technical director and chief engineer for the satellite-enabled navigation system, known as the Wide Area Augmentation System (WAAS). Built for the Federal Aviation Administration, WAAS is available to aviation users for increasing situational awareness during flight under visual flight rules and on the airport runway. The signal also supports applications in boating, agriculture, and surveying.

The former technical director of the Japanese Satellite Navigation Program and professor of mathematics and astronomy in Germany has published more than 40 papers, and has lectured on satellite navigation for U.S. government teams worldwide. He has been called on to assess technology capabilities of foreign countries in the areas of radar and sonar. He holds six patents in high-speed programmable digital signal processing and system architectures and data flow architecture systems.

From 1984 to 1996, he facilitated annual gifts totaling \$65,000 to the Electrical Engineering Corp. Associates Fund in WSU's School of Electrical Engineering and Computer Science.

—Pat Caraher

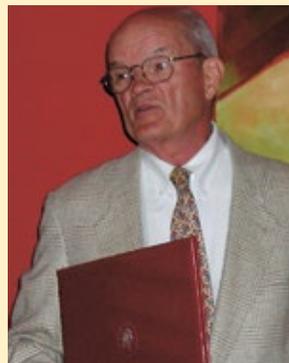


LOLA STORY FINCH

Lola Story Finch ('65 Home Ec., '73 M.A. Educ.), Pullman, helped develop WSU's financial aid program into one of the nation's finest



KENIN BUR



Cutting out the middle, building income

CRAIG MEREDITH wants to help Ethiopian coffee farmers become competitive in a world market. He's using his knowledge of agricultural engineering to assist growers in Yirgacheffe in Southern Ethiopia's Rift Valley, where some 445,000 farmers produce premium arabica coffee beans.

"Ethiopian coffee is 60 percent of the nation's gross national product," says Meredith, a resident of Post Falls, Idaho. "It is the second-most-traded commodity in the world behind oil." However, Ethiopian farmers are some of the world's poorest in a country where the per-capita income is \$100 per year, according to the office of the U.S. Agency for International Development.

Meredith got involved after traveling to Ethiopia with a church group in 2001 to visit Kale Hewot Church elders. A majority of these 4,000 elders are coffee growers. They proposed a broad-based partnership with the Americans to help them become self-sufficient in health, business, ministry, and education.

Meredith and other Spokane-area founders created a nonprofit called New Covenant Foundation (www.newcovenantfoundation.org), as well as a for-profit business,

Dominion Trading Company (www.dominiontrading.com). Dominion returns 60 percent of the net income to the farmers in the form of profit sharing, technology transfer, and the nonprofit.

In addition to helping to improve coffee growing and production, Meredith ('87 Ag. Engr.) assists with marketing and sales. Dominion Trading has been purchasing coffee through a U.S. broker, having it roasted here, and then selling it wholesale and retail on its Website. Last summer, Dominion partnered with Ethiopians to buy a coffee-bean processing plant. This will allow the company to have direct access to the farmers and gives Dominion vertical integration from grower to market, maximizing the profit distribution to the farmer.

"Coffee currently has lots of middle men and costs," he says. "Buying directly will cut out the middle and better the income for the farmers."

To assist Ethiopians with coffee production, Meredith emphasizes appropriate technology, a concept he learned at Washington State University. Third-world countries can't fix high-tech equipment that breaks, and jobs are much needed, he says.

For a WSU project, he once modified a bicycle into a pedal-powered dry-bean thresher for use in Africa.

Coffee production in Ethiopia is labor intensive, involving both wet and dry processing. The newly purchased processing plant will employ 350 people. Coffee beans come from the pits of cherries that are handpicked September to December in the Rift Valley, which has a subtropical climate at a 5,800- to 6,500-foot elevation.

Wet processing requires picking and processing within four hours. After the cherries are hulled, the beans are put in 90,000-kilo vats with water for fermentation to remove mucilage. The beans are then washed and dried on tables for seven to 12 days. Dry processing dries cherries with the skin still on.

"About 30 percent of the coffee goes to wet processing, 70 percent goes to dry processing in this area," Meredith says. "Wet processing is considered more premium. We want to take the 70 percent that's dry and shift it to more wet processing. That increases the price of the coffee beans and income to the farmer."

The nonprofit is exploring using the processing plant off-season for education, health, and cottage industries such as sewing. The farmers also could create revenue from processing the waste. The pulp can be used to grow shiitake mushrooms for the export market. "We're also researching how to take the excess water from coffee processing to grow Tilapia fish, to help clean the water and provide more dietary protein," Meredith says.

Additional options include erosion control with trees and other plants, conservation tilling, and diversifying crops. The country's other industries include exporting fresh flowers and skins and hides. Still, 700,000 small farm holders grow coffee. "Ethiopia is the legendary origin of coffee."

Meredith does consulting engineering in energy conservation and machine design through his Riverbend Group company. He has a professional engineering license in mechanical engineering and has designed agricultural sprayers, lift trucks, and industrial machinery. He also does consulting work for the WSU Extension Energy Program.

—Treva Lind

Craig Meredith '87 (right), director of technology for Dominion Trading, sips coffee macchiatos in Awassa, Ethiopia, with Kebede Koomsa (left) and John Slattum, manager of overseas operations. The processing plant under development there will be named in honor of the late Koomsa, who opened many doors in the country for Dominion Trading.



CLASS NOTES *continued*

John M. Keating ('91 B.S., '00 M.B.A.), Richland, has started the Puttomatic Golf Co., after filing a patent application for *Neck Putter™*.

Don Kopczyński ('91 M.S. Engr. Mgmt.) has been elected vice president of Avista Corp. The 25-year employee will oversee the company's electric and natural gas transmission and distribution operations.

Jeff Lundstrom ('91 Civil Engr.) is director of Pertee Engineering's new highway design division. He's worked for the Washington State Department of Transportation for 12 years, managing up to 20 projects at one time.

John Wolsborn ('91 Polit. Sci.) returned from a year's deployment with Operation Iraqi Freedom in February 2004. The major in the Army Reserve served with the 220th Military Police Brigade in both Kuwait and Iraq. He was awarded the Bronze Star Medal. During the deployment, he and his wife, Ashley, welcomed their second child, Annabelle, in June 2003. He has returned to his civilian job as a consulting manager in the Washington, D.C., office of Accenture.

Walt Bratton ('92 Rec. & Leisure St.), Burbank, California, has been named the director of Burbank's Park, Recreation and Community Services Department.

Portland attorney **Jesse Lyon** ('92 Ag. Engr.) has been voted one of Portland's Forty Under 40 up-and-coming community leaders. He was featured in the March 19, 2004 issue of *The Business Journal*, published in Portland. He has been a member of the Davis Wright Tremaine law firm since 1998.

Rueben Mayes ('92 Bus. Adm., '00 M.B.A.) was named director of development for WSU's Office of Undergraduate Education last August.

Jeffrey Thane Moses ('92 Elem. & Sec. Educ.) is a service agent for Thrifty Car Rental in Spokane. From 2002 to 2003, he volunteered at Virginia Grainger Elementary School in his hometown of Okanogan, assisting first- and second-grade teachers.

Mieko Nakabayashi ('92 M.A. Polit. Sci.), Tokyo, Japan, is a fellow at the Research Institute of Economy, Trade, and Industry in Washington, D.C.

Roberto Gutierrez ('93 Social Sci. & Educ.) began his new job as vice president of instruction at Clark College in Vancouver July 1, 2004. He previously held a similar position at Spokane Community College.

Yuan Zhao ('93 Ph.D. Plant Physics) has been working for Unigen Pharmaceuticals in Hawks Prairie, near Olympia, since March.

Kristina Wilfore ('95 Comm.) is executive director of the Ballot Initiative Strategy Center and Foundation, an advocacy group in Washington, D.C.

Lynn Baker ('97 Ed.D.) became interim principal of Summit High School in Bend, Oregon, July 1, 2004. He is serving a one-year term.

Michele Sanders Maassen ('97 Comm.) and husband **Dan Maassen** ('02 M.A. Civil Engr.) report the birth of a son, Aaron Daniel, on Valentine's Day, February 14, 2004. They live in Chandler, Arizona.

Kali Sakai ('97 Comm.) has been promoted to lead program manager of Mobile Services at RealNetworks, Inc., in Seattle. She's earned the Program Management Institute certification for project management.

Keri Shoemaker ('98 Comm.) is an account manager in the media relations group of PRR. She has been promoted from the office in Seattle to Arlington, Virginia.

Jason Gibbons ('99 Wildlife Mgmt.) took a promotion in January 2004 and moved to Guam, where he is a supervisory wildlife biologist with USDA Wildlife Sciences. He and his wife, Amy, have taken up scuba diving.

Julie Kjelland ('99 Hotel & Rest. Adm.) is recreation supervisor at the Hyatt Regency Hotel in Huntington Beach, California.

Danial N. Moor ('99 Bus. Adm.) has joined the law firm of Donald C. Moor & Co., L.P.A. in Cincinnati.

2000s

Shelley Ann Ajax ('01 Social St.) completed law school in two years. Now she's employed by Allen Brecke Law Offices, Spokane.

Rob George ('02 Social Sci.) assumed his new position as director of guest services for the Atlanta Braves baseball team May 10, 2004.

Angela Smeltz ('02 Spanish) has graduated from basic training at Lackland Air Force Base, San Antonio, Texas.

Holly Wysaske ('02 English) is a promotions producer for KHQ-TV in Spokane.

James Hammond ('03 Ed.D. Adm.) has been the superintendent of schools in Tukwila since July 2004. Previously he was principal at Bethel High School.

Steven Hanson ('03 Bus. Adm. Mgmt.) has received his commission as an ensign in the U.S. Navy. He has been assigned as a supply officer aboard the USS *Shrike*, a minesweeper, based in Ingleside, Texas.

Brian Hintone ('03 Acct.) is an assurance associate for BDO Seidman LLP in Spokane.

Lance Sinnema ('03 M.F.A.) taught sculpting and drawing at Whitworth College during the spring of 2004. He displayed his first solo art installation in Spokane, a human-sized diorama entitled, *Busted*, in Whitworth's Koehler Gallery.

IN MEMORIAM 1920s

Paul Hungerford ('27 Bus. Adm.), 99, Milwaukie, Oregon. Worked for Seattle Trust and Savings for 48 years, beginning in 1928. President of the Seattle Bank Auditors Association. Climbed Mount Baker at age 62 in memory of his father, who had done it at the same age in 1922.

1930s

Marguerite Spurgeon ('31 Hist.), July 7, 2003, Olympia.

George A. "Doc" Morrison ('32 D.V.M.), 94, April 14, 2004, Chandler, Arizona. Owned a veterinary clinic in Great Falls, Montana, for 35 years. Served on the Great Falls City Council. Montana state legislator.

Robert A. Sandberg ('36 Speech/Comm., '39 M.A. Speech), 89, June 28, 2004, Lafayette, California. Eastern-area director of fund raising for the Red Cross, Washington, D.C. Special assistant to WSC president Wilson Compton, 1945-51. During a 21-year career with the Kaiser Aluminum & Chemical Corp., became senior vice president for corporate public policy with Kaiser and its affiliated companies. In 1974 became director of communications, Electric Power Research Institute, Palo Alto, and later became senior advisor to the EPRI president.

Henry Winiacki ('36 D.V.M.) July 24, 2004, Vancouver.

Helen M. Taylor Salquist ('37 Educ.), 89, August 10, 2004, Laguna Hills, California. Federal Way schoolteacher before moving to California in 1955. Kappa Alpha Theta sorority.

