

# COLUMNS

THE UNIVERSITY OF WASHINGTON ALUMNI MAGAZINE • DEC 10

## GO TO MARKET

A tale of a university,  
its people, a few killer  
ideas and the hundreds  
of companies created





“This was our time to make a difference.”



We've had such great adventures in our life, from traveling to spending time with family, including our UW family. And we've gotten a lot of joy from supporting areas of the UW that are important to us — the Foster School of Business, Husky Athletics, Naval ROTC and the Husky Marching Band.

We just recently set up a charitable gift annuity at the UW. It gives us a steady stream of income now and will provide scholarships to students down the road.

You put off making a decision like this until there's a revelation that you have to do something good. There's a quote that inspired us, 'Do your giving while you're living, then you're knowing where it's going.' That makes a lot of sense to us.

— Dick, '51, and Laurie Anderson



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December 2010

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ELLA MCBRIDE *Portrait of a Tulip*, ca. 1924  
Gelatin silver chloride print, 9<sup>1</sup>/<sub>16</sub> x 6<sup>3</sup>/<sub>4</sub> in.  
Private Collection

## COLUMNS

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4333 BROOKLYN AVE. N.E.  
BOX 359508  
SEATTLE, WA 98195-9508  
PHONE: 206-543-0540  
FAX: 206-685-0611  
columns@u.washington.edu

COLUMNS ON THE WEB  
**UWalum.com/columns**

**PUBLISHER** PAUL RUCKER

**MANAGING EDITOR, CONTENT** JULIE H. CASE

**MANAGING EDITOR, PRODUCTION** JON MARMOR

**ART DIRECTION** KEN SHAFER DESIGN

**DESIGN** KEN SHAFER, MICHELE LOCATELLI,  
JENICA WILKIE

**VIRTUAL MEDIA EDITOR** PAUL FONTANA

**STAFF WRITERS** DEREK BELT,

JANELLE KOHNERT (INTERN)

**CIRCULATION** BRYAN DAISLEY

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COLLEEN FUKUI-SKETCHLEY, '94  
President, UWAA Board of Trustees, *chair*  
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Editor, *Seattle Metropolitan*  
TINA MANKOWSKI, '78  
Associate VP, UW Medicine/Health Sciences  
BOB ROSETH  
Director, UW Office of News and Information

### COLUMNS ADVERTISING

Jeff Adams, '83  
Sagacity Media, Inc.  
1201 Western Ave., Suite 425  
Seattle, WA 98101  
206-957-2234 ext. 107  
E-mail: jadams@sagacitymedia.com

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# UNDER THE RADAR, AND IT'S A SHAME

IN THESE HARD TIMES, a question we hear a lot at the University of Washington is: What does the state get in return for its investment in the UW?

The answer: more than you know.

I invite you to look beyond the high-minded talk about how the University advances knowledge and tackles the problems of the world. For the UW's presence is in the fiber of our daily life.

It's in the amazing work done by the many social service agencies of the Puget Sound region—from El Centro de la Raza to the Asian Counseling and Referral Service—who serve thousands of less fortunate citizens who need help getting food, learning a new language, receiving job-training skills or overcoming serious medical issues. Did you know that most of these agencies were founded and/or run by graduates of the UW School of Social Work?

It's in the work of someone like Jay Maebori, the state's teacher of the year. He is a UW-educated language-arts teacher at Kentwood High School who teaches a class where honors, English-language learners, special-education and regular students all participate in a rigorous and scholarly

curriculum. He also teaches Kentwood's intervention classes, where he deals with students who have already failed to meet state standards. Eighty percent of those students at risk go on to meet the state standards.

It's in the work of the Business and Economic Development Center in the Foster School of Business, which puts students to work helping minority-owned, women-owned and small businesses. Since the center's inception in 1995, this program has helped these small businesses generate more than \$55 million in revenue and create more than 1,000 jobs.

It's in the partnerships the UW has with the many sovereign Native American tribes all over the Pacific Northwest. It's the UW MBA students who are working

to help Quinault Pride Seafood sell its magnificent salmon; the UW Bothell faculty and staff who have been partnering with the Tulalip Tribes to develop technology to serve the Tribe's needs; and the School of Law's Native American Law Center, which provides training support to the public defender agencies of such tribes as the Makah Nation, the Squaxin Island Tribe and many more.

These are just a few tangible, everyday-life examples of the role the UW plays in the life of Washington residents, a role that makes a difference to all of us.

*Jon Marmor, '94*

MANAGING EDITOR



The initial group of Tulalip Data Services tribal interns who worked on software development and other technology operations in support of the tribal technology strategic plan.



## ANOTHER BIG JAKE LOCKER FAN

Through a neighborhood blog, I learned that a young man from Tacoma had been paralyzed in a tubing accident in late July. His family started a "Caring Bridge" link for him, where I began following his progress.



PHOTO BY GRANT HALLER/SEATTLE P-I

No sooner had this lad been moved from Harborview Medical Center to Seattle Children's than Jake Locker came to visit him, and a picture of the two was posted on the website—Jake leaning over the bed with a big grin and this very new patient to Children's, also with a big grin.

I was so impressed by Jake showing up at this young man's bedside, presumably with little fanfare. I remember at the time reading the story of Jake's afternoon with the little boy with terminal brain cancer and was impressed with him then. I think I now must be counted among Jake's biggest fans and for nothing to do with Husky Football.

BRANDY WILIMOVSKY  
Seattle

## A LIFE OF CHARACTER AND INTEGRITY

I congratulate the UW for choosing Bruce Nordstrom as your 2010 Alumnus Summa Laude Dignatus. I would like to add just a little additional perspective to this fine gentleman.

Bruce's integrity has little equal and I believe it is a principal reason he is and has been such a great leader. His company has one rule: Rule #1: Use your best judgment in all situations. There will be no other rules.

It takes considerable character and integrity to live by one simple rule in one's business. But my experience, every time I visit a Nordstrom store, their employees value the empowerment placed upon them, and go out of their way to please and satisfy every customer.

I also think the employee peer pressure to perform and the "Nordstrom Way" is intense and it is why Nordstrom, Inc. is such a great investment. Finally, [you published] a great picture of Bruce [in the June issue]. Every line on his face has been well earned and is a tribute to his character. Congratulations on an excellent choice of Alumnus Summa Laude Dignatus.

NAT PENROSE  
Shoreline

**We want to hear from you. Send your letter to [columns@uw.edu](mailto:columns@uw.edu) or comment online at [uwalum.com/columns](http://uwalum.com/columns). Letters subject to editing for clarity and length.**

## From the Web >

**Re: Zen UW**  
**Scot Fechtel, DC MD says:**

"Having met all of the monks mentioned in this story over the more than 20 years attending Shasta Abbey, I must comment that your writer, Cameron Walker, has presented both the monks and the monastery in an honest and accurate manner. The story was lyrical and captured the spirit of the monastery! Thank you."

**Re: Alumni Vote (Sept. 2010)**  
**"What should be the next UW president's No. 1 priority?"**  
**Grant H says:**

"An affordable education should be the first priority. A student should not have to accept a large debt for a 4-year degree. If we expect the young people to grow this nation and compete in the world market, they need access to fair paying jobs that demand a higher education. Sports are entertaining but do not make a great university and certainly don't solve the problems of this world."

W

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## OVERLOOKING PRESIDENT MARY THAYER

Phyllis Wise is the first Asian-American interim president of the University of Washington. However, she is not the first woman to hold that post.

In researching our book, *Obituaries of the Presidents of the University of Washington*, we discovered that Mary W. (May) Thayer claimed that distinction, serving as president from March until August 1874.

It is refreshing to see a woman ascend to the presidency; [it's] just unfortunate that it took another 136 years.

KATHRYN A. CULLEN, '81, '83

THOMAS J. CULLEN, '70, '74  
Seattle

## HONORING MORE WASP HEROES

In the September issue of *Columns*, we highlighted former University of Washington student Barbara Erickson London, one of the Women Airforce Service Pilots (WASPs of World War II,) who was presented a Congressional Gold Medal for her service during the war.

She wasn't the only UW student or alumnae who became a WASP and received the Congressional Gold Medal in March.

One WASP job during World War II was to deliver new planes from the factory to bases or ports of debarkation so they could be taken to the male pilots in combat overseas. WASPs also towed targets behind planes so men on the ground could shoot at moving targets with live ammunition. WASP pilots flew more than 70 types of aircraft more than

60 million miles to help bring an end to the war.

Other UW students or graduates who became WASPs:

**1. Dorothy F. Scott** attended the UW. She was killed in service as a WASP. The airport in Oroville, Wash., is named after her.

**2. Helen "Peg" Calhoun** graduated from the UW with a degree in sociology. She flew fighters for the WASP program.

**3. Marjory Foster Munn** married a B-17 pilot and local attorney and finished her UW degree in 1965.

**4. Elvira Griggs Cardin** graduated from the UW in 1935 with a degree in French.

**5. Nancy Nordhoff Dunnam** (of Bellevue) and **Carol Nicholson Lewis** were both Garfield High School grads and attended the UW.

**6. Arline Baker** took three Civilian Pilot Training Program courses at the UW as a student and became a WASP.

**7. Mary "Pat" Hiller Call** (of Mount Vernon) was a UW senior majoring in sociology and learning to fly in the Civilian Pilot Training Program when she joined the WASP program.

**8. Elizabeth Erickson** (from Issaquah) attended the UW and was killed while flying for the WASP. In all, four WASP pilots from the state of Washington were killed in service.

**9. Betty Greene** (from Medina) attended the UW for nursing school, but left to follow her passion—flying—in the WASP program. She later started Mission Aviation Fellowship in California.

If you would like to learn more about the WASP program, please visit "WASP on the Web" and "Wings Across America" at [www.wasp-wwii.org](http://www.wasp-wwii.org).

PHOTO COURTESY TEXAS  
WOMAN'S UNIVERSITY



Barbara London Erickson (second from right) was one of many UW students who served in World War II as Women Airforce Service Pilots.





## Someday, he'll tell his granddaughter about the time he had cancer.

Every day, at Seattle Cancer Care Alliance, our doctors turn cancer patients into cancer survivors. Our world-class treatment center unites doctors from Fred Hutchinson Cancer Research Center, UW Medicine and Seattle Children's with a few simple goals. To make cancer a distant memory. And get people back to the joy of living their lives. For more information, visit [seattlecca.org](http://seattlecca.org)



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“We must clearly communicate the broad range of contributions the UW makes... to our state’s health, economy and culture.”

I AM DEEPLY HONORED TO SERVE AS PRESIDENT of such an outstanding institution as the University of Washington. While my title is “interim president,” I really think of it as speaking and acting as the president for an interim period of time. This is because the issues facing our University cannot wait for a new president to arrive. The challenges and opportunities before us must be acted on now to ensure the UW’s success for both the short term and the long term.

When the economy turns around, I predict that there will be a handful of public research universities that will come out better and stronger because they have thought ahead, planned ahead and managed ahead. I am completely confident that the University of Washington will be one of them. To achieve this, we must set our goals high; we must aspire to be the best public research university in the country, if not the globe. We must forge ahead.

In the coming year, we will be focusing our attention on three main areas. The first of these is our work with state leaders and the broader community during the upcoming legislative session. I will be spending a significant portion of my time in the coming months working with the governor and our state legislators, stressing the importance of making higher education a top priority. We must clearly

communicate the broad range of contributions the UW makes—not only educating our young people, but also the myriad ways we contribute to our state’s health, economy and culture. We have to let our legislators and the citizens of Washington know that we are their partners in finding the solutions that will enable our state to thrive in the future.

The second area of focus for the upcoming year involves the continuation of our efforts to balance our need to deal with the urgent budgetary challenges we face now with longer-term planning for the UW of 20 years from now. Much of this work will be done in the context of the Two Years to Two Decades Initiative, or 2y2d, which is being led this year by Interim Provost Mary Lidstrom. This initiative will provide guiding principles for decision-making while we respond to challenges and changes in the coming decades. It will enable us to strengthen our commitment to academic excellence in a manner that both recognizes

fiscal realities and is consistent with our aspirations.

The third area of focus involves pre-planning for the next comprehensive fundraising campaign. While I am aware that universities do not launch campaigns under interim leadership, I am also fully cognizant of how much time, energy and exploration is needed to launch a campaign. Therefore, we will do as much preplanning as we can to ensure we are in the best possible position going into the next campaign.

As we move forward in these three areas and others, we want our Husky alumni and friends to be informed and engaged. In this issue of *Columns*, an insert enclosed for Washington residents (which can be read online at [www.uwalum.com/columns](http://www.uwalum.com/columns) for those out of state) provides a glimpse of the crucial role our university plays in the well-being of our state. I hope you will find it useful as we all work together during this critical time.

PHYLLIS M. WISE, Interim President



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## PURPLE FOR THE PRESIDENT

**PRESIDENT OBAMA** became the first sitting president since John F. Kennedy in 1961 (photo at right at bottom of next page) to come to the University of Washington when he stopped by Hec Edmundson Pavilion on Oct. 21 to rally support for U.S. Sen. Patty Murray. Ten thousand people packed the arena, with another 3,000 taking in the proceedings on TV in Husky Stadium. Obama also met with the women's cross country and women's volleyball teams. Rental of the facility and other associated costs were paid by Sen. Murray's campaign. President Teddy Roosevelt (photo at left at bottom of next page) also visited the UW in 1911.

PHOTO BY RON WURZER



PHOTO BY SUSAN WALSH/AP WIDE WORLD PHOTOS



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Rick Steves by his favorite bullboard in Spain. RIGHT: Wine-tasting in Italy; winding through the Swiss Alps; and in a cheese shop in Neal's Yard, London.

# Rick's World

BY JULIE H. CASE

## Rick Steves, '78, is an idealist.

He doesn't expect you to agree with him. But he's not speaking his mind or advocating controversial legal reform to be popular. In fact, his opinions sometimes cost him business. None of this fazes him.

Travel made him this way. The tenets to which he now clings were developed over the years, in close commune with other people of the world. Now, he wants the same for others. This fall, his book *Travel as a Political Act* won the Society of American Travel Writers' Lowell Thomas Travel Book of the Year award. It is a book not about fun in the sun, or where to find a budget room in Budapest, but rather one that encourages Americans to broaden their perspectives through travel.

Steves, who went to college intending to spend his life teaching piano, became a travel guru by accident. After living out of a backpack in Europe during the summers, he'd return to campus and share his knowledge about budget travel with other students. Thus, a mogul was born.

By 1980 Steves had given up piano, was only teaching travel and had a first book—*Europe Through the Backdoor*. Thirty years later he's the country's most renowned travel expert, employs 80 people and has 30 books, a nationally broadcast TV show,

a radio show and a life he calls fun.

And he enjoys the right to stand, rigidly, vocally, for what he believes.

"I like to embrace the truth," he says. "If you're successful and affluent and free, you should be able to embrace the truth without regard to how it affects your business."

Take the peace flag he flew outside his building a few years back, which prompted a passer-by to say, "I bet if you knew how much that peace flag was costing your bottom line, you wouldn't have put it up."

Steves was horrified. "I can support a cause even if it's bad for my business, because I'm a success. That's a different outlook. That's the truth. That's enlightened. I'm thankful for that."

Peace isn't the only value Steves is flying. He's also a member of NORML and an advocate for U.S. drug policy reform.

