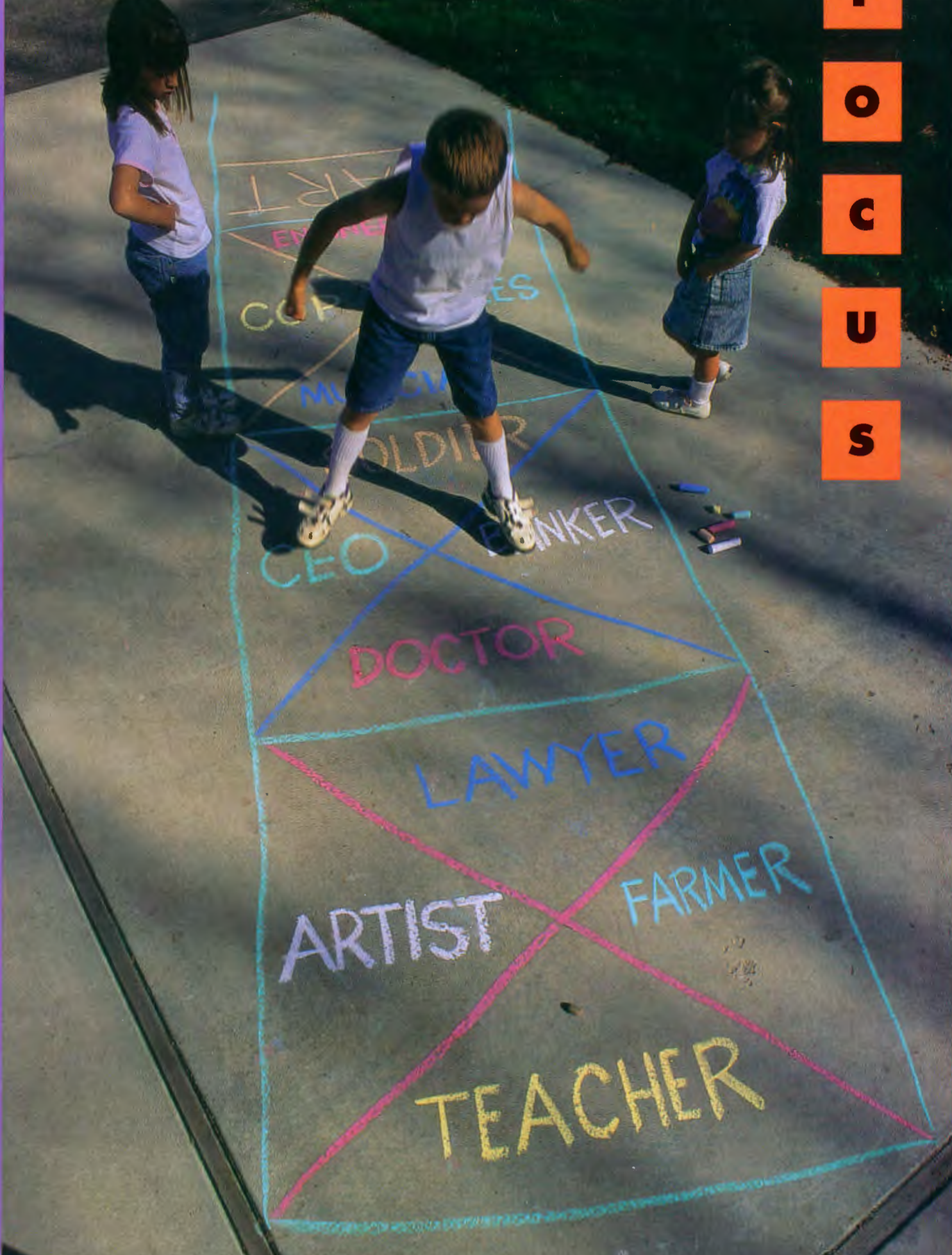


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**NEWSMAKERS**

*Boise State's student newspaper, the Arbiter, was named Newspaper of the Year in the four-year, non-daily tabloid division by the Associated Collegiate Press earlier this year. Members of the award-winning staff took time out from their weekly deadline pressure for a team photo. For a roundup of other awards won by BSU programs and people, see Page 11. Chuck Scheer photo.*



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**PROVOST AND VICE PRESIDENT FOR ACADEMIC AFFAIRS:** Daryl Jones  
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**VICE PRESIDENT FOR STUDENT AFFAIRS:** David S. Taylor

**EDITOR:** Larry Burke  
**STAFF WRITERS:** Bob Evancho, Edie Jeffers, Amy Stahl and Melanie Threlkeld McConnell  
**PHOTOGRAPHY:** Chuck Scheer  
**TYPOGRAPHY:** Tamara Beach  
**EDITORIAL ASSISTANT:** Brenda Haight  
**ALUMNI NEWS:** Donna Conner  
**TECHNICAL ASSISTANTS:** Erin Burden, John Kelly, Angela Lambert, Trina Olson, Mike Spencer and Teresa Tracy

**ADVERTISING SALES:** P.V. Quinn & Co.,  
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**ABOUT THE COVER:** Teacher, doctor, scientist, engineer. Which do you choose? Which will guarantee a lifetime of job stability and satisfaction? Unfortunately there is no guarantee these days, job experts say. Choosing a career or job that will carry you through to retirement is not as simple as it used to be. *FOCUS* looks at this new world of corporate downsizings, career changes and high-tech revolutions. Chuck Scheer photo.

## LINKS TO THE WORLD OF WORK

By Charles Ruch, President

**B**y the time this issue of *FOCUS* reaches you, Boise State University will be on the eve of its 62nd annual commencement. Always an occasion for celebration, this year we will award more than 2,100 certificates and diplomas signifying the satisfactory completion of a prescribed course of study.

While commencement signifies the conclusion of one phase of one's life, it marks the beginning of yet another. For some, the next step may be advanced study, travel, marriage or military service. But for most graduates it means entrance, or re-entrance into the world of work.

More and more, the links between academic life and the world of work are becoming distinct and of greater import. While there are many reasons for strengthening these bridges, the most compelling is the desire of our students. Nationally, more than 75 percent of college freshmen stated their reason for attending college was "to get a good job."

Studies of recent BSU graduates reflect this strong interest in the interrelationship between the collegiate experience and future employment. Given this strong desire on the part of our students — not to mention parents, spouses, etc. — for the collegiate experience to prepare them for future employment, it is fair to ask how BSU is doing in this regard. What are our links to the world of work? Happily there are many.

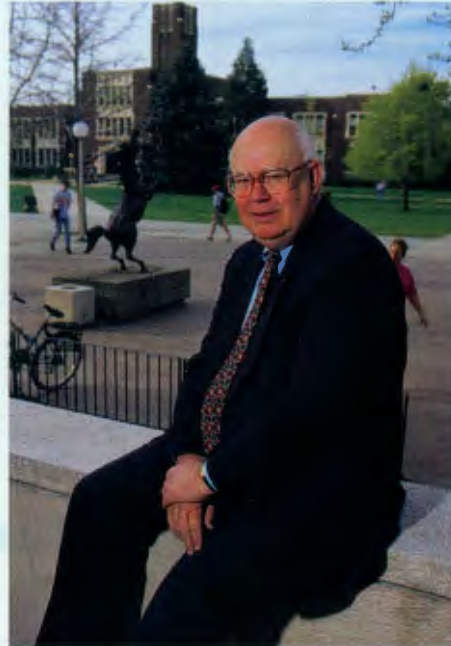
First, there is the curriculum itself. The planned sequence of courses leading to a certificate or diploma is designed with the future in mind. Here each student has several choices to make. For those interested in immediate job-related learning, a program in a vocational or technical field will be the choice.

Each sequence has been carefully designed in conjunction with an industry advisory committee that assures the program meets industry needs and standards. Our placement rate from these programs is unusually high, reflecting this tight link to the work world.

Likewise, most baccalaureate degree programs are designed with both immediate and long-term job skills in mind. Characteristics of these curricula are the tools of analytical thinking, problem solving and decision making in a complex environment, as well as writing, speaking and computing —

the academic learnings that are the backbone of the workplace in an information society. Strong skills in these areas are needed for one's first job, and they continue over the span of one's working career.

Second, BSU offers integrated internships or practical experience in almost every curricula. It has been reported that we host one



of the largest internship opportunities of any college or university in the Northwest. A study of recent graduates reported that over half participated in such an experience, with more than two-thirds rating the experience "good or superior."

Internships provide that needed link between the "study of" and the "practice of" a field. They permit the student to engage, firsthand, in the work practices of their chosen field. They provide experience with up-to-the-minute technology and business practices. Conversely, internships permit the employer to play a role in the educational process, to examine the student in the workplace, and, in many cases, to identify a prospective employee.

This spring alone, more than 750 students are registered for internships in 48 different curricula. In addition, student-teachers, nursing and other health science students, as well as most students in vocational or technical programs, are enrolled in similar settings.

One of the great advantages of a BSU education is experience in the Boise business community. Our internship program is one of our special links to the world of work.

Just as the world of work is increasingly becoming international and using telecommunications, so too are our internship programs. International business majors are interning in the international business departments of area corporations and the Department of Commerce. A pilot distance-internship program is under way in the College of Business and Economics with interns working at distant corporations connected to a BSU supervisor through the Internet — yet another bridge to the world of work.

Not all our links to the world of work are through internships. Many BSU students work while attending school. While not always in jobs related to future careers, students, by choice or necessity, experience the world of work while in the academic world.

This dual experience may delay graduation, but it provides the graduate a balanced view of the world. BSU itself is a major employer of students — more than 35 percent of our support staff are student workers. Such work is an active part of our financial aid program. The evidence suggests that work-study plays a positive role in the collegiate experience, as well as building a sound foundation for future employment.

Yet another link to the world of work is the programs of our Career Center. Over the past year, the center has provided services to over 2,500 students and alumni, conducted a job fair with more than 90 employers and graduate schools, hosted 28 corporate interviews, and received more than 10,000 individual job listings. The center complements each department, adviser and staff member who works daily with our students as they consider, plan, prepare for, and ultimately enter the work force.

Postsecondary education and the world of work have always been linked. However, in the new century of the high technology economy these links will become even stronger and important for both the university and employers. BSU is anxious to build on these bridges in the years to come.

As always I appreciate your comments. You can reach me at (208) 385-1491 or on the Internet at [appruch@bsu.idbsu.edu](mailto:appruch@bsu.idbsu.edu) □



CHUCK SCHEER PHOTO AND ILLUSTRATION

Gov. Phil Batt joined BSU's College of Education Dean Robert Barr and others on a tour of several Wilder elementary school classrooms that are using computers donated by BSU's Technology Outreach Program. The innovative program has provided more than 1,000 recycled computers donated by community members and businesses to schools throughout southwest Idaho. The program is directed by BSU education professor Carolyn Thorsen and employs graduate students to provide on-site service to schools.

## TWIN FALLS ADDS BSU RADIO STATION

The choice was simple for the BSU Radio Network. Move it or lose it.

In the wake of new federal regulations, BSU Radio has relocated its news station to the College of Southern Idaho in Twin Falls.

The move was made because the Corporation for Public Broadcasting now allows only one grant per market. The BSU Radio network previously received two grants, one for a news station and one for a cultural station. Both operated at BSU.

Without moving one of the stations to a new market, the network would have lost a \$300,000 grant, resulting in a drastic cut in programming and loss of memberships, says network director Jim Paluzzi.

KBSU will build studios on the CSI campus and assign five employees to the station.

Paluzzi says listeners will notice few, if any, changes in the current station that is broadcast from Boise on 91.5 FM because the signal will still originate in Boise.

"This presents us with an opportunity to strengthen our ties with CSI. It is a creative way to maintain our grant while expanding our services to the Magic Valley at the same time," says Paluzzi. □

## BSU SELECTS SITE FOR CANYON COUNTY BRANCH CAMPUS

Today it is a 140-acre field northeast of Nampa. But there are big plans in store for the piece of ground that eventually will bloom with the buildings of Boise State's new branch campus in Canyon County.

The land is less than a half-mile north of Interstate 84 and just west of the Swiss Village Cheese factory. Nearby, construction is under way on the new Snake River Events Center, and work is scheduled to begin soon on a new hotel and amusement park.

The site was selected after a 15-month period during which BSU officials looked throughout the county for a piece of property that met all the university's criteria for access, proximity to population, and, of course, price.

BSU President Charles Ruch says the site was a "good fit" for BSU because it is located between the high-growth areas of Nampa and Meridian with easy access from the interstate.

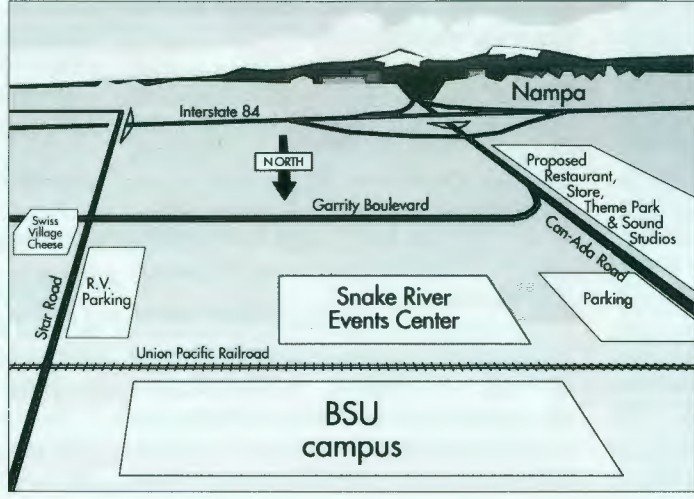
"Our mission is to serve the businesses and people in a met-

ropolitan setting ... this site best fits with that mission," says Ruch.

The land was donated to the Boise State University Foundation last summer by local businessmen Tom Nicholson and Ron Yanke, who stipulated that proceeds from the sale of the property would go toward the expansion of Bronco Stadium. The land was valued at \$2.1 million last summer, but has

appreciated considerably since then, says Ruch. The 1994 Legislature allocated \$2.7 million for the purchase.

This month the university received approval from the State Board of Education to purchase the land for \$2.6 million, which at \$18,900 per acre is below the appraisal price. The City of Nampa also agreed to make \$2 million in site improvements, including water and sewer hookups.



Now that the site decision has been made, university officials will determine what facilities are needed at the new campus and devise a strategy for funding the projects. Depending on funding, it could take three or more years before the first building is finished.

In the meantime, Boise State will continue to serve Canyon County residents at its satellite campus in Nampa. Each year approximately 5,000 students enroll for programs at that location. That building will be renovated this summer. □



## RESEARCHERS EARN \$2 MILLION GRANT

Researchers at Boise State University have received a \$2 million grant that could result in more cost effective and efficient methods to clean contaminated groundwater.

The research grant from the U.S. Department of Defense is the largest in Boise State's history. It was awarded to BSU's Center for Geophysical Investigation of the Shallow Subsurface (CGISS), a research unit that was established five years ago with a grant from the State Board of Education.

Scientists typically use test wells to trace groundwater flows. But that method is expensive and often yields incomplete information, according to project director Warren Barrash.

The BSU researchers will use seismic and electrical experiments to more accurately map groundwater flow characteristics. Those tests are usually used at deeper levels in the Earth's crust.

"Combined information from geophysical and hydrologic tests should allow us to improve our understanding of flow rates and routes of pollutants in the groundwater system. We can then develop better methods to intercept these pollutants," says Barrash.

"The Department of Defense is interested in environmental cleanup and modeling of their sites, so they hope to use the methods we develop here," he added.

The \$2 million grant will be spent over a 5-year period. Most of the funds will be used to establish a test site in Ada County where researchers can compare seismic studies with data from up to 13 wells that will be drilled.

The research project will provide field experience for up to 10 undergraduate, graduate and post-doctorate students. In addition, seismic and other instruments valued at \$260,000 will be added to BSU's geophysics program.

Barrash said BSU will collaborate on the project with other researchers at Stanford, the Colorado School of Mines and the U.S. Geological Survey.

BSU is one of 15 schools to receive the award out of 50 final proposals considered by the Department of Defense. The awards are made under the department's University Research Initiative Support Program, which is designed to help broaden the competitive research base among universities that have not received much defense funding.

CGISS has received more than \$4.3 million in external grants since it was established in 1991 by the State Board of Education.

Since then, the center has worked on more than 20 research projects involving landslides, seismic hazards, groundwater and marine geophysics. □

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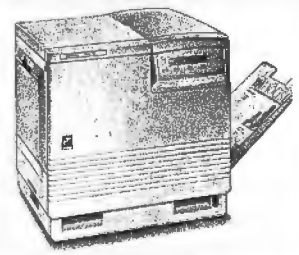
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## BSU BEGINS CLASSROOM CONSTRUCTION

Construction on a long-awaited — and much needed — classroom building is under way at the west end of the BSU campus. Completion of the \$5.9 million building is scheduled by May 1997.

The four-story, 59,000-square-foot building will add 23 classrooms and laboratories to a campus that has had a 40 percent growth in its student body over the last 10 years.

"This building will allow us to keep pace with the growing need for space and to provide better student access to classes," said BSU President Charles Ruch at the groundbreaking ceremony in March.

The building will include two large lecture halls equipped for multimedia presentations,

including connections to the Internet. In addition, there will be eight 70-seat and two 40-seat classrooms, and a computer lab that can accommodate up to 110 computers.

Eight labs and seven offices for the physics department will also be located in the building. Those labs, said Ruch, will accommodate anticipated growth in core science courses that are required of engineering majors.

Architect for the project is ZGA, Boise, and general contractor is Jordan Wilcomb Construction, Boise.

The building is funded from surplus revenues appropriated by the 1994 Idaho Legislature. □

## MEDIEVAL CLASS OFFERED OVER BSU RADIO

Classical music, news and talk-show hosts will share the airwaves with the legends of King Arthur this fall for Boise State University's first class to be offered via radio. BSU Radio will air the three-credit class on its sixth service, Radio Classroom.

The course requires a special radio, which will be loaned free to students enrolled in the pilot project. The inexpensive and simple-to-operate radio units receive a subcarrier signal that is "piggy-backed" on top of the existing KBSU-FM transmission at 90.3 FM. Students turn on the radio and adjust the volume to receive a "closed-circuit" broadcast.