Lori May Nelson ('38 Educ.), 87, Lynden. Taught physical education and home economics at high schools in Union City and Fresno, California. Coached women's field hockey, swimming, diving, and basketball at Washington High in Fresno. Guidance counselor at Mission San Jose High School in Fremont. Delta Kappa Gamma teaching honorary.

Albert L. Ayars ('39 English, '40 Educ., '42 M.A. Educ., '56 Ed.D.), 86, May 27, 2004, Kirkland, abdominal sepsis. Career in education spanned 43 years. High school English teacher in Davenport, principal of Colville High, and superintendent of schools in Omak, Sunnyside, Spokane, and Norfolk,

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Virginia. Director of education of the world's largest public relations firm in New York City, 1952-65. Author of six professional books. President of the WSU Alumni Association, 1949-50. WSU Alumni Achievement Award recipient. Married to **Louise SchAAF** ('41 Home Ec.), 63 years.

1940s

Mark F. Adams ('40 Ag. Chem., '42 M.S. Analytical Chem., '51 Ph.D. Physical Chem.), 89, April 8, 2004, Spokane, heart failure. WSU research chemist and professor, Department of Materials Science, 1942-74. Past president of the Northwest Scientific Association. NSA's Outstanding Scientist for the Pacific Northwest, 1968. Had a consulting practice in corrosion and other failure investigations and in product and process development until 1996 in Tacoma and Pacific Beach. In 1993 co-founded Larex, Inc., Minneapolis, to commercialize the many applications for larch arabinogalactan that he had developed over the years. Author of 48 technical papers and 10 patents.

Esther Flagg Barnes ('40 Home Ec.), 85, May 3, 2004, Lynnwood. Office assistant/bookkeeper for her husband, Barney, an optometrist in Edmonds, 1950-81. Kappa Alpha Theta sorority.

Jack Douglas Ramsey ('40 Range Mgmt.), April 13, 2004, Boise, hydrocephalus. From 1977 to retirement, managed Jay Agnew's T-90 Ranch at Tenino. Moved to Boise in 2001. Earlier worked for Farm Security Administration, Extension Service, managed an anhydrous ammonia plant, 1965-77, and managed the Prior Land Co. ranches and the U & I Sugar Co.

Donald F. Berg ('41 Bus. Adm.), 85, May 8, 2004, Ripon, California, stroke. WWII infantry officer in South Pacific. Retired as a lieutenant colonel in the army reserves. Retired as general manager of CelPiril Industries in 1985.

Ronald J. Dube ('41 Bus. Adm.), 85, July 27, 2004, Spokane. Employed by Sears & Roebuck Co. until 1943, then

IN MEMORIAM *continued*

took over the operation of the family wheat farm at Rosalia until he retired in 1984.

Philip E. Wainscott ('41 Agronomy), 86, June 13, 2004, Waterville. Served in Army Air Corps in WWII. Worked for the Steckley Hybrid Corn Co. in Columbus, Ohio, and Lincoln, Nebraska. Returned to Waterville in 1952 to farm and raise wheat. Retired in 1981. Student manager of the 1941 WSC basketball team that lost to Wisconsin, 93-34, in the NCAA title game. WSU Alumni Association president, 1961-62. Past president of the Washington State Crop Improvement Association. Phi Sigma Kappa fraternity president.

Neil H. Dollard ('42 Gen. St.), 83, June 21, 2004, Santa Cruz, California, heart failure. Retired Pan Am pilot with 24 years service. Had a contract to transport U.S. troops to Vietnam in Pan Am planes. Started his own orchard in the mountains above Los Gatos at Sky Ranch.

William F. Stevens ('42 Mech. Engr.), 83, June 16, 2004, Los Angeles.

Clifford C. Chamberlin ('43 Elect. Engr.), 81, April 14, 2004, Las Vegas. Worked for Bell Telephone, 1946-82. Lived in Kent until two years ago.

Fred A. "Fritz" Limpert ('43 Civil Engr.), 83, April 6, 2004, Sun City, Arizona. Retired in 1977 with 23 years in the U.S. Army and 35 years of Civil Service work. Chief hydrologist for the Bonneville Power Administration.

Alice V. Hunt Martin (x'43), 84, July 18, 2004, Pullman, lung failure. Worked on the WSU campus for 25 years before retiring as administrative assistant to George B. Brain, dean of the College of Education. Widow of longtime WSU pharmacy professor Charles Martin.

Vernon L. Carstens ('44 Agri.), 81, May 26, 2004, Reardan. Director of the Davenport-Reardan Soil Conservation District. Washington State Conservation Farmer of the Year, 1966. Reardan 2002 Citizen of the Year. Alpha Tau Omega fraternity.

Margaret Jane Pitts ('46 Chem.), 80, April 18, 2004, Tacoma, cancer. Spent career in the Puget Sound Naval Shipyard. Assistant editor for the American Chemical Society's *Puget Sound Chemist* magazine. Member of Iota Sigma Pi chemistry honorary for women and the American Association of Testing Materials, where she contributed to the understanding of the hazardous potential of chemicals.

Stayner F. Brighton ('48 M.A. Educ., '57 Ed.D.), 88, April 19, 2004, Burlington. U.S. Coast Guard, 1942-48. Research director of the Washington Education Association, 1951-67. Executive secretary, Ohio Education Association, 1967-76. Received Governor's Outstanding Service Award for his years at OEA. Lobbyist for educators. President of the Washington State Retired Teachers Association, 1982-83.

Alfred W. "Bill" Carlson ('48 Arch. Engr.), 81, July 1, 2004, Spokane. Returned to WSU after serving in the Army during WWII. Fought in the Battle of the Bulge. Worked for Eddy, Carlson and James Architects. Founder of Carlson and James Architects.

Richard Shelton ('48 Elect. Engr.), 77, May 4, 2004, Camano Island. Boeing engineer for 35 years.

David L. Stidolph ('48 M.A. Educ.), 80, Monterey, California, apparent heart attack. Marketing specialist for Salinas agriculture for more than 50 years, including 38 as food service director for the Mann Packing Co. First to cut mass-produced broccoli buds from stalks and package them for restaurants and other food service facilities. Did the same with cauliflower. Pioneered flexographic printing on plastic film for produce bags. First air cargo consultant

on perishable commodities for Trans World Airlines in the 1960s. Taught journalism at Hartnell College, Salinas, after working at UC-Berkeley and UC-Davis as a public information officer and radio-television writer.

Marcine D. Deife ('49 Soc.), June 4, 2004, Spokane. Taught history and political science at Spokane Community College. Political activist at local and state levels. Delegate to the 1972 Republican National Convention. Delta Gamma sorority.

1950s

William Richard Biersdorf ('50 Physics, '51 M.S. Psych.), May 2, 2004, Tampa, Florida.

Clifford A. Gillies ('51 Phys. Educ.), 77, May 24, 2004, South Bend. Executive director of the Washington Intercollegiate Activities Association, 1982-93. Charter member of the WIAA Hall of Fame. Inducted April 21, 2004. Began teaching and coaching career in 1951 at Monroe High. Later served as principal at Monroe, Snohomish, and Mariner High Schools. One of the 20 outstanding principals in the nation, 1974. One of 60 outstanding secondary school principals in the U.S., 1978.

Gerald Ingham ('51 Speech/Comm.), 79, April 13, 2004, Spokane. Member

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ABELSON shaped thinking as a scientist, editor of *Science*

DURING A LIFE spanning 91 years, Tacoma native Philip Hauge Abelson left an indelible imprint on science. As a scientist and as longtime respected editor of *Science* magazine (1962-83), he shaped thinking in the science community. His leadership and service on important advisory committees also enabled him to influence national science and technology policy.

He was a man of many research interests, among them chemistry, biochemistry, engineering, geology, and physics. When he was inducted into the National Academy of Sciences in 1959, his accomplishments qualified him in all seven NAS categories. He chose geology.

His pioneering research had global implications:

- In 1940, he and Edwin M. McMillan co-discovered neptunium, the 93rd chemical element. The metal is a byproduct of uranium.

- As a physicist at the Naval Research Laboratory during World War II, he developed a process to separate uranium. Adopted as part of the Manhattan Project, his research contributed to the creation of the atomic bomb.

- His 1946 research paper provided a blueprint for the Navy's first nuclear-powered submarine, the USS *Nautilus*, launched in 1955.

- That same year, his book on *E. coli* bacteria became a standard for research in the emerging field of genetic engineering.

"It's hard to say whether Abelson left his strongest mark on science as a researcher

or as an editor and advocate for sciences," wrote *Washington Post* reporter Matt Schudel following Abelson's death. He died August 1, 2004, of pneumonia in Bethesda, Maryland. He and his wife, Neva, were longtime Washington, D.C., residents. They met as chemistry students at Washington State College and were married for 63 years before she died in 2000.

Abelson wrote more than 500 editorials for *Science*, the weekly publication of the American Association for the Advancement of Science (AAAS). In his first editorial, he identified himself as the "custodian of a uniquely valuable property."

His editorials were "clear, rich with content, and sometimes angry," *Science* editor-in-chief Donald Kennedy wrote in the August 6, 2004, issue. "He didn't like government regulation much, particularly when it involved regulation of science. . . . But his arguments were honest, asking only to be judged on their merits."

Abelson left no doubt where he stood. In one strongly worded opinion piece, he stated, "I don't mind people getting mad at Phil Abelson, but I don't want them to get mad at *Science* or science."

The magazine's circulation more than doubled to 155,000 during his tenure. In later years, he continued to contribute editorials on an occasional basis, reported to his AAAS office nearly daily for a full shift, and enjoyed extended walks.

Stanford chemist and 2003 National Medal of Science winner John I. Brauman described Abelson as "an iconic figure. . . .

He always found a place of leadership and influence as a scientist and on the public stage.

"He brought this extraordinarily astute mind to every problem he encountered, whether it was with *Science* magazine, scientific research or social concerns," Brauman told the *Washington Post*.

The manned space program was one of Abelson's targets. He referred to it as "a waste of time and money that did little but satisfy a sense of adventure."

In 1938, after he gained recognition as a graduate student in Ernest O. Lawrence's lab at University of California-Berkeley, Abelson's mother, Elle, sent him money to purchase a suit. However, he had a better idea, according to Schudel's account. He used the money to buy uranium at the scientific supply store. Within two months, he built a spectrometer and found a way to isolate a fissionable form of uranium.

Abelson's father, Olaf, graduated from WSC ('05 Civil Engr.). Philip completed two degrees ('33 Chem., '35 M.S. Physics). He and Neva ('34 Chem.) married in 1936, when both were in school at Berkeley, where Philip earned his doctorate ('39 Nuclear Physics).

Abelson joined the Carnegie Institution of Washington, D.C., in 1939, and served as president, 1971-78. He was acting executive director of the AAAS in 1974, 1975, and 1984.

His nine books include *Enough of Pessimism* (1985), a collection of 100 of his best editorials. Among the many honors he received were the President's National Medal of Science, a Distinguished Public Service Award from the National Science Foundation, and the Science Achievement Award from the American Medical Association.

In 1962 he was the first recipient of WSU's highest honor, the Regents' Distinguished Alumnus Award. Neva received the same award in 1989. Abelson last visited WSU in September 2002 for the renaming of Science Hall in his and Neva's honor. Beginning in 1990, they established graduate fellowship endowments for WSU science students, an endowed professorship in physics, and a graduate fellowship in liberal arts.

"WSU will miss Phil. In fact, the whole world will . . .," WSU president V. Lane Rawlins said of Abelson's passing. "He was a great scientist and human being."

—Pat Caraher

Philip Abelson '33, '35 signed his autograph for a student during the public ceremony September 2002, during which Science Hall on WSU's Pullman campus was renamed Abelson Hall.



