Tom Trusky: Top ten teacher

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COVER
Tom Trusky — Boise State’s film-sleuthing, award-winning English professor — appears on pages 8 and 9.
Photo by Glenn Oakley.
Enrollment mark at 10,700

It's official. Final enrollment figures from the State Board of Education confirm what bulging classrooms already indicate—that a record number of students are attending Boise State this fall.

BSU's "head count" enrollment, which includes full- and part-time students in academic programs, is 10,700, 157 more than the previous record set in 1982 and 475 students more than last fall.

Boise State's "full-time equivalent" enrollment also set a new record with 7,498 students, 6.8 percent over last year. (FTE is figured by dividing total credit hours of all students by a theoretical full-time course load of 15 credits for undergraduates or 12 credits for graduates.)

The new figures make BSU the largest university in Idaho in both head count and full-time equivalent categories.

Enrollment in the School of Vocational Technical Education also increased, but not to record numbers. This fall 655 students are enrolled in the school's program, compared to 551 last fall.

To accommodate the additional students, BSU increased class sizes and added new sections, especially in foundation courses such as math, English, biology and history.

BSU Executive Vice President Larry Selland said 33 new sections were added during registration in August.

"We took extraordinary measures to find space for every student who registered. In some cases, this filled our classrooms beyond capacity, but we decided that was better than denying students the opportunity to attend classes," said Selland.

Selland added that BSU is studying possible reasons for the enrollment increase, but said his initial opinion is that students this fall have a more positive attitude toward Boise State in particular and Idaho's higher education system in general because of budget increases approved during the last legislative session.

BSU's summer session also jumped 12 percent over last year. Continuing Education Director William Jensen said 3,926 students took classes, the most since 1981. Jensen said the university made a special effort to meet the graduate education needs of teachers last summer. In addition, the university expanded its selection of evening courses.

BSU uses this year to plan future

Boise State's campus, which has enjoyed a history of opportunistic growth, will expand in a more orderly, planned fashion in the future.

That is the intent behind short- and long-range plans now being prepared to guide the university into the next century.

Led by Brian Chase, former director of the state's Division of Public Works, all university departments are involved in the planning process that will be complete by the end of this school year.

The plan, said Chase, will communicate the needs and capabilities of the university to the State Board of Education, Legislature, and the general public.

"It should represent a blend of vision and pragmatism to ensure that Boise State satisfies the needs of the present while anticipating the demands of the future," explained Chase.

The plan will cover future needs in several areas, including facilities, land acquisition, parking, academic programs, and support services.

Chase said several suggestions will be considered that could modify the campus in the future. One plan under consideration is to focus future growth in the residential neighborhood east of Bronco Stadium. Another is to route non-university traffic around campus by using Boise Avenue rather than University Drive.

The planning team is divided into two committees — academic/vocational technical programs led by Executive Vice President Larry Selland and support activities/facilities led by Asa Ruyle, finance and administration vice president.
Cave sheds new light

Research results from a Boise State archaeological excavation near Minidoka are challenging some basic assumptions about early Indian life in Southern Idaho.

A newly released BSU archaeological report on the 1985 excavation of the Baker Cave sites says the lava tubes were occupied at least twice during the last 1,500 years: 1100 A.D. and 600-700 A.D. Significantly, the temporary occupations occurred in mid-winter. Archaeologists have previously assumed the native people spent their winters in large groups along the Snake River.

The mid-winter occupation is suggested by the presence of the remains of 17 bison, including fetal specimens, which would only occur in winter. The number of bison is in itself an unexpected and exciting discovery, says BSU archaeologist Mark Plew, who co-authored the report with fellow BSU archaeologist Max Pavesic and state archaeologist Mary Anne Davis.

There is little evidence of serious bison hunting in the ethnographic or historical record, says Plew. Similarly, previously excavated Indian sites in Southern Idaho reveal only occasional bison bones, as if a straggler were killed opportunistically.

Yet the Baker Caves were primarily a bison hunting and butchering site, according to the report. The bison were apparently skinned at an unknown kill site, and selected parts were carried into the cave for final butchering. Rather than butchering the bison by cutting and slicing, the Baker Cave occupants dismembered the beasts by smashing the bones, the report reveals. Such a technique has not been seen before, says Plew.

Although the Baker Caves were apparently used for a very specific purpose — the hunting and butchering of bison — the archaeologists were surprised to find a wide variety of non-hunting or butchering artifacts. This, says Plew, calls to question “a basic archaeological assumption” that specific use sites only hold tools appropriate to the specific activity.

Among the 470 artifacts retrieved from the caves were ceremonial objects, such as pendants and pipes; fabricating tools like awls; and cordage. One-third of the artifacts were weapons, primarily projectile points of various sizes and designs.

One reason the caves have provided so much new information is because they had not been vandalized. The caves were discovered on the edge of the rugged Wapai lava flow near Minidoka by Mark Baker. □
The film sleuth

Tom Trusky finds movies through perseverance and Polish charisma

By Glenn Oakley

The way Tom Trusky describes it, these films practically fall out of the sky and land in his hands. There he is just poking around, asking innocuous questions and, POOF!, the only surviving copy of The Bat lands on his desk. He turns around in surprise and, WHUMP!, hits his forehead on the only known tinted copy of Robin Hood. He staggers two steps backward and, KATHUMP!, trips over the first film ever made in Idaho. (So what if the subtitles are in Russian.)

The luck of the amateur or Polish charisma, as Trusky does, and you may be half right. The BSU English professor does have an unaffected forthrightness when searching for lost films. Well, why not check here?, he thinks, and sends off letters to the Soviet Union. “That’s the standard myth,” he notes. “All the missing films in the world are in the Soviet Union.”

Then two to three months go by and he receives a letter from the director of Gosfilmofond, the Moscow Film Archives. Mark Strochchov writes that, no, they don’t have any Nell Shipman films, but they do have two reels of Told in the Hills, the first feature film made in Idaho. These are, as far as is known, the only ones in the entire world.

So he sends a letter to Strochchov, enclosing a booklet on Idaho films he produced and a program from the successful Nell Shipman festival he organized. Trusky expresses his excitement about the film and how excited other Idahoans would be, especially on the eve of the state’s centennial celebration. Would the Soviets be willing to sell copies of the film?

Sure enough, Strochchov telegrams back his approval. By then, Trusky has learned that other American film researchers, including the Museum of the American Indian in New York City, have known about the Russian’s possession of Told in the Hills but have been unable to obtain copies. They hear Trusky’s nonchalant explanation and are bouncing off the walls, acting like he just succeeded in getting the Soviets to agree to unilateral disarmament. “I didn’t do anything, I was just there,” he protests.

The film is of particular value and interest, not only because it was Hollywood’s first venture into Idaho, but because the film features the survivors of the Nez Perce Indian War. In fact, the film production provided the Nez Perce their first opportunity since the fighting to reunite, replete with their horses, weapons and clothes. It is for this ethnological record that the Museum of the American Indian was so keenly interested in obtaining the film. Unfortunately, the reels which include scenes of the Nez Perce dancing were not part of the Soviet collection. If those missing reels exist, they have yet to be discovered.

However, a 1919 newsreel on the making of Told in the Hills may include additional scenes of the Nez Perce warriors. That newsreel is coming to Boise State as part of a trade between BSU and UCLA, made possible by Trusky’s film find of the decade.

Dr. Raymond Bungard, the head surgeon at the Veterans Administration Hospital in Boise, had loaned part of his antique camera collection to Trusky for the Nell Shipman exhibit in the Hemingway Center. While picking up his cameras, Dr. Bungard casually mentioned that he had some silent films of his own: The Bat and Robin Hood. Dr. Bungard explained that he had bought them over 20 years ago at the Bench Commission, a Boise antique store. Would Trusky be interested in them?

Trusky was not familiar with the films, but he decided to call Bob Gitt, the film preservationist at UCLA, to see if the films were worth anything. When he told Gitt the titles there was a stunned silence. Could the caller from Idaho really have the long missing film classic The Bat?

Gitt gave directions over the phone to Trusky to determine if the films were the genuine article. After all, several versions of The Bat had been made, and only the first was of great value. “Gitt flew me in blind over the phone,” recalls Trusky. First he had him open the film cannister and remove the reel of film. Trusky’s heart sank. The film was in such good shape—unlike the oozing, decayed film
from the 1920s with which he was familiar—that he knew it must be the later version. "I figured I had the made-for-TV version with Dick Van Dyke," Trusky joked.

But they continued. "Do you see any letters on the side?" Gitt asked.

"Oh yeah, Eastman Kodak nitrate," responded Trusky.

"Do you see anything else?" said Gitt. Trusky set down the phone and held the film to the light. "Yeah," he told Gitt, "it looks like a triangle and a square."

"Then he just came unglued," recalled Trusky. Gitt was on the phone screaming, "Do you realize you're holding the sole surviving copy of The Bat?"

Then Gitt guided Trusky through the next film. Trusky removed the last reel of Robin Hood and had to tell Gitt, "This reel is in bad condition, it's all yellow."

Gitt said, "You have the only tinted print of Robin Hood," recalls Trusky, adding, "And he just went crazy again."

Trusky went to Bungard with the news, telling him the films were apparently quite valuable. But Bungard's offer of the films did not change. The doctor only insisted that no individual profit from the films. Because BSU lacks the facilities to preserve such films, Boise State negotiated a trade with UCLA. Boise State is to be listed as co-sponsors of the films at any screenings held by UCLA, and profits from any video cassette sales are to be split between the universities 50/50. UCLA is providing BSU with the recently discovered newsreel on the making of Told in the Hills plus another Nell Shipman film, Something New.

Trusky's film sleuthing has garnered international attention. By invitation he attended in September the Pordenone International Silent Film Festival in Pordenone, Italy, showing three Nell Shipman films he discovered in the course of editing Shipman's autobiography. The showings in Italy won the enthusiasm of international film historians—and more invitations for Trusky. He now has offers to present his films at festivals at Paris, Avignon and New York University.

Several requests for showing Told in the Hills in central Idaho, where it was filmed, are already in Trusky's mail basket. And he has located still photographs made during the filming, including some 150 photographs from the Paramount Collection that he hopes to organize into a major exhibit of the film's production.

Trusky named top ten teacher

First there was cold-drill, then Poetry in Public Places, then Ahsahta Press, then cold-drill books, then the Nell Shipman film festival, then . . .

Those who know him are just waiting to see what next will pique the interest of BSU English teacher Tom Trusky, who since coming to Boise in 1972 has filled a resume full of creative ventures.

For his work inside and outside the classroom, Trusky was honored this fall as one of the top 10 teachers in the country by the Council for the Support and Advancement of Education (CASE), a Washington, D.C., organization representing most of the nation's colleges.

Trusky was selected for the honor out of 400 other top teachers nominated by their schools in CASE's 1987 Professor of the Year contest. Of the top 10, he was the only one from west of the Mississippi.

A published poet himself, Trusky has founded several publications to encourage creative writing, including BSU's national award-winning literary magazine cold-drill, the Ahsahta Press poetry publication, and the Poetry in Public Places poster series.

Trusky brings a flair for the unusual to all his endeavors. cold-drill, for example, has included 3-D comics, potato paper (made by students) and scratch and sniff poetry. He has recorded student poets on cassettes, created cold-drill books as an outlet for the best students, and, perhaps the most zany, created a dial-a-poem wheel called PTV . . . Poetry Television.

One year he became so enamored of cold-drill's spoof on Idaho potatoes that he began his own collection of potato sacks.

The CASE Professor of the Year was Ralph Ketcham, Syracuse University.

Boise State also received recognition from CASE for its participation in the Partners in Education program with the Boise public schools. BSU, local corporations and the schools sponsor the program that sends volunteers into schools to provide expertise not usually available. The program won a bronze medal in the "relations with the community" category.
THE LIFE AND TIMES OF TOM GRAINEY

When Tom Grainey's family settled in Boise around the turn of the century, the Assay Office was burgeoning with silver and gold from the mines of Boise Basin and Owyhee County. Young men and their fathers hunted deer and elk along the Boise front. Salmon and Steelhead were still being caught in the Boise and Payette Rivers. Other sports included horse racing, rodeo, auto and bicycle racing, football, baseball and boxing.

Tom Grainey grew up in Boise of that time. Of all sports he was drawn to boxing, much to the dismay of his parents. Tom Grainey was the alias he used to keep his family unaware. After winning several fights, his efforts were done in by a thundering fist from a Butte fighter in what turned out to be his last fight. From this setback he went on to serve as a captain in the Army Air Corp in World War I. Returning from the war he married a lovely Boise girl, raised three sons and built a thriving mercantile business. He loved Boise and spent the rest of his life here. He was a "renaissance man in a renaissance town" and Tom Grainey's is harkening back and looking forward to this city and its people.

THE LIFE AND TIMES OF TOM GRAINEY

Book resurrects thriving community

The Snake River Canyon within the Birds of Prey Natural Area once supported a small but thriving community, the remnants of which need protection.

This is the conclusion of a Boise State research project and the culminating book, *Propects*, produced for the Boise District Bureau of Land Management. Todd Shallat, director of BSU's public history program, and five students sifted through court records and the sagebrush-covered rubble of Halverson Bar to recreate its peculiar history. The BLM-funded study is designed to help direct future management plans within the Birds of Prey Natural Area.

The study refutes a BLM environmental analysis of 1975 which stated that "no known cultural values exist on these lands." In the introduction to *Propects*, Shallat writes, "If we look closely and listen, the ruins of a once active settlement— the cabins, the wheel, the dam, the rock art, the terraced fields—all have something to say about the rate of cultural, historical, and environmental change."

Halverson Bar, known locally as "The Cove," is a curving two-mile long sandbar along the Snake River five miles downstream of Swan Falls Dam. By the turn of the century, Halverson Bar was populated by miners and homesteaders, including Chinese immigrants and the locally legendary William "Doc" Hisom, a half-black, half-Indian storyteller, miner, photographer and gardener. But the gold mining made no one rich along the Snake River—just enough of the tantalizing gold flakes existed to keep hopeful miners digging. Farming was marginal. By the 1920s Hisom was the sole resident of Halverson Bar, remaining there until his death in 1944.

The book concludes with recommendations to provide for controlled visitor use at Halverson Bar, including the closing of some roads, the creation of a parking area and the development of interpretive signs.

The student researchers and writers are Deborah Roberts, Kathy Hodges, Jim Mosley, Sharon Brown and Daniel Greer. The book, heavily illustrated with photographs and maps, is available for $5 from the BSU Bookstore, BSU's School of Social Sciences and Public Affairs, and the BLM Boise District office.

cold-drill wins national honors

The 1987 edition of Boise State's literary magazine cold-drill has won a first-place Medalist award and two All-Columbian awards from the Columbia University Scholastic Press Association.

The Medalist award is given to publications selected from the first-place ratings for "special qualities evident to the judges, characterized as the personality, spirit or creative excellence of the entry." Magazines receive All-Columbian awards for "superior achievement in concept, content, design and creativity."

In presenting the awards, the judges praised the magazine, edited last year by students Molly Reed and Brian Kindall. "At the risk of lapsing into cliche," wrote one judge, "there's only one word to describe the essays in cold-drill—Wow!"

The judge was especially taken by the design and art, a compliment to art director Adele Thomsen and artists Lyman Larson and Michelle Elliott. "In terms of technical composition," wrote the judge, "cold-drill must surely be one of the strongest journals to emerge in the nationwide canon of university magazines... the design takes risks, pushes limits, plays pranks, and keeps inviting the reader/viewer back for more... the design is marvelous."

The 1987 faculty editor was Robert Papinchak.
CMA chapter 2nd in U.S.

For the fifth time in six years, BSU's Construction Management Association (CMA) chapter has been named among the nation's best by the Associated General Contractors of America (AGC).

The BSU chapter finished in a second-place tie with Montana State out of more than 125 student organizations eligible to participate in the annual competition.

Boise State took first-place national honors in 1985-86.

An impressive fact is the BSU chapter's relatively small number of members. Many of the competing chapters have memberships that number in the hundreds.

Because BSU has a small chapter, "We have to emphasize our production per member in the competition," says Marv Gabert, the chapter's adviser.

The competition is based on projects undertaken by the student chapters during the academic year. The BSU chapter submitted information on 28 of its projects, the largest being its work on Idaho's bid for the Superconducting Super Collider (SSC). The BSU students researched cost and scheduling estimates.

Gabert estimates that the BSU chapter contributed 3,500 volunteer man hours to the SSC project.

Other projects included estimating work for the Boise Christian Home, and working on a project to determine the feasibility of a minority business advisory program to provide education services.

Kansas State took first place. Third went to Northeast Louisiana while Oregon State and Texas A&M earned honorable mention.

SUB fire costly

The Sept. 18 fire in the Student Union Building caused about $1.25 million in damages, Greg Blaesing, student union director, reported.

Blaesing said the costs include repairs, restoration and cleanup in addition to the replacement of damaged bookstore inventory.

"There was a significant amount of cleaning that needed to be done in the ceilings, and heating, ventilating and air conditioning units because of smoke damage," Blaesing said.

