

- Luanne Lawrence
- President's Message
- Volunteering
- New Board Members
- In Brief

Board Members

David Eiseman,
President
Ken Krane,
President-Elect
Glenn Klein,
Secretary
Kathy Heath,
Treasurer
Norma Barnhisel
Bill Brennan
Nancy Evans
Gale Hazel
Bobbye Koeper
Ron Lovell
Kathy Meddaugh
Gary Tiedeman

October 2005
Volume 5, Issue 1

OSURA Web Site
oregonstate.edu/osura

Ron Lovell
Editor and Writer
Laura Sneed
Layout and Design

Luanne Lawrence Stresses OSURA's Importance to the University

Of the many good things coming out of the University's decision in May to make OSURA a regular administrative unit, one of the best has to be the office it is now a part of: University Advancement. Along with an annual budget and part-time staff assistance, "institutionalization" has given the organization a new and powerful champion in Luanne Lawrence, vice president of university advancement.

"Retired faculty and staff are a vital part of OSU," she says. "I am delighted that we are giving support and recognition to an organization that serves them."

At a recent meeting, Lawrence briefed the OSURA board on her plans to help the organization. Along with staff assistance in continuing to publish the *Retiree Directory* and the newsletter, she pledged staff to help field requests for volunteers from campus and community groups so that the organization is not inundated with them. Members will also receive the new OSU research magazine.

Her most ambitious plans call for the setting up of a discount card similar to the Gold Card in existence at her last assignment at the University of Maine. Each OSURA member would be entitled to get the

card, which board members suggested be called the Orange Card. Card holders would then be entitled to a discount at participating businesses in Corvallis. At Maine, card holders also got a free parking permit, a pass to use some campus recreational facilities, and free admission to up to six plays and concerts during the academic year. "This should be targeted to begin on July 1, 2006, the next date for OSURA members to renew," she says.



Adds David Eiseman, OSURA president: "I am delighted with Luanne's enthusiasm and support of our organization. We really feel like all of our hard work over the past four years has paid off."

Lawrence outlined her plans to burnish OSU's image and expand public perception of it. "The message of University Advancement is to change a whisper into a holler," she laughs. "What I mean by that is I have never seen a more humble institution than OSU. It is time to tell people about us."

She went on to detail her various areas of concentration.

"By September 30, we will have in place a plan to begin talking about fundraising priorities for the new campaign," she says. "This won't be fundraising itself but gearing up for a campaign aimed at raising private support for OSU over the next several years."

A feasibility study comes first, followed by the identification of donors and people to help contact those donors. "We will need to develop a compelling message to take to those we are contacting," she continues.

Lawrence will put a big emphasis on media relations, especially the national media. "We have bought a software package that can search for reporters interested in subjects we specialize in," she says. "Then we will identify people on campus in these subjects and pitch the stories directly to the reporters." The same approach will be used for national television networks.

Lawrence previewed the new OSU television ad which is set to run this fall during broadcasts of football games. The 30-second spot offers a quick overview of areas of research at sea and on the
(continued on page 2)

OSU RA

RETIREMENT
ASSOCIATION

VOLUNTEERING

Fall Term 2005

September 20

University Day

September 19-23

New Student Week

Winter Term 2006

Career Fair

Golf Tournament Winners

1st place team

Gary Meddaugh, Jerry Cruce,
David Stubbs, Larry Stuber

2nd place team

Jack Ross, Glenn Klein,
Duane Jensen

Longest Drive Male

Dan Schwab

Longest Drive Female

Jackie Balzer

Closest to the Pin Male

Larry Stuber

Closest to the Pin Female

Sandra Wess

OSURA Putting Champion

Sue Fairchild

Longest Putt

Ray Glass

President's Message

Dear OSURA colleagues,

This year promises to be pivotal in OSURA's history. We now have official recognition by the OSU administration as we become part of University Advancement, under the energetic and creative leadership of Vice President Luanne Lawrence. As you can see from the feature article of this newsletter, University Advancement embodies all that enhances the university's image by cultivating relations with the public, through spreading OSU news locally, nationally, and beyond. To be sure, all this affects student recruitment, alumni, retirees, and fund raising.