ROBERT THURNER

IN MEMORIAM

IN MEMORIAM *continued*

of the Army Air Force Band. Owned an insurance agency in Spokane.

Fred J. Langmas ('51 Mech. Engr.), May 24, 2004, Everett, cancer. Worked for three pump and machinery companies in Seattle. Retired in 1993.

James Ward Moser ('51 Sociology), 79, Tacoma. Served in Navy aboard the USS *Lionfish*, discharged in 1946. Earned Master of Social Work degree, psychiatric specialty, from UC-Berkeley. First psychiatric social worker employed by the Nevada State Health Department. Opened private practice in 1960. By 1969 was teaching Methods of the Social Services and Social Services for the Aging in American Society at the University of Nevada, Reno, as an assistant professor of social services and correction. Retired in 1990 as psychiatric social worker at Washoe Medical Center, Reno.

Francis "Frank" Terhaar ('51 Pharm.), 80, June 2, 2004, Spokane. Pharmacist and later owner of Halpin's Pharmacy. Retired in 1996.

Lois Houghton Catterall ('52 M.S. Pharm.), 75, June 24, 2004, complications from multiple sclerosis. First job as a pharmacist was in Fairbanks, Alaska, where she met her husband of 43 years, Robert.

Hubert H. Christianson ('52 Pharm.), June 24, 2003, Mount Vernon, after 17-year battle with Parkinson's disease. Practicing pharmacist in Spokane, Colville, and Odessa. Lived in Mohler. Wheat farmer and part-time pharmacist for 45 years. Kappa Sigma fraternity. WSU heavyweight boxer.

Raymond L. Conley, Jr. ('52 Bus. Adm.), 75, April 21, 2004, Richland, cancer. Joined General Electric at the Hanford Operation in Richland, 1952. Later moved to Battelle-Northwest. Retired in 1991.

James Dale Maguire ('52 Agri.), 73, August 29, 2004, Pullman, cancer. Joined WSU agronomy faculty in 1957. Assistant department chair, 1980-86. Retired in 1997 as professor of crops and soils and director of seed technology laboratory at WSU. His focus also was on seed technology and its application in feeding the needy of the world, including international development in India, Sudan, Jordan, China, and Cameroon. Chief of party for the Jordan National Agricultural Development Project, USAID, in Amman. Settler assistance agent, U.S. Bureau of Reclamation, on the Columbia Basin Project, 1954-56. Served as army officer in Japan and Korea. Retired commander of the Pullman Army Reserve Unit. Memorial suggested to the WSU Foundation, James D. Maguire Gradu-

ate Fellowship, PO Box 641927, Pullman, Washington 99164-1927.

Bearnice Stewart Skeen ('52 Ed.D.), 99, June 10, 2004, Bellingham. First woman to earn a doctorate in education from WSU. Professor emeritus of education and director of Western Washington University's Campus School, a laboratory elementary school at Western, until the school closed in 1967. Joined WWU faculty in 1947. Later became co-chair of the education department. Taught for many years in Oregon. Principal and then assistant superintendent in what is now Jantzen Beach, Oregon.

Myrtle Jean Pape Anderson ('53 M.A. English), 89, June 29, 2004, Spokane Valley. Taught English and math at Bowdish Junior High and Ferris High School in Spokane, and seven summers at Kamehameha School, Honolulu.

Benjamin Pease, Jr. ('53 M.Ed.), 81, March 15, 2004, Billings, Montana. Among the first Crow Indians to receive a master's degree. He and his wife, Margery, pursued careers in education in Nespelem on the Colville Indian Reservation. Resided in seven Washington and Idaho communities, where he was a teacher, coach, and principal. Entered federal civil service in 1966 as director of the Columbia Basin Job Corps, Moses Lake. Became regional director of Equal Employment Opportunity for the U.S. Bureau of Reclamation, Boise, 1974. Developed an EEO manual used nationwide. Retired in 1984.

Barbara Allen Franklin ('56 Pharm.), May 29, 2004, Spokane. Pharmacist until she retired in 1991.

J.L. "Jack" Stenstrom (x'56), 69, May 10, 2004, Olympia. Retired self-employed heavy civil general contractor and project engineer for contractors throughout the Pacific Northwest, Arizona, and Hawaii. Boxer at WSU under coach Ike Deeter. Sigma Phi Epsilon fraternity.

Mary Louise Meany ('57 Educ.), 69, July 19, 2004, Seattle. Taught in the Shoreline and Seattle School Districts. Chi Omega sorority.

Donald James Hoiland ('58 Elect. Engr.), 73, May 10, 2004, Woodinville. Worked for John Fluke Manufacturing Co., Inc., in Everett for 18 years. In 1984 founded Power Conversion, Inc., in Woodinville, where he was president and CEO until his death.

1960s

Fred Lloyd Esvelt ('60 Ed.D.), 80, May 12, 2004, Kennewick. Served in the South Pacific during WWII with the Navy. Taught school in Omak. Vice principal at Soap Lake. Principal at Larson Air Force Base, Moses Lake. Superintendent at Rochester and

became superintendent of schools in Kennewick, 1962. Assumed leadership of Columbia Basin College, Pasco, in 1966. Retired in 1988.

Carol Bernsten Hudson (x'60 Educ.), 65, June 22, 2004, Olympia, pancreatic cancer. Secretary in the Mercer Island and Federal Way school districts. Legislative assistant to Lt. Gov. Joe Pritchard and to now Senate Majority Leader Bill Finkbeiner.

Jacob Dixon, Jr. ('64 Elect. Engr.), 73, May 25, 2004. Retired U.S. Air Force pilot with 24 years service. Played an integral role as a principal design engineer in space transportation systems. Founded Creative Management Technology, Inc., in Cocoa Beach, Florida.

David L. Wiks, Jr. ('69 Gen. Studies), 64, July 23, 2004, Kettle Falls. Worked for the Long Lake Lumber Co. and Plum Creek Lumber Co.

1970s

Diane E. Hanson Lancaster ('71 Educ.), May 2, 2004, Ferndale. Taught kindergarten in Sequim before becoming a partner of the Family Hill Dairy at Ferndale with her husband, Jay, and their two sons.

Richard L. Owley ('73 Elect. Engr.), June 24, 2004, Ferndale, heart attack.

Shirley Williamson ('73 Bact.), 51, April 8, 2004, Spokane, cardiac complications. Employed by Hollister-Stier Laboratories, Spokane, as a research biochemist since 1976. Helped develop immunotherapies for patients suffering from life-threatening allergic reactions to venom. Later became president of Allergen Products Manufacturing Association and manager of analytical quality assurance at Hollister-Stier.

Patrick C. Rainwater ('75 Hotel & Rest. Adm.), 53, May 27, 2004, Marysville. Worked for the Saga/Marriott Corp., and directed food services for the San Francisco 49ers training camp before moving to Walla Walla in 1990 to work at Whitman College. Later owned and operated The Turf in Walla Walla. Most recently was employed at the Tulalip Casino in player development.

Mary Sharp Glidden ('76 Nursing), 62, June 30, 2004, Liberty Lake, lung cancer. Employed by Sacred Heart Medical Center, Spokane, 1973-75; Raleigh Hills Hospital, 1975-76; Kaiser Aluminum, 1976-77; Spokane County Juvenile Detention Center, 1977-79, and Intracorp, 1980-87. Started Medical Rehabilitation Consultants, 1987. Joined U.S. Army Reserves in 1975. Served in Riyadh, Saudi Arabia, during Desert Shield and Desert Storm. Retired as a lieutenant colonel.

Jill Bennett ('78 Home Ec.), 48, July 14, 2004, Seattle, cancer. Worked for

Digital Equipment Corp., 1983-97, and then WRQ, a software company. A leading cancer-research advocate in Seattle. Founded Northwest Cancer Partners (2002), a local nonprofit group that aims to help patients by speeding up clinical trials based on the latest research. Created the Mary Gates Lectureship Series in 2003 to bring physicians, scientists, and survivors together annually.

1980s

Joan Kelly Driscoll ('80 Educ.), 47, May 27, 2004, Spokane. Earned a master's degree from Gonzaga University. Teacher.

Karen Rae Williams Stevens ('80 Criminal Just.), July 14, 2004, Spokane, accident. Spokane real estate agent for the past 13 years.

Navy Lt. (Ret.) **Bishop S. Douglas** ('82 Econ.), 45, April 17, 2004, Seattle. Graduated from Officer Candidate School and Surface Warfare Officer Basic, 1994. Assigned to USS *Downs* as communications officer and then to the USS *Stanley* as engineering officer. Head of the Fleet Training Center in San Diego, 1991-93, when he retired.

1990s

Randal Craig Malm ('92 Pharm.), 48, July 25, 2004, Vancouver, hit by a boat while being towed on a tube in the Columbia River. Pharmacist for QFC in Vancouver.

Donica Bevin Johnson ('93 Exercise Science), 32, June 5, 2004, Seattle. Managed the fitness center and spa for the Hotel Del Coronado in San Diego and was wellness center manager for Encad Corp. in San Diego. Published a nutrition-based newsletter titled, *Against the Grain*.

2000s

Kristian S. Burklund ('00 Biol.), 25, July 9, 2004, Spokane, injuries suffered in an automobile accident. He was a fourth-year medical student at the Chicago School of Osteopathic Medicine.

Faculty and Staff

Ray S. August, 60, August 30, 2004, Pullman. WSU professor of business law since 1980. Academic innovator, researcher, and publisher. Authority on cyberlaw. His research interests: international and comparative law, intellectual property law, and legal history. Leader in adopting technology and applying it to his teaching. Created popular courses featuring animated lectures that students watched on the Internet. His teaching awards at WSU included the Shell Petroleum Foundation Award for Teaching Excellence, 1982, 1985, 1989; WSU Outstanding Faculty of the Year, 1985; U.S. West Outstanding Faculty Award, 1990; and the College of Business and Economics Outstanding Teaching Award, 1994. Author of textbooks, *International Business Law* and *Public Interna-*

Kemble Stout left mark as WSU music educator, administrator, performer

tional Law, and co-author of *Cyberlaw*. Held B.S. (Chem.) and M.A. (Hist.) from New Mexico State University. Earned a law degree from the University of Texas, Austin, a Ph.D. in American legal history at the University of Idaho, and a LL.M. in international law at the University of Cambridge. Memorial contributions may be sent to the WSU Foundation, Ray S. August Scholarship Fund, PO Box 641927, Pullman, Washington 99164-1927.

John L. Dickey, 76, May 19, 2004, Spokane, complications from surgery. WSU lab technician in agronomy. Tested soil samples and seeds for local farmers. Served with the Army in WWII and Korea. Retired from WSU in 1982.

John O. Dickinson, 79, July 15, 2004, Corvallis, Oregon, heart attack. Retired in 1987 after 21 years at WSU. Professor of veterinary and comparative anatomy, physiology, and pharmacology, and associate dean for academic and student affairs for the College of Veterinary Medicine. Cited by the U.S. Department of Army for his work as veterinary college liaison representative to the Army Surgeon General.

Jo Eggers, 79, June 25, 2004, Palouse, heart attack. Worked in the WSU Computer Center, 1964-74.