The fire was caused by spontaneous combustion of painting rags that were left by workers who were refinishing bookshelves in the bookstore, Blaesing said.
Ceramics exhibit showcases regional art

The largest exhibition of Northwest ceramic art in 15 years has been assembled by Boise State art professor John Takehara for a traveling exhibit that will tour the region through 1989. The exhibit features the works of 35 living ceramists from Idaho, Oregon, Washington, Montana and Alaska.

Lloyd Herman, curator, author and director of the Smithsonian Institution's Renwick Gallery from 1971-1986, wrote of the exhibit: "I am glad to see that the Pacific Northwest has ceramists resisting the bandwagon of trendiness. No new Art Deco or Memphis-style dinnerware here, or the ceramic equivalent of Neo-Expressionist painting... Can I pin a label on the work that John Takehara has selected to represent his region in this exhibition? No. 'Traditional' just doesn't fit everyone, though there are traditional objects here... Perhaps this exhibition will invite ceramists as well as critics and curators to examine what clay artists have made in the Northwest."

Among the prominent ceramists represented are Rudy Autio, a Montana artist whose recent works on the human figure combine sculpture and drawing; Frank Boyden, an Oregon coast ceramist whose ceramic vessels depict salmon and raven motifs; Montana pioneer ceramist Frances Senska; and Robert Sperry, Washington, whose platters feature coiling segments of clay. Boise State artists in the exhibit are Takehara and Ronald Taylor.

Northwest Ceramics Today debuted Sept. 28 at the BSU Gallery of Art. The exhibit's itinerary for the next two years is:

- April 4-29, 1988: Charles Russell Museum, Great Falls, Mont.
- May 6-June 26, 1988: Yellowstone Art Center, Billings, Mont.
- Feb. 3-March 5, 1989: Prichard Art Gallery, University of Idaho.

The exhibit is funded by Boise State University's College of Arts & Sciences, the Idaho Commission on the Arts, and several private and corporate sponsors.

Universities have long served a dual, sometimes conflicting role. Guardians of the past, gate to the future, they seek a balance between old and new, respect and a healthy irreverence.

Northwest Ceramics Today, an exhibit of Pacific Northwest ceramic art, demonstrates that our schools have successfully nurtured experimentation within a context which respects the skill and form of the past. Curator John Takehara captures through only 35 exhibits the revolution which began here and has changed attitudes toward ceramics all around this country, lifting clay works from craft to serious art. Indeed, several of the artists shown here are now included in international exhibits.

All this change has taken place in an atmosphere of affection, if not reverence, for the long tradition of folk art. Takehara knows this history well, and has chosen his pieces to represent the sources of change and the consequences. Viewers who don't have Takehara walking beside them, telling an endless stream of anecdotes about each exhibitor, will have to do some reorganization of the catalog, which uses an alphabetical rather than historical sequence.

Frances Senska was quietly teaching pottery at Montana State University showing students like Rudy Autio the strength to be found in folk form and decoration. Two of Senska's modest lidded stoneware bowls show how much a master can achieve with continued explorations of a traditional form.

Nearby, two signature pieces by Autio use the thick, honest form of the folk tradition and the lovingly colored and delineated female nude to create something entirely new, insouciant, jaunty, entirely western US of A in feeling. Autio's angels and nymphs manage to keep their feet in the mud without losing their charm. By turns, Autio's effect on his students can be seen elsewhere in the exhibit, the blend of real and fanciful shows in two pieces by Autio's successor at the University of Montana, Beth Lo.

Those who continue to work within conventional form have a place in this show, also. Takehara is an examplar; his enormous saggar-fired vessels seem to contain their own history as
they combine refined form and rough, almost informal texture.

Frank Boyd's platters and vessels are gaining respect nationally (his work is currently on exhibit at the Institute for Contemporary Arts and Crafts in Boston, for instance). The eternal shift from life to death plays itself out on the side of a tall vessel, as a salmon at the end of its life becomes food for a waiting raven. Loosely, sensitively incised shapes glow with the random beauties which are part of the anagama firing technique (falling ash from the kiln produces the glaze).

A style which I shall arbitrarily label as rococo outrage has emanated regularly from the studio of another important Northwest figure. University of Washington professor Howard Kottler follows the same dictate given his students: Do not repeat thyself. Two of Kottler's indescribable, finny pots are included in this show, but he can be best appreciated from the work of his student, Margaret Ford. Ford's tableaus are witty and beautiful at the same time, tiny narratives and private images for visions that can be enjoyed even if they aren't completely explained.

Where will ceramics go from here? Everywhere. Patti Warashina and Akio Takamori deconstruct the ideas of progress and communication in human affairs in showy style, while Anne Hirondelle's stoneware tea pots show that the most ordinary objects still contain much potential for original vision and spiritual power. Inward and outward, the flow will continue.

Jeanette Ross, coordinator of tutoring services at BSU, writes frequently on art and theater for a variety of publications. She hosts a program on the arts for cable television and is a folklorist/storyteller. Her novel K Ranch was published in 1984.
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Scholars

America's foreign policy and the teaching profession were hot topics on the Boise State campus this fall as a pair of major conferences closely examined the two subjects. In-depth analysis and keen insight into America's foreign policy filled the docket throughout the three days of the fifth annual Frank Church Conference on Public Affairs as some of the nation's top experts shared their thoughts on the United States' foreign affairs.

Three weeks later, BSU's "Year of the Teacher" celebration was highlighted by the two-day Mountain Bell Symposium on Teaching that featured distinguished speakers from the education profession.

According to BSU officials, both events were considered huge successes. "Without question, we had some of the foremost people who have written about American foreign policy," said BSU political scientist Greg Raymond after the Church Conference. "Putting aside former secretaries of state like Henry Kissinger, these people are at the top of their field. Among academics, you could not bring in more widely published people."

Among the list of distinguished speakers were David Newsom, a career diplomat with the U.S. State Department and former ambassador to Indonesia and the Philippines, and Dick Clark, former U.S. Senator from Iowa and former ambassador-at-large for the State Department.

In Raymond's opinion, the recurring theme among Newsom, Clark, and the other speakers was a deep concern about the direction of American foreign policy. At the conclusion of the conference, Raymond said the experts' presentations left him with three basic impressions.

The first is that since Vietnam, the American public is wary of putting its trust in its leaders in the area of foreign policy. "From the end of the Vietnam War to the present, various administrations have tried to put together a foreign policy based on some bipartisan consensus," said Raymond, who was a moderator during one of the conference's sessions. "But one theme of the conference is that the consensus was shattered by Vietnam and it's unlikely a consensus will be put together in the near future."

So instead of having the overwhelming portion of the public and the decision-makers agreeing about our role in world affairs, what our goals are, and the means to achieve those goals, there are different groups that disagree completely on what our role is.
examine foreign policy, education

"Therefore," he continued, "since Vietnam, we have had administration after administration frustrated in its inability to put together a foreign policy that gets the broad support that administrations prior to Vietnam tended to get."

The second theme, Raymond said, was that the public tends to rally 'round an administration during a crisis, but the support is quite often short-lived because it's later perceived that the crisis could have been avoided.

"What many people at the conference said is that when the consensus is broken down, an administration will seek to make forceful, aggressive acts as a way to get the support they apparently seek," Raymond explained. "For example, the bombing of Libya garners a considerable amount of support for an administration in the short run. But the danger is this kind of support is temporary and two weeks later people are asking, 'Why did we do that?' The gut reaction is one of patriotism and support, but afterwards people begin to ask questions.

"And it was the suggestion of some of the speakers that an administration will use these crises with greater frequency to gain support again," Raymond said the Church Conference speakers feared that a foreign policy like that could create a dangerous situation. "What we could see would be crisis decision-making substituted for good, sound policy-making," he remarked.

The third theme of the conference that Raymond observed was a "preoccupation" with foreign policy. "When we think of crises, we think of dealing with the Soviet Union, the Middle East, Nicaragua, or Cuba," he said. "The fear is that these crises may blind us to some problems that we will have to face in the next several decades. These problems that will emerge are crises, but not the kind we're used to thinking of. They could be environmental in nature, like problems with food and water, and they may sneak up on us. While administrations may engage in crisis decision-making, there may be very little planning to prepare for the kinds of crises that may be very important to us at the turn of the century."

According to Pat Bieter, BSU professor of teacher education and chairman of the university's Year of the Teacher celebration, the Mountain Bell symposium was a fitting climax to Boise State's yearlong tribute to educators.

Presentations by three guest speakers and BSU President John Keiser, along with two panel discussions highlighted the symposium. Guest speakers Robert Skotheim, president of Whitman College in Walla Walla, Wash.; Elliott Eisener, professor of art and education at Stanford University; and Susan Ohanian, editor of Learning Magazine, all delivered memorable speeches, said Bieter and Richard Hart, BSU College of Education dean.

"Over and over again the speakers talked about teaching as a calling, not a job," Bieter said. "There was almost an evangelical fervor about it."

Hart said Eisener's statement that "The ability to think artistically, aesthetically, poetically or visually is just as important as being able to think in more scientific ways," was an important point that struck many of the symposium participants.

"I think a lot of what Eisener had to say touched a lot of the university faculty," Hart commented. "I think his message was aimed at elementary and secondary teachers, but it really had an impact on our faculty."

Both Bieter and Hart said they were impressed by the symposium's impact on prospective teachers. "I had one young man who is a teaching candidate come up to me during the symposium and say, 'The bad part is that I won't be teaching for a year and a half.'" Bieter said. "He told me, 'I want to start Monday, I'm ready to go now.'"
China in retrospect

By Peter M. Lichtenstein

My year in China has come to an end. I sold my Flying Pigeon bicycle, donated my small collection of books to my department library, and tearfully bade farewell to many very close friends. In the true Chinese tradition, all my students and colleagues came to see me off. Each one wanting to join me in the van which took me to the Tianjin airport. I shall never forget the sadness I felt as the van drove through the university gate for the very last time.

I doubt my Boise friends will recognize me as I re-emerge in Western civilization. I am 20 pounds lighter, and I have replaced my addictions to chocolate, Big Macs and burritos with addictions to fresh vegetables, fish and rice. I have also developed a new appreciation for many things which I previously took for granted. And I have learned a great deal about both China and the United States.

Topping off my “Things I Have Learned” list is the profound lack of understanding which most Westerners have always had of China (and all of Asia for that matter). What little information we have had about China has too frequently come from sensationalist journalists with only second- or thirdhand knowledge of events, and from “intelligence” officers sitting at desks in Washington D.C., or in the U.S. Embassy in Beijing. And public opinion today is all too often influenced by ideologues on three week tours who shape their opinions before ever leaving U.S. soil.

Our ignorance of China is made worse by school and university curricula which require that students take courses in Western civilization but not in Asian civilization. The study of social science, philosophy, language, and the arts and humanities is almost entirely directed at European culture. It is not surprising, therefore, that what we know of China is limited to the Great Wall and American-style Chinese food.

A very close second on my list is the unspeakable tragedy of the Great Proletarian Cultural Revolution. That revolution was launched by Mao Tse-tung in the mid-1960s in an effort to regain the power which the Communist Party had taken away from him. Mao unleashed the Red Guards, masses of rampaging young people who responded to his call to spread disorder and to “purify the minds and souls” of the Chinese.

The Red Guards sought to condemn and eliminate centuries of Chinese traditions. They wanted to rebuild China on the basis of Mao’s thoughts, and China’s feudal past was believed to stand in the way of this. So the Red Guards defiled monuments, demolished ancient temples, and destroyed cultural relics. Evidence of this destruction can still be seen all over China, a stark reminder of the horrors which ended only a decade ago.

During the late ’60s and early ’70s, many idealistic American young people supported the Cultural Revolution because they thought it was necessary in order to attain the glorious socialist ideal of a classless, collectivist society. I am embarrassed to confess that I was among those who spoke in favor of the Cultural Revolution.

I was duped, as was everyone else. We had no idea of the human cost of that movement. The merciless imprisonment and torture of millions of innocent people (many of whom became my friends) by the Red Guards, and the murders and executions, suicides, family separations, and career interruptions brought untold misery and suffering to almost everyone in China.

There is no question in my mind that the Chinese name for their socialist revolution and for the establishment of the modern socialist state of China is an appropriate one; they call it Liberation. The Chinese
were indeed liberated. And there is also no question that their centrally planned socialist system was enormously successful. That system lifted China out of dire poverty and rebuilt an economy that had been exploited for decades by foreign powers and then destroyed by years of war. Today, everyone is fed, clothed and housed. This is indeed a remarkable accomplishment. Capitalism would never have been able to achieve the same successes.

Yet the third item on my Things I Have Learned list is that centrally planned socialism no longer works in advancing the material welfare of China. The system that brought China to this point is the same system that will keep it from developing further. Since 1949, the centrally controlled system has instituted an incredible number of constraints on individual choice and economic activity, a practice which still continues. Unless these constraints are eliminated, or at least reduced, there is little hope that the Chinese economy can fulfill the dreams which party leaders have of material abundance and social equality.

Indeed, the economic reforms that I wrote about in the Spring issue of FOCUS are intended to reduce the number of constraints and to decentralize decision making authority and responsibility. But implementation of these reforms has proven to be far more difficult than I thought when I first arrived in China last year. I think we will have to wait for the next generation of Chinese to see any real changes.

The final item on my list is the shocking fragility of the freedom and democracy that we in the U.S. take for granted. Many Chinese look upon the U.S. with great admiration, and sometimes with envy. They especially admire our political and economic freedoms. What I find shocking is the willingness of so many Americans to give up these freedoms. The popular support of Oliver North, the persistent attacks on individual liberties by religious groups, the cavalier attitude which some have toward the rights of self-determination of other nations (especially Central America), are very perplexing to the Chinese. Having experienced life in a society without these freedoms, I find myself perplexed as well. It sometimes seems to me that we hover on the brink of tyranny, often coming precipitously close to losing many of our freedoms.

This past year has been the most intense, and most wonderful experience of my life. My eyes have been opened to another world and I have come to a more sober understanding of life in both China and the U.S. I have also seen the inner beauty of China and I have experienced the warmth of the Chinese people. Leaving China has been like ending a love affair; it ain't easy. Zai jian!

Peter Lichtenstein is teaching in the BSU economics department after spending a year as a Fulbright professor at Nankai University in Tianjin, China.

Editor's note: Professor Lichtenstein's column in the spring issue of FOCUS was transposed in production. Readers who wish the correct copy can receive a transcript by writing or calling the FOCUS office.
Teacher Campaign Nears Goal

The Year of the Teacher Campaign has reached the $250,000 level, reports campaign chair Adelia Garro Simplot.

The Boise State University Foundation is sponsoring the Year of the Teacher Campaign to raise $350,000 for projects that will benefit both present and future teachers. The campaign, through private support, will help to ensure quality and excellence in BSU education programs. The support will provide funding for education scholarships, excellence in teaching awards, a symposium on excellence in teaching, a pilot international education exchange program, and equipment.

In recognition of their gift to the Year of the Teacher Campaign, donors contributing $25 or more will receive a special "Year of the Teacher" leather bookmark.

Donors making gifts of $1,000 or more to the campaign will be recognized as Chaffee Associates, the BSU Foundation's premier giving society. They will also be designated as "Education Fellows" and their names will be engraved on a plaque placed permanently in the Opaline Schoolhouse on the BSU Campus.

The Year of the Teacher Campaign concludes December 31.

$100,000 Received for Scholars

BSU has received $100,000 from the estate of John and Bertha Case to establish scholarships in music and education.

John Case was a longtime secretary/manager of the Boise Elks Lodge prior to his death in 1948. His wife, Bertha, worked as a milliner in Boise. She died last December at age 92.

The gift will be placed in an endowment named after the Cases, with the interest used for scholarships. Half of the scholarships will be used for the new marching band and the other half will be placed in BSU's Year of the Teacher Scholarship Fund for use by education majors.

BSU Ambassadors Selected

Twenty-nine students have been named Boise State University ambassadors to represent the BSU student body and assist with various university-sponsored activities. The newly inducted ambassadors are involved in campus tours, student recruitment, legislative receptions, the Alumni Association's Top Ten Banquet, pre-game receptions, and the Foundation's phonathon.

Giving Notes

The investment firm of Burroughs and Hutchinson has committed $5,000 to the BSU Foundation for the establishment of an endowed library fund for the purchase of books in the finance area.

Idaho Congressman Richard Stallings has donated a full-fee scholarship to the university. The scholarship is funded from his congressional pay raise, which he voted against. Eligible recipients should reside in the 2nd Congressional District, with preference being given to non-traditional students.

The Paul and Marjorie Hintze Family Athletic Endowed Scholarship has been established in memory of longtime BAA booster Paul J. Hintze, who died in June. The owner of Boise electrical contracting business Quality Electric, Hintze was a BAA board member from 1983-86. Contributions to the Hintze scholarship may be made to the BAA, 1910 University Drive, Boise, ID 83725.

Margaret Lawrence of Boise has donated the Lawrence family collection of books to the BSU Library. The collection numbered several hundred titles, including several extremely rare books.

The Boise State University athletic department has announced the establishment of the Jeff Foster Athletic Endowed Scholarship. A center/forward on the Bronco basketball squad, Foster was killed in an automobile accident in September. Contributions to the scholarship fund can be sent to the Bronco Athletic Association or the Boise State University Foundation.

