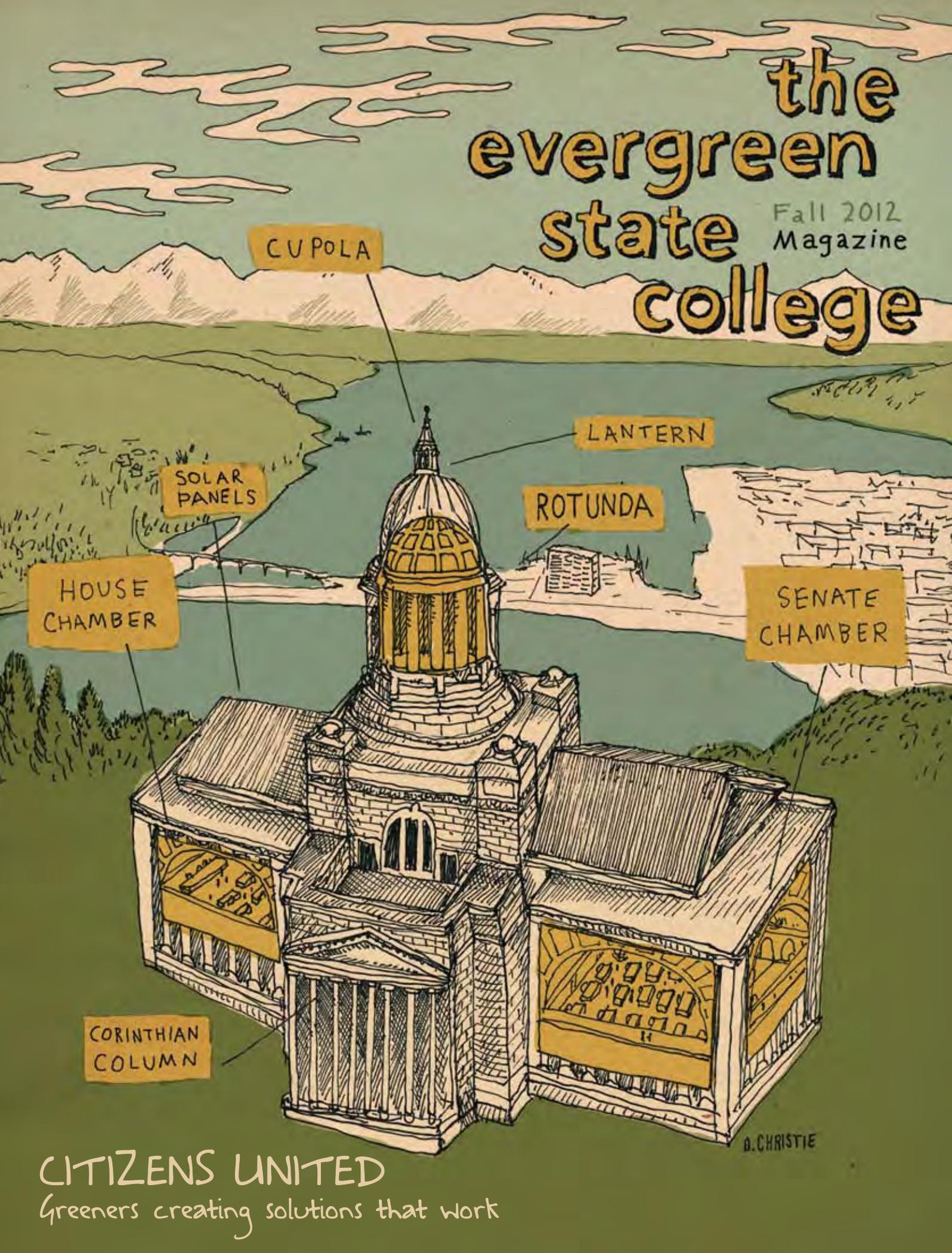


# the evergreen state college

Fall 2012  
Magazine



CUPOLA

LANTERN

SOLAR  
PANELS

ROTUNDA

HOUSE  
CHAMBER

SENATE  
CHAMBER

CORINTHIAN  
COLUMN

D. CHRISTIE

CITIZENS UNITED  
Greeners creating solutions that work

# From the President

Democracy relies upon the participation of an active, engaged and knowledgeable citizenry. Evergreen students, faculty and alumni continually demonstrate extraordinary public engagement, driven by a sense of responsibility rooted in social justice.

As a former elected official, I have a special appreciation for people working behind the scenes on campaigns, in legislative offices and for grassroots organizations to make our government more effective. My time as mayor of Pocatello, Idaho, taught me the elements of effective civic leadership, and led me to a career in public service—directing Idaho's State Department of Administration and later, the Department of Health and Welfare. Along the way, many people, just like the Greeners in this issue of the magazine, made it possible for me to fulfill my responsibilities to the constituents I served.

Since moving into public higher education, I'm continually impressed with how Evergreen prepares students and alumni to be active participants in public debate. Evergreen students learn to evaluate the mix of diverse values and interests that influence democratic decision-making. In programs and seminars, students have the opportunity to bring a variety of disciplines to bear in developing the skills, knowledge, and dispositions that lead them to work for the common good of their communities. Faculty challenge students to critically reflect upon the social, economic or political institutions and issues that shape the choices they will face as citizens. Each year, more than a third of Evergreen students participate in internships, field study, service-learning and community-based work in 300-plus organizations.

On November 6, Americans will once again head to the polls. We'll elect a president and representatives; we'll change or affirm laws; and in Washington state, we'll choose a new governor. The new and returning officials face complex problems and a hostile political environment. Now, more than ever, collaborative problem solving is needed to create solutions that work. At Evergreen, this approach is at the heart of what we teach.



A handwritten signature in black ink that reads "Thomas L. Purce".

Thomas L. Purce  
President

EVERGREEN

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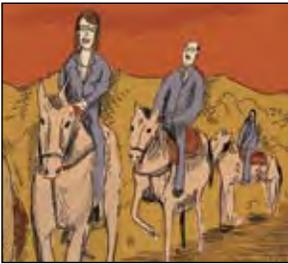
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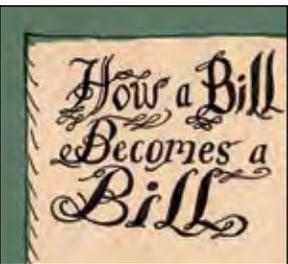
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### On the Cover:



Cross-section of the Washington State Legislative Building by Drew Christie '07. Christie also created the illustrations featured throughout this issue. He began making animations when his father granted him full access to the family camcorder at the age of five. He went on to study film at the Seattle Film Institute and animation at Evergreen. His films have played in festivals all over the world, including the Sundance Film Festival, and his work has been featured in *The Atlantic*, *The Huffington Post*, *The Daily Beast*, *Drawn*, *Cartoon Brew* and *Seattle Magazine* among others. He lives and works in Seattle.

# Electoral College

*The 2012 election is a real-time text for three Evergreen programs*

by John McLain

***If voting changed anything, they'd make it illegal.***

—Emma Goldman

Evergreen Tacoma faculty member Barbara Laners cast her first ballot in 1964, and she's voted ever since. Because she grew up in Baton Rouge, La., in the 1950s, she knows her vote has the power to change things. Why else would some people have tried so hard to keep her from doing it?

Laners came of age with the civil rights movement. She remembers the Rev. T. J. Jemison, who led a bus boycott in Baton Rouge several years before Rosa Parks sat down in Montgomery. She knew that Thurgood ("the Lawyer") Marshall and a young Martin Luther King, Jr. visited the city regularly to bolster its African American residents living under segregation.

The 1955 murder of Emmett Till—a boy close to her age—affected Laners profoundly. Beatings and murders of Southern blacks were all too common, but details of the brutal killing in Mississippi, along with images of Till's mutilated face (his mother had insisted on an open casket), presented grisly evidence of the terrors of Jim Crow to the world. A jury acquitted Till's two white killers, who later bragged about the crime in *Look* magazine, but his murder marked a pivotal moment in the early struggle for civil rights.

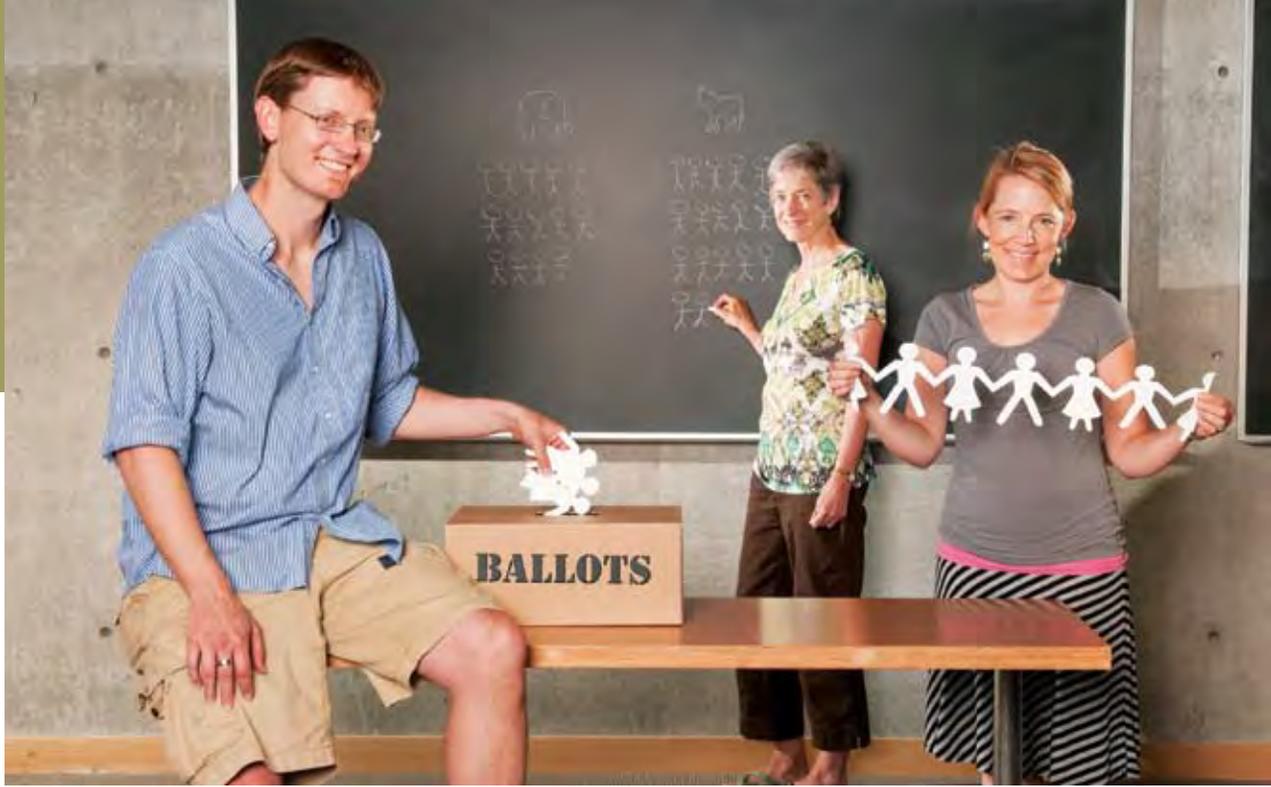
"I always vote because in my mind I recall the martyrs," Laners says. "This right was bought with blood, so we have to honor that by voting at every opportunity."

***Half of the American people have never read a newspaper. Half never voted for president. One hopes it is the same half.***

—Gore Vidal



In their program "Four More Years?" Evergreen Tacoma faculty members Barbara Laners and Peter Bacho urge students to "dig beyond the sound bite to see what the issues really are" this election season.



Left to right:  
Faculty members Brian  
Walter, Susan Fiksdal  
and Sunshine Campbell  
help students take a  
mathematical and linguistic  
approach to analyzing  
political campaigns.

Photos by Shauna Bittle '98

If one thing matters more than voting to Barbara Laners, however, it's informed voting. As a lawyer, teacher, radio host and community leader, Laners has used her career to educate others about the issues affecting their lives. This fall, she and colleague Peter Bacho will teach "Four More Years?" at Evergreen Tacoma. Both are professed political junkies, though Bacho insists on one distinction. "Barbara will even watch C-SPAN, which I cannot bring myself to do."