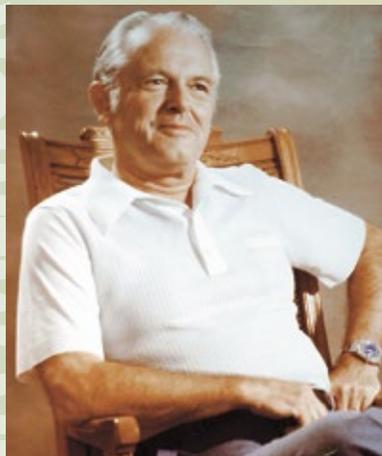
Joel Montague, Jr., 92, August 5, 2004, Newport, Oregon. Joined WSC sociology faculty in 1946 as an instructor, retired in 1977 as a full professor. Earned doctorate at Michigan State University. Resigned his teaching position at the University of Tennessee in protest of the race and class segregation practiced there at the time. Wrote two books, *Class and Nationality*, and his autobiography, *Cohort of One*. Worked for equality and was active in progressive causes. Longtime resident of Olympia.

Barbara J. Mulalley, 68, May 25, 2004, Pullman. Phototypesetter in WSU's College of Agriculture and Home Economics. Retired in 2003 following 23 years service.

Randy J. Proctor, 54, August 1, 2004, Pullman. Employed by WSU for 28 years, first as a carpenter, and then in housing maintenance.

Agnes Rittenhouse, 91, December 22, 2003, Sammamish. Worked in WSU food services for 16 years.

Henry Waelti, 75, May 21, 2004, Spokane. Retired from WSU Biological Systems Engineering after 23 years. Worked throughout the state with Washington State Cooperative Extension. Received the Washington State Excellence in Extension Award, 1996. Known in the U.S. for his analysis and research in controlled atmosphere storage of apples and pears.



In 1980 the Kemble Stout Music Listening Library in Kimbrough Hall was named in his honor.

"His main interest never varied; it was always music."

GROWING UP the son of a music store owner in Kirksville, Missouri, Kemble A. Stout may have been predestined to pursue a career in music. He could take any instrument home. His favorites were the bassoon and clarinet.

"His main interest never varied; it was always music," a childhood friend once remarked. "When his mother called him to come and practice the piano, he went without a whimper, even when it was his turn to bat."

As a youth, Stout learned to play every band instrument. He parlayed that talent and a love for music into a career in teaching, composing, conducting, and performing. He became a talented pianist.

Stout died July 3, 2004. He was 87.

The Kirksville native earned a degree in education in 1936 at Northeast Missouri State Teachers College—now Truman State University—before marrying fellow student Mildred Boehner. He was awarded a scholarship to the Eastman School of Music in Rochester, New York, and received a Master of Music degree in 1938. Later he taught four years at his alma mater in Kirksville, did graduate study at the University of Iowa, and taught elementary school music part-time while working at the Kansas City, Missouri, Pratt & Whitney factory in 1944-45.

The Stouts, their two daughters, and a son moved to Pullman in 1945. He thus began a 34-year association with the Washington State University music department. He returned to Rochester for the 1949-50 school

year and received his Ph.D. in 1951. He was elected department chair at WSU that same year and served in that capacity for 16 years (1951-67). Following a mild heart attack, he took early retirement in 1979. The next year, the listening library in Kimbrough Hall was dedicated in his name.

Stout wrote more than 50 musical compositions and arrangements, most of them choral works. He considered a performance of the oratorio *Elijah*, with the famed William Warfield as soloist, a highlight of his conducting career.

Whenever possible Stout taught a freshman music theory class so he could become acquainted with music majors early in their academic program. As a pianist, he performed in two-piano duos and other faculty ensembles, including The Kimbrough Trio. For two decades he directed the Greystone Presbyterian Church choir.

In 1958 he purchased a Steinway reproducing piano and restored it. He also collected piano rolls recorded by early 20th century pianists. His collection numbered 2,500. He wrote scripts and recorded half-hour radio shows for a series titled *The Legendary Pianists*. The 242 programs, distributed for broadcast use by WSU's Radio Tape Network, aired weekly over KWSU and more than 200 educational and commercial stations nationally during the 1960s and 1970s. Two years ago the tapes were transcribed to CDs.

In 1996, the Stouts joined a small group of Pullmanites dedicated to reclaiming the old Pullman High School. The three-story brick structure, known now as the Gladish Community and Cultural Center, was the site of an August 21, 2004, celebration of his life.

Fascinated by genealogy, Stout researched and published four books documenting his grandparents' ancestors and descendants. Thirteen years later, he published a larger, more extensive volume, *Genealogy of The Kemble (Kimble) Family in America*.

Memorial contributions may be made to the Kemble Stout Endowed Music Scholarship, c/o Joshua Knudson, PO Box 642632, Pullman, Washington 99164-2632, 509-335-3765, or to the Friends of Gladish, c/o Gladish Community and Cultural Center, 115 NW State Street, Pullman, Washington 99163.

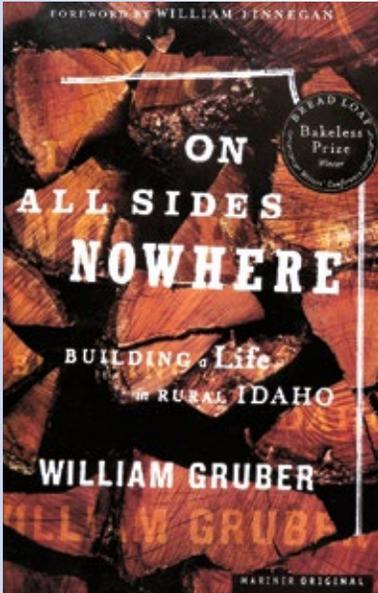
—Pat Caraher

BOOKS, etc.

On All Sides Nowhere

By William Gruber

Houghton Mifflin Company, New York, 2002



Bill Gruber ('79 Ph.D. English) and his wife moved to rural Benewah County, Idaho, in 1972, inexperienced in all the necessary skills, but filled with a desire for solitude, simplicity, and natural beauty. In 1979 they left, after turning their 40 acres into a homestead—and after regularly commuting the 50 miles to Moscow and then later Pullman for graduate studies.

More than 20 years later, Gruber summarized his experiences and insights in this quick-reading memoir. His book is light and comical, as he gently pokes fun at his own ignorance and at the oddness of his neighbors, but it is also deep and honest in his examination of lessons learned and soulful connections established.

Gruber does a great job of capturing the essential quirkiness of the people who choose to live in these remote and impoverished areas. For example, his neighbor Lowell Radke's attic was covered with soot, not because a fire had burned there, but because Radke had enough chimney blocks only to get through the ceiling,

not through the roof. So there he stopped, and decided the smoke could find its own way out.

Gruber recounts tale after tale about the generosity and can-do spirit of his neighbors, and fills out his 12 chapters with a context for those stories.

The years at Alder Creek were full of meaning, he decides, noting, "the seven years I lived in Idaho were half magical and yet more real than anything else I have ever seen or done."

For information and an excerpt, see www.houghtonmifflinbooks.com/catalog/titledetail.cfm?textType=excerpt&titleNumber=688089.

—Bill London,

senior communications officer,

College of Education, Washington State University

A longer version of this review was published in the Lewiston Morning Tribune.

COUGAR CREST WINERY

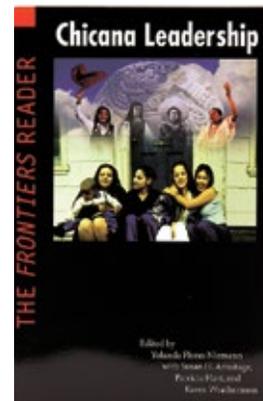
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- CABERNET FRANC:** Gold Medal at Washington State Wine Competition
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Chicana Leadership: The Frontiers Reader

Edited by Yolanda Flores Niemann with Susan Armitage, Patricia Hart, and Karen Weathermon
University of Nebraska Press, Lincoln, Nebraska, 2002

This collection of inspired and thoughtful articles, originally published in *Frontiers: A Journal of Women's Studies* from 1980 to 1999, examines not only Chicana leadership, but also Chicana activism, history, and identity. According to the primary editor, Yolanda Flores Niemann, chair, Department of Comparative Ethnic Studies at Washington State University, Chicanas are virtually invisible to U.S. society and oftentimes even to their own communities. Nevertheless, from leading boycotts, challenging injustice, and shaping the creative and performing arts to carving out sexual, cultural, political, and national identities in public and not-so-public ways, Chicanas are ubiquitous.

The problem is that we do not see Chicanas' work, their creative output, the results of their daily activities, because leadership has been defined within traditional concepts of male characteristics and pursuits. In this view, one recalls such charismatic, public, and political figures as the "four horsemen of the Chicano Movement, Cesar Chavez, Corky Gonzalez, Jose Angel Gutierrez, and Reis Tijerino." As Josephine Mendez-Negrete points out in her article on gendered leadership in Milagro County, California, these models are individualistic in their approaches. "Chicanas . . . concluded that leadership is more than believing or speaking a certain way; it is acting out a philosophy that creates change to benefit the many over the individual. For them, it is not enough to talk about change; leaders actively work to create it," she writes.

Successful leadership is often overlooked, because women's work may be taken for granted, attributed to their nurturing capacities and generally applied to the culture of the group, as Angela Valenzuela's study indicates of young Chicanas "checking up on [their] guys," or to specific "traditional" styles of female activism and leadership as described in Margaret Rose's study of women activists in the United Farm Workers. Mary Pardo's classic study of the mothers of East Los Angeles similarly ties Chicanas' roles as activists with traditional roles as mothers, suggesting that traditional cultural values are complex and elaborate systems that develop and strengthen social networks in communities that often suffer institutional discrimination.

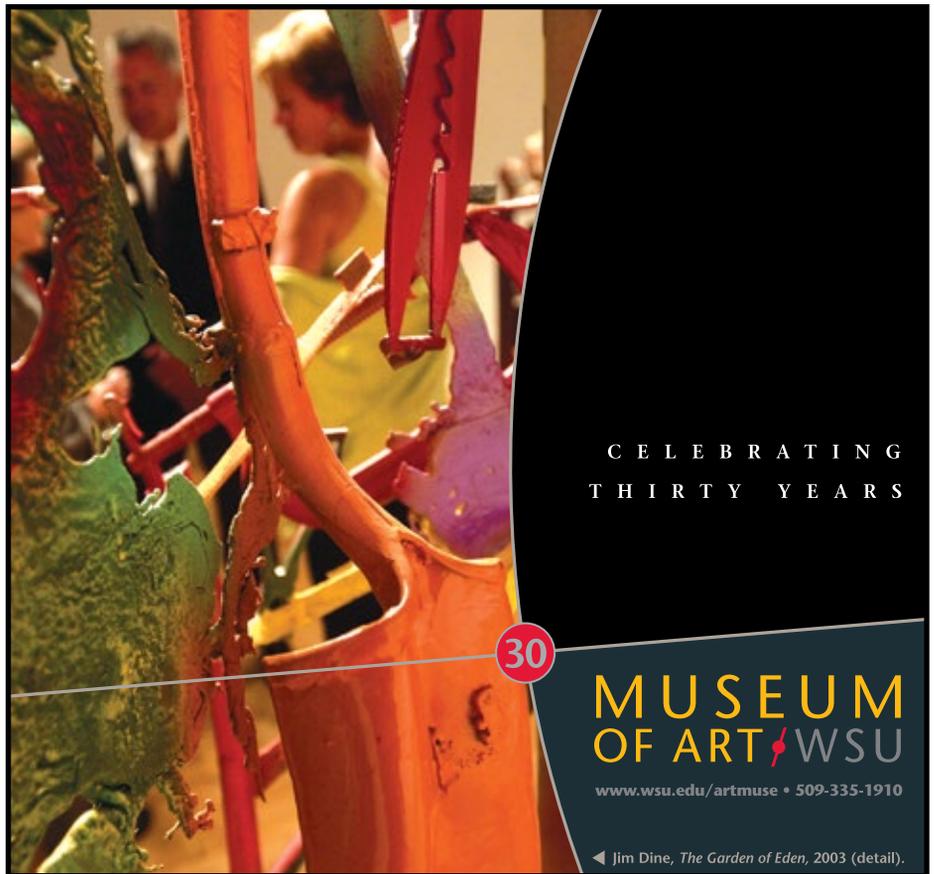
As suggested in these and other chapters, patriarchal structures evident in educational institutions, labor unions, political organizations, and gender relationships must be addressed and challenged if we are to bring about authentic social justice and change. Opening doors for others, pulling others up and pushing forward, improving life chances, advocating, educating, and fighting for democratic processes and rights are all part of the framework of leadership that must be considered in new research.