Phonathon '87 Underway

The BSU Foundation is currently conducting Phonathon '87 in an attempt to raise $25,000 from alumni this year for the Greater University Fund. Every dollar raised for the Phonathon will be matched by Mountain Bell's $25,000 gift challenge. Mountain Bell announced its gift earlier this fall in support of the Year of the Teacher Campaign.

Over 175 students, faculty, staff, and alumni volunteers are making calls each night to BSU alumni nationwide. Money raised will be used to fund scholarships, the library, equipment and teaching awards.

The Centennial Club to Celebrate Idaho's 100th Birthday

The Centennial Club has been created by the BSU Foundation in recognition of Idaho's Centennial being celebrated in 1990.

The Centennial Club provides a giving opportunity for the university's alumni and friends to sustain a bridge between what Boise State receives in state funds and what it must have to achieve its highest potential. Its support not only recognizes Idaho's 100th birthday, but also BSU's role as Idaho's university for the state's second century.

Membership in the Centennial Club is extended to those contributing $100-$499 to the BSU Foundation during the year.
Now you can support the Boise State University Alumni Association and its proud tradition of service in a new way, by accepting and using the BSU Award MasterCard.

Boise State University Alumni Association has arranged for the Idaho First National Bank to issue this specially designed MasterCard for our members and friends. And what’s more, the Association will receive 40% of the annual fee of $25.00 as a royalty plus a percentage of each retail purchase you make on the card. This adds up to significant dollars for the Association. And you pay nothing extra.

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| Position | Business Phone |
| Annual Salary* $ | Other income $ | Source of Other Income |
| Home Monthly Payment $ | Social Security Number |
| Own | Rent $ | Nearest Relative’s Name and Address |

*Any non-child support or separate maintenance income need not be included unless you wish to have it considered as a basis for repaying this obligation.

| CO-APPLICANT | | |
|--------------|-----------------|
| Name         | Birthdate       |
| Employer     | Years with this employer |
| Position     | Business Phone |
| Home Phone   | Annual Salary* $ | Social Security Number |

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Selland named VP

Larry Selland has been named BSU’s executive vice president, the position responsible for the administration of the school’s academic and vocational technical programs.

Selland has been in the post on an acting basis since last spring when the results of a national search were “inconclusive,” according to BSU President John Keiser.

Keiser said Selland’s combination of experience and effectiveness met the selection criteria already established for the position.

Selland came to BSU in July 1986 as dean of the School of Vocational Education. Prior to that he served for nine years as state administrator for vocational technical education programs. In 1983 he was appointed by Gov. John Evans to administer the Idaho Commission for the Blind.

He replaces Richard Bullington, who was named in July to fill BSU’s new post of vice president for information extension.

AT&T computers go to geology

AT&T has donated $181,442 worth of computer equipment, software and upgrades of existing computer equipment to Boise State University’s geology/geophysics department.

According to Paul Curtis, AT&T account executive in Boise, the university will receive six personal computers, two midrange computers, two nine-track tape drives and a STARLAN local area network which has the capability to interconnect the personal computers. In addition, AT&T will upgrade an existing computer which the company previously contributed to BSU.

The AT&T products will be used to develop new graduate-level curricula in geoscience research and to monitor earthquakes for the Idaho Digital Seismic Network.

In addition, the computer equipment will be used in assessing seismic data as it applies to energy research, especially oil field development.

“This donation shows AT&T’s commitment to higher education while at the same time gives university researchers the tools they need to advance the data network industry,” said Curtis.

“The computer and networking products are going to improve BSU’s computational capacities to a great extent, enabling Boise State to compete at a national level,” added geology spokesman Jack Pelton.

AT&T has been sponsoring the equipment donation program since 1984.

Historic photos go to library

The Idaho Statesman has donated approximately 125 boxes of negatives, dating back as far as 1939, to the BSU Library.

“It’s like a daily history of Boise,” said Tom Shanahan, Statesman chief photographer. “There’s some fabulous stuff. It’s more than 40 years of perspectives on the city. There’s lots of shots of old cars and old downtown buildings, for example. You can see how downtown Boise was much different back then. We’re really the only ones who record the city’s history on a daily basis.”

He said most of the negatives were 4x5 black and white shots taken by former Statesman photographers, but that some color film from the 1980s was included.

11 Broncos named best in Sky

Eleven former Boise State standout athletes were named to the Big Sky Conference’s 25th Year Silver Anniversary Football Team in September.

The team was selected by 25 Big Sky athletic administrators and media members who have covered the conference. Twenty-five players were selected on both the offensive and defensive squads.

According to Arnie Sgalio, Big Sky Information director, the conference will name a 25th Year Silver Anniversary Basketball Team next March.

Following are the former Broncos named to the Silver Anniversary Football Team. Also listed are the players’ position, last season played at BSU, and hometown:

**Offense**
- Mark Villano, center, 1978, Pocatello
- Cedric Minter, running back, 1980, Boise
- Jim McMillan, quarterback, 1974, Caldwell
- Don Hutt, wide receiver, 1973, Boise

**Defense**
- Markus Koch, defensive end, 1985, Kitchener, Ontario, Canada
- Randy Trautman, tackle, 1981, Caldwell
- Michel Bourgeau, tackle, 1983, Montreal
- Doug Scott, tackle, 1979, Montreal
- Carl Keever, linebacker, 1984, Boise
- John Rade, linebacker, 1982, Modesto, Calif.
- Rick Woods, defensive back, 1981, Boise
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PSYCHOLOGY

Gervin Chastain will present his paper "Order of Character Analysis and Paratypal Identification Symmetry" to the annual meeting of the Psychonomic Society in Seattle, Wash., Nov. 8.

Chastain recently has had two articles accepted for publication. "Effects of Unchanging Clutter on Peripherally-Processed Attention Shifts" will appear in Social & Behavioral Sciences Documents, and "Target Letter Inclusion in Single and Multiple Word Substrings and Identification Accuracy" will appear in The Journal of General Psychology. Chastain also recently has served as a special reviewer for Memory & Cognition.

PAVILION

Dexter King has been named to the board of directors for the International Association of Auditorium Managers and elected director-at-large. King has served in a variety of offices for IAAM over the past 11 years.

The IAAM is a professional association representing more than 1,000 administrators of stadiuma, auditoriums, arenas, exhibit halls and convention and performing arts centers throughout the world.

POLITICAL SCIENCE

Gregory Raymond's paper "Systemic Polarization and the Transformation of Alliance Norms" has been accepted for presentation at the national convention of the International Studies Association in St. Louis, Mo.

John Freimuth was a panelist on "State Environmental Policy" at the American Political Science Association annual meeting in Chicago in September. He also presented a lecture on decision-making at the National Park Service training course for park superintendents at Delaware Water Gap, N.J., in June.

Freimuth will be a member of the policy review team at Glen Canyon National Recreation Area to assist the National Park Service and the Bureau of Land Management develop grazing management policy for the area. He has written a chapter on "Cross-Boundary Natural Resource Management" which will be published by Greenwood Press in a book on outdoor recreation policy.

Alex Pattakos was chairman of the panel "From Nation to State: An Assessment for 'Perspectives on the State of State Legislative Research'" at the American Political Science Association annual meeting in Chicago in September. Moncrief is a member of the program committee for the Western Political Science Association meeting scheduled in San Francisco in March, 1989.

HEALTH SCIENCE

JoAnn T. Valey presented her paper "Women and Aging" to the Idaho Medical Record Association Convention in May, and the paper "Aging: A Woman's Challenge" to the July convention of the Idaho Health Care Association. Valey is a member of the National League for Nursing accreditations team for a site visit to Jamestown College, N.D.

BIOLOGY

Richard McCloud participated in the 1987 educators forum sponsored by the U.S. Forest Service in the grasslands of the Caribou National Forest.

Dotty Douglas attended the joint annual meeting of the Ecological Society of America and the Botanical Society of America in Ohio State in August, where she presented her paper "Dental growth and demography of Sialis vehiculata in relation to its glacial river gravel bar habitat."

Douglas received a National Geographic Society Research Grant for the past summer to continue her work on Satchell wliow, an Alaskan glacial river gravel bar shrub.

PERSONNEL

Jane Bauer led the committee recently formed by the state Department of Employment with Butrey Food and Drug Stores and the stores' union to help find new jobs for Butrey workers being displaced by recent Boise and Pocatello store closings.

Bauer also was a member of the executive committee of the YWCA 1987 Women in Management seminar.

MUSIC

Michael Samball was music director and conductor, and Lynn Berg was stage director and sang the part of The Father in the Boise Opera production of Humperdinck's Hansel and Gretel in early October.

Madeline Hauf's article about contemporary composer Oliver Messiaen's music "Messiaen In His Time" was published in the May-June 1987 issue of Piano Guild Notes.

ART

John Takeheart was the recent recipient of the Boise City Art Commission's 1987 Jack Skolgefe Award for Excellence in the Arts. Takeheart, a ceramicist, received the award for his excellence in the visual arts.

Al Kober was a guest artist for August at the Idaho Falls Art Guild's Corner Gallery at the city's public library. Kober displayed sculptures that featured bronze casting, welded metals and stainless steel, as well as paintings, wood and various mixed media.

Photographs by Brent Smith were selected for two national juried shows last spring and summer. His color photographs were included in LeGrange XII at the LasMarr Dodd Art Center, LeGrange College, Ga., and for the Central Pennsylvania Festival of the Arts at Pennsylvania State University, where he was awarded first place in the exhibition.

ECONOMICS

Charlotte Twight was selected to attend the conference "Institutions and the Environment of Liberty" June 28-July 5 at Big Sky, Mont. The conference was organized by the Political Economy Research Center and sponsored by Liberty Fund.

EDUCATION

Lamont Lyons is Idaho's coordinator for the National bicentennial Competition on the Constitution and Bill of Rights for high school students. The project is co-sponsored by the Center for Civic Education and the Commission on the Bicentennial. Lyons recently attended ceremonies honoring the Constitution in Washington, D.C.

Richard Hart has been re-elected to a three-year term on the board of directors of the Northwest Regional Educational Laboratory. The research organization, headquartered in Portland, serves the Pacific region, Hawaii, Alaska, Washington, Oregon, Montana and Idaho.
SOCIAL SCIENCES AND PUBLIC AFFAIRS

Robert C. Sima joined representatives from 90 colleges and universities at the Fort Lewis, Wash. ROTC Camp Adventure in July to observe cadet training.

COMPUTER SYSTEMS AND DECISION SCIENCES

Wita Wojtkowski was named the outstanding participant at the Summer Institute in Management Information Systems at the University of Minnesota July 5-Aug. 7.

PHYSICAL EDUCATION

Former chairman Bill Bowman recently was inducted into the Idaho High School Activities Association Hall of Fame.

PHILOSOPHY

Warren Harbleon delivered his paper "The Primacy of Innayoga in the Bhaajarad-Gita" for the Association for Asian Studies on the Pacific Coast last June at Willamette University in Salem, Ore.

MATHEMATICS

Alan Haurath spent three weeks in May and June at the University of Chile conducting joint research with Raul Menashevi. The project was supported by a National Science Foundation grant made to Boise State.

At the end of July, Haurath, with a grant from the NSF to the University of Montana, traveled to Bogota, Colombia to give a lecture at the 13th National Congress of Mathematicians.

He and Menashevi have one paper accepted by Applicable Analysis and another accepted for the 20th anniversary issue of The Journal of the Colombians Mathematical Society.

Robert Juola will work as a statistical consultant on a project with the Veterans Administration Medical Center researching properties and behavior of saliva and salivary problems of the elderly.

HONORS

Wallace Kay represented BSU at the Western Regional Phi Kappa Phi Convention in Portland, Ore. in August.

William Mech addressed the Elmore County Rotary Club and the Boise Kiwanis Club on "The SSC: What it is, and what does it mean for Idaho?" in August.

Mech also spoke to the local chapter of MENSAS on the Honors Program and related opportunities.

Cooperating with Idaho's bid to bring the superconducting super collider to the state's INEL site, Tom Stitzel and Jerry LeCave (business), Dick Reifman (physics), Walt Snyder (geophysics) and Bill Mech (mathematics) all reviewed parts of Idaho's proposal.

SOCIAL WORK

Arnold Panitch attended the 1987 national leadership conference of Neighborhood Reinvestment Aug. 22-23 in New Orleans, La. Panitch serves on the board of directors of Boise Neighborhood Housing Services, Inc.

RADIOLOGIC SCIENCES

Tom Kraker has been installed as president of the American Society of Radiologic Technologists, and will travel throughout the U.S. this year to represent the society.

Gary Cuyades's article "The Psychosocial Dimension of Professional Continuing Education: Behavioral Intentions" has been published in the Radiologic Technology Journal of the American Society of Radiologic Technologists.

THEATRE ARTS

Philip Attleson has been named assistant playwright chairman for Region 7 of the American College Theater Festival.

FINANCIAL AID

Rita Shelley has been appointed to the institutional management services committee for the National Association of Student Financial Aid Administrators.

Lois Kelly has been elected president of the Idaho Association of Financial Aid Administrators. As state president, she serves on the executive council of the Western Association of Financial Aid Administrators.

ENGLISH

Jan Widmayer has been elected to the executive board of the Northwest Interinstitutional Council on Study Abroad, a consortium of nine universities that sponsor programs in France, England, Germany and Italy.

Carol A. Martin recently published her article "Art and Myth" in Joyce Carol Oates's The Sacred Marriage in The Midwest Quarterly's summer issue. Martin's essay on anti-Semitism in the serial review of George Eliot's last novel Daniel Deronda has been accepted for publication in Victorian Periodicals Review.

KBSU

Tim McCartney served as a presenter on technical management at the University of Wisconsin's annual Broadcast Engineering and Management Seminar Sept. 14.

STUDENT SERVICES

Jan Centanni and students Larry Thraher and Pam Willey attended the annual conference of the Association of Handicapped Student Service Programs in Post-Secondary Education held in July in Washington, D.C.
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Harvesting ideas
—A special section on entrepreneurship
Merrill Saleen made his first prototype in 1970 with a brassiere strap and two plastic baggies. That was his somewhat humorous solution to a deadly problem.

Saleen had watched a fellow fly fisherman drown on the Salmon River in 1954 when the man slipped while wearing waders. The waders filled with water and took him under.

The problem stuck in the Meridian High School teacher's mind for years — how to create a life preserver that could be worn without hindering the wearer. In 1970 he made his brassiere/baggie model. Five years and three prototypes later, Saleen had developed SOSpenders, an inflatable life vest that can be worn comfortably — as a pair of plastic suspenders — until needed. With a tug of a lanyard, an attached CO2 cartridge inflates the suspenders into a "Mae West" style life preserver.

Saleen had identified a problem and developed an elegant solution.
to it. But Ralph Waldo Emerson's adage to "build a better mousetrap and the world will beat a path to your door," did not materialize. In the 1970s the Coast Guard was not approving inflatable life preservers. The airline industry expressed interest in them for passenger life preservers, but Underwriters Laboratory (U.L.) refused to approve the product because there were no CO2 cartridges or valves capable of withstanding salt spray corrosion tests. Saleen's marketing was limited to word-of-mouth sales, primarily to sports and commercial fishermen in the Northwest and Alaska.

In June 1987 Saleen, "tired of fighting, tired of banging my head on a solid wall," sold his patented life preserver business to Scott Swanby, a marketing specialist, and Stephen Buckey, a CPA. The two Meridian men are working full time to turn Saleen's invention into a profitable business. The inflatable preservers are receiving more favorable response from the regulating agencies, they say. And they believe their combined expertise in marketing and business can propel SOSpenders into a winning venture. But even if the industry and federal regulations can be overcome, Swanby and Buckey still face a serious problem: money.

"Everybody wants their cash now," Buckey says. The businesses that supply the raw materials—the plastic, the CO2 cartridges, etc.—demand cash on delivery. The process of obtaining Coast Guard approval is expensive. "It's a helluva big risk," says Swanby. "You don't know where your next paycheck is coming from. But we believe."

"We believe" is said in almost religious tones. Like most entrepreneurs, their burgeoning business has become their life's passion. Sacrifices are accepted and endured with the promise of greater glory beyond. "Tuna fish sandwiches are still in the picture," Buckey jokes. But one can tell he has caviar in mind for the future.

Entrepreneurs come in all styles. There are those like Swanby and Buckey: businessmen who are hoping to nurture someone else's idea into a profitable success. There are inventors who try to market their own products, and there are individuals who have not created a new product, but simply have figured out a way to do something a little better, a little more efficiently. By its broadest definition, an entrepreneur is anyone out on his or her own in the marketplace.

The word entrepreneur connotes success. It conjures up Horatio Alger stories, or perhaps to Idahoans, J.R. Simplot and Joe Albertson. By diligent hard work, thrifty habits, shrewd planning and bold risk taking, an American with a new idea or invention can become a self-made millionaire. There are enough past and present examples to prove that American dream.

But more often than not, entrepreneurs fail. They fail at alarming rates. The U.S. Department of Commerce reports that 50 percent of new businesses fail in their first year, 70 percent fail by the second year, and 92 percent never make it past the fifth year.