"Four More Years?" is one of three academic programs examining the election as it unfolds. November 6, 2012, will mark the 57th time that Americans go to the polls to elect a president. Governors' offices and congressional majorities are up for grabs. Voters in Washington state will decide on a host of ballot measures about marijuana, tax increases, charter schools and same-sex marriage.

"The range of topics to discuss is potentially endless," says Bacho, who is an expert in foreign affairs and, like Laners, a lawyer. "We want them to soak it up." But it's not only about how much information students get. It's how they evaluate it. Election campaigns notoriously generate more heat than light, and Laners and Bacho agree that misinformed voters are more likely to cast ballots against their best interests.

"We are asking students to dig beyond the sound bite to see what the issues really are," Laners says. As part of their work, each student is examining a particular contest—reviewing candidates' policy positions, reading outside analysis, handicapping the outcome and evaluating the impact on issues that the students think are important. Before the election, the students will present their findings and predictions to their classmates. After the election, they have to explain themselves. "We want a briefing," says Bacho, "about why they were so damn smart or why they were so darn wrong. What went right or wrong in their analysis?"

Historical issues loom as well—especially issues related to money, power and sex. "I want students to know that elections and politics are part of a historical continuum," Laners says. "Things that we thought were resolved—like campaign finance, the right to vote, women's reproductive rights—we're faced with again."

***Politics will eventually be replaced by imagery. The politician will be only too happy to abdicate in favor of his image, because the image will be much more powerful than he could ever be.***

—Bella Abzug

Political campaigns are exercises in persuasion. To win your vote, politicians use—and often abuse—numbers and language. In the program "Elections, Education, Empowerment: Social Change through Quantitative Literacy," linguist Susan Fiksdal, mathematician Brian Walter, and math teacher educator Sunshine Campbell will use the fall campaign as an exploration of language and discourse, math and quantitative analysis and how human beings make decisions. While Laners and Bacho want to penetrate style to arrive at the substance of a campaign, Fiksdal might find it hard to separate the two. As a linguist, she sees meaning not simply in what people say but how they say it and the unspoken implication behind it.

It's frequent, for instance, for one candidate to want to smear another with the label "elite"—code for someone who is privileged, who doesn't understand your problems and is unlikely to look out for your interests. "The problem," Fiksdal says, "is that people choose what they consider to be elite. We have two Ivy-League educated men running for president this year—a former constitutional law professor and editor of the *Harvard Law Review* squaring off against a former CEO of an equity firm with a personal fortune of \$250 million. Both are elite." For Fiksdal, the candidate who can adapt his style and language to different audiences has the likelier chance of shaking the perception and the baggage that goes with it.

More profoundly, linguistics can highlight fundamental differences between voters. For linguists, metaphor often provides the critical lens through which people orient to their world and make decisions. Family is one such metaphor.

"A lot of conservative ideology in our country," she says, "is built on what [linguist] George Lakoff calls a 'strict father morality.' You need to make it on your own. You can pull yourself up by your own bootstraps, and if you can't, it's your responsibility.

"Progressives, in contrast, see government as a nurturing parent, a benevolent force that can counteract larger social influences, that helps people when they're downtrodden because it's impossible for people to make it just on their merits."

The program provides a reality-based opportunity for students to gain quantitative skills. Walter holds two workshops per week emphasizing statistics. "Introductory statistics can be a really dry subject," says Walter. "A lot of people experience it as a mundane recitation of boring stuff, with no connection to anything relevant. Elections are real. If you care about elections you have to care about statistics."

Campbell agrees that the election provides a way to engage students in a topic that many shy away from—mathematics. She thinks too many Americans are at a disadvantage in elections and in life because they don't have good quantitative reasoning skills. "They don't have basic number sense. How big is a million? A billion? It doesn't get taught in school because math education in this country is so procedurally focused."

The election presents interesting mathematical twists as well, especially at the presidential level. "Mathematicians," Walter says, "thrive on rules: understanding rules and understanding consequences and finding where the boundaries are. Elections

are a great topic for that. For instance, because of our electoral college system, this year there are only nine battleground states where the candidates are spending any time or money. That's weird. Most of the map is already red or blue and everyone knows which way it's going to go there. That's an emergent property of the decisions that were made over 200 years ago about how we elect a president."

***A popular government without popular information or the means of acquiring it, is but a prologue to a farce, or a tragedy, or perhaps both.***

—James Madison

"Politics," Ronald Reagan said, "is just like show business." For Evening and Weekend Studies faculty members Mark Harrison and John Baldrige, the program "Playing Politics" necessarily takes on elements of an improvisational performance.

"It's a bit of an adventure," Harrison says, "because it's not planned out in quite the way that a typical program is planned out. We'll have books to provide background and context, but there's a lot of material that has to be in the moment. We have to fashion a curriculum that challenges students, that is going to require a lot of their intention from week to week."



## Standing Up

Tamen Miller '12 is a stand-up comic, an economics scholar, a former Americorps volunteer, and, he says, "a born antagonist." As a political activist, delegate to the Washington State Republican Convention and the leader of Evergreen's Conservative Support Group, Miller has had plenty of opportunities to sharpen all of those skills.

"The best thing our group did this year was to put a face on the conservative side of debates," Miller says. "We wanted to educate people and challenge people in a constructive and sometimes humorous way."

Born and raised in Kansas, Miller began working in politics right out of high school, starting with a campaign to get Ralph Nader on the state ballot. In 2012, he and fellow Greener Matthew Hayward were elected delegates to the Washington State Republican Convention, where they supported candidate Ron Paul—a stance that became controversial at conventions across the country. But for Miller, participating in the process was inspiring. "We were in the minority, so that was intimidating, but we were very, very loud. It got very heated. Matthew was a delegate to the national convention, and that was heated as well," he says. "But in some ways, the state convention was very inspiring because so many young people were there and part of it."

Miller came to Washington as an Americorps volunteer teaching in a rural public school. "I had a lot of time on my hands, and was reading two or three books a week," he says. One of the books he read was Congressman Paul's *End the Fed*, whose discussion of monetary policy and central banking led Miller to pursue economics. "I was instantly passionate about things I'd never thought about."

During his time at Evergreen, he read books from many different points of view on the economy and politics. Beginning the Conservative Support Group on campus was his way of talking about issues where people on all sides of the spectrum could come together. "We wanted to be an ironic group, not just a political group," he explains. "We really used humor to get people to listen and think about issues in different ways." One such activity was a mock game show, "Van vs. Ann," where students were given various statements and had to guess whether they were from commentator Ann Coulter or activist Van Jones.

Miller now makes his home in Olympia, and was elected as a Republican Precinct Committee Officer this year, where he works with the executive committee and gives a voice to his part of the conservative movement. "Complaining doesn't do a lot of good," he says. "We need to take positions where we can affect change."



The play's the thing for evening and weekend studies faculty members John Baldrige and Mark Harrison, as they and their students analyze candidates' public performances this fall.

Photo by Shauna Bittle '98

Harrison is a theater scholar, director, writer and performer. Baldrige is a geographer with a background in linguistics. The overlap between their disciplines may not seem obvious at first, but spatial metaphors abound in politics (think left and right, the high and low road) and theater (upstage, waiting in the wings). "Between all the spatial metaphors and the performance language that goes into the study of an election," Baldrige says, "it's a great performance and geography piece."

"The political sphere is really about power," says Harrison. "It's about who's going to control things. Power is a central theme in the program. Who has it? Who's trying to get it? What are they going to do with it? It's really similar to what you see in a narrative structure in a film or a play." As part of their work together, students will see the Seattle Shakespeare Company's production of "Antony and Cleopatra" and read Bertolt Brecht's "Galileo."

Political events have their own theatricality, ripe for analysis. Take a 30-second TV ad. "The information," says Harrison, "is one element of what is fundamentally a visual experience. Most people are not listening to the text. They are responding viscerally to the editing, the camera movements, the music."

Like their colleagues in the other election programs, Baldrige and Harrison are committed to taking a critical stance in their teaching. "When you're teaching a course like this," Harrison says, "there's an ethical responsibility to not turn it into a program that is advocating for a point of view."

"In the quest to avoid advocating for a particular candidate or position," says Baldrige, "my approach is to articulate the tools we want to deploy for analyzing political performance and apply them equally to all candidates that we consider." The team plans to have students do a lot of fact checking leading up to the election. Part of that, Baldrige says, is "evaluating the veracity of the fact checkers themselves."

### ***Ballots are the rightful and peaceful successors to bullets.***

—Abraham Lincoln

"Voting is a civic sacrament," said former Notre Dame University president Theodore Hesburgh. Americans' participation in elections, nevertheless, is underwhelming. The 2008 election had the highest voter turnout in the nation since 1968, and still only 57 percent of the voting-age population showed up at the polls.

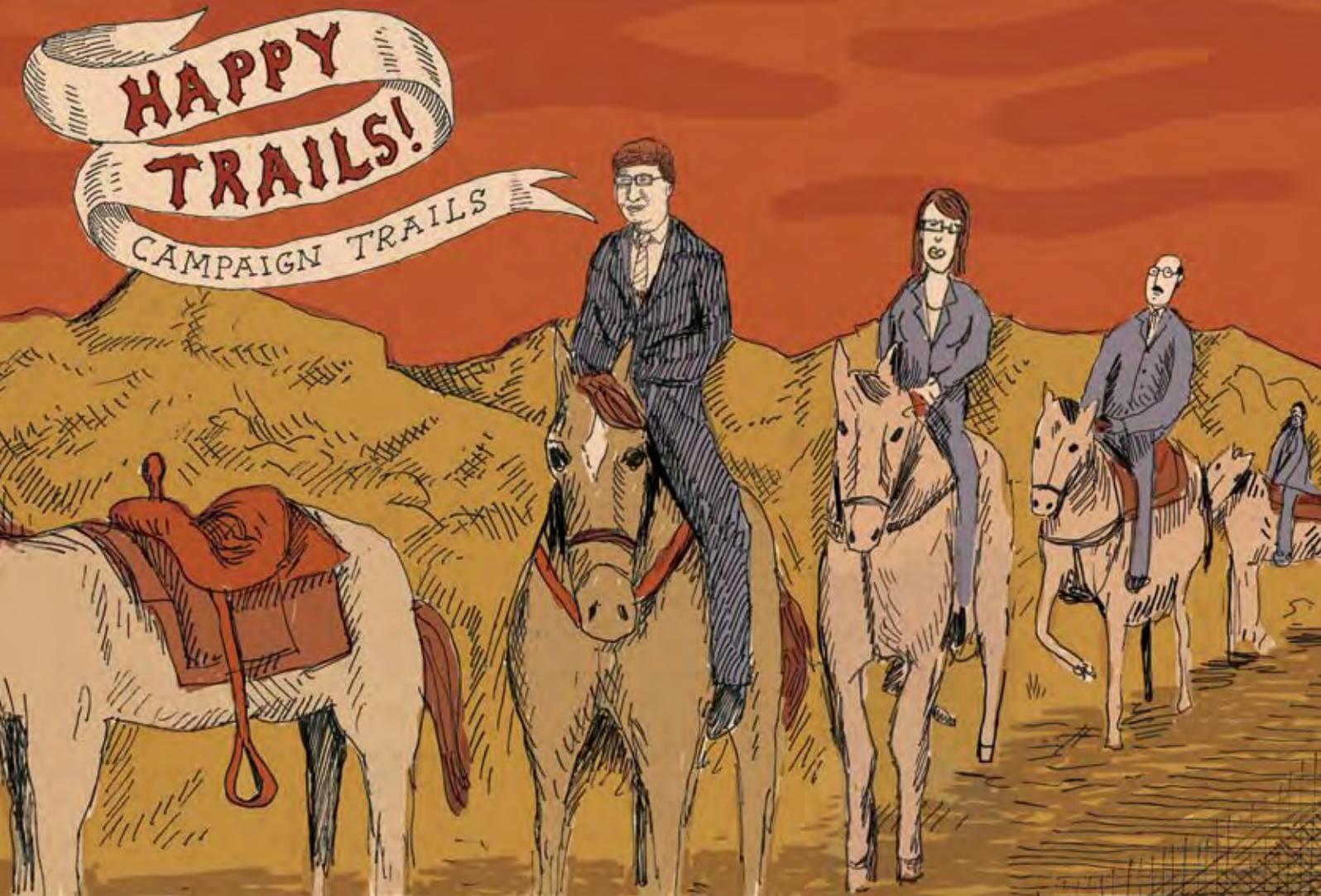
The faculty in these three programs are taking a hard look at the franchise. They want students to develop a healthy dose of skepticism about how the democratic process in our country plays out.