Chicana Leadership is a significant resource both for general readers and students of Chicana/o studies, women's studies, sociology, history, literature, and political science. Perhaps readers will become motivated to utilize the extensive bibliographical references in this compilation and learn more about Chicanas. This author would hope so.

For more information, see www.nebraskapress.unl.edu/bookinfo/4280.html.

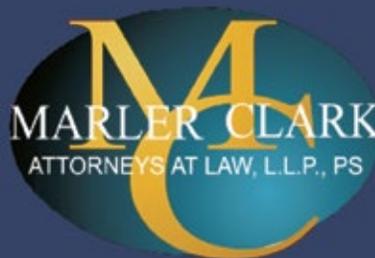
—*Maria Cuevas*

A doctoral candidate in sociology at WSU, Cuevas teaches full-time at WSU Tri-Cities.



MARLER CLARK is the nation's leading foodborne illness litigation firm; but it not only fights for victims of foodborne illness through the legal system. The firm's partners proudly support academic programs such as WSU's Department of Food Science and Human Nutrition and its Food Safety Cooperative Extension Service. This is just another example of how **MARLER CLARK** attorneys have extended their fight for food safety...

BEYOND THE COURTROOM



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Annual Report

2003-2004



25



Twenty-Fifth Anniversary Celebration



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Left: Professor and environmental chemist Sue Clark's research provides new insights into the natural geochemical processes that control the fate and transport of soil contaminant elements. Clark, a National Academy of Sciences Young Investigator, serves on an advisory committee to the U.S. Department of Energy, Office of Nuclear Energy.

Partnerships: a Message from the WSU



©bruce forster photography

WSU Foundation Co-Chairs Mark and Patt Suwyn

This year, the Annual Report of the Washington State University Foundation is more than an update on what private support has done for Washington State University in the past year. As we celebrate the Foundation's 25th anniversary, this report highlights the many ways in which dedicated people—volunteers and alumni, friends and advocates—have advanced WSU in the last quarter century. It is a story, not only of extraordinary generosity, but also countless hours, days, and months of time invested in providing advice, counsel, support, and direction.

As co-chairs of the Foundation, we are constantly impressed by the power

of partnerships in moving the University forward. A description of the mission of the WSU Foundation—to advance the teaching, research, and public service endeavors of WSU by generating private contributions—tells only half the story. The WSU Foundation is also people—individuals who care deeply about WSU and eagerly invest their time and money to contribute to the direction of individual colleges and programs, and to encourage others to do the same. Fundamentally, this partnership between WSU and its loyal supporters is at the core of the Foundation's success.

A strong sense of teamwork has been developed over the past two years with President Rawlins, the faculty and staff, and a varied group of talented individuals in the Foundation and elsewhere. The WSU Foundation's new governance structure—effective October 2004—is the result of hard work by a dedicated group of people who have a passion for helping the Foundation move to a new level of support for the University.

The newly formed Board of Governors will be chaired by Mikal Thomsen (B.A. '79 and president, Western Wireless Corporation), and we want to thank him and the others who have agreed to serve as governors for their generosity in taking on the responsibility of fiduciary oversight of the Foundation. Their leadership will include overseeing the financial management and stewardship of the Foundation's endowment and the creation of plans and strategies to move to a higher level of support for the University.

The Board of Trustees continues as the voting membership of the WSU Foundation, and as such will approve any changes to the Foundation's bylaws or Articles of Incorporation. They will continue to be

Foundation's Co-Chairs

one of the key groups advocating for the University and will continue to contribute their time and expertise to the many committees needed to accomplish the variety of efforts underway to communicate with the University's constituents. Their advocacy and commitment to WSU are at the heart of the Foundation's ability to advance the University.

We are truly blessed to have Boards of Governors and Trustees who are proven leaders—whether in business, the community, higher education, or philanthropy—who bring their varied talents to support the fundraising and development efforts of the Foundation. They are selfless individuals who are committed to serving as ambassadors for the University, leading through their example of support and service and encouraging the same from their peers, friends, and fellow alumni.

Over the past 25 years, the WSU Foundation's success has taken many shapes and sizes, been expressed through varied stories, and has come from individuals and organizations of all kinds. Gifts of every size speak to the core of the Cougar spirit—loyalty, generosity, appreciation for one's own WSU experience, as well as recognition that one can help make a great institution even better for the next generation.

Thank you to all of you for your part in making Washington State University an even greater institution—in the past, present, and future.



*Mark and Patt Suwyn, Co-Chairs
Washington State University Foundation*

President's Associates of WSU



WSU President during the creation of the WSU Foundation in 1979, Dr. Glenn Terrell is also a charter member of the President's Associates and has made annual gifts to WSU for more than 31 years.

Collectively, President's Associates gifts have supported nearly every program on campus and touched the lives of thousands of students, faculty, and staff across WSU's campuses and extension programs.

With contributions from 32 charter members totaling \$50,300 in 1979, the President's Associates program was born. From that modest beginning, the President's Associates has grown to more than 4,780 members, representing a valuable core of financial support upon which the WSU Foundation's annual giving and volunteer efforts depend.

Dr. Glenn Terrell, WSU president from 1967 to 1985, understood the significance of the new program in 1979, writing, "To many, the President's Associates will represent a firm commitment to supporting WSU's outstanding programs of education, research, and public service. To others, they will stand as a unique esprit de corps among an elite group of people. To still others, the President's Associates will denote new achievements in the education and motivation of alumni and friends to participate in the affairs of Washington State University. To all, however, the President's Associates represent a group of people who truly care about Washington State University and its future."

Since the groundbreaking gifts of the charter members, nearly \$420 million has been given to Washington State University at the President's Associates level (gifts of \$1,000 or more annually). Of this total, more than \$131 million has been given since 2000, with \$23.6 million contributed during fiscal year 2003-2004. Collectively, President's Associates' gifts have supported nearly every

25 YEARS OF THE WSU FOUNDATION

1979

February – WSU Visiting Committee holds first meeting in Pullman, Washington to discuss formation of a private foundation.



program and touched the lives of thousands of students, faculty, and staff across WSU's campuses and extension programs.

Over the past 25 years, annual contributions from President's Associates have funded scholarships to empower deserving students from a variety of backgrounds to pursue a high quality education. Private support enhances teaching and research at WSU, helping to attract and retain world-class faculty, known for their innovative teaching and cutting-edge research. The new Holland Library expansion project in 1994 and the Indoor Practice Facility in 2002 are just a few of the examples of capital projects where the support of President's Associates has been crucial. These projects are necessary to ensure WSU continues to have the state-of-the-art facilities to compete at the highest level in the classroom and on the playing field.

"Few groups have meant more to our University over the last 25 years than the President's Associates," said WSU President V. Lane Rawlins. "Not only are these generous donors the cornerstones of annual giving and alumni participation for every college, department, and program at WSU, President's Associates are also among the best advocates for Washington State's world-class students, faculty, and undergraduate and research initiatives. Their focus on the importance of higher education and their very personal pride in WSU is an inspiration to us all."

President's Associates Charter Members, 1979

The President's Associates of Washington State University was established in 1979 with the generous gifts of 32 alumni and friends. The WSU Foundation would like to recognize these charter members for their leadership in creating one of the most successful fund-raising initiatives in WSU history.

- Drs. †Philip & †Neva Abelson
- † Mr. Robert W. Austin
Mrs. Linda Lu Bump
- † Dr. Leo K. Bustad
- † Mr. & †Mrs. Robert A. Cheatham
- † Mr. Benjamin M. Clifford
- † Mr. & Mrs. Henry P. Dykstra
Mr. & Mrs. Patrick J. Foley
- † Dr. George A. Goudy
Mr. Robert D. Hannah
Mr. Keith M. Jackson
Mr. & Mrs. Perry B. Johanson
Mr. Phillip M. Lighty
Mr. Omar E. Lofgren
- † Mr. & †Mrs. Robert B. McEachern
Mr. Marshall Paris
Mr. George Prior
Mr. Wendell J. Satre
- † Mr. & Mrs. Robert S. Stevenson
Mr. C. W. (Bill) Strong
Dr. Glenn Terrell
- † Dr. & †Mrs. Orville Vogel
- † Mr. & Mrs. Holt W. Webster

† Deceased

1979

November 8 –
WSU Foundation
is legally incorpo-
rated, with Weldon
B. "Hoot" Gibson
as founding chair.



1979

President's
Associates
charter members
recognized. (See
sidebar, above.)



Support for Faculty Excellence



Dr. Robert Olsen gives WSU students hands-on experience in electromagnetics, thanks to the Boeing Distinguished Professorship in Electrical Engineering.

Washington State University's proud tradition as a premier residential research university rests on a foundation of faculty excellence. WSU faculty are world-class scholars who understand the crucial dynamic between teaching and research that creates hands-on opportunities for active learning. The University's graduates often attribute their professional achievements to their Washington State experience and the faculty whose influence

planted the seed that inspires success.

Private support ensures that WSU faculty have the resources to nurture this synergy between great teaching and world-class research. Alumni and friends of WSU encourage the University's continued excellence when they designate gifts recognizing the good work of WSU's faculty.

Funds for more than 100 endowed professorships and chairs have been contributed to WSU since 1985, when state legislators created the Washington State Distinguished Professorship Matching Grant Program. Endowed professorships raise the esteem of institutions among scholars. The professorships serve to attract and retain renowned experts and draw external funding to strengthen the institution, notes Eugene Rosa, an Edward R. Meyer Distinguished Professor in the College of Liberal Arts. Distinguished Professorships at WSU do all of those things, but also add new dimensions in terms of professional freedom, flexibility, and overall impact.

"The Meyer professorship has been extremely helpful to me. I've been able to pursue my intellectual goals without a lot of constraints," Rosa asserts, adding that the professorship provides a convenient and more direct way to engage students in the research process.

Discretionary funding provided by endowed professorships is important in work that extends across disciplines or involves

1979

WSU Foundation announces receipt of first major endowment, a \$150,000 gift.



1981

Connie Kravas named executive director of development and president, WSU Foundation.



new areas of research, he emphasizes. The Meyer professorship is a perfect fit for Rosa, whose expertise is in environmental sociology, risk, and technology. "It has enabled me to venture into new areas of research without having to demonstrate involvement or participation in an existing program. It gives me the ability to have a wide-ranging professional presence wherever my work is appropriate."

Robert Olsen has been a faculty member in the School of Electrical Engineering and Computer Science at Washington State for more than 30 years. His research in electromagnetics has been cited in numerous

Professor in Electrical Engineering. Teaching and research in electromagnetics thrive at WSU, Olsen noted, because proceeds from the Boeing endowment are directly applied to the undergraduate and graduate experience. The endowment also covers travel expenses to conferences and competitions.