OSURA factors in tangibly, through enhancing our budget on a recurring basis, through the development of an Orange Card, which we could apply as a discount from selected merchants, and endorsing and support of our various programs, whether it be special events or our volunteer opportunities. Further, at the board's request, Luanne arranged for classified



and professional faculty retirees would receive the same discount for athletic events as emeritus enjoy. Your OSURA membership card would be necessary to validate getting the discount, if you belong to a category other than emeritus. Also, we'll be receiving OSU's quarterly Research Magazine, starting with the inaugural edition next March. All this falls under advocacy, which is one of the goals itemized in the OSURA Constitution. Along these lines, the year before last, the board successfully negotiated a much lower parking sticker cost than what was proposed, thanks to past president Jean Peters, who was and still is on the Parking Committee.

Currently, we are selecting merchants to participate in the orange card discount program and we have established four standing committees (program, member services, volunteer, and finance). In addition, under President-Elect Ken Krane's leadership, we are devising and arranging programs drawing on the rich and varied resources that OSU embodies. As usual, we'll continue to offer volunteer opportunities, managed by Kathy Heath and Kathy Meddaugh.

We have a great board, its members are imaginative, hard working, and dedicated. I am proud to be part of the team.

—David Eiseman, President

Luanne Lawrence (continued from page 1)

land in a quality production done by Fluid Images of Sisters, owned by OSU alum Bob Johnson. "Because of his loyalty to his alma mater, Bob gave us the full production for about 10 percent of the actual cost they would charge in a high-end production company," says Lawrence. "We have changed the strategy of our recruiting ad. The new ad is aimed not at 17-year-olds. We can get to them via radio and direct mail. Instead, we are targeting the 45-year-old plus market. Research shows that parents are the strongest influence in the decision as to where their children will go to college. In our recruiting, we stress OSU values of accessibility, affordability, student success, and research. We will try to get all the colleges to give out the same message."

In March, the first issue of a new research magazine will roll off the presses. "This publication will be aimed at opinion leaders, legislators, donors, federal and state funding

agencies—and OSURA members," she says. "Articles will cover OSU's vast research efforts in all fields, including unfunded research in liberal arts and business."

Under Lawrence, the licensing and trademarks office will be moved into University Advancement. OSU's operations in Portland will also be focused into a more strategic plan.

Lawrence's help to OSURA turned out to be immediate. On the day she talked to the board, a member brought up the possibility of retired staff members getting the same discount on season tickets that retired faculty members already do. She made one phone call and the staff discount was put into effect. The only thing retired staff need to do is show their OSURA ID card to get the discount.

Concluded Lawrence to the OSURA board: "You are such a wonderful group to work with and all of us in University Advancement are so pleased you are part of our team."

Evans, Koeper, and Tiedeman Join Board of Directors

The combined service to Oregon State University that OSURA members possess is incalculable. Long before they joined OSURA, they served the university in a myriad of jobs. If it is true of members as a whole, it is certainly true of board members, including the three elected at the May annual meeting.



When Nancy Evans moved with her family to Corvallis in 1977, she didn't give a second thought about looking for a job on campus. "Because I had worked at other colleges and universities, it

was only natural that I would look for employment at OSU," she says. After working in a number of temporary jobs, she joined the staff at NIRSA, the National Intra-Mural Sports Association in 1986. The next year, she began a long association with the College of Health and Human Sciences, first in the Department of Nutrition & Food Management, then to the Family Study Center, and finally in the Family Policy Program. Her last three years before her 2003 retirement were as office coordinator in the Office of Undergraduate Advising in the College.

"I joined OSURA because the mission of the organization was to my liking," she says. "I consider the students at OSU to be the top priority of the university. Through OSURA's various volunteer opportunities, I can continue to be supportive of our student population.

Also, OSURA keeps me in touch with friends and colleagues."