Students can ask or answer questions by picking up the phone and calling their professor during the class.

Medieval studies professor Linda Marie Zaerr will teach "The Legends of King Arthur" with assistance from guest lecturers.

The Radio Classroom allows BSU Radio to provide more educational programming to its service area, says station manager Jim Paluzzi. And it's more economical than satellite TV courses. For example, he says, a satellite video conference between an economics class in Boise and a professor at the London School of Economics could rack up to \$1,000 in satellite time; Radio Classroom would cost about \$25 in long-distance charges.

BSU Radio has already conducted a demonstration project of the new technology with the BSU College of Education and three Ada County high schools. Radio Classroom receivers and a telephone connected high school civics classes with U.S. Rep. Michael Crapo in Washington, D.C.

This fall, Radio Classroom will be available only to students in the Treasure Valley; however, Paluzzi expects the service to be expanded to the Magic Valley region. □

## FOCUS, STAFF EARN REGIONAL AWARDS

*FOCUS* has again been selected as one of the top alumni magazines in the Northwest in a contest sponsored by the Council for the Advancement and Support of Education (CASE).

This year *FOCUS* was the only large circulation magazine in the district to receive a gold medal at the annual district meeting in Portland. Last year *FOCUS* won a silver medal from CASE.

CASE is the national organization for university public relations, development and alumni professionals.

CASE also awarded bronze medals to *FOCUS*' Melanie Threlkeld McConnell for feature writing and Glenn Oakley for photos.

Boise State's Martin Luther King Jr./Human Rights Celebration received a grand gold medal as the best public relations project in the district for 1995. That event won a national award from CASE two years ago. □

## UNEXPECTED GIFT BENEFITS NURSES

In the 1940s, Edmund and Alice Palmatier began running cattle on three scattered parcels of desert land east of Boise. For years, the dusty, sage-covered land had little value — other than to feed the Palmatier's herd,

When Alice wrote her will in 1974, she donated her estate — almost 400 acres of land and \$50,000 cash — to Boise State to endow scholarships for nursing students.

Little did she know at the time how valuable her gift would be. In the intervening years, the Micron complex, Columbia Village and the Boise Outlet Mall have sprung up nearby, causing the land's value to skyrocket far beyond what it was worth for grazing. It sold for \$1.7 million last year.

Those funds are now held in trust by First Security Bank, which distributes approximately \$125,000 annual earnings to the BSU Foundation for nursing scholarships.

The gift came as a surprise to BSU officials, who knew nothing about it until after Alice's death in 1991. It is by far the largest gift ever received by the department, which already awards \$30,000 in scholarships from Friends of Nursing and other endowments.

"We are in kind of a shock ... I wish we had someone we could thank for the good that this gift is doing," says Anne Payne, chair of the nursing department. She estimates that most of the nursing students who meet academic requirements will receive scholarships of up to \$2,500.

The first awards were announced in early April. For many, the scholarships were unexpected. "We had some incredibly happy students wandering around the department," says Payne. □



JOHN KELLY PHOTO

Among their many community-minded projects, students in BSU's Construction Management Association recently built a wheelchair ramp at the home of former College of Education professor Mike Guerin, who suffers from multiple sclerosis.

## FACULTY, STUDENTS RECEIVE HONORS

Boise State's literary magazine leads a parade of programs and people that received major regional or national awards this spring.

**COLD-DRILL** was chosen as a Gold Crown Award winner by the Columbia Scholastic Press Association at the 18th annual College Media Convention in New York City. *cold-drill* was one of only four top-award winners selected from 224 magazines entered in the 1996 Crown Awards Program. It's the eighth Gold Crown Award *cold-drill* has won since the honor was established in 1982. The winning issue was designed as the "Writer's Workout Video," packaged in a videocassette case. Graduate student Rebekah Harvey was the editor. English professor Tom Trusky is the magazine's adviser.

**SHERMAN BUTTON** is the recipient of the highest award given by the National Association for Sport and Physical Fitness. The Joy of Effort award was given to Button, a professor of health, physical education and recreation, for dedication and commitment to physical education and sports.

**ED MCLUSKIE** has received a Fulbright Scholar Guest Professorship Award. The communication professor will teach two graduate student seminars and work on a project about the critical-intellectual history of U.S. communication theory at the University of Vienna in Austria.

Communication professor **PETER WOLLHEIM**'s volunteer work with the Idaho Suicide Prevention Hotline has earned him a Jefferson Award. Wollheim, volunteer director of the statewide hotline, is among four Idaho winners of the public service awards presented annually by KIVI-TV Channel 6 and the American Institute for Public Service. Wollheim will represent Idaho as a delegate to the national awards ceremony in June in Washington, D.C.

The Bronco **SPEECH AND DEBATE TEAM** collected 13 individual awards enroute to winning the school's first regional championship at the Pi Kappa Delta Great West Regional Collegiate Forensics Tournament in Coeur d'Alene. The region is comprised of institutions from California, Idaho, Oregon and Washington.

The awards continue to pile up for BSU's **CONSTRUCTION MANAGEMENT ASSOCIATION (CMA)**. The student organization recently brought home a first-place regional award from the Construction Management Competition. Earlier this year the CMA finished second in the nation in the Outstanding Associated General Contractor of America Student Chapter Contest.

Finance professor **TOM STITZEL** has been named to the New York Stock Exchange's Individual Investor Advisory Committee, a 16-member nationwide group offers suggestions about how to better serve the interests of individual investors.

Production management professor **TOM FOSTER** is a new member of the Board of Examiners of the Malcolm Baldrige National Quality Award. The award was created in 1987 to recognize the quality achievements of U.S. companies and to promote awareness of quality excellence.

BSU members of the English honor society **SIGMA TAU DELTA** won several awards at their annual convention. The chapter received one of three awards for outstanding chapters, **ANNA LOVELADY** won the Somerville Award as the outstanding STD member who will be a first year teacher, and **LAURA WHITE** won a graduate student scholarship and was named an STD international student adviser. Ten BSU students presented papers at the conference, second only to the University of Alabama. □



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**3 4 4 - 0 6 1 9**

## BSU BEGINS INSTITUTE TO ASSIST IDAHO'S FAMILY BUSINESSES

Family businesses beware of the "Bermuda Triangle" of money, power and love. "The family business can get lost in that triangle," says Boise consultant Lou Landry. "The dynamics of families and the dynamics of business can either influence each other in a reinforcing way or throw both into discord and dysfunction."

Beset by their own unique problems, family businesses are nonetheless major players in the United States economy. They account for 13 million firms and more than half of the nation's employment.

Recognizing the large number of family-owned businesses and the particular challenges they face, Boise State's College of Business and Economics has created a Family Business Institute especially for them.

Operated by the Idaho Business and Economic Development Center (IBEDC), the institute will sponsor seminars, consulting services, a directory and an awards program. The institute also will house a library of materials and help coordinate university classes designed for family-owned businesses.

An introduction to the institute is planned July 12 with a kick-off breakfast at the Red Lion Riverside. The keynote speaker will be a member of Utah's Stephen Covey family who will discuss the new book *The Seven Secrets of a Highly Effective Family*. A semi-

nar also is scheduled in September in McCall.

Banking, management, strategic planning, conflict resolution and communication are among the complex issues many family businesses grapple with on a daily basis. The institute will provide a forum for them to learn about planning and how to manage the interpersonal dynamics of a family-run operation, says founding director Bob Shepard of the IBEDC.

## SUMMERFEST SETS JUNE PERFORMANCES

SummerFest '96 will offer a stellar lineup of outstanding summer musical entertainment in BSU's Centennial Amphitheatre. This summer's series includes "Orchestral Favorites from Mozart to Mendelssohn" June 7-8, "Summertime Serenade" June 14-15, and "Memorable Melodies of America's Past" June 21-22.

SummerFest artistic director James Cook, BSU music department chair, has made several changes in this summer's concert series.

"We've reduced the number of performances each weekend from three to two, on-site concessions will be available, and we have plans to add special children's programs and other arts activities," says Cook. Steven Michael Rosen, associate conductor with the Fort Worth Symphony for the past

A 30-member volunteer advisory board will guide the institute, which will be funded by an endowment, sponsorships and memberships.

The key to the institute's success will be the cooperative efforts of sponsors and family-owned business members who serve on the board, says Shepard. "This has been a community initiative that ultimately will benefit the entire region," he says. □

five seasons, will guest conduct the SummerFest Orchestra on the first two weekends.

The second weekend also features performances by award-winning soprano Kathryn Garber, BSU music professor Lynn Berg, tenor, and the Boise Opera Children's Chorus. BSU music professor Marcellus Brown will lead the SummerFest Symphonic Wind Ensemble on the final weekend.

All concerts are on Friday and Saturday evenings at 8. The gates will open at 6:30 p.m. for picnicking.

The first two SummerFest '96 concerts will be repeated in McCall Aug. 2-3 at Brundage Mountain Amphitheater. In addition, Gene Harris will perform in McCall on Aug. 4. □

# End Your Foot Pain



Do you experience a sharp pain in your foot that will not go away? Numbness, tingling, weakness of the foot, and joint pain in the shoe can all be warning signs that there is a foot problem that needs expert attention.

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## NCAA TRACK MEET RETURNS TO BSU

Thanks in part to record-setting crowds at Bronco Stadium in 1994, the NCAA Division I men's and women's outdoor track and field championships will return to Boise State in 1999.

Approximately 600 male and female athletes will compete June 2-5 for individual and team championships. The men's meet is the oldest championship sponsored by the NCAA.

In 1994 BSU set records for paid and total attendance when it hosted the NCAA championships. The four-day attendance figure was 26,816, while the total attendance mark was 34,816. A crowd of 10,493 watched the final day of the 1994 championships in Bronco Stadium. Both marks are NCAA records.

"Having the championships awarded to us again is a tremendous tribute to the community of Boise, our head track coach Ed Jacoby and our meet director Herb Criner," says Gene Bleymaier, BSU athletic director.

"We had a very successful championship in 1994, and I think the NCAA felt the same way. They wanted to bring the



event back to Boise State University as soon as possible, and 1999 was the earliest it could return," Bleymaier says. □

## LEARN MORE ABOUT BSU ON THE WEB

With the touch of a key—well actually 13 keys—on your home computer, you can tour the Boise State University home page on the World Wide Web to learn more about BSU's student services, class offerings, faculty members, and much more without ever leaving home.

Just type in [www.idbsu.edu](http://www.idbsu.edu) and start perusing. You can learn about academic programs and admissions requirements; read back issues of BSU's award-winning literary magazine *cold-drill*; scan event schedules for the Student Union and Morrison Center; view a list of BSU Radio Network programs; tour BSU's residence halls; and learn more about the Albertsons Library.

Many pages are still in the process of being built, but they're going up rapidly. A committee is now working to redesign some of the website's graphics and reorganize the list of topics.

BSU's home page is a great showcase for prospective students or alumni wanting to keep in touch with their alma mater. To reach the alumni page just type in [www.idbsu.edu/alumni/index.html](http://www.idbsu.edu/alumni/index.html).

If you would like to know more about BSU's home page, contact Skip Knox, BSU Webmaster, at [elknox@bsu.idbsu.edu](mailto:elknox@bsu.idbsu.edu) □



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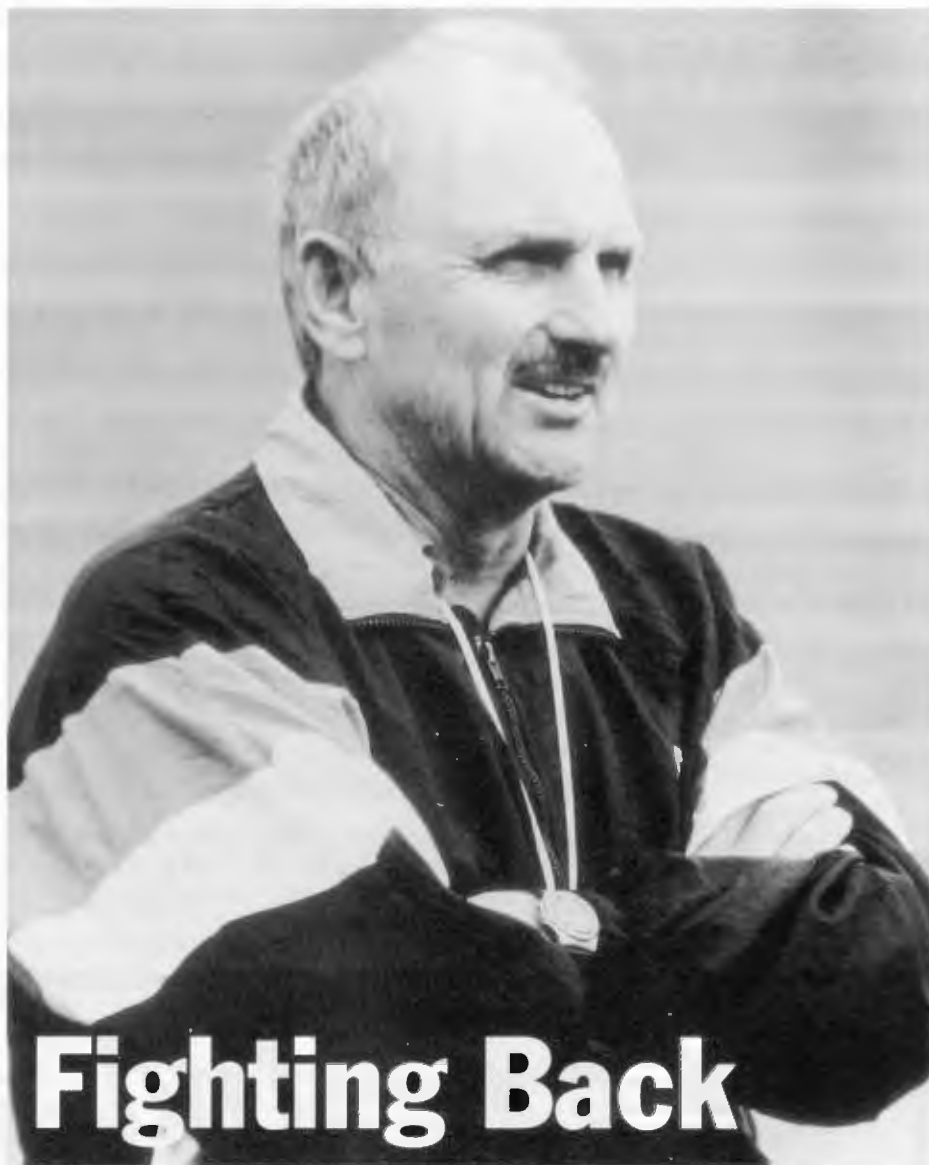
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**A**n anyone vaguely familiar with Boise State's football fortunes is certainly aware of head coach Pokey Allen's battle with cancer since the end of the 1994 season. In the months following the discovery that he had rhabdomyosarcoma, Allen has endured a battery of tests and treatments to ward off the rare and often deadly tissue cancer: chemotherapy, surgery to remove the malignant tumor from his right tricep, and a stem cell transplant that weakened his immune system to the point where his life was temporarily in danger. Nevertheless Allen managed to return to the Bronco football program in time for the 1995 season — albeit not in the best of health. Allen's health, however, has continued to improve throughout the off-season. To bring us all up-to-date on his condition and find out more about his recovery, we asked Allen to share some of his thoughts with FOCUS' readers.



## Fighting Back

*As told by Pokey Allen*

I've been asked if I have changed since my illness. The answer is yes. I think I'm a better person and maybe a tougher person having been through what I've been through these past 17 months.

Right now I feel great, and I'm feeling better every day. But am I cancer-free? I don't think it's to that point yet. I think after two or three years they kind of declare that you have no more chance than anyone else of getting this kind of cancer, but I think there's still some doubt whether it's going to come back or not.

But you know what? Since my college days I've developed a philosophy where I started living life for the moment. And I think that attitude helped me get through this illness. Something else helped: Several years ago, I can remember being very nervous about a job change, and I decided that this was no way to handle stressful situations. It was then that I decided to turn everything that happened to me into an ad-

venture. That has made difficult situations, such as this cancer, easier for me to handle.

And when I was stricken with cancer, I decided, hey, this is something not a lot of people will go through, so let's look at this as an adventure. It's kind of interesting when you think about it that way. Some people might think this is a strange way to approach a potentially deadly illness, but it seemed to work for me.

I've also been asked if I ever thought there was a point where I wasn't going to make it. I never, ever thought I was going to die. But when the doctors did the stem cell transplant, I had some real serious problems and almost no pulse at one point. ... I remember I was waiting in this little room for my doctor, Carolyn Collins, at St. Al's and the nurse who was with me was periodically taking my pulse and blood pressure. While I was waiting, my blood pressure dropped from 85 over 50 to 65 over 30 and my pulse dropped from 60 to 40 in a matter of minutes.

Suddenly I heard somebody yelling "code blue!" and all of a sudden I was surrounded by five doctors and six nurses sticking IVs in me and acting like something was seriously wrong. I think they thought I was having a heart attack; my heart was not pumping the blood or some damn thing, I'm not really sure. But the funny thing was that while I was lying there, I didn't feel any different than I had two or three hours earlier. I was conscious the whole time, and I didn't feel like there were any real life-threatening problems. I just felt tired and weak.

That happened on a Friday morning and later Dr. Collins asked me how I felt. I said OK. I added that it was a good thing I had watched *ER* the night before so I kind of knew what was going on. She laughed and said, "Only you would say something like that." But I never thought I was going to die. They took me up to intensive care and I spent the next six or seven days there and I recovered from that episode.

I was also asked if I've been talking to other cancer patients. I haven't sought them out, but, yes, if somebody calls and wants to talk, I'm glad to do it. I've probably talked to 10 people. One of them is Danielle Bauer. She's 5 years old and she's got rhabdomyosarcoma. She can't pronounce it, so she calls it Pokey's cancer. I try to talk to her about once a week if I can, and tell her that everything is going to be OK. She's the cut-

**'In retrospect, I probably should have taken a leave of absence — for the team, not for me, because it wasn't fair to them.'**

est little thing. She's got no hair and a floppy little hat. ... My daughter is 2 1/2, and I can't imagine what it would be like to have a sick child. I've talked to some adults with cancer, and what I try to get across to them is that they're not alone and they can use me if they need me. ... I guess when I deal with people with diseases I'm more empathetic than I was before because now I can appreciate what they've gone through.