"The Boeing Professorship supplemented what I was already doing and allowed me to continue and expand my Boeing-sponsored research," Olsen declares. He also serves as a mentor for students working on senior design projects in electrical engineering and has helped guide the Boeing Scholars Program at WSU, a multi-disciplinary program that offers

"The Meyer professorship has been very helpful to me. I've been able to pursue my intellectual goals..."

—Eugene Rosa, Edward R. Meyer Distinguished Professor

industry and professional society publications and presented at conferences in the United States and Japan.

When The Boeing Company established a distinguished professorship in electrical engineering at WSU in 1993, members of the selection committee quickly appointed Olsen to the post.

Partnerships formed with Boeing executives and engineers over the years continued uninterrupted as Olsen assumed his new role as the Boeing Distinguished

students hands-on opportunities to solve challenging real-world problems.

WSU has more than 1,200 highly talented and dedicated faculty who enrich the lives of students through quality instruction and research. The University's commitment to excellence is strengthened by the distinguished professorships and endowed chairs established through the generosity of individuals, organizations, corporations, and private foundations, which will continue to pay dividends for years to come.

1981

First WSU Foundation Outstanding Volunteer Award presented to George Goudy.



1982

Stan E. Schmid named vice president, advancement.



Leaving a Legacy



Thanks to the legacy of Art and Helen Brunstad, 15 books are purchased annually for WSU students and faculty.

It is through these planned gifts that donors may support those causes they care most about, and ensure future excellence at WSU.

During the past 25 years, friends and alumni of Washington State University have made thoughtful planned gifts of all types, sizes, uses, and purposes. Gifts have come from alumni, faculty, and those individuals whose family members graduated from Washington State University. Those highlighted here, in celebration of the Foundation's 25th anniversary, represent the tremendous impact made by the many special individuals who have left a legacy through a planned gift or bequest to WSU.

Art Brunstad '31 established the **Art and Helen Brunstad Endowment for Faculty Research and Support** in the Department of Sociology to honor one his dearest friends, Wallis Beasley. Beasley, who retired from WSU as acting president in 1981, "... was the only person," Art jokingly claimed, "whom I never disagreed with." Recognizing Wallis's decades of service and contribution to WSU and the Department of Sociology, Art hoped that his gift would encourage others who share his and Wallis's love for WSU to invest in the University's mission and vision.

Art died in 2002, but every year, through his legacy, he buys 15 books for WSU students and faculty.

In 1989, Jim and Carol Graybill '47 became the trustees for the estate of Jim's uncle, Harold Curtis. Harold grew up in Seattle and spent two years at Yale University

1985

WSU president Glenn Terrell retires.



1985

Sam Smith named eighth president of Washington State University.



before joining the Army during World War I. Harold had a keen and inquisitive mind that led him to constantly examine the world around him and develop a strong desire to help outstanding individuals receive an education. The Graybills wanted to use their uncle's funds to help students with equally inquisitive minds. Through research and careful planning, James and Carol established the **Harold P. Curtis Scholarship** in WSU's College of Engineering and Architecture. This endowment is one of the largest the college has ever received.

Harold died in 1988, but every year, through his legacy, he pays tuition for 34 students.

Every year the Graybills receive thank-you letters from the recipients of the Harold Curtis Scholarship. These heartfelt messages of gratitude inspired the Graybills to establish their own legacy at WSU. In 1990, they created the **James and Carol Graybill Engineering Scholarship**, through which they offer financial support to two students annually.

Zeno Katterle '28 was the acting dean of the College of Education from 1954 to 1964. His passion for the college and his students ran deep, stemming from his strong belief in the commitment to excellence and pride among WSU's faculty, staff, and students. He felt it was his duty to inspire the students

and create in them a desire to learn. He not only wanted to make a difference in the lives of the students, he also wanted to lead by example. As both an employee and alumnus of WSU, Zeno, along with his wife, Kay, established the **Zeno and Kay Katterle Scholarship** to support graduate students in the College of Education.

Dean Katterle started his scholarship with a gift of just \$1,000. He died in 1992, but today, through his legacy, his scholarship endowment is valued at more than \$43,000, which provides income to support eight students.

The Gift Planning Office strives to assist alumni and friends in creating gift plans that facilitate their personal and philanthropic goals. It is through these planned gifts that donors may support those causes they care most about and ensure future excellence at WSU.

As we celebrate the WSU Foundation's 25th anniversary, we want to express our gratitude for the support of all of the individuals and organizations that have contributed to the past, present, and future excellence of Washington State University. Their legacy is remarkable.

1985

Washington restaurateur Ivar Haglund leaves half of his estate, valued at more than \$5 million, to WSU.

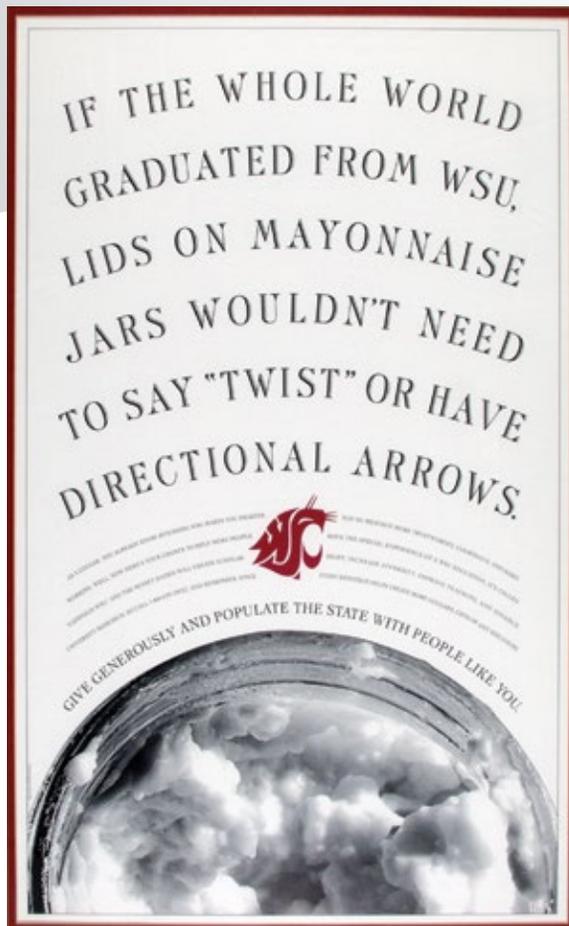


1987

Private giving to the Washington State University Foundation surpasses \$9 million.



Looking back at Campaign WSU



The spirit of giving ignited by Campaign WSU burns brightly in the University's new century of service.

Campaign WSU was launched in a decade unlike any other in the history of Washington State University. When the state's land-grant institution marked its 100th anniversary in 1990, the stage was set for a remarkable transition to a new century.

At the heart of the campaign were thousands of alumni and friends eager to share their passion for Washington State with the rest of the world. A 59-member leadership team of WSU Foundation volunteers steered the campaign toward an unprecedented level of private support. By the campaign's final day on June 30, 1997, more than 137,000 donors had contributed \$275.4 million toward scholarships, distinguished professorships and chairs, and breakthrough research.

Campaign WSU was a defining moment for the University and the WSU Foundation. "WSU's alumni and friends understood the importance of private support, and it showed in their involvement and generosity," observes Jack Creighton, former WSU Foundation chairman and national vice chair of Campaign WSU.

Leadership gifts to Campaign WSU raised the number of distinguished professorships and endowed chairs from 6 to 77. In just one example of how the extraordinary generosity of friends and alumni took the University to a new level of excellence in teaching and research, Campaign WSU volunteers George and Carolyn Hubman established the **George**

1989

WSU Spokane, Tri-Cities, and Vancouver established by the Washington legislature.



1989-90

Washington State University turns 100 years old and celebrates its centennial.



and Carolyn Hubman Distinguished Professorship in Management

Information Systems, acknowledging the tremendous influence of WSU faculty in shaping future business leaders. Their gift enabled WSU to recruit Joe Valacich, a leading expert in business communications technology who helped make WSU's information systems program one of the best in the country. The trend continued after the close of Campaign WSU, with a total of 119 distinguished professorships and endowed chairs at the close of 2003-2004.

In 1990, the scholarship endowment stood at just over \$15 million. At the end of Campaign WSU, it topped \$45 million and has continued to grow, standing at more than \$79 million today. Without the generosity of private donors, more than 5,500 WSU students would not receive any financial support toward their educational goals or would have to rely on loans, graduating with an average of more than \$20,000 in debt.

To get the word out about Campaign WSU, the University and the WSU Foundation embraced a bold proposal from the Seattle office of DDB Worldwide, an advertising firm renowned for its industry-leading creativity. The award-winning advertising campaign was developed by a team led by Tim Pavish (B.A. '80 Communication), who was the managing partner in charge of DDB and is now WSU's executive director of alumni relations and

the WSU Alumni Association. The tongue-in-cheek slant of the newspaper advertisements captured the hearts of alumni and friends of WSU, while carrying a memorable message on the power of private support:

"If the whole world graduated from WSU, lids on mayonnaise jars wouldn't need to say 'twist' or have directional arrows. Give generously and populate the state with people like you."

The ads generated overwhelming response to Campaign WSU, attracting support from 55 percent of Cougar alumni, one of the highest participation rates of public universities in the country.

The spirit of giving ignited by Campaign WSU burns brightly in the University's new century of service. Gifts to WSU from individuals, organizations, corporations, and foundations have steadily increased over the years: from an average of \$20 million annually prior to the campaign, to a yearly average of \$35 million during the campaign, and an average of \$45 million a year since the campaign. WSU is consistently the top-ranked public university in the Pac-10 in alumni participation. The WSU Foundation continues to grow the University's base of support in new and exciting ways, engaging alumni and friends throughout the nation and around the world in the good work taking place in classrooms and laboratories across WSU.

1992

Donors contribute a record-setting \$33.5 million in gifts, grants, and pledges to WSU through the WSU Foundation.



1993

Boeing donates \$7 million to the WSU Foundation, the largest private gift to date.



The Benefactors of WSU



Sandy Forsman, WSU Intercollegiate College of Nursing practitioner, gives a young patient a checkup on board the Spokane Ronald McDonald Care Mobile.

A benefactor is someone who confers a benefit—who makes a positive difference—particularly by making a gift or bequest. The Benefactors of Washington State University have provided crucial support to programs, research, and scholarships that make a positive difference in the quality of education and research at Washington State.

Since the WSU Foundation was established in 1979, an impressive 1,064 individuals, corporations, and organizations have made gifts of \$100,000 or more and been honored as Benefactors of WSU.

Many individual benefactors have made significant contributions to the quality of the WSU experience by supporting scholarships, fellowships, programs, and capital projects. Just a few of the hundreds of individual benefactors honored during the last 25 years can be mentioned here, but their stories illustrate the positive difference that they make at WSU.

President Emeritus Glenn Terrell and his wife, **Gail**, made a gift from the heart when they established two graduate fellowships. Their gift reflects a firm belief that talented graduate students attract outstanding faculty and strengthen the quality of Washington State’s undergraduate education.

Seizing on the opportunity to return Cougar baseball to PAC-10 prominence and beyond, **Mike and Liz Johnson** made a generous pledge and gift that helped transform Bailey-Brayton Field into a premier facility in 2003. The improvements, which included a new field surface and renovated dugouts, will help recruiting efforts and allows the baseball team to practice on the field earlier and more often during the season.

1993

The WSU Foundation honors the first WSU Laureates, whose individual cumulative gifts exceed \$1 million each.



1994

Campaign WSU is publicly announced with a goal of \$200 million.



Douglas and Loretta Allred answered the need to support scholarships in 2002. The couple established two scholarship endowments for students seeking degrees in computer science and human development, reflecting the couple's permanent commitment to students at WSU, as well as their desire to encourage academic achievement.

