Meet Our Forest Advisory Board.

If it swims, crawls, hops, walks, or flies in a Boise Cascade forest, chances are our forest scientists are learning from it. We’re investing $2.5 million in comprehensive biodiversity research — learning how different aspects of the forest interact. Our goal is to do an even better job of sustaining productive timberlands while providing wildlife habitat, clean watersheds, good soil, and recreation. Our advisory board of “resident experts” is playing a big role in this effort.

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*Clegg Investments* is proud to announce its most recent development project, the Calderwood Park Commercial Subdivision. Located at the southeast corner of Overland and Maple Grove Roads, a few prime locations are still available. Retail and office spaces are available for occupancy this spring. We can still offer build to suit opportunities and retail pad sites.
The BSU Foundation

OUR MISSION:

Academic Excellence

SUPPORT IT!

During October Boise State students will be calling alumni and friends to update you on current campus events and ask you to make a pledge for academic excellence at the University.

Your gift does make a significant impact on the future of Boise State. It is through your support that we are able to improve existing academic programs and develop new ones.

When you receive your call this year from a Boise State student, please say YES to enhancing their educational opportunities! Thank You!!

PHONATHON '98
Calling BSU Alumni & Friends in October
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**ALL THAT JAZZ**

Billy Mitchell on trumpet, left, Gov. Phil Batt on clarinet, Boise State music professor Ritchard Maynard (behind Gov. Batt), Charlie Warren on saxophone and Slide Hampton on trombone helped kick off the inaugural Gene Harris Jazz Festival in April at Brando's Alta Ballroom in downtown Boise. (See Page 17) Chuck Scheer photo
What a way to spend a Midsummer Evening!

1998 Amphitheater Inaugural Season
generously sponsored by Key Bank

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ABOUT THE COVER: Many people dream about owning their own business. Some eventually will, such as BSU graduate Paul Wegner who, with his wife, Mary Jean, own Cucina di Paolo, a takeout gourmet lasagna shop in Boise. The market, say small business owners, is ripe for entrepreneurs who have a business plan in place. This issue of FOCUS introduces you to those who have taken the plunge into the world of self-employment with the help of the Idaho Small Business Development Center and BSU. Photo by Chuck Scheer.
ACTIVE ALUMNI ASSOCIATION INDICATES A QUALITY UNIVERSITY

By Charles Ruch, President

ally and I recently returned from the BSU Alumni Association’s Pacific Northwest swing. Along with alumni director Bob Davies, assistant alumni director Dawn Cramer, institutional advancement vice president Bill Ruud and head football coach Dirk Koetter, we visited Spokane, Seattle, and Portland in three days.

Bronco Athletic Association representatives Bob Madden and Tim Leonard also joined us in meeting with alumni and boosters in those cities.

We were pleased to find so many alumni with an interest in enhancing Boise State’s presence in these metropolitan areas. Additionally, we learned firsthand about some of the ways Boise State can be more responsive to our 52,000 alumni.

Our trip capped several other alumni events of the past few weeks, including golf tournaments held throughout the Treasure Valley and a picnic for graduating seniors the Friday before commencement.

Hosted by the Alumni Association with alumni and university leadership serving as the “chefs,” this annual event is growing in popularity. Now in its third year, the barbecue outside the Student Union is well on its way to becoming a Boise State tradition.

On the organizational side, at this year’s annual meeting the Alumni Association board of directors continued to approve changes to the organization’s bylaws that are designed to strengthen and expand the association’s influence.

Last year, the board instituted changes to permit the chartering of separate alumni chapters. To date, two chapters have been organized — the College of Business and Economics and Magic Valley chapters.

This year’s changes include the provision of rotating terms for board members, assuring both a constant influx of new ideas via new board members while maintaining the continuity of leadership.

Taken together, all of these activities suggest that our Alumni Association is coming of age. And it’s clear that an active and vibrant alumni association is one indicator of a quality university.

The strength of our Alumni Association depends on an active membership. There is an opportunity for every graduate to participate in association activities.

For example:

**KEEP IN TOUCH.** We really do want to learn of your activities after you leave the campus. We share in your successes and seek to be of assistance to you long after your last exam. Additionally, about 25 percent of you will relocate annually. Please include the Alumni Association on your change of address list.

**JOIN THE ALUMNI ASSOCIATION.** Current projects under way include scholarship drives, cooperation with the Enrollment Services Office to recruit talented students and identify potential internships and job opportunities for current students. The association’s Legislative Committee provides sound counsel and, when appropriate, legislative contacts on behalf of university projects and positions. These activities are in addition to the dozens of social and recreational events the association sponsors.

**COMMUNICATE WITH THE ASSOCIATION ABOUT YOUR UNIVERSITY.** Alumni are the eyes and ears of the institution, both in the Treasure Valley and beyond. We need to learn of your interests and needs. We need you to help us tell our story and tell us how we can improve as a university. All are welcome in this conversation.

A strong, powerful alumni association is as important as any other key entity at a university. I am pleased to report our association is making great strides to fulfill its mission. And Bob Davies, who joined BSU in 1995, knows the association must be proactive and creative to maintain its progress.

In the journal Metropolitan Universities, he wrote an article that discussed the new challenges and opportunities facing alumni organizations, such as the one he directs at Boise State.

Bob points out that alumni associations must be market driven, which means they must continually analyze the needs and desires of their alumni and find creative ways to meet them, as well as those of the university and the communities it serves.

Continually changing economic and political environments have forced the alumni office to rethink its strategic focus and objectives in order to reach its goals. In order for a university’s alumni effort to succeed, it must at all times develop key links back to the university.

The alumni office must also be open to the general public, so that the alumni office and university are seen as positive and good neighbors.

Like higher education in general, the world of the alumni office is changing. As Bob points out, all strategic objectives are useless if the alumni office is not creative and imaginative.

“These times are new for all of us. ... Ideas and programs from 20 years ago are a solid foundation, but, without reexamination and fine tuning, it is unlikely they will be effective in today’s environment. We need to be flexible and to take chances,” he wrote.

An alumni association should not be a spectator organization, so please plan to get into the game. For further information, please contact the Boise State University Alumni Association at (208) 385-1959 or through e-mail: aaldavie@bsu.idbsu.edu.

As always I appreciate your comments. I can be reached at (208) 385-1491 or by e-mail: apruch@bsu.idbsu.edu.
Family and friends gathered at Boise State University May 16 to watch students graduate from the university. More than 2,000 students received degrees.

BSU SELECTS NEW STUDENT AFFAIRS VP

Boise State turned to America’s Heartland to find its new vice president for student affairs. Peg Blake, previously the associate vice chancellor for student affairs and director of undergraduate admissions at the University of Nebraska–Lincoln, will replace David Taylor, who retired in June.

Taylor, hired in 1972, was BSU’s first student affairs vice president.

Blake says she plans to build on the strengths of the programs that exist.

“Dave Taylor built a great organization and a great team. This is an ideal situation to come into because we already have a staff that is serving students well.”

Her supervisory role includes the offices of enrollment services, registrar, financial aid, student special services, residential life, the Career Center, the Student Health Center and the Student Union.

Blake is the first female vice president in the university’s history.

“We are pleased to find someone as capable as Peg to replace Dave. Her experience and perspective will be valuable to our administrative team,” says President Charles Ruch.

Blake came to the Nebraska student affairs division in 1986 as a graduate student assistant. Since then, she has held a variety of positions, including executive assistant, director of the health center, director of special projects and assistant vice chancellor.

Prior to arriving at Nebraska, Blake held several administrative positions at Central Community College in Hastings, Neb.

Her academic credentials include a bachelor’s degree in anthropology, an MBA in marketing and a Ph.D. in postsecondary education administration, all from Nebraska.

Blake isn’t the only member of her household who will be making the Nebraska to Boise State switch. Her husband, Larry, was hired as BSU’s director of facilities management. He replaces university architect Vic Hosford, who retired in December.

Blake has been on the staff of the University of Nebraska’s Architectural and Engineering Services Division since 1992.

HISTORY MADE AT ‘98 COMMENCEMENT

Commencement ’98 represented a personal accomplishment for more than 2,000 Boise State graduates. But the university itself also reached three historic milestones during the May 16 ceremony.

The College of Engineering, which offered its first courses just two years ago, presented the first baccalaureate engineering degrees ever awarded at BSU. The business program in Twin Falls graduated its first class and the master of accountancy, taxation program awarded its first degrees.

The historic engineering class included 16 students who received diplomas in civil, mechanical and electrical engineering.

Most of the class already has jobs lined up—at salaries that are competitive nationally, says Engineering Dean Lynn Russell. “Employers seem to be very happy with the caliber of the graduates,” he says.

Boise State began its first four-year degree programs in engineering in fall 1996. Prior to that, BSU offered the first two years of the curriculum and the University of Idaho offered the upper-division courses.

At the ceremony, former Dean Tom MacGregor was honored for his contributions to the development of the college.

The university has made significant strides since the college was created in 1996. Student enrollment continues to climb with 430 engineering students enrolled last fall. Groundbreaking is expected this summer for two new buildings that will provide classroom and laboratory space.

Five students graduated from the Twin Falls program with degrees in either accountancy or management. The students took all of their upper-division business courses on the College of Southern Idaho campus.

The program featured a mix of course delivery methods, from traditional lectures to compressed video and computer conferencing.

Enrollment in the business program continues to grow, with 110 students taking courses last year.

The accountancy master’s program began two years ago. Twenty-five students are enrolled in the program. Two degrees were awarded this spring.

“Graduates from these three programs can be proud of their place in BSU’s history, says President Charles Ruch. “Their graduation means a great deal to those who worked so hard to start the three programs.”
BOISE CASCADE FUNDS FELLOWSHIP

A new fellowship established by Boise Cascade Co. will provide opportunities for students in Boise State’s Honors program to conduct summer research on environmental issues.

The Boise Cascade Environmental Fellowship, the first established at Boise State, will be awarded annually.

Boise Cascade donated $50,000 to establish the fellowship.

“Making the best decisions about how to protect the natural environment requires sound judgment based on the best available science,” says George Harad, Boise Cascade chairman and CEO.

“We’re confident that over the years, Boise State students can contribute new practical knowledge that will help our society better understand how to sustain a healthy environment. That’s a benefit we are very pleased to support.”

The environment is a focus of BSU’s Honors program, adds director Greg Raymond. “Our goal is to encourage the best minds of the next generation to engage in a thoughtful, balanced discussion of complex environmental issues,” he says.

Student fellows will be selected for a $2,000 stipend based on their proposals for summer research projects. The funds will be used for materials, equipment and travel expenses. Students will work with BSU faculty as well as experts from Boise Cascade.

BOISE STATE NAMES NEW BUSINESS DEAN

Boise State selected one of its own faculty to fill the vacant dean’s position in the College of Business and Economics.

William Lathen, who joined the accounting faculty in 1984, was chosen after a national search to find a replacement for Bill Ruud, who became the university’s vice president for institutional advancement in February.

Lathen served as accounting department chairman from 1986-95. During his term, he oversaw the start of the department’s master of science in accounting, taxation emphasis, program. The department also earned separate accreditation from the American Assembly of Collegiate Schools of Business. The college is among the 30 percent of business programs nationwide with such accreditation. Only about 9 percent of accounting programs nationwide have separate accreditation.

Lathen holds a bachelor’s degree in accounting from Brigham Young and a master’s in public accounting from the University of Texas at Austin. His Ph.D. in accounting is from Arizona State.
BSU TO OFFER MFA IN CREATIVE WRITING

The first of master's degrees offered at Boise State continues to grow with the addition of a new master of fine arts in creative writing, which will be offered beginning fall semester 1999.

BSU now offers 36 master's degrees.

The 48-credit degree program will offer workshops on the art and craft of poetry, fiction, non-fiction and book arts, supplemented by courses in literature, poetics and critical theory, composition and rhetoric, and technical communication. Students will also write a book-length manuscript.

In a 1994 English department survey of regional writers and English teachers, nearly 90 percent of the respondents said they would be interested in taking creative writing courses at the graduate level.

That kind of support by an established literary and arts community is a good reason to offer the advanced degree, says HSU Provost Daryl Jones.

"The university has a long tradition of involvement in creative writing activities," he says, citing the cold-drill literary magazine, Ahsaha Press, the Idaho Writers' Archive, the Idaho Center for the Book and the Writers and Readers Rendezvous in McCull. The MFA program in creative writing will provide a focus for these activities and will extend new opportunities to the growing community of writers in Idaho."

The program will be under the direction of Robert Olmstead, a New Hampshire native and author. "An MFA at BSU is a commitment to the future of art, the same way the university has made commitments to the future of business, education, politics and science," Olmstead says. "

BOARD APPROVES PARKING STRUCTURE

Boise State can move forward with plans to build its first parking structure.

The State Board of Education gave BSU permission in June to hire an architect to design the two-story structure along University Drive between Earle and Brady streets. Construction could begin by next spring.

The $4.7 million project will add 415 new parking spaces. The structure will be located a short walk from the Morrison Center and the campus core.

The University Drive location was selected because of the demand for parking at the west end of campus.

The structure will displace the Health Science Center, two modulars and several old houses that have been converted to offices.

Funds for the project came from existing building fees, bonds that were refinanced at lower interest rates in March.
Three Leaders Awarded Medallions

State, community and university leaders received Silver Medallions, Boise State's highest award for service, at Commencement May 16.

Marilyn Shuler was director of the Idaho Human Rights Commission for 20 years before she retired in March.

"Never content with the status quo, yet never too impatient, she carefully educated us — one speech at a time — on the importance of individual dignity, diversity and rights for all," said President Charles Ruch, who presented the medallions.

Shuler (MPA, '77) helped build an infrastructure at the Human Rights Commission that will advance the cause of human rights in the future, Ruch said.

Retired Mayor Winston Goering "presided over a renaissance in Nampa" through his leadership in building the Nampa Civic Center, the Idaho Center, a new city hall, Centennial and Ridgecrest golf courses and a recreation center, Ruch said.

“He was a mayor who instinctively understood the relationship of education to economic development and the well-being of his community,” Ruch added.

Goering helped BSU develop the Canyon County Center and supported the proposed branch campus near Nampa.

David Taylor, who retired as vice president for student affairs in June, was awarded the medal for his service to BSU students and staff.

“Dave built the organizational structure and hired the staff that today serves more than 15,000 students each semester. And throughout that process, Dave has ensured that service to students is paramount to the entire university,” said Ruch.

“We will miss him. But we also will take comfort in knowing how much he has helped our students, both collectively and individually.”

Lineup Set for 1998 Summerfest

Boise State’s SummerFest ‘98 will run Fridays and Saturdays July 10-25 at the BSU Centennial Amphitheatre. Tickets are on sale at all Select-a-Seat outlets.

The outdoor concert series features the return of the popular SummerFest Concert Band, led by BSU music professor Marcellus Brown, as well as some new twists.

Here is a look at the lineup:

**July 10-11** — Classical Favorites for a Summer Night, a classical program featuring the SummerFest Orchestra.

**July 17-18** — Music of the Wild, Wild West, featuring orchestral music written to celebrate the spirit of the West. The performance will include some of the great theme songs from film and television.

**July 24-25** — Sea to Shining Sea, a return of the SummerFest Concert Band playing marches and traditional favorites that celebrate America’s rich musical heritage.

General admission season tickets are $23.50, and single concert tickets are $9.50.

For more information on Boise State SummerFest ‘98 events, call the music department at 385-3980.
BSU STUDENTS CAPTURE NATIONAL AWARDS

Boise State students have been in the national spotlight this spring for their leadership in community activities and creativity in the classroom.

Recent award winners are

SAM BYRD, a junior multi-ethnic studies major from Boise, is one of five college students in the country selected to receive the Howard R. Sweater Student Humanitarian Award for outstanding public service. The award was presented by Campus Compact, a national coalition of more than 575 college and university presidents committed to making community service an integral part of undergraduate education.

A former migrant farm-worker, Byrd organized and now leads the Council of Hispanic Education, a non-profit group that seeks to further the educational and employment opportunities of Hispanic students.

MARIA LEUA, a freshman from Bliss whose parents were migrant workers, is the first winner of the Outstanding HHP/CAMP student award given by the National Association of Directors of Migrant Education. The High School Equivalency Program and the College Assistance Migrant Program help minority students complete their high school equivalency degrees and earn baccalaureate degrees, respectively.

An international business major, Leua is active in the Organización de Estudiantes Latino-Americanos and works part-time for the BSU Student Support Program and CAMP.