Now that I'm feeling better, I'm back to the daily routine I had before I became ill. My life really hasn't changed that much since my good health has returned. But I do appreciate the concern people have had for me. In the past months, I must have been asked 4 zillion times, "How are you feeling?" Well, like I said, I'm feeling great.

The problem with the football team last year? A lot of it was that they really didn't have a head football coach. In retrospect, I probably should have taken a two-month leave of absence or a season-long leave of absence — for the team, not for me, because it wasn't fair to them. It's too tough a job to do it like I did it in my condition. If there's a head coach that's not doing his job, then the assistant coaches can't do their jobs either. If I had taken a leave of absence, Tom Mason would have been fine as acting head coach. There would have been no problem. Basically we just weren't playing well because I just wasn't a real good head coach at that time.

But I'm ready for the 1996 season and joining the Big West Conference. We're going to be young and very inexperienced, but we have a lot of talent. The problem is that this is a transition year going into Division I, and with 65 players on scholarship we're going to be at a disadvantage against schools that are already in Division I.

I'm often asked if my illness has put football in perspective — have I come to some realization that there are "other" things besides football? Of course. But to be honest, this cancer hasn't changed my perspective. I still feel the same way about football that I always have. I've played it and coached it for 28 years.

It's my life. □

## Retooling for a New Job Market

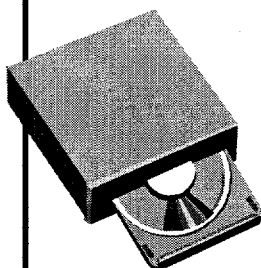
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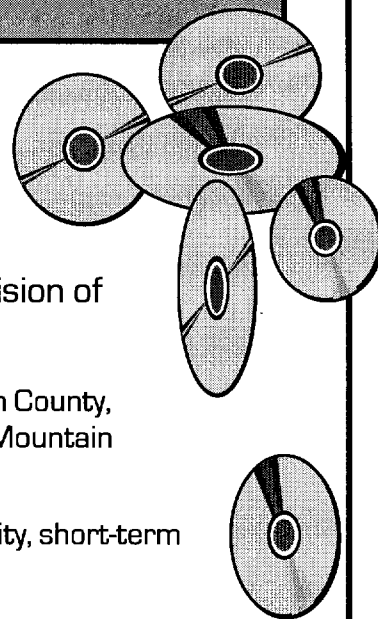
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As children we played pretend. One minute a doctor, firefighter or teacher. The next — a cowboy, nurse or baseball player. As adults in today's world, we're discovering a bit of reality in that simple child's game. No longer should we expect to have a one-career life as corporations downsize, work skills change, and the demand for a more flexible worker becomes the norm. In this issue of *FOCUS* we'll show you how Boise's economy is changing and the impact it's having on educated workers and college students preparing for their future. We'll take a look at five BSU alumni who are at different stages in their career. And we'll show you how BSU can help if you're in transition with work or retraining.

# Work Wanted

By David Proctor

**R**eturn with us now to those thrilling days of yesteryear... to the myth-enshrouded 1960s and 1970s when students could walk out of college with virtually any degree and into government jobs or training programs at IBM, Sears, New York Life, the Bank of Idaho ... when recruiters flocked to campuses and flew top candidates back to corporate headquarters to wine and dine them.

Dick Rapp, director of Boise State's Career Center, remembers there were jobs waiting at IBM when he graduated in 1964 with a degree in political science from the University of Oregon.

"They were begging for college graduates," he says.

Flash forward to 1996 and hang on for a hard paradigm shift. Recruiters are scarce. Management training programs are museum pieces. Jobs are technical and specific. Employers are pursued, not vice versa.

The result is a new breed of clear-eyed, realistic and necessarily pragmatic students.

Like Jeff Thompson. He grew up loving music and singing; his father, Sam, was a longtime music teacher and helped found the Boise Opera. But to make money





pdavis 4/96



*"I still love music," says accounting major Thompson, "but it doesn't pay the bills."*

he became a builder and real estate developer. That lesson wasn't lost on his son.

Jeff, 24, wanted to be able to run a business and looked at his options. Business and marketing were too general, he decided.

"In today's economy you're trying to set yourself apart," he says, "and the way to do that is to be more specialized."

Thompson is now a senior accounting major at Boise State.

"I still love music, but it's something I do on the side," he says. "You have to look at what you love, but you also have to put food on the table."

Krista Arulanandam also heard the sound of music. She was even offered a small scholarship to the University of Puget Sound. Industrial psychology and teaching were under consideration, too. But she is a young woman in a hurry, and when it came down to it, she went with business at BSU and graduated in 1992.

"It was a shrewd business move," says Arulanandam, who is now with Hewlett-Packard's North American Hardcopy Marketing Center, where she teaches people how to sell color copiers. "I make good money, I have security and work for a great company."

This change in employment—and consequently education—has been developing for a decade or more, but really picked up steam in the last five years, employment experts say. Technology has made the workplace more efficient, and company

executives, anxious to raise stock prices and reduce overhead, have amputated thousands of jobs. And tight budgets have restricted recruiting efforts by government agencies and school districts.

As a result, says Rapp, while 100-plus companies sent recruiters to Boise State College in the early 1970s, the number was down to 34 last year at a much larger university. And the jobs they want to fill have changed just as much.

"They want people with specific skills," says Rapp. "They're not planning for you to go through nine months of training. They want people who can start now."

Over the years, BSU has adapted its curriculum to help students become more "job-ready." Part of that process has been a universitywide effort to provide students with more experience in the workplace.

This year, for example, more than 1,200 students served as interns at large and small companies, state agencies and non-profit organizations. Internships give students "an opportunity to apply classroom theory in an on-the-job situation," says Susan Brender, a computer information systems professor and coordinator of the university's internship program.

Brender says interns are being asked to do increasingly sophisticated tasks by their supervisors. For example, four or five years ago most CIS students focused on small in-house development projects, but current interns work with clients to establish Internet connections and other major projects. "The students are moving with the technology," says Brender.

Some students have even parlayed internships into jobs. Brender notes that all five CIS majors who interned at Micron Electronics last spring were later hired by the company. Nevertheless, she says, "The real issue is the experience—not that it turns into a full-time job."

Several BSU degrees also require some form of on-the-job training. Education majors, for example, earn credits and practical experience as student-teachers. "We place students in a variety of classroom situations so that they have logged a minimum of 150 hours of practical experience before they even start their student-teaching," says David Smith, coordinator of teacher advising for BSU's College of Education. One of the first classes an education major takes is a career-orientation class where students hear from prospective employers such as principals and school administrators.

In addition, nursing students and other health science majors work in area hospitals and care centers as part of their course work.

Employers are clamoring for "work-based learning" from most of the university's applied technology programs, says Sharon Cook, College of Technology associate dean. Therefore, the curriculum is designed with the students' job preparedness in mind.

In more than one case, job-site training has become an economic necessity for cash-strapped programs that can't afford to buy expensive equipment. Second-year automotive technology stu-

Ada County Jobs (Non-Agricultural)			
	Population	Manufacturing*	Non-Manufact.**
<b>1975</b>	141,100	5,950 (9.88%)**	54,300 (90.12%)
<b>1985</b>	189,808	10,812 (12.6%)	74,922 (87.4%)
<b>1995</b>	254,019	21,611 (15.5%)	108,237 (84.5%)
<b>2005</b>	311,256	30,938 (16.4%)	157,664 (83.6%)

\* Includes lumber, food processing, machinery, chemicals, etc.  
 \*\* Includes construction, transportation, sales, real estate, services and government.  
 \*\*\* Percentage of Ada County jobs.  
 Idaho Employment Statistics, Idaho Power Projection

dents, for example, rotate among at least 12 local companies that provide instruction on state-of-the-art machinery that BSU can't provide.

Students also gain valuable exposure to career fields through presentations by industry professionals. The College of Business and Economics hosts programs in which local alumni return to campus to share their insights into the job market, interview techniques, networking and other hot issues.

Students and the university also are adjusting to the state's astronomical growth and shifts in the economy that have changed the menu of jobs that are now available for freshly minted college graduates.

Boise and Ada County, where most BSU graduates want to stay, are good examples of how the employment landscape has changed. Between 1970 and 1985, the economy sank and graduates fled. The economy rebounded in the 1990s, about the same time high-tech manufacturing became a major player:

- By 1986 Micron was up to 1,300 employees on its way to 6,781, plus another 2,500 in Nampa.

- Between 1979 and 1988 H-P went from 2,000 to 3,000 employees. It peaked at 5,500 in 1994 and is now at 4,300.

- Zilog moved to Nampa in 1980 and now has 1,575 employees.

And the growth continues. Companies like Spur Electronics have relocated here, and homegrown Extended Systems is up to 200 employees.

In 1975 there were 5,950 manufacturing jobs in Ada County, about 9.9 percent of all jobs. In 1995, the figures were up to 21,611 jobs and 15.5 percent.

"Those figures are remarkable just in the fact that they're up," says John Church, Idaho Power Company's corporate economist. "If you look at the nation as a whole, manufacturing is down. That [manufacturing] really has been the fuel for what's been going on."

And that growth in the high-technology sector has had an impact on BSU's curriculum. A new degree in computer science, added in 1989, now enrolls 174 majors. This fall the College of Technology will begin a new semiconductor program to train technicians for the fast-paced computer chip industry.

And the celebrated tug-of-war over the delivery of engineering programs in Boise was waged at least in part over which university—Boise State or the University of Idaho—could best serve local high-technology industries. Last year the State Board of Education voted to shift responsibility for degrees in civil, mechanical and electrical engineering from the U-I to Boise State. BSU will offer those programs starting next fall, and anticipates 600 majors by the year 2000.

"High-technology companies have been very supportive of these degrees," explains

## CAREER PROFILE



*Parks refused to let life pass her by.*

## Back to School

By David Proctor

**P**am Parks was 45 and had just lost her job in the Cecil Andrus administration when the former Idaho governor left office in 1994. Her children had left home and her father had recently died. She was a perfect candidate for a whopping mid-life crisis.

She politely declined and instead saw it as an opportunity to fulfill her dream of earning a college degree. She is now a junior at Boise State majoring in communication.

"I had a lot of changes to deal with all at once," Parks acknowledges, "but the situation lent itself to going after my dream."

It was a dream deferred for 25 years. Her first venture into higher education ended after one semester at Weber State College in Ogden, Utah.

"I got married way too young and had kids way too young," she says.

Ten years later Parks enrolled at BSU for two semesters. This time it was the end of her marriage and the need for a job that halted her education.

After a stint at the state Department of Health and Welfare, she was hired as a secretary in Andrus' press office in 1987. In 1994 she was promoted to public information specialist.

"It was a great job," she says. "I hated to see it come to an end. But you can go two ways—take advantage of the situation or let it get you."

A friend who knew the choices Parks faced asked her what she would do if she won the lottery.

"Go back to school and get a degree," she replied.

She is finding great satisfaction in the whole experience—the classes in geology and physical geography, cultural anthropology and public speaking. Returning to school has opened her eyes to the possibilities her degree will afford her when she graduates, and she feels no pressure to narrow them yet. Work in civil rights and the environment is appealing. Even the Peace Corps is a possibility.

"I want to do something that contributes to mankind," she says, "but as for the details, I don't have them yet. Some of the neatest things that have happened to me have been things I haven't sought. So I'm willing to make myself the best I can be. Who knows where that will take me?" □

## CAREER PROFILE

CHUCK SCHEER PHOTO



Logan supplements his temporary job with teaching part-time at BSU.

# Corporate Casualty

By Melanie Threlkeld McConnell

**A** year ago Rick Logan's work world stopped in a lurch. After 14 years with Morrison-Knudsen his time was up, they told him one morning. By noon that day he was out of his office where he had worked as a network administrator, building and administering large-scale computer networks to connect MK Rail's division office in Boise with offices across the United States and Mexico.

"I thought I had a very solid future," he says. "I built their whole network."

With four children and a wife in college to support, Logan set out to find work, hoping to replace the good salary he was making at MK.

But at 40, with an associate of applied science degree from BSU and a year left for a bachelor's degree in applied science, Logan says finding full-time permanent work has been hard. "I'm forced to start over and do things I was doing eight years ago rather than using the skills I had acquired over those 14 years," he says.

But Logan is not a quitter. He teaches computer application classes at BSU's College of Technology two nights a week — after working a full-time temporary job at Micron in computer hardware support. He works for a local temporary agency which contracts with Micron.

Even with his two jobs and his wife's elementary school teacher's salary, the family has not regained the financial footing they once had before Logan was laid off. They live on about \$10,000 a year less than before.

"I can still say I'm bitter but I'm not going to sit around pouting about it because my family suffers and that only makes matters worse," he says.

The most frustrating aspect is that he is not using his skills and doesn't have a clear view of his future. But the game's not over. "Not even close," he says. "I still think there's something in the corridors. I'm just racing through the maze of hallways."

If anything good has come out of his job change it has forced him to set his own personal and retirement goals rather than relying on someone else to do it, he says.

"Daddy said if you'd stay with a good corporation you'll get that retirement," he says. "Those rules have gone out the window." □

BSU Provost Daryl Jones. "I think the healthy enrollment in all of them illustrates their need ... and the employment potential for our graduates."

But high technology isn't the whole employment story in the Treasure Valley. Service jobs are up from 9,800 or 16 percent in 1975 to 34,012 or 24.4 percent in 1995. That makes services, which includes everything from medical and legal services to temporary employment agencies, the county's largest employment category.

It is followed closely by the county's other growth industries, retail and wholesale trades and manufacturing. The government, which used to account for 26 percent of all jobs, is down to 16.5 percent.

"We've had some huge changes in the service group," says Berel Koppes, labor market analyst for the Department of Employment. "At one time we had two temporary employment agencies. Now we have 37.

"A lot of big companies are using these people to a great extent and if the people work out, then they put them on full-time."

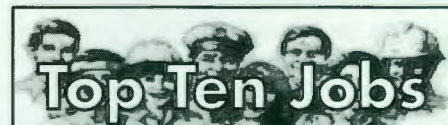
As a result, today's students face an increasingly competitive environment for the full-time, high-paying professional jobs.

That means a lot more hard decisions and nervous stomachs on campus than there used to be.

"The majority didn't anguish over what the future held," says Rapp, of the students in the 1960s and 1970s. "They just assumed there would be opportunity. And based on what was happening then, that made sense.

"Now we're seeing a lot of worry, and in some cases anxiety, about careers. They're asking, 'Will there be jobs when I graduate?' 'Where will the job security and opportunity be?'"

"Some are so overwhelmed by anxiety they're resorting to approach-avoidance.



Based on the prospects for salaries, raises, job demand and long-term growth here are the ten best jobs in 1996, according to *Money Magazine*.

1. Physical therapist
2. Physician
3. Computer engineer
4. Computer systems analyst
5. Registered nurse
6. Radiologic technologist
7. Computer programmer
8. Clergy
9. Pharmacist
10. Special-education teacher

They're so worried about it they delay looking for jobs."

But other job-savvy students are taking the proactive approach, carefully preparing themselves for employment by mixing special courses, internships, international study and work experience. The result is a carefully crafted resume designed to stand out in a crowd.

Ed Petkus, an assistant professor of marketing and finance, counsels students to see the glass half full, to take advantage of the work temporary agencies offer to find out more about the world and themselves.

"I work under the assumption that people 23 years of age don't know what they want, and if they do it's kind of sad," says Petkus. "Temporary work allows you to get your feet wet, try things."

Yet despite the seemingly vocational approach taken by many students, there are many who are following their instincts, no matter where they lead.

BSU freshman Brandi Gallaher's mother wanted her to be an accountant. She started out in environmental engineering because she liked math in high school, but "it just didn't click." She's now in social work.

"I decided I want to go into the prevention side — into drug-abuse or child-abuse prevention," she says. Gallaher worries about where social programs will be in four years with all the government budget cuts, but then points out, "The need won't go away."

Brook Pinkert, a junior, chose chemical engineering because she is "obsessed with science. I had no clue what an engineer made when I went into this," she says.

And even now she's not sure where it will lead. "It's nuts to try and find a job," she says. "There are so many people applying for each job, they don't have to look for you. What are the chances you'll be 'the one' of 300 people who apply for a job?"

James Oliveria's attitude is, he could be that one.

In contrast to the laser-like focus of a Krista Arulanandam, Oliveria dipped his toe into the waters of music, psychology, business and preministry at Northwest Nazarene College. Oliveria came to BSU as an art major, then fell in love with the burgeoning theatre arts department.

Despite his work behind the scenes and roles in *The Misanthrope*, *Our Town*, *The Human Comedy* and *Two Booths and a Lincoln*, Oliveria knows the world is not likely to beat a path to his doorstep when he graduates in May.

His plan is to find a job, save money and move to California, Reno or Las Vegas, anywhere that offers him a chance to work. The odds, he says, don't get him down.

"I guess I'm hopelessly optimistic," Oliveria says. "I know it will be tough, but lightning's got to strike somewhere." □

## CAREER PROFILE



CHUCK SCHEER PHOTO

*Carley and Albertson's have been a successful partnership for five decades.*

## In it for Life

*By Larry Burke*

**J**ohn Carley knows a good thing when he sees it. So does Albertson's. That probably explains why the 1955 Boise Junior College graduate worked his way from an ice cream cone dipper in 1950 to become president and chief operating officer of the company 34 years later.

"They had a high value on me, and conversely, I had a high value on the company," he says. "Every year I set goals for myself. As long as I had the opportunity to meet those, I saw no reason to go anywhere else."

Carley's relationship with Albertson's began when he was in high school. After graduating from BJC and the University of Washington and serving in the military, he went to work full-time in 1959. He retired last year after a career that spanned five decades.