A number of corporations, foundations, and organizations have supported WSU research and programs that not only benefit the University, but often contribute to the health of industries, communities, and society.

making a positive difference by giving nursing students hands-on experience and by benefiting underserved individuals in the Spokane community.

The **Achievement Rewards for College Scientists (ARCS) Foundation** has provided recruitment fellowships to promising future scientists enrolled as graduate students in the College of Veterinary Medicine and in the Center for Reproductive Biology. These contributions have substantially enhanced WSU's ability to recruit outstanding graduate students.

To address the state of Washington's growth in its \$2.5 billion wine industry,

A benefactor is someone who confers a benefit—who makes a positive difference—particularly by making a gift or bequest.

Honored as a Benefactor in 2002, the **Ronald McDonald House Charities Spokane** developed partnerships with WSU to support two vital initiatives—to bring a Ronald McDonald Care Mobile to Spokane and to increase the number of diversity scholarships available for students enrolled at WSU. Donated by Ronald McDonald House Charities Global and operated by the WSU Intercollegiate College of Nursing, the Care Mobile provides primary care and dental screenings to Spokane-area children who do not have regular access to health care,

the **Washington Wine Commission** has contributed to support classroom instruction and research projects to help advance the viticulture and enology program in WSU's College of Agricultural, Human, and Natural Resource Sciences.

The gift designations of WSU's benefactors are as varied as are the individuals, corporations, and organizations that have made a commitment to support the University. Together, their generosity and vision are making a positive difference across WSU, the state, and the world.

1995

Campaign WSU passes the \$200 million mark eight months before its scheduled end.



1995

Cougar Pride goes on the road as the WSU license plate program is created to support student scholarships at WSU.



Cougars Helping Cougars



Jose Cuellar is not only the first in his family to attend college, he is the first to pursue a graduate degree, thanks to scholarships made possible by WSU donors.

In a time of increasing educational costs, declining state assistance, and insufficient federal financial aid, students are feeling the pinch of trying to pay for a Washington State University education. Due to the unceasing generosity of private donors to WSU, that pinch is a little less painful.

During the past 25 years, the WSU Foundation has facilitated the distribution of privately funded scholarship dollars to thousands of students. Last year alone,

more than \$157 million in scholarships and financial aid was given to more than 15,000 students. A combination of institutional commitment, private donor support, and outside resources has made these awards possible.

The impact of private philanthropy on WSU students cannot be overestimated. Fifty-one percent of all named endowments at Washington State have been established to provide scholarship assistance to deserving recipients, indicating that WSU's generous donors have a clear understanding of the financial pressure placed on today's students.

Twenty-five years ago, a \$1,000 scholarship would have more than paid for tuition. Today, that same award covers just one-fifth of the annual tuition cost for an in-state undergraduate.

"WSU students' need for financial assistance exceeds the sources of aid available—and the gap grows larger every year," notes Charlene Jaeger, vice president for student affairs. "The financial aid staff sees the impact of private support every day in the numbers of students that we can help because generous individuals establish scholarship endowments and make annual gifts for student support."

Established in 1937 as one of the first scholarships at WSU, the **Frank Fielding Nalder Scholarship** rewards students who demonstrate character and intelligence, maintain academic excellence and a spirit of inquiry, have some financial need, and maintain community involvement. Created

1996

New student services building named for Phil and June Lighty.



1997

Campaign WSU ends, having raised \$275 million in seven years.



67 years ago, this award continues to recognize students who can truly be called the best and brightest.

Philip '40 and June Lighty's scholarship endowment has provided them with dozens of rewarding relationships over the years. In 1993 they made the largest gift in the history of the University, endowing four student-focused awards that reach across the institution. The Lightys chose to focus their support on the goal of creating and sustaining student leadership. Phil often notes that he was able to finish his WSU degree only through the help of a small loan from the student fund, and both he and June say their best thanks is seeing students succeed at WSU and beyond. As one recipient writes, "Your contribution to my education through the **Phil and June Lighty Presidential Scholarship** showed me that not only did someone believe in the education available at Washington State, but someone also believed in what I could accomplish here."

The Regents Scholars Program, established in 2000, provides students from the state of Washington with a challenging, world-class education that will prepare them to be successful, achieving businesspeople, scientists, engineers, teachers, health care professionals, and outstanding citizens of the future. The Regents Scholars Program acknowledges the achievements of highly accomplished high school students in the state of Washington, rewarding their achievement with substantial scholarship

support and public recognition of their accomplishments. Continually growing over the last four years, the program sets an increasingly higher standard that benefits the University and the state.

These are just a few examples of the widespread and long-term impact scholarships have on the educational experience and future achievement of WSU students.

Statements like "thank you so much for your selflessness in giving" and "because of you I am able to attend Washington State University" are commonly shared by students in their donor thank-you letters. The impact of these awards is often beyond the financial; students learn lessons in philanthropy and are awed at the generosity of donors.

1997-2004

Private donations to WSU consistently top \$40 million each year.



2000

V. Lane Rawlins inaugurated as ninth president of Washington State University.



The Laureates of WSU



The first to make a single gift of \$1 million or more during the WSU Foundation's 25 years of operation, Ivar Haglund donated the bulk of his estate to the College of Business and Economics in 1985.

“The Laureates of Washington State University are truly a world-class group,” notes WSU President V. Lane Rawlins. “Their enthusiasm for WSU, gracious and generous support, and understanding of what it takes to create opportunities for excellence at a premier university are unmatched in the realm of higher education.”

Beginning in 1993, 123 individuals and organizations have been formally recognized

as WSU Laureates for their one-time or cumulative gifts of \$1 million or more. The WSU Foundation received its first gift of \$1 million or more in 1985, when the late **Ivar Haglund** donated the bulk of his estate to the College of Business and Economics. Mr. Haglund’s legacy benefits the School of Hospitality Business Management, a program he credited with providing him top-flight employees for his restaurants.

WSU Laureates provide unique visions of excellence and champion aspects of the WSU experience that are important to them. Although we cannot list them all here, a few examples illustrate their collective spirit of philanthropy.

Louis and Ruth Allen established the *Lou and Ruth Allen Pass It On Fund* to provide scholarships for underprivileged students, with the stipulation that students be active in their communities and “pass it on” by giving back in their future careers. **Phil and June Lighty** have invested in WSU students, with rewarding returns. Their cumulative gifts of more than \$6 million support student leadership opportunities, scholarships, graduate fellowships, athletics, and the Alumni Centre, among other programs.

With their gifts to the School of Electrical Engineering and Computer Science in 2000 and 2003, **Floyd and Judy Rogers** became the first individual donors to contribute two endowed chair positions to WSU, an expression of their vision for the University’s

2002

Richard L. Frisch named vice president, university development, and president, WSU Foundation.



2003

WSU Foundation moves to its new home in downtown Pullman.



leadership in the field of computer science and their passionate belief in public higher education. **Marian E. Smith's** philanthropic vision for Washington State created two endowments honoring faculty excellence: *The Marian E. Smith Faculty Achievement Award* and *The Marian E. Smith Presidential Endowed Chair*. She is also a passionate supporter of the arts and their role in higher education.

WSU Laureates who served as faculty, leading through their teaching and research, express a passion for WSU that leads them to give back to the colleagues, programs, and students they care about. For example, the late zoology professor emeritus **Herbert Eastlick**, and his wife, **Margaret**, created the *Herbert L. Eastlick Scholarship* in the College of Sciences. Chemistry professor

Corporations and organizations recognize the importance of WSU's world-class research and programs to their industries and to the state's economy. Since 1979, 33 organizations have become Laureates, but the impact of their gifts often goes well beyond their dollar value, extending into long-term, mutually beneficial partnerships. The generosity of **The Boeing Corporation** has benefited WSU's colleges of engineering, education, business, pharmacy, and its social and physical sciences programs for more than 45 years. Boeing has established endowed chairs, distinguished professorships, scholarships, and fellowships, and has provided valuable intellectual property, modern equipment, and technology. The **Bill and Melinda Gates Foundation's** support of WSU Extension's

“Through their leadership, a vision is born;
from their gifts, a legacy continues.”

emeritus **Don Matteson** and his wife, College of Liberal Arts professor emeritus **Marianna Merritt Matteson**, became the most recent faculty to be recognized as Laureates in 2004 with their continuing support of the science and foreign language departments.

Center to Bridge the Digital Divide (CBDD) initiative has helped position the CBDD as a leader in helping people apply information technologies to achieve learning, economic development, and broader community goals.

The Laureates of WSU truly embody the phrase that is used each time a new Laureate is recognized: “Through their leadership, a vision is born; from their gifts, a legacy continues.”

2004

As of June 30, the WSU Foundation has honored 123 Laureates and 1,064 Benefactors.



2004

The WSU Foundation celebrates its 25th anniversary.



Cougar Philanthropy

A Message From Washington State University President V. Lane Rawlins

Washington State University is a great place to be in 2004, just as it was 25 years ago. I am proud to say that the leading values of our University—emphasis on world class research and excellence in undergraduate education—are the same as when I was chair of the Department of Economics in 1979. With your help over the past 25

years, we have reached higher and done more than most of us dreamed was possible then.

The synergy between research and teaching in a personal and caring environment makes the student experience richer, more immediate, and more rewarding. This is dependent on the faculty's dedication to the highest level of scholarship in their fields and a first-rate staff com-

mitted to working cooperatively to reach our goals. These are the people who make the institution great. And the chief beneficiaries of this are the WSU students and the hundreds of thousands of Washington citizens whom we touch every year.

Today we face new challenges. We are competing with the world's best universities and must be constantly aware of how well we are doing. In order to track our progress, we have created a set of 12 institutional benchmarks that measure our performance

over time and as compared to other leading universities. These standards provide a point of reference to measure the University's success in areas ranging from student quality and learning outcomes, to diversity, the performance of Cougar athletics, and success in research, scholarship, and the arts. One of these benchmarks addresses the role of private support—an area that is vital to creating the margin of excellence at WSU.

As we celebrate the WSU Foundation's 25th anniversary, let's pause and consider just how much the generosity of friends and alumni has enriched WSU over the years. The impact can be compared to thousands of individual seeds, given time to develop, allowing the University to harvest success. The seeds are the thousands of students receiving scholarship support and scores of distinguished professors and chairs creating strong research programs and nurturing outstanding students. In the past 25 years, your private donations have touched thousands of individuals who will plant the seeds for the next generation. The library resources, technology, research equipment, musical instruments, and laboratories created or enhanced by generous Cougars and friends have produced a generous harvest in scholarship, performance, research, and the advancement of our society.

I hope that this mental picture helps illustrate the importance of philanthropy and the deep gratitude felt toward those generous donors who have contributed to WSU's development. A benchmark of Cougar philanthropy is too big to be expressed by a simple measurement. As a trained economist, I have learned to study the data, and as an incurable optimist, I always believe in a bright future. Either way, I come to the conclusion that Washington State University will take its place as one of the nation's leading research universities—with the support of Cougar alumni and friends.



Dedicated Leadership

A Message From WSU Foundation President Richard Frisch

Twenty-five years ago, a group of dedicated Washington State University friends and alumni had a vision for advancing this institution. The vision was born out of their love for the University, their gratitude for the education provided at WSU, and their belief that creating a foundation dedicated to raising and managing private donations for the benefit of the University would help WSU achieve its aspirations. With the support of President Glenn Terrell, the first meeting of the Visiting Committee took place in September 1978, and the WSU Foundation was formally created on February 3, 1979.

“I can say with emphasis that the education I received at WSC sharply changed the course of my life...just as it has done for countless others.”