Risk is the chisel that carves the entrepreneur. Deftly handled, it creates something of enduring power and beauty. But hit it wrong, and the work is shattered. The entrepreneur may perceive the risk as minimal and calculated—or the entrepreneur may not even see the risk at all.

"The people I've seen who've been successful were successful because they didn't realize they couldn't do it," says Ron Hall, director of the Idaho Business Development Center, located at Boise State University. "They didn't know all the rules."

But anyone entering the marketplace faces formidable odds and those daunting failure rate statistics. "The risks of running your own business are so high, when that's evaluated with the option of going to work for someone else, why in the world would you want to do that?" says Hall. Many beginning entrepreneurs, he says, work 70 hours a week, take only 5-6 vacation days a year, work in semi-isolation and earn less than equivalent positions in the corporate world.

Who are these people, wanting to subject themselves to such conditions and risk? "Entrepreneurs seem to be loners," says Bong Shin, chairman of business management at BSU. "They don't like to take orders. They don't like being a cog in a machine. They like to be their own boss, have their own ideas, take risks. Entrepreneurs, adds Hall, are "people with very little patience for highly structured systems, people who can reduce a problem to a very simple statement."

Idahoans are particularly predisposed to entrepreneurship, believes Hall. "We come from a whole population of people who started farms and ranches and lumber mills and stores," he explains. "Coming from a strong agrarian base we have people not unaccustomed to taking risks. We have a heritage, you might say, as opposed to somebody in Detroit where most of the families have always worked on a payroll."

Mark Denton, president of the Boise-based consulting firm for entrepreneurs, Mark Inc., agrees. "Idaho has a lot of
A heritage of chance

creative ideas. They tend to be self-sufficient, bootstrap type individuals." There is another aspect of Idaho that leads to a high number of entrepreneurs—the lack or loss of payroll employment. Hall believes many businesses are started, not to fill a gap in the marketplace, but to fill a gap in employment. People lose their jobs and rather than leave the state for work, they try to create their own employment. "They see it as a filler until they can get back into their profession," says Hall. These businesses, spawned out of frustration, fail at a much higher rate than other businesses, says Hall, and may be responsible for the increasing failure rate of Idaho small enterprises.

The ideal entrepreneurial business is spawned from a different sort of frustration. Many entrepreneurs, says Denton, are "people who have seen a problem and seen a solution. A lot of them come out of frustration—there's got to be a better way."

Predicting the success of a venture can be considered in mathematical terms: S = F x E x C. Success equals the Problem it solves times the Elegance or Efficiency of the solution times the Calibre of the entrepreneurial team. "Knowing math," says Hall, "if there's a zero in any one of those, you go broke."

This mathematical formula, however, omits one factor that many entrepreneurs in Idaho cite as the single biggest obstacle to their success: capital. "Idaho is void of venture capital," says Denton. "There's a lot of activity but no money.

Venture capital is money invested by individuals, corporations or trust funds in promising business ventures. Major population centers—notably California and New York—have numerous venture capital corporations whose sole business is to invest in burgeoning businesses in hopes of reaping big profits. In Idaho the few venture capitalists are individuals who do not openly broadcast their availability. "They would be bombarded" with proposals, says Denton, explaining their low profile.

The traditional lending institutions shy away from most entrepreneurial ventures because of the perceived risk. Department of Commerce director Jim Hawkins said at a September venture capital conference that he has been "frustrated" by the unwillingness of Idaho banks to support new business ventures. But, he said after talking with the banks' chairmen, "I think you're going to see some changes." But Shin believes that "banks don't like to listen to new ideas. You need a venture capitalist."

One Idaho entrepreneur, Gil Davis, inventor of the Davis Flying Wing Alpha sport plane, lamented the attitudes of the Idaho lending institutions. "They're used to very conservative investments," he says. "They'll go out and put their money in a restaurant and lose it—and then do it again." But new ideas, he says, are routinely rejected.

Denton likens the situation to a chicken hatchery. The businesses are being hatched, he says. "The problem is how to keep the chick alive after you incubate it. There needs to be a bridge built between the chicken coop and the feed house." He advocates a venture capital clearinghouse run by the Department of Commerce. Such an institution would connect venture capitalists with entrepreneurs while protecting the privacy of the prospective investors.

Hall announced the initiation of a somewhat similar institution—a venture capital club—at the venture capital conference. The club, to be organized by the Idaho Economic Development Center, is "primarily for people who are looking for financing," says Hall. He hopes the club will eventually attract venture capitalists interested in investing.

But Hall argues that the lack of venture capital may be overrated as a deterrent to entrepreneurs in Idaho. "We beat this thing about capital," he says. "But if you look at the businesses that have done well, they didn't do it with venture capital. Accessing business capital is an effort that people have to keep their minds open about. Being innovative about getting capital is important. Maybe that money comes from relatives, friends, or suppliers willing to loan money because you're going to buy of lot of their products."

Others, like Shin, acknowledge the nonventure capital successes of Simplot, Albertson and others. But Shin suggests "we could have had more" such success stories if venture capital were more readily available.

Because so many entrepreneurs are craftsmen or inventors first and businesspeople second, education is seen as a key to helping entrepreneurs obtain capital and effectively manage their businesses. Hawkins termed education "absolutely paramount and up front" for economic development. Shin notes that "we have so many people who have entrepreneurial characteristics, but so many times they fail because they are impulsive." Boise State's growing entrepreneurship program will guide budding businessmen in such areas as business planning. "The business plan tells how much money you need and how much money you'll need to make," says Shin. "Without that well-thought-out plan, many people starve to death."

Hall and others believe the in-state creation of small entrepreneurial ventures may be more important to Idaho's economic growth than trying to attract large out-of-state corporations. Statistics from 1984 show that Idaho had 25,231 businesses with employees. All but 452—2 percent—were classified as small businesses. And half of all Idaho businesses employed three or less people. Nationally, recent net increases in employment have come from small businesses. Large corporations as a group have been maintaining status quo or laying off employees.

The entrepreneurial spirit that built a major farm economy from the Idaho desert, created one of the largest supermarket chains in the country, and produced the only 100 percent American-made microchip company, may be Idaho's best hope for a healthy economy. With the decline of the traditional big three industries—mining, agriculture and timber—new entrepreneurial ventures may be Idaho's only alternative. Says Shin, "I don't think we have any choice."
In Peking or Paris
profit isn't always
the key to entrepreneurship

Worlds away

The American entrepreneur? He's considered a wheeler-dealer, a go-getter, a pool-hall hustler in a three-piece suit. Because his business ventures often involve a high level of risk, he's granted a certain notoriety—perhaps that of a latter-day riverboat gambler.

The American entrepreneur is lionized for his business acumen and eccentricity. In our society he's J.R. Simplot, Donald Trump, Ted Turner.

The entrepreneurial spirit is certainly not limited to the United States, but describing the non-American entrepreneur often requires supplemental discourse because he represents different things to different countries; it depends on your definition of entrepreneur.

By Bob Evancho
According to Webster, he is "one who organizes, manages, and assumes the risks of a business or enterprise." That description, however, is much too restrictive when discussing entrepreneurship abroad.

To characterize the entrepreneur in China, for example, you must consider the changes in that country's political and economic landscape during the past decade.

Until the late 1970s, individual enterprise activity as we know it was forbidden in China. But a few years after Mao Tse-tung's death in 1976, China's new leaders began to relax their grip, albeit slightly, on their 1 billion citizens. Under Deng Xiaoping, domestic reform has been introduced in an effort to reshape China into a modern world power, and unprecedented shifts in economic policy have allowed Chinese businessmen to actually dabble in capitalism.

But Pete Lichtenstein, a Boise State University economics professor who recently returned from an 11-month trip to China, where he taught economics at Nankai University, insists the entrepreneurial spirit has always existed there—you just need to distinguish Chinese from American entrepreneurship, he says. The difference? Its current economic reforms notwithstanding, China's entrepreneurial efforts are collectively defined and accomplished, Lichtenstein says.

"In the United States or any capitalist country, entrepreneurship is usually defined as finding an unfulfilled need and fulfilling it in an efficient way, and in the process becoming wealthy," says Lichtenstein, whose trip was made possible by the Fulbright Exchange Program.

"The wealth is the incentive. We assume that in a capitalist society you are rewarded with a profit. But I think that some could argue that there is a native impulse [in entrepreneurs] to be resourceful. And I think the Chinese people there are tremendously resourceful. ... But their efforts in the past have been collectivized under the authority of the [Communist] Party—the group does it."

Lichtenstein points to the Yangtze River Bridge in Nanking as an example. During the 1950s, the Chinese began plans to build a bridge across the Yangtze. Western engineers, however, found the river's bedrock floor too much of a challenge and decided not to pursue the project. Engineers from the Soviet Union stepped in, but when the Sino-Soviet split occurred in the late '50s, they withdrew—with the bridge blueprints.

"So here was China with these plans and almost no technological know-how," Lichtenstein says, "and yet they pulled it off—all by themselves through their own resourcefulness and their own initiative."

When they were done, the Chinese had constructed a two-tier, 5,170-foot bridge that took 7,000 workers and 10 years to build. "I think that is a tribute to Chinese entrepreneurship," Lichtenstein says.

And that type of ambition and initiative is being given more freedom in the Chinese marketplace today. "With the reforms, the Party is giving more responsibility to local enterprises," Lichtenstein says. "The Party is trying to create market opportunities as we would conventionally know them in Western society. Entrepreneurship is slowly being individualized by the Party. They're even holding successful entrepreneurs up as symbols. It's bizarre picking up the newspaper and seeing Deng Xiaoping glorifying the role of the entrepreneur in China."

Yet China remains a nation under Communist control where individual ambitions are secondary to the state's. Lichtenstein believes Deng must move forward carefully in a way that won't threaten the country's Marxist substructure.

"Every time you push a little further in the direction of reform and individualism, you create a conservative backlash, which brings the pendulum back again toward collectivism; the opponents to reform are thus assured and the situation quiets down," Lichtenstein comments. "I don't think China will ever become capitalistic because the authorities will never let the power be decentralized."

Nevertheless, Lichtenstein foresees a continuation of a more capitalistic perception of entrepreneurship in China. "Many of the leaders now believe that these reforms do not necessarily undermine the socialist idea; it is still possible to be a socialist and still be an entrepreneur," he remarks. "This is a concept that they're trying to work with now."

In the Soviet bloc countries of Eastern Europe, entrepreneurship also carries a different meaning than it does in the U.S., say Polish natives Gregory and Wita Wojtkowski.

"It's my personal belief that because there is a shortage of everything in Poland, and there is the effort [by the government] to control the populace, people are forced to be entrepreneurs in the crudest sense of the word," states Wita Wojtkowski. "This is how some people survive."

Wojtkowski should know. She and her husband, both professors of computer systems and decision sciences at BSU, left Poland for the United States as a young married couple in 1968. And things hadn't changed much when they visited their homeland two years ago. "It's still a controlled economy that is sluggish and hasn't been allowed to reach fruition," Wita Wojtkowski says.

Although Polish farmers enjoy relative autonomy and are allowed to sell their products after fulfilling certain government-mandated quotas, most other businessmen aren't as fortunate. As Wita Wojtkowski says, it's often a matter of survival.

Her husband agrees. "Small store owners and small manufacturers have difficulties from time to time because of the government," says Gregory Wojtkowski. "When the government wants more money, it will hit them with additional taxes, and sometimes that wipes them out. ... The government doesn't want them to become rich. Someone in the government finds out about their success and gets jealous and they get killed with taxes."

"Then they're forced to restart—usually in a different place, under a different name, and doing something a little differently. Most of these people know they won't be in a certain business forever because they'll end up being destroyed. The government simply doesn't want them to grow up and become a big company. Because of these conditions, many of these entrepreneurs have to become innovative."

How? Through a black market.

"That's where the real enterprise is done," Wita Wojtkowski remarks. "There's an enormous black market—everything from books, scientific and literary, to baby cubs. It's so large because there's a shortage of everything. And it's
not just the exchange and barter of goods; it's the manufacture, too. It's an underground economy."

"People also travel out of the country, not to see things, but for business purposes," her husband adds. "They'll bring back salable goods from other countries and sell them for a profit. Not hundreds, but two, three, or four items, things like clothing that they can hide and not have taken away."

Western Europe's definition of entrepreneurship may be more in line with America's, but it appears the similarities principally end there. At least that was the impression Alan Frankle received during a recent trip to Belgium, Great Britain, West Germany, Switzerland, and Liechtenstein.

"We didn't really observe a lot of entrepreneurial activity in the countries we visited," says Frankle, a Boise State professor of finance. In May, Frankle and seven BSU students, along with a group from the University of Tulsa, made the trip for a firsthand look at the European economic and financial world. The students and professors visited bankers and businessmen in the five countries during their three-week stay.

When asked for his impressions of entrepreneurship in those nations, Frankle says he was surprised by what he observed: Most of the people he met had little or no desire to strike out on their own. Frankle attributes that chiefly to the attractive benefits most Western European firms offer their workers.

"We got the impression that most of the business people there became employees of large firms and went for the security of a good job," Frankle offers. "We noticed that employees receive tremendous fringes in terms of days off, vacations, sick leave, education benefits, and so on."

And most of those he met, Frankle adds, apparently were content to be company men. "They seemed pretty well set up with their jobs and it appeared they were going to be in those positions for a long time," he says. "There isn't that upward movement within the corporation like we see in this country."

"The Protestant ethic we see over here I always assumed we got from Europe, but it was somewhat absent over there, even in Germany, which is one of the world's better producers in terms of efficiency.

"It appears that people there just decided that there was more to life than working. The way they spend their time and money is not the way of the American entrepreneur. Our entrepreneurs are working 14-16 hours a day and putting their earnings and savings into their businesses. In Europe, at least from what I observed, it seems people are more interested in vacation times and driving Mercedes and BMWs; they weren't ready to pay the price to go off on their own."

Of course there are exceptions, Frankle adds. Entrepreneurs in Europe are usually in a position of wealth and power before they begin their enterprising venture.

Frankle believes two other factors have hindered entrepreneurial efforts in Western Europe: high taxes and a cozy relationship between big business and government.

"The tax situation in Europe appears to be in a state of flux like it is here," he comments. "But the rates have been very high and are definitely a detriment to entrepreneurial activity."

Frankle points out, however, that some governments have been reducing their tax rates in an effort to stimulate entrepreneurship. Part of the reason, he explains, is an effort to limit the number of fly-by-night businesses that avoid paying taxes. "They make money with a product, take off, and establish residency elsewhere," Frankle explains. "By reducing taxes, the governments are trying to make entrepreneurial activities more attractive to [taxable] businessmen."

Although the countries Frankle visited may be promoting entrepreneurship, he believes small businesses may be facing unfair competition because of preferential treatment larger firms are receiving. "We found a very close relationship between big business and government during our trip," he reports. "I'm not sure why the governments favored them over small businesses, but I would think it would not help entrepreneurial activities."

One solution to the shortage of entrepreneurs in Western Europe, Frankle says, is to adopt an attitude of pursuing global entrepreneurship. "Actually, it's something we all should do, not just those countries," he states. "We have to start competing in economics other than our own. Entrepreneurs need to become global in their outlook and expand beyond their own borders, which is good because people will start to do what they do best. And if some country does something better than you, their product is going to be less expensive and of higher quality."

After all, isn't that what entrepreneurship is all about?"
Risky business

By Bong Shin

Many people dream of owning and managing their own business and "being their own boss." But only a portion of these potential entrepreneurs ever make an attempt and very few of them succeed. Ninety percent of all new business ventures never become reality, even though we hear more about success stories than countless others who have tried and failed. The primary reason for venture failures is the lack of management skills and lack of experience. Listed below are some management tips for would-be entrepreneurs as they may consider embarking on the journey into the uncharted world of entrepreneurship.

**Know Yourself.** Dreaming is not enough; nor is having creative ideas. Converting them into successful ventures make an entrepreneur. The first step for any start-up venture is to think and plan ahead rather than plunge into a venture merely because it fits a preconceived image and/or personal dream. In thinking and planning ahead you may want to list your strengths and weaknesses, paying special attention to your business experiences and education. You need to be honest with yourself. A certain degree of mental toughness is in order. The harsh reality is that launching a venture is highly demanding and stressful.

**Develop a Business Plan.** After taking an inventory of your strengths and weaknesses, if you are still convinced and committed to the idea of commencing with a business venture, it is time to get serious by developing a business plan. Successful entrepreneurs are not gamblers. You need to reduce the level of risk involved by preparing a sound plan. Not to plan is analogous to planning to fail. There are a number of sources you can consult to aid you in developing a business plan. Three main ingredients necessary for a well-prepared plan include:

1. Set goals to determine what it is that you are trying to accomplish in relation to the products (services) and the market.
2. Develop action plans through which the goals are obtained — how will the products and/or services be produced, how much money is required in delivering them, and who is going to be accountable for what activities.
3. Control activities and evaluate the results so as to initiate corrective actions, if necessary.

**Set Realistic Goals and Action Plans.** It is very important to set meaningful, rather than vague goals. They should be realistic and measurable. Likewise, the action plans should lay out in detail the steps necessary to achieve each goal. More specifically, you need to develop a financial plan, marketing plan, and personnel plan. Brief discussion on these plans follows.