From day one, his goal was to become president of Albertson's. His career was the fulfillment of a step-by-step plan to meet that goal. He began in the drug store division and worked his way up the corporate ladder as a store manager, a district manager, and, eventually, a corporate officer.

Over one 13-year stretch Carley and his family moved 11 times. He was running the Los Angeles division when the company called him back to Boise for good in 1973. He was elected to the board of directors in 1979 and became president in 1984.

With his experience and savvy, other firms tried to lure Carley away from Albertson's. But he was never tempted to leave, even for a higher salary.

"I saw no reason to jump ship just for a few more dollars. I've seen many people job-jump just for money, and it usually doesn't work out for the best"

Carley is not an anomaly at Albertson's. Many of the executives spend their careers with the company. "We promote from within ... if you do well, chances are, you will advance. We don't hire too many from the outside."

The corporate loyalty that Carley and Albertson's shared may be waning in some companies where layoffs and downsizing have cut into the executive ranks. But Carley says people can still find happiness with one employer — if the circumstances are right.

"I would have left if I couldn't have accomplished my goals. And if we had been unsuccessful, who knows where I would be?" he says.

But, he adds, "People who set goals and are doers can achieve. Really, there are more opportunities now than when I started." □

# Jobs In Jeopardy

By **Melanie Threlkeld McConnell**

Job security is dubious in these days of downsizing, especially for white-collar workers.

**T**he room is bright and spacious. The receptionist, kind and smiling. It's a peaceful place from most indications, with all the signs of hope and success.

But go beyond the entrance of the Idaho Department of Employment's Job Service office to the endless maze of cubicles and you'll see a darker picture, hear a bleaker tale. And not just one, but hundreds, each week. Stories from unemployed accountants, lawyers, occupational therapists, auditors, journalists and human resource officers — people with master's degrees and 20 years of work experience.

Despite a remarkably low unemployment rate of 3.4 percent, all is not well in Boise, where growth and prosperity appear to be the norm.

Yes, people are working, labor experts acknowledge, but not necessarily at jobs that pay a livable wage, offer medical benefits or even provide full-time work. Downsizing, rightsizing, whatever you call it, is forcing many professionals and former high-paid, educated workers to take any job (or jobs) they can find just to





*Scaraglino: "You can't stereotype or categorize the unemployed right now."*

keep food on the table.

"You can't stereotype or categorize the unemployed right now," says Ethna Scaraglino, manager of the Boise Job Service office. "You'll see everyone coming in right now from a transient, homeless individual to an individual who has worked for a company, maybe as a CEO or a high vice president of a company for 20-25 years who is out of work, and everything in between."

"That's reality and it's not just Boise," says Dick Rapp, associate vice president for student affairs at BSU and director of the university's Career Center.

A report released in February by Challenger, Gray and Christmas Inc., an international outplacement consulting firm in Chicago, shows that nationally employers slashed 97,379 jobs in January 1996, the highest monthly total in two years. The January total was 76 percent higher than December 1995 and 150 percent higher than the 38,962 job cuts in January 1995.

About 40,000 of the job cuts belonged to AT&T, while the computer industry cut 11,997 jobs and retailers had slashed 8,157 positions in a month — from December 1995 through January 1996.

Locally in the past year, jobs have been cut at West One Bank, First Security Bank, Morrison-Knudsen and Hewlett-Packard, all

employers that traditionally provided secure jobs.

While many ousted workers leave the area for other jobs, many stay in town taking what they can find to keep their families afloat, creating what employment experts call the "underemployed." Who are they?

"In many cases they are people who had reached a level where they were making pretty good pay and had a good amount of responsibility but as companies have shrunk that middle management area they get crowded out," Rapp says. "It's hard for them to find someone who will pay them what they're worth. With the types of jobs and the number of college graduates, this may be the norm."

"Somebody is underemployed because they're working, they can't qualify for any kind of subsistence benefits and yet they're poor, they're barely making it," Scaraglino says. "We see that a lot with young families that have to pay for day-care, and really we see it across the board."

"We encourage people to take a job and continue to look for something better. That's part of our philosophy. You're more employable when you're employed."

Sharon Mackey knows the story firsthand. She works part time as a placement consultant for Job Service because she can't find a

full-time job using her writing and editing skills. Now 46, Mackey earned her bachelor's degree in English from BSU in 1992. She's a semester away from her master's degree, but can't finish because she's drained her savings and can't afford to pay for the few remaining classes.

Mackey says she returned to college after raising her son because she wanted to get ahead and have some job stability. Her son, on the other hand, will teach high school math when he graduates from Whitman College in May with a degree in math and astrophysics, she says.

"The market is entirely different than it was when I started out 10 years ago," Mackey says. "The people with the kind of degree I have, we're the people who were the pool for middle management. We're good writers, critical thinkers, good managers. Now we're the people corporations are deciding they can do without. I tend to think they're wrong."

Mackey says that while she enjoys her part-time work, she would prefer to use her writing and editing skills.

"There are very few jobs out there for what I want to do," she says. "What really is frustrating and dispiriting is so many of the



employers [you interview with] don't even bother to send you a note. When you're unemployed and not feeling good about yourself anyway, it just makes you feel invisible. I've talked to clients who have told me the same thing."

Jack Rucker, now executive director of the Idaho Council on Economic Education based at BSU, survived a mid-life economic roller coaster last year when a merger between West One Bank and U.S. Bank virtually eliminated the marketing department at West One Bancorp where he had worked for 15 years.

"I don't think I missed a lick from one day to the next," he says. "I didn't have an hour's down time."

Rucker, 58, says his transition from bank to university went smoothly because he had kept his skills current, maintained a positive attitude and viewed the end of his banking career as the beginning of a refreshing and productive career change.

The experience, Rucker says, has been an invaluable tool in the marketing class he teaches in BSU's College of Business and Economics.

"I try to give [the students] a realistic view of what the marketing field is," he says. "I tell them to be as versatile as possible because you're going to work three or four different careers. Keep your peripheral vision open and keep a positive attitude."

And, he emphasizes, it is inevitable that everyone at some time in his or her life will be unemployed.

"Don't go into a denial period of 'Hey, somehow [the company] will take care of me,'" he says. "Accept responsibility for your own future, do something about it sooner rather than later."

Tacey Graham, a senior Job Service consultant, agrees. "Many, many people wait until the very last second, still not thinking they're going to be unemployed and then they have no place to go on Monday," she says.

"If I became unemployed tomorrow I would go to a temp agency to put bread on the table because I know I could get a job and get paid," Scaraglino adds. "But that would not be my long-term goal."

Temporary agencies are filling a void for both workers and employers, employment experts say. Working for a temporary agency is a good way to "shop" for a good employer and try out different skills, Scaraglino adds.

Hiring temporary workers for traditionally professional positions is a growing trend, says Len Piplar, sales manager for Interim Personnel in Boise. He likens it to "leasing people," whether they are attorneys, accountants or human resource officers.

"Now [companies] are looking more and more to temporary workers because it gets them out of a lot of liability," he says. "If they

don't like someone they don't have to hire them, or if they do they can. Probably in the next five years 50 percent of the American workers will be casual workers — people

who work out of their homes or through a temp agency."

Piplar says his office receives about 10 resumes a day from professional, highly edu-

## CAREER PROFILE

# Newspaper Newcomer

By Victor Whitman

**A**s a young schoolgirl, Jamie Hodges knew she wanted to be a writer. Now, at 25, she got her wish — and more.

In January Hodges, a 1993 BSU communication graduate who grew up in Boise, joined the *Idaho Press-Tribune* as the Nampa newspaper's business reporter. Life at a daily paper is exciting and intense, says Hodges, and with an 11 a.m. deadline each day, the pressure rarely abates. It's fairly common, she says, to be assigned to a 12-inch story that has to be written in 60 minutes.

Does the pressure get to her? Not at all. "I love it," she says. "I would much rather spend one hour on a story than work on it the whole day."

With the explosion of new businesses in the Nampa-Caldwell area, Hodges, the lone business writer for the 21,000-circulation paper, never has to dig too deeply for that next story. In addition to writing business-related articles, she also regularly covers the breaking news — important stories that come in just before deadline.

Reporters' writing needs to be fast, accurate and interesting. But to break into the newspaper business, a writer usually needs something else — published newspaper clippings. For this reason, Hodges says her one regret at BSU was that she did not take advantage of the school newspaper.

"If I had worked for the university paper — the *Arbiter* — my life would have been much easier," she says. "I didn't have a lot of clippings. It would have improved my skills and helped my confidence."

Before moving to the *Press-Tribune*, Hodges, like many budding journalists, worked at a small weekly paper. As one of the two reporters at the *Owyhee Avalanche* in rural Homedale, Hodges not only covered everything — news, sports, features and entertainment — she also edited her own stories, took photographs and did layout.

"The advantage of working at the weekly paper was that I was able to cover everything," she says. "I was kind of my own boss." However, as the editor of her own material, she did not get the feedback that she now gets from the editorial staff at the *Press-Tribune*.

Though she isn't rich yet — most journalists are financially challenged anyway — Hodges is in the position she wants to be in: a young writer for a newspaper in a fast-growing city. □

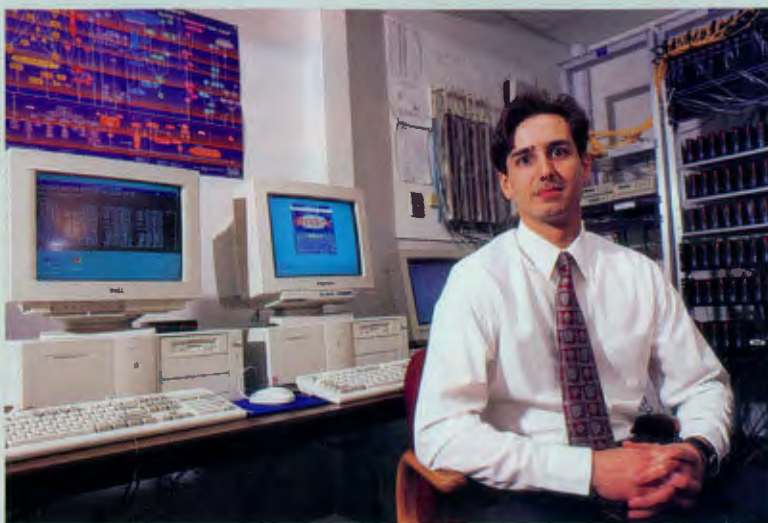


CHUCK SCHEER PHOTO

*Life at a daily paper is exciting and interesting, reports Hodges.*

## CAREER PROFILE

CHUCK SCHEER PHOTO



Jimenez is riding the high-tech wave.

# Enterprising Entrepreneur

By Amy Stahl

**S**hane Jimenez doesn't have a crystal ball but a couple of years ago he could see a technological storm brewing, and telecommunications was clearly at the eye of the storm.

So Jimenez seized the day and co-founded Rocky Mountain Communication. Now the 25-year-old is the president of fast-growing RMC, an Internet service provider with 16 employees and operations in the Treasure Valley, Sun Valley, Salt Lake City, Lewiston and Virginia. RMC also provides long-distance service for pay phones in eight western states.

Jimenez got his start in the business world in 1992 as a bill collector for Sears. But he yearned for bigger opportunities. He looked into buying real estate but faced a major obstacle: no money. So Jimenez teamed up with a telecommunications wiz, the uncle of his fiancée, and they began re-selling long-distance service.

Jimenez subsequently learned about computers during an internship with Hewlett-Packard, then plunged into RMC full-time.

Realizing that the company needed more structure, Jimenez contacted Bob Shepard at BSU's Idaho Small Business Development Center. Shepard helped Jimenez develop a business plan and assemble an advisory committee of business veterans.

With a hectic schedule of 12-hour days, Jimenez has been too busy to complete his bachelor's degree in computer information systems, but he's determined to graduate in 1998. He says his BSU classes have taught him the value of persistence and the benefit of formal policies and procedures.

Jimenez could hardly have forecasted his success. "I never thought of myself as an entrepreneur while I was growing up," says the youngest of five children. "But I never liked being bossed around or told what to do by other people." Now he's the boss, hiring employees and making day-to-day decisions while projecting future growth for the company.

His advice to other erstwhile entrepreneurs? Don't be afraid to ask for help. Seek advice from the ISBDC and professional organizations. Develop a plan of action and act on those plans. "And don't be discouraged by people telling you that it can't be done. What they are really saying is: I don't know how to do that," he says. □

cated people seeking work. He has no statistics, but says the number is up from a few years ago. "I see people out here with master's degrees working for \$6 an hour," he says. "The degree doesn't open as many doors as it used to. I see a regular four-year college degree as having the same weight as a high school degree did five or 10 years ago."

Boise attorney Jane Newby is making the most of her temporary part-time status as a corporate lawyer for Albertson's. Newby, 45, is a former deputy attorney general who lost her job in a downsizing of the Idaho Department of Employment.

Besides her part-time work at Albertson's, Newby teaches a paralegal class at BSU, takes a class and is completing an internship on teaching writing. It all adds up to about a 60-hour week. "I thought maybe I should use this opportunity to do other things."

Newby laughs at the irony when she explains why she wanted a state job after working eight years for Idaho Legal Aid, where funding is always tenuous. "I wanted a little job security," she says.

Job security — there's just no guarantee, experts say, especially for people with a college degree that's 15 or 20 years old. Their education likely is outdated for today's job market, thus making them more vulnerable to job cuts. And that's especially hard for employees who are past middle age. "There's a feeling with a lot of the people I've paid my dues, I've worked all these years and I don't want to have to start over right now," says Joan Hesp, a Job Service consultant.

Author Jeremy Rifkin writes in his new book *The End of Work* that the number of people underemployed or without work is rising sharply as millions of new entrants into the work force find themselves victims of an extraordinary high technology revolution. Rifkin suggests that we move beyond the delusion of retraining for nonexistent jobs and urges us to ponder the unthinkable — to prepare ourselves and our institutions for a world that is phasing out mass employment in the production and marketing of goods and services. Redefining the role of the individual in a near workerless society is likely to be the single most pressing issue in the decades to come, he says.

For many workers who are unemployed or in temporary jobs, the future is the end of the month, next week and even tomorrow. For Sharon Mackey, her future has yet to evolve into what she thought it would be when she returned to college for an English degree, but she continues to think positively.

"I'm a better person with [the degree] than I was without it," she says. "I do some editing work for people and I am trying to market some short fiction. I think this is going to pass and there is going to be a job out there. If I stop, the world will just roll over me." □

# Looking for Work? BSU Can Help

By Bob Evancho

**A**ll set to graduate from Boise State and begin a "real" career? Ready to have the university line you up with a real job that pulls down a real salary?

Get real.

Gone are the days when companies and school districts would send recruiters to college campuses to conduct interviews and hire graduates-to-be right then and there. In this era of corporate downsizing and economic uncertainty, Boise State, like most other schools, no longer "places" its students in jobs once they've graduated. The burden, says Dick Rapp, BSU associate vice president for student affairs, is on the student.

But that doesn't mean BSU merely educates its students and sends them out into the cold, cruel corporate world without a clue as how to land a job. "What we *can* do," offers Rapp, "is help our students become effective job hunters."

And the primary place to receive that help at Boise State is the university's Career Center, which until recently was called the Career Planning & Placement Center. "The rationale behind the name change was that the word 'placement' incorrectly suggests that someone is going to get someone else a job," explains Rapp, who directs the center.

It may be a dog-eat-dog world out there in the land of wage earners, but the Career Center is designed to help BSU students gain a foothold on the job market. Part of the center's function is to prepare students for their job search by helping them write resumes, develop interview skills and make job referrals.

But there is more, notes Rapp. "It's not just a matter of helping people find jobs," he says. "The Career Center is spending more and more time and resources helping people with the whole career-decision process."

And in many instances, that process is being helped along by modern technology. By using computer programs at the Career Center and accessing the BSU Home Page on the Internet, help is just a few keystrokes away for most students.

Technological advances are certainly helpful, but BSU provides plenty of other services to help students who are preparing to enter the work world. Here are a few of them:

**BSU CAREER FAIR** — Boise State hosts the largest fair of this kind

in Idaho. Last year the daylong event, which is sponsored by the Career Center, drew 92 exhibitors to the Student Union.

**BSU COUNSELING AND TESTING CENTER** — Administered by BSU's College of Education, the center provides individual career counseling as well as workshops for small groups.

**COLLEGE OF TECHNOLOGY STUDENT SERVICES** — At any point during



*Rapp: BSU's Career Center "helps with the whole career-decision process."*

the training process, students have access to career counselors at the College of Technology Student Services Office.

**CENTER FOR NEW DIRECTIONS** — Also administered by the College of Technology, the center offers individual counseling and educational and career information for single parents, displaced homemakers and other women in the middle of major transitions in their lives.

**CAMP** — The College Assistance Migrant Program provides career counseling for many of its students. Administered by the College of Education's Center for Multicultural/Educational Opportunities, CAMP provides educational support for area migrant or seasonal farmworkers or their dependents.

**GREATER BOISE EMPLOYER DIRECTORY** — Now in its 16th edition, the directory is published annually by the Career Center.

**ALUMNI CAREER TALK** — The career information network is a partnership between the Career Center and the BSU Alumni Association. It hooks up a student with BSU alums who are currently in a field the student is considering. □

# New Networkers

*Direct selling offers  
an alternative to the workaday world.*

**By Edie Jeffers**

**A**lmost daily we hear news of American workers losing jobs as corporations downsize, outsource and lay off at an unprecedented pace. As a result, employment insecurity is pervasive in today's economy.

Many disillusioned workers no longer content to ride the corporate roller coaster are turning to network or multi-level marketing, where the possibility of independence — financial and otherwise — can be very appealing. According to the Washington, D.C.-based Direct Selling Association, there are 6.3 million independent direct selling distributors in the U.S., and another 11.3 million in the rest of the world.

"Working for a company for 30 years and receiving the gold watch and a big retirement party is an old paradigm," says BSU MBA student Tamara Beach, who has done research on network marketing companies. "Today, it is estimated that the average job lasts only four years. Consequently, droves of people are looking for alternatives to the traditional corporate ladder."