Why does he advocate on behalf of reforming marijuana laws?

"There are a lot of good causes anyone can speak out for—MS or breast cancer—and that will be applauded, but I can speak out for drug policy issues, which I think are very important, and others cannot, so it's best for me to speak out in an area where others cannot speak out," he says.

"I know a lot of people who smoke a little pot now and then. Should you lock them up?



**Who:**  
Rick Steves, '78

**Known As:**  
Idealist and Advocate

**Known For:**  
Taking travelers to Europe Through the Backdoor



For more of our interview with Rick Steves, go to [UWalum.com/columns](http://UWalum.com/columns)



No. Poor and black people get locked up, not rich white people.”

Which lies at the heart of his determination to legalize marijuana. Aware that both the use and criminalization of drugs pose a great risk to the black community, he wants a drug policy that removes criminalization from the issue, so that society can deal with the health and social issues that result from drug use.

“The irony is, there’s not a reservoir of people wishing they could ruin their lives if only it [pot] were legal,” says Steves. He says nearly everyone who wants to smoke does. “I’m not pro-drugs. Drugs are bad. It’s smart drug policy. We’ve got to minimize harm.”

And how has this very vocal stance affected Steves’ business? Not at all, he says. Then, he pauses and reflects: “Actually, I did just have someone boycott our tours. All I can think, when someone says, ‘We’re never going to take your tours again,’ is that Europe will be more fun without them.”

Homelessness is another social issue Steves tackles when he’s not taking on Europe. Every year the budget-travel guru loses the taxable interest on a \$1.5 million, 25-unit apartment complex in Lynnwood that he purchased in 2005 and turned over to the YWCA to provide transitional housing to homeless women and their children. In return, Steves goes to bed each night knowing that 25 women who have hit hard times have a good roof over their heads.

Not only does the avowed capitalist think it’s a good thing to do with his money, he knows what it’s like to need an affordable room. It’s what he spends 120 nights each year scouring Europe for.

“Letting a few people move out of their cars and into someplace stable isn’t going to undercut capitalism, it’s good for capitalism,” says Steves. “I’ve learned, even if you’re motivated only by greed, if you know what’s good for you, you don’t want to be filthy rich in a desperately poor world.”

Social reform as a way of life: a belief foreign to Steves before world travel. That’s why he’s teaching other people to travel.

“I used to think you can travel because the cheese is good. But no, you can travel also because you can broaden your perspective and bring it home, and the rest of the world can be your friend.”

“As a thoughtful traveler you can bring home the ultimate souvenir ... a broader perspective.”



PHOTOS COURTESY RICK STEVES

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# Research on the Half Shell



Today, half of the West Coast's oyster supply and roughly one in 10 oysters harvested in the U.S. comes from Willapa Bay, though it wasn't always that way. While as early as 1849 the Chinook and Chehalis tribes were trading oysters to explorers, and in 1851 oysters from Shoalwater Bay—now Willapa Bay—were being shipped to San Francisco, by the 1880s overharvesting and competition from the East Coast had the industry in decline.

Washington's shellfish industry got a boost in the 1920s, though, when UW alumnus Trevor Kincaid, first chairman of the UW's Department of Zoology, took charge of the state-run shellfish lab in Willapa Bay. With Kincaid's help the state's oyster growers produced record harvests, reaching an all-time peak of 1,131,000 gallons of oyster meats in 1941.

Now, ensuring the bay will remain productive, without compromising its overall health, has become the mission of Jennifer Ruesink, '96, an associate professor with UW Department of Biology. Over the past 10 years she has helped Willapa's shellfish farmers defend their crops from drills—two non-native species of marine snails that bore holes into oyster shells and eat the succulent meat. She has also helped growers understand how to conduct their business without causing harm to eelgrass beds—underwater

meadows that, because they serve as feeding grounds for waterfowl and breeding grounds for invertebrates and fish, are now protected by law.

"Willapa's oysters have been intensively harvested for more than 150 years," Ruesink explains. "Without guidance to shellfish growers from scientific studies like these, the bay's oyster resource would've crashed decades ago."

In recent years, a new threat to the bay's productivity has emerged. Many shellfish growers depend on the oysters' natural reproduction to restock their farms, but for the past six years, such recruitment has failed to reach commercially viable levels. With funding from Washington Sea Grant, Ruesink and her husband, UW Biology research scientist Alan Trimble, '01, are currently pursuing the underlying causes of this serious shortfall, which may be related to global climate change. As they conduct their research—collecting water samples and analyzing them in the lab—Ruesink and Trimble provide growers with weekly updates about the density and location of oyster larvae, along with a suite of critical water conditions, including acidity, which can reduce a larval oyster's ability to construct its shell. Armed with this information, the growers can develop strategies for raising the larvae, despite seasonally hostile conditions.



PHOTO BY ALAN TRIMBLE

Jennifer Ruesink conducts research in a Willapa Bay oyster bed.

Over the past decade, Ruesink, like Trevor Kincaid, has become a familiar figure to Willapa Bay's shellfish farmers, who frequently drop by her Ocean Park lab to share their first-hand knowledge of the bay's nuances. In return, they learn about what Ruesink calls "working with nature," to keep Willapa's waters—and the oysters that thrive in them—as pristine and productive as possible. —David Gordon

## Dine & Dash



### Spam Sushi Before Class Anyone?

Stop by Motosurf, one of four food carts now parked in Red Square, and that—along with Kahlua pork sliders—is exactly what you'll get. When the Hub closed for renovation this year, Housing and Food Services cooked up a new means of feeding the masses: food carts. From 10:30 to 3:30 every day, four mobile units park in Red Square and serve up everything from barbecue to tacos, hot dogs to Pacific-island street food.

## UW Named One of World's Best Public Universities

**THIS FALL**, rankings from *The Times of London* and *U.S. News & World Report* placed the UW in good standing among the world's best universities.

*The Times* ranked the UW as the 23rd-best school in the world and fourth among North American public universities based on teaching, research, citations, industry income and international diversity among faculty and students. *The U.S. News & World Report* ranked the UW School of Medicine No. 1 for primary care for the 17th year in a row, No. 6 for research and No. 1 on its specialty lists for both family medicine and rural medicine.



PHOTOS BY MATT HAGEN

Light abounds in the new Paccar Hall.

## Paccar Hall Opens for Business

Class is in session at Paccar Hall, the newest addition to the Foster School of Business. The privately funded \$95 million, 135,000-square-foot building, which opened Sept. 13, provides business students with 28 small meeting rooms, variable classroom sizes, one 250-seat auditorium and a café.

Seattle's LMN Architects, designers of the Seattle Public Library on Fourth Avenue, designed Paccar Hall to suit the business school's focus on leadership, strategic thinking and collaboration. For instance, team rooms, which provide dedicated space for students to work in small groups, have been incorporated throughout the building. And, according to Roland E. (Pete) Dukes, accounting professor and project manager of New Foster Facilities, such rooms are already in high demand.

"There is no question that the building is promoting interactions and collaboration," said Dukes. "Students interact with each other, and even faculty on an informal basis far more than they did in our previous homes, Balmer and Mackenzie Halls." —*Janelle Kohnert, '11*





## TRAVELERS TO MEET GORBACHEV AND WALESA

Every year the UWAA offers tours to amazing world destinations—the Holy Land, the rivers of West Africa, Vietnam—but next June, travelers cruising the Baltic Sea on the Changing Tides of History tour will also have an unprecedented opportunity to meet world leaders and Nobel Peace Prize Laureates Mikhail Gorbachev and Lech Walesa.

During a private reception in St. Petersburg, Russia, Gorbachev, former president of the Soviet Union, will talk about the Soviet Union's evolution into modern Russia and answer questions. Later, after touring Poland's Gdansk Shipyard—once the Lenin Shipyard and birthplace of the Solidarity trade union—travelers will meet former President of Poland Lech Walesa, who will discuss the Solidarity movement and his perspective on post-revolution Poland.

Changing Tides of History is just one of 35 trips sponsored by the UWAA in 2011. Each year, between 500 and 850 UW alumni and friends roam the world on the tours.

## Purple and Gold Earns High Green Grade

The UW has been awarded an A- this year on the Sustainable Endowments Institute's annual college sustainability report card. While the UW scored straight A's in nine categories including food and recycling, green building and transportation, it fell short in student involvement and shareholder engagement, where it earned B and D grades, respectively.

The Sustainable Endowments Institute has been grading hundreds of North American colleges and universities for the past four years on their sustainability practices. Since 2008, the UW has consistently received an A-. Of the 322 schools surveyed this year, only seven scored a perfect A. —Janelle Kohnert



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## UW pledges \$5 million to House of Knowledge

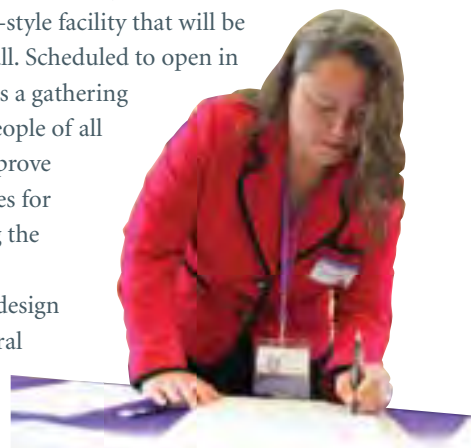
UNIVERSITY OF WASHINGTON INTERIM PRESIDENT Phyllis M. Wise has pledged \$5 million in matching gift funds toward the \$10.6 million needed to build the House of Knowledge if \$5 million can be raised by the end of 2011.

The House of Knowledge is a longhouse-style facility that will be built in parking lot N6 near McMahon Hall. Scheduled to open in 2014, the House of Knowledge will serve as a gathering place for Native American students and people of all cultures. It is expected to help the UW improve recruitment, retention and graduation rates for Native American students, while honoring the region's tribes.

The House of Knowledge planning and design has been precedent-setting, with the integral involvement of tribes, elders, students and the community.

The state provided \$300,000 in pre-design funding, and the Confederated Tribes and Bands of The Yakama Nation will donate lumber worth an estimated \$91,000.

For more information, go to  
[www.washington.edu/diversity/hok](http://www.washington.edu/diversity/hok).



Fawn Sharp, '95, president of the Quinault Indian Nation, signs the Memorandum of Understanding that formalizes the relationship between the University of Washington and 17 Native tribes in the Pacific Northwest. Photo by Anil Kapahi.



## Women's Center Celebrates Suffrage Centennial

**THIS YEAR**, the UW Women's Center is celebrating the 100th anniversary of women's suffrage in Washington state.

A century ago, Seattle suffragettes met regularly at UW in what was then called the Women's Building, now the Women's Center, to fight for the right to vote. At the time, the building was the only gathering place built exclusively for women in the state of Washington, according to Women's Center Executive Director Sutapa Basu. The suffragettes' efforts paid off in 1910 when Washington became the fifth state to grant women the right to vote.

A fundraising celebration titled "Women Unbound: Celebrate the Legacy" was held on Nov. 6 to honor 100 Washington state women who were pioneers in their industry. Among the women honored were KING 5's Jean Enersen, the first female news anchor in the Pacific Northwest, and Gov. Christine Gregoire, Washington state's first woman attorney general and second female governor.

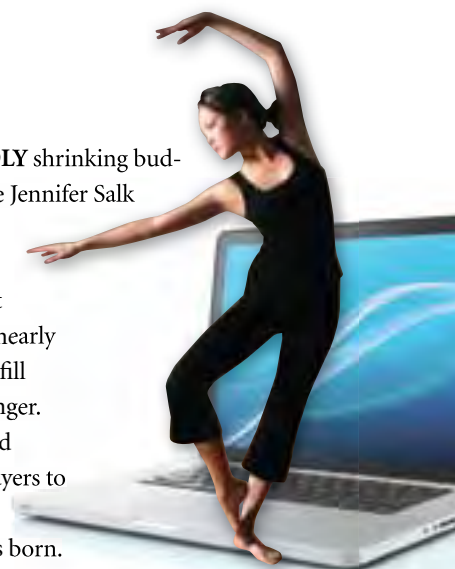
## Dance Class Goes Online

**LAST YEAR**, EYEING A RAPIDLY shrinking budget, Associate Professor of Dance Jennifer Salk had an idea: Why not put dance classes online? In the face of 20 percent budget cuts, a five-credit 100-level dance course—which nearly 500 students took last year to fulfill VLPA requirements—was in danger. Cutting the course entirely would affect everyone from football players to pre-med majors.

Thus an online dance class was born.

This year "Understanding Dance," which teaches students how to look at, talk about and write about dance, went from a five-day studio and lecture class to the web. Students download lectures and course materials via the Internet, attend dance classes in the community, converse in online forums and upload dance projects they perform on their own for evaluation via YouTube.

"At first, we wondered how we would transfer something visual online," says Salk. In the end, she and colleagues have seen tangible results. After just one offline dance class the students lit up the online forums. "Oh, now I'm getting it," one wrote to the others.



## New Programming for UWTV

**This fall's TV season** got a whole lot smarter with the debut of new programming from UWTV, the University of Washington's TV network.

The season's new shows include *Media Space*, a monthly series hosted by Hanson Hosein, director of the Master of Communication in Digital Media, that focuses on technology, community and other pressing issues of the digital age; *UW 360*, a news magazine that profiles the UW's people and programs, such as Chris Curtis, '73, who created Seattle's farmers market movement; and *Fostering Leadership*, a series that explores topics of innovation and strategic thinking, from the Foster School of Business. The new season also features series including *Roadtrip Nation*; *The Daily's Double Shot*, a look at UW news from student staff at The Daily; and *Husky Classics*, which relives some of the most exciting moments in Husky history.

UWTV is available across Washington on Comcast Channel 27, and at [uwtv.org](http://uwtv.org). —Paul Clarke



## SOUNDBITE

“It’s unreal.”

—TIM LINCECUM, former Husky pitcher who won two games to help the San Francisco Giants win the 2010 World Series.

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How do you expect the UW will be affected by decreased levels of state funding? What should it protect?

Go to [UWalum.com/survey](http://UWalum.com/survey) and give us your answer.

## Noteworthy

**One committee and** four individuals were honored at the Oct. 16 MAP Bridging the Gap Breakfast. The Samuel E. Kelly Award went to the 25 members of the House of Knowledge Advisory Committee. Distinguished Alumnus Awards were presented to Richard A. Jones, '75, a U.S. District Court judge; Patricia E. Loera, '93, senior program officer for education with the Bill & Melinda Gates Foundation; and Cynthia Kan Rekdal, '62, '77, '82, '89, founder of the Washington State Association of Multicultural Educators. Jai-Anana Elliott, associate director of diversity and recruitment at the UW Michael G. Foster School of Business, received the 2010 Diversity Award for Community Building.

**The 2010 Washington teacher of the year** is Jay Maebori, '94, it was announced in September. A teacher at Kentwood High School in Kent, he is now up for the National Teacher of the Year Award.

**The University of Washington** was honored with a 2010 Green Washington Award by *Seattle Business* magazine for its efforts to achieve carbon neutrality.

## PEOPLE IN THE NEWS

**Lawrence Corey** was named president and director of the Fred Hutchinson Cancer Research Center, effective Jan. 1. He replaces Nobel Prize Laureate Lee Hartwell, who is retiring. Corey is principal investigator of the Hutchinson Center-based HIV Vaccine Trials Network and an infectious disease physician at the Seattle Cancer Care Alliance.