A BSU UNDERGRADUATE PIANO QUINTET coached by professor Craig Purdy won third place in the Music Teachers National Association Collegiate Chamber Music Competition. The first- and second-place winners were graduate student groups from Florida State and Louisiana State. Quintet members are ANNE NISSINEN, Finland; ROBERTA RAST, Nampa; ASHELEY MADSEN, Salt Lake City; CORRINA MCCAIN, Helena, Mont.; and DAVID AFFLECK, Boise.

Freshman ANGELA VANDERMEER, Boise, has been selected to attend the national conference of the Campus Outreach Opportunity League Leaders program. Vandermeer is the agency referral coordinator for Volunteer Services Board, has coordinated Into the Streets and is a member of the ASBSU judiciary.

"Old Bones," a story by BSU English major MAERI CHAMPI of Garden Valley, was named second runner-up in the competition for the 1998 Isaac Asimov Award for Undergraduate Excellence in Science Fiction and Fantasy Writing.

An essay by BRETT BISHOP, a senior construction management major from Boise, won first place in the James L. Allhands Essay Contest sponsored by the national Association of General Contractors. DARREN CARROLL, a senior from Caldwell, took third place in the competition.

NASA GRANT FUNDS CHILLING STUDY

Two BSU researchers working with an interagency team of scientists have received a $300,000 NASA grant for a study that could ultimately prevent the devastation caused by winter floods.

Paul Dawson, engineering, and Jim McNamara, geosciences, are among the key researchers who will investigate the dynamics of cold-season flooding.

Results of the three-year study could be useful in predicting floods like those that swamped the Mississippi River Valley, northern California and much of the Pacific Northwest in recent years.

Cold-season flooding is typically caused by large amounts of rain falling on snow and then running off frozen soil.

Although extensive work has been done on warm-weather flooding, little has been done to understand floods during frigid winter or early spring months, according to the scientists.

In Idaho, most of the flooding occurs during the winter months, says McNamara. Yet the current forecasting techniques don't include "a frozen soil component."

The team plans to develop a computer simulation, remote sensing equipment and ground measurement tools that predict and describe cold-season flooding on the Boise Front. The ground-breaking project will result in atmospheric and hydrologic models that incorporate streamflow, frozen soil, rain and snowfall and runoff data with weather radar and other information.

"Our project ties together land surface processes and atmospheric processes to contribute to a better flood warning system," McNamara says.

A goal of the project, says Dawson, is to develop a model that could help predict flooding 12 or more hours ahead of a storm and give people enough time to prepare for the worst.
HIGH-TECH TRAINING PROGRAM LAUNCHED

Boise State and three local companies have joined a nationwide consortium that will provide training for skilled workers in semiconductor manufacturing.

Boise State, Micron Technology, Zilog and SCP Global Technologies, in conjunction with the SEMATECH program, have combined to offer enhanced training in the semiconductor field through the Larry G. Selland College of Applied Technology.

The companies predict that technicians with associate degrees can earn starting salaries of $22,500 to $30,000 producing microchips, monitoring the manufacturing process and maintaining equipment.

Rather than begin an entirely new program, BSU is making minor modifications to an existing program to bring it in line with industry needs and meet competency requirements identified by SEMATECH, says program head Ed Lonstale.

Students will take specialty courses, including robotics, fluid power and electromechanical systems as well as math, English, physics, speech, chemistry and others.

A flexible course schedule has been designed to accommodate the needs of working students.

Boise State joins about 30 other colleges and technical schools already offering the curriculum. Information is available at www.chipjobs.com or by calling (208) 365-1431 or 1-888-4CHIPJOBS.

BSU BIDS FAREWELL TO THREE FRIENDS

Three members of the BSU community passed away in the late spring months of 1998. Ruth Marks, a longtime member of the education faculty, died of natural causes May 18. Brian Bergquist, assistant director for auxiliary services for the Student Union, died of a heart attack June 6. Darryl Huskey, associate professor of library science, died June 16 of cancer.

Marks, 77, joined Boise State College in 1970 as a professor of teacher education. She worked at BSU until her retirement in 1982.

Bergquist, 39, joined the Student Union staff in 1987. A human rights activist, he was best known for his leading role in the defeat of Idaho's anti-gay initiative in 1994. Bergquist's family has established the Brian J. Bergquist Student Leadership Scholarship in his memory. Contributions can be made to the HSU Foundation at (208) 385-5276.

During his 30 years at the university, documents librarian Huskey served as president of the Faculty Senate as well as several university committees, including the Fitness & Wellness Alliance.
NEW BOOKS EXAMINE HEALTH STUDIES, SET THEORY, CIVIL STRIFE

Two new classroom guides on nutrition and pathophysiology, a text on set theory, a look at pre-World War I Serbian communities in Croatia and an analysis of the balance between economic growth and environmental protection — those are the subjects of recent books from Boise State professors.

Recent releases are:

**STUDY GUIDE FOR NUTRITION: A COMPREHENSIVE LEARNING TOOL**
*Elaine Long, editor and contributor*
*Morton Publishing*

Sixteen topics on nutrition are discussed in this 220-page guide edited by health studies professor Elaine Long. Designed to supplement textbooks, the guide includes key nutrition terms, sample test questions and diagrams dealing with nutrition. The book also provides information on Web sites that provide useful nutritional information.

**ILLUSTRATIONS TO SUPPLEMENT A PATHOPHYSIOLOGY COURSE**
*By Pat Taylor*
*Kendall Hunt Publishing*

Due for publication in August, Taylor’s book has been written to enhance any pathophysiological course. The text and illustrations are designed to help students better comprehend the complex subject matter when studying diseases of the human body. Taylor, a professor of nursing, also wrote the book to help instructors teach about the body’s various pathophysiological processes.

**ELEMENTARY SET THEORY WITH A UNIVERSAL SET**
*By M. Randall Holmes*
*Academia, Louvain-la-Neuve (Belgium)*

The 241-page book by mathematics professor Randall Holmes shows how elementary set theoretical constructions are carried out in a variation of the set theory “New Foundations.” An atypical approach to set theory, the book was written for set theorists and others who might be interested in alternative approaches.

**SUSTAINABLE COMMUNITY DEVELOPMENT: STUDIES IN ECONOMIC, ENVIRONMENTAL, AND CULTURAL REVITALIZATION**
*Marie D. Hoff, editor and contributor*
*Lewis Publishers*

Environmentalists and urban developers are often shown at odds, but both sides can work together to protect a community’s livability and its jobs, according to a new book edited by social work professor Marie Hoff. *Sustainable Community Development: Studies in Economic, Environmental, and Cultural Revitalization* looks at case studies from the Washington coast, southern Oregon, the Hawaiian island of Molokai and other places in which communities pulled together to improve the environment while also bolstering the economy.

The book tries to show that economic health and environmental protections go hand-in-hand, says Hoff, who also wrote three chapters for the book.

**BETWEEN NATION & STATE: SERBIAN POLITICS IN CROATIA BEFORE THE FIRST WORLD WAR**
*By Nicholas J. Miller*
*University of Pittsburgh Press*

In the former Yugoslavia, tensions between Serbs and Croats brewed even as the country put on a peaceful face, and war eventually broke out when the country disintegrated. But there was a time when the two ethnic factions tried to work together to build a peaceful future.

History professor Nick Miller looks at the pre-World War I era when Serbs and Croats living in Croatia attempted to overcome their mutual suspicions as they worked for an independent Croatia. But in that cooperation were the seeds of ethnic hatred that persist today. That animosity grew and eventually sparked the conflict between the two factions earlier this decade. □

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BSU, as your educational partner, continues to stay at the forefront of

Fall schedule is available now – call to receive a schedule or for more information.

Continuing Education, 385-1709

**FOCUS/SUMMER 1998**
The Bronze Bronco is the Bronco Athletic Association's highest award for service to Boise State's intercollegiate athletics program. Those honored with Bronze Broncos in 1998 are, from left, Ernie Hoidal, Loren Blickenstaff, Peggy Faylor, Milford Terrell and George Wade.

NEW COACHES JOIN ATHLETIC DEPARTMENT

With all the new faces in BSU's athletic department, a visitor to the Nicholson Yanke Athletic Center might need a program to tell who's who. A new assistant athletic director and two new coaches were hired this spring, and two veteran coaches were assigned new duties.

Christina Van Tol is the Broncos' new senior women's administrator and associate athletic director for student services and compliance. She replaces Carol Ladwig, who retired after 20 years at BSU.

Van Tol served as director of athletic development and director of industrial training at Treasure Valley Community College before joining BSU. She also worked in athletic administration at Gonzaga University, her alma mater.

In other moves, head wrestling coach Mike Young was named men's golf coach, replacing Tom Brill. Young, who coached golf for BSU in the early 1970s, will continue to coach the wrestling program.

Women's interim golf coach Mary Enright was also promoted to a permanent position. A teaching pro for 14 years in California, she replaced Martha Freitag.

In tennis, Jim Moortgat has moved from women's coach to men's coach, replacing Greg Patton. Buffy Baker, formerly an assistant coach at the University of Wisconsin, is the new women's coach. The highly successful Patton stepped down after the 1998 season to work full-time for the U.S. Tennis Association.

During the 1998 spring season, the women's tennis team was the lone Big West champ from BSU while the men's tennis team finished second.

Several individuals won national honors this spring.
- Gymnasts Diana Loosli and Johanna Evans earned All-America status.
- Kellie Lewis was one of 24 women's basketball players selected nationally for the Arthur Ashe Jr. Sports Scholars Award.
- Melinda Campbell was the top American finisher in the women's junior division of the world cross-country championships held in Morocco in March.
- Campbell also qualified for the NCAA national meet in the 5,000-meter run. Travis Armstrong (3,000-meter steeplechase) and Jared Rome (discus) also competed in the national meet.
- The gymnastics team was ranked as high as 17th in the nation, and the men's tennis team finished No. 20 nationally.

BOISE STATE CO-HOSTS FOREST STUDY TEAM

Boise State and the Boise National Forest are serving as hosts for a nine-person team of North American scientists this summer as they study data related to forestry and communities in southwest Idaho.

The study will take place on lands managed by the Boise and Payette National Forests, the Idaho Department of Lands, Boise Cascade Corp. and the Bureau of Land Management.

The team will review standards that determine what constitutes sustainable forestry and whether those standards match the data in southwest Idaho. The Idaho study is the only one being carried out in North America.

The study has been organized for the Center for International Forestry Research, an independent research institute based in Bogor, Indonesia.

The preliminary results of the studies and an opportunity to comment will be provided at a Sept. 14-16 workshop in Boise.

The completed study will provide information that land managers voluntarily may use to help determine if their forest management is sustainable.

BOISE STATE CO-HOSTS FOREST STUDY TEAM
HEWLETT-PACKARD, BSU COLLABORATE ON $2 MILLION GRANT

Boise State’s engineering program got another financial boost from the community in April when Hewlett-Packard announced a $2 million grant to equip laboratories in a new building that will be built this summer.

BSU’s proposal was among only 19 funded out of 80 submitted to HP. Boise State and Stanford were the only two institutions to receive “recipient enhanced grants,” which require the university to contribute 20 percent of the equipment’s list price.

BSU has allocated $400,000 toward the grant. With HP’s contribution of $1.6 million, the new equipment will be valued at $2 million.

“This equipment will become the backbone of the College of Engineering’s computing and laboratory capabilities,” said Bob Deely, general manager of HP’s Department LaserJet Division. “With this grant, BSU will be able to drastically improve its ability to integrate teaching and technology.”

The equipment will be housed in the larger of two buildings of a $13.5 million complex planned for BSU’s College of Engineering.

HP’s contribution will fully equip 13 electrical and mechanical engineering labs in the four-story, 64,000-square-foot building. The grant includes computer workstations, printers, plotters, scanners, digital oscilloscopes and other high-technology data collection and data analysis equipment.

BSU Engineering Dean Lynn Russell said that HP’s donation will enable the university to implement Engineering 2000, an innovative program that will integrate engineering with math and science disciplines to give all engineering, math and computer science students hands-on experience with measurement and computational problems.

Engineering has become one of BSU’s largest majors, with more than 400 students enrolled in civil, mechanical and electrical engineering.

This is the third grant HP has made to BSU’s engineering program. Last year, HP equipped an Electrical Engineering Design and Simulation Lab. In 1995 the company equipped an engineering design laboratory.

HP has made recent equipment grants to the music, math and computer science departments.

CHEMISTRY, THEATRE EARN ACCREDITATION

Programs in two Boise State departments have received the stamp of approval from their national accrediting organizations.

The chemistry department was awarded national reaccreditation for another five years by the American Chemical Society’s Committee on Professional Training.

“We value reaccreditation and we think it puts a stamp of excellence on our program. Our students going to medical school have a very high rate of acceptance, which speaks well of the program,” says Phil Eastman, dean of BSU’s College of Arts and Sciences.

Since the previous accreditation in 1992, BSU has added a 50-station chemistry computer lab for simulated experiments. The department also received a National Science Foundation grant for a $250,000 nuclear magnetic resonance machine.

The theatre program was accredited for the first time and granted membership in the National Association of Schools of Theatre.

Boise State has the only accredited higher education theatre program in Idaho. Other accredited schools in the Northwest include the University of Washington, Brigham Young University and the University of Montana. Only 200 theatre arts programs in the nation are accredited.

“Accreditation is a verification that we provide excellence in education,” theatre arts department chairman Kent Neely says.

“It means that we are among an elite group of degree programs in the country.”

NxLeveL FOR ENTREPRENEURS

Monday, August 31, 1998
BSU Business Building

Cost: $295
7 - 10 p.m.

Talking is not teaching
Listening is not learning
Get Real
Get Experienced

Utilizing assistance from upper division business students at BSU, this 14 week course is designed for business owners and professionals who want to grow their business. Each business will be paired with two students who will be utilized to conduct research, prepare financial information, and ultimately a business plan.

This is an opportunity that you can’t miss!

NxLeveL FOR ENTREPRENEURS Instructor:
Bob Shepard, ISBDC Regional Director, adjunct professor, and former McDonald’s licensee.

NxLeveL BUSINESS START-UP

Wednesday, September 16, 1998
BSU Boise Campus ET-105
6:30 - 9:30 p.m.

If you’ve got a great business concept but wonder if you have what it takes to become an entrepreneur, then this interactive course is for you. It will help increase your self awareness and serve as a framework for measuring entrepreneurial spirit and skills.

By attending ten 3-hour evening sessions and completing homework assignments, you will produce a mini-business plan that will test the feasibility of your idea and answer the questions every entrepreneur should ask before starting a business.

NxLeveL BUSINESS START-UP Instructor:
Phil Pugrud, CPA and V-P, Farmers and Merchants State Bank, Meridian, ID.
More than 7,000 people attended the inaugural Gene Harris Jazz Festival, held April 8-11 at Boise State University and in downtown Boise. Highlights included concerts by jazz greats Michael Brecker and Marcus Printup. Gene Harris, accompanied by daughter Niki, Boise native Curtis Stigers and jazz organ legend Jack McDuff, rounded out the event with a Friday evening concert at the BSU Pavilion. More than 41 schools from throughout Idaho and from Utah and Nevada participated in the two-day educational portion of the festival, learning from professional jazz musicians and competing with one another. The 1999 festival will be held April 7-10.

Captions: Gene Harris in Pavilion spotlight; top; Gene Harris jams at Noodles, center; Michael Brecker, left center; Slide Hampton signs an autograph, bottom; and Curtis Stigers, bottom right.

Photos by Chuck Scheer
Fitting In

Small businesses find purpose in growing economy

By Chris Bounoef

Eighteen months ago, Touch the Moon opened its doors as one of the only specialty baby clothes stores in Boise. At about the same time, a similar shop opened across the street.

Owner Jil Sevy expected tight competition, and she got it. In addition to the immediate threat a block away, Boise's mall area continues to grow with national chains offering baby items, giving Sevy more rivals to monitor for selection, price and service.

But nearly two years later, Touch the Moon, which called on BSU's Idaho Small Business Development Center for marketing help, and its nearby competition are still in business. Sevy's clientele continues to grow steadily, and the store's sales figures meet her business plan's projections.

That two stores offering similar services can survive across the street from each other, and in the shadow of the mall, has to be a good sign for the economy. But how good

Small businesses such as Eagle Drug Store (formerly Orville Jackson's) operated by people like Wayne Crosby, left, can still compete with the big-business big boys.
is it for the economy?

Small businesses comprise the vast majority of businesses in Idaho, according to statistics from the state Department of Labor.

More than half of all businesses in Idaho employ four or fewer people, and 90 percent have 19 or fewer employees.

But in terms of economic growth, small firms often reflect Idaho’s health more than contribute to it.

For a better understanding, we need an economics 101 refresher from Boise State University professor Charles Skoro. Don’t worry, though, this time around you don’t need to take a midterm.