**Determine Capital Requirements.** Undercapitalization frequently leads to business failure. Entrepreneurs tend to be overly optimistic and often misjudge the financial requirements of starting up a new venture. You may want to seek qualified outside assistance if you are not certain about how to arrive at cash flow requirements, break-even points, etc. In fact, one of many reasons for developing a business plan is to obtain adequate funds to start and run your venture.

Bankers tend to shun ventures backed by little investors' money because they usually are risk avoiders rather than risk takers. They wish to make sure that their loan to the venture is protected. On the other hand, investors and entrepreneurs are calculated risk takers; many are even willing to risk their entire life savings. You may wish to find investors who can provide you with money and/or other resources to help you successfully launch the venture.

**Research the Market.** You should spare no expense in the search for marketing information. Very often, entrepreneurs do not perform an adequate job in gathering marketing information, but rely on their wishful thinking and rumors.

You must search for as much factual information as possible on who your customers are, what they do, how they behave, and why they think as they do. Listen actively to what they say — your entrepreneurial life depends on it.

**Find Key People.** Few of us can do everything a business requires, nor is each of us interested in the same task. We spend most of our time on what we like and do well. Typically speaking, a sole entrepreneur cannot perform all functions well. Entrepreneuring requires more skill and competence than one individual is capable of. You should carefully analyze the kind and nature of the tasks that are essential in carrying out your goals. Thus, it is very important for you to find key people.

**Keep Track of Performance.** It is critical to put your finger on the vital activities. An appropriate record keeping system is a prerequisite. A budget is a useful tool. When properly designed, it forces the entrepreneur to actively think about the main activities in relation to what costs how much and what profit each brings in.

You need to be alert and flexible. Make sure that all activities mentioned here are constantly monitored and evaluated. Keep one eye open at all times to what the market is saying and how your product(s) satisfies customers. You also need to evaluate the overall performances. Have the goals been accomplished? Have the action plans been carried out properly? Why and why not? If not, why not?

Lastly, you need to remain "lean and mean" in the event that your venture has turned out to be a success story. Remember that nothing can be more dangerous than past success for your future success.

Bong Shin is chairman of the department of management in BSU's College of Business. He received a Ph.D. in management systems from the University of Georgia. He has written several publications on management, ethics, and organizational behavior, and is on the editorial board of the Journal of Behavioral Economics at Western Illinois University.
Where there are human beings, there is the entrepreneurial spirit... the desire to create, to improve, to build. How do entrepreneurs think? Is money important to them? How do they view work? How do they view themselves? FOCUS asked three of Idaho’s leading entrepreneurs these questions and more in an attempt to learn what motivates these unique individuals. Participating are:

- Duane Hagadone, Coeur d’Alene, newspaper publisher and developer of the new lakeside resort/convention center The Coeur d’Alene.
- Sybil Ferguson, Rexburg, founder of the Diet Center weight control program and franchise system.
- Robert Hansberger, Boise, founder of Boise Cascade Corporation and now president of Futura Corporation.

Q. When you were first getting started in business, what were some of the obstacles you had to overcome?

HAGADONE: When you first start, you’ve got to establish credibility, and you’ve got to establish financial ability. It took a tremendous amount of effort at my young age. I made up my mind that I did have an opportunity. I was not going to see that opportunity evaporate through lack of effort or trying. It is not easy to get established. It’s hard to get doors open. There is only one way that you develop credibility and that is through performance, and you can’t do that the first day on the job.

HANSBERGER: In early years, it was lack of experience, lack of money. I think those are the two main hurdles that I recall.

Q. How did you select your business? Why did you get involved in that particular enterprise?

FERGUSON: I have suffered from being overweight from the first year that I was married. I gained 55 pounds with my first baby. Four years later I had four babies and weighed close to 200 pounds. In Rexburg, I went to a doctor for surgery, and he said I was in a total state of malnutrition. After the operation I decided that counting calories, skipping meals, and literally going on starvation programs must be the wrong way to diet.
I developed a program where I lost weight myself, and then started helping friends and neighbors. That was 18 years ago. As I began to be paid for my services, my husband, Roger, became very interested and after a year of watching the dieters succeed, he said "Sybil, you have a service that people need. I think I'll quit my job and we'll go into the franchising business selling the Diet Center."

**HAGADONE:** The backbone of the Hagadone Corporation is the communication division and since that was a family business, I started out as a young boy with a paper route. I always loved the sales side of the business, and I used to work summers and Saturdays and Christmas vacations selling advertising at the Coeur d'Alene Press. I just really enjoyed it, and continued, after college, to put forth all my energies and efforts. I loved the business. I loved to sell. We have done some diversification in the development area, through construction and apartment projects and now into the hospitality business, which has been very rewarding to me. And I think, after roughly 30 years in the newspaper business, these last four or five years in the hospitality industry have been exciting. I think it has been very good for me.

**Q.** Have you tried to plan your life . . . do you have a timetable for success?

**HANSBERGER:** I did at one time. When I finally got through business school I said to myself . . . I set a real tough target for myself . . . "I will be earning $400 a month." I thought at the time that was a good, meaningful objective. I don't think I have set a specific target since.

**FERGUSON:** We were under such pressures to keep the Diet Center ahead of the market, that at the beginning all we could do is just run to keep up with the demand. We opened our pharmaceutical plant, we opened our print shop, we had computers, we had a training program, we developed new programs. And so we were constantly running just to keep up.

**HAGADONE:** I never have had a timetable and I really haven't planned my life other than I have worked extremely hard and enjoyed my life. I like to leave all the options open. If someone would have told me five years ago that I would be in the mining business today or the hospitality business, or the dog racing business, I would probably have told them they were nuts. The first test of any new activity that we become involved in is that it is going to be fun, something that I can be proud of, that would really be a challenge, that would be worthwhile. Life has to be a two-way street . . . it not only has to be good for our organization, but it has to be good for the community, or the others that you touch in your development.

**Q.** What motivated you at first . . . money, a desire for success, a desire to help people? What motivates you now . . . has that changed from when you first started?

**HAGADONE:** I always have been goal oriented. There is no question that I was on an incentive program for the Coeur d'Alene Press and I was interested in making more money in those very early days. As time has gone on, however, I really believe the money has become less of a factor. I do get a great deal of pleasure out of working with others. Seeing people's lives improve . . . there is a great deal of personal satisfaction out of that area. I love the development business. I love to build. I've always had to have some type of building project under way for the last 15-20 years. And seeing the newspapers fulfilling the needs of the community gives me a great deal of satisfaction. That's what really keeps me moving these days.

**FERGUSON:** Diet Center has never been motivated for money. I helped dieters for a year to lose weight because I wanted them to feel the success that I had experienced. Knowing that that's the way dieters felt, I felt like I had something that was so unique and so special that I wanted to tell other people.

**HANSBERGER:** The example I can speak most specifically about is a company called Ram Golf Corporation, which we started completely from scratch in Chicago. I got involved in it because there was a concept, a vision of what could be done. Tied in with that was the opportunity for financial gain, but the primary consideration was the fun of carrying out the idea, executing the vision. If you put your hand on the tiller and the ship eventually begins to swing, there's a lot of fun in seeing that happen. I think the opportunity for financial gain is a part of it and I think all of my life I have tried to combine the two.

**Q.** Did you ever think you were on the wrong track . . . did you ever want to give up?

**FERGUSON:** I knew that this program worked, that it was right—that when people follow the program, it works. I never had any doubts that this program was the best that there could be.

**HANSBERGER:** I don't know that I have wanted to back up because of lack of confidence, but the fact is that I have backed up and gone in different directions a number of times. I have considered seriously being a preacher. I did in fact become a teacher and liked it. I worked as an engineer and enjoyed it. I made a change in direction and went into business after that. Those are rather abrupt and I think significant changes in direction. They were to go into something I thought would be more fun, and not because I lacked confidence in what I was doing.

**HAGADONE:** The only people that don't make mistakes are the people that don't do anything. Certainly we've had
projects that on the surface looked good and when we've gotten into them, they have not turned out that way. If that's the case, we'll bite the bullet, and say, "Hey, we gave it a try and it's not really what we wanted to do and it doesn't fit our style, and so let's cut our losses and move on to bigger and better things."

Would you describe yourself as goal oriented?

HAGADONE: I would very honestly say that I'm a dreamer. All my life I've had dreams of plans and projects that I would like to be involved in. I guess I've never really had time to sit down and talk about specific goals.

FERGUSON: Rog and I are both goal oriented, and we are both project oriented. People had invested their life savings and we had to know where we were going with every dollar so that we didn't jeopardize that.

HANSBERGER: I think I am goal oriented. My own may not be that sharply defined, but I think anything I get involved in must have a well-defined goal for itself.

How do you feel about work? Do you regard what you do as "work" in the traditional sense of the word?

HAGADONE: Absolutely not. I love Monday mornings. When I've got an opportunity and I've got a full week ahead of me, I get frustrated when I find that it's the end of the day. It's just a great thrill for me to do what I'm doing; it's nothing but play and great enjoyment and great satisfaction.

FERGUSON: I think about Diet Center 25 hours a day. I love my work. It stimulates me. I am constantly thinking and — I think it makes you feel young and excited about life.

HANSBERGER: I guess one of the definitions of work that I like is that work is something that you do because you have to, not because you like to. I guess everything else is either a hobby or entertainment, you do it because it is fun to do. Building companies and developing companies is fun, so it is hard to classify it as work.

I think there lurks in everybody a gap between what they can accomplish when they are traveling at cruising speed instead of idling speed. To me the difference between work and fun lies in the amount of that difference that you can tap and apply and utilize. When you reach into a person and tap that motivation, you are tapping a resource that is very underutilized in the country. Frankly, that is the task of business leadership.

How do you feel about money? Where does it fit in your life?

HANSBERGER: It is an important ingredient mainly because it's kind of the way you keep score. If you are accomplishing, creating opportunities for people, or creating growth, somewhere along the way there should be a way to measure that through the creation of value. That's where money comes in. The quality of money as it relates to achieving, as it relates to satisfaction, as it relates to accomplishment, is not in having it; it's in the creation of it. Having money should not be a destination. It's the process of creating value, of making money, that is fun, and the emphasis is on the making, not the having. It's more fun to make it than have it.

HAGADONE: As I look back, the younger I was, the more important money was to me. Today, I don't really look at that as a scorecard or as an important factor. Certainly, any business, to be successful, has to be profitable, and a lot of people lose sight of that. You can't do anything today if you don't have all the ingredients. So whether we like it or not, money does play an extremely important part in what we do. And if I want quality way above the normal cut, which is a trademark of our organization, somewhere along the line, we've got to make money to develop other projects of the magnitude and that quality that we want. When you take on the projects of the magnitude that we do, it doesn't come through mirrors; it takes a tremendous amount of financial resources to do these things and you can't keep doing them unless there is a fair profit. And I do believe that when you perform a service, you're entitled to a fair and just profit.

FERGUSON: People in the Diet Center business have been more service oriented than money oriented, but money is a wonderful way of measuring their success. And money is essential in becoming successful in business. It takes money to make money.
young boy growing up on the shores ... I personally feel that I have made a major contribution to our community and the area that we serve. I'm extremely proud of the projects that we have been involved in, and I really get excited when I think that we have close to 2,000 people working in our organization. There's a tremendous amount of pressure to make sure that those people get their paychecks every week; they depend upon you. And again, there has to be the two-way street. And I also know that the larger you get, you have jealousy; you have people that are not in favor of bigness. The fact that we are able to provide jobs — what I think are good, safe, quality jobs — gives one a great deal of satisfaction.

HANSBERGER: To me, success lies in the feeling that you've added something constructive. You've applied some thinking, some motivation, some effort, or some money and created something that is (a) different because of what you inputted and (b) it's not only different, but it's better. That's the way I'd define success.

Do you feel that you are a risk-taker ... more so than the average citizen?

FERGUSON: Definitely. Rog and I are definitely risk-takers. We're excited about new businesses. In fact, Rog is starting up several new businesses right this year. We are going into the rabbit business, and the chicken business. We bought a trout farm in Blackfoot. We are excited and our minds are thinking of new and different ways, innovative ways, to formulate and produce business.

HAGADONE: I don't think there's any question about that. The opportunity to make money and to be successful normally doesn't come from just following what everyone else has done. Normally, the higher the risk, the higher the opportunity for success and reward, if you are successful. The decision of go or no go pretty well rests right on your shoulders. I like that responsibility. I think I thrive on it. I know the buck stops at my desk and if I make a mistake, then I've got to pay for it. But we do the best we can to minimize those mistakes. I also feel that we characterize our company as one that doesn't follow the normal mold. And I like that. I don't like to follow the drum that everybody else beats. I like to be a little bit different. I always try to come with that little sizzle, that something a little different that people talk about, rather than just the cookie-cutter type approach. That gets back to the fun of trying to be creative and it has worked extremely well for us.

HANSBERGER: By the popular description of risk taking, I very much am a risk-taker. Maybe by my own definition I'm less of a risk-taker than it seems on the outside, because I like to think that by now I'm betting on a known quantity — myself. I know what I can do and I know what the answers are and I know how to get there. So you can say that's very conservative to bet something on that. To the outside world, it may look like a long, long chance. It may look like Las Vegas.
**Q.**

What advice would you give to someone just starting in the business?

**A.**

HANSBERGER: Do your homework. Take full advantage of that priceless feeling of insecurity that comes along with inexperience. And use that, along with the fear of failure, to try to take the first steps in a very carefully considered analytical way. It's not sure. It's hard work. But in the final analysis, it's all part of the creative process. And if the objective is a worthwhile one, if the vision is a good one, it deserves an awful lot of tedious work, particularly the first time or two around.

HAGADONE: One needs to get a good education, and build from that solid foundation. You need to hook on with absolutely the best people in whatever field you can. I absolutely believe that you've got to start at the bottom of any business. The one thing that nobody can take away from you is a good education and a good basic understanding of businesses. There are no free lunches out there today. You have got to be willing to roll up your sleeves. You've got to put forth that extra effort. One needs to sit down and determine just what their goals are or what their needs are. It's going to take that extra effort if you want to become an entrepreneur. If your goals are at the high end, you've got to make sacrifices. I love what I do. I would rather be down here working on a project on a Saturday morning than I would be out trying to take five bucks off my friends on the golf course. I can't tell you a time that I've ever gone to work, because it isn't work...it's fun, it's rewarding.

FERGUSON: First of all, they need good credit. If they're women starting up a business, they need to develop a relationship with the banker. They need to have established credit. They need to have credit cards in their own names. They need to have money in savings. They need to have a plan developed and clearly, precisely written out. I don't think that anyone without taking these steps will be successful. You have to have enough money to make money. When you are in business, it doesn't matter what kind of business it is, you are never your own boss, because your customers determine what your business means. It is 14 hours a day on the job; 25 hours a day thinking of the job...a total commitment in order to be successful.

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BSU gives business a boost

The similarities in the initials may be a bit confusing, but one thing is clear: The services offered by the Idaho Business and Economic Development Center (IBEDC) at Boise State University are a boon to Idaho's businesses.

The IBEDC, directed by Ron Hall, is the command center that presides over the Idaho Small Business Development Center (ISBDC) and the Idaho Economic Development Center (IEDC). The two subdivisions were established because they receive federal funding from two separate government branches: the ISBDC from the U.S. Small Business Administration and the IEDC from the U.S. Economic Development Administration.

Administered by BSU's College of Business, the IBEDC's two subdivisions offer assistance and support ranging from consulting services to state-of-the-art technological information from the National Aeronautics and Space Administration (NASA).

The IEDC is a resource for supporting and encouraging economic development in Idaho. Its primary objectives are to contribute to the economic development of the state and to assist Idaho's universities and colleges in their participation in that economic development.

Eligible IEDC clients include both private sector businesses and public and quasi-public organizations whose primary objective is business and economic development.

The ISBDC serves as a focal point for linking together the resources of higher education, the private business community, and federal, state, and local governments. Its efforts focus on providing in-depth quality assistance to small businesses in all areas that promote growth, expansion, innovation, increased productivity, and management improvement.

Here's a closer look at what the IBEDC has to offer Idaho's businesses:

TECHNOLOGY INFORMATION SERVICES

Directed by Gale Pooley, four computer-based services are available:

The Idaho Consultant Registry is a referral system that links business consultants who offer their expertise with customers who use the free service.

The Idaho Business Index is a listing of businesses and organizations in the state. It includes approximately 13,000 civic groups, churches, and government agencies, and an estimated 50,000 businesses. It lists name, address, city, number of employees, and type of business or activity.

The Idaho Market and Demographic Index is not complete yet, but it will eventually include 15 years' worth of market and demographic information on all 44 Idaho counties that will be useful for businesses that want to do market studies.

The NASA Data Base System has access to 1,200 NASA data banks at the University of Southern California in Los Angeles. The system can be used to research journal articles and other information on business topics and other subjects like agriculture, medicine, world affairs, science, and law. Clients are linked by telephone and computer to USC, where a professional researcher assists with the data search and then relays the information to a viewing screen in the Simplot/Micron Technology Center.

For more information, contact Pooley at 385-1511.