**Suzanna Darcy-Hennemann, '81**, Boeing's first female production test pilot, is the recipient of a 2010 Pathfinder Award from the Museum of Flight. She started with Boeing as a tech aide in 1974 and later earned captain status on the Boeing 737, 747, 757, 767 and 777 jetliners. She was Boeing's first woman test pilot, the first to captain a 747-400 and chief pilot for the 777 program. Currently, she is chief pilot for Training & Flight Services.

**Lynn Borland, '66**, published a book on one of the Huskies' most legendary football coaches. *Gilmour Dobie: Pursuit of Per-*



*fection* was three years in the making. It's an in-depth look at the Huskies coach from 1908-1916, who had a record of 58-0-3.

**N. Lynn Palmanteer-Holder**, a doctoral student in the University of Washington School of Social Work and longtime UW employee, has been named executive director of the Confederated Tribes of the Colville Reservation.



**Mary-Claire King**, professor of genome sciences and medicine at the UW School of Medicine, received the Distinguished Scientist Award from the Association of American Cancer Institutes and the Global Award of Distinction from Susan G. Komen for the Cure. King is perhaps best known for identifying the gene BRCA1, proving that breast cancer is inherited in families, and where the gene is located.

**Tom Stritikus**, UW professor of education, has been named dean of the College of Education. He has taught at the UW since 2000 and had been associate dean of academic programs.

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# After the Whistle: LIFE AT THE TOP

For once, opponents of the University of Washington's women's softball and men's golf teams are actually looking forward to facing the Huskies.

That wasn't always the case. But both Husky teams enter the 2010-2011 season having lost national players of the year to graduation: golf's Nick Taylor, '10, and women's softball pitcher Danielle Lawrie, '10.

Lawrie, the only two-time national player of the year in Husky sports history, led the UW to the 2009 national championship and two other College World Series appearances. Taylor, winner of the 2010 Ben Hogan Award as the best college golfer, led the Huskies to consecutive Pac-10 titles.

"If you are on the outside, you envy a team that has a national player of the

year," says Heather Tarr, '98, the Huskies softball coach. "This year, without Danielle, you can bet teams are looking forward to playing us."

Matt Thurmond, men's golf coach, says his team is adjusting to playing without Taylor. "We've been spoiled because we have always had an elite player," he says. Nick took even that to another level.

"We never had to worry because we knew he would come with a great score. His presence also transformed our program because it brought us great publicity. And he was a great role model and leader for the rest of his teammates."

Both teams are counting on youth this season. Tarr expects an ace to emerge from freshman pitchers Kaitlin Inglesby, Whitney Jones and Bryana Walker, while



TOP: Golfer Nick Taylor. BOTTOM: Pitcher Danielle Lawrie.

Thurmond's team is led by Chris Williams, last season's national freshman of the year.

Looks like it may not be long before Husky softball and men's golf are back on top once again. —Jon Marmor

## NEWS FROM THE DAWGHOUSE



**The 2005 national championship** women's volleyball team heads the list of 2010 Husky Hall of Fame inductees. The 2005 volleyball national champion team went 32-1 and won the Pac-10 with a 17-1 record.

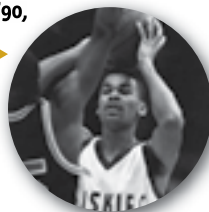
Three players earned national honors: Courtney Thompson was the Honda Award winner and CVU.com's National Setter of the Year; Sanja Tomasevic was named National Player of the Year by Asics and CVU.com; and Candace Lee was named Asics National Defensive Player of the Year. Tomasevic was also named the Pac-10 Player of the Year, and Jim McLaughlin was named Pac-10 Coach of the Year. The 2005 team also placed four players on the All-Pac-10 first team (Alesha Deesing, Christal Morrison, Lee and Tomasevic) and two players on the All-Pac-10 All-Academic first team (Lee and Thompson).

Other athletes inducted into the Husky Hall of Fame in September include:

- **Tina Frimpong**, who played women's soccer at the UW from 2001-2004 and was a two-time Pac-10 Player of the Year
- **Kristina Kraszewski, '01**, a three-time All-American women's tennis player who played at the UW from 1997-2001

• **Benji Olson**, an offensive lineman who was the Huskies' only two-time first-team Associated Press All-American. He played for the Huskies from 1995-1997

• **Eldridge Recasner, '90**, a three-time All-Pac-10 basketball guard who played eight years in the NBA. He played for the Huskies from 1987-1990



• **Jennifer Spediacci, '01**, an All-American pitcher who led the UW to four consecutive College Softball World Series berths from 1997-2000

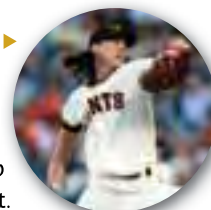
**The UW football team** is second among Pac-10 schools in the latest Graduation Success Rate report released in October by the NCAA. Based on players who started school in 2003, the UW football team had an 82 percent success rate. Stanford was first at 86 percent. The national average is 69 percent.

**Led by three golfers** who placed in the top 20, the UW women's golf team tied for fourth place at the Las Vegas Collegiate Showdown in Nevada in October. Meanwhile, the men's golf team finished

11th at the U.S. Collegiate Championship in October in Georgia.

**The UW Board of Regents** has approved a \$3.5 million budget for the construction of a new team facility for Husky Ballpark, the first phase in a two-phase renovation plan for the baseball complex.

**Tim Lincecum**, the former Huskies pitching star, was named one of the Top 100 San Francisco Giants Players of All Time, according to the website bleacherreport.com. Lincecum, the Giants' first-round draft pick in 2006, is a three-time All-Star who has won two Cy Young awards.



**The UW women's soccer team** pulled one of the biggest upsets in school history by defeating No. 2 Portland 10-9 in penalty kicks to advance to the Round of 16 of the NCAA women's soccer tournament on Nov. 14. It is the third time the Huskies have advanced to the Round of 16.

**The UW won** the men's eights race in near-record time on the second day of the Head of the Charles Regatta in Cambridge, Mass., on Oct. 24. The Huskies' winning time of 14:00.40 was just a second off the course record of 13:58.99.



*By Michelle Martin Photos by Sonja Watson*

## EDUCATION ON THE ELWHA



Brian Westlund, Olympic Park Institute educator, elicits observations from Stevens Middle School seventh-grade students who, as part of the experimental group, will develop video projects depicting the story of the Elwha River and the upcoming removal of its two dams.

**A SEVENTH GRADER SPOTS** the perfect specimen. It's woody debris and it's large—so large that it takes nearly 20 middle school-size hands to haul the log from the bank of the lake to the edge of the Elwha Dam. They gleefully heft it over the fence and watch it plunge 108 feet into the whitewater.

The feeling of victory is palpable as the log, prevented from creating salmon habitat for possibly a century, floats away. One student records the incident on a pocket camcorder, then plays the footage for others.

Is this acceptable behavior?

Absolutely. And it's the kind of scene that makes Kieran O'Mahony suspect he's on the right track. O'Mahony, of the UW College of Education's Learning in Informal and Formal Environments (LIFE) Center, provided the camcorder as part of his

research into focusing teaching more on understanding than on just information alone.

"They're doing the work that the river would have done had the dam not been in the way," O'Mahony says, adding that the kids' enthusiasm to share the video demonstrates a high level of engagement—a key ingredient to learning deeply.

The National Science Foundation awarded O'Mahony and UW Professor John Bransford a one-year RAPID (Rapid Response Research) grant. The pair is using the \$200,000 to study teaching methods regarding the Elwha River and the upcoming removal of its two dams.

Half of the more than 300 participating middle-school students from nearby Port Angeles are doing traditional science projects with PowerPoint presentations. The other half will create five-





The Elwha Dam, which is the first major obstacle that adult salmon encounter on their upstream migration, has blocked access to more than 70 miles of prime habitat for nearly a century.

minute videos that tell the story of the watershed's past, present and future, including the swamping of local tribal land, the blocking of more than 70 miles of superb habitat from five salmon species, and the biggest dam-removal project in U.S. history.

O'Mahony expects that the students who develop a video story with a beginning, middle and end will emerge with a deeper understanding of the science and the history of the area. However, both groups benefit from hands-on data collection, exposure to new career possibilities and mentorship from UW Honors students.

Upriver, at a spot between the two dams, girls turn over slick river rocks and use a paintbrush to gently nudge the "creepy-crawlies" into an ice-cube tray. With the help of Brian Westlund—of the Olympic Park Institute, whose assistance O'Mahony has enlisted—they identify and record their findings, connecting micro-invertebrates to the health of the ecosystem.

This lush, moss-covered valley is an excellent place to learn about local species and about why data collected now will help to understand the impacts of dam removal later. But the outdoor experience alone is not enough to convey the big picture, says O'Mahony; it needs to be mediated, or interpreted, by educators.

O'Mahony hopes to discover how best to facilitate conceptual changes, those flashes of understanding when a misinformed or incomplete idea suddenly becomes clear and complete. One of the project's goals is to get students to make observations, ask questions and not to worry about being right or wrong, O'Mahony says. "They learn how they like to learn, which is preparation for future learning."

Later in the day, at the mouth of the river, a girl runs over to O'Mahony and shows him a photo she's just taken of sparkling water droplets bouncing off a smooth rock. He smiles as she runs off.

"A child is not an empty brain to be filled," he says, "but a fire to be kindled."

## THE BIG UNKNOWN: THE SEDIMENT EFFECT

BY 1913, the Elwha Dam had blocked salmon passage beyond the first five miles of the Olympic Peninsula's Elwha River. This dam and another one, 13 miles from the mouth, are scheduled to start coming down next year—the biggest dam removal project ever in the United States. No one knows how the approximately 17 million cubic yards of sediment behind the dams will affect the area's ecology once released. Gathering baseline data now will enable managers to judge the project's success later.

Here is a sampling of the projects:

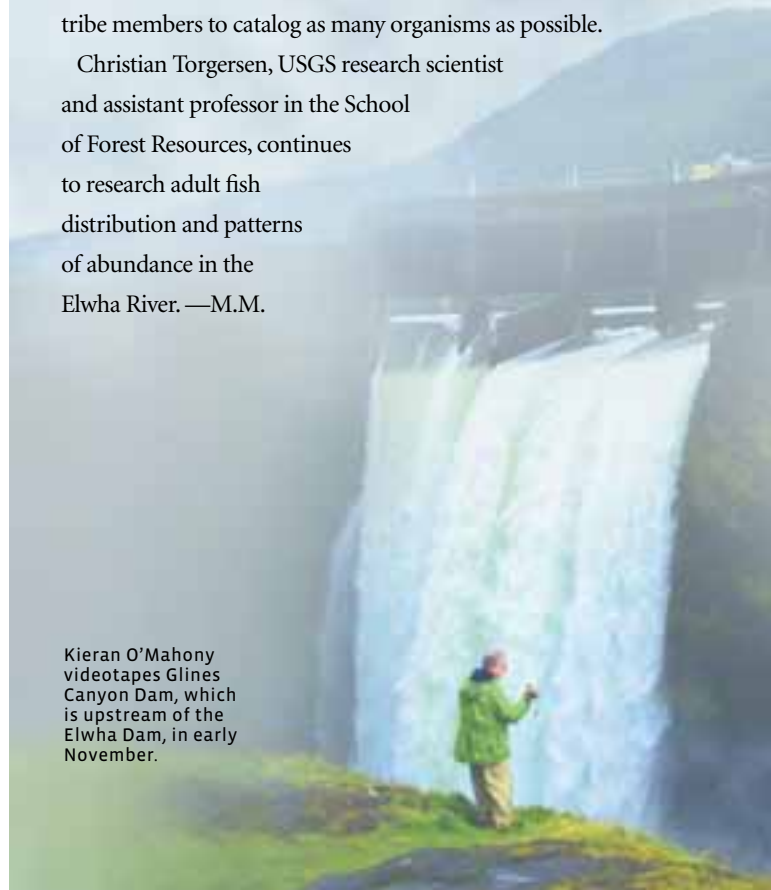
Joseph Cook, assistant professor of public affairs, supervised two graduate students on projects focused on dam removal—Ian Carins, '10, on legal issues, and Elliot Levin, '10, on economic issues.

Oceanography Professor Charles Nittrouer and Associate Professor Andrea Ogston are studying the Elwha River delta's nearshore environment to determine the ecological effects of dam removal, in a project funded by Washington Sea Grant.

Ted Pietsch, professor in the School of Aquatic & Fishery Sciences and curator of fishes at the Burke Museum of Natural History and Culture, was principal investigator of the Elwha River Valley Biodiversity Project ([www.elwhabiodiversity.org](http://www.elwhabiodiversity.org)), which utilized the help of UW staff, students, schoolchildren, community members and local tribe members to catalog as many organisms as possible.

Christian Torgersen, USGS research scientist and assistant professor in the School of Forest Resources, continues to research adult fish distribution and patterns of abundance in the Elwha River. —M.M.

Kieran O'Mahony videotapes Glines Canyon Dam, which is upstream of the Elwha Dam, in early November.



## MENTAL ILLNESS AND THE NEWS

**TO JENNIFER STUBER**, the stigma associated with mental illness is black and white: that is, it's right there in the newspaper.

Recently, the assistant professor in the UW School of Social Work led a study of mental health coverage in eight Washington newspapers over a 10-year period. "Often the primary news story that you read is a person with mental illness doing something violent to someone else," she says. In fact, half the stories that she studied fit that pattern.

But most people with mental illness aren't violent, and people with mental illness are much more likely to be victims of violent crime than to commit them. She says, "I believe that mental illness has become a convenient scapegoat for how we explain violent crime."

To correct this imbalance, Stuber launched the Washington State Coalition for Mental Health Reporting, which now includes 250 people with mental illness, family members, and mental health advocates. The group monitors news coverage, developed a list of best practices for reporters covering the mental health beat, and helps connect journalists with mental health experts throughout Washington. Last year, the coalition also held workshops for journalists and advocates in seven communities around the state.

"I think it's making a real difference in the kind of coverage we see," says David Domke, chair of the UW Department of Communication. That is, journalists are beginning to question narratives that link mental illness with violence, and they're writing more positive stories about treatment and recovery.

For example, in April, Scott Hewitt of the Vancouver *Columbian* penned a story about a formerly homeless woman with mental illness who, with treatment, was able to become an advocate helping others with mental illness. The piece won the coalition's first annual Washington State Mental Health Reporting Journalism Award.

Now, Stuber is collaborating with Domke and other UW communications faculty on a proposal to expand the program nationally. They want to conduct additional research, analyzing not just news content but also journalists' attitudes toward mental illness, and how media stories shape public opinion on the topic. They also envision a national website to be called Mental Health Connect, to serve as an information hub for journalists and a place for discussion with the mental health community. Today, Washington; tomorrow, the world. —Sarah DeWeerd





## PENGUIN PAD

**SOME PEOPLE BUILD** birdhouses. Others, like University of Washington conservation biologist Dee Boersma, build penguins condos.

Boersma and her team spent the last three weeks of September in the Galápagos Islands, building 120 nests for the endangered Galápagos penguins.

"I've studied penguins off and on for the last 40 years and have been turning in my mind how we could increase their population," she says.

"The change in climate and the more frequent El Niños are having a negative effect on their reproductive success. But right now, we're having a cold-water event, so there's plenty of food for penguins. It's a perfect time for them to breed."