Economists classify businesses under two categories: primary and secondary industries, Skoro says. Primary industries top the economic ladder because they sell goods and services outside of Idaho, bringing money into the state. That revenue passes on in wages or when the company purchases goods and services from local businesses.

Secondary industries, which form the majority of small businesses, support primary industries directly or indirectly, such as a local contractor that supplies a service or product to a primary industry like Hewlett-Packard Co. Retail and other service industries also give employees of primary industries places to spend their money.

Yes, secondary industries often create jobs, especially in a growing economy. And they generate tax revenue for state and local governments. But stagnant or down times highlight the down side of secondary industries — they also take business and jobs away from each other, having little net effect on the economy.

“Generally, it’s incorrect to think about these secondary industries as driving the economy,” Skoro says.

When the Boise mall area opened, for example, people looked forward to the new jobs and shopping. But the economic impact wasn’t as extensive as expected because the mall retailers took away shoppers and employees from downtown stores, leading to a decline in the downtown area’s economic health.

And rather than generate money for Idaho companies, the large national and regional retailers took their profits out of state, limiting overall economic growth in Idaho.

HP, Micron Technology, the Idaho National Engineering and Environmental Laboratory and many other household Idaho names are prime examples of primary industries.

HP and Micron sell products internationally, bringing money into Idaho. INEEL attracts money from the federal government, which in turn supports the economy of eastern Idaho.

Such businesses clearly drive Idaho’s economy. Although firms with more than 250 employees comprise barely 1 percent of all Idaho businesses, they employ about 38 percent of the work force and distribute 43 percent of all wages paid to Idaho residents.

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**CLUB BOOSTS BUDDING ENTREPRENEURS**

If getting a head start in the working world really does depend on who you know, then members of the Boise State College Entrepreneurs Organization will have no problem reaching the top rung of the proverbial corporate ladder.

The motivated group reached out to the local business community for advice and funds during 1997-98.

“We wanted the students to operate the club like a business,” says adviser Kevin Learned, who helped reorganize the club that had become inactive.

“Anything they do should have a profit motive.”

So the group sponsored a breakfast speaker series featuring chief executives and human resource officers from Idaho’s top businesses. The students also brought in national speaker Michael Gerber for a workshop. Gerber is the author of the underground best seller *The E Myth: Why Most Small Businesses Don’t Work and What to do About it*. Students in the club planned, promoted and produced each event.

The experience was priceless, says club president John LeVering. “From a student’s perspective, working with local business leaders and learning from them outside the classroom is a golden opportunity.

“Our goal was to have a club that helped entrepreneurs in Boise and in doing so geared students to become entrepreneurs themselves,” he says.
Novel Businesses Find Niche

By Melanie Threlkeld McConnell

Dog food delivered to your door. Gourmet lasagna available for takeout. A 7-foot plastic stork staked in your yard to announce the arrival of your newborn.

These Boise businesses aren't quite in the same league as the pet rock or Chia Pet, but they're offbeat enough to claim a niche in an ever-diversifying community.

These and many other unusual businesses like them find success by selling comfort and convenience for families who are strapped for time.

"Convenience is the No. 1 motivating factor for a purchase," says Bob Shepard, regional director for BSU's Idaho Small Business Development Center.

"Price is No. 5."

Research indicates that 65 percent of homes in Ada County have two working adults, he adds, "and that's because of the low salaries in Boise."

So it's no wonder businesses that make life easier for working families have gained a foothold in the marketplace.

Entrepreneurs Jamie Brewer and Paul and Mary Jean Wegner started businesses that cater to the working crowd and are finding that the demand is definitely there.

Brewer delivers pet food — dog, cat, horse and even pig food — to clients too tired to make an extra trip to a specialty store. Nearly all of her clients are working mothers. "A lot of people now are feeding a premium dog food not sold through grocery stores, so it's an extra trip, and they don't want to have to do it," the 33-year-old mother of two says.

And it's human food — high quality gourmet Italian and French cuisine from Cucina di Paola on Ustick Road — the Wegners are serving for tired parents to pick up, take home and heat. Their instant success landed them a contract to supply two Albertson's stores with the couple's flagship product — lasagna.

The trend in the food business, says Paul Wegner (BS, sociology, '88), is home meal replacement. He used his experience as a cook in Italy and as a chef at The Flicks to make the jump to self-employment and fill a demand.

And who would have thought a giant stork would supplant the telephone when it came time to announce the birth of a new baby? Boisean Marty Fulford first came across the idea when she lived in northern Virginia and had one of the big birds placed in her own yard to announce the birth of her child.

"It was nice because people we didn't know very well came over and brought bread," she says. "So it helped start some friendships. It also let a lot of friends and neighbors know the baby was born without having to call."

When she moved to Boise, Fulford enrolled in the "New Venture Creation" class at BSU to help her write a business plan, and she then started her own part-time stork business.

The key to starting a business, even if it may seem quirky, is to learn what consumers want and to give it to them, Shepard says, citing the recent comeback of home-delivered milk by Darigold.

"Make sure there's a market for it," he advises. "It doesn't make any difference that it's quirky. Maybe that's what they want."

That's exactly what painter Lou Ann Hales discovered, albeit accidentally, with her all-female painting crew. Many of her clients are single women and older people. "They are more comfortable with women coming into their homes," she says. "So we sit and visit and have a cup of coffee with them."

For most of these entrepreneurs, they pursued a dream despite the naysayers. And they are succeeding because they meet a need in their community.

"Go with your dream, go with your instinct. That's what it's about," says Wegner. "Say to yourself, 'I see it. I want it, and I'm going to go for it.'"
These firms deservedly get the headlines, but the big guys aren't the only ones that entice money to Idaho.

Look outside the media spotlight, and you might be surprised to find small businesses in the primary sector that make valuable, albeit smaller, contributions.

Their exact impact is hard to measure because of high turnover among small businesses, says economist John Church, a BSU adjunct professor and expert on Idaho's economy. Most small businesses fold before a year is out.

And "over time small businesses don't remain small businesses," Church says. "They usually become big businesses if they're successful."

Such is the path that Rocky Mountain Communications is on. In 1995, the Internet provider occupied the bedroom floor of co-founder Shane Jimenez, then a Boise State business student. At the time, RMC was one of only three Internet providers in Boise, a market ripe for picking.

The business steadily grew in the Treasure Valley and throughout Idaho. Then it licensed its services outside Idaho and now has a presence in five states, pulling money into Idaho. A separate pay phone business also operates 2,000 phones in eight states.

RMC, which once was the three-person team of Jimenez and co-founders Michael and Pattie Lukes, employs 32 people in Boise and occupies about 4,000 square feet of office space with plans for expansion.

"We've grown large enough that we have to manage people and resources," Michael Lukes says.

The traditional model starts with a small company growing, such as with RMC. But in entrepreneurial Idaho, even one person who never forms a permanent company can contribute.

Susan Berube started in business by marketing a new fuel that her brother-in-law invented. After several years and help from Boise State's TechHelp program and local engineers, she evolved from selling the fuel to developing an innovative backpacking stove that Coleman, the outdoor recreation company, snapped up.

Coleman's initial payment, and future royalties if the stove is built, benefit a small number of people in Berube's company — four to be exact. But Berube plans to reinvest her wealth in a new venture, which will inject new capital into Idaho.

"I'd love to hook up with another start-up that's interested in going beyond the small business image," Berube says.

Although primary industries control Idaho's economy, don't overlook secondary industries. The bulge of such businesses, whether a small mom-and-pop operation or a national retail chain, signals that all is well in Idaho — we've got money to spend.

And there you have what small business truly adds to Idaho — consumer choice and a better quality of life.

Restaurants, retail, wine bars and coffee shops where you sip alfresco and watch the world walk by all enhance the quality of life, and they increase the state's livability, attracting more businesses to Idaho.

They also help build community. Micron is a good corporate citizen, sponsoring many community events and contributing to educational and charitable causes, but you can't walk into Micron and talk to CEO Steve Appleton about putting a poster in the window for your fundraiser. Micron is too large and impersonal.

But you can reach Jimenez, if he isn't too busy that day. And you can always find Sevy at her store and talk with her about your event. Such businesses form a personal identity and contribute to the feel of your neighborhood and city.

"Small businesses ... we really help define the community, at least the downtown area," Sevy says.

Community-building is just one of the many facets of small business in Idaho. They do add fuel to the economy; after all, Micron Technology once qualified as a small business. They cradle innovation, as Berube's backpacking stove shows.

They also flavor our lives, helping us enjoy life in Idaho a little more. And that's not a bad niche to fill. ☐
Building Businesses in the Trenches

By Chris BouniofF

You may find it hard to remember when Hewlett-Packard and Boise Cascade were small companies. Or that Micron Technology, one of the largest corporations in Idaho, qualified as a small business only 20 years ago.

Large corporations all have humble beginnings, and Boise State University is poised to help entrepreneurs with big ideas who must first start small.

The Idaho Small Business Development Center, based at BSU, works with hopeful entrepreneurs statewide on the vital key to success — a business plan.

Whether they want to start a business or expand a small company, owners have to know their market, potential sales and potential profits, says Jim Hogge, the center’s state director. A business plan is that blueprint, an essential document that describes a business, its organizational structure and its markets — details that secure loans from banks and venture capitalists.

The ISBDC helps with its staff of business consultants and student researchers, who examine the market and write the business plans in cooperation with business owners.

“You’re trying to help them get all the numbers,” Hogge says. And those numbers are more important than ever in the business world.

With bank consolidations and a business boom, the personal connections between banks and their clients have disappeared. So if you don’t carry your homework in hand, Hogge says, you can forget about your loan request.

The center works with about 1,600 clients a year, Hogge says. From 1995-97, businesses that worked with the center generated about $130 million in sales and added $5.7 million to state tax collections and $3.1 million to federal coffers.

The center also offers intensive classes around the state on how to research and construct a business plan. Business plan consultations and research are free, and the classes can be taken for a fee.

The research and education work is more glamorous, and it doesn’t capture headlines like news of job additions or losses at large companies. But without the ISBDC’s expertise, many businesses would never move from idea to reality. And others would never expand.

“Businesses are only 20,” Hogge says. “You’re trying to help them get all the numbers.”

The ISBDC contracts with the federal Small Business Administration, which provides about 40 percent of the agency’s $1 million budget. The state, BSU and Idaho’s other higher education institutions provide the remainder. The center operates eight regional offices in cities such as Boise, Nampa, Lewiston and Pocatello.

The agency also oversees a new program for Idaho’s small manufacturers called TechHelp. The program, which started in 1997, works to connect manufacturers with experts in the field when a problem arises.

“The ISBDC discovered that manufacturers needed help with plant as well as business issues,” says Burt Knudson, TechHelp’s marketing director. “TechHelp is for manufacturers and processors what the cooperative extension service is for agriculture.”

TechHelp has already demonstrated its troubleshooting capabilities. Quality Veneer, a Caldwell company that makes veneer wood facing, had a problem with sorting tables that shocked workers with static electricity buildup.

A TechHelp field engineer spotted a problem with the machinery and recommended changes, and the company made improvements that safeguarded its workers.

Other companies also call on TechHelp to connect with experts nationally to solve production problems or other general business questions.

“With TechHelp, manufacturers now have one place to go to get help with all those problems,” says Louise Bertagnolli, president of JST Custom Fabrication in Garden City, who called on TechHelp for assistance with a company performance evaluation.

On the business side, Hogge says entrepreneurs who use the ISBDC see the results. On average, firms that use the center for a business plan surpass growth in their industry by 10 percent. If retail sales boom in Idaho, for example, sales for those businesses with a formal plan rise 10 percent higher than the rest of the state.

“That’s the power of business planning,” Hogge says. □

Former BSU News Services intern Maggie Chenore contributed to this piece.
Richard Escott has made a life out of small business.

The outfitter, river guide and owner of Idaho Ventures Inc., which includes a charter boat business on Payette Lake in McCall, sells entertainment.

During the summer months, the 54-year-old loses his passengers in the serenity of Payette Lake, submerges them in the history of the area, teases them with tales of Charlie the Lake Monster, and occasionally provides a glimpse of bear and elk swimming the lake.

But, like all small business owners, Escott has his share of storms. Some days, dark thunder clouds fill the air just as he reaches the mountain top with his outfitting crew. Or the wind tosses debris into his path. Or the snow piles too high to pass.

But even more frightening, he says, are the market-based storms — the ups and downs of the free market, tax codes, government regulations and financial crunches.

These storms are true of all small business, and they make up the side that many business owners don’t understand until it is
Small business decisions have allowed BSU graduate Rick Vycital to enjoy the fruits — and vegetables — of his labor.
too late, Boise State University business professor Kevin Learned says.

It would be easy to be lured in, to believe that owning a business of your own promises days of sunshine and independence. But that rugged independence comes with a path full of pitfalls for the unprepared, he says.

Experts believe 75 percent to 80 percent of all new small businesses close shortly after getting started, Learned says. That doesn't mean all of them fail. Some often start a business and shortly thereafter secure a bet­ter job.

But the number that are forced to close is undoubtedly high, Learned says. And most that fail do so for similar reasons.

"They don't plan adequately," Learned says. "And they don't truly understand business. The free market system allows you to do what you want. But it's pretty unforgiving. You have to have the basics."

Learned spent 15 years building a nationwide computer software company before moving to the academic side. "People want to do their own thing," he says. "They have this drive to work for themselves."

He offers some advice to those who may be considering starting a business of their own.

Learn the ins and outs of business. It's not enough to just know your product or service. You must understand accounting, interest rates, financing, bank accounts, credit cards, business operating costs, legal issues and taxation issues.

Gwen Alger says she knew nothing about business when she and a friend opened Something Special gift shop in Meridian in 1990. She was a therapist at the Idaho Elks Rehabilitation Hospital for years. Her husband was a teacher.

When the opportunity unveiled itself, she put an open sign in the window, and her friends brought in some hand-crafted items to sell. A few years later, she shifted the focus to antiques because they seemed to spark some interest with her clientele.

But she never developed a plan for her business. She didn't know how to analyze the antique business or predict profits. She barely kept afloat.

"There are so many things you don't know, that you don't expect," she says. "Bookkeeping can be difficult, and advertising is so expensive. It is almost overwhelming for a small business."

Were it not for a successful investment she made in a historic home that houses her business, she would have been forced to close her doors.

"We plunged in," she says. "I might break even, but I'll never lose because the house has increased in value, but most people don't have that luxury. I've seen so many other people here in town have to quit business after just a few months because they couldn't make it work financially and they didn't have enough money to stay at it long enough. "They lost, and they lost big."

Be realistic. Ask yourself why you want to start a business, and be honest with yourself. If the answer is to control your own time and go on vacation whenever you want, that will not happen. "There should be some intrinsic joy in doing this," Learned says. "There should be a sense that you're going to do better than you would working for someone else."

Alger says she would have quit a long time ago if she did not thrive on "doing my own thing."

Her business is not earning her a living, and she finds herself spending long hours and lots of energy just to keep the doors open. "It can be frustrating, and you have no life," she says.

Her husband recently retired partly so that they can try to make the business profitable. Alger says she hopes to be successful enough to pay for her investment in the house and to be able to get away once in a while.

Understand the customer. It's not enough to be a good cook if you want to start a restaurant. The question is, "Are there enough people out there who want to buy from another restaurant?" Decide how you are going to satisfy their needs better than what's already out there.

Lourdes Gonzalez, 35, started making fine baby linens and towels for her two young sons after she and her husband moved to Boise from Puerto Rico six years ago. The two were both engineers with Hewlett-Packard before transferring. She couldn't find the kind of specialty items in Boise that she desired. She had taken classes in designing children's clothes, and sewing had been her hobby since she was a child.

She says she kind of fell into her business. She wanted to spend more time with her children, and after friends saw her intricate designs they began placing orders. Soon the linens were on display in specialty shops in Puerto Rico, and sales increased. Gonzalez quit her engineering job and went into business for herself.

Write a feasibility plan. Lay out how you are going to make the business work and know the financial ramifications. Develop an understanding of cash flow and how to adequately capitalize your business. If you are going to require inventory, know how you are going to pay for it.

Gonzalez's items have gone over so well, it is now decision time. She can no longer keep up with the demand. But should she expand, and if so, how?

"If I don't do something, I will lose my market," she says. She and her husband are hoping to secure a business loan against stock that they own.

"It's scary," she says. "If you're working for a company, you have..."
a salary and you’re going to get paid. This company depends on me, and it’s a really big load.”

Gonzalez is negotiating with local factories to mass produce her designs under the trade name Moda Bimbi.

Start small. At some point there’s no substitute for jumping in, but try something on a small scale before you bet the whole farm. Build a prototype, move to a small production run, hire someone else to make the product for you. That’s much better than setting up a costly assembly line.