TRAINING

Jim Lanham, IBEDC training director, and guest lecturers conduct conferences and workshops that address a wide range of business topics.

The seminars cover such subjects as business planning, working with financial statements, and operating a home-based business. Lanham targets all kinds of business people with specialized seminars. For example, a "Meet the Lenders" conference will be held for women on Dec. 4.

Lanham can be reached at 385-1839.

CONSULTANT SERVICES

Dick Miller of the IEDC, and a lecturer in the management department, offers business consulting and research. Business plans, financing, operation, and marketing are other fields in which consulting is offered.

Call Miller at 385-1640.

ECONOMIC DIVERSIFICATION

Directed by Rick Ritter, economic diversification includes business feasibility and start-up research; state, regional, and national teleconferences; industry forums; the formation of venture capital clubs; and the Idaho Economic Diversification Project (see page 40). For more information, contact Ritter at 385-3689. The ISBDC's in-state toll-free number is 1-800-225-3815.

Boise State's College of Business offers several other services in addition to those of the IBEDC:

The Program for Management Development (PMD) is an annual residential manager education course held at Bogus Basin during the summer. The two-week program features lecturers from BSU, other colleges and universities, the banking and law industries, and major corporations. It is tailored for business managers and offers an intense individual developmental experience that focuses on personal knowledge and skills to meet current realities.

Contact David Ripley at 385-3861, or Jerry La Cava at 385-1127.

The college's Distinguished Speaker Series features such business experts as former presidential advisor Roy Ash, Boise philanthropist Velma Morrison, and beer magnate William Coors. The college usually hosts one or two distinguished speakers a semester.

Idaho Business Week is a one-week summer program designed to bring Idaho high school students the inside story on business operations and the private enterprise system. Students stay on the BSU campus for the conference. For more information, contact Pat Shannon at 385-3786.

The College of Business Career Days hosts speakers from all disciplines, numerous types of businesses, and various academic backgrounds. The college has offered Career Days for nine consecutive years. Contact Gordon Pirrong at 385-3461.

The Idaho Council on Economic Education (ICEE), which is administered by the College of Business, provides the state's students with a variety of challenges that reflect the demands of today's business. The activities include the Future Problem Solving Bowl and the Stock Market Game.

For more information on the ICEE, contact Jerry Draayer, 385-1193.

The college also offers a variety of teleconferences, conferences, and workshops throughout the year. This semester, for example, workshops titled "Accounting on the Personal Computer," "Tax Planning on the Personal Computer," "Introduction to Microcomputers," "Managing People," and "Guerrilla Marketing," were offered. For more information, contact Ripley at 385-3861.
Grants give hopefuls a taste of honey

By Bob Evancho

How sweet it is for Kent Wenkheimer and his comb honey business.

The Peck beekeeper knows how the costs of a new commercial enterprise can sting like one of his little friends, so when the Idaho Economic Diversification Project (IEDP), which is administered by Boise State University, offered financial assistance to support entrepreneurs with new business ideas earlier this year, Wenkheimer and his wife, Sharon, applied.

The Wenkheimer have been in the comb honey business for several years, selling their product to wholesalers in the Western United States. But as his business grew from 100 to 600 hives during the last five years, Wenkheimer began to explore the possibilities of marketing his product overseas. And thanks to the IEDP, he is receiving financial aid and support services to test his product in the international market.

"I think I can sell it in Germany, Saudi Arabia, Japan, and Kuwait," Wenkheimer says. "There's definitely an overseas market for this particular product."

Wenkheimer is using the funding from the IEDP to market his comb honey in the four countries. The money will help pay for brochures, translating the brochures from English, and chemical analysis of the comb honey. "It seems they're a lot more concerned in Germany and Japan about what they're putting in their mouths than we are," Wenkheimer comments. "They want to know exactly what they're eating, so we have to have the product analyzed."

Wenkheimer has been running his business in addition to holding down a full-time job as a substation operator for Bonneville Power in Orofino. By next year, he hopes to devote all his time to his bees. "You spend a lot of time and effort with comb honey production. It's very labor intensive," Wenkheimer states.

The Wenkheimer are among the inaugural group of 15 budding Idaho entrepreneurs who received $1,500 in cash and up to $1,000 in support services to research their business ideas. The research focuses on such issues as availability of natural resources, plant and equipment needs, labor force requirements, distribution and marketing systems, and financial planning.

The IEDP was formed earlier this year to provide funding for small businesses that showed the potential to strengthen one of Idaho's natural resource industries, provide jobs for Idahoans, and bring new dollars into the state's economy. The project is sponsored by the Idaho Business and Economic Development Center in BSU's College of Business and primarily funded by a grant from the U.S. Economic Development Administration. The Idaho Department of Commerce and
BSU also contributed funding. Four other states have launched similar projects.

A committee of economists and industry experts selected the 15 grant recipients from 75 applicants. The business ideas ran the gamut, from an aerial tram linking Boise to Bogus Basin to potato-based skin-care products. On Nov. 18, the recipients will present the results of their efforts at a statewide teleconference.

According to Rick Ritter, IEDP director, there are tentative plans to continue the project and award more contracts for two more years.

Two other recipients are Idaho Falls residents Ken Koller and Paul Reep, who are studying the feasibility of building a world-class kayak raceway in the Snake River. According to Koller, the raceway could prove quite beneficial to the state’s economy and whitewater enthusiasts alike.

"It would give us a chance to pump energy into an area that has had kind of a decline, like most Idaho cities have had," Koller says. "I saw this as an opportunity to do something for the city that would attract tourists, competitors, and spectators. It could help economic development in this area by having an attraction that would be regional, national, and even international."

Reep, a silver medalist in national kayak racing and an expert in the field of whitewater safety, originally approached Koller, who owns a marketing consulting firm, about the possibility of a whitewater raceway in Eastern Idaho.

"Paul came to me and said, 'Gee, South Bend, Ind., has this neat little [kayaking] facility and we don't have anything like that in the West. This is really the natural kayaking center of the country. How do we get something like that started?'" Koller recalls.

With the IEDP they were able to conduct market research and pay for preliminary engineering site selection costs.

Assuming they receive more financial assistance, Koller and Reep plan to form the Snake River Whitewater Project, Inc., a non-profit organization designed to raise funds for construction of the raceway. Because of its non-profit status, the project will be eligible for additional grants, Koller explains.

With the proper financial backing, Koller believes the raceway will become a reality—and probably in time for Idaho's centennial celebration in 1990.

The Idaho Fish & Game Department also supports the idea because the raceway will probably serve as a fish ladder for migrating game fish along the Snake River.

How will the course work? According to Koller, it will be between 400-500 meters long with a winding ditch or trough that will have obstacles strategically placed to create various turbulence, eddies, and flows. The course will also have a gradual drop of 12-20 feet from start to finish.

When it's completed, the raceway should be the finest of its kind in the world, Koller says. And by controlling the flow of water with the course's headgate and removing or altering the obstacles, the raceway could accommodate rafting, canoeing, inner tubing, and be used to form a water slide, he adds.

Another Eastern Idaho entrepreneur who received funding from the IEDP is David Trapp of Victor. Trapp and his wife, Juli, are studying the manufacture of a line of glass-top tables made from local travertine.

Trapp calls his entrepreneurial effort a "good old, American capitalist, money-first venture." But if it's successful, Trapp believes it will help the economy. "Eventually, we hope to hire people to run this business—that's what we're shooting for," he says.

Although he contends the IEDP's requirements were not flexible enough, Trapp also sees the project's financial assistance as an investment in the state's economy. "I think supporting small businesses is the best thing you can do," he says, "because most employees in this country work for small businesses. I think we made good use of the [IEDP] money; it will help make this venture viable and help it stand on its own."

Travertine is a calcium carbonate deposit formed by hot springs and rivers. It is generally less coarse and takes a higher polish than stalactite and stalagmite, which are similar in chemical composition and origin. Trapp buys the travertine from a quarry in the vicinity of nearby Swan Valley, where there was geothermal activity 20,000 years ago.

The Trapps' interest in turning travertine into tables was spurred not only by their entrepreneurial spirit, but by the product's artistic appeal. Trapp builds custom hardwood furniture and his wife is an artist. "We're both involved in design as part of our work, and when we saw how these rocks were cut at the mill, we were curious as to what we could do with them," Trapp says. "We thought the travertine was a creative opportunity, an outlet."

The tables, Trapp believes, have plenty of potential. "Artistic ventures are notorious for not making you rich," he comments. "But now it looks like it has the potential to bring in a lot more money than we're bringing in with our other businesses."

"But then, we've never had a business fail. We do high-quality work and produce high-end products. I know what the market is like and I know design and designers. We know this will be a success."

Spoken like a true entrepreneur.
Sweet success

Hard work and imagination go a long way for three BSU alumni

Making money from making merry

By Bob Evancho

Wanna party? Paula Forney can help you if you do. Forney is the co-owner of Events Unlimited, a 10-month-old Boise business that will do all or part of your party planning. So the next time you’re preparing to host that festive social event, remember: Boise has a party pro who can make your soiree special.

Actually, when Forney and her partner, Patty Goodson, decided to start their own business, they weren’t sure what form it would take. “The important thing,” Forney recalls, “was that it had to be convenient so I could work around my schedule with my family.”

And with Events Unlimited, Forney enjoys the best of both worlds: a niche in the Boise market and a business that doesn’t demand all of her time. “That’s why I enjoy it so much. I have two kids and Patty has three, and we can fit the business around them,” she says.

Three years ago, however, Forney wanted to stay home with her children, who are now 5 and 3. After working for seven and a half years in Sen. Jim McClure’s Boise office, Forney decided to “retire,” stay at home, and devote her time to her kids.

But after two years Forney, who graduated from Boise State in 1977 with a degree in secondary education, decided full-time domesticity “wasn’t as fulfilling,” as she had hoped; hence the formation of Events Unlimited.

“We’ve done a variety of things with the business,” Forney says. “We did a wedding from start to finish and we’ve been hired to act as consultants, giving ideas on how to do a party. Every event we’ve done differently.”

Events Unlimited’s total involvement is just that. Forney and Goodson will write invitations, decorate, hire caterers and florists, rent halls and equipment, and perform other party-giving duties if that’s what their clients want. The events they have worked have included private dinner parties, large corporate gatherings, and political campaign banquets.

Forney, who is the current secretary of the BSU Alumni Association, believes Events Unlimited is becoming a solid member of the Boise business community with a growing reputation. “There’s definitely a need for this type of service,” she comments. “There’s a market for what we’re doing.”
At peak season, Ben Heidemann runs a 32-man crew on as many as six jobs at a time. He works for 350 clients, many of them dairy farmers in the Magic Valley.

Ben Heidemann's custom farming business is no small potatoes.

Hard work brings green harvest

By Larry Burke

"See this! This is my baby... this is where it all started!" exclaims Ben Heidemann as he points with obvious affection toward the old Freeman hay baler.

Heidemann's been riding high ever since he climbed on the $13,000 baler in 1971. Today, he operates one of—if not the—largest custom farming operations in the country from his sprawling headquarters near Kimberly.

His fleet has grown to 130 pieces of equipment, a $3 million inventory ranging from the old Freeman to state-of-the-art corn choppers and fertilizer trucks.

The key to that success, he says, is to provide services that farmers need and do the work better and cheaper than anyone else.

"We do it all... and we do it how they want it when they want it," he says. Diversity is important. Heidemann is the only one in the region who can bale, stack and swath hay; green chop hay and corn; haul pellets and beet pulp; haul grain; plow; and fertilize.

For the 1971 Boise State graduate, farming has become a big, big business. At peak season, he runs a 32-man crew on as many as six jobs at a time. He works for 350 clients, many of them dairy farmers in the Magic Valley. His annual overhead runs as much as $700,000, $250,000 of that just in replacement parts for the equipment.

When he started, Heidemann said his goal was to be worth $250,000 by age 35. He's long surpassed that. "Actually I'm a poor man because all the profits go back into the business," he laughs.

For all his present success, Heidemann was no overnight sensation. It has taken years of careful management and planning to get to where he is today.

Education, he says, played a key role. He knew he wanted to be in agriculture after spending boyhood summers on his grandparents' farm. But rather than study agriculture, he came to Boise State to learn how to run a business.

The lessons stuck. He still quotes principles taught by professors like his mentor Wayne White, Dale Blickenstaff, John Mitchell and Ellis Lamborn.

"Everything they said was right—be goal oriented, use good accounting practices, be diversified, be competitive," he says. "Everyone has an idea of how to make money. But today you need education to make it work. I wouldn't be as successful as I am without those professors at Boise State."

But there is one other important ingredient in Heidemann's formula for success—work, very hard work.

This fall was typical. By mid-October Heidemann and his crews could finally take a Sunday off after working 13-hour days in the corn since mid-August. In 16 years, he's taken two vacations; even though he owns a farm himself, he's never had time to work it.

Heidemann has built his custom operation despite the depressed farm economy.

"I've seen people in this business going along just fine and suddenly go under. That's not going to happen to me. Do I worry? You bet...I sit up straight in bed sometimes worrying about it," he says. "For a few it comes easy, but 99.9 percent of the time you have to start at the bottom and earn what you get. I've paid the price...and I'm still not there yet," he says.

"But," he laughs, "I don't know what I'd do with myself if I didn't have six or seven projects going at once."
“One guy at the Streets for People festival in Boise saw our dog with camouflage bags and said ‘Look at that Rambo dog.’”

These dogs like their new togs, invented and marketed by BSU alums Roger Nelson, right, and Darrel Hammon, left.

Photo by Chuck Scheer

Dogtogs send pooches packing

By Dan Gallagher

A "dog’s life" is supposed to represent a sorrowful existence, but dogs actually spend most of their time playing or sleeping.

“Dogtogs,” an invention of Boise State University alums Darrel Hammon and Roger Nelson, now let Fido carry his own weight.

Dogtogs are several pet-related devices in one, including dog saddlebags to let the family dog pack his own food, a wallet, rain gear, shotgun shells or just about anything.

The Dogtogs start with a conventional dog harness made of nylon webbing which fits around the dog’s chest. At the end of the harness strap is a loop which can be fitted through a seatbelt and cinched down to secure the dog against an accident or quick stop.

The bags come in six colors, from hot pink or purple to hunter orange or camouflage. They are produced in five different sizes and sold under the Pet Futures Inc. name.

Inventing Dogtogs was only the beginning of bringing the product to the public. Hammon, a junior high school English teacher who earned his degree from Boise State in 1982 and a master’s in English in 1986, and Nelson, who attended Boise Junior College and played football, had the desire but needed some technical advice.

The Idaho Small Business Development Center at Boise State came through with much of that information, helping the two establish a business plan and look at the product’s marketing strengths, Hammon said.

The Dogtogs seemed like a good item to Hammon and Nelson, but they weren’t certain how consumers would accept them. Mark Denton of Mark, Inc. of Boise allayed their fears by test marketing the device with 14 people around the Treasure Valley. Out of a 100 percent acceptance, the test subjects rated them 90 percent.

“One guy at the Streets for People festival in Boise saw our dog with camouflage bags and said ‘Look at the Rambo dog,” Nelson said. Friends in Alaska use one on their pooch to backpack and are able to carry about 70 extra pounds, he said.

“We wanted to make something fun,” Hammon said. “This is fun.”
helping others is part of Linda Clemens' nature. As a standout on the Boise State volleyball team, she worked as student director of the university's Volunteers for Youth organization, a program developed by the NCAA to allow college athletes to spend time with junior high school students. While working toward her B.A. in social work, Clemens was involved in volunteer fieldwork that included distributing food at St. Paul's Community Center.

But now Clemens' latest venture has taken her to the other side of the world, to the village of Bundibugyo in Uganda, where she and her brother, Bailey, also a former BSU student, are lay missionaries with their aunt, a Catholic nun who has been in the east central African nation for 18 years.

Linda Clemens, 23, and Bailey, 26, decided to join their aunt, Sister Mary, after Linda graduated from Boise State in the spring of 1986. The two Burns, Ore., natives arrived in Uganda in November of 1986 for a two-year commitment.

Since then, Linda Clemens, co-captain of the Bronco volleyball team her senior year and an ASBSU Hall of Fame inductee, has kept in touch with Darlene Bailey, her former coach at BSU. She also writes regularly to her parents, Del and Teresa Clemens of Burns.

Clemens' letters detail many of the sorrows of the poverty and sickness in Africa—including the treatment of AIDS patients. The letters also recount the adventures of adjusting to an uncivilized environment—from eating ants to dodging snakes.

Following are excerpts from letters Linda Clemens has written this year to her parents, Darlene Bailey, and her former teammates:

**January 20**

Hello! In Africa (Rutoro) that means greetings. Here is a short update of our experiences here in Uganda. Bailey and I arrived at our final destination in Bundibugyo on Nov. 23. It took us seven hours to go 48 miles on a muddy, curvy road. The roads are really unbelievable for traveling. It takes a four-wheel-drive truck and even they get stuck several times. Once we arrived we were greeted by the Ugandan priest, Sister Mary, and many young children. Their custom is to give a welcoming dinner with singing and dancing. The people are very happy and generous in most everything they do.