But they don't want students to fall into cynicism. For Baldrige, the program will have worked if students develop what he calls "armor." "We'll be helping people to better understand when people are trying to manipulate them and how that manipulation works so they will be less vulnerable to it."

Fiksdal wants students to grapple with a fundamental question—"What kind of country do you want to live in?"—and to act on the answers they find for themselves.

And Laners knows that the vote only works when people seize the opportunity to participate.

"The money coming into elections will have an influence, and people can try to sway your opinion," she says. "But they can't buy your vote. You can make a difference if you vote and you tell your friends to vote."



Campaign consultant Bob Funk got his start in Montana and is still at home at Helena's State Capitol building.

# ON THE ROAD AGAIN

By Ann Mary Quarandillo

In June, Bob Funk '09 was in Montana, serving as campaign manager for Jesse Laslovich, who was running in the primary for state attorney general. By July, he was traveling back and forth between Washington D.C., and St. Petersburg, Fla., where he helped jump start a U.S. congressional race as deputy campaign manager and press secretary. After a short breather in Virginia, he's now working on multiple campaigns as a consultant with Hilltop Public Solutions, a national campaign strategy firm.

He's 25 years old. This is the sixth campaign season he's worked behind the scenes for local, state and national races. Behind that wavy red-blond hair and cherubic smile is a strategic and determined communicator who has fought some of the most unlikely election battles in the past five years—and won.

All over Washington, and all over the country, as this hard-fought campaign season draws to a close, Greeners are working behind the scenes for candidates across the political spectrum. Funk started out where most campaign workers start—doing field work on local campaigns while he was still in high school. He began working for the Montana Democratic Party at 19, and continued his work while pursuing his Evergreen degree.

“I wanted to take time and work for a candidate, and in summer 2008 became operations manager and regional field director for U.S. Congressman Jared Polis (D-Colo.). He was the first openly gay man to be elected to a first term in Congress, and I got to be part of that.”

That fall, he went from Colorado to one of the most hotly contested races in the country, traveling to Alaska to become a field representative for Senator Mark Begich in his challenge to the longest serving Republican Senator, Ted Stevens. “The race was so close, it took more than two weeks before we found out we’d won,” he says. Funk flew to Nome to monitor the ballot counting, and celebrated his birthday and the victory on the same day. He returned to Evergreen in November, finished his degree, and it was on to Washington, D.C., where he took a short break from campaign work, spending two years as executive assistant to Montana Senator Jon Tester.

But by 2011, Funk was ready to get back into the fray, and he hasn’t stopped since. He’s found that his youth is an asset, because campaigning is more than rallies and streamers—it’s long, hard work. Yes, there’s lots of travel, but you’re not jet-setting all over the place with fancy people in suits. “The biggest misconception people have about running a campaign is that it’s glamorous. It’s not like they show it in the movies,” he says. Campaigns are full of nonstop grunt work, for the top dog to the newest intern, from knocking on doors, making phone calls, asking people if they’ve decided who to vote for, then if it’s for your candidate, making sure they get out and vote. “It’s really long hours with lots of heartache and pain for small victories, and hopefully that ultimate victory,” he says.

In a typical week, he will work on a wide variety of campaign tasks, from communications to management, mundane things like making sure the website is running correctly, that the email system is up to date, checking on yard sign deliveries and stuffing envelopes. When he’s getting a campaign built up, he and his staff will be in the office for 18 to 20 hours per day. Then, of course, there’s fundraising, which Funk admits is hard to deal with, but in this day and age, running for office requires resources to pay for the mailings, the TV ads, the Web presence, banners and yard signs. “Name recognition is important, but voters have to associate the name with something,” he explains. “That’s where mail is still one of the best ways to win an election, and TV is still very effective.”

It seems old-fashioned, but for now, says Funk, these tactics still work. Still, social media is making a huge impact. “Facebook is one of the best ways to reach people, but they’re usually people who are already voting for your candidate,” he explains. “The Internet is a huge forum to galvanize your supporters. It’s not the place to move undecided voters, but changes the way you can talk with your supporters and get them out to vote, to volunteer, and expand your message.”

Although the ability to target people based on their browsing history allows communicators like him to tailor messages based on their interests and reach more potential voters, Funk also believes it contributes to the increasing divide among voters. “Facebook, Google and other sites are designed so that people only see what they want to see—they’re targeted to you, so it’s very separating,” he says. “Our worlds are more and more introverted—we see what already fits our worldview.” He finds that speaks volumes



Bob Funk braving the chill outside the Anchorage field office of Senator Mark Begich, who he helped to defeat longtime Alaska Senator Ted Stevens in 2008.

about why our political systems are so polarized—the other side becomes the enemy. “I know people who won’t have dinner with people who have differing political views.”

Funk was born into politics, and grew up watching PBS *NewsHour* and having conversations about politics over dinner with his parents and sister, Laura, a 2011 Evergreen graduate. His father, Jerry, worked as a union representative all over the globe, and served in President Jimmy Carter’s administration as chief advisor for national security for Africa, where the family lived until Bob was 9. His mother, Moffie, a teacher, grew up overseas. It was her work that galvanized his entry into the political fray.

“When I saw unions and public employees being so viciously and unabashedly attacked, that’s what drove me to get back into the cycle because that is frightening,” he says. “My mom is a teacher, I come from a long line of teachers. Unions are the backbone of this country and of much of the progress in this country. It scared me, made me beyond angry. I feel like we’ve got to fight back on that.”

Even though he is passionate about these issues, Funk refuses to let himself fall into the trap of hyper-partisanship. Because there are few people willing to live the unstable lifestyle of a campaign staff, it is a small and very interlinked profession, and relationships are critical. “By the end of this cycle, I’ll have been working in four or five different locations, and that’s pretty tame for a two-year cycle. When I meet people working on a campaign, we almost always have a close connection and know many of the same people,” Funk says. “People willing to work these kind of hours—you end up knowing each other. Your life is constantly handing out cards, meeting people and building relationships, and just like in any profession, that’s how you make opportunities to do what you love.”

As hard as the work is for him and his colleagues, Funk admires those who are willing to run even more. “You think your life is a nightmare of no sleep, no stability, no social life, but for candidates and their families—it’s personal, it’s their whole life, and the result of the election has a huge impact,” he explains. “My work is tough work, but it’s not my life like it is theirs. How candidates get through an election and keep their family together is incredible. And it’s my job to keep a positive tone—because every day there is a crisis, but you need to keep that out of the candidate’s world. They have enough to worry about.”

And does Funk ever think about running for office himself? He finds it more satisfying to work on multiple campaigns where he can make a difference in lots of areas. “I love my work, and Evergreen showed me you should do something you love. But it also taught me to be pragmatic—to follow your ideals, but work with pragmatism,” he says. “This field is full of people who care about policy and about the results of their work, and that’s a beautiful thing—to see that many hard-working people get involved in this because they care.”



# Reforming the Political Landscape

Two Greeners are at the frontline of people's movements to clean up elections and environmental policies

By Carolyn Shea

*"Power concedes nothing without a demand. It never did and it never will."* – Frederick Douglass, 1857

No matter which polls you check, most Americans, regardless of party, say they'd like big money to have less influence on politics. They want clean energy. And they support better pollution standards. But money continues to flood our elections; the planet—and our health and safety—continues to be compromised; and trust in our government continues to erode.

Josh Silver and Ed Zuckerman have committed their lives to harnessing public concerns and building social movements to force politicians to change course. Each is working to unify Americans in demanding the changes they want to see, empower elected representatives who lead on these issues and unseat those opposed to fixing the problems.

Silver's goal is cleaning up the money in politics and Zuckerman's is cleaning up environmental policies. By combining civic engagement with policy advocacy, both have won significant victories.

## Cleaning up Money in Politics

Silver is a leader in the growing movement to eliminate the influence of money in politics. He is the cofounder and CEO of

United Republic, a year-old group devoted to increasing awareness of the corrupting sway money has over our political system, replacing lawmakers who put special interests and corporations ahead of their constituents and pressing for the enactment of comprehensive legislation to limit money's power in politics.

The 270,000-member organization is working on a plan to overhaul campaign finance, impose strict lobbying and conflict-of-interest rules and stop secret political money. They hope to engage a broad-based coalition of people of all persuasions—liberals, moderates, conservatives and independents.

As United Republic's mastermind, Silver brings considerable experience to the table. He cut his teeth on election reform in the late 1990s effort to pass campaign finance reform in Arizona, where he managed Arizonans for Clean Elections, a citizen initiative to get special interest money out of state politics. Passed by voters in 1998, the Citizens Clean Elections Act revolutionized campaign fundraising by giving ordinary citizens the opportunity to run for office, and by allowing candidates to forgo special interest groups. "That law has held up for a dozen years," he says.

Silver went on to become the director of development for the Smithsonian Institution's cultural arm. While there, he got so incensed with how the news was being covered—he remembers a particularly fatuous lead story on the 5 o'clock news in the nation's capital that reported on rising lobster prices—that he cold-called Robert McChesney '76, a professor of communication at the University of Illinois at Urbana-Champaign and an expert on media economics, to discuss media reform. "We ended up mapping out how to launch a bona fide grassroots movement," says Silver.

Their initiative kicked off in 2003, under the aegis of the nonpartisan organization they founded, Free Press, which promotes diverse and independent media ownership, a sustainable future for public media, hard-hitting investigative journalism and universal access to communications. Based in Florence, Mass., it now has an office in Washington, D.C., 40 staff members and 500,000 active members, who write letters to government and corporate leaders, make calls to elected representatives and file public comments with the Federal Communications Commission.

Free Press quickly proved its worth by mobilizing millions of Americans in 2003 to stop the Federal Communications Commission from lifting media ownership limits and allowing further industry consolidation. "We stopped them in their tracks," says Silver.

A couple of years ago, the organization did the same for net neutrality, the tenet that Internet providers can't block content from users. "We sounded the alarms, turned net neutrality into a popular issue and ended efforts to kill it," says Silver, who was Free Press's executive director for eight years and also ran Save The Internet, a coalition of more than a hundred groups and companies involved in the net neutrality battle.

Within a year of its being established, Free Press launched the popular National Conference for Media Reform, which brings together media activists, policymakers, educators and practitioners to explore ways to promote communications policies that better represent the public interest.

Silver moved into campaign finance reform again because he says, "I kept running into the same obstacle that virtually every issue runs into: a massive special interest juggernaut that completely controls American politics. No matter whether you're concerned about the environment, women's issues, economic justice, if you don't address these two issues of media and money in politics, you will lose your fights. I felt I had no option but to move into the money in politics arena and figure it out."

United Republic has already begun building its grassroots foundation by encouraging communities around the United States to pass resolutions calling for an end to the corrupting influence of money in politics. Los Angeles, New York, and hundreds of other localities have endorsed such motions. It has also joined forces with other efforts and individuals—like MSNBC news anchor Dylan Ratigan's "Get the Money Out" campaign—that are working on limiting political contributions and spending.



## Ms. McClure Goes to Washington

In her final term at Evergreen, Alyssa McClure '12 landed a plum public service training opportunity: she was accepted into the prestigious White House Internship Program.

As Evergreen's first White House intern, McClure worked for the Office of the First Lady, where she pitched in on a number of initiatives, including helping to advance two of Michelle Obama's signature causes — fighting childhood obesity and supporting military families. McClure described the First Lady as "incredibly gracious, real and hilarious," and the president's staff as hard working and earnest. "No one took being in the White House for granted."

The full-time internship, which for McClure involved working in the East Wing 10 to 14 hours a day, also required participants to do community service projects and attend weekly meetings to discuss policy issues and meet senior staffers. McClure managed to squeeze in time to volunteer for D.C.'s Capital Area Food Bank several times a month.

McClure was one of 165 students selected for the spring 2012 program—out of more than 5,000 applicants. According to the White House, the internship "is designed to mentor and cultivate today's young leaders, strengthen their understanding of the Executive Office and prepare them for future public service opportunities."