Outfitter Escott tested the waters a few years ago with a fly-fishing shop to subsidize his income. But he closed after two years. “It was so seasonal,” he says. “It did fine during the summer months but not well enough to get me through the winter.”

He operates one boat on Payette Lake, but if he is to satisfy his customers, he is going to have to get a larger one. It took him three years to get a government permit to operate. A larger boat will require that he provide access to restrooms, meet additional federal regulations for handicapped passengers and address water-quality issues.

“I don’t know yet whether I’ll jump in,” he says.

Start a business to build wealth, not just to create a job for yourself. If you can build a business and ultimately sell it, you have built a resource.

Rick Vycital of Boise has turned his business, Quality Produce, into a thriving one. The produce distribution company met its sales goals for this year before the six-month mark. But his success is no accident. Vycital, a 1975 BSU business graduate and former investment analyst, purchased the 45-year-old company in 1994. He steadily expanded and used his knowledge of the banking industry to secure financial backing.

But even with a master’s and a doctoral degree in business, Vycital has run into uncharted territory.

“I understand how to operate a business,” he says. “But personnel issues are difficult. Those I have learned by the seat of my pants.”

Get a lot of advice from knowledgeable people. Talk to accountants, attorneys, business professors, the Idaho Small Business Development Center, the Chamber of Commerce.

Escott, Alger and Gonzalez recently participated in a cooperative venture between the Idaho Small Business Development Center at Boise State where some of Learned’s business students helped them research and write plans to improve their businesses. All say they wish they had had the knowledge when they started out.

“I definitely would have done some things differently,” Escott says. “I wouldn’t have started a fly shop for one thing.”

Vycital participated in a more advanced class to hone his management skills and develop expansion plans for Quality Produce.

Learned says there are vast resources available for those who want to venture into small businesses. Books, classes and knowledgeable people can offer sound information.

“The worst way to learn is to pay the dumb tax,” Learned says. “The marketplace will teach you what you don’t already know. And it’s expensive.”

PARTNERSHIP PROVIDES HELP FOR BUSINESSES

From outfitters to lollipop makers, small businesses of all kinds seek advice from both the Boise State University College of Business and Economics and the Idaho Small Business Development Center.

Boise State business professor Kevin Learned says a unique partnership between academics and the ISBDC allows businesses to get the expertise they need and business students to gain practical experience.

ISBDC regional director Bob Shepard schedules classes for his business clients at the same time and in the same place that Learned’s Boise State business students attend class. The two then team the business students with business owners to write business plans, improve management skills and help solve the business people’s real-world problems.

“No one else that we know of is combining academic classes and community outreach like this,” Learned says.

The ISBDC program, called NxLevel makes classes available to individuals who have a business idea and want to learn how to develop a business plan, as well as to business owners who need help with expansion plans or need a thorough analysis of their business.

Business owners who are interested in getting some help should schedule an appointment with a counselor at the ISBDC. For more information, call 385-3875 or fax your name and phone number and request for information to 385-3877.

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DREAMING THE IMPOSSIBLE DREAM PAYS DIVIDENDS

By Melanie Threlkeld McConnell

Need a mountain moved? Call Kathleen Weiss. Mixing oil with water for a possible new energy source? Have at it, she would say encouragingly.

There is always a way to make the seemingly impossible possible, says this 1994 BSU sociology graduate. That positive attitude is what helped propel Weiss from corporate employee to co-owner of her own business and is the strategy she uses on her new clients as a human resources consultant.

Weiss was 39 years old when she quit her job four years ago as a training coordinator for Hewlett-Packard to launch her own business assisting organizations and employees through job transitions.

She was intrigued, she says, by the changing world of work. She found a niche helping employers and their workers with resume writing and interview skills, networking, and the emotional aspects of rethinking their relationships with their jobs and their careers.

She also liked the idea of being what she calls a contract or portfolio employee. "I wanted the flexibility of moving from position to position rather than having my career dictated by organizational needs," she says.

She forged ahead despite the advice of one business-type who told her she was not qualified to take on such a task because she did not have a Ph.D. She used the naysayer's advice to her advantage by telling potential clients up front about her lack of that particular academic degree. It paid off.

"They said it didn't matter because most of their employees didn't have a Ph.D. either," she says. "It made me more acceptable to them in some ways."

The small business she started in her home office as Workforce Dynamics has since merged with Utah-based Organizational Consultants to Management (OCM). Weiss and her business partner, Chris Anton, now own 50 percent of the Boise company. OCM has offices in Salt Lake City, Boise, Lakewood, Colo., and Orem, Utah.

Before Weiss made the leap from corporate employee to entrepreneur to big business owner, she locked herself in her home office one night and forced herself to focus on what she wanted to do with her life. She was picky, she decided, in more ways than one.

"I wanted to be productive, interactive, creative and implementing," she says spelling out her motto and acronym, PICI.

With the support of her husband and their three children, she stuck with her plan to allow herself two years to make the business work.

"The worst case scenario was I would lose money for two years, but I would have tremendous experience and exposure," she says.

Weiss launched her business by knocking on doors of companies, mostly small manufacturers with no human resources department, and explaining that she wanted project work—not a job. "It sold very, very well," she says.

Her work boomed as former West One Bank, Morrison Knudsen and Idaho Power all downsized or experienced transitions within their corporations and called on her to help their workers redo resumes, learn new skills and determine new career paths.

Weiss predicts that many more businesses and employees in the Treasure Valley will undergo similar transitions because of the nature of today's business world.

Starting a new business is both exhilarating and frightening, Weiss says. So she offers this advice: "There is no such thing as failure. Things may not always turn out the way you expected, but you still went somewhere by trying."
FAMILY BONDS 
UNDER ONE NAME: 
RV FURNITURE CENTER

By Chris Bouneff

As a fresh Boise State graduate in 1993, Chris Veloz faced a choice. He could take his economics degree and join the suit-wearing corporate world of mergers and downsizing.

Or, he could take an unusual route to entrepreneurship. He could join the family business and work alongside his sister, brother and parents at RV Furniture Center in Nampa.

“What appealed to me was having a small business that I could help run,” Veloz, 36, says. “I thought, ‘If I’m going to do something, it’s going to be for my family.’”

Founded by Veloz’s father in 1989, the small business repairs and replaces furniture and other interior features for recreational vehicles and installs custom window coverings for commercial businesses.

Veloz took a roundabout route to the family business, taking some college courses after high school but mostly bouncing around until he enrolled at Boise State in 1989.

When he earned his degree four years later, he immediately joined RV Furniture Center, partly to learn about small businesses.

And he joined the business partly to learn from his father, Ray, about entrepreneurship and community activism. In addition to running a successful small business, Ray Veloz leads the Hispanic Business Association and is a community activist in Nampa.

“The one other reason I came here was my father,” says Veloz, who recently joined the Nampa Planning and Zoning Commission. “I thought there was a tremendous wealth of knowledge I could obtain from him.”

As in any small business, Veloz is more tradesman than businessman. He looks after the financial books, but he’s also a salesman and, along with his brother, the firm’s furniture installer.

Part of what Veloz says he enjoys is the “micro-business aspect of it. You’re not dealing with a multimillion, multibillion dollar company. You’re just dealing with something that’s simple.”

The job challenges him, but in a different way than had he opened his own business. The business suffers many of the same pressures: cash flow, sales and other issues that can mean life or death for a small firm. But Veloz also faces family issues.

Unlike most partnerships, his family members are his family and his co-workers — an inseparable dual role. If a disagreement brews at work or in family life, they can’t walk away from the business as some partners might. The Veloz family bond is too strong for such a split.

“You don’t have the same relationship with your family that you do with your colleagues,” he says. “You’ve known each other all your lives. No matter what happens in the business, they are still your family.”

Veloz says working with his family has been a growing experience. He says he’s closer to his parents and siblings and believes that the bond will continue to strengthen as they work together, adding another fringe benefit to his decision to join the family business.

“As long as the business is growing and I’m growing and the family is growing,” Veloz says, “there’s no reason to leave.”

As for the future, Veloz foresees his brother and sister taking greater roles as the business develops, and he predicts he’ll get more involved as he learns more.

The children, he says, will have to take on more responsibility to help push the business in new directions.

But until then, Veloz says he will continue to enjoy working with his family.

And his father agrees. Ray says he never pressured his children to join the business, but he adds that he’s proud they work with him.

“They could all go other places,” Ray Veloz says. “They’re all qualified, but they want to stay here.”

Mixing family and business, from left: Ray, Chris, Cynthia and Mary.
LOLLIPOP MAKERS TAKE THEIR LICKS BEFORE SUCCEEDING

By Melanie Threlkeld McConnell

What do you get when you mix six children, one long, hot summer and a lollipop-making kit? Would you believe a million-dollar business?

Boisean Debra Fugal (BBA '97) still laughs in disbelief when she talks about how a summer of lollipop-making to occupy her family turned into Custom Confections, an international business that now grosses more than $1 million a year.

"I could never imagine we could take an idea out of the kitchen and see it through into a full-time business," says Fugal. "You have to believe in yourself, and you have to believe in your ideas. That’s been neat to see that happen."

This tale of commitment and hard work started in the summer of 1981 in the Fugal kitchen with a $19.95 lollipop-making kit from a local craft store. They needed something to keep their five boys and one girl — all younger than 6 — busy.

The suckers became so popular with the neighborhood kids that soon the Fugal children were selling them at the local swimming pool, athletic events and other neighborhood gatherings.

Fugal’s husband, Lowell, an electrical contractor, closed his business, already slowed by a recession, and started helping his wife in the kitchen, learning by trial and error how to properly make the batch of sugary treats for their growing clientele. He then would load the family car with the 100 or so suckers made in the family’s kitchen and sell them door to door to local retailers.

Now, some 17 years later, Debra, 47, and Lowell, 48, are churning out nearly 140,000 suckers a day in a 25,000-square-foot plant in downtown Boise and shipping them all over the world.

Fugal is using her human resources management degree from Boise State to establish better training and employee programs, while Lowell handles the marketing and sales.

Their niche, Debra says, is custom-made lollipops. You name it and more than likely they can produce it. One of their most popular sellers a few years ago was a Dennis Rodman sucker.

Others are heart-shaped suckers, 3-D suckers, gourmet and seasonal suckers such as for Christmas, Valentine’s Day, Halloween and Easter, and the double dip ice cream cone sucker that won an award from the shopping network, QVC.

Schoolchildren around the country sell the Fugal’s suckers for fundraisers. The couple’s success resulted in a 1995 award for Idaho Entrepreneur of the Year.

But, as Debra warns, the path to success was not lined with, shall we say, sugar. A literal meltdown of a $10,000 order, which was never recouped, forced the couple to seek help from a candy consultant to refine their recipe. They rebounded long enough to produce a successful $25,000 order, only to have the customer not pay. With their bank account empty, the couple was forced to sell the business but stayed on as employees, and eventually bought the company back a few years later with a loan from a family member.

Shortly after, another budding entrepreneur approached the couple about supplying lollipops to his start-up fund-raising catalog to be marketed to schools across the country. The Fugals agreed. The key to that successful venture, Debra says, is to supply a successful lollipop they were already producing and customize on request.

Debra Fugal started making lollipops 17 years ago in her family kitchen for her children and their friends. Now she markets the suckers around the world from a 25,000-square-foot building in Boise.
Chris Adams is consumed by soccer.

But for the 24-year-old Boise State student, it's more than a pastime, or even a passion — it's his livelihood.

As the managing partner of The Soccer Post, Adams spends most of his waking hours selling soccer. Located on Boise's Fairview Avenue, Adams' store is part of a New Jersey-based franchise that specializes in soccer equipment and apparel.

Of the chain's more than 30 stores, The Soccer Post in Boise is the only one in the Northwest.

"There will be three in California by the end of the year," Adams says, "and there are a couple in Chicago. All the rest are in the East."

Boisean Jane Francis is the majority owner, and the store also has a silent partner. But it's Adams who has made the investment in money and time.

"The store is my No. 1 priority," he says. "I'd say I spend an average of 13 hours a day, six days a week there. When I'm not at the store, I am often at home working on personnel matters, inventory, whatever."

Adams first met Francis in 1993 when he coached her son's youth soccer team. "We both had an interest in opening a soccer store, and when an existing store in Boise went out of business a few years ago, Jane and I talked seriously about buying it," Adams recalls. "But it just didn't work out financially."

That failed opportunity, however, kindled their interest, and last year when Adams and Francis got wind of the possibility of buying a Soccer Post franchise, they decided to take the plunge.

"I know it's kind of a cliché to say our partnership started on a bar napkin, but it was just about that simple," Adams says.

Adams and Francis began negotiating with The Soccer Post last April, and the store opened its doors in August.

"There are a few franchise guidelines we have to adhere to," Adams says, "but there is a lot of flexibility and freedom. It's not like working for a major corporation."

Running the store, which has four part-time employees, has cut into Adams' social life and slowed his progress toward earning his business degree (entrepreneurial management with an accounting minor), but he doesn't seem to mind.

"Right now I'm taking one class [per semester]," he says. "But some of the courses I've taken have been especially helpful, especially [accountancy professor] John Medlin's managerial accounting course."

And Medlin's influence extended beyond the classroom. "He taught me about spreadsheet work and how to tweak numbers," Adams says. "He also helped with business projections and putting ideas down on paper when we were thinking about the Soccer Post purchase. He was instrumental in the success of the store — both as a professor and a mentor."

Despite the time constraints, Adams plays city league soccer, and in the fall he will coach the junior varsity squad at Boise's new Timberline High School.

As a four-sport athlete at La Grande (Ore.) High School, Adams learned that the determination necessary in sports is just as applicable in the business world.

"The discipline and work ethic that it takes from playing athletics works just the same as in running the store," he says. "If you want to be the best, you have to work at it."

Despite the long hours he puts in at The Soccer Post, Adams still manages to get involved at Boise State. Two years ago he served as business manager of The Arbiter, the school's student newspaper, and he is currently a member of the Publications Board, the university committee that provides fiscal oversight for the paper.

Adams' job is a classic case of mixing business with pleasure.

"I like the details of marketing and working with people and the hands-on part of the store," he says. "I even like the pressure." 0
By Bob Evancho

On the afternoon before she received her master of science degree from Boise State, Bonnie Spencer walked across the school's rain-soaked campus, dodged puddles and admired the Quad's lush, green lawn and the blossoming dogwood trees alongside the Math/Geosciences Building.

But Spencer's stroll wasn't one last trip down memory lane before her college days ended. Despite her impending graduation from BSU with a master's in instructional and performance technology (IPT), the 49-year-old Las Vegas resident was visiting the university for the first time.

"This is a lovely campus," Spencer commented as she walked past a flower garden near the Hemingway Center. "It's a lot greener than I imagined."

A Boise State graduate who has never been to Boise?

Thanks to the IPT program's distance-learning option, first-time visitors/graduates are an annual occurrence at commencement. That's because those students can earn their master's via computer conferencing—a process that allows them to enroll in the program, "attend" class at their convenience, study anywhere they can take a laptop computer and complete the program without having set foot on campus.

Including Spencer, six of the 10 IPT graduates from the Class of '98 were from out of state. Grads from Phoenix, Minneapolis and Fort Worth, Texas, also traveled to Boise to participate in the May 16 commencement. In previous years, students from as far away as Asia and Europe have taken IPT classes through BSU.

Administered by the BSU College of Engineering, the IPT program is designed for professionals in fields such as instructional design, job performance improvement, human resources and training.

For Spencer, a human resources manager for a U.S. Department of Energy contractor, IPT provided just the training she sought. "This program has been one of the most rewarding professional experiences I have ever had," she said.

Spencer said the IPT program's most beneficial aspect was its flexibility. "I could spend whatever time online on evenings and weekends and work around my job and other responsibilities," she said.

And the burden to perform is on the student, she added, because with IPT's projects and online discussions, the instructor will easily notice if someone is silent.

"With online courses, there is more of an impetus to contribute on a regular basis — much more than in a regular classroom," she said.

Spoken like a true IPT graduate. ☰
While climbing the career ladder, however, she felt something was missing. "I realized early on that on the job I was learning how to do the business, but I didn't know the philosophy," she says. "Plus, I felt like I could carry on a conversation at a cocktail party a lot better."

College also gave her an edge with her children. "The course material and meeting people helped me keep in touch with my kids. I worked on projects with kids my daughter's age."

Tracy Fuller and her brother, a freshman at the College of Southern Idaho, grew up with Boise State. "I was always exposed to collegiate life," Fuller says. "I thought it was normal to go to college."