BSU marketing professor Doug Lincoln says network marketing offers this alternative. "Becoming a participant in this marketing channel is somewhat of the American entrepreneurial dream — be your own boss and have the opportunity to make seemingly lots of money — if you

are willing to work hard, smart and fast," he says.

According to Richard Poe, author of *Wave 3, The New Era in Network Marketing*, network marketing is any method of marketing that allows independent sales representatives to recruit other sales representatives and to draw commissions from the sales of those recruits. In addition, network marketing skips retail outlets, expensive advertising and other traditional sales vehicles, and instead depends on person-to-person selling, with products or services coming directly to the customer's door.

Instead of profits going to stockholders of a major corporation, they are spread among the people in a network, or "downline." Every time a customer "renews" by purchasing products or services each month, their network marketing "agent" receives a commission.

In addition to Amway, NuSkin, Mary Kay, Shaklee, Excel Telecommunications and many other network-marketing companies, traditional business is also exploring network marketing as a distribution channel. MCI, Sprint, Gillette and Coke have all used it to market their products.

Network marketing certainly has its downside. Many people try it, but leave disillusioned and disappointed by the experience of selling and recruiting others

to sell the product.

"What I see as the biggest problem is you have to sell to your friends and relatives. That can be a big barrier," says Ed Petkus, a BSU marketing professor. "You're going to be in that awkward situation where a friend or family member feels obligated to buy something from you."

"To progress in the network-marketing business, you not only have to find customers, but you have to recruit other people into your personal organization to gather customers too, which Petkus sees as another disadvantage. "The only way people really do well at it is by getting people under them to sell for them. And again, who are you going to get? Friends and family, putting them on the spot," he says.

Petkus also points to the negative pyramid image that plagues network marketing. "It has that get-rich-quick feeling to it," he adds.

Network marketing, though, does work for people like Carl Ariola, who says many of the new companies don't fit the old stereotypes.

The former Arthur Andersen CPA joined a division of NuSkin, a skin-care products company, and after 10 months he had replaced the income from his previous 8-to-5 job.

Ariola is a self-described "professional



network marketer" who sells products "by accident" when telling people about NuSkin's business opportunity.

"There is absolutely nothing that would lead anyone to believe that I'm going to push a product on them," he says. "That is old-fashioned paradigm thinking. I run an organization. There are hundreds of people in my organization, so I spend my time helping people develop their contacts, and I spend some time on personal recruiting."

The 1993 BSU accounting grad admits network marketing has suffered from a poor image in the past because people were pushy with their products. "The problem with this industry is that it's been amateur hour," says Ariola. "We've had people who have badgered, badgered, badgered. They fell in love with a product, talked to five or 10 people about it and expected to get rich."

Unlike many who are recruited into multi-level marketing by a friend or family member, Konnel Peterson, who has sold real estate for nine years, looked into network marketing companies much like a savvy job hunter would research prospective employers.

Peterson wanted to work with a company that did not require its customers to make new purchase decisions each month. Long distance telephone service provided this vehicle. "With telephone

service, people use it without making a conscious buying decision every time," says Peterson, a 1995 BSU marketing graduate who recently left real estate to pursue his telecommunications network marketing gig full time.

Peterson says that only through hard work and persistence do people get rich in network marketing. "Any network-marketing company that has a legal marketing plan is not a get-rich-quick scheme, but you can get rich in them if you put in the work and the effort," he says.

Peterson and Ariola agree that people who pay attention to economic trends don't ignore the tremendous potential of network marketing. "There are so many

things happening in network marketing. It's the most inexpensive way to get your product to market," says Peterson.

"There's no question that we're moving from a manufacturing-based economy to an information age, and people who exchange information quickly are going to make money," adds Ariola.

"A job is an addition game," says Peterson. "Every time you work an hour, you get an hour of pay in return. Network marketing allows you to multiply your efforts. As you put in an hour, you have people who are representatives also working to better their future, and you can multiply your efforts."

Confident that he'll never have to put together another job resume, Ariola sums up why network marketing is simultaneously appealing and frightening to our credential-obsessed society.

"As a professional ... a CPA, a doctor, an attorney ... we all trade time for money directly, and there's no way to have financial security and time freedom in that scenario. You've got to own your own business," he says.

"And you can leave credentials at the door. Being a CPA [in network marketing] doesn't do me a darn bit of good. It totally depends on my productivity, and that scares people who are used to being in their comfort zone working for somebody else." □

**'You can get rich if you put in the work and the effort.'**

# SIMPLOT/MICRON CENTER MARKS TENTH YEAR OF OPERATION

It's one thing to predict the future. It's another to do something about it.

And in terms of electronic development and delivery of education, Boise State University has definitely done more than sit by and prognosticate — a whole lot more.

Ten years ago this May, BSU opened its state-of-the-art Simplot/Micron Instructional Technology Center, a multimedia facility devoted to the delivery of education and information via technology.

In an era when technological advances occur at a mind-boggling rate, the SMITC remains state of the art.

The SMITC's utility remains intact thanks in large measure to the prescience of BSU leaders and Boise industrialists J.R. Simplot and Joe and Ward Parkinson, the founders of Micron Technology. It was this partnership between education and industry that built the SMITC in 1986 and has made it

the hub of technological education delivery in southwest Idaho in 1996.

At a recent event commemorating the 10-year anniversary of this partnership, SMITC director Ben Hambelton said, "The partners [in] this effort were nearly a full decade ahead of the current interest in using technology to deliver education in flexible formats to where people work and live, to using technology more pervasively in the teaching/learning process, and using technology-delivered education as a tool in attracting and retaining business and industry in our area."

Forward-looking? Innovative? Absolutely.

"Ten years ago," Hambelton continued, "a facility designed and built to house computer-based instruction, educational telecommunications, media design and production, interactive distance learning, and all the support services to facilitate those functions was rare indeed."

How rare? Hambelton recalled giving a tour to representatives of local and national firms that specialized in audiovisual systems and technology installations. They were among those who were to bid on installing the SMITC's media and technical systems.

"I explained the function and expectations of each space even as it was still under construction," Hambelton recalled. "I then asked them how this building compared to others of similar purpose they may have worked on or seen. They looked at each other with a puzzled look and responded they had never seen anything like it anywhere. In 1986 we were indeed [in the midst

of] a unique undertaking."

In the first decade of its existence, the SMITC, Hambelton stated, has established itself as a center that promotes "vigorous experimentation and a continued high adventure in exploring applications of technology to teaching, learning and communicat-



*The center opened in 1986 with a nationwide teleconference.*

ing at Boise State University."

Among its many accomplishments:

- Through teleconferencing, the center has brought faraway experts into local classrooms. More than 50 such events scheduled each month.

- Computer-based testing and instruction is used in some form by every Boise State college. "Ten years ago we were just begin-

ning to use computer graphics," said Hambelton. "Today nearly all classroom instructional graphics are produced by digital technology."

- From its early days, the SMITC implemented and delivered interactive instructional television to businesses, hospitals, military sites and continuing education centers throughout southwest Idaho. Currently, BSU's Knowledge Network broadcasts classes throughout the Treasure Valley and to 25 public and corporate receive sites.

- The SMITC is the center of a closed-circuit, microwave network that links the state colleges and universities. The systems allow faculty to share ideas and work together on instructional materials and programs.

- The center helps faculty add computer and World Wide Web resources to their classes and provides increased access to instructional materials both for on campus and

off-campus students.

Clearly, in its 10 years the SMITC has embraced the philosophy it was supposed to follow — and most of the programs it was designed to access and develop. "It remains a vital part of Boise State's strategy for developing and delivering 21st-century education," Hambelton said. □

## SPEAKERS ADDRESS FUTURE OF TECHNOLOGY

On the day it opened 10 years ago, the Simplot/Micron Instructional Technology Center burst on the scene with a teleconference that was broadcast to more than 125 sites nationwide.

The "Retrain America" theme was a timely topic for states making the transition to the information-based economy.

Ten years later, the SMITC celebrated its opening with another, equally timely conference on "Teaching and Learning with Technology." Faculty, public school teachers, administrators and students gathered for two days of panel discussions and workshops designed to inform participants about the use of technology in the nation's schools.

Keynote speaker Robert Heterick told the audience that technology will change the way universities teach and students learn ... that the "role of the faculty isn't going to be less; it's going to be different."

Heterick, president of a consortium of higher education institutions and corporations called Educom, said technology provides tools that will help students become more responsible for their own learning.

This move to a "learnercentric" approach will change the "teachercentric" model that education has used for centuries, Heterick said. Rather than lecture and give tests, teachers will be used more to guide students as they learn using materials that are available via technology, he predicted.

"We must learn to use technology or private enterprise will enter that market with products that compete. Companies like Disney and Microsoft would love to have a piece of what is a multibillion dollar market," he said.

State Board of Education member Tom Dillon also urged faculty during a panel discussion to find ways to make technology work for them. Otherwise, he cautioned, those decisions likely will be made for them by legislators.

The tolerance to let higher education "do its own thing" is going away, and consumers of education will likely play a larger role in determining what universities offer, panelists said.

The conference was sponsored by BSU, TCI Cable and US WEST. □

## BSU FOUNDATION RE-ELECTS OFFICERS

The BSU Foundation recently re-elected its officers and renewed their three-year terms as board members. Officers are:

President — Charles Wilson, president of Pacific Northwest Broadcasting.

Vice president — Jim Nelson, president of Nelson Sand & Gravel.

Secretary — Sam Crossland, attorney and retired Morrison-Knudsen executive.

Treasurer — Ted Ellis, mayor of Garden City and retired Key Bank executive.

Directors who received renewed three-year terms are Robert Krueger, president and general manager of KTVB and Fred Thompson, Jr., president and owner of Executive Management Inc.

New directors elected to the board are Steve Appleton, chairman of the board and chief executive officer of Micron Technology Inc.; Hatch Barrett, president of Trebar Kenworth Sales; JoAnna "Jody" DeMeyer, retired vice president of St. Luke's Regional Medical Center; Ann Hester, co-owner of Hester & Ramakers; Velma Morrison, president of the Harry W. Morrison Foundation; Peter Richardson, an attorney with Davis Wright Tremaine; and Milford Terrell, president of DeBest Plumbing. □

## FY 95 DONATIONS TOTAL \$5.2 MILLION

The BSU Foundation received a record amount of private contributions totaling \$5,264,072 for fiscal year 1994-95, up from the previous year's amount of \$1,748,636.

The past year also saw an increase of 7.5 percent in donors. Overall assets increased by 8 percent and now total \$27,615,879.

"We are grateful to our donors," says Bob Fritsch, Foundation executive director. "The Foundation remains committed to quality education, which we couldn't achieve without them." □

## FUNDS SOUGHT

Idaho Dance Theatre (IDT) invites supporters of BSU and the art of dance to contribute to the IDT Scholarship Fund. The scholarship is given to a BSU dance student who currently dances with IDT, BSU's "company in residence," or has outstanding potential in dance. Contributions can be sent to Idaho Dance Theatre Scholarship, BSU Foundation, 1910 University Dr., Boise, ID 83725. □



CHUCK SCHEER PHOTO

The BSU Foundation annually hosts a luncheon for academic scholarship donors and their recipients. Seated at this year's event are Uzma Ahmed, left, a recipient of the Odus and Luella Glasgow Scholars in Management Scholarship and the donor, Luella Glasgow Hendryx.

## AN INVESTMENT IN BSU'S FUTURE

With the huge increase in stock prices, many people have thought about sharing their gains to assist BSU's academic program. In so doing, it's also possible they can increase their current income and avoid taxes.

An example would be Mr. and Mrs. Benefactor who paid \$30,000 several years ago for stock that is now worth \$100,000 and only pays a dividend of \$2,000, which is 2 percent of its market value. If they sell the stock they will pay significant capital gains and be forced to determine a reinvestment strategy. If they hold the shares, they will be included in their estate and be subject to normal estate taxes, both state and federal.

Instead, Mr. and Mrs. Benefactor can use

their stock to establish a charitable remainder trust that will pay them both \$7,000 a year for life. The balance remaining in the trust will be used to benefit the BSU academic program of their choice.

The benefit to them is fourfold: first, they receive a significant federal income tax charitable deduction; second, they increase their annual income by \$5,000; third, they save paying onerous capital gains taxes, and best of all, they assist countless generations of future talented and deserving BSU students.

For more information, contact Bob Fritsch at the Boise State University Foundation, 1910 University Drive, Boise, ID 83725 or call (208) 385-3277. □

## GIVING NOTES

■ Dale Angers gave \$1,000 to the Van Vacter Nursing and Construction Management scholarships.

■ Boise Cascade Corp. donated \$1,500 to the International Business Account.

■ Tom and Linda Dixon gave \$1,600 to the business scholarship in their name.

■ David Ewy donated \$1,000 to the Ruth V. Ewy Memorial Scholarship.

■ Aubrey Gaines gave \$1,000 to the Rosa Parks Academic Leadership Scholarship.

■ Gladys Langroise contributed \$2,572 to the Langroise Business Scholarship.

■ Beth Nolan donated \$1,000 to scholarships through Phonathon '95.

■ Don and Doli Obee contributed \$1,000 to the D. J. Obee Biology Scholarship.

■ Douglas and Connie Payne gave \$1,000 to the Anna M. B. Payne Nursing Scholarship.

■ John and Beverley Piccitto donated \$1,000 to the Idaho Archeological Undergraduate Project.

■ Charles and Sally Ruch gave \$1,000 to the McCain Reading Room Endowment.

■ Carol Seddon gave \$1,207 to the Victor Duke/Diet Center Scholarship.

■ The J.R. Simplot Co. donated \$2,500 to the McCain Reading Room Endowment.

■ Lewis and Connie Ulrey gave \$1,000 to the Mel Shelton Music Scholarship.

■ Rick and Nancy Webking donated \$1,000 to the Underkofler Accounting Scholarship. □

CHUCK SCHEER PHOTO



*Lusk's link to Kazakhstan is helping farmers adapt to a changing marketplace.*

## SOWING SEEDS OF WESTERN IDEAS

*By Amy Stahl*

Twelve time zones away, farmers on the arid plains of Kazakhstan are learning about Idaho irrigation and agriculture techniques with the assistance of a Boise State University social work professor.

Mark Lusk is working on a five-year program in the former Soviet Republic as a consultant to Harza Engineering, the World Bank and the Kazakhstan Ministry of Agriculture.

For the World Bank, Lusk is part of a five-member team that includes an agricultural economist from Holland, an agricultural education specialist from Australia, and engineers from the United States and Greece. Lusk's role is to help the farmers organize into agricultural cooperatives, irrigation districts and other farmer associations to better manage water, crops, soil and other resources.

Simultaneously, Lusk is also a consultant for the Harvard Institute for International Development. As part of the one-year contract, he'll give periodic three-day workshops to 170 bureaucrats on the virtues of privatization, democratization and decentralization. Lusk hopes the administrators "will become catalysts" for change. The goal, says Lusk, "is to restore the agriculture economy to its full productivity in a way that benefits farmers rather than the Soviet state."

He's confident that far-off Kazakhstan can benefit from the expertise of farmers from Idaho and the Intermountain West. "We get more use out of our water than any irrigator anywhere," says Lusk.

Roughly four times the size of Texas, Kazakhstan extends from the plains of western Siberia to the desert of Central Asia. Agriculture employs about 25 percent of the labor force, with grain, meat, cotton and wool the predominant products.

Kazakhstan gained independence from the Soviet Union in 1991 and has struggled to overcome problems with pollution, backward technology and inexperience with foreign markets.

Since 1992, the nation's leaders have been aggressively pushing to move the agricultural sector from a centralized state system to Western-style farm businesses, says Lusk. State-supported farms were established by Stalin in the 1930s and continued through Gorbachev and perestroika.

"It was an extremely paternalistic agricul-



tural system," says Lusk. "The Ministry of Agriculture can't effectively mimic a market economy because it's a monopoly."

And the farmers working on the large state collectives don't have the diverse skills needed to manage a business in a free-market economy.

Weak market conditions further compound problems faced by Kazakh farmers. The government has put firm controls on prices to prevent the cost of food commodities from fluctuating. However, the limits are putting an enormous burden on farmers who can't recover their production costs or raise prices on goods.

Lusk wasn't surprised to find some hesitation about privatization among rural Kazakh farmers who are alarmed about developments in their nation's urban areas. "Farmers are content with the system because they look at the chaos in the city and realize that at least they are well fed on the farm."

It's an exciting but frightening time for many of the farmers, he says. "It's wonderful and very hopeful that people have control over their own destiny," says Lusk. "However, most didn't realize how painful the transition would be," he says.

The World Bank recommends that the Kazakh government loosen its control, and eventually deregulate prices on food commodities, says Lusk. In the meantime, the bank has loaned the government \$140 million to implement a five-year project that will help farmers make the transition to a free-market economy.

Lusk and his team have already spent six weeks in Kazakhstan, where they have visited farms and conducted workshops to better understand farmers' needs.

The BSU professor was selected for the project because of his extensive background in privatization and agricultural reform. Formerly director of the Institute for International Rural and Community Development at Utah State University, Lusk is the author of several publications on agricultural reform and water management, and co-edited a book titled *Farmer Participation and Irrigation Organization*.

He has also won numerous awards, including Idaho's Social Worker of the Year this spring.

An experienced traveler and international development specialist, he has been a Fulbright Fellow in Brazil and Peru, speaks Spanish and Portuguese fluently, and has worked on agricultural projects in the Dominican Republic and Tanzania.

Lusk is proud to be involved with the project. "The greatest expertise the United States has to share with a developing nation is food production," he says. "It's a real privilege for an Idahoan to consult 12 time zones away and to have an influence on food production and human development." □

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# EXAMINING HOW TEEN-AGERS BECOME ONE OF THE GANG

By Victor Whitman

What motivates a kid to join a street gang, a satanic cult or a neo-Nazi organization? Two recent articles — “Clinical Assessment of Adolescents Involved in Satanism” and “Clinical Perspective on Adolescent Gang Violence” — by Cynthia Clark, a Boise State nursing professor, may provide some answers.

Relying on evidence from 15 years of interviews with skinheads, gang members and cult members in Denver and Fort Collins, Colo., and Boise, Clark claims that the members of these various groups have similar personality traits.