Bobbye Koeper recently retired after almost 32 years as a payroll coordinator for the Memorial Union. She learned about OSURA at a pre-retirement meeting. "I thought it would be a fun organization to become involved with at retirement," she says. "Since I just joined the organization, I never thought I'd be on the board so soon. Lo and behold, here I am!"

Koeper thinks OSURA will help her and others make a smooth transition to being retired. "Also, retirement can be an adjustment for many. So far it has not been that for me because I have had a busy summer. OSURA offers trips and other interesting activities for those willing to take advantage of membership. Another reason is to stay connected to OSU. I am very thankful to have been employed at OSU for all those years."



In his 33 years at OSU, **Gary Tiedeman** served in a number of positions: 16 years as chair of the Department of Sociology, five years as director of the Liberal Studies Program, three and a half

years as director of the University Honors Program, and two and a half years as acting assistant dean of the College of Liberal Arts. He was also president of the OSU Faculty Senate, president of the Interinstitutional Faculty Senate, and president of the Association of Oregon Faculties. He is the recipient of the

Warren Hovland Distinguished Service Award in the College of Liberal Arts and the Curtis Mumford Faculty Service Award.

He serves in such varied organizations as the Corvallis Repertory Singers, the Corvallis Public Library, the First Presbyterian Church, and with Dial-a-Bus. He also enjoys participating in campus and community theater.

Gary and his wife, Libby, are also active in a Golden Retriever rescue/adoption organization and other dog-related activities. They own, train, and show four dogs of their own: two Golden Retrievers and two Border Collies.

The Tiedemans love to travel overseas and just returned from a two week tent-camping wild animal photo safari in Botswana, Africa. ("Anyone care to view 800 shots of African wildlife?" he laughs.)

Tiedeman thinks there has been a need for an organization like OSURA for a long time. "It is a pleasure to see it finally come into being—and an even greater pleasure to see it growing and flourishing so well at such an early point in its existence. It has already become a wonderful outlet and support system for OSU retirees and a fine forum for the expression of their energies and talents."

For Tiedeman, joining the OSURA board provides yet another way to serve OSU. "Just as I continue to donate blood to the Red Cross because it's painless (almost) and needs to be done, so do I contribute leadership service to worthy organizations like OSURA, because it's painless (almost) and needs to be done."

In Brief

■ Sixty-nine OSURA members and guests took part in the Second Annual OSURA-Trysting Tree Golf and Hors d'oeuvres Party on September 7th at OSU's Trysting Tree Golf Course.

Golfers competed for trophies in the afternoon event. Non-golfers used golf

carts to tour the golf course. During the tour, Sean Arey, Trysting Tree's golf professional and manager, gave a behind-the-scenes look at how the golf course operates. Food and door prizes rounded out the day's events.

■ A number of events are being planned for the 2005-2006 academic

year, according to Ken Krane, president-elect. These include a tour of the new Kelley Engineering Building, a theatre party in the spring, an OSURA talent show, and a repeat of the successful Retirement and Change Workshop, held in 2004. Members will be notified of dates and times closer to the date.



PRSRT STD
US POSTAGE
PAID
CORVALLIS OR
PERMIT NO 200

The Beaver Log

University Advancement
Oregon State University
634 Kerr Administration Bldg.
Corvallis, OR 97331-2155



Yes!

I/We would like to renew/begin a membership with OSURA. Enclosed is the membership fee of \$10 for each person. Donations above \$10 are gladly accepted. Please make checks payable to OSURA. Membership year runs from July 1 - June 30. Dues for 2005-2006 can be mailed to the address below.

Name _____ Spouse/Partner's Name _____

Address _____
Street City State Zip

Summer/Winter Address _____
Street City State Zip

Phone _____ Email (please print legibly) _____

If you are an OSU retiree, where did you work? _____

Please return this form to Laura Sneed, OSURA, University Advancement, Oregon State University, 634 Kerr Administration Bldg. Corvallis, OR 97331-2155. For questions contact Laura Sneed, (541) 737-4049, laura.sneed@oregonstate.edu.