A former Boise State debate team member, she hopes to combine her love of theater and communication as a high school teacher. "Although they never managed to take the same class, the mother and daughter attended plays together and saw each other on campus. Occasionally, they helped each other with homework — Aitken fixed run-on sentences in papers; Fuller offered tips on subject," remembers Schoberg. "I looked at the professor teaching that class, and I thought, 'That's what I want to do.'"

Schoberg, who majored in philosophy, is well on his way to reaching his dream. He is the recipient of a $35,800 fellowship to attend graduate school at Brown University, in Providence, R.I. "The faculty is absolutely ecstatic about this," says Andrew Schoedinger, chair of Boise State's philosophy department. "Ancel has taken his studies very, very seriously and has worked extremely hard. He's found his fit, and as a result, all that work has paid off."

A Boise High graduate, Schoberg spent 10 years in California pursuing a career as a rock musician and holding down odd jobs such as a bicycle messenger in downtown Los Angeles. On a trip to Boise to attend his 10-year high school class reunion, Schoberg decided to move back to his hometown and enroll at Boise State. He was 29 when he first enrolled in 1994.

Schoberg says he realized early on that he would have to excel in his studies if he wanted a career in philosophy. Being an older student probably helped, he says. "I had reached a point in my life where it was important to make something work. I had a strong desire to learn. "It's been a great experience," Schoberg says of his years at Boise State. "The faculty has been incredibly supportive."

Schoberg says he is particularly interested in metaphysics and logic and will pursue those studies at Brown.

And while some may consider the study of philosophy a bit esoteric in the technology-driven '90s, Schoberg disagrees. "It is the foundation beneath our lives," he says. "We can utilize it in many ways."
Valerie Coombs is one of those people with a knack for home repair—mechanically adept and able to take things apart and put them back together. So it was logical that the 1998 graduate would gravitate to engineering. “I was looking for a career that combined a love for math and science with creativity,” she says. Now Coombs, this year’s top electrical engineering graduate, is working as a manufacturing product engineer with the Laserjet division of Hewlett-Packard Co.

Previously, Coombs logged more than a decade in administrative support for companies in financial services or banking. But she knew that she couldn’t get where she wanted to be without a college degree. In 1987, she started taking general business classes and then transferred into the cooperative engineering program operated by BSU and the University of Idaho. In 1996, the program split, and BSU launched the College of Engineering.

A single mother of three, the 38-year-old Coombs faced a decision: move to Moscow or remain at BSU. Her investment in Boise State paid off. Coombs received several attractive financial aid packages, including a full-fee-paying Brown Scholarship. And she was active in the Institute of Electrical and Electronics Engineers, the Society of Women Engineers, the Honor Student Association and other campus groups.

While Coombs has an aptitude for sciences, she admits to occasional bouts of self-doubt in her challenging engineering classes. She got an unexpected boost several years ago as a participant in the Mentor-for-a-Day program sponsored by the BSU Women’s Center. The program pairs promising students with women professionals. After a day with an Idaho Power engineer, Coombs was more optimistic. “Going out with her helped me realize that all of the communication, business and people skills I had learned for 15 years were applicable,” she says. And now, when the next reporter asks her how she’s doing, she can proudly say, “I received my degree with the four other Twin Falls graduates during a special ceremony in May.”

“I’ve set goals over the years for what I wanted to accomplish,” Dimond says. “This is definitely one that took the longest.” In fact, it took 21 years from BYU to Boise State. He adjusted to homework after the two-decade layoff. He studied on campus, at work and in the Burley library in his spare moments. He took an accounting class with his oldest daughter. And his 19-year-old daughter was at CSI this year while he took his Boise State classes. “I never did see her, though,” Dimond says.

Despite the obstacles, Dimond achieved the means. Now he seeks an end—a new job and career. He says he wants to advance beyond the low man on the totem pole, but he admits that the surrounding small communities offer limited opportunities for business graduates when compared with the Boise area. “I hope I can get somewhere where I can use this,” he says of his diploma.

But he also is as determined to forge a business career as he was to graduate. It may take some time, but Dimond showed in earning his degree that even a late start can be overcome.

Among his lifetime accomplishments, Val Dimond ranks becoming one of the first five graduates from Boise State’s Twin Falls program near the top.

Dimond wanted to earn his diploma earlier in life, but he attended Brigham Young University for only a semester in 1977. A torn rotator cuff at work in the fall of 1991 convinced Dimond, who is a maintenance coordinator, to return to college so he could build a career that depended more on education than physical abilities.

Dimond, 42, started at the College of Southern Idaho that spring for his lower-division classes. And when the BSU satellite program opened in fall 1995, he enrolled for upper-division courses in business administration.

The single father of six, who drove the 120 miles round trip from his home in Albion as many as four times a week for classes on the CSI campus, received his degree with the four other Twin Falls graduates during a special ceremony in May. “I’ve set goals over the years for what I wanted to accomplish,” Dimond says. “This is definitely one that took the longest.” In fact, it took 21 years from BYU to Boise State. He adjusted to homework after the two-decade layoff. He studied on campus, at work and in the Burley library in his spare moments. He took an accounting class with his oldest daughter. And his 19-year-old daughter was at CSI this year while he took his Boise State classes. “I never did see her, though,” Dimond says.

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FAMILY AFFAIR AT BSU FOR THREE TORRES BROTHERS

By Amy Stahl

"All for one and one for all" is more than just a catchy phrase for the Torres family of Saipan. Three brothers from the tiny Pacific island recently graduated together from BSU. Now they plan to attend law school — together of course.

In May, Vincent received a master's degree in interdisciplinary studies, and Victorino and Joaquin "Jack" earned bachelor's degrees in English/communication and associate degrees in criminology.

The Torres brothers believe that their family-first philosophy will be an advantage on the tiny island.

"Some [non-native] attorneys face difficulties because they don't understand the culture," Vincent says.

While the brothers plan to return to Saipan, expect the family tradition to continue at BSU. "When I have kids I want them to come here," says Vincent with a smile. His brothers nod in agreement.

The Torreses believe that respect and family unity are cornerstones of their culture, the brothers say. While Americans prize independence, islanders value group decision-making and collaboration.

The Torres brothers were sold on BSU's quality education, Boise's low crime rate and clean environment by their Uncle Eddie, who earned an MPA from BSU in the early 1980s. Vincent followed; then the rest of the family came.

"Our parents support us tremendously in our daily activities," says Vincent. "They put everything into their children." Their mother is a retired teacher, and their father a retired civil servant.

"Our parents support us tremendously in our daily activities," says Vincent. "They put everything into their children." Their mother is a retired teacher, and their father a retired civil servant.

Respect and family unity are cornerstones of their culture, the brothers say. While Americans prize independence, islanders value group decision-making and collaboration.

By Janelle Brown

Jamie McGuire Page once dreamed of soaring through the clouds as a fighter pilot or playing football for the Dallas Cowboys. While those childhood aspirations eventually faded, her passion for excellence remains.

Page compiled an impressive array of honors and scholarships during her four years at Boise State. The accountancy major is the only student enrolled in an Idaho university to win a national Arthur H. Carter Scholarship in Accountancy.

Page was also named a Top Ten Scholar, received an Idaho Governor's Cup Scholarship, a Boise State Presidential Scholarship and several other scholarships, and she maintained a 4.0 grade-point average through college.

In addition, Page spent countless hours as a volunteer with Rake-Up Boise, the Boise River Festival, the American Cancer Society and many other community projects and offered free income tax assistance to local citizens through a program run by Beta Alpha Psi, the national accountancy fraternity.

"She's both a terrific student and a great person," says business professor Gordon Pirrong. "Jamie is very well rounded. She does everything well."

Page, who graduated first in her class at Borah High School in 1994, credits her mother, Vanna Kay Donovan, for instilling in her a can-do attitude.

"From day one my mother always told me she expected me to do my best, whatever that was," Page says. "I've always been active and motivated."

Page served two business internships while enrolled at Boise State and says the many ties between the College of Business and Economics and the local business community greatly enhanced her education. A week after graduating from Boise State, she started work as an auditor for the Boise office of Arthur Andersen, the world's largest CPA firm.

"It's a great fit for me," says her new job. "I'm very excited about it."

Page describes herself as a detail-oriented person and a perfectionist, traits that serve her well in her chosen field of accountancy. But that doesn't mean she's abandoned her adventurous side that once dreamed of football and flying.

In her free time, Page enjoys riding her Harley Davidson motorcycle, a passion she shares with her husband of four years, Jarrod.

"It's fun, it's freedom," she says. "You can relax. There's nothing else like it."
Every year Boise State loses a handful of valuable professors to retirement; this year is no exception. These nine contributors to the higher education of thousands of students include award winners and standouts in their fields. Collectively, these members of BSU’s teaching community gave the university nearly 230 years of knowledge, leadership and excellence.

Twenty-nine years ago, SUSAN BRENDER joined Boise State partly out of necessity. The University of Wyoming scheduled her position for downsizing, and when officials at then Boise College called, she jumped at the chance to join the faculty. A professor of computer information systems and production management, four years ago Brender became the university internship director, helping internship coordinators from departments across campus and publicizing a program that places about 1,500 interns a year.

SHARON COOK stepped down as associate dean of the Larry G. Selland College of Applied Technology this spring, concluding a career in the educational field that spanned more than 25 years. Cook, who joined Boise State in 1991, was the college’s divisional manager of industrial technologies. During her time at the university, she spearheaded numerous projects and successful grant proposals. In 1992, Cook was named Administrator of the Year by the Idaho Association of Educational Office Professionals.

Mathematics professor DAVID FERGUSON taught at Boise State for 30 years before his December 1997 retirement. A 1991 recipient of the Distinguished Teaching Award in the College of Arts and Sciences, Ferguson also served on more than 60 committees at BSU and was a frequent speaker in the Visiting Scientist Program. Ferguson was named most influential professor by four BSU Top Ten Scholars.

Art professor JOHN KILLMASTER retired in December 1997 after teaching for 27 years. Killmaster was a recipient of the 1995 Boise State University Foundation Scholar Award, which recognizes research and creative activity. His art has been displayed throughout the world, and his enamel sculptures have been selected for several public art projects. Killmaster’s work was recently featured in the Dictionary of Enamelling, a comprehensive book on the history and techniques of the art form. Killmaster was recognized for developing methods of working directly onto an enamelled surface.

CAROL LADWIG, assistant athletic director in charge of student services, has also worked as Boise State’s women’s athletic director since 1978. Ladwig says her fondest memories of her 20 years at BSU will be how she helped the women’s programs — and budget — grow. Ladwig points to the rapid expansion of the school’s athletic facilities as another highlight of her time at Boise State.

ROSS NICKERSON first set foot on campus more than 30 years ago as a student at what was then Boise College, where he made history of sorts as the first English major to graduate. He joined the faculty in 1966.

In addition to his teaching in the department of English, Nickerson put his multiple talents to work designing and installing a computer network for the College of Arts and Sciences and serving as treasurer of the Faculty Senate.

MICHON ROZMAJZL began her 12-year career at Boise State as a music professor. In 1996 she became an administrator, accepting the position of associate dean of the College of Arts and Sciences. Rozmajzl won the ASBSU Outstanding Faculty award in 1990, was a finalist for the University Foundation Scholar Award in 1995 and 1996, and a finalist for the College of Arts and Sciences Honors and Awards for Distinguished Teaching in 1992.

Geosciences professor CHARLES WAAG spent 17 years teaching physical and structural geology. He was involved in numerous National Science Foundation research projects and studied the hydrologic groundwater eruptions from the 1983 Borah Peak earthquake. Waag also served on the Faculty Senate and the Interdisciplinary Studies Committee and as coordinator of earth education programs for his department.

LONNIE WILLIS spent 28 years teaching students American literature. During his tenure, the specialist on Henry David Thoreau published numerous articles and stories in a variety of publications and was nominated for the Dean’s Award for Excellence in Teaching in the College of Arts and Sciences in 1990.
Voice of BSU's Students Retires

By Larry Burke

On the last Friday in June, David Taylor quietly closed his office door for the final time.

The next door he opened was the one leading to retirement after serving for 26 years as Boise State's vice president for student affairs. As retirements go, this one had a touch of history about it. Taylor's was by far the longest tenure of any Boise State vice president. He was the last central administrator left from Boise State's pre-university days, and he was the only vice president for student affairs the university has ever had.

Taylor came to Boise State in 1971 as one of the fresh-faced administrators hired by then-President John Barnes to build the former junior college into a full-fledged university. With enrollment pressures mounting, Barnes needed a key administrator who could pull a disparate group of student affairs offices together.

"We needed a key player with real stature and strength," says Barnes of his decision to hire Taylor.

"You rarely find a person in that position who can do the job smoothly. You can't have an ego. You have to be a good listener, you have to understand the nature of young people and the services they need. Dave fit to a tee."

Taylor, who was a 35-year-old assistant dean of students at Western Illinois University when he took the Boise State job, says he was attracted by the opportunity to develop a student affairs program at a young institution.

"I had always wondered what it would be like to be at a school just starting up. In some respects, that is what we were doing at Boise State in those days," he says.

Taylor arrived just in time to experience the biggest growth spurt in school history as the young college began to attract new students in the mid-1970s.

"My first impression was, 'What a nice little school.' My first revelation was how understaffed we were," says Taylor. To stretch resources, Taylor reorganized several independent offices into a more coordinated structure and eliminated the gender-based dean of men and dean of women positions.

"The first step was to get people in the right places — to get them where the needs were," Taylor says. In his second year on the job, the school upset Idaho's regional political balance by seeking university status. That was granted by the Legislature in 1974, but not without a struggle.

"We packed the gallery with students. I remember one legislator from Moscow who said in a speech that he would vote 'yes,' but added that we wouldn't get any more money just because we were a university." Taylor says, adding that funding and infrastructure development were the school's biggest challenges.

"And it isn't a whole lot different today — we've always done a lot with a little," he says.

Despite tight resources, Taylor still led efforts to improve the facilities under his charge. The university's new Children's Center evolved from an old house that has since been torn down. The Student Union was remodeled and residence halls and apartments were added and/or renovated.

But much of what Taylor contributed to Boise State was behind the scenes.

"I think I speak for all past presidents when I say how much I value Dave's advice and counsel," says President Charles Ruch.

"He always lent a voice of calm and reason to our fast-paced environment. Few people really know how much Dave has contributed to the progress the university has made over the years."

One of Taylor's trademarks was a close relationship with students. Early in his career at Boise State he established a cultural center to provide better services to minority students. He also spurred the development of a childcare program and launched a series of banquets and award ceremonies to recognize student achievements.

He was a mentor to literally thousands of students and, along with wife Beverly, attended countless drama productions, banquets, athletic events and other student activities.

"I really enjoy seeing students perform and excel. It always reminds me of the excellence that surrounds us at Boise State," he says.

Looking back, he laughs at a few of the student high jinks of yesteryear, such as the spoof of Evel Knievel's attempted motorcycle jump over the Snake River Canyon in 1974. In a stunt that got national publicity, student body President Kit Christensen attempted his jump over a campus irrigation ditch on a tricycle.

Or the time students gathered administrators together for a photo and then shoved pies in their faces instead.

"Students have always been the best part of the job. They might be a little more career-oriented today, but they still want to grow and develop, just like they always have. I enjoy them just as much today as I did in the '60s."

With Taylor's departure, the university has lost a valuable part of its institutional memory, says Ruch. "Dave was a tremendous mentor to students and staff because he knew so much about the university and what it took to get where it is today.

"We can't hope to replace him."
When Boise's civic leaders assembled a task force to examine the relationship between its police force and the city's young adults, it was no surprise that Phyllis Sawyer was named to the panel.

At Boise State, Sawyer is best known as the head of the university's Wellness Center, but her work stretches far beyond the campus. Whether it's through one of her three BSU-based directorships, her role as a fitness/wellness educator or her membership on more than a dozen health-related committees, Sawyer is often at the forefront of numerous community-minded efforts.

Sawyer, who joined BSU in 1986, is one of those tireless types who can somehow find the time and energy to join just one more committee, make one more presentation or spearhead one more worthy cause. Undoubtedly, that's why she was asked to sit on the Mayor's Task Force on Youth-Police Relations, which was established last fall after a series of police-involved shootings in 1996 and 1997. "I like to be involved at the cutting edge — to be part of things when they start up and get off the ground," she says.

The 50-member panel, which began its study in March, formed five subcommittees to gauge police-youth relations through interviews with various segments of the Boise community. Each of the subcommittees submitted an initial set of recommendations on June 1; those recommendations were scheduled to be combined into one report and presented to Mayor Brent Coles and the City Council later this summer.

Sawyer served on the subcommittee that sought input from parents in the community. The fact-gathering process varied among the subcommittees, but all told, the entire task force interviewed about 3,000 people, Sawyer says.