Though skinheads, street gangs and satanic cults may target victims for different ends — animal sacrifices, racial violence, competition for drug territory, etc. — the gangs usually consist of members with similar problems.

“I found that the kids involved in white supremacy have essentially the same psychological profile as the kids into the black arts,” Clark explains. “And that really opened my eyes. This isn’t about skinheads or about the black arts or about the Crips and Bloods. This is about adolescent violence.”

Clark says that gang members — some as young as 12 years old — usually are alienated from family members, despise authority figures, perform poorly at school, have a history of drug use, express themselves with violence and have criminal records.

“Many of these kids are searching for an identity, a place to belong, a way to express



CHUCK SCHEER PHOTOS

Clark hopes her research will be useful in preventing gang-related violence.

their anger,” Clark says. “They have very low self-esteem. These groups provided them with a sense of belonging, of family — all of the needs that were not being met.”

Clark has spent much of her professional life studying adolescent behavior and development and has written numerous publications on the subject. A psychiatric nurse/therapist, she has done extensive research with adolescents and has applied her clinical skills most directly to the areas of delinquency, substance abuse and violence prevention. In doing so, she has learned firsthand the difficulties involved in trying to prevent such activity.

Trying to remove a member from a gang is as much a psychological process as any other, says Clark. But the therapist has many obstacles. Gang life is considered exciting, loyalty is strong among members, and many gangs use violence to express their frustration and unwillingness to conform to society’s norms.

Despite the many unfortunate and unhappy young people she has met, Clark remains optimistic that therapists can present alternatives to the gang lifestyle by making youths in gangs feel accountable for their actions, and by reconnecting them with responsible adult figures. It’s her hope that her research will help. □

# BOISE STATE MUSIC PROFESSOR COMPOSES BY COMPUTER

By Edie Jeffers

As word processing programs have drastically simplified the writing and revision process for the author, so have music processing programs aided the composer. BSU violin professor and composer Craig Purdy says the computer “allows you to basically ‘word process’ the music.”

“You can cut and paste different musical phrases, you can lengthen things without changing pitch — which happens with regular recording — and you can even change tempo,” says Purdy, director of the university’s orchestra program.

Purdy’s software of choice is “Music Time” by Passport, a professional-level program typical of what many composers use. The program allows him to play music on his synthesizer, and it is “recorded” onto his computer through a MIDI (musical instrument digital interface). He can then manipulate music on his computer phrase by phrase, note by note, all with the click of a mouse.

Computer composition also allowed

Purdy to take part in a recent film project. Tom Trusky, director of BSU’s Hemingway Western Studies Center, asked Purdy to watch a Nell Shipman silent movie and improvise the soundtrack — much like the pianists of the period would have done.

“I didn’t feel comfortable improvising to the movie like they did during the period, so I recorded the music and then sequenced it,” Purdy says. With the technology, Purdy could compose music that had the feel of improvised music in the comfort of his studio.

Purdy says this technology has many useful applications for musicians at every level.

“We’ve been hearing from high school music teachers that they need training in everything from using the VCR in the classroom and musical uses of the Internet to using music sequencing programs.”

Purdy says plans are under way to offer a music technology class in the fall to address these needs. □



Purdy: A technological musician.

## FIVE FACULTY RECEIVE STATE BOARD RESEARCH GRANTS

Five Boise State faculty were among 14 faculty members statewide to receive research grants from the State Board of Education.

Each year the board, through its Special Research Grants program, awards funds based on the recommendations of a panel of peer evaluators from outside the state.

"We were pleased to get more than one-third of those granted ... this reflects well on the quality of research our faculty is conducting," says Carol Martin, associate vice president for academic affairs and chair of the Higher Education Research Council.

Funding for the five projects totals \$163,000, with individual grants ranging between \$27,000-\$34,000.

The faculty who were selected included:

• **NICHOLAS CASNER**, history, who will write a history of public health in Idaho. Casner

### FREE CD-ROM HELPS ECONOMIC TEACHERS

A 60,000-page economics library is now available free to 716 Idaho schools thanks to a CD-ROM being distributed by the Idaho Council on Economic Education.

Published by Economics America with funds from the National Science Foundation, the "Virtual Economics, and Interactive Center on Economic Education" is designed to give teachers the resources they need to help students understand the economy and develop basic decision-making skills.

The interactive tutorial includes a virtual gallery with exhibits on key economic concepts. Newsreel footage, animated graphs, film, visual puns and illustrations bring the concepts to life. The CD-ROM includes a library of curriculum materials, reference books, lesson plans for every grade, student handouts and more. A highlight is actual newsreel footage of Franklin Delano Roosevelt, Gerald Ford, Jimmy Carter and many others who have made economic policy.

If purchased separately, materials in the resource library would cost schools almost \$2,000. "Virtual Economics" was funded with the \$1.8 million NSF grant. "We are very excited about the power of this program to equip teachers with solid background, creative ideas and ready-to-use lessons in economics for any grade," says Jack Rucker, executive director of the Idaho council.

The ICEE is a statewide non-profit organization operated through the BSU's College of Business and Economics with centers at Idaho State University and the University of Idaho. The ICEE helps Idaho students learn economic and decision-making skills that will assist them as future consumers, producers and citizens. □

will examine the experiences of Native Americans, loggers, miners, farmers and ranchers, the development of medical institutions and health care policies.

• **DOUG BULLOCK**, mathematics, who will utilize ideas from quantum physics to investigate the nature of three- and four-dimensional objects.

• **MARY STOHR** and **JOHN CRANK**, criminal justice administration, who will conduct a survey and other research to learn more about where and to whom crime occurs in Idaho. The researchers will focus especially

on rural areas and communities facing rapid population growth.

• **JOHN O'GRADY**, English, who will relate American nature writing, with its desire to find an ideal environment, to the current debate on the use of natural resources. The research will provide a cultural context for natural resource issues.

• **ROBERT MCCARL**, anthropology, who will document the ranching heritage of the Shoshone-Paiute Tribe at Duck Valley. The project will include ranching families in the research. □



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## HIGH-FLYING AVIATION WRITER WINS MAJOR AWARD

By David Proctor

Jerry Hannifin doesn't surprise easily.

Not after 47 years of writing and editing magazines for Time Inc. From Lindbergh to the Atlantis shuttle, from Truman to Clinton, from Latin America to the U.S.S.R. — the 78-year-old Boise native has been there and done that.

But last year the Flight Safety Foundation managed to surprise Hannifin. In November, the FSF handed him the 1995 Cecil A. Brown-low Publication Award for his "lifetime commitment and contribution to excellence in aviation reporting."

Hannifin, a 1938 BJC graduate, was only the fourth journalist from a non-aviation publication to win the prestigious 27-year-old award.

The honor caught him with his flaps down. "I was blown away totally," he says. "Apart from the FAA, this is the single most respected entity in the world of air safety."

He adds: "I recovered, but it was like recovering from a 10-G pullout."

Spoken like the true aviation believer he's been since he started hanging around the Boise Municipal Airport as a boy. The airport was located near where Bronco Stadium is now, and when Varney Airlines began Boise's first commercial air mail service in 1926, young Hannifin found a second home.

"I was an airport brat," he says with a smile in his voice. "They would come in over what used to be called south Boise, and if you landed short you would drag your tail skid on Broadway."

In 1927, Hannifin was one of the 40,000 people who flocked to the airport to see Charles Lindbergh. Less than four months after his historic Atlantic-crossing flight, the Lone Eagle toured the country to promote aviation. On Sept. 4, he flew into Boise.

"That made a hell of an impression on me, just a snot-nosed kid from Boise," says Hannifin. "He stayed in the old Owyhee [hotel] across from my dad's cigar store."

"I've always considered myself a Lindbergh baby. I was determined I was

going to fly, and I did. I'm still currently rated as a private pilot for single engines, and I've owned a couple of airplanes in my time."

The fires for Hannifin's other passions — writing, Latin America and current affairs — were lit at Boise Junior College by such teachers as Eugene Chaffee (Latin American history), Charlotte Gaylord (English), Camille Power (Spanish) and Norman Atkinson (journalism).

After graduating from BJC he found work

In 1959 Hannifin flew to Cuba and spent three days with Fidel Castro as he emerged from the mountains after leading the successful revolution. He developed a strong attachment to the island and has returned many times since.

Hannifin's love of flying and news came together in a big way in 1960 when the American U2 spy plane was shot down by the Soviet Union. He had heard talk years prior about a mysterious, high-flying spy plane Lockheed had built. The Pentagon denied the story (it was a CIA project), but later, when American pilot Gary Powers was shot down, Hannifin knew what Powers was flying. He wrote the story and was named *Time's* chief aerospace correspondent.

GEORGE WEISS PHOTO



Hannifin visits a shrine for aviators — the Kitty Hawk Memorial in North Carolina.

Since then, when not tending to such duties as covering the White House, and the Pentagon and working as Seattle bureau chief and founding editor of the Spanish-language edition of *Life*, Hannifin has reported on "56 or 57" of the 72 space shuttle launches. That list includes the Challenger tragedy.

"I had fallen in love with Christa McAuliffe. Everybody loved her," says Hannifin, referring to the "teachernaut" who was killed in the explosion. "She had reminded me of the great teachers I'd had. That was my Charlotte Gaylord up there. I was heartbroken."

"But I wrote then that this wouldn't stop us. We're going back to the moon, and we're going to Mars. My grandkids and your grandkids will be out there. Count on it."

with United Press International in Salt Lake City, Portland and Seattle before enrolling at Berkeley. He joined Time-Life in 1946.

He quickly became *Time's* roving Latin American correspondent. When Dwight Eisenhower and John Kennedy went to Latin America, Hannifin was with them.

"I covered everything from the Rio Bravo, which we call the Rio Grande, to the Straits of Magellan. And that means every place. It was the greatest single job in the reporting trade."

And the way he's going, Hannifin will cover that adventure too. Though he retired officially in 1982 at age 65, he is still a consultant to the Time Inc. magazines. From his Florida home, he continues to contribute to such stories as the recent Atlantis-Mir shuttle hook up and the Brothers to the Rescue shoot-down near Cuba.

"I've been one of the most fortunate guys in the world in knowing people who have mentored me and helped me," he says. "I'm a very, very lucky guy." □

## RESEARCHER'S JOURNEY STARTED IN BSU ANTHROPOLOGY CLASS

By Angela Lambert

In the hands of an expert like Guy Prouty, tiny seeds or bits of charcoal can unlock the mysteries of the past.

As an archaeologist and paleoethnobotanist, he studies prehistoric plants used by humans in a quest to learn more about long-forgotten cultures. His unusual occupation has led him most recently to the Zuni Cultural Resource Enterprise on the Zuni Pueblo Reservation in New



GUY JACOBS PHOTO

Prouty digs his work as a paleoethnobotanist.

Mexico, where he is project director of a team that excavates pueblos, kivas, pit structures, and hunting and gathering sites and burial grounds that are about to be affected — and sometimes destroyed — by road construction and other activities.

Combining his knowledge of anthropology, archaeology and botany, Prouty analyzes soil samples hoping to find plant remains such as wood charcoal, wild charred seeds, roots or crops that can tell him about the people who occupied the site. From these minute clues, Prouty hypothesizes about the prehistoric diet and settlement, population movements, the social and politi-

cal structure of the group that used the site, during what season the site was occupied and the climate at the time.

Currently, Prouty and the Zuni are studying a series of Basketmaker III sites that date between 750-900 A.D. Although it has been argued that such sites were occupied seasonally by agriculturalists and hunters and gatherers, they have found evidence suggesting that the sites were actually occupied year-round — a significant discovery.

This month Prouty will begin research near Chaco Canyon, N.M. He will be working to discover how a small but significant Puebloan site, Newcomb, related to and helped to eco-

nomically support the larger site of Pueblo-Bonito, the major trading and ceremonail center of the Anasazi within the center of Chaco Canyon. He will be in the field for two months and spend the following year in the lab synthesizing plant, bone, soil and related data, supervising Zuni archaeologists and writing the final report.

Prouty started his college career at BSU and then transferred to the University of Idaho where he read about an archaeology dig in the student newspaper. The next day, he changed his major to anthropology, then returned to BSU and graduated in anthropology in 1982. He earned his master's and Ph.D. at the University of Oregon.

Prouty is intrigued by how the Zuni use archaeology to construct their past. "They pay special attention to particular areas," he says. Some areas may not have any ceramics or any evidence of prehistoric dwellings, but if the areas are considered sacred, they will be avoided and not touched. "I really enjoy working with the Zuni — they're very good people. I learn a lot from them and hopefully they're learning something from me." □

## STRONG WORK ETHIC, LOYALTY PAY OFF QUICKLY FOR ACCOUNTANT

By Melanie Threlkeld McConnell

Most of us take baby steps to reach the pinnacles of our careers. We start with entry-level jobs then work our way through traditional dues-paying positions before we finally reach the last rung on the ladder of success.

But not Laurie Harada. She high-jumped her way to the top after graduating from BSU in 1977 with an accounting degree.

Harada, 40, is a certified public accountant who works as the controller of Selkirk Metalbestos, a manufacturer of venting systems. She started with the Nampa-based company 15 years ago at age 25, soaring through three lower-level positions in her first five years before being promoted to controller at age 30.

Harada is not surprised by her rapid rise, especially in an industry that attracts few women. "I've always worked hard," she says. "I enjoy doing a good job.

"This is a very male-dominated business. I've always just done my job and have always been recognized for that."

As controller, Harada maintains the company's financial records and provides

management with meaningful financial information or statistical analysis. "We're constantly going through changes and managing change is a constant challenge," she says.



JOHN KELLY PHOTO

Harada was promoted to controller at age 30.

"Management tends to make changes in direction and is constantly looking for new and better ways to measure the business. The challenge is to somehow give them the information they need to run the business as they see fit."

Harada, a Salmon native, credits her parents for instilling her work ethic. Her father worked as an outfitter and guide, a maintenance man and owned a service station for which she and her mother kept the books. That was her first taste of accounting, she says, but the interest was fueled by her cost accounting classes at BSU.

While Harada works hard, she still makes time for fun. She and her husband, Roy, also a BSU graduate, attend all BSU football and basketball games, and are members of the Bronco Athletic Association. They're also raising their two teen-age sons and a 5-year old daughter. Harada's hoping their work ethic rubs off on their children. Their two sons both work part-time to pay for their car insurance and both plan to put themselves through college.

"That's one of the hardest things to teach your kids these days, but I think it's paying off," she says. □

## ALUMNI IN TOUCH...

Our policy is to print as much "In Touch" information as possible. Send your letters to the BSU Alumni Association, 1910 University Drive, Boise, Idaho 83725. In addition, if you know someone who would make a good feature story in our "Alumnos" section, contact the office of News Services at the same address.

### 40s

**EMILY FOSTER RILEY**, diploma, general arts and sciences, '41, is executive director of the Boise Master Chorale. Riley has been with the group for eight years.

**BETTIE J. (MARLEY) PERKINS**, AA, general arts and sciences, '43, and Eugene J. Perkins will celebrate their 50th wedding anniversary on June 14. Mr. Perkins attended BJC in 1941. They reside in Boise.

### 50s

**JAMES ARTHUR PULLIAM** has been reappointed as clinical assistant professor in the department of pediatric dentistry at the University of Washington in Seattle.

**DONALD E. MAYPOLE**, AA, general arts and sciences, '54, is chair of the planning committee for the ninth International Symposium on Social Development to be held in Oporto, Portugal, in July. Maypole is a social work professor at the University of Minnesota in Duluth.

**DONNA JEAN E. (SCHAEFER) MORIARTY**, AS, nursing, '59, is a registered nurse in the mental health field with the state of Oregon. Moriarty lives in Portland.

### 60s

**GARY LEE BENNETT**, AA, general arts and sciences, '60, was recently awarded the Schreiber-Spence Space Achievement Award by the Institute for Space and Nuclear Power Studies at the University of New Mexico. The award recognizes the leadership of the safety and nuclear operations programs of the radioisotope power sources for the Galileo and Ulysses missions. Bennett was a 1990 Distinguished Alumni Recipient at BSU. He retired from NASA in 1994 and now lives in Emmett.



**NORMA J. STEVLINGSON**, diploma, general arts and sciences, '61, is a music professor at the University of Wisconsin in Superior.

**JUDY NAN (WARNER) COLLINS**, diploma, general arts and science, '62, is a speech pathologist for the Boise School District.

**HARVEY C. DENNEY**, BA, elementary education, '69, has recently retired from teaching after 26 years at Josephine County Schools in Oregon. Denney lives in Grants Pass, Ore.

### 70s

**SANDRA K. (HUTT) ELINSON**, BA, English/secondary education, '70, is a senior officer in the development office at Columbia University, Health Science campus in New York City.

**WILLIAM D. HAUGHT**, BBA, accounting, '71, is chairman of the accounting department at Siena College in Loudonville, N.Y.

**CHARLES E. KENNEDY**, BA, sociology, '72, has recently been named to serve a four-year term on the Boise City Planning and Zoning Commission. Kennedy is a health-care consultant and previously was vice president at St. Luke's Regional Medical Center in Boise.

**ALAN K. FITZGERALD**, BA, general business, '73, owns Adventures in Advertising, a promotional products company in Boise.

**JANET GRANGE**, BA, social science/secondary education, '73, is director of accounting at Clatsop Community College in Astoria, Ore.

**AARON "BRUCE" CULP**, BS, biology, '74, works at Scientech Inc. in Idaho Falls. Culp is responsible for technical and management oversight for environmental, safety and engineering groups. Culp previously was technical manager for Westinghouse Idaho Nuclear Co.

**RICHARD "RICK" M. JOHNSTON**, BA, economics, '74, is vice president and manager of Home Federal Savings and Loan in Nampa, where he previously was a loan officer. He has been with

the bank since 1974.

**CHERYL C. (WESTENDAHL) BAIN**, BA, social work, '75, is an administrator with Washington Employment Security Department for the Puget Sound Region. Bain lives in Seattle

**MICHAEL W. BUCKENDORF**, BA, economics/social science/secondary education, '75, is vice president of the safety division of Norco Inc. in Boise. Buckendorf has been with the company for 12 years.