No stranger to politics, the Vancouver, Washington, native first got her feet wet as an S&A board member for Evergreen's Student Activities during her sophomore year. The following year, she served as a Washington State Legislative Intern for Senator Rosemary McAuliffe (D-Bothell) during the 2011 special session.

Still, McClure said she was overwhelmed by her "incredible learning experience" at 1600 Pennsylvania Avenue, which she found both exciting and humbling.

When she returned home after her intense four-month stint, McClure says she told herself, "No more politics. Then, after about two weeks, I thought, 'This is kind of boring.'" She quickly jumped into "canvassing, phone banking, doorbelling and doing whatever else is needed" for a senate campaign in the 49th District (Vancouver).

Will McClure ever come back to Olympia to join the state's legislative ranks? With the 2013 session approaching, she's already putting out feelers. "I'm crossing my fingers," she says.

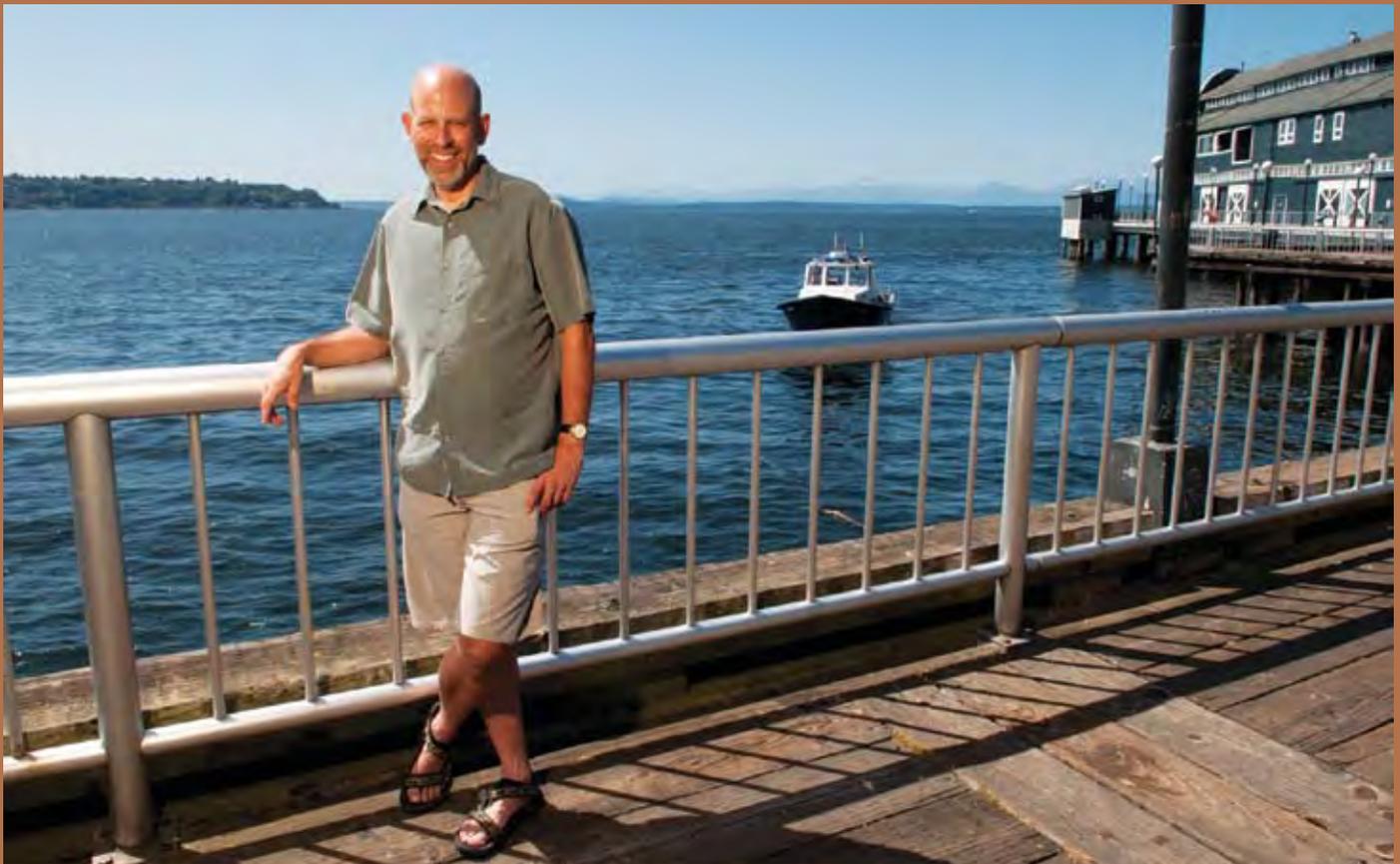


Photo by Shauna Bittle '98

Ed Zuckerman

"It has to be done with the American people demanding it," Silver says. "We've got to be as audacious as the problem is immense. We've got to end the auction of our republic to the highest bidders. The future of our democracy depends on it."

### **Cleaning up Environmental Policies**

In 1997, only about a half-dozen states had conservation voter groups. Today, the number has grown to 34, plus one in the District of Columbia.

"That wasn't happenstance," says Ed Zuckerman '77, vice president of capacity building for the League of Conservation Voters. "It was the result of conscious, intentional effort."

A dedicated conservationist, Zuckerman has had a big hand in this growth. He oversees LCV's program of building a network of state voter groups, which the national organization assists with grants, training and other programs. He came to LCV from his position as the executive director of the Federation of State Conservation Voter Leagues—a kind of trade group for the state groups—which was merged into the national LCV in 2007.

Joining forces has resulted in a stronger coalition of organizations that are cultivating green politics from the ground up. "Before we started the federation, the national organization was focused on federal issues and the states were focused on state issues and the twain never met. So a lot of the work that's been done is trying to integrate what's happening with the states and what's happening at the national level," he says. "It's good to have local voter involvement because all politics is local, at the grassroots level. That's where people engage."

Zuckerman began his career in environmental politics in 1995 as the executive director of Washington Conservation Voters and the Washington Environmental Alliance for Voter Education (WEAVE), sister organizations that became leaders in engaging civic action among environmentally conscious citizens during his tenure.

The very day he began, Washington's state legislature passed an anti-environmental takings bill, which Zuckerman says "required the government and taxpayers to pay any landowner if the laws and regulations kept them from making maximum profit off their land." If, for instance, a developer or a corporation was prevented from making money by laws that prohibit ruining an endangered species' habitat or polluting the water, the taxpayers had to compensate that company.

"To get rid of the law, we had to collect about 250,000 signatures to get the measure back on the ballot and then campaign to ask people to go to the polls and vote against the initiative," says Zuckerman, who called the experience "a baptism by fire." He put together the first database program matching voter data with the membership lists of environmental organizations, which was used to prompt environmental voters to turn out for a statewide referendum on the takings bill.

Zuckerman's work on this campaign helped defeat the referendum—a major victory for conservationists in Washington—and his program became a model for mobilizing environmental voters in local, state and national elections.

Zuckerman says much of what his LCV team does—in concert with the state leagues—is devoted to planning and anticipating what tomorrow will bring. "It's based on the belief that you don't just fund the here and now, but build towards the future. A lot of our work is focused on what the landscape is going to look like five, ten years from now. What do the leagues need in their toolboxes to succeed in coming years?"

Some of the upcoming challenges include issues around climate change, the health aspects of environmental degradation, integrating work inside the Beltway with organizing at the grassroots levels, and overcoming concentrated corporate power, which as Zuckerman says, "is not always friendly to environmental protection." That means mobilizing voters, via

all available means—including social media—into a powerful movement.

Zuckerman's environmental consciousness extends into his personal life. He commutes to work by bike every day and is a cross-country skiing instructor, an avid hiker and a regional board member for NatureBridge, a nonprofit that offers environmental education programs for young people at Olympic National Park. In 2004, he won the Wilburforce Foundation's Conservation Leadership Award for the impact he has had on the environmental movement.

### The Long Arc

Both Silver and Zuckerman are in their fights for the long run. Reform doesn't happen overnight. "People need to be willing to see themselves as one piece of the long-term arc of history," says Silver.

Zuckerman agrees. "One of the things you learn pretty quickly in environmental organizing is that your victories are ephemeral. One victory does not a saved planet make. If you're working hard to protect the air, land and water, you've only done your job until someone has an idea that will ruin those things. If you lose a battle, what you're trying to protect could be gone forever. One of the harsh realities of working in this field is that you have to be vigilant 24/7. I have two kids, so it's important to me that we leave them a planet that they can survive in. It's a never-ending battle."

Josh Silver

## Ed Zuckerman's 12 Rules for Effective Activism

1. Think Big Picture (focus on what you are trying to accomplish long term).
2. Don't sweat the small stuff.
3. Be in for the long haul (changing the world doesn't happen overnight).
4. Commitment is key; it helps you get through the rough patches.
5. Make connections and coalitions with multiple issues.
6. Make connections to real people's lives; no one follows abstractions for long.
7. Talk values and from the heart. While it's important to know your facts and figures, never spew them when you are trying to convince people to your side.
8. Tell stories that people can relate to.
9. Tell people why you do this work, what motivates you.
10. Always be yourself but be respectful of others. Never shout or argue violently.
11. Don't assume what others are thinking or what their values are until they tell you!
12. HAVE FUN/Laugh.



# How a Bill Becomes a Bill



A legislator has an idea for a bill  
Ideas for bills can come from many places:  
- something has happened recently that inspires new legislation  
- a member wishes to address an issue that is specific to his/her district  
- the Legislature decides to tackle a major issue (such as regulatory reform)  
- changes in technology dictate a change in State law

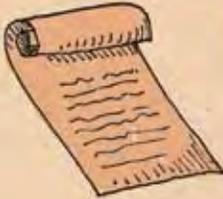


The Legislators and/or their legislative assistants need help researching - What are the precedents? How can this work? They go to their Caucus and/or committee research staff, who help with initial research.

Office of Program Research

They can then go to their Caucus staff to discuss the political implications of the bill, whether other members are already working on similar legislation, whether legislation has tried and failed in the past, etc.

House members then go to the Office of Program Research and Senate members to Senate committee Services. Both offices have nonpartisan research and writing staff who will do extensive research and help them draft their bill.



Once the bill is drafted, then it goes to committee and the rest of the process starts. But none of it would happen without these folks behind the scenes that actually turn an idea into a bill.



# UNDER THE DOME

By Ann Mary Quarandillo

*It's been a long, hard, wonderful, exciting and grueling day.*

She's been awake since 5:00 this morning, knowing the voters are waking up, knowing many of the votes have been cast, knowing there's a full day of work left to be sure every single vote is in. She and her family huddle in a side room, hearing the cheers and groans from the party next door, carefully monitoring the vote counts, waiting.

He's been on the phone, it seems, for the past four weeks, when he's not giving speeches, meeting voters, appearing on talk shows, debating opponents. The media never gave him a shot, but it's turned into a neck and neck race. He's in the middle of the gathering, drawing strength from the crowd, monitoring the vote counts, waiting.

*They win!  
Now what?*



For most new legislators, now is the time for a crash course, not only in how a bill becomes a law, but in how a bill becomes a bill. At the same time, they're hiring legislative assistants, arranging offices, meeting with constituents, and for most new Washington state legislators, figuring out how to navigate downtown Olympia.

It's daunting, but there are a number of offices (and a number of Evergreen alumni) whose work it is to keep the Legislature moving and make sure senators and representatives have what they need to do their work.

During the 1787 U.S. Constitutional Convention, when Connecticut delegate Roger Sherman proposed the "Great Compromise" establishing a bicameral legislature, the idea was to ensure fair representation by population while maintaining the power of individual states. At the same time, the idea of legislation being heard by a great many voices ensured that more people have input on lawmaking, which would minimize the chances of unjust or questionable laws being passed. Combining that with a separate executive branch with veto power indicates that the framers intended to create a government where passing a law was difficult.

Barbara Baker '82, Chief Clerk of the Washington State House of Representatives, knows that can be frustrating for voters. But, she says, "it shouldn't be easy to pass a law – it should be fairly difficult and lots of people should agree on it." Writing legislation requires precision, attention to detail, an intimate understanding of existing laws and a clear understanding of the proposed policy solution.