The only problem? No shaded nests where they can lay their eggs and keep them safe from predators such as dogs, cats and rats. So Boersma and her team built nests along the volcanic shorelines of Fernandina, Bartolome and the tiny islets off Isabela.

What's it like creating a penguin housing development?

"Any time you get to go to the Galápagos, it's fun," she says. "But carrying around big pieces of lava is hard. You're walking over terrain that's difficult to walk over, pounding holes in lava to make tunnels so the penguins can breed in there. It's a construction project; it's hard work."

Even so, Boersma says she can hardly wait to go back to the Galapagos to see if her penguins have settled into their new homes.

"I think they'll find them and use them," she says. "But I won't know until February." —*Diane Mapes*



Professor Dee Boersma is behind the effort to build nests with the lava of the Galápagos Islands in order to increase the population of the endangered Galápagos penguin species. Photo courtesy Dee Boersma.



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IDEAS GENERATED WITHIN THE ACADEMY ARE CREATING REAL-WORLD REVENUE

BY ERIC LUCAS

Oren Etzioni was frustrated.

"You know how it used to be you'd buy an airline ticket at \$400, then two days later it would drop to \$300? Or you'd see a ticket at \$400 and decide to wait a couple days—and it would go up to \$500? It was crazy," Etzioni recalls.

It still is, actually; the airfare market is as inscrutable as ever, subject to the oscillations of an arcane business math known as yield management. But Etzioni, a University of Washington computer sciences professor who understands arcane mathematical systems, decided to do something about the situation. After investigating the innumerable factors that affect airfares, he devised a research project attempting to predict what airline ticket prices would do over time, and demonstrated it was possible. Not infallible, but accurate a large portion of the time.

"Lots of people said it couldn't be done, but we did it. I published a paper on the topic and got a lot of attention, and that's when I realized I'd struck quite a nerve with the traveling public," Etzioni recalls. "Everybody had the same complaint."

Welcome the axiom that every problem is also an opportunity. Etzioni's research was the genesis of Seattle company Farecast, which blazed onto the scene in 2003, garnered a huge amount of national attention, operated independently for a few years, and then was bought by Microsoft in 2008 for \$115 million. Now it's one of the centerpieces of the Redmond software giant's new Bing Travel website, Etzioni is back to full-time life as a computer prof at UW, and Farecast has joined the long pantheon of successful businesses born and bred on the shores of the Montlake Cut.

With the largest federal research budget in the United States—more than \$1.4 billion a year—and thousands of professors, staff members and researchers devoted to exploring a multitude of topics, it's no surprise that interesting ideas crop up on a daily basis at the University of Washington. One cannot turn every new discovery or concept into a business, but UW technology-transfer com-

From his Fremont shop, Ben Verellen, '08, is working on commercial production of his Verellen Amps. Photo by John Keatley

mmercialization officials count more than 100 startups attributable to University research. These range from huge and well-known companies to obscure, modest enterprises to virtually unknown technologies that have been licensed for use around the world.

Biotech is a particular area of strength. Research at UW led to the creation of Immunex Corporation, whose drug Enbrel was one of the first bio-engineered drugs and found a global market alleviating rheumatoid arthritis and psoriasis. Immunex was acquired by biopharmaceutical giant Amgen in 2003, but the company lives on in Seattle in the form of the vast Amgen research campus on the north Elliott Bay waterfront.

Virtually unknown to the public, but critical to much of modern medicine, is an even bigger UW biotech discovery, genome sciences professor Benjamin Hall's creation of a yeast that is crucial to production of many modern vaccines. This process has been licensed to numerous pharmaceutical companies around the world and typifies a lesser-known aspect of research commercialization: technology licensing. In 2009, the UW's Center for Commercialization (C4C)—formerly the Office of Technology Transfer—entered into 220 commercialization license agreements that utilize UW technology. And they find that the recession has made academic research even more desirable to for-profit businesses.

"A university is where the greatest technical expertise is found," says Linden Rhoads, '02, vice provost of C4C, herself a former technology entrepreneur. "And most of the ideas that come from the U have already had millions of dollars of research funding invested in them. This is something the private sector can't and wouldn't do, plowing money into years of research. So now we have a capital climate that favors excellence."

Furthermore, now the University climate favors startup entrepreneurship over the old emphasis on simply licensing technologies to existing companies. Rhoads says the UW has been eminently willing to adapt its policies to stimulate innovation; for instance, by relaxing arcane restrictions on conflict of interest that used to hinder

**INNOVATION. IT'S THE WASHINGTON WAY.**

academic involvement in business enterprise.

Today C4C focuses largely on helping University innovators create startup companies. Rhoads says it's not only fun for C4C's clients, and beneficial to the University, it helps draw and retain good faculty members to Seattle. The agency has a staff of about 50, manages more than 2,200 patents and helped UW innovators earn \$12 million in 2009 for the licensing of their work. That year they also added \$20 million in revenue to the University's Royalty Re-

to trellises so they can climb—and he turned that into a new shape-memory alloy with a magnetic gradient. Its initial customer is the Pentagon, but it may find application in everything from aviation to artificial limbs. “When I tell people I took my inspiration from cucumbers, they love it,” Taya says.

“It's exciting to create something from nothing. And academics like to see their ideas and discoveries turn into tangible enterprises that help make the world better,” Rhoads observes.

So do community entrepreneurs. After helping turn a UW idea into Sonicare, one of the most successful dental care innovations ever, Seattle engineer Steve Meginniss was looking around for something else to do. So he literally headed over to the School of Engineering seeking ideas, and encountered four nascent mobility-improvement projects that intrigued him. After a long process of market research, grant-seeking, design and redesign and gathering of investment capital, the end result is a Queen Anne company called Magic Wheels. Its remarkable product is geared wheelchair wheels that enable users to climb hills much more easily.

“At one point in the long (almost 10 years) process, reviewers at the National Institutes of Health told me such a chair wasn't possible. It can't be done. Well, that really gets me going,” says Meginniss, a voluble sort who believes the key to the chair's viability is not only the geared wheel, which in effect downshifts the chair while going uphill, but a catch that keeps it from rolling back in between the user's wheel-turns.

So far, more than 400 pairs of wheels have been sold, and in January of last year wheelchair athlete Erica Davis used Magic Wheels to become the first female paraplegic to reach the summit of Mount Kilimanjaro.

“Magic, yes?” says Meginniss.

Most entrepreneurs would say the real magic in turning research into revenue lies in shepherding an idea through the various stages from initial concept to actual business. Research funding helps answer the initial question, such as Etzioni's desire to know whether airfares could be mathematically predicted. Then, so-called “angel capital”

helps startups move from the kitchen table to the small-shop phase; venture capital kicks in when production, marketing and distribution must be engineered. For University-based entrepreneurs there's a gap in this path known as the “valley of death,” in which many promising ideas fail to make the leap to commercial success. This is the arena in which C4C has been focusing its efforts lately.

For instance, civil and environmental engineering Professor Mark Benjamin discovered a way to make water filters better and more



Design engineer Cisco Sabin and Magic Wheels founder Steve Meginniss (right) show off a wheel assembly. Photo courtesy Magic Wheels

search Fund, which supports new research. The C4C filed 260 U.S. patent applications in 2009; that year 40 U.S. patents were granted based on applications from previous years. And, not least, C4C helped UW community members produce real business rather than just papers, and boosted their ability to let their minds wander the paths of intellectual exploration almost anywhere.

Engineering professor Minoru Taya, for example, years ago found himself musing over the way cucumber vines attach their tendrils



efficient by utilizing aluminum oxide particles. While the technology is still in the lab, success could be fundamental for global health. C4C provided a Gap Fund award in 2008 that helped Benjamin continue proof-of-concept work essential to demonstrating the technology's viability in the field; commercial application is still down the road but nearer as a result. And given that clean drinking water is a desperate need for hundreds of millions of people around the world, an effective filtering technology could be both a commercial and a humanitarian boon.

Meanwhile, other UW researchers are working on technologies minimizing the amount of plastic needed to make insulated cups; improving diagnosis and treatment of atrial fibrillation; refining gene-specific cancer drugs; extending the life of touch-screens; helping airplanes save fuel by following more efficient navigation routes; and providing better diagnostic images of the arterial plaque that can cause strokes.

In one example of how appealing entrepreneurship can be, electrical engineering Professor Shwetak Patel's energy-monitoring systems firm, called Zensi, was sold to network equipment-maker Belkin last April. Patel is also currently commercializing other research around ultra-long-life sensor batteries—which are so low-power they could run for up to 50 years.

Not every UW-born business is built on new technology. Former engineering student Ben Verellen, '08, in fact, turned back the clock when he posed a question to one of his electrical engineering professors while at the U: How do you design and build vacuum-tube amplifiers?

But wait—aren't we in the digital era? Why would anyone want to go back to the technologies Jimi Hendrix used 40 years ago?

"Tube amps just sound better," explains Verellen, who is a musician himself. (Verellen is guitarist and singer for the band Helms Alee.) "There's more character to the sound. And if you're looking for distortion and feedback, transistors just don't do the trick at all."

Verellen convinced engineering professor Brian Otis, '99, to sponsor a project in which he created circuit designs for a simple tube amplifier. After that he studied various production and design techniques, and three years later, he is the founder and presi-

dent of Verellen Amplifiers, a small, Fremont-based custom-amplifier maker that has sold more than 200 amps. The basic model, "Meatsmoke," looks like what you'd see if you opened the back of a 1960s-era television.

While an amplifier may seem like a straightforward artifact to the layperson, Verellen says design parameters are practically infinite.

"You can change this or that, or the other thing, and every single design item has a sonic consequence," he explains.

Verellen's are custom amps used primarily by underground punk rock bands, though one is owned by a member of the Foo Fighters, a high-profile Seattle band whose genesis traces back to Nirvana. Verellen is moving from custom work to a production model he hopes will take his company to the next level of business viability.

Rhoads is quick to point out that, aside from helping UW researchers achieve the thrill of entrepreneurship, bringing in revenue and helping make human life better, UW-born startups create jobs and boost the economy in Washington state. Verellen employs one production assembler for his amps; Magic Wheels has a staff of 12; dozens of researchers work on the next new drug at the Amgen labs downtown. While Microsoft remains the birthplace-hub of the greatest number of technology startups in the state, the UW is second, and that count doesn't include biotech. All those companies are drawing in venture capital (which often comes from out of state) and employing local residents who may or may not include their creators.

Etzioni, for one, no longer has any association with Farecast. But he certainly is proud to be known as the initiator of the company. "I tell people, that's my baby, every chance I get." He's currently involved in several other projects not yet ready for public visibility, and is above all gratified that his position at the UW enabled him to answer such an arcane question as whether airfares can be predicted.

"The obligation of venture capitalists is to make money. My professional obligation is to satisfy my curiosity.

"Curiosity-driven research—it's a wonderful thing." ■

—When not covering campus for Columns, freelance travel and business writer Eric Lucas can be found on tour of the world.

## FROM RESEARCH TO REVENUE

**ACCORDING TO THE CENTER for Commercialization, more than 250 companies have been started by UW students and faculty or have launched using UW technology. Here are a few:**

**In 2003, doctoral student Aaron Feaver co-founded EnerG2, a company that develops materials such as carbon monoliths and nanocomposites for the purposes of storing gases such as hydrogen and methane, and for goals such as the more efficient operation of solar cells.**

**In 2002, Seattle Sensor Systems stepped up to plug a gap in national security by introducing the first portable biosensor for chemicals, toxins and biological warfare agents. Technology for the systems came out of the UW's Surface Plasmon Resonance laboratory, and the company's founders include UW professors and researchers, notably the primary scientific adviser, Clement Furlong, a research professor of genome sciences and of medicine.**

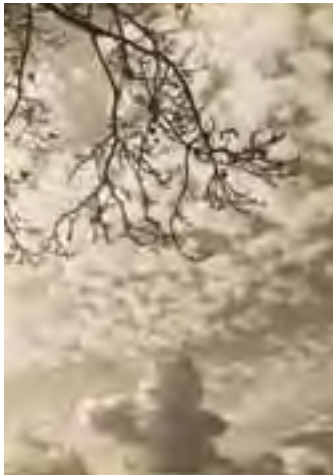
**Greg Branch and Krishna Nadella—then Ph.D. candidates in materials science—founded MicroGreen Polymers in 2002. The company's mission is to develop and commercialize environmentally sound plastics technologies that are economically attractive to the plastics industry. In May, MicroGreen announced it had raised \$6.9 million in funding to expand commercial production capabilities.**

**For other notable examples, visit [www.uwalum.com/columns/GoToMarket](http://www.uwalum.com/columns/GoToMarket).**

# SPECIAL COLLECTION

New book, exhibition to give us a special look at the Pictorialist works of the Seattle Camera Club

By Jon Marmor



IWAO MATSUSHITA *Autumn Clouds*, n.d.  
Bromide print, 7½ x 9½ in.  
University of Washington Libraries,  
Special Collections, UW17499



DR. KYO KOIKE *Called a Home*, ca. 1925  
Gelatin silver bromide print, 7 x 9¾ in.  
University of Washington Libraries,  
Special Collections, UW29041Z

**AT A LONG-FORGOTTEN** hotel perched on the dividing line between white Seattle and the section where Asian immigrants lived, a group of photographers went about taking pictures and building a sense of community among these artists from the East and West.

That group was the Seattle Camera Club. Formed in 1924, the club was composed mostly of Japanese immigrants (but it did welcome Caucasians, including well-known female American photographers Ella McBride and Virna Haffer).

The Seattle Camera Club only lasted 4½ years. In that time, its members turned out an astonishing display of Pictorialist photography, as had similar clubs in Los Angeles and San Francisco. But there was one difference: While most of the photographs made by California camera clubs were lost, much of

the Seattle Camera Club's works were saved—thanks, in part, to the foresight of the late Robert Monroe, who for 17 years was the director of Special Collections in the University of Washington Libraries.

In February, the Henry Art Gallery, UW Libraries and UW Press are teaming up to bring the beauty of the Seattle Camera Club to the public with the publication of a new book, *Shadows of a Fleeting World: Pictorial Photography and The Seattle Camera Club*, and an exhibition of 100 works of the collection at the Henry Art Gallery.

The book—by David F. Martin, a Seattle art historian and gallery owner, and Nicolette Bromberg, visual materials curator in Special Collections—features the black-and-white and sepia-toned work of Kyo Koike, Iwao Matsushita, Frank Asakichi Kunishige and many other

photographers who helped put Seattle on the national artistic map.

Pictorialism was a photographic movement that started in the late 1880s and peaked in the early 1900s. It emphasized beauty of subject matter, tonality and composition rather than the documentation of reality. In other words, it followed the styles of painting and etching at the time, and the use of soft focus and rough printing papers was common.

“Most of the talk about Pictorialism centers around the East Coast and the work of people like Alfred Stieglitz,” says Martin. “But what most people don’t know is that the West Coast is a gold mine of American photographic history. And we are so lucky to have this work here. The works of the Seattle Camera Club were very famous. And it’s great we have the chance now to show everyone.” ■

—Jon Marmor is editor of Columns

## AT A GLANCE

*Shadows of a Fleeting World: Pictorial Photography and the Seattle Camera Club*

## EXHIBITION

Henry Art Gallery

February 12-May 8, 2011

Curator: Elizabeth Brown, chief curator and director of exhibitions and collections, Henry Art Gallery

## BOOK

Available at University of Washington Press <[www.washington.edu/uwpress](http://www.washington.edu/uwpress)> and other booksellers

This exhibition is presented in partnership between the Henry Art Gallery, the University of Washington Libraries and the University of Washington Press. The exhibition is generously supported by ArtsFund, the Seattle Office of Arts & Cultural Affairs, and the Paul G. Allen Family Foundation.