One of the subcommittees recommended that school resource officers and patrol officers become more involved with students in the Boise School District. But as the director of Parents and Youth Against Drug Abuse (PAYADA), Sawyer knows that such an effort is already in the works. "PAYADA is paying for an instructor to provide training at the [police] academy this summer for police officers and school resource officers to develop their communication skills with kids," she says.

In addition to serving as director of the...
BSU Wellness Center and PAYADA, Sawyer also heads the RADAR (Regional Alcohol Drug Awareness Resource) Center — running all three from the same office in the BSU Student Health Center. Both PAYADA and RADAR are designed to lead the statewide effort to provide information on substance abuse and promote healthy lifestyle choices.

While PAYADA and RADAR function primarily as outreach programs, the Wellness Center is directly tied to the BSU campus. With the assistance of graduate students, most of whom are in BSU’s exercise science program, the center offers a variety of fitness and health services to the university community and alumni. The offerings range from class presentations to fitness assessments to blood tests.

The Wellness Center, PAYADA and RADAR function as well as they do primarily because of Sawyer’s energy and willingness to meet the needs of the community. And her commitment doesn’t end there. Sawyer isn’t into self-promotion or personal recognition, so most people don’t realize the breadth of her community involvement. Suffice it to say, she has done more than her share.

Through organizations such as the Red Cross and the American Lung and Heart associations, she teaches in areas such as substance abuse treatment, HIV/AIDS awareness, CPR instruction and tobacco cessation. In addition, Sawyer writes a monthly fitness and wellness column for BSU’s faculty/staff newsletter.

Though she personifies probity and uprightness, Sawyer’s message is never condescending; she doesn’t consider her work as some personal crusade. “For the most part, I think of myself as someone who works in prevention, not intervention,” she says. “I see my work at the front end, trying to do what I can to help people make healthy choices.”

Sawyer realizes that she may come across as some sort of Goody Two-shoes to some folks. “Oh sure,” she says. “I had one person on this campus contact me and say, ‘Please stop sending me [Wellness Center] material.’”

But she makes no apologies. “I just feel that self-responsibility and being proactive about health in every area is extremely important. “As a society, we can’t deal with things at a crisis level all the time. If we do, everything will indeed be at a crisis level. I can’t make anybody change. All I can do is provide information and the opportunity for support if they decide to change.

“The reality is that I have to stand up for what I believe is valuable in life. Just because others may not agree doesn’t mean I have to back down.”

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MORE EFFICIENT ENERGY SOURCE FUELS PROFESSOR’S RESEARCH

By Bob Evancho

You might say James Ferguson’s arrival from Europe two years ago was fueled by fuel cells.

A mechanical engineer with a decade of international experience under his belt, much of it in fuel-cell research, Ferguson was among the 11 new faculty members — selected from more than 700 qualified applicants — who were hired in 1996 when Boise State began its new engineering college.

Ferguson’s odyssey from America to Europe and back started in 1986 when he was offered a position by a European engineering firm to work in the area of electrostatic precipitators at its research center near Zurich, Switzerland.

Fresh from earning his Ph.D. at Washington State University, Ferguson, a California native, decided to make the move.

His employer eventually merged with Swedish-based engineering giant Asea Brown Boverie Co., better known as ABB, which had a vested interest in fuel cells; hence Ferguson’s switch to a new area of research.

Ferguson’s international reputation grew, and his work at ABB flourished through the early and mid-1990s, but he was ready to return home. “Col leagues from my WSU days made me aware of the openings at BSU,” he says. And he became one of the chosen few of 1996.

Ferguson continues his fuel-cell work with a fellow professor in France through e-mail.

His international ties are also beneficial others. Earlier this year, a student mentored by Ferguson’s French colleague traveled to Boise to work with Ferguson on a fuel-cell model that the student is hoping to complete to finish his Ph.D.

In addition, Ferguson has helped to set up an internship at ABB for a BSU engineering student who will travel to Switzerland this summer.

“It’s important to maintain my contact with my colleagues in Europe,” Ferguson says. “The larger the pool of ideas, the better for everyone.”

ON THE FLIP SIDE — SUPREME COURT CASES YOU HAVEN’T HEARD

By Chris Bouneff

Political science professor Daniel Levin calls it one of the Supreme Court’s greatest hits: the Goldberg v. Kelly decision that Justice William Brennan authored in 1970 that extended due process rights to administrative sanctions.

Federal agencies, Brennan concluded, could no longer punish people without protecting their rights. The concept seems simple, but until then the court recognized due process rights only for criminal proceedings.

The landmark decision got Levin wondering: How did a court that once shunned due process rights in the civil process evolve to Goldberg? And that laid the foundation for his research into 140 obscure flip-side cases dating from 1949-69.

Levin, who joined BSU in 1994, looked at cases that mostly involved the Communist Party and federal agencies that, with the Cold War as their backdrop, were obsessed with anti-Communism hysteria. Known Communists were driven from jobs and labor unions, deported or hit with other administrative sanctions, Levin says.

But even those who joined groups with suspected Communist members were targets, Levin says. Anonymous charges of being a Communist led to firings from federal agencies and other penalties, but many of those fingered couldn’t rebut the charges because accuser and accusations were never revealed.

The court upheld these sanctions in cases such as Bailey v. Richardson in 1951, often concluding that due process protected only accused criminals and not those who lost jobs or faced other penalties from government agencies.

Ironically, even as the court expanded civil rights for blacks and other racial groups in the 1950s, suspected Communists continued to face agency sanctions as the Korean War and other Cold War events influenced justices’ viewpoints.

But in the 1960s, the addition of more moderate and liberal voices on the court started to expand due process rights to criminals and in civil cases, he says.

A preview of Goldberg came in 1967, when the court heard U.S. v. Robel. Robel, a suspected Communist, worked at a shipyard that the government reclassified as a sensitive defense site.

Under the law at the time, the government wanted Robel reassigned or fired.

The Supreme Court declared the action unconstitutional, finding that the government had to prove Robel’s political viewpoints posed an actual threat to national security.

By protecting Robel’s political freedoms, Levin says the court also expanded due process rights to all political viewpoints, paving the final stretch to Goldberg.

Levin says he hopes the research leads to a new book that will explain the expansion of due process rights and why today we expect to keep our political viewpoints and our jobs.
MACGREGOR ESTABLISHES SCHOLARSHIP TO AID SINGLE PARENTS

Carol L. MacGregor is intimately familiar with the balancing act required by single parents attending college.

After becoming a single mother of four, MacGregor returned to school and learned firsthand about the difficulties of meeting financial responsibilities and household demands while studying.

MacGregor has since completed two master's degrees, is working on her doctoral degree, and also teaches at BSU as an adjunct history professor, but she remembers vividly how difficult it was to balance the needs of family and school.

To help meet that need, MacGregor worked with Jane Ollenburger, BSU dean of Social Sciences and Public Affairs; Patricia Ourada, BSU history professor emerita; and Jamie Dater of Northwestern Mutual Life Insurance Co. to establish the Single Parents Scholarship.

The scholarship is a way to recognize academic excellence and provide financial support to outstanding non-traditional students who are raising families by themselves.

"The seed money of few does not make the scholarship last. It is the continuing support of many that will enable single parents who are exemplary students to work toward their degree with some relief from the pressures of meeting their financial responsibilities," said MacGregor as she expressed her gratitude toward Mary Abercrombie, Elizabeth Twilegar and Bonalyn Munson for their significant gifts.

Donations can be made to the BSU Foundation at the address below. □

HOW TO REACH US

Contact the BSU Foundation by:
PHONE: 800 341-6150 or 208 385-3276
MAIL: Boise State University Foundation, 1910 University Drive, Boise, ID 83725.
FAX: 208 385-4001
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■ Micheal and Mary Adcox, $1,000 for the Dentist and Physician Alumni Scholarship.
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■ Anonymous, $2,000 for the Visiting Arts Program and $5,000 for scholarships.
■ Larry Barnes Foundation, $2,000 and Zonta Club of Boise Foundation, $1,000 for the Business Scholarship Account.
■ Lee Bernasconi, $4,800 to the Bernasconi Family Scholarship.
■ Boise Cascade Corp., $5,000; Ore-Ida Foods, $2,500; Joel B. Rothman, $1,000; Swire Coca Cola, $2,500; and US West Communications, $5,000 to the Gene Harris Endowment.
■ Campus Concepts, $1,100 to the Recreation Fund.
■ John and Ruth Carver, Jr., $1,000 to the Frank Church Chair of Public Affairs.
■ CH2M Hill, $1,900; Concrete Placing Co., $5,000; ECCO, $3,300; HDR Engineering, $2,000; Union Pacific, $10,000; and Wright Brothers, $3,000 for the Micron Engineering Building Challenge.
■ Jeffrey and Jane Cliff, $2,500 to the General Scholarship Fund.
■ Pamela and Sam Collier, $5,000 for the Sandra Eggers International Scholarship.
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■ Estate of Beth W. Nolan, $19,400 to the Elizabeth Nolan Endowment.
■ Dave and Vicki Ewy, $1,000 for the Ruth V. Ewy Memorial Scholarship.
■ Lori Mae Frith, $1,000 and Wanda Kay and H. Daniells Duncan, $1,000 to Phonathon.
■ Aubrey Gaines, $1,000 for the Rosa Parks Academic Leadership Scholarship.
■ Hewlett-Packard Co., $5,000 to the Jerry Young Memorial Math Endowment and $1,500 for the Continuing Education Administrative Account.
■ Hewlett-Packard LaserJet Supplies Operation, $2,000 to the Marilyn Shuler Scholarship for Distinguished Leadership in Human Rights.
■ Intermountain Gas Co., $1,500 for the Intermountain Gas Co. Scholarship.
■ Gladys Langroise, $2,700 to the Langroise Business Scholarship.
■ Life Care Foundation, $2,500 for the Life Care Foundation Nursing Scholarship.
■ Carol L. MacGregor, $1,100 to the Gordon MacGregor Construction Management Scholarship.
■ Morrison Center Endowment Foundation, $10,000 for the Morrison Center Fund.
■ Audrey and Howard Naylor, $1,000 to the College of Business and Economics Dean’s Endowment.
■ Ed and Alice Palmatier Charitable Trust, $86,300 for the Ed and Alice Palmatier Trust Nursing Scholarship.
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■ Dennis and Margaret Selland, $5,000 for the Larry Selland Vo-Tech Scholarship.
■ Richard E. Stoops, $1,200 to the Richard E. Stoops Scholarship.
■ US Bancorp, $18,700 for the Warren McCain Library Endowment.
■ George and Virginia Wade, $1,500 for unrestricted use. □
WORLD BANK HIRES MBA GRADS

By Janelle Brown

In a modern office building in the bustling center of Hanoi, two graduates of Boise State’s Vietnam MBA program are hard at work, helping private businesses gain the expertise and financial aid they need to prosper in their country’s fast-changing economy.

Vuong Quan Hoang, ’97, and Le Huu Nghi, ’95, work as investment officers for the Mekong Project Development Facility, which provides technical assistance to small- and medium-sized private businesses in Indochina and is managed by the International Finance Corp., the World Bank’s private sector lending institution.

Hoang and Nghi describe their work as innovative and challenging. Vietnam’s expanding financial base and its move toward a market economy have made the MPDF’s services in great demand, they say.

“The businesses we deal with have lots of entrepreneurial spirit, but they often lack the necessary financial and technical supports,” says Hoang. By helping these enterprises prepare business plans, research the market and procure financing, their chances of success are much improved, he adds.

According to Nancy Napier, professor of management and international business and the director of the Vietnam MBA program, Nghi and Hoang exemplify a new generation of Vietnamese business professionals: smart, hard-working and ready to take on new challenges.

“They are both outstanding,” she says. “They have the confidence and skills to make important contributions.”

Boise State offers the only U.S.-accredited MBA program in Vietnam. The program was established in 1993 at the National Economics University in Hanoi; 55 Vietnamese students have since graduated. Many, like Nghi and Hoang, quickly moved into positions in banking, government and finance. Last fall, Boise State received a $3.2 million contract from the Swedish International Development Authority to help the NEU develop its own regionally recognized business school.

Work days start early for Nghi and Hoang. Both ride motorbikes through Hanoi’s congested streets to the MPDF’s offices in the Metropole Center, a French-built hotel that now houses a number of international firms. According to Hoang, the offices are in a scenic part of the city, near a lake, the National Opera House and the People’s Committee Building.

During a typical day, the investment officers might travel to a plant to meet with clients, confer with bank officers about financing options, write reports, research banking laws or other issues, and meet with other potential clients at their offices.

The project’s clients include shoe manufacturers, hotels, metal products companies, wood processors and others. Project costs range from $250,000 to $10 million.

On a recent assignment, Hoang met with owners of a private garment manufacturing company in Hanoi to talk about the issues they faced. With demand exploding for the company’s product, Hoang says the company needed financing quickly to increase production and improve quality. He helped the company clarify its project concepts and write a financial analysis and business plan.

“I very much like the challenging nature of my job,” Hoang says. “I have the opportunity to contribute my knowledge, efforts and skills to the burgeoning private sector.”

Nghi and Hoang credit the Boise State MBA program with helping prepare them for the challenges and opportunities they face in their current work.

“My rationale for getting an MBA was simple,” says Hoang. “I just wanted to be in the leading group of young and dynamic Vietnamese financial professionals in the future. I checked up on BSU’s profile and was persuaded it would be a very valuable move for me. The reality has proven so.”

Nghi adds that his MBA degree has been useful both in the entry phase of his work and his ongoing development. “BSU graduates have very good positions in different organizations in Vietnam, but especially in Hanoi,” he says.

Nghi and Hoang bring many years of education and experience to their jobs at the MPDF. Nghi, 37, worked for an American private investment and consulting firm called Ashta International. He has a bachelor’s degree in nuclear engineering and worked for the Vietnam Atomic Energy Commission before entering the MBA program. Hoang, 26, worked for Hitachi and for a large bank group before entering the Boise State program. His bachelor’s degree is in economics.

Twenty-three years after the end of the Vietnam War, Hoang and Nghi say they consider the conflict between the two countries to be a subject for history books and that future relations look promising.

“If you visit our country today, you will see the warm welcome of the Vietnamese people toward Americans,” says Nghi.
By Amy Stahl

For Boise lawyer Tim Tyree, camp isn't just for kids. Tyree spends one week a year as a volunteer at Camp Rainbow Gold, a summer camp sponsored by the American Cancer Society for Idaho kids with cancer age 6-16.

Tyree knows just what the kids are going through in their bouts with cancer. Nine years ago, his life took an unexpected turn when he discovered that he had testicular cancer.

"I was absolutely blown away," he says. "I had no experience or knowledge of what I was getting into." Surgery and intensive chemotherapy followed.

Now fit and trim, the 1992 BSU English graduate is an avid mountain biker with a passion for skiing and fly-fishing. He practices real estate and general business law with Meuleman and Miller LLP.

He's considered cured, but Tyree is eager to warn others about the disease. Ignorance can be deadly, he says, citing the large number of people who don't detect their cancer early because they don't know what the warning signs are.

This summer will be Tyree's seventh at Camp Rainbow Gold. While he started as a camp counselor, Tyree focuses now on keeping the administrative side running smoothly as the camp director.

"It's a place where the kids go to camp like other kids," says Tyree. "And it's important not to treat them like sick kids." The goal is safe fun, but campers still get occasional bumps and bruises, scraped knees and homesickness. A volunteer staff of doctors and nurses provides medical assistance to the 85 children who attend camp for free.

Tyree is inspired by the resilience of the campers — the youngster with a new hip who learned to ride a mountain bike or the kids with brain tumors who let loose at the camp dance.

"All of them have a shell that they've built to protect themselves from stares," he says.

But at Camp Rainbow Gold, the children share a common bond. A bald head or a scar is nothing new to these kids. At camp they can go fishing, ride horses and sing around the campfire, just like any other kid.

Despite the risks, kids will be kids at Camp Rainbow Gold. Whether it's making sand candles or acting in a skit, Tyree says, "the fun is going to happen." And he'll be there to make sure everyone gets to play.

REGARDLESS OF WEATHER, MARKS READY TO SURVEY THE TERRAIN

By Janelle Brown

Colleen Marks starts her days early: answering phones; organizing crews; working in mud, rain, baking sun or whatever else the weather has to offer; and then working late in the office just to get ready for the next day.

"I love it. I'm doing exactly what I want to do," says Marks, owner of Marks Land Surveying in Boise.

Marks, who received an associate degree in drafting in 1984, is one of only about a dozen women among the 932 land surveyors licensed in Idaho.