Baker should know—she's spent the past five years overseeing the daily operations of the House, accountable to the leadership of both parties to make sure it runs "efficiently, orderly and fairly." A legal aid attorney for many years, then a legislative liaison, she spent 11 years with the House Democratic Caucus, including seven as the policy director, before being elected Clerk by the full membership of the House. She is familiar with the challenges legislators face, especially because in Washington's citizens' legislature, most of them have other full-time jobs.

"We respect the members of the legislature very deeply, and our professional staff is here to support them," she says. "It's not an easy job. During session, 80-hour weeks are common. It takes a lot of work from a lot of people to support a legislator so he or she can be successful."

A big part of legislative success comes from proposing and passing bills into law. "Legislators are looking for problems to solve," explains Eric Lohnes, a research analyst for the Washington State Senate Republican Caucus, who is working on his master's in public administration degree at Evergreen. "Many they hear from constituents or are self-generated, but lots of legislation also starts from news, or from state reports from different divisions which highlight problems and possible solutions. Legislators can champion the resolution of those problems."

Both the House and Senate have nonpartisan offices to help legislators turn their ideas into laws. The Office of Program Research (OPR) provides year around staff support to the committees of the House, and their nonpartisan staff of attorneys and research analysts perform a variety of tasks including policy and fiscal analysis, legal counsel, bill and amendment drafting, and clerical support. Senate Committee Services fills the same role for the Senate.

Barbara Baker, Chief Clerk, Washington House of Representatives in the House Chamber.



Eric Lohnes, research analyst, Washington State Senate Republican Caucus

Photos by Shauna Bittle '98

Ken Conte MPA'82, OPR's director and a member of Evergreen's first master of public administration class, says a key part of his job is ensuring that his office serves all the legislators equally, and his staff take pride in their role as institutional experts in the various subject areas lawmakers need. "Our staff stays out of the politics. Every staff member hired must be approved by a bipartisan committee with equal representation from both parties," he explains. After researching and working with the legislator, OPR staff turn to drafting the actual bills, and continue to work with legislators on rewrites, amendments and corrections. "The ideas for bills come from so many different sources—it's all over the map and it's always exciting to research different areas," Conte says. "It's one of the most fun jobs you can have around here."

But the reality of working in government is that although many people can agree on the problems, there are multiple, and often conflicting, solutions to those problems, which often split along party lines. Caucus staff on both sides of the aisle work closely with legislators to develop strategies for creating bills that actually have a chance of making it through the process to become laws, and making sure they have the information they need to decide on legislation as it goes through the process.

"Once a bill has been drafted, then legislators need to look at the broad ramifications of what they're proposing," explains Jamila Thomas-Roberts '98, chief of staff for Washington's House Democratic Caucus. "We look at each bill from a practical perspective—how something might work in another state but might not work in Washington, whether there are similar bills being filed by other members, or even if the proposed bill will actually solve the problem they're trying to fix."

A second-generation Greener (her father, Timothy Thomas '88, graduated from Evergreen's Tacoma program), Thomas-Roberts began working with the legislature while she was a student, where she got her first exposure to politics and policy, and how they work together. She was Gov. Gary Locke's policy advisor on labor and workplace issues, and served as a policy analyst for the House Democratic Caucus before taking on the chief role in 2010. That experience helps her coordinate the policy, communications and legislative staff working together to shepherd bills through the committee process. "We work to keep legislators informed—both on what they want to hear and what they don't want to hear—so they can decide how to vote on legislation," Thomas-Roberts explains.



Jamila Thomas-Roberts, Chief of Staff, Washington House Democratic Caucus

Legislators have so many voices competing for attention, it's critical for the staff to help sift through the tons of information that crosses their desks each day. "We're all here to serve the members, and to make sure when they need something, we're able to deliver it," says Lohnes, who has worked as a policy analyst in both business and nonprofit organizations, and came to the caucus after serving as senior economic policy analyst at the Freedom Foundation in Olympia. "But there's a difference between the perfect policy and what can actually pass and be signed by the governor. It's always a challenge to get the best policy that has a chance to make it through. We analyze ideas from a policy perspective, looking at costs and benefits—what benefits are accrued to society and to individuals because of this? It's really satisfying to be in the caucus because I can actually affect policy here."

Once the bill is written and the legislator introduces it, Thomas-Roberts' staff, along with Caucus staff on the Republican side, keep a close eye on the bills as they make it through the process—first, while a committee studies and reports on it; then when the Rules Committee decides whether the bill will be brought to the floor for debate and amendment; then to a third reading for an actual vote. "We work with our legislators to figure out their top priorities, chart them out, and help move them forward," she says. "We help them develop relationships with other members of the caucus, and encourage them to talk with their Republican colleagues and get their views. We do everything we can to give them guidance throughout the process—we're here to help them succeed." Of course, once a bill passes one house, it goes through the same procedure in the other house, and the process starts over again. Both the House and Senate must agree before a law goes to the governor for signature.

For new legislators, navigating the constantly evolving processes can be daunting. The Chief Clerk's office runs five days of training for new House members and more for their staff, and Baker reminds them they are working for the public, and should act accordingly. "It's not easy trying to live up to campaign promises," she says. "The ship turns very slowly and big changes take a number of years. Just figuring out how the place works is difficult. Many of them have been involved in other levels of governance so they have some idea, but most are walking around shell-shocked for a few weeks. Two years (the House term of office) is a short time to learn how to get something done, so we work hard to be a resource for them."

One of the biggest challenges for newly elected members, says Conte, is that the election happens just before session starts. "We immediately reach out to the members—personally and by mail, to remind them that session's going to come up quickly, and that if there are issues they need research on to let us know. If they have promises they made or things they want to do as a legislator, my staff can be doing that research right after the election so they can be ready with bills to introduce when session starts."

It's easy to see a problem and say "there ought to be a law!" Looking simply at election campaigns, the job looks like a glamorous round of events and TV shows. But, Thomas-Roberts reminds them, "The campaign side is the flashy side. If you want to be an effective legislator, you have to do the work, and really think about what you want to accomplish here. You can't wait for someone else. Figure out what is important for you and your district and we'll help you get there." Successful legislators put in the work, get the information, and build good working relationships both with staff and other legislators.

At the same time, effective legislators have a passion for what they do, and Baker hopes they follow that passion. "People who want to run for office—God bless 'em, we need more of them! We need more people who are really invested in government, who are willing to make the sacrifices needed to get involved on the legislative side, and I'm as supportive as possible to those who want to run. It's supposed to be a part-time job—it's not. You can't not be here—when you're not here it's on your mind."

"This is not just theoretical work—what we do here has an impact on people's every day lives," says Thomas-Roberts. "We need to do what's right for the citizens of the state. I keep hold of that principle and do my best to never lose sight of that." ■

Ken Conte, director, Washington Office of Program Research



Photos by Shauna Bittle '08

# Meet the Press



Sometimes I look around and think,  
“I’m a kid from Aberdeen.  
What on Earth am I doing here?”

Tony Sermonti with Air Force One

Once a month or so, Tony Sermonti '04 steps out of his life in Olympia, puts on his earpiece and dark business suit, and takes care of the press needs for President Barack Obama, First Lady Michelle Obama or Vice President Joe Biden when they are on the road. It's exciting, demanding and intense. And as Sermonti tells us,

★ ★ ★ **“Failure is not an option.”** ★ ★ ★

When you are a part of the traveling White House, you never know what might come up. You could be timing Air Force jets as they fly over a stadium, riding in a presidential motorcade or wrangling press photographers as they try to get their photograph of the day. That's my role as a press advance associate for the White House.

Of course, I didn't start out there. I started out as a driver in a small convoy of cars for Teresa Heinz Kerry in 2004, when presidential candidate Sen. John Kerry made a quick two-day stop in Seattle. I was working as an intern in the Washington State Senate, serving as student representative to the Evergreen Board of Trustees, and finishing up my senior year at Evergreen, when one of the legislative aides asked me to help out “for a day.” That one day opened the doors to so many unique opportunities.

The next day, I worked a 20,000-person campaign rally outside the Tacoma Dome. I continued to be involved in the Kerry presidential campaign, learning the ropes and how all of the pieces work together, from the Secret Service to hotel logistics, but particularly how to work with the news media.

After graduation, while working as communications manager at Evergreen, I got a call from John Edwards' 2007 primary

campaign, and it was off to Iowa and other parts of the country. I spent many months on the road as a national advance staffer, primarily in media relations and logistics. I've turned barns into presidential campaign stages and found a notary public in the middle of a field with minutes to spare. The wide range of events I worked on during the campaigns gave me skills I still use and allowed me to meet many more people who continue to share opportunities with me.

Now I spend several days each month serving the White House when the President, First Lady or Vice President travels. The advance team typically arrives a few days prior to an event to ensure that the sites, and specifically in my case, logistics for the local and national press, are well planned.

Regardless of political affiliations, it's an extraordinary honor to represent the White House, and to know that you're part of that institution. Occasionally, I find myself quickly and quietly looking around and thinking, “I'm a kid from Aberdeen. What on Earth am I doing here?” It's very serious work to make sure things go smoothly, and there's not a lot of room for error. It's certainly challenging much of the time, but it's an incredible opportunity. It keeps me on my toes and ready for anything.



Photo by Shauna Bittle '98

Nathan Schuur

*“Liberal arts is  
the study of how  
to be alive.”*

Starting in the fall quarter of 2013, in addition to reviewing their past academic work, incoming Evergreen undergraduates will look forward and plan for their futures. The Academic Statement, a new graduation requirement, will be an evolving narrative document to help them articulate and reach their educational goals.

Every year, with the support of faculty, the students will revise their statements to reflect how they are earning their degrees. This ongoing work of critical reflection and assessment about their decisions, experiences and accomplishments is intended to foster thoughtful work that will enable them to better develop creative and fruitful academic pathways and write compelling statements.

The final statement will then become the cover page of each student's official transcript to introduce the student's undergraduate career to an outside audience.

To kick off the new college-wide initiative, the faculty held an Academic Statement writing contest in spring 2012. This first-place winning essay, selected from 103 entries, was submitted by Nathan Schuur '12, a former Geoduck Student Union representative to Evergreen's Board of Trustees who is now a first-year law student at the University of Michigan Law School.

# WEAVING Together the THREADS of My Education

by Nathan Schuur

I chose the first program I took at Evergreen without even reading the course description. The program I wanted to take was full, I did not have a plan B, and my lunch break was about to end, so I took the suggestion of an academic advisor and signed up for Political Economy and Social Movements. Like many of the decisions I made at that time in my life, making a choice about what I would do for the next two quarters without even looking at the catalog was not a responsible one, but it may be the luckiest irresponsible choice I ever made.

During those two quarters, we focused on topics I had hardly even thought about. Learning about racism and imperialism and the ways they interact with economics changed the way I look at the world and both directed the other classes I would select at Evergreen and the choice I ended up making about what to do after college. After taking Political Economy and Social Movements, I see power dynamics everywhere I look. I understand that “free” choices are often far from free and I know how important it is to work actively against inequality. I know how crucial it is to have an understanding of power and discrimination if I expect to learn anything about the rest of the world.

Next, I took Democracy and Free Speech, where I learned a great deal about the ways the First Amendment has been applied (or misapplied) to various situations and how important effective and vigorous legal advocacy is to effecting change in this country. We live in a country where the laws are often unfairly applied and in Democracy and Free Speech I saw how people working within the justice system can still have a huge impact in ameliorating that unfairness. I had been toying with the idea of law school for some time, but by the end of the class, I was sure that becoming a lawyer would be the right decision for me.

Once I knew what my goal was, choosing classes became much easier. I took classes that would help me develop a better understanding of power, economics, and history. I took a program studying the history of capitalism, studied economics in depth, wrote a contract examining the histories of underrepresented groups, and wrote a contract to do research on foreign relations using mapping software. Throughout, I learned more about the ways various groups have experienced colonization and globalization and began to develop an understanding of how to reform the world for the better to help right these wrongs. I tried to understand how the ways in which certain countries, classes, or races of people were treated in the past influences the way they interact with the world today.