FRANK ASAKICHI KUNISHIGE *Betti*, ca. 1924  
Gelatin silver bromide print on Textura Tissue, 9½ x 7¾ in.  
Private Collection



Using business, medical and  
engineering smarts, UW alumni  
are solving medical problems in  
Washington and beyond

# TAKING MEDICINE TO THE MASSES

By Nedra Floyd-Pautler



## ADVANCING OUR WORLD. IT'S THE WASHINGTON WAY.



*For most American women*, screening for cervical cancer is as routine as an annual Pap smear. Regular screening is essential because early detection is critical for successful treatment. But for women in poor, rural areas, whether in Washington state or Africa, screening may not be available. That's why every two minutes, a woman in the world dies of cervical cancer.

Devising cervical-cancer screening for women living in remote or destitute areas is just one of the challenges facing University of Washington alumni who specialize in the development of drugs and medical technology to diagnose and treat conditions ranging from cancer to meningitis.

For decades, alumni and other scientists connected to the UW—with their expertise in medicine, rural health, business and engineering—have played key roles in turning research ideas into patient-care reality.

Four scientists with ties to the UW who have traversed the often-rocky terrain from concept to clinic share how they have made an impact in the state of Washington—and around the world.

Health-care technology and drug development are significant drivers of the Washington state economy. According to the Washington Biotechnology & Biomedical Association, approximately 67,000 people were employed in the state's biopharmaceutical sector in 2006 (the most recent year records are available). Moreover, the industry accounted for more than \$10.5 billion in economic activity—including \$1.6 billion in wages—in Washington state in 2006.

### **The role of niche products**

One of the more successful people at turning ideas into drugs to help mankind is pulmonologist A. Bruce Montgomery, '75, '79. He was responsible for efforts that led to five drugs being approved by the Food and Drug Administration, including the second drug ever approved to treat certain forms of pneumonia in AIDS patients, aerosolized pentamidine.

This year, the FDA approved his new inhaled antibiotic to treat cystic fibrosis, Cayston. As a Seattle-based consultant for Gilead Sciences, Inc., and an expert in bronchiectasis—a chronic condition in which damage to the airways prevents the cleaning of mucus—Montgomery is now entering the marketing phase for Cayston, which treats bronchiectasis, which affects about 100,000 Americans.

Montgomery relishes the puzzles in the process of taking ideas to fruition, such as figuring out the size of holes in the aerosol dispenser's nozzle to make

Anemia is a contributing factor in 40 percent of maternal deaths in India, where Hugh Chang, '05, of PATH is working to build an equity fund that could develop a way to screen pregnant women. Photo by Rajesh Kumar Sinjgh / AP Wide World Photos

sure the antibiotic mist floats into the lungs and doesn't get trapped in the back of a person's throat.

"I look at it as a physician," he says. "What is needed to improve the care of patients? I'm not interested in making minor improvements on existing treatments. I want to be able to offer a treatment where there is none now—niche products."

Montgomery attributes his success to his multidisciplinary training (he has both his bachelor's degree in chemistry and his M.D. from the UW)—as well as his ability to keep his physician's eye on patient needs.

"I ask myself two questions: How can we do better for the patient? And what would prevent this concept from working?" he says. "I can impact the lives of more patients as a serial entrepreneur than I could have seeing individual patients in a clinical practice."

Although the drugs he has helped develop are primarily targeted for wealthier Western markets, he understands the global picture takes into account more than just medical treatment. "If you don't have a stable health-care system, you won't have a stable economy," he says.

### **Making business work for health care**

As director of special initiatives for Seattle-based PATH (Program for Appropriate Technology in Health), Hugh Chang, '05, leads a team that identifies critical health problems around the world, and finds funding to address those needs.

These efforts often are public-private partnerships and might focus on the need, for instance, for a meningitis A vaccine in central Africa or cervical-cancer screening tests in remote areas of Nicaragua.

Chang, a tall, slender man in a well-pressed oxford shirt and khakis, is expertly suited to his role. Armed with degrees in electrical engineering, an M.B.A. and a master's from the UW in bioengineering, he has the ability to tackle public-health problems from several angles.

Chang's role is to bring together moving parts—political will, financing, scientific discovery, manufacturing and infrastructure—to solve a key social problem while providing a financial return that enables sustainable delivery of the solution.

For example, Chang identified a lack of equity financing as a critical missing link for global health. He is working with potential investors to establish an independent, for-profit equity fund targeting investments in start-up companies in India. PATH will assist the fund by helping to evaluate the potential global-health impact of a company's technology. One example is a simple way to screen pregnant women in rural areas for anemia, which contributes to 40 percent of maternal deaths in India.

"The idea is to assist local innovators in creating solutions that fit within the Indian context, especially at the lower rungs of the

economic strata," Chang explains. "If the company has the potential to create local products that meet a health need, it has the potential to grow and meet similar needs in similar economics. Jobs and a healthy work force expand."

India is a country with an expanding life-sciences industry, strong capital markets and where PATH has had a longtime presence. Creating products that meet the needs for rural Indian populations holds significant potential for the rest of the developing world.

### **The role of the marketplace**

The same business attributes that attracted PATH to India enticed General Electric's interest in China in the early 1990s: a fast-growing economy, a strong education system, and manufacturing infrastructure to support expansion.

Thus, when GE was ready to expand its research and market operations abroad, it chose China as its new manufacturing base and market to build medical imaging systems.

"The marketplace drives medical device development," says Lewis S. (Lonnie) Edelheit, retired senior vice president for Research and Development at GE and a member of the UW's Physics and Bioengineering Advisory Board. "First, you start manufacturing in a country and then you can sell the product to them. You have to help build the local economy."

"Politicians in developing countries understand the value of increasing health-care expenditures. Economic growth depends on health-care expenditures. Economic growth depends on a healthy work force. China wanted the jobs and the health-care technology GE offered."

GE has the flexibility to build medical imaging systems all over the world. It can also design systems for use in the local markets that they serve. High-end systems are built in more affluent areas such as the U.S., Japan and Europe, while lower-end systems costing much less are built in India and China.

### **Affordable diagnostics for developing countries**

Bernhard Weigl, a burly Austrian with a quick wit, traveled to almost every state looking for the best place to do a postdoctoral fellowship before he settled on Seattle and Paul Yager's lab in the UW Department of Bioengineering.

He is now principal investigator for PATH's Center for Point-of-Care Diagnostics, which works to bring affordable diagnostic tests to poor countries of South America and Africa, where reliable electricity, refrigeration and health care are scarce.

His challenge: developing inexpensive screening devices that don't require sophisticated lab analysis or refrigeration, and are easy to transport.

For women in rural Nicaragua, China, India and Uganda, he is advocating the use of two new tests for human papillomavirus (HPV), an early predictor of cervical cancer. The World Health Organization supports HPV testing to fill gaps in geographic regions where Pap smears are not feasible.

"A hundred thousand women in developing countries die unnecessarily from cervical cancer each year because they do not receive early screening and treatment," Weigl says.

**FIRST,**  
you start manufacturing in a  
country and then you can sell  
the product to them.



“Cervical cancer is absolutely preventable if it is detected early enough, but Pap smears are not workable in these environments.”

Not only are there no physicians to administer tests in these poor, remote areas, or labs to analyze the results, but there are no reliable medical record-keeping systems to track patients who need routine screening.

“Many of the same issues that are of concern in developing countries—turnaround time, ease of use for lower-trained providers, lack of timely access to a central lab, lack of patient follow-up—arise in rural areas and disadvantaged urban areas in the U.S. as well,” Weigl says.

His group’s START-UP program developed two valuable technologies. The first, CareHPV, is a molecular test recently evaluated in Shanxi, China, and India through the screening of more than 20,000 women living in rural areas. This test is inexpensive and it requires less equipment than a Pap smear.

The second product, a strip test called Arbor Vita E6, is designed to detect a viral protein that appears in precancer stages.

In the strip test, blood is placed on the end of a strip pad and the blood wicks along the strip where a chemical reaction indicates positive or negative results. This blood test can actually tell whether a woman has an HPV infection that may spontaneously clear up or one that has begun to develop precancerous cells.

Countries such as India, Nicaragua and Uganda—where demonstration projects are under way—are looking for more evidence that the latter test would work within their health-care systems as well as their economic and cultural restraints. In the meantime, service providers in India are being trained in triage and treatment techniques.

If successful, HPV testing could provide a lower-cost and easier-to-use alternative to Pap smear screening and drastically cut cervical cancer deaths, thus continuing the cycle of medical innovation to improve lives and boost economies that often starts with a graduate of the University of Washington. ■

—Nedra Floyd-Pautler, ’70, is a Seattle freelance writer and former writer, editor and Web information architect at the UW

## ALUMNI LEAD WAY IN DEVELOPING DRUGS, TECHNOLOGY

University of Washington alumni from a wide range of disciplines have made a huge impact on drug development and delivery in Washington and worldwide. Here is just a sampling of alumni who are making a difference.

**Donald Baker**, ’60, transformed the vision and mission of the UW by taking academic research into the field of medical imaging, and commercializing it to the benefit of people worldwide. With his work that made ultrasound imaging feasible, Baker became an entrepreneur who led bioengineering to the forefront of the health-care industry. His work has saved millions of lives by significantly improving the accuracy of diagnosis of disease.

**Daniel C. Chang**, ’86, directs headquarter operations for Seattle-based Health Alliance International, which seeks to improve access to health care in poor countries by strengthening health systems in prenatal care, HIV treatment and malaria control.

**Walter H. Curioso**, ’05, an affiliate assistant professor of Biomedical and Health Informatics at the UW School of Medicine, and his colleagues set up a system combining cell phones and the Internet to create a confidential, real-time surveillance of side effects for a medication given to female sex workers in three areas of Peru. The drug, metronidazole, treats certain vaginal infections.

**Christopher J. Elias**, ’90, is president and CEO of PATH, a Seattle-based nonprofit agency that works in 70 countries, providing assistance in technologies, maternal and child health, reproductive health, vaccines and immunization, and emerging and epidemic diseases. He was the UW School of

Public Health’s 2010 Distinguished Alumnus.

**William H. Foege**, ’61, worked with the Centers for Disease Control to eradicate smallpox worldwide. During his tenure at the CDC, he helped to identify the causes of toxic shock syndrome and Reye’s Syndrome in children. He is former executive director of the Carter Center of Emory University.

**Amber Pearson**, ’08, ’10, received a travel grant from Puget Sound Partners for Global Health to perform a bacterial assessment of drinking-water sources in pastoralist communities of Southwest Uganda. She says, “Ninety percent of water sources are surface water in these communities. When land was privatized, everyone dug their own water body on their property for their family and cows. To gather rain water, they put the water body in at the lowest point, so everything drains into it.”

**Jill Scott Law**, ’08, associate counsel at Seattle Biomedical Research Institute, supported the legal implementation of the newly launched International Health Regulations (IHR), a legally binding instrument on 193 countries designed to manage transnational health threats, during an internship with the World Health Organization. With a team of lawyers and health professionals, she helped to develop a “tool kit” to help countries fulfill their responsibilities under the IHR.

**Wayne Quinton**, ’59, is considered a pioneer in the field of bioengineering. He founded one of Seattle’s earliest biotech firms, Quinton Instruments, and has been an innovator in medical devices ranging from treadmills to cardiac diagnostic equipment. He was the UW’s 2009 Alumnus Summa Laude Dignatus.

# W making a *difference*

STORIES AND HIGHLIGHTS FROM THE UW FOUNDATION

## Sharing *a* Passion *for* Nature

DURING A RECENT DRIZZLY SATURDAY AFTERNOON, UW SENIOR AUDREY DJUNAEDI ENCOURAGED SEATTLE MIDDLE SCHOOL STUDENTS VISITING THE MARINE LIFE CENTER IN BELLINGHAM TO GET TO KNOW THE PLANTS AND ANIMALS LIVING AT OUR SHORES. SHE ANSWERED THE STUDENTS' QUESTIONS AND INVITED THEM TO TOUCH THE HERMIT CRABS AND OTHER SEA CREATURES. LATER, SHE LED THEM ON A BEACH WALK TO TAKE A CLOSER LOOK AT MARINE LIFE.

"I really believe in learning from experience, not just reading about it. You learn a lot from being outside the classroom," says Audrey, who was volunteering with Seattle Inner City Outings (ICO), which organizes outdoor experiences for young people.

The more time children spend in nature, the more likely they are to care about it, says Audrey, who's double-majoring in Aquatic & Fishery Sciences and Oceanography in the newly formed UW College of the Environment. She promotes environmental stewardship as a volunteer with Seattle ICO, the Seattle Aquarium and the UW's Environmental Alternative Spring Break, which brings UW

students to rural and tribal areas of the state to facilitate environmental education.

Audrey credits her scholarships and the breadth of opportunities at the UW for the many volunteer and research experiences she's had. She has received the John G. Peterson Endowed Scholarship and the Jack D. Geil Memorial Scholarship in Aquatic & Fishery Sciences at the UW and the national Morris K. Udall Scholarship. Last summer she was reminded of the importance of her pursuits while studying fish populations in Alaska. "I think the neatest thing about Alaska is the amazing marine biodiversity," Audrey says. "I want that to remain for generations to come." ■

### ► MAKE *a* DIFFERENCE TODAY

Do your part to help students like Audrey reach their dreams. Learn how at [giving.uw.edu](http://giving.uw.edu).

ABOVE: Audrey with middle school students at the Marine Life Center in Bellingham.



## A Force Amid Change — Behnkes Recognized for Decades of Giving Back

PERHAPS SOMETHING IN THE BEHNKE FAMILY DNA EXPLAINS WHY BOB, '43, AND SALLY, '44, BEHNKE AND BOB'S BROTHER, JOHN F., '50, BEHNKE, HAVE DEDICATED COUNTLESS HOURS SERVING THE UW AND STRENGTHENING THE RELATIONSHIPS BETWEEN THE UNIVERSITY AND ITS SUPPORTERS. THE UNIVERSITY RECENTLY RECOGNIZED THEIR OUTSTANDING COMMITMENT WITH THE 2010 GATES VOLUNTEER SERVICE AWARD, THE HIGHEST HONOR FOR UNIVERSITY VOLUNTEERS.

Soon after graduation from the UW, Bob and Sally's marriage began, as did their work to engage alumni and give back. In the 1960s, Bob took the helm as president of the UW Alumni Association and transformed the Association into a more substantive and inclusive organization. Alongside Bob, Sally shared her enthusiasm, touting the benefits that private support can bring a public university — an emerging concept at the time. Their efforts laid the foundation for today's thriving UW Advancement program, deepening the relationship that alumni and the community have with the University.

Bob's brother, John, shared this devotion and carved his own legacy of support for the University. Like Bob and Sally, John was an ardent supporter of Husky sports. John also served as chair for the University's first fund drive in the late 1960s, taking an instrumental role in implementing nondiscrimination policies in alumni activities. As a dedicated volunteer at the Arboretum Foundation, John served as its board president and was a leading advocate for the adoption and implementation of the Arboretum's Master Plan.