Our house is located on the highest knoll overlooking the beautiful valley of Bwamba. From our back porch we are able to see the country of Zaire in the distance. The land is filled with greenery such as matooke (banana trees) and tall elephant grass plants. The beauty is indescribable!

Our home is an old remodeled church. We have many interesting little critters that come into our abode ranging from bats to lizards to rats. Sister Mary says they are our friends because they eat insects. I don't know whether I'll be able to say that or not after a two-year stay.

At times, our water system works, but if not, we have to carry it from the river. There is no electricity, so the kerosene lantern is our companion in the evenings. We hope to have solar power sometime in the future. It's amazing how much time it takes just doing the daily household chores such as washing dishes, laundry, and cooking. I think I can truly say I know what it was like to live in the 1900s.

Besides the household chores, Sister Mary and I are working in the women and children's clinic, seeing anywhere from 40-80 patients a day. Bailey is the organizer for the finances and medical supplies. We three are working among the people, immunizing, visiting various villages, and teaching primary care to improve their health, nutrition and physical needs. Our main
purpose is to teach them preventative care so they can help themselves and others in such matters as malnutrition, dehydration, and many other preventable illnesses.

There are so many people with unmet needs here in Uganda. It is a very helpless feeling when you see a child close to death in a mother's arms because she has given the baby an enema of boiled tomato leaves to ward off the evil spirits. Not only do we have to teach them about health, but also help them realize their customs and native medicines can be very harmful to human life.

There are many variables here in Bundibugyo. First, we have no doctor to attend to the urgent needs of the people. Recently we had a woman who was unable to deliver due to an abnormality of the baby and a breech position which required a cesarean. As a midwife and nurse, Sister Mary is very skilled but unable to perform such a delicate operation. Fortunately, our Protestant friends provided transportation for the pregnant woman, thus enabling her to deliver at a hospital 50 miles away. The trip to the nearest hospital is seven hours away over muddy roads. We do our best to provide some kind of transportation, but our options are very limited.

In our spare time, Bailey and I get out among the young and do various activities such as playing volleyball, singing, drumming and dancing and also swapping some traditions among each others' cultures.

March 24

Bailey and I have been very busy. I still work in the clinic assisting Sister Mary in examining pregnant women and caring for sick kids. I also have helped in many baby deliveries. It is exciting to see a woman give birth. However, I have also seen many children die in the arms of their mothers. Those days are a bit tough, but all in all I have enjoyed the work thoroughly. I think I got in the wrong profession, though. Instead of social work, nursing would have been a bit handier.

As for recreation, Bailey and I teach the nearby neighbor kids how to play volleyball. We set up a so-called net—a string across two poles—in our backyard. The kids love it! And when we're not showing kids how to play volleyball, Bailey and I have a grueling, sweaty match of one-on-one!

Besides sharing some of our customs, the people also have exchanged many of their African ways with us. We have already learned most of the Ugandan traditional dances and Bailey has learned all of the different drum beats. The Ugandans love it when we dance their dances.

Also, the other night the priest had us over for dinner. Well, some of the African delicacies are the stomach of a cow, grasshoppers, and ants cooked in peanut sauce. Well, I didn't around to eating the gut of a cow, and grasshoppers are out of season, but I did try a few small ants on my spoon. All in all, it wasn't too bad and it went down pretty smoothly with no crunchy aftereffects. I figure I might as well experience it all. Bailey just looked at me in disgust. I do suppose I will probably be needing a good de-worming here pretty soon.

There are so many things that Bailey and I have experienced already, I wish I could share them all with you. Each day is a new adventure. Time is flying by so quickly I can't believe we have been here coming up on our sixth month. I don't regret coming here one bit, except I do get a bit homesick for all the wonderful friends and family. If you ever want a little more adventure than Boise, Idaho, catch the next plane to Entebbe, we'd be glad to see ya!

June 1

It has now been about eight months since we left the Boise air terminal, boarding the United Airlines and saying goodbye to everyone, knowing that it would be two years before we would return to American soil. As we look back, it all seems somewhat like a dream, but reality continues to hit each morning when we wake up and realize we are thousands of miles from home.

However, all the newness of the country has begun to wear off and we have settled into our two-year temporary home.

So for us over here, our world continues to turn. One turn happened last night while Sister Mary, Bailey and I were relaxing in our dining room listening to the BBC nightly news report. While listening I looked up and to my surprise I saw a snake
grey in color and about 4 feet long coming out of our kitchen and slithering toward us. I screamed "snake!" and within seconds everyone was standing on their chairs looking for the snake! Finally, Sister Mary escaped and ran for the hoe while Bailey played the snake matador with his chair, trying to keep it from going down the hall where our bedrooms are located. Unfortunately, I remained standing on my chair watching all of the action because the snake kept slithering under my chair. At last, we killed it; Bailey continued beating its head for another five minutes making sure the thing was dead. We then showed the snake to our neighbors who seemed to think the snake was poisonous. So at 9 o'clock in the evening, Bailey got out the cement mix and went to filling every crack and crevice in the house. It seems we all agreed to buy brighter flashlights for our late-night trips to the bathroom! As for our house, we only greet guests with two feet!

Besides killing snakes, we continue to be very busy in the maternal/children's clinic, which seems to have many sick children these days. Last week we served 158 patients, and that was just one of the days out of the very busy week.

Most of the illnesses we treat—such as worms, malaria, malnutrition and diarrhea—are preventable. However, a disease that is not so curable which we have been seeing lately is the so-called familiar African name of "slim"—better known to us as AIDS. We have treated several children between the ages of 1 month to 1 year who have contracted AIDS through their own mothers, who are infected and are carriers of the disease, or by unsterile injections. It is a very sad sight to see. Most often the child will show signs of extreme malnutrition, diarrhea, septic sores all over the body, and a pasty white substance called "thrush" covering the entire mouth.

Although a large percentage of the cases are transmitted sexually, another percent is spread through the contamination of dirty needles. In the village there are many untrained people administering injections with no education of sterilization techniques. Consequently, they most often use the same needle and same syringe for all of the children.

In our primary health care classes we are teaching about such dangers and prevention of the different diseases to our village health workers and midwives.

As for further news, we just recently had a currency exchange in Uganda. It was a large procedure of changing the old currency from the government of President Obote's to the new currency of President Museveni's government. In the past, most of the presidents who were in power would have their picture on the currency. However, President Museveni elected not to put his face on the money, which is a good idea because as presidents come and go here in Uganda, so does the money. It's a real hassle to exchange the money from old to new—something Bailey and I have never experienced. The announcement of the exchange was made over the radio and so everyone had 10 days to get their money changed.

Unfortunately, those who live high in the mountains or deep in the forest may have never heard about the exchange. So if they didn't exchange their money within the allotted 10 days, that old money just becomes worthless paper.

According to reports, the new currency was needed to better compete in the world market. Thus for every old shilling exchanged, 30 percent of it was deducted for government spending.

August 1

I am recovering from another attack of mango fly eggs and worms under my skin. Yep, Sister Mary counted about 50 or so. She also was infected, and so one night was filled with plastering one another with tape, then fingernail polish, then glue. Finally we smothered the little buggers, but they can sure make a person go wild scratching and itching!

Fortunately, Bailey hasn't had the pleasure, but whenever he gets a red swelling on his skin he thinks it is a mango!

Bailey is headed for Kampala again this coming week to pick up the new sisters who will be staying here with us. I hope they can rough it a bit. I hope they like matooke and rice for the main meal, and get used to rats, bats, and lizards in chapel walls!

Also, Sister Mary is leaving this week so I am left here by myself once again to run the clinic, immunize in the villages, and teach the midwives and our health workers.

Then Bailey and I are planning a trip to Kenya for our vacation. After being in the jungle for nine months, this will be like New York City!

Every day is an adventure! We hope this letter finds you happy and healthy. You're in our prayers.

Linda ☺
Past bands reunite

Mel Shelton leads the alumni band.

When asked about the early bands at Boise State, former band director Mel Shelton laughs, and tells the story of the time in the early '50s when the BSU pep band went to Bakersfield, Calif., where the Boise Junior College football team played in the Shriner-sponsored Potato Bowl game.

According to Shelton, the band members were sitting in the stands when they were asked if they would perform on the field at halftime. They didn't know how to march.

The 25 members of the pep band were given about 20 minutes to practice. "Then they marched on the field, played two or three numbers, and marched off. It was totally unplanned," Shelton says.

That story was told to Shelton, but he has plenty of experiences of his own to relate, based on the seven years he spent as director of the marching band. He remembers a 1969 trip when the marching band went to San Luis Obispo, Calif., to play Cal Poly. The following day Shelton and the band went to San Francisco to play at halftime during a 49ers game. "There was nationally televised coverage of the game," Shelton says. "We got letters from all over about that." The excitement was not all on the field, however. When Shelton and the band members tried to find hotel rooms in San Francisco, they discovered that nearly every room in town was booked. "We ended up in a YMCA," Shelton relates, "in a bad part of town."

Shelton also has fond memories of the BSU marching band that was assembled in 1974-75, and considers it to have been "one of the best marching/playing bands ever." The following year, however, the band was discontinued due to a lack of funds and decreased student support.

Although there has not been a marching band at BSU for the past 11 years, Shelton has not lost contact with former members. On Sept. 5, as part of the celebration introducing the new Keith Stein Blue Thunder Marching Band, an alumni band of former BJC and Boise State members gathered to remember old times. About 75 musicians, representing bands from as early as 1941, assembled from Idaho, Oregon, Washington, and as far away as Oklahoma, California and Arizona to swap old stories and play during halftime at the BSU-Delaware State game.

There are plans to remind Boise State football fans of the glories of marching bands past at future games. "We will try to have an alumni band each year at homecoming," Shelton says.

1960s

Alan R. Merkle (AS, Engineering, '67) a partner with Stoel Rives Boley Jones & Grey, has relocated to Seattle from the firm's Portland office. Merkle will continue to concentrate his practice in construction and design law. He has been employed as a licensed professional engineer and has held management positions in the power generation, wood products and construction industries. Merkle holds a J.D. (cum laude) from Northwestern School of Law of Lewis and Clark College and a Certificate of Environmental and Natural Resources Law.

1970s

Alan W. Mittleider (BBA, Business, '71) is the new executive director of the Idaho Housing Agency. Alice Koskela (BA, English Education, '71) has been appointed to the staff of Idaho Gov. Cecil D. Andrus.

Wayne "Dewey" Hammond (BA, Economics, '71) has been promoted to vice president and chief financial officer for Idaho Power Co. in Boise. Gregory L. Phillips (BA, Business, '74) has been promoted to district sales manager at Norwich Eaton Pharmaceuticals, Inc. in New York.

Warren Lassen (BA, Graphic Design, '74) was named senior art director at Elgin Syler/Drake in Boise.

Randy Shroll (BBA, Business, '75) has been appointed as one of six regional economic development specialists in the Idaho Commerce Department.

T. Taylor Sigman, formerly Teresa Taylor, (BA, Fashion Merchandising/Business Administration, '75) has opened a fashion store in Rock Springs, Wyo. based on her invention, "Contours", a computer analysis system in which an individual's physical properties and personality are analyzed to provide a personalized profile relating to type of make-up to use, best hair styles, clothing styles and other design elements.

Robert Fontaine (MA, Reading, '76) has been hired by the Glenns Ferry School Board as the superintendent.

Shirley McCullough (RN, Nursing, '77) was appointed director of the Gem Home Health Agency at the Emmett hospital.

Sister Denise Klaas (BM, Piano Performance, '77) recently received her master's in music education from the University of Portland. She is now teaching K-8 music at St. Agatha Elementary School in Portland.

Robert A. Barracough (BA, Communication/Education, '77) is an Assistant Professor in the Department of Speech/Communication at Albuquerque, N.M.

Robert P. Carlife (BBA, Accounting, '77) has been admitted as a partner in Arthur Andersen & Co., Boise. A manager since 1961, he will continue in the audit practice of the Boise office. Carlie has been active in several charitable and civic organizations in the Boise area, including United Way of Ada County, Leadership Boise, and Idaho Business Week. He is a member of the American Institute of Certified Public Accountants and the Idaho Society of CPA's. Bob and his wife Suzanne are both BSU graduates.

Joseph Perry (BBA, Accounting, '76) has become a certified management accountant.

Bryant P. Rudd (BBA, Accounting, '79) has been appointed as a manager at Arthur Andersen & Co. in Boise.

1980s

Gary Miller (MA, Curriculum/Instruction, '80) is serving as the principal of Kamiah Elementary School.

Alan P. Black (MA, Music Education, '81) is the director of bands and percussion at Midwestern State University in Texas.

Brad W. Reed (BS, Accounting, '81) has been promoted to
manager in the Rudd & Co. accounting firm in Idaho Falls. Michael S. McAfee (BBA, Accounting, '82) has been appointed as a manager at Arthur Andersen & Co. in Boise.

Lawrence G. Smith (BBA, Business, '83) has received a degree from Duaka University's law school.

Lynda Irons (BBA, Economics, '93) has been named West Central regional director of Alpha Kappa Psi, a professional business fraternity, in Boise.

Joe Stearns (BBA, Business, '84) was promoted to business manager at Better Nissan in Caldwell.

Anna Baumhoff (BS, Geology, '84) was awarded a $900 project grant from the American Association of Petroleum Geologists to continue research on the migration of petroleum.

Raj Abhishek (BS, Computer Information, 1985) is employed with the Idaho State Tax Commission in Boise as a programmer.

Galen Schuler (BA, Political Science, '65) received his master's of art in public affairs from the University of Minnesota. He has been hired as an economic development planner for the Idaho Department of Commerce in Boise.

Matthew Mullaney (AS, Nursing, '86) was appointed to serve on the Idaho Board of Nursing in Boise.

Laura Kitchmor (BS, Commercial Fitness, '88) is an instructor at the Idaho Falls Family YMCA. She is teaching classes in nutrition and weight control.

Camron K. McRae (BBA, Accounting, '96) is stationed for duty with the 8th Field Artillery in South Korea.

Karen Wetherbee (BA, English/Linguistics, '80) is attending the University of Idaho's graduate school.

Brenda Hanes (BBA, Accounting, '88) is an internal auditor at National Heritage Management in Louisiana.

Charles R. Ziegler (BA, Communication, '89) has completed the Infantry Officer Basic Course as distinguished leadership graduate and is currently serving as a platoon leader in the 197th Infantry Brigade at Fort Benning, Ga.

Nancy N. McIntosh (BA, English, '86) is employed as the communications director for the Building Contractors Association of Southwestern Idaho (BCASWI) in Boise. She coordinates the sales, production and distribution of industry publications, including the "Parade of Homes" tabloid, and the "Southwest Idaho Contractor Newsletter," coordinates fund raising projects and media events, and prepares press releases.

David Mills (BBA, Computer Information, '87) is employed with Mid-Mountain Data Systems in Boise.

Carolyn D. Witzkofsky (BS, Accounting, '87) is working for Micron Technology in Boise as an accountant.

Jana Sellers (BA, Elementary Education, '87) will be teaching third grade this fall at Eden Elementary in Eden, Idaho.

Nathan Weeks (BA, Accounting, '87) is working in Boise for the State Tax Commission as an income tax auditor.

Michelle Carr (BS, Early Childhood, '87) is employed with Tutor Time Day Care in Boise as a night supervisor.

Brett A. Howard (BBA, Accounting, '87) has accepted a position with the IRS in Idaho Falls.

Daniel L. Prinzinger (MA, Curriculum & Instruction, '87) is teaching English and U.S. History at West Junior High School in Boise.

Julie M. Stevens (BA, Social Work, '87) is serving as a social worker in Sandpoint.

Noel Price (BBA, Aviation Management, '87) is working at Morrison-Knudsen's Boise office as a transportation specialist.

Susan Carroll (BS, Marketing, '87) has graduated law school at the University of Washington in Seattle.

Randall R. Ahrens (BS, Criminal Justice, '87) received the academic all-American award from the National College League Criminal Justice Association.

Richard Zielke (AAS, Child Services, '87) is the owner/operator of Mr. Rick's Preschool Daycare in Boise.

Lloyd H. Putnam (BA, Business, '87) is employed at the Compri Hotel in Boise.

Kevin Pauschall (MA; Music Education, '87) is teaching band at Bonnville High School in Idaho Falls.

Rodney Walsh (BBA, Finance, '87) has been awarded a graduate assistantship at State University of New York at Albany.

Michelle Short (Cert., Dental Assistant, '87) is employed as a dental assistant for Dr. Ferguson in Boise.

Jennifer Keeter (BBA, Accounting, '87) is a revenue agent with the Internal Revenue Service in Los Angeles.

Debra Hammer (BBA, Marketing, '87) is the assistant systems administrator for the Sunshine Mining Company.

Carol Bruggenkamp (Cert., Dental Assistant, '87) is employed with Dr. Rod Emory in Boise.

Susan Shawver (BBA, Human Resource Management, '87) is working in the management trainee program with Idaho Bank & Trust in Boise.

Laurea Whiteside (Cert., Office Technology, '87) works in Boise at Morrison-Knudsen in the secretarial pool.

Kathi Brobeck (BA, Business, '87) is a marketing representative for Extended Systems Inc. in Boise.