The skills I gained at Evergreen will be valuable both in my professional life and in my personal life. I learned plenty of facts, but what I learned more is a sense of empathy. When I enter law school next year, I will be prepared both to see the law and to see the human accused of breaking it. I will be equipped to help people and to do so with appreciation of their struggles. In my personal life as well, I will not be stagnant. The same compassion for others that will make me a good lawyer will help (and has already helped) me develop close personal relationships based on understanding and respect.

My education is far more than the sum of its parts. Most of my classes have centered on political economy, but I have stepped outside of that discipline and also studied history, philosophy, computer science, geography, law, and art. I am happy to have learned to weave together what I have learned in various classes to gain a fuller understanding of the world around me and my place in it. At its core, the study of liberal arts is the study of how to be alive. In all my classes, I learned specific skills that were often only narrowly applicable to specific types of problems—I learned how to do. But I also learned to bring together threads from different courses, to guide my own studies, to work across gaps of race, class, and gender, and to identify power dynamics, which taught me something much more important—how to be.



# Celebrating 40 Years of Evergreen!



On May 18-20, Evergreen's extended family of alumni, friends, faculty, staff and students converged on the Olympia campus for Return to Evergreen, a three-day celebration of the college's 40th anniversary. They came to reconnect with their faculty and fellow alumni, share their Evergreen experiences, and learn from each other in seminars, fishbowl seminars and panel discussions around big ideas: innovation, creativity, sustainability, social justice and more.

They danced to the high-energy funk of The Brown Edition with front man Miguel Pineda '08 (above) at the party on Red Square; explored the thousand-acre forest with ornithologist and faculty emeritus Steve Herman; and honored Evergreen's presidents at the opening seminar, featuring (L-R) Charles McCann (1968-1977), Daniel Evans (1977-1982), Richard Schwartz (1983-1985), Jane Jervis (1992-2000) and Les Purce (2000-present), who spoke about Evergreen's four-decade-long evolution as a groundbreaking public college.

Photos by Shauna Bittle '98, Karissa Carlson, and Riley Shiery.



## 1973

**John Gerecht**, Olympia, is a customer service representative for the Washington State Department of Licensing. Still a devoted photographer, he's looking forward to retiring.

## 1974

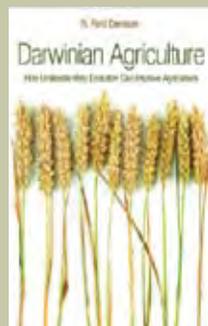
**Susan Miller**, Honolulu, Hawaii, is project director of Discovering Genius, a University of Hawaii small-business development project. A faculty member for 15 years in the Center on Disability Studies at the University of Hawaii, Manoa, she earned her master's degree at Arizona State University.

## 1975

**Ross Carey**, Edmonds, a family physician in one of the last independent, doctor-managed groups in the region, still enjoys his work at Edmonds Family Medicine clinic. He attended the University of Oregon after Evergreen, and earned his M.D. at Case Western Reserve University in 1984. He still enjoys road biking.

## 1976

**Eunice Barnett**, Tacoma, a grandmother of four, is an account executive with Comcast Cable Corporation. She fondly remembers her days serving as internship coordinator with Larry Stenberg, and working with Maxine Mimms to create Evergreen-Tacoma. Eunice is thankful for that experience and is proud to introduce others to the Evergreen way of learning.



**R. (Bob) Ford Denison**, Saint Paul, Minn., is a fellow in the College of Agriculture, and adjunct professor in ecology and evolution at the University of Minnesota. His most recent book, *Darwinian Agriculture: How Understanding Evolution Can Improve Agriculture*, Princeton University

Press, was published in July. He continues the research on symbiotic nitrogen fixation he started at Evergreen in 1973, and has been married to postharvest physiologist Cindy Tong for 20 years.

**Tom Lenon**, Seattle, is a faculty member at Seattle Central Community College, where he teaches graphic design using Evergreen principles whenever he can. He's been married to **Jeanie Taylor '77**, since 1976. They have two sons, Alexander and Patrick.

**Constance Palaia Marr**, Grants Pass, Ore., and her family—husband, Kevin, and 13-year-old daughter, Sylvia—own and operate the 16-unit historic Motel Del Rogue, just south of Grants Pass on the banks of the federally designated "Wild and Scenic" Rogue River. They are realizing a dream, living and working in a spectacular setting, hosting a special clientele.

Submit a Class Note for the spring issue at [www.evergreen.edu/alumni/alumform](http://www.evergreen.edu/alumni/alumform)



Celebrating the college's 40th with a walking tour led by K Records founder Calvin Johnson '85 (top left), which began at Percival Landing; visits with our Geoduck mascot, Speedy (above); fishbowl seminars including "Animation, Comics and Graphic Novels," (top right) with *Hey Arnold!* animator Craig Bartlett '81, animator-illustrator Drew Christie '07, cartoon artist Megan Kelso '91, cartoonist Steve Willis '79, animator Tommy Thompson '10, and *The Simpsons* creator Matt Groening '77 (below, left); catching up on campus news in the *CPJ*; and seminars like "How Far Have We Come in 40 Years? Women, Men, Work and Family," (left) featuring Kristen Rowe-Finkbeiner '91, executive director of Momsrising.org, and faculty member and author Stephanie Coontz.



**1977**

**Barbara (Olsen) Curtis**, South Lake Tahoe, Calif., has worked in publishing since 1986: as a sales representative for Simon and Schuster; as the sales/marketing manager for Bookpeople; running Books Beyond Borders, her own international book sales business; and currently as sales manager for Bona Fide Books in South Lake Tahoe.



**1978**

**Jim Kennett**, Portland, Ore., is the founder and owner of the Northwest Portland International Hostel and Guesthouse (left), which hosts more than 30,000 travelers a year from all over the world. He is developing a retreat center and organic farm on 50 acres on Oregon's Mount Hood.

**Timothy Murphy**, Olympia, after earning his M.D. at the University of Washington School of Medicine, moved to the University of Pittsburgh School of Medicine, where he was a faculty member for 20 years. He returned to Olympia and is a physician in pediatric pulmonology and sleep medicine, affiliated with Mary Bridge Children's Hospital. He is proud to have a daughter going to Evergreen.

**Jodi Sandford**, Perugia, Italy, earned her Ph.D. in general linguistics at the University of Perugia, where she is a research professor. She and her husband, Valter Gosti, are visual artists and held artistic events in Italy, France, Spain, Germany, Argentina, Australia and the United States. Some of their visual works are in museums, private collections and available on YouTube at sandfordgosti.

**1979**

**Russell Flemming**, Luxemburg, Wis., is president of Harvest Fitness, where he teaches running and walking courses, trying to encourage people to make healthy choices in nutrition and exercise.

**1980**

**James Burke**, Steilacoom, graduated from the University of Iowa Physician Assistant Program in 1982. He earned his Master of Social Work degree at the University of Washington in 1991, and is retired from his position as team leader/physician assistant at the Mental Health Clinic, American Lake Division of the Veterans Affairs Puget Sound Health Care System.

**1981**

**Leonard Brennan**, Kingsville, Texas, is a professor and C.C. Winn Endowed Chair for Quail Research in the Caesar Kleberg Wildlife Research Institute at Texas A&M University.



Greeners from around the globe returned to their beloved alma mater May 18-20 for a host of special 40th anniversary events. Clockwise from top: Lynda Weinman '76, cofounder of Lynda.com, talked about "Education in the Age of the Internet"; speakers at the seminar, "Greener Entrepreneurs," included Sandy Desner '78, Tom Anderson '73, faculty member David Shaw and Craig Ottavelli '97; emeritus faculty member Oscar Soule led an interview with Dan Tishman '77, chairman and CEO of Tishman Construction Corporation; animator Craig Bartlett '81 connected with students; and while everyone danced on Red Square, President Purce got the first slice of cake.

Photos by Shauna Bittle '98 and Karissa Carlson.

He published his fifth book, *Wildlife Science: Connecting Research and Management*, CRC Press, Taylor and Francis, May 2012, with a "chapter on sage-grouse in the American West, written by Evergreen Emeritus Faculty Steven G. Herman, who helped me get my wildlife research started more than 30 years ago."

**1982**

**Jeanne (Shappell) Carras**, Olympia, is owner and founder of Bonaventure, an upscale shoe and handbag boutique in downtown Olympia since 1994. Jeanne is very involved in the community, serving on the Boards of the Olympia Downtown Association, Thurston County Chamber of Commerce, the Olympia Symphony Orchestra, Y.M.C.A. and Safeplace of Olympia.

**Joellyn Rock**, Duluth, Minn., is an assistant professor of digital art at the University of Minnesota, Duluth. Her visual artwork is part of private, corporate and public collections

such as the Microsoft Art Collection and the Washington State Public Art Collection. Rock's show with artist Deborah Mersky, *Godwottery: The Garden Reworked*, at Augsburg College opens in September.



(above) From *Godwottery: The Garden Reworked* by Joellyn Rock & Deborah Mersky

**1985**

**Catherine Dunton-McLeod**, Tauranga, New Zealand, earned a Master in Chinese Medicine degree after leaving Evergreen and is a doctor of oriental medicine, enjoying the land, climate and the access to natural beauty and views on her 10-acre property in New Zealand.

**Joe Klein**, Floyd, Va., a licensed professional counselor, founded Inward Bound Mindfulness Education, a non-profit organization dedicated to improving the lives of teens through meditation retreats in four states.

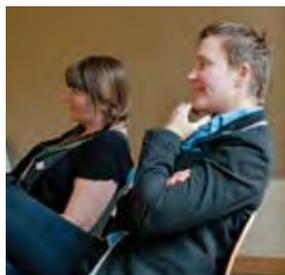
**1986**

**Sherry (Pinkerton) Hill**, Tenino, lived in Alaska after earning a Master of Science degree in public relations at Scotland's University of Stirling. She returned to Thurston County as communications director for Children's Administration in the Department of Social and Health Services. She worked for two governors, and has made an impact by communicating statewide in two states, nationally and internationally.

**Barbara Powell (MPA)**, Palo Alto, Calif., a public administrator for the past 30 years serving in Oregon, Washington, Nevada and California, Barbara is a self-employed management consultant enjoying international travel, hiking and bicycling in the San Francisco Bay area.



The *Simpsons* creator Matt Groening '77 showed some of his favorite clips during the "Animation, Comics and Graphic Novels," fishbowl seminar; Greeners connected at the Friday evening wine tasting, which featured wines by Evergreen alumni Anna Matzinger '93 and Luke Bradford '02; Trustee Kristin Hayden in seminar; at the fishbowl seminar, "The State of the Environment in 2012"; and Charlie Teske, Evergreen's founding Dean of Humanities, played the trumpet at the "Jazz Ensemble Discussion and Jam Session" workshop.



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**1987**

**John Heal (MES)**, Aptos, Calif., is a senior scientist for Nichols Consulting Engineers of Lake Tahoe. A certified professional wetland scientist working in Northern California and living in Monterey Bay, he's always glad to hear from Greeners, near and far.

**Donna (White) Schoonover**, Bow, earned her M.D. degree at the University of Washington School of Medicine. She is a pediatrician for Seattle Children's Hospital and clinical assistant professor in the Department of Pediatrics at the University of Washington School of Medicine. She and her husband, Tom, have a small farm and raise fruits, vegetables and farm animals.



Steve Coker '89

**1988**

**Barbara Hinchcliffe**, Shoreline, earned her M.Ed. in counseling psychology at the University of Massachusetts and runs a small, private psychotherapy practice, serving as a consultant to Child Protective Services, providing in-home family therapy.

**Meggan Stordahl**, Jackson, Wyo., earned a master's degree in human development at Pacific Oaks College and is a member of the arts faculty at Jackson Hole High School in the Teton County School District.

**1989**

**Steve Coker**, Olympia, teacher-librarian for North Thurston High School, was awarded the President's Award for Excellence from the Northwest Council for Computer Education.

**Sean Murphy**, Albuquerque, N.M., a student at the University of New Mexico School of Law, was awarded a Peggy Browning Fellowship for demonstrating his commitment to workers' rights.

Sean will spend the fellowship working at the Legal Aid Society in San Francisco. He is happy to give back to working people in a significant way after being supported for so many years by the solidarity of his fellow workers.

**Linda Jo (Reynolds) Sullivan**, Olympia, earned her Master of Nursing degree at the University of Washington, Tacoma and is an assistant professor of nursing at Centralia College, and R.N. charge nurse at Providence Saint Peter Chemical Dependency Center.