—Weldon B. “Hoot” Gibson ‘38

Today, the WSU Foundation has raised more than \$729 million for the benefit of students, faculty, facilities, programs, and the resources that make an education at Washington State a rewarding, hands-on, challenging experience. WSU’s endowment now stands at more than \$204 million, providing perpetual annual support for 941 scholarships, 127 endowed graduate fellowships, and 119 endowed professorships and chairs.

The WSU Foundation has benefited from

the leadership of an exceptional group of volunteers. The late Weldon B. “Hoot” Gibson, and many others like him, have expressed their gratitude for the role that WSU played in their lives by giving their time, talents, and financial resources to ensure that others have the same opportunities. Their belief in the University has been an important

catalyst for continuing the tradition of excellence with a personal touch that is WSU’s hallmark. The WSU Foundation has also been fortunate to have outstanding leaders in individuals like Stan Schmid and Connie Kravas, whose vision and passion for WSU set the tone for the Foundation’s first years and carried it through Campaign WSU, the University’s first comprehensive campaign.

Washington State has been privileged to have the service of able and visionary presidents. President Emeritus Glenn Terrell championed the role of private support and the creation of the WSU Foundation. President Emeritus Sam Smith’s leadership throughout Campaign WSU helped the Foundation exceed its goal by tens of millions of dollars. President V. Lane Rawlins is continuing this tradition through collaborative strategic planning, thoughtful benchmarking, and a vision for a new level of world-class excellence that has been embraced by faculty and staff, students and alumni, volunteers and friends.

It is a very exciting time to be at WSU, as the University is poised for a leap forward. The superb work of the last 25 years will make the aspirations for the future a reality.



Generosity

Building on a 25-year tradition of supporting educational excellence, Washington State University's 49,611 donors in 2003-2004 help to make WSU a place where students receive classroom instruction from world-class researchers and faculty experts. Gifts of any size represent an investment in WSU's traditions, present excellence, and future programs.

As a result of the generosity of donors, alumni, and friends, the WSU Foundation raised \$44,780,138 in gifts and private grants in fiscal year 2003-2004, which ended June 30. WSU's generous donors pledged an additional \$1,453,584.

The WSU Foundation's endowment finished the year at \$204.6 million, an increase of nearly \$13 million—or 15.8 percent—over the previous year's total. At the same time, WSU added 28 endowed scholarships, two endowed graduate fellowships, and three endowed professorships and chairs.

For the second consecutive year, the President's Associates—made up of individuals and organizations making annual gifts of \$1,000 or more—set a new record with 4,789 members, an increase of more than 5 percent over the previous year. President's Associates gifts totaled \$23,623,119 during fiscal year 2003-2004.

2003-2004 Highlights Include:

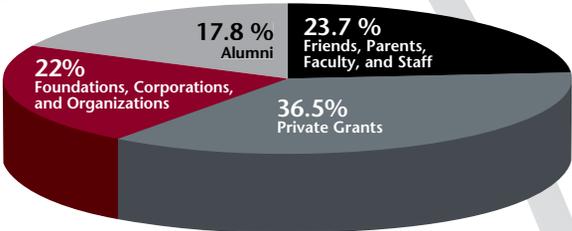
- **Totaling more than \$2.5 million**, two gifts from the Bernice Gilman Baily and Joseph Baily Estate to support Animal Well-Being Science in the College of Veterinary Medicine. The gifts established the *Bernice Gilman Baily and Joseph Baily Endowed Chair in Animal Well-Being Science* and the *Bernice Gilman Baily & Joseph Baily Operations Endowment in Animal Well-Being Science*. The gifts allow the College of Veterinary Medicine to build the infrastructure

necessary to attract and retain a top candidate in the field of animal well-being science.

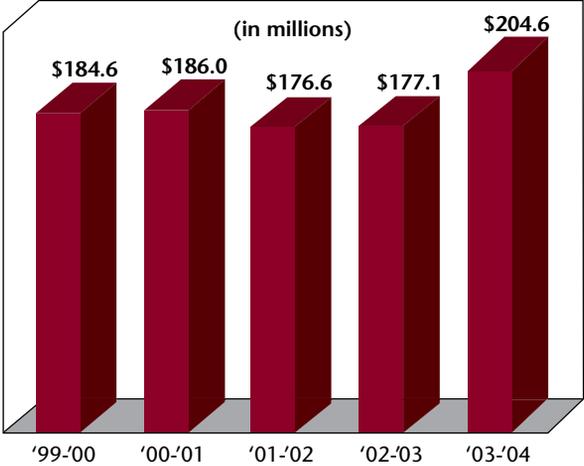
- **A gift of more than \$1.5 million** from Gary and Suzann Brinson to establish the *Omer L. Carey Endowed Chair in Financial Education* in the College of Business and Economics. Named for Professor Omer Carey, who served on the faculty at WSU from 1964 to 1973, the chair was established to recruit and reward a top teaching scholar in the field of finance for outstanding efforts in the classroom and continued innovative development of the finance curriculum at Washington State University.
- **An unrestricted gift of \$646,000** from the W.R. and Beverly Bingham Estate to the WSU Foundation to provide support critical to the Foundation's mission to advance the teaching, research, and public service related to WSU's highest priorities.
- **A gift of \$502,866** to support the *Brinson Chair in Investment Management* in the College of Business and Economics from Gary and Suzann Brinson. The chair in investment management was established to recruit and reward a master teacher who has a proven track record of excellence in the classroom and a career goal of superior academic instructional performance combined with a high degree of teacher/student interaction in the field of investment management.

For a quarter century, the generous alumni, faculty, staff, and friends of Washington State University have established a tradition of philanthropic and volunteer support that will continue for years to come as WSU continues to provide world-class educational and research opportunities for its students and faculty.

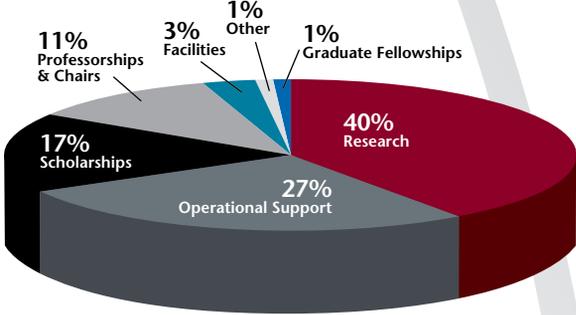
Gifts and Grants Sources, 2003-2004



Endowment Value, 1999-2004



Gifts and Grants Designation, 2003-2004

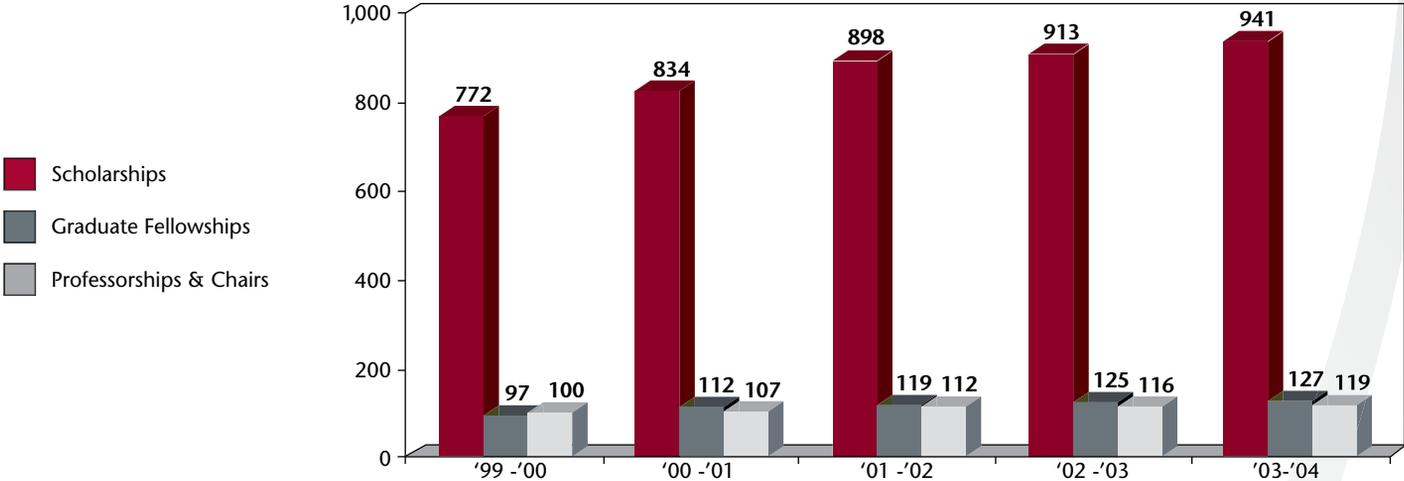


Gifts to Endowment and Investment Returns, 1999-2004

	1999-2000	2000-2001	2001-2002	2002-2003	2003-2004
Total Gifts to Endowment	\$17,381,097	\$14,961,561	\$11,225,089	\$8,509,045	\$10,870,313
Endowment Investment Return	+4.4%	-2.9%	-4%	+2.9%	+15.8%
					As of June 30, 2004

All totals as of June 30th, 2004.

Growth in Endowed Scholarships, Fellowships, and Professorships, 1999-2004



Dedicated Volunteers

The Washington State University Foundation celebrates 25 years of existence as a nonprofit, tax-exempt charity that develops support and manages assets to benefit Washington State University.

This description, while correct and accurate, obscures the heart of the WSU Foundation's story. The WSU Foundation is also people—dedicated volunteers who give their time, talent, and financial support to the cause of advancing Washington State University. The Foundation was created with the support of a committed group of

individuals who made up the WSU Visiting Committee, which shaped and incorporated the WSU Foundation.

Volunteers and donors are the past, present, and future of the WSU Foundation. Washington State University is world-class because of these individuals, whose personal commitment to excellence has provided face-to-face guidance in the past and a compass for the future.

The members of the original WSU Foundation Visiting Committee are:



Weldon B. "Hoot" Gibson served on the Visiting Committee before becoming the first chair of the WSU Foundation Board of Trustees. Named in his honor, the Weldon B. Gibson Distinguished Volunteer Award is the highest honor bestowed by the WSU Foundation.

Philip H. Abelson†
 Jeanne L. Ager
 Louis A. Allen
 Roy F. Atwood, Sr.
 Robert W. Austin†
 David C. Abbott, Sr.
 James B. Baker
 Albert S. Bledsoe†
 Howard R. Bowen†
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 James M. Vann
 Scott J. Witt
 Wilfred R. Woods
 Edith D. Williams

†Deceased

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Thank you for your support.

For more information about how you can support Washington State University, please contact:

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As a supplement to this annual report, the WSU Foundation publishes the Honor Roll of Donors, listing the names of our valued supporters. The Honor Roll of Donors is mailed to all donors of \$1,000 or more and will be available via the WSU Foundation's Web site at http://wsufoundation.wsu.edu/our_valued_supporters/index.html

WHAT'S YOUR LEGACY?

NOLA COOK ('50 speech communications) was a pioneer in broadcasting when she began her career at KMOW Radio in Omak, Washington.

With smart estate planning, Nola created her Washington State University legacy by designating a portion of her estate to benefit future communication students.

The *Nola L. Cook Broadcasting Endowment* will support the highest priorities in the Edward R. Murrow School of Communication—truly making a world-class impact at WSU.



For more information about creating your legacy, contact the Gift Planning Office at 800-448-2978, gift-planning@wsu.edu

The WSU Foundation provides a FREE planning kit to help you think through your estate planning objectives and make more efficient use of your time with an attorney. To receive your kit, contact the Gift Planning Office.

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