Debra Lancaster (BA, Elementary Education, '87) is teaching kindergarten part-time in Wendell.

Julie S. Bonner (BBA, Accounting, '87) is working at the Internal Revenue Service in San Jose, Calif.

Robin Grube (BA, Marketing, '87) is employed as growth coordinator for the Cathedral of the Rockies in Boise.

Dawn Ramos (BBA, Marketing, '87) is working part-time at Albertson's in the marketing research department in Boise.

Christine A. Smith (BS, Guitar Performance, '87) is teaching guitar lessons at Old Boise Music and Northwest Nazarene College. She is also playing in a local band called "Dr. Joe & Clockwork".

Vicki McConnell (BA, English/Education, '87) is teaching junior English and reading at Borah High School.

Shelley Arnold (BA, Finance, '87) is working in Colorado for the Gamma Phi Beta Sorority as a field consultant.

Michelle Lucich (BA, Communication, '87) is employed with Security Pacific Mercantile Bank in North Hollywood as a financial assistant.

Laurie Cassidy (BBA, Marketing, '87) is working for Nabisco as a sales representative for the Boise Division.

Courtney Bedour (BA, Business, '87) has taken a position at the national information center of Price Waterhouse in Florida as a support analyst.

Karen Bradley (BS, Psychology, '87) is a sales representative for the Northstar Marketing Division of John Aiken Insurance Company in Boise.

Alita Flavel (Cert., Word Processing, '87) is employed at the Deputy Attorney General's office in Boise as a legal secretary.

Allison Birmie (ADN, Nursing, '87) is working in Pennsylvania, Calif., at the Huntington Memorial Hospital.

Audrey G. Colvin (BA, Social Work, '87) is working under the supervision of Dr. Mamie Oliver at the Community Ministries Center in Boise.

Daniel DeAvila (BS, Geology, '87) accepted a partnership with the Richards Computer Group in Reson, Va.

Mary A. Bielenberg (BBA, Marketing, '87) is a media buyer with Robbies Associates in Boise.

Michael Davis (BA, Communication, '87) and his wife Lori, are teaching English in China for a year.

Julie A. Swan (BM, Music Education, '87) is a choral teacher for grades 5-12 at Kellogg Middle and High School.

Trent Gerber (BBA, Management, '87) was hired by Borg-Warner Corporation as a district sales representative in Boise.

Lonny Brown (BS, Physical Education, '87) is a math teacher and baseball coach at Grandview Middle School in Washington.

Mary Serouzi (Cert., Bookkeeping, '87) is working in Boise as a consumer relations secretary for Ore-Ida Foods, Inc.

Carolyn Thorsen (MS, Education, '87) has been admitted to the doctoral program in instructional technology at Utah State University.

Gary W. Johnson (BBA, Economics/Finance, '87) received a job with Unilever as a production supervisor in Oregon.

Richard Crothers (BBA, Business Management, '87) is the manager of Dollar Rent-A-Car in the Boise Air Terminal.

Laurea Gillespie (BS, Chemistry, '87) is working as a chemist for the State of Idaho in Boise.

C. Grant King (BA, History, '87) is attending Lewis & Clark's School of Law in Portland.

Elizabeth Farneman (BS, Mathematics, '87) is attending graduate school at Washington State University. She is study-
Charge it! for BSU

If you want to help Boise State, then charge ahead. But first, get the right credit card.

Idaho First National Bank, the BSU Alumni Association, and the Bronco Athletic Association have joined to offer true blue & orange Broncos two special "affinity cards" that provide benefits to the holders and additional funds to Boise State.

The BSU Award MasterCards are used like any other consumer credit card, explains Alumni Director Dyke Nally. Interest rates on the unpaid balance are the same as other cards issued by Idaho First.

"The beauty of this card is that alumni can provide funds to the university just by using it. It doesn't cost them any more than a conventional credit card," Nally says.

BSU benefits in two ways. First, a portion of the $25 card membership fee goes to the university. Second, the bank is yielding a percentage of its profit on sales charged with the card.

That means anytime a person uses the card BSU gets a percentage of that purchase. While that percentage is less than 1 percent, Nally says if several alumni and friends use the card the volume could mean income in the five figures for Boise State.

A general mailing was sent to alumni and friends in early October, and another is planned later this year. The BAA, which is marketing its own card to its members, began a campaign in early September.

Early response to a mail campaign, said BAA director Bob Madden, has been good. So far about 200 people—10 percent of the BAA membership—have purchased the card.

BSU and BAA cardholders receive several benefits with the cards, including a $5,000 personal credit line, discounts on car rentals, refunds on transportation and lodging, and travel insurance.

More information or applications for the cards can be obtained at local branches of Idaho First or by calling (208) 386-3450.

Bahamas beat the blues

Alumni and friends looking for a surefire way to beat the winter blues can sign up for a weeklong tour to the Bahamas and Disney World March 18-25.

Sponsored by the BSU Alumni Association and Harmon Travel, the tour costs $723-5924, depending on cabin accommodations. The prices include a four-night cruise, three nights accommodations near Disney World, three days of passes to Disney World, and a rental car for one week. Airfare from Boise is not included.

Reservations made after Nov. 15 will be taken on a space available basis. More information about the cruise and tour can be obtained by calling the BSU Alumni Office, (208) 385-1959.

Cabaret has BSU flavor

When the musical Cabaret plays to local audiences in December, several of the leading characters will have BSU pedigrees.

Director John Elliott graduated with a degree in theatre arts in 1976. The cast will include BSU voice professor Catherine Elliott, and students Rod Wolfe, Kevin Troutt, and Bill Stephano.

The production will run Dec. 4-5 and 8-12 at the Boise Little Theater. The show won a Tony award in 1966 as Broadway's best musical. It was last staged in Boise in 1978.

From music to media, Ken Davies has been

By Will Lindley

Ken Davies still remembers that night when the beer bottle hit the piano, and he decided in an instant to change careers.

"I was playing at a country club one night while I was still in school at BJC," he says. "It was a rowdy group and somebody threw a beer bottle and hit the piano and I said, 'That's the end of my music major. I've haven enough of this business.' "

He finished that evening at the piano, but the following day took action.

"The very next morning at eight o'clock I went out to the school and changed my major to business administration," he says. "I had to do it real fast or I'd have got over being mad."

Any regrets?

"It was the smartest thing I ever did," Davies says.

Still, it changed his whole life. Between the ages of 7 and 22 he'd been moving toward a career in music. During World War II, right out of Boise High School, he was drafted and assigned to the 70th Infantry Division Band, then to an 18-piece outfit that played big band jazz.

"We actually took that 18-piece jazz band to the combat zone," he recalls. "We played right while the shell fire was going on. We usually ended up in front of the artillery but behind the infantry, sitting there playing jazz music for those guys. They loved it."
Out of the service, he set a brisk tempo for his college education at BJC.

The campus today is big time compared to the few buildings of those days. There were some advantages, though. Parking was free and convenient.

The military veterans were in earnest about making up that gap in their careers.

"We all lost three years," Davies says. So he skipped the campus activities and studied his music. He also played the piano for a radio show, "Ken Davies at the Steinway," on KDSH, now KBOI.

"I really cared about writing music and arranging—the arranging was going to be my career. That was why I was majoring in music at Boise Junior College."

One flying beer bottle changed all that.

He graduated from BJC in 1948 and earned a bachelor's in business administration from the University of Oregon.

Back in Boise he launched a career in advertising.

"My father had always been in advertising so I thought, 'If I'm going into business I might as well do something I know a little about.'" he says.

Still he played piano part time at local clubs for years and his BJC reputation is tied to music, because his arranging talents are well established in none other than the BSU fight song.

Davies became so solidly set in the Boise advertising scene that one ad executive remarked recently that "Everybody's worked for Davies," who now is the chairman of Davies & Rourke Advertising.

Getting started in advertising in 1953 was no problem. There were only two agencies when he and John Givens put another one together.

"We started off when times were good," Davies says. "Business went very well. It gradually became extremely competitive. Now there are too many agencies in Boise."

Davies & Rourke now has about 25 accounts and bills around $3 million a year in media charges for its clients.

Intermountain Gas Company has been with the agency the longest, since the utility started in 1955. The newest client is the Division of Economic Development of the Idaho Department of Commerce.

From the beginning, Ken Davies has been a major force on the Boise advertising agency scene. Photo by Chuck Scheer

The secret of his success? Have skills in the four main areas of advertising: account service, creativity, media and accounting.

Most important: "This is a service business. Take care of the clients or you lose them."

That arrangement seems to have worked well for Ken Davies.
BREAK INTO SPRING WITH THE BSU ALUMNI TOUR

FOUR-DAY BAHAMAS CRUISE PLUS DISNEY WORLD!!
MARCH 18 - 25, 1988

Take two of America's favorite vacations for the price of one! Cruise 4 nights to the Bahamas on Premier Cruise Line's luxury liner, The OCEANIC. Spend 3 days at Walt Disney World and Epcot! Your Spring Break Vacation includes a rental car for the whole week and an unlimited 3-day "World Passport" to the Disney complex. Don't 'Mickey Mouse' around - sign up TODAY!

In one wonderful week, sail off to tropical islands - and take in all the wonders of the Walt Disney World Vacation Kingdom! Your Magic Kingdom Combination includes an unlimited 3-day "World Passport" to it all. What's more, you stay at one of the area's newest and best hotels, and you have a free rental car with unlimited mileage for the full time!

There's more! Drive to Port Canaveral, park your car (for a small fee). Then, you're sailing to the sunstruck Bahamas that have drawn visitors for centuries!

Then, journey to your own special world! A private uninhabited-Out Island, Salt Cay. Step ashore and spend time viewing the world the way buccaneers and pirates of yore did... hunting buried treasure... Or, relax on the glistening white beach... Listen to Goombay music. "Splashdown" to the greatest underwater show on earth. Snorkel the majestic reefs that, until now, you've only seen in picture books.

Enjoy fine dining... a different world of cuisine each night! Try the incomparable Midnight Buffet!... irresistible!

See the stars come out... on stage as you enjoy the best of entertainment!

AND... your ship 'loves' families. Each youngster under 17 traveling with parents is automatically a member of the Cruise Club. If they're under 12, they're members of the Jr. Cruise Club. It's all coordinated by the ship's specially-trained Counselors - with a well equipped room for indoor activities like arts and crafts, hopscotch, basketball, and shuffleboard plus plenty of sun deck space, too. There are supervised activities for both groups every day and night. There are even special welcome aboard treats for kids.

Tour includes: 4 night cruise on The OCEANIC; 3 night deluxe hotel accommodations near Walt Disney World Vacation Kingdom; 3-day unlimited passport to Disney World and Epcot; one week rental car.

Not included: AIRFARE; port tax of $26.00 per person; state and local taxes; gas, insurance, drop-off charges (if any), parking and extra hours over the limit on the rental car.

RESERVATIONS: Our group space can be held only until Nov. 15, 1987. After that, reservations are on 'space available' only. A deposit of $200.00 per person is required to confirm space. Balance is due January 15, 1988.

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Atlantic & Bahamas Decks.

**E** INSIDE CABINS: 2 Lower Beds or Double Bed. | $761
Premier, Continental & Restaurant Decks.

**D** OUTSIDE CABINS: 2 Lower Beds or Double Bed. | $790
Atlantic & Bahamas Decks.

**C** OUTSIDE CABINS: 2 Lower Beds or Double Bed. | $812
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3rd, 4th, 5th Passengers. | $290

**SINGLE** | $924

*Prices are per person based upon double occupancy.
Add airfare and port tax ($26.00) to arrive at total cost.*

Make checks payable to HARMON TRAVEL, 1529 W. Washington, P.O. Box 7727, Boise, Id 83707. (208) 343-7915, Idaho 800-448-7353, USA 1-800-242-7287, Canyon County residents call 466-1598 or the BSU Alumni office - 385-1959.

CALL TODAY AND ASK FOR A DETAILED BROCHURE ON THIS FABULOUS BOISE STATE ALUMNI SPRING BREAK TOUR!
The band is back!

For the past 11 years, halftime at Boise State football games were very quiet. No longer. Now fans are treated to the sights and sounds of the new Keith Stein Blue Thunder Marching Band, the first BSU has fielded since the mid-70s.

But the music doesn't stop once halftime is over. The band members have become some of the university's best ambassadors, says Dyke Nally, BSU alumni director. "It's incredible how well-known they've become in the community," he adds. Already the band has performed at fundraisers and social events, marched in area parades, and put itself up for auction to raise money for Bishop Kelly High School.

The community has been generous in its response, Nally says. In a "hat pass" through the crowd at the Montana State game almost $5,000 was raised for band scholarships. Other unsolicited checks have come to the alumni office "just because people like what the band is doing," Nally explains.

Those funds will be added to the donations already collected from the community, including $250,000 from Boiseans Keith and Catherine Stein, to support scholarships. This fall, those funds are providing between $100-500 each for 148 musicians, flag carriers and dancers.

Who are they?
Well, 98 of them play in the band. Of the others, 19 carry flags, 24 are Maneline Dancers, six are student assistants, and one is a twirler. Excluding the dance team, 61 are new students at Boise State and 63 were here last year.

Perhaps most surprising, only 60 are music majors. The other 88 major in other areas.

"Scholarship support for the band will strengthen the entire university," comments Nally, organizer of the fund drive. "We have found that these are very active students. They tend to get involved in activities and generally do well academically. The return of the band has given our music department a great deal of visibility, but other departments will benefit because of the caliber of students the band will attract," he says.

The band will be around for a long time, Nally explained, because the private funds have been invested, with only the interest used for scholarships each year.
Promoting the Academic Enterprise

By John H. Keiser, President
Boise State University

It comes as no surprise that when universities are not given all the support they want or need in response to a jumble of formal and bureaucratic requests, they must either do without or rely on imagination, aggressive management, and risk, buttressed by professional commitment, to reach their goals. It appears to me that those universities which master the entrepreneurial approach and tap new sources in creative fashion will survive and grow while those which do not will stagnate. There are several guidelines for academic entrepreneurship which seem to contribute to success.

First of all, the project being promoted must be compelling and of high quality: good enough to draw more attention than the others in an increasingly crowded and competitive market. A university project that also serves a substantial part of the broader community, i.e., the Boise State University Pavilion or the Morrison Center, has obvious advantages. “Turf” problems take care of themselves if multiple interests are pressing for the same goal. Market size always has and always will be critical, which often means that larger projects frequently have the better chance. The bigger the niche, the more reward in filling it.

Second, the best time to expand is often in a depressed period. Competition is hunkered down, the fund-raising market is less crowded, and the advantage of having the project in place when the climate improves or the market grows is obvious. Often, this is tough on faculty and staff stretching to survive in the short run, but the extra effort almost always pays large dividends for them.

Third, nothing convinces potential investors that they should support a given proposal more than previously demonstrated competence, delivery of promised goals and services, and expressions of gratitude from earlier projects. That people give to people rather than to paper projections is a cliché, but the reason that is often the case is because there is trust in the integrity and productivity of the person or persons making the requests. Donors are much more likely to appreciate recipients who provide meaningful recognition for them and who find ways to say thank you.

Fourth, there is no better time to do something than immediately. That does not mean that planning can be ignored, but allowing major arguments about minor and presently unsolvable future concerns to get in the way of starting has killed more projects than anything else. Timing is key, and there is never a better time than now. Being unprepared is never an excuse. It is interesting how many managers, facing a poultry shortage, will spend time debating the question what comes first, the chicken or the egg? The entrepreneur sees the opportunity and knows that all one needs is either a chicken or an egg to start dealing with the problem. If the wagon is stuck, getting the cart before the horse doesn’t matter if you can teach the horse to push. Because so many developers fail to define the real problem they are trying to solve, they frustrate themselves in meaningless debate. The point is that the window of opportunity does not stay open long and effective managers are both ready and willing to stick a leg through and push up when space is created.

Fifth, successful entrepreneurs must have a variety of projects ready at all times to take advantage of opportunities as they appear. No one can safely predict when they will occur, and being prepared is essential. Having a plan, a focused purpose for the organization goes without saying, but placing projects in an inflexible priority order is often fatal. For example, insisting that we will not build a fine arts complex until we have a new library or twenty-five percent of the full-professors in endowed chairs usually means that little, if anything, will be accomplished. “Dynamic improvisation” is neither lack of planning nor a failure to see what is more important. Rather it is a willingness to do several things at once in a sequence that changes regularly and which any given decision-maker does not control.

Finally, projects must complement the natural strengths of the institution and the area. Raptor biology and research at BSU— with the World Center for Raptor Biology in Boise—is an obvious winner, while marine biology is not. A College of Technology, uniting the strengths of existing programs and schools at Boise State with another university and with community resources, is another winner, while a free-standing graduate center for engineering would be a suicide mission. The proposal for 40,000 seats in Bronco Stadium speaks to the future of the state’s major population center, and building classrooms and research space in the same structure below those seats for the College of Health Science speaks to the need to expand nurse production, a critical space shortage, and an existing and a future need which cannot be met better anywhere. On the other hand, an independent medical school must wait until the state’s population is tripled.

In all of this, it appears, entrepreneurship combines good management, vision, and the willingness to take risk because the task is right.
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