It took her nearly nine years of hard work, on-the-job training and study to qualify for the surveyors license and pass the rigorous exam.

Now the owner of her own surveying company, Marks oversees a staff of six and works throughout southwestern Idaho.

"I like being outside," says Marks. "You're always going somewhere new."

Surveying work also sometimes offers tantalizing glimpses into the past, Marks says. She's found old whiskey bottles, markers, stones and other paraphernalia in the field that were used many years ago to set property lines.

Marks became interested in land surveying after graduating from Boise State and surveying courses late at night to prepare for the surveyors exam.

"I didn't do it the easy way, that's for sure," says Marks, who dropped out of high school at 16 and later earned her GED at Boise State's Adult Learning Center. "I had to work very hard."

Marks started her own company three years ago and has seen it grow steadily, mostly by word-of-mouth referrals.

Recent jobs include setting new markers in Grand View, surveying property in Featherville and helping another survey company set stakes along U.S. 95 near Payette.

Being a woman in a male-dominated profession hasn't fazed Marks, although it has caused some confusion among potential customers who call and expect to talk with a male surveyor.

Once people get over their initial surprise, most don't have a problem working with a woman, Marks says.

"Your performance is what counts," she says. "I've worked hard to build my reputation."
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 “Alumnus” section, contact the office of News Services at the same address.

30s

JUNE (BARKER) ROBINSON, has been appointed director and is serving on the board at Rossmoor Retirement Community in Walnut Creek, Calif.

50s

W. ANTHONY “TONY” PARK, AA, general arts and sciences, ’54, was recently elected chairman of the Idaho State Democratic Party. Park is a Boise attorney and a former Idaho Attorney General.

70s

REBEKAH (ACKLEY) BELLONI, BA, history, ’70, teaches at Newport High School in Newport, Ore. Belloni has taught at the school for 28 years.

FREDERICK E. FRASER, MA, art/secondary education, ’70, is an art instructor with Richland (Wash.) Public Schools. Fraser has been an art educator for 28 years.

SANDRA KATE (HIGHT) HANLEY, BS, physical education/secondary education, ’71, is a PC technician with Hunt Oil Co. Hanley lives in Dallas.

RICHARD D. NELSON, BA, general business, ’72, is president and CEO of Regence Blue Shield in Seattle. Nelson lives in Issaquah, Wash.

MICHAEAL E. BIERMAN, BA, elementary education, ’73, is principal of Collister Elementary in Boise. Bierman was previously in charge of the Nampa School District.

SHELLEY (SMITH) EICHMANN, MA, elementary education, ’73, is a real estate agent with Richard B. Smith Real Estate in Boise. She is a member of the board of directors of Opera Idaho. Her husband, DAVID G. EICHMANN, BA, music, ’74, is manager of mail services at BSU. Eichmann was recently elected to a third term as co-chair of the Greater Boise Postal Customer Council. He previously served on the board of the BSU Alumni Association.

RICK K. HARVEY, BFA, art, ’73, is owner of Artsmith’s Jewelry in Boise. Harvey’s store specializes in custom jewelry work.

JANE (COX) BRENNAN, MA, elementary education, ’75, recently completed an Ed.S. in special education with an emphasis in assistive technology through a distance education program from the University of New Mexico in Albuquerque. Brennan is a special education specialist for the Idaho Department of Education in Boise.

PATRICK JOHN KING, BBA, general business, ’75, is an assistant chief of staff for plans, programs and requirements at Naval Reserve Headquarters in New Orleans.

BARBARA LOUISE (SHEWEY) VANDER BOEGH, AS, nursing, ’75, is director of the Homedale Senior Center in Homedale. Vander Boegh is on the Southwest District Health Board of Directors and currently enrolled in the Parish Nursing Part II program through Marquette University.

DAVID W. MCGEE, BBA, computer information systems, ’75, is vice president of account operations for Electronic Data Systems in Plano, Texas.

LAWRENCE G. “LONNY” MARDIS, BM, music, ’76, recently spent three months performing in Japan at Huisensteinbosh. Mardis also teaches private lessons and is an arranger for Sunahawks, a music company in Seattle.

DAVID E. WYNKOOP, BA, economics, ’76, is an attorney with Sherer & Wynkoop, LLP in Meridian. Wynkoop previously was general counsel for the Ada County Highway District.

RONALD V. CROUCH, BBA, accounting, ’77, is director of the grocery sales group for White Cloud Mountain Co. Inc. in Boise. Crouch previously worked for Albertson’s Inc. and Randall Foods.

JONES GOES GLOBAL WITH NEW JOB

By Theresa Langer

What does it take to go from a high-profile public relations position to one of even higher magnitude?

A phone call, if you happen to be Grant Jones.

The H.J. Heinz Co. recently selected Jones, a 1978 Boise State graduate, to fill the newly created position of general manager of employee communications worldwide.

Jones will spearhead the development and coordination of employee communications programs at Heinz’s world headquarters in Pittsburgh.

Jones has been with Boise-based Ore-Ida Foods Inc., a subsidiary of Heinz, since 1992. He is general manager of public and consumer relations.

“I was pleasantly shocked,” says Jones of the unanticipated phone call from Heinz to interview for the position. He will move from Boise to Pittsburgh this August. “I’m looking forward to the international scope of the job,” says Jones, adding that the opportunity to travel is very appealing.

Prior to going to work for Ore-Ida, Jones served as the director of communications and administration for the Boise Convention and Visitors Bureau.

Jones earned a degree in history-social science/secondary education from Boise State. “BSU allowed me to get a good degree from a good university,” he says. He taught high school before going into public relations with the American Automobile Association (AAA), where he worked in Oklahoma and Idaho. One of the reasons he says AAA hired him was because of his ability to impart information — a skill he honed while teaching.

Jones’ PR skills also allowed him to serve as the volunteer voice for the Boise River Festival, promoting the festival in other states and countries. He has been involved with the event since it began nine years ago. With his impending move, however, this year’s festival will be Jones’ last.

So how does Jones feel about leaving Boise? “I have mixed emotions. Pittsburgh is a nice city, but Boise is home. It will be hard to leave,” he replies.

WILLIAM CHARLES VERNON, BBA, general business, ’77, is employed by Idaho Power Co. in Boise.

MICHAEL C. ANDERSON, BA, elementary education, ’78, is a ceramic artist in Cordova, Alaska. His ceramic relief “Paleozoic 7” was recently installed at the University of Alaska, Fairbanks and “Elvira’s Waterworld” was installed on Alaska’s new ferry, the M/V Kennicott.

MARILYN F. (DAKAN-CLEARY) MISHITANI, AS, nursing, ’78, works in primary health care in gerontology. She lives in Ruidoso, N.M.

PEGGY CAROL (SEE) McREYNOLDS, BA, social work, ’79, is vice president of bakery sales with Albertson’s Inc. McReynolds has been with the company since 1979 and has held various store management positions.

PHILIP R. MILLER, BA, sociology, ’79, is an attorney with Thompson, Ashcraft and Burnham in the firm’s Mountain Home office. Miller’s specialty is water law.

CHRISTINA L. (EVENSEN) OLSON, MPA, ’79, is principal at Highlands Elementary in Boise.
JERRY L. OSTERMILLER, BS, social science, '79, was presented the Meritorious Public Service Award by the U.S. Coast Guard for his efforts to preserve and promote history of the service. Ostermiller is director of the Columbia River Maritime Museum in Astoria, Ore.

CARMEN J. (ARMS) OTT, BBA, business education/secondary education, '79, is an accountant with CDI Engineering. Ott lives in Dayton, Ohio.

W.R. FRED E. ROY, BA, communication, '79, is owner of Merit Mortgage Corp. in Boise.

80s

ALEX L. WESTFALL, BA, social work, '80, is manager of the commercial real estate department with Idaho Independent Bank in Boise. Westfall previously was financial services manager for Home Savings of America in Palm Springs, Calif.

JOSEPH MICHAEL BRENNAN, BA, English/communication, '81, is a freelance copywriter in Stockholm, Sweden.

STEVEN C. DUNN, MBA, '81, is a professor of management at Idaho State University in Pocatello. Dunn was named ISU College of Business Researcher of the Year for 1997.

DEBORAH B. (SIEBER) FLANDRO, MBA, '81, is value chain and alliance manager for the Laser Jet Supplies Operation with Hewlett-Packard in Boise.

TED R. SHARP, BBA, accounting, '81, currently corporate controller of Key Technology Inc. in Walla Walla, Wash., has been promoted to managing director of European Operations and will relocate to European headquarters in The Netherlands.

CARRIE LYN (NICHOLS) ALDEN, AS, medical record technician, '82, recently received her bachelor of science degree in public health from the University of North Carolina at Chapel Hill. Alden graduated with distinction from the university and with honors from the health policy and administration program.

CHRISTOPHER P. GARRARINO, BA, English/liberal arts, '82, is a process supervisor with Hewlett-Packard. He lives in Sonoma, Calif.

RICK A. LAUDA, BBA, marketing, '82, is a commercial and agricultural lending officer with Farmers National Bank in Buhl. Lauda has 15 years experience in the banking industry as a loan officer.

JACK J. MOHR, BBA, marketing, '82, is a marketing professor at The University of Montana in Missoula. Mohr was a 1982 Top Ten Scholar at BSU.

CHRISTOPHER M. RIDINGER, BA, communication, '82, is corporate manager of marketing research at CCN Inc., a national managed healthcare organization based in San Diego.

BRENDA FORSYTHE SAPPINGTON, attended '79 – '82, recently received a doctor of veterinary medicine degree from The University of California-Davis.

ARLENE ELEANOR BALDWIN, MPA, '83, does public relations work for The Tennis Learning Center in Wellington, Fla. Baldwin retired in 1997 after 25 years as a probation and parole officer in Boise.

VALERIE K. BURKS, BS, psychology, '83, is chief psychologist with the Department of Justice, Federal Bureau of Prisons in Forrest City, Ark.

LELA M. HANKINS, BS, chemistry, '83, is district...
A HIT FROM DIAMOND TO BOARDROOM

By Bob Evancho

When Bob Richmond toiled as an infielder for Boise Junior College in 1959 and 1960, little did he know that he would enjoy a baseball career that would span nearly six different decades.

"I wasn't what you would call a major league prospect," Richmond says of his playing days at BJC. "That distinction went to [Bronco teammate] Pat House."

While House earned All-America honors and eventually made it to the major leagues for the proverbial cup of coffee as a pitcher with the Houston Astros in 1967 and '68, it was Richmond who forged a lifetime career out of our national pastime, establishing his niche as a minor league baseball executive.

Richmond, 57, is currently the president of the Arizona Rookie League, which he helped found in 1988, and the Class A Northwest League, which includes the Boise Hawks.

He is also the co-owner of the Class AA Midland (Texas) Angels and owns Baseball Opportunities Inc., a business that provides consulting for minor league franchises.

"I've always loved baseball," he says. "I feel really blessed to have been around it all my life."

Born in Glenns Ferry, Richmond moved to Las Vegas his sophomore year of high school when his dad, a Union Pacific employee, was transferred.

After he earned all-state honors as an infielder for Las Vegas High School, Richmond decided to return to Idaho to enroll at BJC in 1958.

He joined the Bronco baseball program and started at third and second base for coach Lyle Smith throughout most of the 1959 and '60 seasons.

"Actually, I played more my freshman year. Lyle and I had a few differences my second year," Richmond recalls.

Led by House, the 1960 Broncos went 12-0 in conference play and finished fifth in the National Junior College World Series.

Richmond's fond memories of his junior college years go beyond baseball; while at Boise Junior College he met a fellow student named Sandy Jefferson — now his wife of 37 years.

After he graduated from BJC, Richmond earned his law degree from the University of Oregon in 1964.

Once he established his law practice, he was hired as the attorney for the Eugene (Ore.) Emeralds — then a Class AAA affiliate with Philadelphia and now a member of the Northwest League.

In the early 1970s, Richmond was elected the Ems' club president, and in 1973 he was named president of the NWL.

He served as NWL president through 1980 when he stepped down to pursue his other baseball interests. In 1991, the Northwest League rehired him as its president.

Today he and Sandy live in Scottsdale, Ariz. — with the exception of the summer months when they travel to Eugene, home of the Northwest League office. Their son Rob administers the Arizona Rookie League in Richmond's absence.

As league president, Richmond represents the NWL at minor league meetings, evaluates umpires, and maintains and oversees the league's general financial health.

He is also required to levy fines and suspensions for fights or other misconduct that may take place on the field.

Whether he's working as a league chief executive or an independent businessman, Richmond knows the world of professional sports. Clearly, baseball is his first love. But as a sports entrepreneur, Richmond's interests aren't limited to the diamond; he is also co-owner of the Odessa (Texas) Jackalopes of the Western Professional Hockey League.

Who knows? Maybe someday that league will need a president.

Former BJC infielder Bob Richmond now owns his own team and is president of two baseball leagues in the minors.
Lightwave Inc. in Boise. Preston previously worked at Micron Electronics.

GORDON D. STEINBIS, MA, education/reading, ’87, is principal at Kamiah High School in Kamiah. Steinbis previously was assistant principal at Wood River High School in Hailey. LISA A. WIRTANEN, MA, education/early childhood, ’87, is an education coordinator with Child Care Connections in Boise. Wirtanen has more than 10 years’ experience consulting and training in early childhood education and care.

JULIE SUZANNE BONNER-WATSON, BBA, accounting, ’87, is a corporate controller with Phoenix Technologies in San Jose, Calif.

JOHN E. FRALEY, MBA, ’88, is director of operations for the Mental Health Association of Orange County in Orange, Calif. Fraley lives in Glendora, Calif.

SUSAN MARY (HOGAN) VEROSLOFF, AS, nursing, ’89, works at Casa Lorna Rehabilitation and Care Center in Payette. Patrick does data entry in medical records and is a member of the interdisciplinary management team.

GAY H. POOL, BA, music/general, ’88, is president of the Idaho Federated Music Clubs for 1997-1999. Pool also is music chairperson of the Joyce A. Chaffer Trust through First Security Bank. She oversees the distribution of $43,000 in piano scholarships to the five universities and colleges in Idaho offering majors in piano, harpsichord and organ.

MELANIE J. PALMER, BBA, accounting, ’89, is an accountant with the Office of the Treasurer, State of Idaho.

90s

DREW REED WILSON, BS, mathematics/secondary education, ’90, is a math and science teacher at Shelley High School in Shelley. Wilson also coaches girl’s junior varsity basketball and track at SHS. He was named Teacher of the Week in March.

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<table>
<thead>
<tr>
<th>Date</th>
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<tbody>
<tr>
<td>JULY 10</td>
<td>Mountain Home Golf Tournament, Mountain Home.</td>
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<tr>
<td>JULY 11</td>
<td>Alumni Reception, Downtown Marriott, Chicago.</td>
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<tr>
<td>JULY 16</td>
<td>Alumni Luncheon, Cavanaugh's Westbank Convention Center, Idaho Falls.</td>
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<tr>
<td>SEPT. 26</td>
<td>Pre-game party, University of Utah, Salt Lake City.</td>
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<tr>
<td>OCT. 11-17</td>
<td>BSU Homecoming Week highlights: reunions for the 1958 football team,</td>
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<td>Forensics Team members, Intercollegiate Knights, Valkyries and former</td>
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<tr>
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<td>band members; twilight parade downtown Boise; college receptions and</td>
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<td>open houses; alumni juried art show.</td>
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<tr>
<td>OCT. 17</td>
<td>BSU Homecoming football game vs. Weber State, Bronco Stadium.</td>
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<tr>
<td>OCT. 29-31</td>
<td>BSU at Nevada Weekend, Reno, Nev.</td>
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<tr>
<td>NOV. 22</td>
<td>BSU vs. Idaho pre-game party, two hours before kickoff, The Depot,</td>
</tr>
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<td>Boise.</td>
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</table>

For more information call the Alumni Office at 208-385-1959.
SANDRA LEA SHOOK, MPA, ‘94/BS, sociology, ‘88, is employed by Albertson's Corp., where she manages marketing and consumer research and teaches strategic planning. Shook was also inducted into Pi Alpha Alpha, the national honor society for public affairs and administration, for receiving a 4.0 grade point average in graduate school.

ANDREW JOSEPH STERCKS, BS, criminal justice, ‘94, is a jail training officer with the Ada County Sheriff’s Office. Stercks has been with the department since 1994.

TANETTE NOEL TRAVIS, BS, health data management, ‘94, is an application coordinator in the health information services department at St. Luke’s Regional Medical Center in Boise. Travis also works as a tumor registrar in the Cancer Treatment Center at St. Alphonsus RMC.

CHERYL DIANE WAKEFIELD, BA, elementary education, ‘94, teaches kindergarten at Centennial Elementary School in Nampa.