Longtime Behnke family friend and former GVSA awardee, Artie Buerk, '58, summed it up best, "We owe so much to the Behnkes for laying the groundwork that allows the University to do what it does today." ■

BELOW: For their tireless volunteer efforts on behalf of the UW, John F. Behnke and Bob and Sally Behnke received the prestigious Gates Volunteer Service Award — recognizing outstanding UW volunteer leadership — at the Ninth Annual Recognition Gala on Sept. 10, 2010.



### Message from the Foundation Chair

I vividly recall the day 40-plus years ago when I was walking in the neighborhood with my kids, one toddler, one in a stroller. We came across Bob Behnke planting a row of six sweet gum trees next to the sidewalk in front of the house. "Someday these will be beautiful," he said. My three-year-old, spotting *serious mud*, decided to "help." Bob gave him a trowel, and the two of them finished planting those little trees. Fast-forward to this fall. Those "little" trees were a 200-foot wall of pure fall glory, exactly as Bob envisioned them.

To me, those trees show the long-lasting impact that people like the Behnkes can have on this community. Whether it's making a neighborhood beautiful or improving the UW Alumni Association, a deed of any size can make a huge difference. Many UW students also seem to understand this. Audrey Djunaedi volunteers her time to get young people excited about nature. Her deep interest in the environment is wrapped up in a commitment to make sure future generations can enjoy it.

You just never know how far one person's actions will reverberate. Saplings planted today will someday stand taller than any of us can reach. And each and every supporter of the UW helps students make a lasting impression on our world.

  
Lyn Grinstein

#### ► WHAT will your LEGACY BE?

Learn more about giving options at [giving.uw.edu/planned-giving](http://giving.uw.edu/planned-giving) or call 800.294.3679.



# Out and About

## 1. A SUPPORTIVE ATMOSPHERE

Atmospheric Sciences Professor **Cliff Mass**, '78, KING-5 Chief Meteorologist **Jeff Renner**, '88, and Atmospheric Sciences Professor and Chair **Dale Durran** at the College of the Environment's Fleagle Lecture about climate change.

## 2. MAKING TIME FOR THE ENVIRONMENT

Aquatic & Fishery Sciences Professor **Loveday Conquest**, '75, **Henry Kuharic**, '54, and **Mary E. Bakke**, '52, at the Fleagle Lecture.

## 3. LUNCH AND LEARN

**Robert E. Repp**, '68, '73, Prof. **Anand Yang**, **Tyce Okamura**, and **Robert Vandergrift** at the UW's third annual Portland Lunch and Learn.

## 4. ENGINEERING IN THE HEADLINES

UW Regent **Sally Jewell**, '78, and **Warren Jewell**, '78, both Mechanical Engineering alums, participated with Mechanical Engineering Assistant Professor **Alberto Aliseda**, Mechanical Engineering PACCAR Professor **James Riley** and Mechanical Engineering Professor and Chair **Per Reinhall** in a lecture about UW engineers involved in headline-making topics.

## 5. 50 YEARS AS HUSKIES

Classmates and reunion committee members **Diana Hill**, **Sonny Rose**, **Mike** and **Carol Kight** and **Joan Hanna** celebrating the Class of 1960 50th reunion.

## 6. HERALDING CHILDREN'S LITERACY

**Linda Gould**, '66, '70, (left) and **Arlene Cohen**, '73, (right) join children's author **Jane Yolen** (center) to celebrate the ending of the Spencer G. Shaw Lecture Series at the UW Information School.

## 7. TWO DECADES OF ACHIEVEMENT

Founding supporters, community members and faculty gather for UW Tacoma's 20th anniversary celebration. (L to R) Interdisciplinary Arts and Sciences (IAS) Professor **Michael Kalton**; retired IAS Professor **James F. Brown**; former State House speaker and former Tacoma Mayor **Brian Ebersole**; IAS Professor **Claudia Gorbman**, '69; former State Rep. **Dan Grimm**; The Nonprofit Center Executive Director **Liz Heath**; former IAS Professor **Anthony D'Costa**; Director of Community and Economic Development for the City of Tacoma **Ryan Petty**; IAS Professor **Mike Allen**; Urban Studies Advisory Board member **Rod Hagenbuch**; Advisory Board member **Dawn Lucien**; and UW Board of Regents Chair **Herb Simon**, '65.



## Gala 2010

Some of the UW's biggest fans gathered for the Ninth Annual Recognition Gala on Sept. 10, 2010. This evening of celebration recognizes the University's most generous and dedicated supporters and volunteers and celebrates their role in helping to strengthen our three campuses.



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**8.** Bob, '43, and Sally, '44, Behnke and John F. Behnke, '50, were named the recipients of the 2010 Gates Volunteer Service Award. **Sally** (center) was joined by her family members **Alison**, '08, and **Zane**, '08, **Behnke**, **Drew Behnke**, **Shari** and **John Behnke**, **Carl** and **Renee Behnke**, **Marisa Behnke** and **Corey Ginsberg**, and **Merrill Behnke** and **Ryan Brooms**, '02.

**9.** Gov. Chris Gregoire, '71, gave farewell remarks to President Emeritus Mark Emmert.



9



10

**10.** Seattle City Councilmember **Bruce Harrell**, '81, '84, and his wife, UW Regent **Joanne Harrell**, '76, '79.

**11.** Marie Doyle and Debra Loft, representing glassybaby.



11



12

**12.** Elizabeth Roberts and her husband, UW Foundation Board member **Jonathan Roberts**, '87.

**13.** Marian Brammer, UW Professor **Cherry Banks**, UW President Emeritus **Bill Gerberding**, UW Professor **James Banks** and UW Professor Emeritus **Larry Brammer**.

**14.** Margie Rose, '94, a member of the College of Education Visiting Committee, and her husband, **Jim Rose**, a member of the Tyee Board of Advisors.



13



14

### ► GO GREEN with the UW

Sustain the environment, reduce waste and minimize printing costs. Click *Going Green* at [giving.uw.edu](http://giving.uw.edu).



As a lifelong Husky who grew up near the Seattle campus, I have benefited greatly from my connection to the University of Washington. My family is a UW family, my parents attended the UW, and my hope is that my 4-year-old son can enjoy a UW experience that is equally meaningful.

The UW impacts lives across the state, the nation and our world. But this global reach has local roots. From the University District to the vineyards of Walla Walla, the UW strengthens our state economy and transforms our culture. More than 213,000 UW alumni live, work and play in Washington state, making it clear that Huskies are staying here to create jobs, raise families and make our region even stronger.

That's a big reason I got involved with the UW Alumni Association. With more than 50,000 members, there is strength in our community, and I encourage alumni everywhere to join together in communicating the value and impact of the UW. As a lifetime member, I believe in the UW Alumni Association's mission, vision and values. Membership is an avenue for alumni and friends to get involved, and you can learn more at [UWalum.com/membership](http://UWalum.com/membership).

Interim President Phyllis Wise is focused on the UW's most significant challenge—working with elected officials and business leaders to develop a sustainable funding model for the UW. Her

Two Years to Two Decades initiative (see page 8) will lay the foundation for our shared future, and we as alumni can reinforce the fact that the University of Washington and higher education is part of the solution. So talk to your friends and family and share

## There is strength in our community.

your stories about the UW's impact.

The UW has changed my life and many others. Now is our opportunity to give back.

Sincerely,



Colleen Fukui-Sketchley, '94  
President, UW Alumni Association



PHOTO BY KAREN ORDERS

## I love *the* UW.

I love the buildings, the books, the ball fields. I love the way it changed my life, and I love that my UW Alumni Association membership connects me with people who feel the same way I do. It's my university and this is my community.

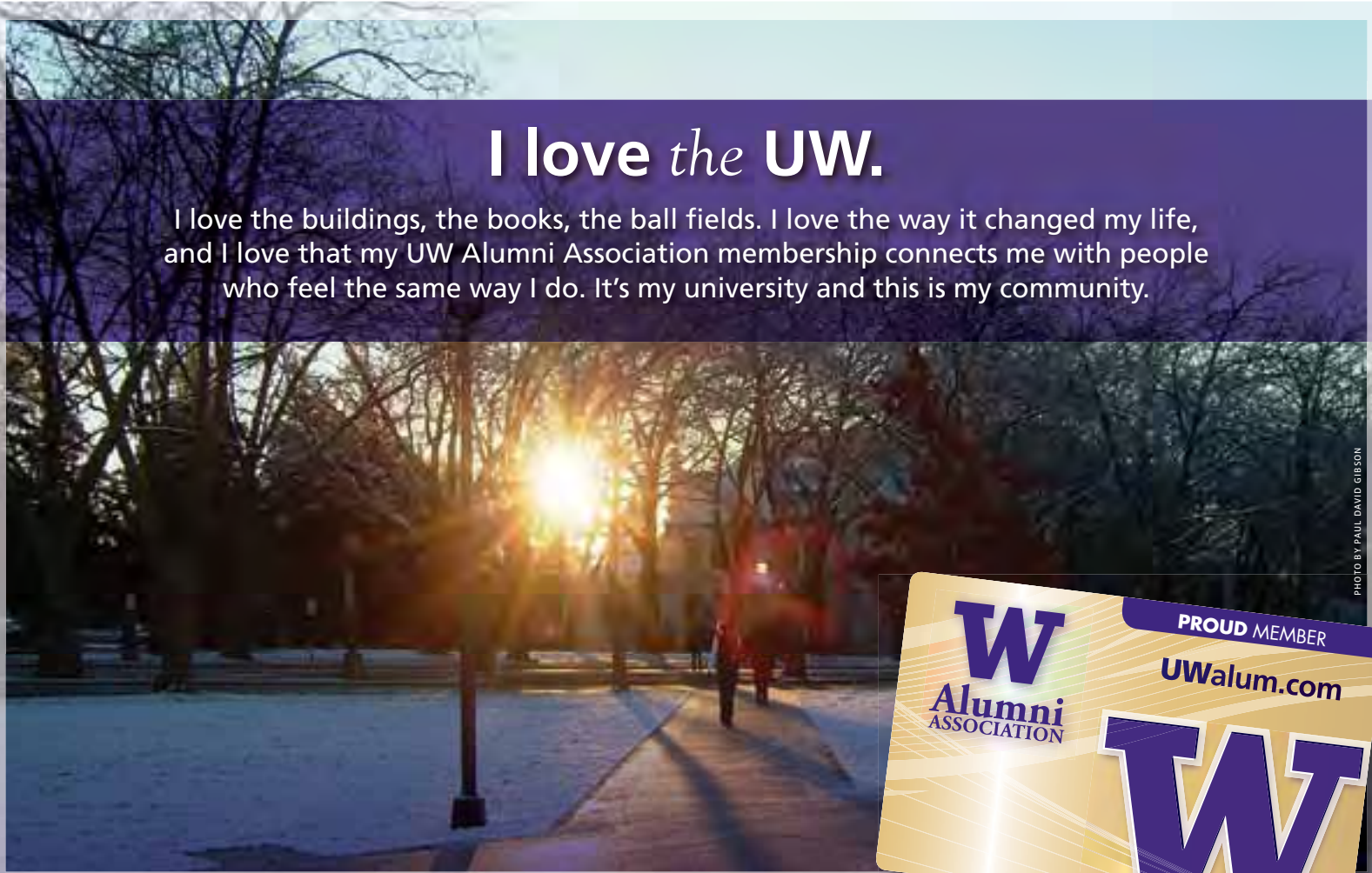
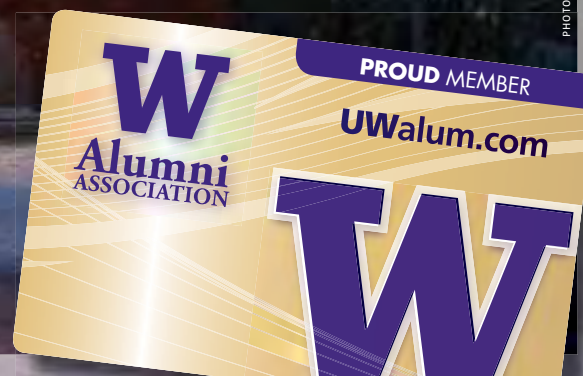


PHOTO BY PAUL DAVID GIBSON





UWAA SAVES THE DAY:

## The history of the History Lecture Series

**FOR NEARLY FOUR DECADES**, winter in Seattle has meant wet weather, celebrating the holidays and coming to the University of Washington for history lectures presented by the UW's best professors.

This winter, the UW Alumni Association and UW Department of History are hosting the 36th annual History Lecture Series. Robert Stacey, professor of history and divisional dean of Arts and Humanities, will focus on the medieval origins of the modern Western world.

One of the UW's most popular lifelong learning programs, the History Lecture Series began in 1975 and for 15 years, it featured History Professor Emeritus Giovanni Costigan, the first recipient of the UW's Distinguished Teaching Award, in 1970.

A tireless humanitarian and outspoken opponent of the U.S. war policy in Vietnam, Costigan was forced to retire in 1975 due to a state law that prohibited college professors from teaching past the age of 70. A public debate ensued, and the UW Alumni Association created a lecture series to give Costigan the opportunity to continue teaching, which he did until he died of a heart attack in 1990.

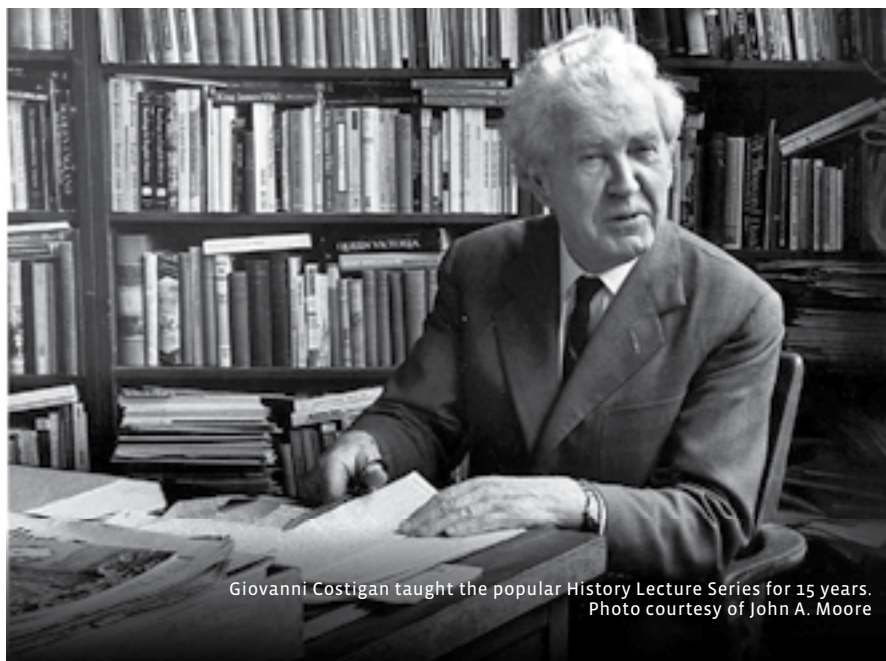
Two years following Costigan's mandatory retirement, the state Legislature passed a bill widely referred to as the "Costigan bill" that permitted professors to teach after they turned 70. When Costigan died, the UWAA looked again to the History Department for Costigan's replacement and found a gem in now-retired Professor Jon Bridgman.