**TIMOTHY JAMES KEITH**, BBA, management/behavioral, '75, also is employed with Norco and is vice president of the welding supply division. Keith has been with the company for 20 years.

**BILLIE E. GROBE**, BA, sociology, '75, is supervisor of community punishment programs for Maricopa County Adult Probation in Phoenix.

**MILTON J. SMITH**, BA, communication, '75, is president of the John Muir Foundation at the John Muir Medical Center in Walnut Creek, Calif.

**KRISTINA S. PETERSON**, BA, social science, '76, is a BSU communication graduate student, and recently produced a TV program on the Payette River titled *Many Lives ... Payette River*.

**STEPHANIE ZILK**, BBA, economics, '76, is a commercial underwriter with American West Insurance in Boise. She recently returned to Boise after living in Pennsylvania.

**KEVIN CRAIG JOPLIN**, AS, respiratory therapy, '77, is vice president of the medical division of

## HOFFMAN'S 'RESTORATION' WINS OSCARS

By Larry Burke

Two nominations, two Oscars. That was how the Academy Awards arithmetic added up for *Restoration*, the latest film directed by 1978 BSU graduate Michael Hoffman.

Already praised by the critics for its elaborate sets and costumes, the story of a 17th century doctor who runs away from the excesses of the court of Charles II won awards for art director Eugenio Zanetti and costume designer James Acheson.

*Restoration*, filmed in Great Britain and starring Robert Downey Jr., was released last winter. Hoffman worked on the film for more than three years.

While *Restoration* had a good night at the Oscars, Hoffman wasn't there to see the presentation of the coveted statue to his collaborators. Rather, he was working on his next film, a romantic comedy starring George Clooney and Michelle Pfeiffer. Hoffman finished shooting in Los Angeles in late March and is now on location in New York City. The film is scheduled for release later this year.

The film won't be the only new arrival for Hoffman in 1996. He and his wife Samantha Silva, a 1980 BSU graduate, are expecting their second child in July.

In his senior year Hoffman was named



Mike Hoffman at BSU in 1992.

BSU's first Rhodes Scholar. He studied in Oxford, England, for two years and directed his first film while a student there.

He has since directed five feature-length films, including *Soapdish* starring Sally Field and Kevin Kline. Between films he has been a visiting instructor at BSU, the last time being in 1992 when he also directed Field in a local production of *The Glass Menagerie* to benefit the Community House. □

Norco Inc. in Boise. Joplin has been with the company for 12 years.

**KENNETH ALFRED BOEHLKE**, AAS, electronics technology, '78, is a senior design engineer with TView Inc. in Beaverton, Ore.

**RINDA RUTH (RAY) JUST**, BA, business/public relations, '78, has been named to a four-year term on the Boise City Planning and Zoning Commission. Just is an Idaho deputy attorney general and works in the natural resources division.

**CHERYL R. PETERSLIE**, AS, fashion merchandising, '78, is a sales and marketing representative for Townhouse Inns in Butte, Mont. She previously was employed as a travel consultant.

**MARION M. (HOOPER) SUMMERS**, BA, elementary education, '78, was recently named Idaho School Counselor of the Year by the Idaho School Counselor Association. Summers was Meridian School District's Outstanding Middle School Counselor of the year for 1995-96. She is head counselor at Meridian Middle School in Meridian.

**CLIFF MAXWELL**, BS, chemistry, '79, recently received the 1995-96 Distinguished Faculty Award from the College of William and Mary in Williamsburg, Va. Maxwell is an adjunct professor in the anthropology department.

**NOLAN F. PARSON**, BFA, art/secondary education, '79, recently was the featured artist for March at the Spori Gallery at Ricks College in Rexburg. Parson has worked as a commercial artist in the college's sign shop for the past 10 years. He also teaches drawing classes for the college's art department.

**BEVERLY J. (PYLE) SCHUMACHER**, BM, music/secondary education, '79, teaches music at Maple Grove Elementary School in Boise.

## 80s

**THOMAS JOSEPH BYRNE**, BS, physical education/secondary education, '80, works in family medicine and emergency services for Gooding County Memorial Hospital in Gooding. Byrne's career includes head athletic trainer at Pepperdine University in Malibu, Calif., and at Portland State University in Oregon. athletic trainer at BYU, athletic trainer and physical therapy aid for the Idaho Sports Medicine Institute in Boise and athletic trainer for the California Angels baseball club.

**DANIEL LESTER HEROLD**, BS, geophysics, '80, is part owner, vice president and manager of Parallel Geoscience Corp. in Austin, Texas. Herold joined the geophysical software company in 1989. He tele-commutes from his home in Oregon via the Internet.

**GEORGE ARTHUR KELLEY**, BS, physical education/secondary education, '80, has accepted a position in the physical education department at Northern Illinois University in DeKalb. Kelley previously was an associate professor in health and physical education at Johnson C. Smith University in Charlotte, N.C.

**ROBERT CHILTON WILLIAMS**, BBA, real estate, '80, has been elected president of the Southern Idaho Chapter of the Appraisal Institute in Boise. Williams has been a professional real estate appraiser for more than a decade, specializing in commercial real estate.

**RONALD A. CHYNOWETH**, BBA, real estate, '81, is vice president and chief appraiser for KeyBank of Washington in Seattle. Chynoweth

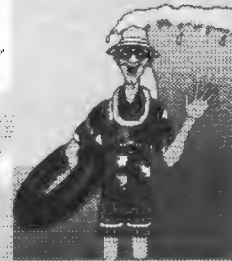
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recently was named chief appraiser and environmental services manager for the bank's Northwest region. He is a past member of the board of directors of the Appraisal Institute. He lives in Renton, Wash.

**LINDA E. (DETMAR) FARKAS**, BA, elementary education, '81, teaches at risk students in grades three through five using the Reading Recovery Program. She is employed by the Pasco County School Board in Land O' Lakes, Fla.

**BRIAN L. MOORE**, BBA, marketing/finance, '81, owns Moore and Associates, a computer consulting practice in Boise.

**MARK D. TAYLOR**, BA, elementary education, '81, is an associate with Crowell and Moring, a law firm in Washington, D.C.

**KELLI D. TOOLE**, BA, elementary education, '81, teaches second grade at Dora Erickson Elementary School in Idaho Falls.

**STEVEN W. FERDIG**, BBA, general business, '82, is a captain in the U.S. Army. Ferdig is a commander of B Company 1-50 infantry USAITB at Fort Benning, Ga.

**JAY L. HAWKINS**, BBA, marketing, '82, is vice president of manufacturing administration at Micron Technology in Boise. Hawkins joined Micron in 1984 and has served as director of

manufacturing since 1991.

**TONY N. KLEIN**, BBA, management/behavioral option, '82, is an agricultural lender with First Interstate Bank in Washington.

**DENNIS J. CHRISTIANSON**, BS, environmental health, '83, is a project officer and consultant at the national Centers for Disease Control in Atlanta.

**ROBERT J. MALONEY**, AS, marketing, '83, is owner of Pomerelle Portraits in Twin Falls, Pocatello, Blackfoot and Idaho Falls.

**PAUL NICKLESS MEDLEY**, AAS, drafting, '83, is an architect at KM Development in Milwaukee.

**TAMMY (NAKAMURA) WHEELER**, BBA, finance, '83, is vice president and regional sales manager for West One Bank in Boise. Wheeler is responsible for Boise and Western regions. She previously was vice president and manager of the Overland and Five Mile branch and has been with the bank since 1983.

**WILLIAM B. AILES JR.**, BBA, marketing, '84, is store manager for Meldisco and K-Mart shoe stores in Wenatchee, Wash. Ailes previously managed stores in Cody, Wyo., and Butte, Mont.

**WILLIAM JOSEPH BOGAN**, BBA, marketing, '84, is executive director of Training Media Services,

a video production firm in Boise.

**FRANK S. FINLAYSON**, BBA, finance, '84, is vice president of finance in the heavy civil construction group with Morrison Knudsen Corp. Finlayson previously was director of project finance and has been with MK for 11 years.

**RANDY L. JONES**, BS, geology, '84, is sales and systems design manager with Semans Communications in Sacramento, Calif.

**AMY JEANNE (SCHOONEN) KLEIN**, BA, elementary education, '84, is a special education teacher for grades kindergarten through fifth for the East Valley School District in Yakima, Wash.

**FAITH YOUNG PETERSON**, MPA, '84, is a family nurse practitioner at Terry Reilly Health Services in Nampa.

**CAROL ANN DAHLIN**, BBA, computer information systems, '85, is a data base administrator with BSU's Center for Data Processing. Dahlin previously was an independent contractor for the Idaho State Insurance Fund.

**JEFFREY N. HOEDT**, MPA, '85, is chief with the Ohio Department of Natural Resources' Division of Watercraft in Columbus, Ohio. Hoedt previously was an assistant chief with the U.S. Coast Guard and a former state boating and safety official in Idaho and Ohio.

**CAROL R. HOKE**, AS, respiratory therapy, is president and manager of Uniformity, a medical uniform supply company in Boise.

**REBECCA S. BOYER**, BS, sociology, '86, is project director for A.A.R.P. Senior Employment Program in Sioux Falls, S.D. Boyer has been with the program for eight years.

**JOSU LANDALUCE**, BA, advertising design, '86, is art director with TAD Design Services, a division of TAD Resources International Inc. in Boise. Landaluce has nine years of corporate experience in graphic design.

**GARRY C. MATTSO**, BS, construction management, '87, is an asphalt division manager for the Jack B. Parson Co. in Utah.

**MICHAEL A. MILLER**, BBA, finance, '87, is a supervisor with United Parcel Service in Salt Lake City.

**ELIZABETH A. (FARNEMAN) SCHNEIDER**, BS, mathematics, '87, is a software engineer with US Software in Portland.

**NADINE (LORDS) BALL**, BA, elementary education, '88, teaches second grade at Ucon Elementary School in Ucon. Ball has taught at the school for seven years.

**BRUCE A. BROWNING**, BA, anthropology, '88, is transportation manager for Albertson's Inc. in Katy, Texas.

**ROSS A. DINKELSPIEL**, BA, communication, '88, is employed by KBPI Radio-Jacom Broadcasting in Denver.

**ROBERT WAYNE HOPKINS**, BBA, economics/finance, '88, is an advertising coordinator with State Farm Insurance in Yelm, Wash. Hopkins previously was a senior claim representative for the company in Portland, Ore.

**DARREN EUGENE LANE**, BBA, accounting, '88, is director of finance for Longmont Foods in Longmont, Colo. Lane previously was business manager for the company.

**SUZANNE M. MARTELL-RECTOR**, BA, political science, '88, is business manager of All Health Wellness Center in Mountain Home.

**MATT GIBBONS ROGERS**, BBA, general

## SETTING HER SIGHTS ON STARDOM

By Edie Jeffers

BSU music graduate Jocelyn Jackson is among the lucky ones. The vocal performance major has always dreamed of a career as a singer and actress, and she's well on her way to reaching that goal.

The Sterling, Va., resident and 1993 BSU graduate already has film credits that include extra parts in soon-to-be-released films *GI Jane* starring Demi Moore, *Mars Attacks!* with Jack Nicholson, *My Fellow Americans* with James Garner, *First Kid*, which is to be released in June, *Shadow Conspiracy*, also to be released this summer, and a TV pilot, *Falls Road*, in which she plays a criminal behind bars.

She has acted in and directed the music for dozens of local and regional theater productions in the greater Washington D.C., area, including children's and dinner theaters. She also has composed original music for ESPN's *Dangerous and Endangered* and National Geographic's *Ndoki Jungle*.

But for Jackson, acting is only a vehicle to reach her highest goal — obtaining a recording contract. "Record company executives don't take new artists seri-

ously, so that's why I do all these other things," says Jackson. "I'm a songwriter, actress, music director — I've even modeled. The more you've done, the more seriously they take you."

With the help of manager Norman Bergon of the musical group The Tokens and "The Lion Sleeps Tonight" fame, Jackson has already recorded her first pop album, *Jocelyn Jackson — From the Heart*, and is hoping it will soon be picked up by a major label.

The recording, made in country music's "other" capital, Branson, Mo., is presently on an independent label and consists of 11 original songs.

Jackson's high school chorus teacher at Bend Senior High School in Oregon,

BSU graduate Quinn Van Paeppeghem, encouraged her to attend Boise State.

Jackson says the BSU music department helped her learn skills that have been essential to developing her career. "I wouldn't know how to write music. My ear training is much better. My conducting classes have helped me realize that the learning doesn't stop ... my education never ended after college," she says. □





business management, '88, is a firefighter in Seattle and also serves on the Urban Search and Rescue Team. Rogers has been with the department for two years.

**BARBARA A. ROSE-KANGAS, CC**, practical nursing, '88, is an internal case manager for Sandy Regional Health Center in Sandy, Utah. Rose-Kangas also is secretary for the Utah Director of Nurses Association.

**MATTHEW G. WIGLE, MBA**, is business manager at Air Liquide America in Texas.

**ROBERT O. WOODBURY, BS**, pre-medical studies, '88, is a resident surgeon at the Naval Hospital in San Diego. Woodbury was a 1988 Top Ten Scholar at BSU.

**TRACY LEE BAGGERLY, BBA**, marketing, '89, is a copier specialist at Fisher's Office Equipment in Boise. Baggerly recently attended an advanced training course at Mita Corp. in Dallas.

**LAILA H. (HENSON) HARDMAN, BA**, communication/secondary education, '89, is a professional dancer, model and choreographer in Denver. Hardman also is a reporter for Denver's local television program *Style* and a former dance captain for the NBA Denver Nuggets dance team.

**BARBARA J. MATHISEN, AS**, music, '89, is secretary for the Nampa Musicale. Mathisen is retired from the Idaho State School & Hospital and teaches private piano lessons.

**TONI McMILLAN, BA**, advertising design, '89 is owner of Toni's Personalized Portraits and Framing Services in Boise.

**JEFFREY DAVID RUSSELL, BBA**, business, '89, is executive vice president and partner with Impact Sales Inc., a food brokerage firm in Boise. The company serves Idaho, Utah, Montana, Washington and Oregon. Russell also is on the board of the BSU Alumni Association.

## 90s

**RONALD ALLEN CRAIG, BS**, psychology, '90, recently presented a paper on "Effects of Interviewers' Questions on Children's Statements of Sexual Abuse" at the American Psychology and Law Society convention in North Carolina. Craig lives in Salt Lake City.

**RIK L. STANDLEY, BBA**, computer information systems, '90, is a programmer analyst and data base administrator with CRI/The Resource Group Inc. in Boise.

**PATRICIA LYNN (GARDUNIA) BUSH, BA**, education, '91, is a captain in the National Guard. Bush is employed by Crook County School District in Prineville, Ore.

**WENDY J. (ANDERSON) SHANNAHAN, BA**, communication, '91, is a mental health counselor and psychotherapist in private practice in Caldwell.

**SARAH CATHERINE SHIN, BBA**, management/human resource, '91, is a contract administrator for Albertson's Inc. in Boise.

**THERESA L. (GARDUNIA) STANGER, BA**, finance, '91, is a law student at the University of Idaho.

**JERRY M. WARD, BA**, philosophy, '91, is attending the McGeorge School of Law in Sacramento, Calif.

**DIANA B. (KOTAWA) BORRERO-LOWE, BA**, communication, '92, is director of multicultural student life at Central College in Pella, Iowa.

**KRISTINE JANE "TINA" CRAWFORD, BS**, nursing, '92, is a case manager for Home Health Services at St. Alphonsus Regional Medical Center in

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Boise. Crawford was a 1992 Top Ten Scholar at BSU.

**CRAIG RENDALL GARDUNIA**, BBA, accounting, '92, is a captain in the U.S. Army. Gardunia's current assignment is general supply officer at Division Material Management Center for First Cavalry Division at Fort Hood in Texas. He has received an Army Commendation medal as well as a Southwest Asia service ribbon with bronze star for time spent in Kuwait.

**JODY ANN HOWARD**, BA, communication, '92, produced, directed and edited *Be A Star In Someone's Life*, a video produced for United Way of Ada County. The video won first place in a national communications contest.

**NADRA ANGERMAN KELLOGG**, BA, English/communication, '92, is a public relations specialist at St. Luke's Regional Medical Center in Boise.

**TAMERA A. SPANGLER**, BBA, accounting, '92, is an information systems examiner with West One Bancorp in Boise.

**DANIEL THOMAS WHITTED**, BS, athletic training, '92, is head athletic trainer at Greene Memorial Hospital in Xenia, Ohio.

**DONALD B. ATHA**, BBA, business, '93, is operations manager at Fisher's Office Equipment in Boise.

**LAURA LYNN COBB**, BBA, marketing, '93, is a development assistant with the Boise Art Museum. Cobb previously worked for West One Bancorp and Albertson's Inc. in Boise.



**JENNIFER JEAN COLLINS**, BA, social work, '93, is a social worker with Community Home Health Inc. in Boise.

**ROBIN LYNN DENISON**, BA, political science, '93, is pursuing a J.D. from Harvard Law School. Denison has accepted a one-year position as a law clerk for Justice Gerald F. Schroeder of the Idaho Supreme Court. After completing the clerkship, Denison will be an associate with the law firm of Stoel Rives in Boise.

**WENDY JOY (McWILLIAMS) GRAHAM**, MA, education/curriculum and instruction, '93, is a training development coordinator for plant operations for Micron Technology in Boise.

**BEVERLY ANN (DOCKTER) KENDRICK**, BS, nursing, '93, is a nurse educator with St. Alphonsus Regional Medical Center in Boise. Kendrick has earned national certification in staff development and continuing education and in medical/surgical nursing.

**RUTH ANNE (SCOGGIN) MILLER**, BA, social work, '93, is a counselor at Grace Counseling in Boise. She previously worked in clinical practice at Christian Counseling Center in Boise.