KIMBERLY KAYE ZIEBARTH, BS, political science, ‘94, is a senior LAN/network administrator and telco problem manager for Borden Chemical in Eugene, Ore. Ziebarth has been with Borden for five years.

KRISTA RENÉ ALLEN, BS, health science studies, ‘95, is a provider auditor at Blue Cross of Idaho.

APRIL KRISTEN BROBST, BM, music education, ‘95, teaches grades 5-12 band for the New Plymouth School District in New Plymouth.

DEBORAH LYNN BIRCH, BBA, accounting, ‘95, is billing manager for Sunscript Pharmacy Corp. Birch lives in Boise.

WILFRED CLINTON HUDDLESTON JR., BA, history, ‘95, is material coordinator for Hewlett-Packard in Roseville, Calif.

GARY T. GENOVA, BBA, finance, ‘95, is a bid disk analyst with Micron Electronics in Meridian.

KENNETH C. KNIPPLE, TC, practical nursing, ‘95, is working at Hillcrest Rehabilitation and Care Center and at Treasure Valley Hospital. Knipple lives in Boise.

DIANA M. ROBBINS, BBA, business management, ‘95, is a systems administrator with Idaho Power Co. in Boise.

JAMI JO WHILES, BS, health science studies, ‘95, is a physical therapist at Mercy Medical Center in Nampa.

LEIGH TAYLOR ACOUSTA, BA, history, ‘96, is a textile conservator at the Metropolitan Museum of Art in Manhattan, N.Y. Her husband, PATRICK ACOUSTA, BA, marketing, ‘96, is involved in media work with Messner, Vetere, Berger, McNamee, and Schmetterer in Soho, N.Y. They reside in Franklin Square, N.Y.

ANGELA RAE ASSENDURP, BBA, marketing, ‘96, is an international standards coordinator with Micron Communications Inc.

JAMES F. BROWN, BBA, general business management, ‘96, is a sales representative in the direct response group with Micron Electronics.

RACHEL ERON CLEMENTS, BS, psychology, ‘96, received a master of science degree in education from the University of Wisconsin–LaCrosse.

CAREY D. CRILL, BS, nursing, ‘96, received her master of science degree in nursing/pediatric nurse practitioner from Case Western Reserve University in Cleveland, Ohio. Crill teaches medical surgical clinical for sophomores at Case.

CARLA M. JONES, BBA, marketing, ‘96, is an associate producer for Sprockett Heads LLC, a...
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teaches first and second grade for the Boise School District.
Youngerman-Jahn has been with the district for 21 years.

DONALD STEVEN CONNER, BS, social science/public affairs, ’98, was recently commissioned a second lieutenant in the U.S. Army. Conner is in helicopter flight school training with Delta company 1-145th aviation regiment at Fort Rucker, Ala.

WEDDINGS
ECHO CHERI McNEAL and JESSE LYNN CURTIS, (Caldwell) Aug. 3
AMY LYNN ZAGER and Kevin Lee Adams, (Boise) Nov. 29
SHAWN LEE CLOKEY and Alissa Kylee Puckett, (Boise) Jan. 3
KATE STERING and Dave Gordon, (Boise) Jan. 3
JEFFERY BOYLE and Angela Marti, (Boise) Feb. 7
CHARALEE ANNE BUSMANN and Michael Lee Jackson, (Boise) Feb. 21
ERICA M. OAKLUND and Chad Stumbaugh, (Nampa) Feb. 27
TAWNIE LYNN CAMPBELL and Richard Hedrick, (Texas) March 21
MISTY JO INGLIS and JASON ANTHONY PAYNE, (Boise) March 21
PHILLIP D. JAMES and Beverlee K. Knowles, (Meridian) April 11
KRISTI L. SNEDDON and Jeffrey H. Halford, (Rupert) May 16

VICKI LEE PARKER and DONALD STEVEN CONNER, (Caldwell) May 23

OBITUARIES
MARGARET ROSE “MARGO” (HANSEN) BIDDINGER, BA, advertising design, ’76, died May 7 in Stanley at age 44. Biddinger was a photographer for 18 years. She taught children’s art through community education, Arts in the Park, Arts for Kids and for the public schools.

GEORGANN C. BRADLEY, BS, physical education/secondary education, ’94, died April 24 in Nyssa at age 29. Bradley was a teacher for the Nyssa, Ore., School District. She also served as co–athletic director for the district.

JOHN K. BUNDERSON, AS, general arts and sciences, ’66, died May 11 in Boise at age 53. Bunderson was the Western Region/International Sales Manager for Baxter Manufacturing.

JOSE LOUIS GUTIERREZ, MA, education/curriculum and instruction, ’88, died March 13 in Boise at age 47. Gutierrez was principal at Adrian High School in Adrian, Ore.

ROBERT DeORVILLE JENKINS, diploma, general arts and sciences, ’37, died March 18 in Boise at age 81. Jenkins was a retired physician. He served as a member of the BSU Alumni Association in 1984.

LILLIAN FAITH (SHORT) KNOX, BA, elementary education, ’71, died March 29 in Boise at age 65.

FRANK E. LeVERING, BBA, accounting, ’80, died May 1 in Boise at age 49. LeVering began his career as an accountant with Millier and Associates. He went on to develop the fraud investigation units for the Idaho state department of Revenue and Health and Welfare. He later founded his own accounting firm. He also was a member of the Idaho Association of Public Accountants.

NELLIE FERN (MULLVAIJN) PASS, BBA, marketing, ’73, died April 4 in Boise at age 80.

WILBURN J. “JACK” PETERSON, BA, social science/secondary education, ’70, died April 19 in Boise at age 72. Peterson taught history, psychology and other subjects at Boise High School for 15 years before retiring in 1985.

GENNIT LEE POPPLEWELL, MA, education, ’78, died April 3 in Buhl at age 47. Popplewell was a kindergarten teacher for the Buhl District.

TODD M. RUTLEDGE, BA, political science, ’76, died March 19 in Vancouver, Wash., at age 44. Rutledge was a partner in the law firm of Boettcher, LaLonde, Kleweno, Rutledge, Jahn and Holtmann in Vancouver for 17 years.

RICHARD D. “DICK” SIMNITT, BAS, ’93, died April 26 in Boise at age 61.

THE LINES ARE OPEN
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FAX: (208)385-1005
E-MAIL: bsualum@bsu.idbsu.edu
HOME PAGE: http://www.idbsu.edu/alumni
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FOCUS/SUMMER 1998 51
Two Idaho leaders in engineering and the military were selected 1998 Distinguished Alumni by the BSU Alumni Association.

Engineer Edward Groff and Major Gen. John Kane, both from Boise, were honored at the Top Ten Scholars and Distinguished Alumni Banquet in April.

Groff, a 1954 Boise Junior College graduate, is principal engineer at Duke Engineering & Service Inc. He has more than 40 years’ experience in the planning, design and construction management of hydroelectric plants, railroads and other public facilities.

Before joining Duke Engineering, Groff was a senior manager for Idaho Power Co. He also spent 33 years with the U.S. Army Corps of Engineers.

His projects include the $500 million Dworshak Dam near Orofino and a $30 million levee on the Snake and Clearwater rivers at Lewiston.

Groff was national president of the American Society of Civil Engineers in 1996-97.

Kane is the commanding general of the Idaho Army National Guard. A 1970 Boise State College graduate in business, he is responsible for the training, readiness, management and combat effectiveness of all Idaho Army National Guard units. He also serves as director of Idaho’s Bureau of Disaster Services.

After graduating from Borah High School, Kane began his military career by enlisting in the Idaho National Guard in 1962. He was named director of plans, operations and training in 1982. Kane attended the U.S. Army War College in 1985-86 and was named chief of staff of the Idaho Army National Guard in 1987. He was named adjutant general for Idaho in January 1995.

Kane’s wife, Sandra, and their son live in Boise. Another son is currently serving in the U.S. Army.

The newest Distinguished Alumni recipients are Major Gen. John Kane, left, and Edward Groff. The two were honored at a ceremony in April.

The two were honored at a ceremony in April.

The two were honored at a ceremony in April.

The two were honored at a ceremony in April.

Focusing on the Northwest swing, golfers took part in the May 29 event that raised about $5,000 for scholarships.

The next stop was in Payette on June 12 when 70 golfers raised about $2,000 for local scholarships. Other alumni scholarship golf tournaments are scheduled for Mountain Home and Canyon County.

The Alumni Association also hosted events in Portland, Spokane and Seattle during a June 4-6 trip. President Charles Koetter spoke to alumni in each city.

The summer travel schedule also includes a July 11 reception in Chicago and a July 16 luncheon at Cavanaugh’s Westbank Convention Center in Idaho Falls.

The College of Business and Economics Chapter is planning a golf tournament Oct. 16 at Boise’s Plantation Golf Course. Proceeds will fund a scholarship for a BSU student who works and is raising a family.

The Nursing Department graduated its 40th class in May. More than 1,000 graduates, alumni, family and friends attended the ceremony. Florence Miles, the first department chair, attended the event.

Boise State held an alumni gathering in Hanoi, Vietnam, in June. It was the first alumni event held in a foreign country. More than 50 Boise State alumni heard Provost Daryl Jones talk about Boise State and its progress. The alumni are all from Boise State’s MBA program based in Hanoi.

Alumni from the Puget Sound area are interested in starting an alumni chapter. Dennis Ward is a key organizer. In addition to social activities, the group plans to develop alumni networking opportunities and to welcome alumni who move to the area.

The Business Systems Department of the Larry G. Selland College of Applied Technology would like to offer alumni programs to its graduates. The department seeks alumni from the former business machine technology, business systems and computer technology programs to help plan future activities and events. For more information call Dan Cadwell at (208) 385-3894.

Boise State graduates from 1988-1998 have planned several alumni events, including family picnics and other social activities. Alumni interested in learning more about these programs can call the Alumni Office.

Next February, Boise State University will celebrate its 25TH YEAR AS A UNIVERSITY. The Alumni Association is looking for volunteers to help with marketing, event planning, public relations and volunteer recruitment. Those interested can call the Alumni Office for more information.
BSU SUPPORTERS CAN SHOW THEIR COLORS WITH NEW PLATES

Starting in July, Boise State boosters will be able to show their colors on their license plates.

The new Boise State specialty plates will feature a galloping horse on a white background. The plates cost $50 annually in addition to the regular license fee. Of that, $25 of the initial fee returns to the university. Each time the plate is renewed, $35 will return to the university.

The funds will be used for scholarships or as matching funds for academic programs.

Motorists who want to purchase the plates can obtain applications from the Alumni Office, their county assessor's office or the Department of Transportation.

Unlike other Idaho affinity plates, the collegiate plate will not have a unique plate design. The plates will maintain the current red, white and blue design, but each school will be allowed space where the county identifier usually appears.

The “famous potatoes” line will be moved to the top of the plate to make room for the school name at the bottom.

"This is an excellent opportunity for our alumni and friends to show their support of Boise State and contribute money to academics at the same time. We look forward to seeing the BSU plates all over the state," says Bob Davies, alumni director.

ADCOX ELECTED ALUMNI PRESIDENT; LUNDELL NAMED EMERITA

Boise physician Micheal Adcox (biology, '81) was elected president of the BSU Alumni Association at the organization's annual meeting in May. He succeeds Boise attorney Jim Davis.

Adcox has served the alumni board of directors in several capacities, including chair of the scholarship committee. He received his medical degree from the University of Washington.

Other officers elected were first vice president Joel Hickman, second vice president Candi Allphin, treasurer Susan Bakes and secretary Mark Dunham.

The board of directors includes John Chivers, Robin Denison, Tim Foley, Carol Hoidal, Cheryl Knighton, Dianna Longoria, Kip Moggridge, Michelle Morrison, Carol Mulder, Bruce Parker, Pat Reilly, Jeff Russell, Suzie Schumacher, Doug Shan Holtz, Owen Sproat, Lynnette Townsend, Steve Tucker and Davis as immediate past president.

Representatives to the board include Laura Kubinski, College of Business and Economics Chapter; Emmett Brollier, Magic Valley Chapter; Peter Richardson, BSU Foundation; Bob Madden, Bronco Athletic Association; Mike Bessent, Past Presidents' Council; and Christine Starr, Associated Students of Boise State University.

Jeanne Lundell was granted emerita alumni status by the Alumni Association for her longtime service on the board of directors. She is the first to receive emerita designation from the association.
PRESIDENT’S MESSAGE
By Dr. Micheal Adcox
BSU Alumni Association

Boise State University has seen the Class of ‘98 graduate, thus increasing the alumni roll call of lives that have been influenced by the undergraduate experience.

As the newest 2,000 graduates join our Boise State University Alumni Association, the board of directors wishes to extend its sincere congratulations to each graduate on his or her individual achievements. We wish you well in the future as you explore the world with the tools that you developed at Boise State.

In fact, it is the genuine hope of the Alumni Association that each and every graduate reading this column recognizes his or her important and vital role in helping Boise State University “raise the bar” of quality higher education in southwestern Idaho.

Thus, while BSU may have helped provide the tool set of life, it is the university itself that has the most to gain from those alumni willing to share those gifts on behalf of their alma mater.

The Alumni Association must face the challenge of how best to utilize the gifts of alumni on behalf of the university. You know best what your talents are. Put your talents to work for the university.

Challenge your Alumni Association to use your talents wisely. Contact executive director Bob Davies and his staff at the Alumni Office for information on how you too can be a part of this exciting time in the history of Boise State University.

Help Your University Celebrate the Past and Look to the Future
Join the BSU Alumni Association Today!

Membership Benefits:
- Invitations to alumni gatherings in your community
- Use of BSU Library
- Homecoming/reunion announcements
- Worldwide travel programs
- First USA credit card program
- Low-cost life insurance
- Movie theater discount tickets
- Capital Educators Federal Credit Union
- Use of campus recreation facilities (with purchase of P.E. pass)

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HOMECOMING 1998 EVENTS SCHEDULED

Boise State has planned a full schedule of activities for alumni during Homecoming week Oct. 11-17. Events range from reunions to an alumni art show.

The 1958 football team, forensics team, Intercollegiate Knights, Valkyries, and former band members are all planning reunions. Each group has its own reunion agenda. Those interested should call the Alumni Office for details.

All alumni are invited to the Twilight Parade in downtown Boise on Friday, Oct. 16. The parade starts at 6 p.m.

Each BSU college will host an Open House from 2-4 p.m. Saturday, Oct. 17, to give alumni the opportunity to visit with professors and learn more about the latest news from their college.

Artwork by BSU alumni will be displayed at the Student Union Gallery Oct. 5-Nov. 5 at the Alumni Juried Art Show. An opening reception will be held from 1:30-2:30 p.m. Saturday, Oct. 17, at the gallery. Applications for the show are available from the Alumni Office. The application deadline is Aug. 3.

The annual CIMMARON CHILI FEED will be held on the practice field north of Bronco Stadium prior to the Weber State-BSU GAME. The chili feed starts at 5 p.m. and will continue until the 7:05 kickoff.

The Boise State football team will play one of the most competitive schedules in school history this fall. Seven home games are scheduled, including an early season date with the Washington State Cougars, last season’s Pac-10 champions.

SEPT. 5 Cal State Northridge 7:05 p.m.
SEPT. 12 Washington State 7:05 p.m.
SEPT. 19 Portland State 7:05 p.m.
SEPT. 26 at Utah 7 p.m.
OCT. 3 at University of Nevada 7:05 p.m.
OCT. 10 North Texas* 7:05 p.m.
OCT. 17 Weber State 7:05 p.m.
OCT. 24 Utah State* 7:05 p.m.
OCT. 31 at Nevada* 12:05 p.m.
NOV. 7 at New Mexico State* TBA
NOV. 14 Open
NOV. 21 Idaho* 1:05 p.m.

* Big West Conference games

The Alumni Association will hold pre-game festivities prior to the University of Utah and the University of Nevada games. The headquarters for the Reno weekend will be the Eldorado and Circus Circus Hotel Casino. Both hotels have reserved rooms for Boise State alumni, boosters and friends. The Alumni Association is working with Harmon Travel in Boise to offer travel packages. For details, call the Alumni Office.
Since 1975, Potlatch Corporation has planted over 45 million trees across 670,000 acres of Potlatch forest land in north Idaho. This year our foresters will plant three million trees.

Each tree will soak up a ton of carbon before it matures, helping to remove carbon dioxide from the air we breathe.

Young trees, planted in 1981, are already 20 feet tall and growing fast in plantations near Elk River. Potlatch foresters thin and fertilize the trees to increase growth, assuring continued homes for wildlife and products for people.

Photography by Karen Wattenmaker

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