Bridgman taught the popular series for 16 years, exploring topics ranging from the history of the movies to the Japanese involvement in World War II. Today, the History Lecture Series remains an important part of the UWAA and College of Arts & Sciences lecture season—and one more reason to look forward to winter.

—Derek Belt

**"Costigan made history come alive by giving us modern parallels, often in pithy asides, for what had taken place in the past ..."**

—David M. Buerge, *Seattle Weekly*



Giovanni Costigan taught the popular History Lecture Series for 15 years.  
Photo courtesy of John A. Moore



### 2011 HISTORY LECTURE SERIES

#### ***The Medieval Origins of the Modern Western World***

Robert Stacey, UW professor of history and divisional dean of Arts and Humanities, tracks the West's foundational ideas not to classical Greece or Rome but to the European Middle Ages.

The modern world, both in Europe and the Americas, presumes that our contemporary ideas about religion, politics, law and love derive from the classical world of antiquity. On the contrary, it was during the European Middle Ages that our modern world took shape.

**Jan. 11** The Oddity of the Modern West

**Jan. 18** The Separation of Religion from Politics

**Jan. 25** Limited Government

**Feb. 1** Love and Marriage

To learn more and to register for this event, visit  
[UWalum.com/learn](http://UWalum.com/learn).





## Calendar

### CAREERS

More than 15,000 Huskies have joined the UW Alumni Group on LinkedIn.

- **Jobs** – Sign up to receive Career Services *E-mail Alerts* at [UWalum.com/careers](http://UWalum.com/careers)
- **Employers** – To list your open positions in *E-mail Alerts*, contact Don Gallagher at [dongal@uw.edu](mailto:dongal@uw.edu)

Discover what's next at [UWalum.com/careers](http://UWalum.com/careers).

### EVENTS

Get involved in the life of the UW.

- **Social Media Classes** – Jan. 6 & Feb. 12
- **Husky Night with the Everett Silvertips** – Feb. 26



- **Photography in the Digital Age** – Feb. 26

Learn more at [UWalum.com/events](http://UWalum.com/events).

### TRAVEL

See the world with fellow Huskies and UW professors.

- **Alaska** – Aug. 19–26, 2011
- **French Alps & Provence** – Sept. 22–Oct. 1, 2011
- **Africa's Wildlife** – Sept. 22–Oct. 12, 2011
- **Chianti & Italian Riviera** – Sept. 30–Oct. 12, 2011 ▼

Tour listings at [UWalum.com/tours](http://UWalum.com/tours).



### LECTURES

The world is your campus now. See us for your class schedule.

- **Doug Massey: America's War on Immigrants** – Dec. 9
- **Paulo Valesio: On Mysticism and Modern Italian Poetry** – Jan. 11
- **Elizabeth Alexander: Multi-Vocal Cultures in America** – Jan. 27
- **Evelyn Nakano Glenn: Race, Gender and the Obligation to Care** – Feb. 15
- **Psychology Lecture Series** – Feb. 16 & 23, March 2
- **Now Urbanism: City Building in the 21st Century** – Dec. 8, Jan. 13, Feb. 11

See more at [UWalum.com/learn](http://UWalum.com/learn).



### DAWG DAYS IN THE DESERT

Join us for a beloved UW tradition in Southern California.

- **Coffee & Conversation** with Dr. Brandith Irwin – March 14, 2011
- **Chow Down to Washington Banquet** – March 15, 2011

Register at [UWalum.com/dawgdays](http://UWalum.com/dawgdays).



Visit [UWalum.com](http://UWalum.com) for more events.



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GAVI LUNA, '94, '97

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PHOTO BY RON WÜRZER

## ALUMINARIES

# Market Man

**BEN FRANZ-KNIGHT**

Even when Seattleite Ben Franz-Knight, '96, was living in Southern California the past 11 years, he had his sights set on returning to Pike Place Market. Not just to shop—but to maybe run the place one day.

Today, his dream has come true.

This fall, Franz-Knight, 37, began his new job as executive director of the Pike Place Market Preservation & Development Authority, the organization that oversees the 103-year-old Seattle institution.

He returns to Seattle after seven years as executive director of the Santa Monica Pier Restoration Corp., which ran the historic Santa Monica Pier, a major tourist attraction in the Los Angeles area.

How did someone who graduated from the University of Washington in 1996 with a B.F.A. in sculpture get in position to run not one but two beloved, major community organizations? He credits his schooling.

"At the UW, it didn't matter what coursework you were enrolled in, or what department," Franz-Knight says. "The expectations for performance and work ethic were really excellent. In the sculpture department, a lot of thought was required to make our creations. It was the strategic thinking, critical thinking, that really helped me."

He also helped himself by getting hands-on experience in the business world as a bike mechanic at the ASUW bike shop, and later as its manager. He also worked as a buyer for a local bike shop.

"That mix of creative thinking and real-world business experience, along with a healthy dose of navigating political waters, gave me great skills," he says.

When he and his wife, Kira, '98, moved to Los Angeles 11 years ago so she could pursue a career in costume design, Franz-Knight landed a temp job at the Santa Monica Pier Restoration Corp.

There, he worked his way up to administrative assistant and ultimately to executive director. But he always kept his eye on Seattle, and when Carol Binder stepped down as Pike Place Market's leader in 2010, Franz-Knight leapt at the opportunity.

Now, he's home—his parents, grandparents, aunts and uncles live here—and he is thrilled to be involved in one of the area's most cherished landmarks.

"I came from here, I grew up here, I understand the importance of Pike Place Market," Franz-Knight says. "I don't have an agenda for the market beyond making sure it continues to strive and be here for generations to come." —Jon Marmor

**50s**

**Joy Plein, '51, '57**, has been named distinguished alumna by Idaho State University. She earned her bachelor's degree in pharmacy from Idaho State in 1947 and spent nearly 40 years as a professor in the UW School of Pharmacy.

**Joseph Slate, '51**, an award-winning author of children's books, was inducted into the UW Department of Communication's Hall of Fame.

**60s**

**Michael F. Tillman, '65, '68, '72**, has been appointed by President Obama to serve on the Marine Mammal Commission. He is a research associate at the Scripps Institution of Oceanography in San Diego.

**Larry Matsuda, '67, '73, '78**, released a book of poetry, *A Cold Wind From Idaho*, published by Black Lawrence Press. He was president of the UW Alumni Association in 1996-97.

**David Ensor, '68, '72**, was promoted to International Distinguished Fellow at RTI, a North Carolina-based research institute. He conducts research on aerosol and air pollution.

**Thomas J. McPartland, '69, '76**, had his book *Loneran and Historiography: The Episte-*

*mological Philosophy of History* published by the University of Missouri Press. He is a professor at Kentucky State University.

**70s**

**Thomas S. Harbin Jr., '71**, published his book, *Waking Up Blind: Lawsuits Over Eye Surgery*. He is a clinical professor emeritus of ophthalmology at Emory University in Atlanta.

**Eddie Pasatiempo, '77**, past-president of the UW Alumni Association, was inducted into the UW Department of Communication Hall of Fame. He is president at EMP Consulting.

**80s**

**Heidi Lewis Coleman, '80**, received the Mayor's Award and was named one of the city's "Art Treasures" by Mayor Dan Mallow of Stamford, Conn.

**Yasushi Kambayashi, '86**, is the editor of the new book *Multi-Agent Applications with Evolutionary Computation and Biologically Inspired Technologies: Intelligent Techniques for Ubiquity and Optimization*, published by IGI Global.

**Terri Marceron, '88**, has been named forest supervisor for the Chugach National Forest, the second-largest national forest in the U.S.

**Margaret Fimia, '89, '92**, was inducted into the UW Department of Communication Hall of Fame. She served on the Seattle City Council and worked on regional transportation projects for many years.

**90s**

**Shari Storm, '92**, had her first book, *Motherhood is the New MBA: Using Your Parenting Skills to be a Better Boss*, published by St. Martin's Press.

**Warren Brown, '93, '09**, has been appointed vice president for instruction at Seattle Central Community College. He replaces Ron Hamberg, '70, '74, who retired after 30 years.

**00s**

**Kelly Miyahara, '00**, is a member of the Clue Crew for the TV show "Jeopardy!"

**Missy M. Brost, '04**, received the Distinguished New Engineer of the Year Award from the national Society of Women Engineers. She is a stress analyst at Boeing.

**Deborah Turner, '09**, is an assistant professor in the iSchool at Drexel University in Philadelphia.

## Homecoming, the Husky Way



Two of the highlights from Homecoming 2010 were the dedication of the Class of 1960 big bronze W at the Memorial Way entrance to campus (top left) and the 25th annual Dawg Dash, the popular 10K and 5K run/walk through campus. The bronze W is a gift from the Class of 1960 in honor of its 50th reunion. The Dawg Dash drew record attendance of more than 3,000 participants. Both events were hosted by the UW Alumni Association. Top left photo by Anil Kapahi. Dawg Dash photos by Erin Lodi.



## ALUMNI

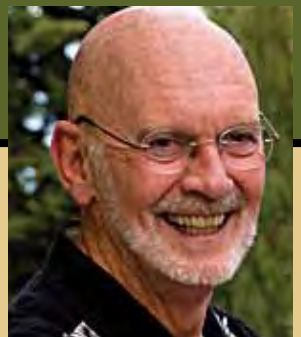
MILDRED MITCHELL GATES, '30, Mercer Island, age 101, July 25. • HELEN LIDSTONE SCARPINO, '32, Bellevue, age 100, July 13. • RUTH MARGARET NIEDING EDWARDS, '35, Seattle, age 96, June 11. • ROBERT BRUCE GORDON SR., '36, Tacoma, age 95, Sept. 7. • DOROTHY HUNTER, '38, Edmonds, age 95, Aug. 6. • WALLACE B. JONES SR., '38, Seattle, age 94, Aug. 19. • TORDIS E. MITTET, '38, Silverdale, age 93, Aug. 16. • MARY MARGARET DALTON MURRAY, '38, Seattle, age 94, July 2. • ROBERT SHEPARD COPERNOLL, '39, Wilsonville, Ore., age 93, May 21. • JANE ANN MARTIN, '39, Belfair, age 92, Aug. 9. • EDGAR W. BREWER, '40, Seattle, age 92, Aug. 7. • THEODORE ARTHUR KAUFMAN, '40, Mercer Island, age 91, Aug. 14. • ROBERT H. MITCHELL, '40, Monroe, age 92, July 18. • ARTHUR EDWARD SYKES JR., '40, age 91, Aug. 18. • JANE MARKHAM ABEL, '41, Seattle, age 90, July 20. • ROSEMARY VALENTINE MCILRAITH, '41, Seattle, age 91, July 7. • STUART W. TODD, '41, '48, Seattle, age 90, May 21. • DORIS "SWANIE" ULRICH, '41, Seattle, age 93, June 27. • PAULLA UPJOHN, '41, Medina, age 91, July 18. • MARGARET DEAN, '42, Seattle, age 91, July 5. • JACQUELINE CASKIN MACRAE, '43, Seattle, age 89, July 28. • HENRY KASTNER, '44,

Seattle, age 92, June 22. • EVELYN MAE FELGER MARTIN, '44, Seattle, age 90, Aug. 19. • ANN WILLIAMS BUSH, '45, Seattle, age 82, Oct. 5, 2008. • DORIS EVELYN JENSEN MAYO, '45, Seattle, age 87, July 7. • MARIAN FORD HINEA, '45, Seattle, age 86, Aug. 6. • DAVID R. DOUGLASS, '46, Seattle, age 90, Aug. 26. • ROBERT LEMMAN, '46, '48, Seattle, age 83, July 22. • JOHN J. THEODORE, '46, Bellevue, age 93, July 11. • ARTHUR G. DENKER, '48, Portland, Ore., age 86, April 19. • ROBERT BOSLEY DOOTSON, '48, Seattle, age 84, Aug. 15. • HARRY LINCOLN HARKNESS, '48, Seattle, age 85, Aug. 28. • JAMES T. HILLMAN, '48, age 92, June 20. • PHYLLIS CHAMBERS HONEYWELL, '48, Kirkland, age 84, June 15. • GLEN ELLIS MOEHRING, '48, Bainbridge Island, age 85, Aug. 5. • PATRICK KAZUO HAGIWARA, '49, Bellevue, age 91, June 24. • JOHN CHARLES MCCARTHY SR., '49, Olympia, age 84, Sept. 14. • ROGER L. PATTERSON, '49, Burien, age 85, Aug. 27. • PERRY E. BAUNSGARD, '50, Allyn, age 81, Sept. 2. • ROBERT B. FREEMAN, '50, Olympia. • DON W. LARBERG, '50, University Place, age 83, July 24. • JOHN OLIVER "BUD" OWINGS, '50, Kirkland. • RICHARD SPRINGER, '50, Redmond, age 83, Sept. 16. • MARY ELIZABETH WILLIAMS, '50, University Place, age 81, Sept. 1. • FRANK FUKUMI ASHIDA, '51, Bellevue, age 86, June 28. • PHYLLIS FROTHINGHAM, '51, Urbana,

Ill., age 81, July 27. • BERNICE JEAN MACDOUGALL HARLAN, '51, Seattle, age 81, July 24. • HIROMU HEYAMOTO, '51, Renton, age 87, Aug. 16. • TOIVO ALLAN ROSE, '51, Medina, age 90, June 24. • RALPH L. SWANSON SR., '51, Kenmore, age 83, July 10. • JAMES W. WARREN, '51, Auburn, age 84, July 6. • WESLEY LEO RUFF, '52, Edmonds, age 84, Aug. 19. • MARY ELIZABETH PATTERSON, '53, Seattle, age 79, July 12. • CHARLES M. WYMAN JR., '53, Seattle, age 90, June 24. • WILLIAM RICHARD CROSSETT, '54, Seattle, age 81, Aug. 26. • MARILYN L. FITE, '54, Seattle, age 77, Aug. 7. • LOWELL W. TAYLOR, '54, Seattle, age 85, Aug. 2. • DONALD KAHLE WEAVER JR., '54, Mercer Island, age 81, Aug. 22. • PHILIP ERNEST FLUVOG, '55, '61, Seattle, age 89, July 28. • J. MICHAEL EGGLEIN, '56, '58, Des Moines, age 89, June 30. • JERROLD M. HOPPER, '56, Kirkland, age 79, June 23. • MURIEL HALL WELCH, '56, Slingerlands, N.Y., age 75, April 16. • RICHARD BYINGTON JR., '57, Kenmore, age 75, Aug. 29. • ELIZABETH BARANOVICH COLE, '57. • BURNELL W. HOLM, '57, Maple Valley, age 78, June 30. • DAVID A. WELTS, '57, Mount Vernon, age 75, July 25. • DON P. DAVIS JR., '58, Kirkland, age 75, Sept. 8. • GARY GRANT FLOHR, '58, Santa Ana, Calif., age 74, Sept. 6. • NINA JOSEPHINE WOLFENBARGER MOSNEY, '58, '67, Seattle, age 87, July 4. • JAMES LOUIS AGOPSOWICZ, '59, Marysville, age 74, June 24. • BEN EVANSON, '60, Bellingham, age 73, July 10. • JEANNE LOUISE PERDICHIZZI, '60, Bellevue, age 74, June 10. • ROBERT E. PRINCE, '60, Seattle, age 75, July 3. • MAYNARD NEWTON BUTCHER, '61, Normandy Park, age 97, Aug. 26. • ROBERT W. DANIEL, '61, Greenbank, age 77, June 27. • COSTANTINO LAZZARETTI, '61, Seattle, age 82, June 30. • ALAN E. STRAND, '63, Bothell, age 72, July 12. • RON LEUNING, '64, Bellevue, age 68, Sept. 1. • KRISTIN GALANTE, '65, '69, Mukilteo, age 66, July 15. • NOBORU "NIBS" MORIO, '65, '68, Bellevue, age 91, Aug. 5. • STEPHEN ALBERT CRARY, '66, Burien, age 72, July 8. • MARGARET "PEGGY" ELDER, '66, Seattle, age 71, July 19. • DONALD GORDON FITZGERALD, '67, Edmonds, age 70, July 20. • GORDON HARLE LEGG JR., '67, Kirkland, age 67, Aug. 29. • STEPHEN FRANCIS MESSMER, '67, Mill Creek, age 67. • PETER M. AMBROSE, '68, '71, Bellingham, age 70, June 21. • DOUGLAS MICHAEL MCPHEE, '70, Spokane, age 66, Sept. 12. • MARY C. COBELENS, '71, Seattle, age 83, July 30. • LAURINDA LOUISE AINSWORTH JOHNSEN, '71, Renton, age 61, Aug. 12. • ARIA MOLL COCK, '72, Bothell, age 85, Aug. 25. • GEORGE L. MESHKE, '72, Yakima, age 79, June 10. • PETER J. MILLER, '72, Phoenix, age 74, May 30. • ELAINE W. ANDERSON, '73, Bothell, age 59, Sept. 6. • MARVIN CHARLES MCCALLUM, '73, Olympia, age 60, June 24. • MARGARET ANN SYLWESTER, '73, '78, Shoreline, age 61, Sept. 15. • DORIS ELAINE MUNDAY, '79, Seattle, age 54, July 28. • PHYLLIS K. COLLIER, '80, '87, Ellensburg, age