**Terri Thompson (MiT)**, Union, wears many hats: she's an artist, photographer, environmental activist, middle school teacher, mother of three and grandmother of seven. She had a mixed media art show on display in the Office of Washington State Lt. Gov. Brad Owen.

**Angela Wickham (MPA)**, Boise, Idaho, is chief of the Bureau of Health Planning and Resource Development for the Idaho Department of Health and Welfare.

# VISION TO LIFT SAILS

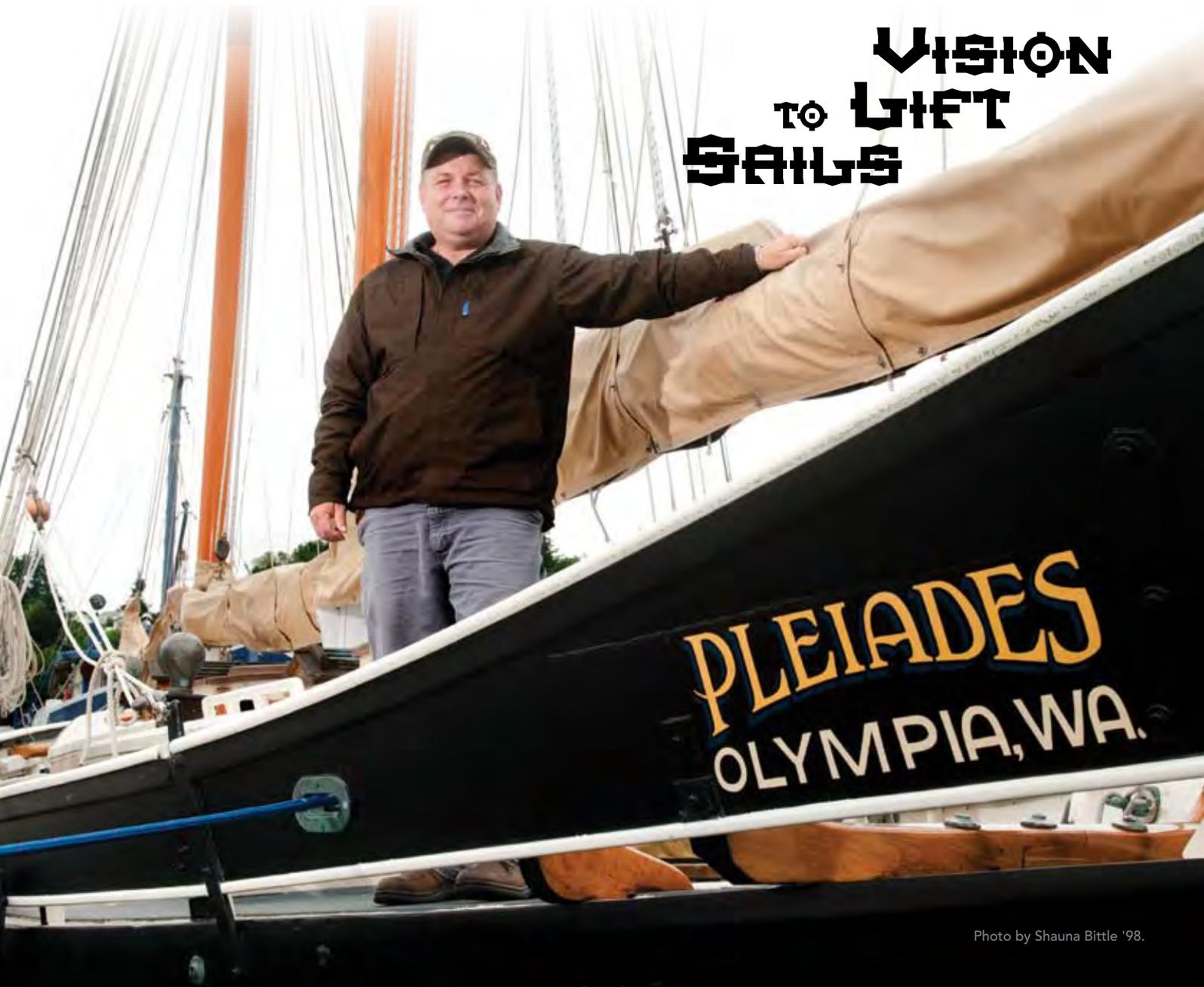


Photo by Shauna Bittle '98.

## 1990

**Ed Love**, Bellingham, earned his Ph.D. in business administration at the University of Washington. He is associate professor of marketing at Western Washington University, and lives in Bellingham with his wife, Brooke; his son, Jasper; and his cat, Grover.

**Christopher Lucas**, Austin, Texas, earned his Ph.D. in Radio-TV-Film at the University of Texas at Austin. He is a visiting assistant professor of media studies at Trinity University in San Antonio while working as an associate producer on *Living Springs*, an interactive environmental documentary on the cultural history of Barton Springs and the Edwards Aquifer in Central Texas.

## 1992

**Audrey Cohn (MIT)**, East Aurora, N.Y., is a teacher in the Buffalo Public Schools, teaching refugees and immigrants from Burma, Nepal,

Africa and Latin America. She taught in Santiago, Chile at The International School, where she learned Spanish by joining mountain bike tours.

**Nancy Cook**, Astoria, Ore., is a member of the faculty at Clatsop Community College, teaching composition, developmental writing and literature, while serving as editor of the *RAIN Magazine* and performing her original work at the annual Fisher Poets Gathering. She spent 15 years working as a National Park ranger, environmental educator and fisheries biologist in Alaska. A mother of one daughter, Nancy spends her summers in McCarthy, Alaska, directing the annual Wrangell Mountains Writing Workshop.

**Erika Hanson**, Kenmore, has been a registered nurse for 12 years, the last seven years working in chemotherapy/biotherapy infusion at Cascade Cancer Center. "Nursing is all about intense critical thinking...I use my Evergreen education at least as much as my nursing degree every day at work."

**Susan L. Walton (MIT)**, DuPont, was appointed principal of Puyallup's Maplewood Elementary School in spring 2012. She taught in Yelm Schools from 1992 through 2008, when she was hired as an elementary assistant principal in the Puyallup School District.



## 1993

**Jeff Crane**, Spring, Texas, teaches history at Sam Houston State University. His book, *Finding the River: An Environmental History of the Elwha*, was published by Oregon State University Press in December, 2011.

**Annie Soles (MIT)**, Olympia, was named "Teacher of the Year, 2012" for Nisqually Middle School in the North Thurston School District. The award was presented by the North Thurston Education Association and North Thurston Public Schools.

By Jason Wettstein

For centuries, the Pleiades, or seven sisters, star cluster has been significant for cultures from across the world. Legend has it that visual acuity was measured and tested by how many of the stars one could count from the Pleiades cluster in the night sky.

Hoyle Hodges is counting his stars, and testing his sustainable vision aboard his 59-foot pinky schooner Pleiades as he works to establish a sustainable sail transport business in Washington's South Puget Sound.

It's a dream with a detailed business plan.

Hodges, a 50-year-old retired Army paratrooper and Evergreen student, built his vision during his program, *Business and Sustainability: Myth or Method?*, taught by Bob McIntosh and Rebecca Chamberlain.

The business model is historical and revolutionary at the same time. Hodges is seeking to transport cargo, produce and passengers by sail in an effort to avoid rising oil prices, the clogged I-5 corridor, and the high carbon footprint of most forms of modern transport.

To do this, he employs a replica of an 1830's era Eastport Pinky Schooner, a three-sailed boat with a heritage descending from East Coast fishing and transport vessels in the mid 1600s.

Hodges credits his education as inspiration for his efforts. "Evergreen is the kind of place that encourages something like this," he says. "It's a place to turn 'out of the box thinking' into a viable project."

For now, Hodges is delivering produce and goods from vendors at the Olympia Farmers Market to locations from the South Sound to the Tacoma Narrows. Recognizing the consequences of unsustainable use of oil and climate change, Hoyle's business team made a commitment to move local produce by bike and boat to test the feasibility of sustainable shipping.

As owner of Olympia Schooner Company Hodges' next steps will be to establish regular routes with set dates and times. He needs 20 freight customers in ten locations in the summer season for the business to break even. And, keeping

with his model of encouraging energy efficiency, customers who pick up their goods by bicycle, cart, or any fossil-free alternative receive a ten percent discount.

Sailing means using the shape of the sails to generate lift and create forward progress. For Hodges, the lift and progress he is aiming to achieve is a real-world demonstration of the business case for a return of the historic "mosquito fleet," a system of water transport that was a foundation for economic growth in Western Washington.

"The mosquito fleet is what tied Western Washington together from the late 1800s to World War II, says Hodges. "Before autos, people could travel faster by boat than by horse. Without the mosquito fleet, we wouldn't be what we are today in Olympia."

The difference is that the mosquito fleet in the past was run on steam and diesel. "We are aiming to be more sustainable," says Hodges. "As we innovate upon the past, we're looking to adapt new technologies and provide solutions."

The business venture is untried and risky, but Hodges is no stranger to risk after serving 24 years as a paratrooper in conflicts as diverse as Korea, Panama, the Persian Gulf and Afghanistan. In fact, his notion to sail developed in the dust of a Saudi desert during the Persian Gulf War. "All I had to read was British sailing mags in a sea of sand," says Hodges. "I said to myself, if I get out of this alive, I am going to live next to the water."

As for Evergreen, he also overcame some trepidation, "I did not know how I would fit in at a liberal arts college," he says. "I did not agree with everybody's opinion in my courses, but I would find that everywhere. I am going to be sorry to leave Evergreen when I graduate."

Hodges' business and sustainability studies have helped him fit his environmental ethic into his entrepreneurial activities. "The philosophy of the program is, if you're going to make money do good, and if you're going to do good, make money."

Pursuing his educational and entrepreneurial dreams is also an integral part of Hodges' service.

"I earned my GI Bill benefits by being shot at overseas, and some kids did not make it back," he says. "I have to live as good a life as I can for them."

## 1995

**Gay (Dixon) Gorden**, Olympia, founded her own landscape design company, Beautiful Environments, after studying Japanese landscape architecture and garden design. She now teaches youth at risk and teens with special needs in the Tumwater School District.

**Shauna L. Heath (MiT)**, Seattle, was appointed principal of Seattle's Lafayette Elementary School. Mother to 7-year-old son, Jackson, she has been a principal in Knoxville, Tenn., and the director of curriculum in Decatur, Ga.

## 1996

**May Farnsworth**, Geneva, N.Y., was a guest scholar at The Ohio State University's "The Brothel and the Factory: Staging Immigration and Women's Labor," an academic symposium in conjunction with two plays about women's experiences with immigration. May is assistant professor of Spanish and Hispanic studies at Hobart and William Smith Colleges (HWS).

She and fellow HWS professor Kevin Dunn co-wrote an article, "'We ARE the Revolution': Riot Grrrl Press, Girl Empowerment and DIY Self-Publishing," published in the March 1, 2012 issue of the journal *Women's Studies*. May earned her master's and Ph.D. in Spanish American literature from UNC-Chapel Hill, and studied in Buenos Aires, Argentina, as a Fulbright Scholar.

## 1998

**Natasha Cottingham**, Bellevue, is a Soma Practitioner, L.M.P., and owner of Bellevue's Center for the Whole Body Wellness. She is writing a novel encompassing her backpacking journeys throughout Europe.

**Colleen Currie (MiT)**, Lopez Island, is a social studies teacher at the Hokkaido International School in Sapporo, Japan, although her home is still in the San Juan Islands. She and her husband, **Ethan Salter '97**, have two children, 4-year-old Shea and 6-year-old Quinn.

**Rita Ely**, Lakewood, taught at Park Lodge School in the Clover Park School District until 2007, when she began teaching in a university in Qingdao, China for one remarkable year. Now a faculty member at Green River Community College, Rita says her goal at the beginning of every class is to create a strong collaborative learning community.

**Nick Mitchell**, Denver, Colo., earned his J.D. from New York's Fordham University School of Law in 2007. An associate at Silver & DeBoskey, he interned with the U.S. Attorney's Office and was an investigator for the New York City Civilian Complaint Review Board. He was appointed as the independent monitor of the Police and Sheriff's Departments for the city of Denver.