**JAMES CARLTON PARKER JR.**, MS, geophysics, '93, is a hydrogeologist for CH2M Hill in Boise.

**SHEILA D. ROBERTSON**, MA, education/curriculum and instruction, '93, received the Presidential Award for Excellence in Science and Mathematics Teaching sponsored by the National Science Foundation. She also received the Idaho Elementary Award for Mathematics Teaching. She is a teacher and coordinator for the gifted and talented education program at Lowell Elementary School and also works with

## PROBLEM SOLVER ENJOYS CHALLENGE

By Amy Stahl

You might call Grant Roy a corporate firefighter. "Ninety percent of management is putting out fires. It's something I'm good at," says the 1994 BSU business graduate.

Roy's skills are currently being put to the test at the Yale University School of Management. He'll graduate this spring with a master's degree in public and private management.

Yale is intensely competitive, but Roy doesn't mind. He was well-prepared thanks to his BSU classes and a series of jobs that reaches all the way to South America.

The Capital High graduate got the management bug in the late 1980s as a zone leader in Argentina for the Church of Jesus Christ of Latter-day Saints. After working with struggling missionaries, he realized that he enjoyed managing people and overcoming problems.

After returning to the United States, he attended the University of Utah and worked at Living Scriptures, where he coordinated a sales team of seven in Oregon.

In 1991 he moved back to Boise and landed a job as a production trainer in the disk memory division at Hewlett-Packard.



CHUCK SCHIEN PHOTO

He earned a bachelor's degree in business administration from BSU in 1994.

Roy isn't the only one in his family with ties to BSU. His sister, Jennifer Roy, will receive a master's in social work from BSU in May, and another sister, Camille Roy, expects to finish her bachelor's degree in computer science in 1997.

Currently, Grant Roy is considering positions at Anderson Consulting, ITT Hartford Life Insurance and Walden Book Co. He's right on track for a career in management consulting. "I want to be able to train people to do the things that they should be doing," he says. □

Highlands and Taft elementary schools.

**ROBERT M. SHAPPEE**, AS, marketing, '93, recently returned from a five-month deployment — "Operation Deep Freeze" — at McMurdo Station, Antarctica. Shappee is a petty officer 3rd class in the Navy. His unit will provide support for scientists conducting research in communication assistance, weather information, air traffic control and administrative assistance.

**KIM M. NEILL ANTRIM**, BA, advertising design, '94, does free-lance work in illustration, design and writing while pursuing her master's degree at BSU.

**RICHARD WILLIAM BEAN**, BA, theatre arts/playwriting/criticism, '94, is a playwright and filmmaker with Groundglass Pictures in Boise. Bean has written the psychological thriller film *Magic Hour*, which he will also produce and direct. The film will start production in June.

**CHARLES V. "CHAZ" BRAND**, BAS, '94, is an instructor at ITT Technical Institute in Boise.

**ROSS ANN CHILDS**, BA, political science, '94, is a law student at Gonzaga University and works at the law firm of Dellow, Roberts and Scanlon, P.S. in Spokane, Wash.

**NEIL QUINN EDWARDS**, BS, physical education, '94, is a graduate assistant for Blue Cross Blue Shield and is pursuing a master's degree in exercise science at the University of South Carolina's School of Public Health. Edwards lives in Columbia, S.C.

**JILL KATHLEEN (BERRYHILL) JOHNSON**, BA, elementary education, '94, teaches at Hubbard Elementary School in Kuna.

**PETER W. OAKANDER**, BS, construction management, '94, is a project scheduler with Technology, Design and Construction Co. in Portland, Ore. Oakander's current project is a microprocessor facility for Intel in Hillsboro, Ore.

**JERRY D. SCARROW**, BBA, finance, '94, works for Merrill Lynch in Boise.

**PETER D. SINCLAIR**, BAS, '94, recently received the Regional Earth Team Individual Volunteer Award from the

Natural Resources Conservation Service in Boise. Sinclair has completed 1,100 volunteer hours and has assisted with engineering design surveys, final inspections of conservation practices and gathered field data. He was a 1994 Top Ten Scholar at BSU.



**DAVID ARTHUR SMITH**, BS, sociology, '94, is coordinator for teacher education advising at BSU.

**LESLIE L. TEGARDEN**, BA, communication, '94, is a public relations associate with Oliver, Russell and Associates in Boise.

**NITA TORRES**, BS, information systems, '94, works as an independent contractor in information systems.

**JOHN FRANCIS VAN DE CASTLE JR.**, BBA, finance, '94, is a senior project manager for Regal Construction Corp. in New York City. He also attends Rutgers University in New Brunswick, N.J.

**APRIL KRISTEEN BROBST**, BM, music education, '95, is a band and choir instructor for the Melba School District. She also teaches private piano and percussion lessons in Nampa.

**KAREN KATHLEEN BULGER**, AS, health information technology, '95, is working in the medical records department at Integrated Health Services in Boise.

**STEPHANIE ANN DARCHUK**, BBA, marketing, '95, is marketing director at Idaho Emergency Physicians in Boise.

**MICHAEL T. EDWARDS**, BBA, business, '95, is manager of Rock-N-Rodeo Nightclub in Boise.

**DONI JO GOFF**, BA, elementary education, '95, is a substitute teacher for the Meridian School District.

**TRACY BETH FREEMAN**, BA, elementary education, '95, is a substitute teacher in Dunstable, England.

**KIMBERLY JANE (KROHN) HARPER**, BS, health science studies, '95, is patient services coordinator at Southern Arizona Rehabilitation Hospital in Tucson, Ariz.

**RANDY WILLIAM HELDEROP**, BS, criminal justice, '95, is a deputy sheriff in Yellowstone County, Mont.

**BILLE JENSEN**, BBA, accounting, '95, is a livestock accountant at Agri Beef Co. in Boise.

**CYNTHIA D. JONES**, BA, elementary education, '95, teaches fifth grade at Wendell Elementary School in Wendell and is the cheerleading adviser for Gooding High School in Gooding.

**RICHARD S. "RICK" MATHEWS JR.**, MS, instructional/performance technology, '95, is director of training at Visual Services Inc. in Cypress, Calif.

**ANGELA M. McLENNA**, BS, respiratory therapy, '95, works in the neonatal intensive care unit at St. Luke's Regional Medical Center in Boise.

**KEITH S. PADUCH**, BS, athletic training, '95, is a certified athletic trainer with Personal Fitness Training in Boise.

**ANDREA K. PARK**, BS, health science studies, '95, works at Micron Technology in Boise.

**JEREMY P. PISCA**, BA, political science, '95, is a staff assistant to Idaho Gov. Phil Batt for health, welfare and education policy.

**LYNN M. PORTER**, AAS, electronics technology, '95/BAS, '95, is an electronics technician at Design Concepts International in Boise.

**TANWIR HABIB RAHMAN**, BBA, accounting, '95, is an accountant with Morrison Knudsen. He works in the field accounting area.

**SCOTT L. RASMUSSEN**, BS, sociology, '95, and **ERIC MICHAEL REVAI**, BS, political science, '95, are production operators at Micron Technology in Boise.

**JEFFREY P. ROHR**, BBA, marketing, '95, is sales and marketing manager at Paramount Supply Co. Inc. in Boise.

**MELANIE ELIZABETH BISHOP SITIG**, BA, social work, '95, is attending graduate school at Walla Walla College in Washington.

**ROBERTA DALTON THOMPSON**, BA, English/secondary education, '95, teaches seventh and eighth grade language arts at Eagle Middle School in Eagle.

**DAMIANA LOUISE (RODGERS) UBERUAGA**, BA, social work, '95, is a social worker at Life's Doors Hospice of Gem County.

**WENDY KAY WEED**, BA, criminal justice, '95, is a court clerk in Ada County.

## WEDDINGS

**CONNIE JEAN ALLEN** and Steven P. Cady, (Meridian) Nov. 11

**MONICA RENEE SKOGERSON** and Greg Williams, (Boise) Nov. 11

**SHARON JEANNETTE KRUSE** and Brian Douglas Abbott, (Boise) Nov. 18

**RONALD CARDELL HERZOG** and Tracy Jane Murray, (Cascade) Nov. 24

**SCOTT ALAN WARNOCK** and Jonelle A. Ruyle, (Boise) Nov. 25

**SCOTT BRYAN MACALUSO** and Denise Rene Bernard, (Boise) Dec. 9

**RACHEL MARIE VANCE** and G. Marshall Leinonen, (Boise) Dec. 27

**LYNDA LOUISE WITTMAN** and John Mors, (Las Vegas, Nev.) Dec. 28

**NEIL QUINN EDWARDS** and Michele Lynn Groenewold, (Boise) Dec. 30

**SHANNON LEE O'BOSKY** and Richard Travis Stoeger, (Boise) Jan. 6

**MICHELLE MARIE GUNN** and Ron Griffin, (Stinnett, Texas) Feb. 10

## OBITUARIES

**CLAIR ROBERT "GUS" BIESECKER**, AA, general arts and sciences, '52, died Jan. 22 in Bend, Ore., at age 63. He had owned and operated his own computer business and taught school at Salmon and Cambridge, Idaho, as well as Bend, Ore. and the Job Corps in Nevada.

**ELEANORE (JUESCHKE) BYBEE**, MA, education, '73, died Jan. 21 in Marsing at age 60. Bybee taught at Grand View from 1966-1979 and was also involved with the Head Start program and migrant education.

**CONNIE COLLEEN COLLINS**, BA, elementary education, '67, died March 17 in Boise at age 49.

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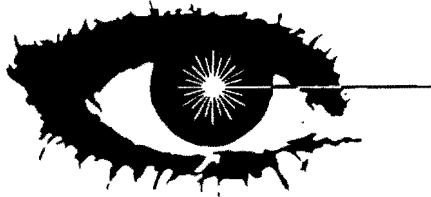
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Collins worked for the state of Idaho Public Employees Retirement System from 1968-1975 and then did substitute teaching.

**SALLY JANE (NALL) DOLPHIN**, BA, elementary education, '67, died Jan. 20 in Coeur d'Alene at age 64. Dolphin taught school in Boise, Kellogg and Coeur d'Alene, retiring in 1990. She also taught genealogy classes at North Idaho College and was a member of numerous community and educational organizations.

**NANCY L. (HAGOOD) THOMPSON**, BA, art, '84, died Dec. 29 in Boise at age 75. Thompson was employed by the U.S. Geological Survey in New Mexico until she retired in 1978 and moved to Boise. She graduated from BSU at age 65.

**JOHN E. WARWICK**, a former communication professor at Boise State, died April 4 at age 78 in a Boise health-care center. Warwick taught at BSU from 1963-1977 and was the first chair of the university's speech-drama department. He received emeritus status after retiring from the university in 1977.

**JERRY YOUNG**, longtime professor of mathematics at BSU, died of cancer April 6. He was 56. Young joined the BSU faculty in 1964. In 1971 he received his Ed.D. from Northern Colorado University. Young served as president of the Idaho Council of Teachers of Mathematics from 1984-86 and served on the university's Professional Standards Committee, the Faculty Senate and the Intercollegiate Athletic Advisory Committee. □

## ARE YOU A NEWSMAKER?

Have you moved, retired, been promoted, received an award, gotten married? *FOCUS* readers want to know. Please help us spread the word by including your news in the alumni news section.

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Please send your news to: *FOCUS*, c/o BSU Alumni Association, 1910 University Drive, Boise, ID 83725.

## PRESIDENT'S MESSAGE

By Patrick Sullivan, President  
BSU Alumni Association

It has been my sincere pleasure to serve as president of the Boise State University Alumni Association for 1995-96. Our annual meeting May 8 at the Student Union will mark the end of my term as president.

Over this past year, the Alumni Association has gone through many positive changes. Our longtime friend and executive director Dyke Nally received an appointment by Gov. Batt to serve in his administration after 20-plus years of service to the Alumni Association.

Our new executive director Bob Davies hit the ground running last November when he arrived in Boise. His enthusiasm and excitement is truly motivating, and he loves working for BSU. During his brief tenure, the association has sponsored events all across the United States — in San Diego, Portland, Chicago, and Washington, D.C., just to name a few. Here in Idaho, the association is currently organizing chapters in Canyon and Twin Falls counties. Bob understands that membership is the absolute lifeblood of the association and is working hard to that end.

One of my primary goals when I became president nearly a year ago was to develop a strong membership base. The success of any university can be measured in part by the strength of the alumni's participation. I am happy to report that the association has made some marked gains in this area.

We now have nearly 1,000 dues-paying members. With your help, I know we can double that amount in the months to come. If you are already a member of the Alumni Association, please talk with your friends, neighbors, and co-workers about joining. If you haven't joined yet, please call us. The benefits package for dues-paying alumni has been dramatically strengthened this year. For example, the Bronco Shop is giving member discounts, Micron is offering a discount on its Internet service and we are increasing the amount of members-only events on campus. But more important, your membership in the association represents a solid commitment to our alma mater.

At our annual meeting it will be my pleasure to pass the gavel to next year's president, Anne Glass, class of '75. She is totally committed to serving you and the association as president. I encourage you to attend our annual meeting. Learn more about our association and the number of different ways you can be involved with BSU. If you can't make it to the meeting, please call the Alumni Office and talk with the new director. He is always open to new ideas and how we can better serve you.

And finally, I would like to take this opportunity to thank my friend and BSU director of university relations Larry Burke for pinch-hitting in the absence of an alumni director during part of my term as president. Pulling double duty, he also served as the defacto alumni association executive director. He worked tirelessly to make certain that the needs of the association were fulfilled.

Thank you for allowing me to be your Alumni Association president this year. □



## GAME 'NETS' FUNDS FOR SCHOLARSHIPS

The goal? Have fun, renew friendships and help non-traditional students.

The result? A memorable game of basketball between alumni of BSU and Weber State at the Pavilion.

Even though BSU didn't win on the floor, \$500 was raised for scholarships for non-traditional students.

The Feb. 17 event was organized by **ROLAND SMITH, MS**, educational technology, '92.

Boise State's roster included **JEFF KELLY, LANCE VAUGHN, ARCHIE WRIGHT, JAMES MCNORTON, ROLAND SMITH, CRAIG SPJUTE, ARNELL JONES, DARNELL WOODS, SHERMAN MORRIS, DAN JONES** and **MARK LEDUC**.

Says Smith, "I think it's so important to support BSU's 'Life Long Learners.' Many of these students are starting at Boise State in their late 20s and have a family to support. They have so many challenges making ends meet and balancing family, work and now school. I am personally glad that I could help and that the Alumni Association is also able to assist these students."

Smith is already planning next year's Alumni Basketball Game with ambitions to make it even bigger.

The Alumni Association would like to extend a special thank you to this year's sponsors: Idaho Sports Medicine Institute, Erik Helgeson of Liberty Mutual Insurance, and Buster's. □

## HOMECOMING '96

The date has been set! This year's Homecoming Week will be Oct. 14-19, and the Alumni Association has started to plan many events for this exciting week-long celebration of Boise State University.

Reunions, dinners, social hours and the game against Utah State lead the list. If you would like to be a part of the Homecoming tradition, please contact the Alumni Office. We need your ideas and help to make this the best Homecoming ever. □

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## BSU ALUMNI ASSOCIATION CALENDAR OF EVENTS

- MAY 8** — Alumni Association Annual Meeting, Student Union. Noon.  
**MAY 10** — Lyle Smith Golf Classic, Warm Springs Golf Course (Boise). Noon.  
**MAY 11** — Graduation Celebration, Boise State Campus. Noon  
**MAY 12** — Boise State University Commencement.  
**MAY 15** — Lyle Smith Golf Classic, Scotch Pines Golf Course (Payette). Noon.  
**MAY 17** — Lyle Smith Golf Classic, Purple Sage Golf Course (Caldwell). Noon.  
**MAY 22** — Lyle Smith Golf Classic, Clear Lakes Country Club (Buhl). Noon.  
**MAY 23** — Lyle Smith Golf Classic, Mountain Home Golf Course (Mountain Home). Noon.  
**JUNE 16** — Dinner cruise to the St. Joe River, Northern Idaho and Eastern Washington (tentative).

## COMMITTEE NETWORKS WITH LEGISLATURE

The Governmental Affairs Committee was established three years ago to assist Boise State University in the legislative arena. In its first year, the committee played a key role in securing funds for a new classroom building.

Made up of alumni from throughout Idaho, the committee's main goal this year was to develop solid relationships with legislators.

To further this goal, a "Thank You Legislators" reception was held prior to the BSU vs. Idaho State game March 2 at the Pavilion.

The "twist" that made this event special was that it was done in cooperation with Idaho State University.

For the first time in recent history, the two universities combined efforts and presented a unified front ... and the legislators noticed.

This summer, the committee will continue to work as important initiatives appear on the horizon.

The Alumni Association welcomes volunteers who wish to serve on the committee, especially those from communities outside Ada County. □

## FROM THE DIRECTOR'S DESK

By Bob Davies

I have been your Executive Director now for five months. And, what an incredible five months that has been. The incredible bond people have for Boise State University is unsurpassed. It is almost with an unimaginable zeal alumni and former students show their loyalty to Boise State University.

During the next year, it is the goal of the Alumni Association to expand that zeal and intensity across the Northwest and the United States. The Alumni Association has chosen several areas for Alumni Association chapter development.

First, what is the purpose of a "chapter" of the Alumni Association? The purpose is threefold. One, to provide an organization where alumni, parents, and friends, in a specific geographic area or graduates from a similar academic background, can meet on a regular basis for service and intellectual and social enrichment. Two, to encourage support for Boise State University through programs such as student recruitment, legislative advocacy, career placement, and community service. And third, to enable Boise State the ability to communicate regularly with its alumni, and more importantly, to allow the alumni body to communicate with Boise State University.

Your Alumni Association has selected the following geographic areas as prime targets for chapter development: Magic Valley, Washington D.C., Canyon County, Payette/Ontario, Mountain Home, Seattle, Portland, Spokane/Coeur d'Alene, Upper Valley (Eastern Idaho). Two academic areas are also working on developing chapters: the College of Business and Economics and the department of Nursing. If you have any interest in these chapters, please feel free to contact me.

If you have any questions, concerns or comments about your Alumni Association, please do not hesitate to give me a call. □



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**Fax:** (208)385-4001

**E-mail:** bsualum@bsu.idbsu.edu

**Mail:** Boise State University Alumni Association, 1910 University Drive, Boise, Idaho 83725. □

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