### A BORN LEADER

#### JON K. RIDER 1940-2010



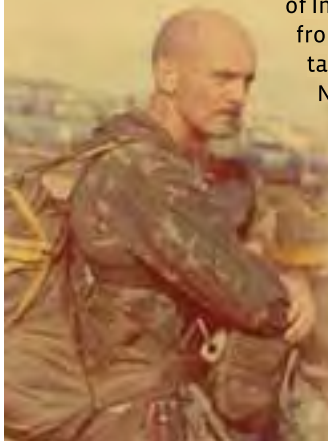
Jon K. Rider, '62, '63, a former Marine commander who changed careers and spent six years as executive director of the University of Washington Alumni Association, died Aug. 9 of pulmonary disease at his home in Kennewick. He was 70.

Born Jan. 9, 1940, in Seattle, Rider attended Roosevelt High School before matriculating at the UW. He served three tours of duty during the Vietnam War, earned two master's degrees (one at Pepperdine University and another at the University of Maryland), and earned an advanced degree from the Naval War College.

After 27 years in the Marine Corps—where he was commander of the School of Infantry at Camp Pendleton—he headed the UWAA from 1990 to 1996. He later worked as a consultant and training expert at the Pacific Northwest National Labs in Kennewick.

Despite his long career in the military, he was known as a gentle soul with a warm manner and easy laugh. As a tribute, his old Seattle rowing team, the Ancient Mariners, named its new rowing shell the *Jon K. Rider*.

Rider is survived by four daughters, his sister Carolyn, granddaughter Jordan, best friend Robin and former wife Ellen. Donations in Rider's honor can be made to the Coalition for Pulmonary Fibrosis at: [www.firstgiving.com/jonkridr](http://www.firstgiving.com/jonkridr). —Jon Marmor





70, Sept. 13. • **MARY E. DEMERS**, '81, Seattle, age 84, June 23. • **RUTH ANN RUSSELL**, '82, Seattle, age 49, June 28. • **STEPHEN MICHAEL LAWRENCE**, '86, Seattle, age 52, Sept. 9. • **BRIAN R. LINDQUIST**, '87, Seattle, age 45, June 17. • **JOHN ARUM**, '90, Vashon, age 49, Sept. 3. • **HAROLD EDWIN FORD JR.**, '91, Seattle, age 49, July 4. • **KELLIE GAMBY KITTILSTVED**, '92, Spokane, age 41, July 21. • **MITCHELL LEWIS COHEN**, '96, Olympia, age 39, Aug. 14.

## FACULTY & FRIENDS

**CHARLES ABOU-CHAAR**, '61, who spent 40 years teaching in the School of Pharmacy at the American University of Beirut, died Sept. 2. He was a founding member of the Lebanese Association for the Advancement of Science and the Order of Pharmacists. He was 94. • **DOUGLAS BENNETT**, '46, a sculptor who created the Christopher Columbus statue that overlooks Elliott Bay at Pier 57 in Seattle, died July 14. He was 90. • **JANE McBRIDE BISSET**, '59, wife of former UW Alumni Association President John Bisset, '58, and a longtime UW supporter, died Aug. 28. As a student, she was a song leader for the Husky football and basketball teams. She was 73. • **ROBERT L. BREE**, an internationally respected physician and professor of radiology at the UW, died Sept. 1. He played a key role in passing the landmark "Advanced Imaging Management" legislation in Washington that was designed to ensure appropriate utilization of imaging procedures and reduce medical costs. He was 66. • **KEITH H. CAMPBELL**, '46,

who as a Washington state representative sponsored the bill that financed the completion of the main library at the UW, died July 24. He also sponsored laws that created the Washington State Lower Court system of justice, financed the acquisition of the land for Spokane Falls Community College and created the retirement system for Washington public school teachers. He was 90. • **JAMES R. CLARK**, who taught dental photography for 37 years at the UW School of Dentistry, died Aug. 4. The UW named the Jim Clark Imaging Center in his honor. He was 66. • **CLEMENT A. FINCH**, a UW hematologist whose research on iron helped improve nutrition and led to advances in diagnosing and treating anemia, died June 28. He was the first chief of hematology at the UW from 1949-81, and spent more than 60 years on the UW faculty. He was 94. • **ROBERT E. GUILD**, '53, '55, who served on the UW faculty for nearly 25 years, died July 20. He was 89. • **GLEN WILLARD HAMILTON**, '65, '68, a pioneer in nuclear cardiovascular imaging during his time on the faculty at the UW, died July 7. In 1984, he left medicine to become a stockbroker. In 2005, he spearheaded the effort to create the J. Ward-Kennedy-Hamilton Endowed Chair in Cardiology. • **RANDOLPH Y. HENNES**, '52, who during a 40-year career at the UW was associate director of the UW Honors Program and taught courses in military history, died Sept. 13. He was 79. • **RUTH ITTNER**, '39, a longtime UW public policy administrator and ecologist who helped get the Iron Goat Trail built near Skykomish,

## SHAPING HIGHER EDUCATION VIRGINIA B. SMITH 1923-2010

Virginia B. Smith, '44, '46, '50, who helped shape American higher education, died Aug. 27 in Alamo, Calif. She was 87.

President of Vassar College from 1977 to 1986, and the first female assistant vice president for the University of California system in the '60s, Smith pushed to increase public support for higher education.

Smith also served as associate director of the Carnegie Commission on Higher Education and was appointed by President Nixon as the founding director of the Fund for Improvement of Postsecondary Education. In 1975, she was named one of the 44 most important leaders in higher education by *Change* magazine, which covers higher education.

She was born June 24, 1923, in Seattle. One of six children of a tool-and-die operator, she earned bachelor's, master's and law degrees from the UW. —*Jon Marmor*



## HIS GOAL: SOCIAL JUSTICE ROBERTO MAESTAS 1938-2010



Roberto F. Maestas, '66, '71, founder and longtime executive director of El Centro de la Raza, died Sept. 22 of lung cancer. He was 72.

Maestas spent the past 40 years as a tireless community activist who fought for social justice. He joined a group of other community leaders who made an indelible imprint on Seattle when it came to social justice. The leaders—Maestas; Larry Gossett, '71; late Indian leader Bernie Whitebear; and Bob Santos, a leader in the Asian-American community—were known as the Four Amigos.

In 1972, Maestas helped orchestrate the peaceful occupation of the abandoned Beacon Hill Elementary

School and later occupied the Seattle City Council chambers, demanding the creation of a "center for the people." Thus, El Centro de la Raza was born.

Maestas was born July 9, 1938, on a subsistence plot in San Augustine del Valle de Nuestra Senora de Lourdes, near Las Vegas, N.M. When he was six months old, his mother died of tuberculosis. He was raised by maternal grandparents, along with 16 other children.

Maestas came to Seattle in the early 1950s and dropped out of Cleveland High School in order to work. But he attended the UW and earned his bachelor's degree in 1966 and his master's degree in 1971.

In lieu of flowers, Roberto's family asks that contributions be made in his name to El Centro de la Raza. —*Jon Marmor*

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died June 3. She was 92. • **EDWARD L. JONES**, who served as an African American Studies professor and student adviser for more than 19 years at the UW, died May 8. He was 88. He was one of the first African American professors hired at UW after the 1968 sit-in and was the assistant dean of Arts and Sciences in 1968. • **JOHN MCRAE KENNELLY JR.**, who served on the faculty of the Department of Urology in the UW School of Medicine, died Aug. 29. He was 86. • **ROSALIE MAURINE ROSSO KING**, '60, '75, who spent nearly 20 years teaching at the UW while serving as chair of the Textile Science and Costume Studies Division, died Aug. 29. She was 72. • **FRANCIS ANCIL LESOURD**, '32, an attorney and community activist who helped Seattle hire its first African American bus drivers, created one of the nation's first interracial housing communities and helped found Crystal Mountain Ski Resort, died July 17. He was 102. • **FOLKE NYBERG**, '57, a UW professor of architecture from 1969-99, died Aug. 15. He was a member of the Downtown Neighborhood Alliance, which raised concern about the lack of housing and a neighborhood character in downtown Seattle. He was 76. • **OTIS ARNOLD PEASE**, who spent 29 years as a

professor in the UW History Department, died Sept. 7. A veteran of World War II, he spent several weeks in 1964 working with civil-rights organizations in Mississippi. He was 85. • **GEORGE SHANGROW**, '76, a classical musician, conductor, radio host, pianist, harpsichordist, lecturer, and founder and director of Seattle Chamber Singers and Orchestra Seattle, died July 31. For 16 years, he worked for radio station KING-FM and became its most popular host for his nightly show, "Live, By George." He was 59. • **LEON RICHARD SPADONI**, '54, '57, who spent his entire career on the faculty of the UW School of Medicine, died Sept. 10. He directed the UW Ob-Gyn Residency Program from 1967-95 and was chief of staff at UW Medical Center from 1989-91. He was 80. • **LAURA JANE STEINMANN**, who for many years managed medical genetics laboratories at the UW and Veterans Administration Hospital in Seattle, died Sept. 13. She was 77. • **O.J. WHITEMORE**, '41, who spent 27 years as a professor of ceramic engineering at the UW, died July 20. He was 91. Before joining the UW faculty, he worked on ceramic materials related to the Manhattan Project.

### BIG IMPACT ON LAW, SOCIETY

**PAUL S. MILLER**  
1961-2010

Paul Steven Miller, a University of Washington law professor and a major player in the disability rights movement because of his dwarfism, died of cancer Oct. 19 at his home on Mercer Island. He was 49.

Miller was born on May 4, 1961, in Queens, N.Y. A graduate of the University of Pennsylvania, he earned his law degree from Harvard but was denied jobs by more than 40 law firms until he was hired by Manatt, Phelps & Phillips in Los Angeles.

He then spent 10 years as a commissioner for the Equal Employment Opportunities Commission. He also served as an adviser under Presidents Clinton and Obama.

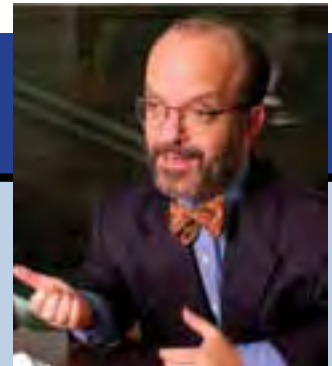
From 2006 to 2009, he served as director of the UW's Disability Studies Program, and in 2008 he was appointed the Henry M. Jackson Professor of Law.

Miller was instrumental in writing the Americans with Disabilities Act, which recently marked its 20th anniversary.

Miller served on the transition team after President Obama was elected. He also advised the president on key administration appointments.

"In a world where persons with disabilities are still too often told 'you can't,' Paul spent his life proving the opposite," Obama said in a statement.

Miller is survived by his wife, Jennifer Mechem; daughters Naomi and Delia; sisters Marjorie Piquiera and Nancy Miller; stepsister Susan Wolfert; and step-brother Marc Freyberg. —Janelle Kohnert





## TRADITIONS: **Common Book**

WHAT WORK IS was featured in the 2010 UW Common Book, *You Are Never Where You Are*. Since 2006 the UW has chosen one book for all freshmen to read. This year's book marks two major firsts: It is the first Common Book to focus on poetry and the first original anthology—the 15 poems in the book appear together nowhere else. To read more of the poems, visit <[www.washington.edu/uaa/commonbook/](http://www.washington.edu/uaa/commonbook/)>

Past Common Books include: *Mountains Beyond Mountains: The Quest of Dr. Paul Farmer, a Man Who Would Cure the World* by Tracy Kidder, *Field Notes from a Catastrophe: Man, Nature, and Climate Change* by Elizabeth Kolbert, *The Devil's Highway* by Luis Alberto Urrea and *Dreams from My Father* by Barack Obama.

### What Work Is

by Philip Levine

We stand in the rain in a long line  
waiting at Ford Highland Park. For work.  
You know what work is—if you're  
old enough to read this you know what  
work is, although you may not do it.  
Forget you. This is about waiting,  
shifting from one foot to another.  
Feeling the light rain falling like mist  
into your hair, blurring your vision  
until you think you see your own brother  
ahead of you, maybe ten places.  
You rub your glasses with your fingers,  
and of course it's someone else's brother,  
narrower across the shoulders than  
yours but with the same sad slouch, the grin  
that does not hide the stubbornness,  
the sad refusal to give in to  
rain, to the hours wasted waiting,  
to the knowledge that somewhere ahead  
a man is waiting who will say, "No,  
we're not hiring today," for any  
reason he wants. You love your brother,

now suddenly you can hardly stand  
the love flooding you for your brother,  
who's not beside you or behind or  
ahead because he's home trying to  
sleep off a miserable night shift  
at Cadillac so he can get up  
before noon to study his German.  
Works eight hours a night so he can sing  
Wagner, the opera you hate most,  
the worst music ever invented.  
How long has it been since you told him  
you loved him, held his wide shoulders,  
opened your eyes wide and said those words,  
and maybe kissed his cheek? You've never  
done something so simple, so obvious,  
not because you're too young or too dumb,  
not because you're jealous or even mean  
or incapable of crying in  
the presence of another man, no,  
just because you don't know what work is.

"What Work Is" from WHAT WORK IS by Philip Levine,  
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— Marty

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— Kinuko

*Resident, Aljoya (Mercer Island)*



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