**Janet O'Halloran (MiT)**, Olympia, was named a K-12 Distinguished Educator 2012 for Elementary Schools by Evergreen's MiT program. She teaches 3rd grade at McKenny Elementary. Prior to her work as an educator, Janet was a social worker in community mental health and with DSHS in Eastern Washington.

Climate change has broad implications not only for the world's physical, chemical and biological systems, but also for political, economic and social policy. Because it affects such a wide variety of disciplines, it requires an interdisciplinary approach to understand it and deal with its impacts on present and future generations.

# TEDx = independently organized TED event

Last April, more than 300 people gathered to learn more about this pressing global challenge at the first TEDx event held by Evergreen—a leader in both environmental and interdisciplinary education. Called “Hello Climate Change: Rethinking the Unthinkable,” the event provided the community with a unique opportunity to find out and think about the problem from a wide variety of disciplines and to explore its repercussions and the possible approaches to tackling it.

“What is it going to take? What can we do to move? What can we do to create some change?” asked Julia Field, founder and director of the Seattle-based nonprofit Undriving, which promotes alternatives to car use. TEDx The Evergreen State College hoped to answer those questions, and more.

Nearly a dozen speakers gave talks at the one-day program. Topics ranged from a summary of the regional effects of climate change by Jeremy Littell of the University of Washington Climate Resource Group to a stripped-down description of the issue by David Roberts of Grist.com.

Other speakers included Yoram Bauman, a University of Washington environmental economist; and Evergreen alumna and professional storyteller **Elizabeth Lord '95**. On-campus experts included faculty members Anne de Marcken, Larry Geri, Zoltan Grossman, Carolyn Prouty, Steve Verhey and Bret Weinstein.

“Hello, Climate Change” was organized by a committee of students, faculty and staff at the college and funded by the student Clean Energy Committee with support from Evergreen’s Master of Environmental Studies and Master of Public Administration programs. TEDx is a program of local, self-organized events that bring people together to share a TED-like experience. TED talks are devoted to disseminating “Ideas Worth Spreading.”

All of the presentations given at “Hello Climate Change” can be viewed online – go to [evergreen.edu/magazine](http://evergreen.edu/magazine).



Steve Verhey, executive director of Cascadia Carbon Institute, gives a presentation on Education and Climate Change at TEDx on Monday, Apr. 17, 2012. Photo by Shauna Bittle '98.

## 1999

**Sarah Brown**, San Francisco, Calif., works for Illuminate Ventures, a venture capital firm. After earning her J.D. from the University of California, Berkeley Law School she worked at the law firm Fenwick & West. She also was a consultant at CTI, an analyst at Omidyar Network, and a public policy advisor at Public Knowledge.

**Tim Holman (MiT)**, Louisville, Ky., was recognized by Evergreen’s MiT program as K-12 Distinguished Educator of the Year, 2012 for High School. A teacher in the Jefferson County Public Schools for 13 years, he teaches at duPont Manual High School in Louisville. He is the lead assistant basketball coach for the 2012 state champion Lady Crimsons.

**Michael Yadrick**, Seattle, moved home to Seattle where he started a new job as a plant ecologist with Seattle Parks Urban Forestry, focusing on the Green Seattle Partnership, a 20-year effort to restore Seattle’s forested parks. He and his wife have an 18-month-old son.

**Hilary Young**, Seattle, is vice president of policy and communications at Pioneer Human Services. Previously, she served as policy director for the Employment & Career Development Division of Washington State Employment Security, public affairs manager for Washington State Insurance Commissioner Mike Kreidler, and communications manager for the Washington State Unemployment Insurance system.

## 2000

**Jeremy Rice**, Paraparaumu, Wellington, New Zealand, is in his second year of study for his Bachelor of Building Science degree at Victoria University. He has a 3-year-old son, Julien, and a 5-month-old daughter, Logan.

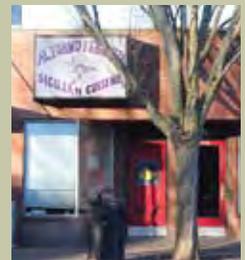
## 2001

**Liza Hartlyn**, Georgetown, Guyana, was a literacy advisor for the Ministry of Education with the Peace Corps in Guyana, South America for two years. She now teaches 4th-5th grade at the Georgetown International Academy.

**Norma Dyanne Parnel**, Centralia, has been promoted to director of food safety and regulatory compliance at Millard Refrigeration and Logistic Services, Inc.

## 2002

**Morgan Oliveira-Rincon**, Olympia, was a vocational counselor for the deaf for six years after earning her M.S. degree in rehabilitation counseling for the deaf at Western Oregon University. She and her husband have three children and own Al Forno Olympia, a rustic Sicilian pizzeria and café with an emphasis on sustainability and local, organic foods. She and her husband have spent the past year developing friendships and business relations with the local community.



# CONFRONTING ADDICTION WITH SOCCER AND ART

Through his love of soccer and art, family and friends, **Corey Johnson '12** of Longview, Wash., learned to create beauty out of despair.

This showed in his agility and skill as a forward and leading scorer for the Geoducks' men's soccer team, whose coach, John Purtteman '85, describes him as "an artist" on the field.



Photo by Riley Shiery.

And it was apparent in the body of work he developed for his final project at Evergreen, which was selected for the Expressive Arts Senior Thesis exhibition last May.

The artwork, a series of large-scale watercolors, expresses Johnson's experience growing up as the only child of a single mother (and former kindergarten teacher) who became addicted to prescription painkillers—and the knowledge he gained from trying to understand substance abuse.

Because of his mother's struggle and the despair it caused in his life, Johnson moved in with his grandparents when he was a teenager. They supported him through high school, where he excelled in academics and was an all-state soccer player. His longtime friends and their families—especially their dads—pitched in to help him, too. "They always included me," he says.

He earned the nickname "Sunshine" for his upbeat attitude and was awarded an athletics scholarship to attend Evergreen, where he continued to play soccer and study art—an interest he developed at a young age. He explored different mediums, from animation and printmaking to painting with oils and acrylics, and earned all-conference honors in soccer for four straight seasons. In his senior year he won a Geoduck Achievement Award for his virtuosity as a student athlete.

By the time Johnson was picked as one of six students to participate in Evergreen's competitive Expressive Arts Senior Thesis program, he had developed the skills and resiliency to delve into his difficult past, research the problem of prescription-drug addiction and create advanced work that is at once deeply personal and socially meaningful.

In the end, Johnson says his project allowed him to "confront the issue rather than downplay it. Being honest about what's going on is key to helping it or solving it."

Last May, his whole family came to see his paintings at the Evergreen Gallery and to celebrate his graduation. Evergreen, Johnson says, was "the best-fit school for me because I could pursue soccer and art. The faculty is great. They're so willing to help you achieve. They let you pursue whatever you want to pursue."

**Galen Schmitt**, Portland, Ore., earned a Master of Arts in Teaching secondary science degree from Concordia University and is an inclusion support teacher with Portland's David Douglas School District.

**Aleesha Towns-Bain**, Anchorage, Alaska, is a senior program associate with the Rasmuson Foundation, and has an 11-month-old son. *The Alaska Journal of Commerce* recently named her "One of Alaska's Top 40 Under 40," an honor awarded to Alaska's best up-and-coming leaders who demonstrate professional excellence and a commitment to community.

## 2003

**Tom Buckley (MES)**, Albuquerque, N.M., is a public information specialist with the U.S. Fish and Wildlife Service in the Southwest, trying to save threatened and endangered species. After working in the Pacific Northwest for years, including for Defenders of Wildlife, he feels he's had the honor of rubbing shoulders with the best in wildlife conservation.

**Harald Fuller-Bennett**, Washington, D.C., is a program specialist in conservation education for the U.S. Forest Service, where he helps manage the Smokey Bear wild-fire prevention program and Woody Owl natural resources conservation and anti-pollution program. He married Lucy Moore in March 2012.



Woody Owl, from the Rudolph Wendelin Papers, Library and Archives, Forest History Society, Durham, NC, USA.

**Kate Trafton Hudson (MiT)**, Olympia, a 6th-grade math and science teacher at Marshall Middle School, was recognized by Evergreen's MiT program as a K-12 Distinguished Educator of 2012. Committed to helping others succeed, she has mentored several Evergreen practicum and student teachers.

## 2004

**Jade Blackwater**, Seabeck, published her essay "Our First Language: Why Kids Need Poetry," in the September 2012 issue of *Wild River Review*. Her poem, "Overheard from a Window Seat," appears in issue 8 of *The Monongahela Review*.

**Carolyn Wise (MPA)**, Steilacoom, is a certified lactation consultant, a midwife's assistant, and does organizational assessments making recommendations to increase productivity, build inclusiveness, and mediate personnel problems. In addition, she does motivational speaking about inclusiveness and customer service. Her photography was recently displayed at a University of Washington art show, and she is a brand new Grandma to River, her first grandchild!

Submit a Class Note for the spring issue at [www.evergreen.edu/alumni/alumform](http://www.evergreen.edu/alumni/alumform)

# Flying High



## Halle Hutchison '88 leads branding for Alaska Airlines

Why do you choose one mobile network carrier versus another? Visit this online travel site rather than that one? Fly on a particular airline? Halle Hutchison wants to know.

She's been asking such questions throughout her career, leading marketing and branding at T-Mobile, AT&T Wireless, and Expedia. In May, Hutchison joined Alaska Airlines as managing director of brand and marketing communications, where she oversees Alaska's product marketing, sponsorships, advertising and promotions.

As an Alaska frequent flyer herself, Hutchison has some ideas about what makes travelers choose the airline. Her job is to figure out what "Alaska Airlines" means to customers, and what it should mean in the future. "Lots of people think the brand is the logo and colors, but it's really the consumer perception of what your company provides," she says. "We hear good things from our customers, but we want to know their emotional shorthand, what is personal about the airline for them. That's what's hard to manage and keep focused."

Hutchison, an Olympia native, studied film and media at Evergreen, starting her career as a production assistant at Seattle's KING-5 News. She moved on to a music video company, then had to choose whether to go to L.A. and make films, or take her communications skills to the business sector. She chose business, and ended up doing print and broadcast production. As head of advertising for T-Mobile, she was doing more than 50 television ads per year. "I make a lot of 30-second films," she says.

Photos courtesy of Alaska Airlines.



Being in the telecom industry started her on the marketing track. "I was in the right place at the right time in wireless – the industry was growing so quickly and lots of rebranding was going on with new strategies, hostile takeovers and customer base changes," she says. "It got me very interested in branding – what is a brand, what makes it, how do you change it and grow it?" While at T-Mobile, she led the transition from popular spokesperson Catherine Zeta-Jones, and in her four years at Expedia, launched a successful global repositioning campaign.

Hutchison has found that the hands-on, collaborative way she worked and learned at Evergreen really prepared her for her creative work environment. "I developed the more organic management style that you need when you manage creative resources," she says. "You learn how to choose your battles – how to be flexible with employees and colleagues so creative work can get done."

It's a challenge to market an industry that has gone through significant changes in the past decade, and Hutchison is frank about that. "We are in an industry people love to hate," she says. "The psychology of collecting 175 people into a metal tube is just not normal. Anxiety is high. We recognize this is an awkward situation and we do everything we can to make it more comfortable for passengers."

In the next two years, Alaska's home base at Seattle Tacoma International Airport will undergo a major renovation and relocation to the North Satellite. With the move to a new set of gates, the airline is taking

the opportunity to reinvent the travel experience. "We try all kinds of things at SeaTac – testing new ways of making the travel experience hassle free," Hutchison explains. "When customers are happy and things are smooth, all our operations run better."

## 2005

**Dohrman Gray Crawford (MiT)**, Olympia, is an instructor and educational planner for Tacoma Community College's Fresh Start Program, instructing and advising students who have withdrawn or dropped out of high school, helping them with an educational plan to earn a degree.

**Kelli Fisher (MiT)**, Decatur Island, is in her sixth year as the K-8 teacher in one of the smallest public schools in the country. She generally teaches two to ten students per year, designing a custom education for each child on this small island in the Lopez Island School District.

**James Horne (MiT)**, Batavia, Ill., is the English Department Chair at Kaneland High School in Maple Park, Ill. He is working on his third master's degree, which is in educational leadership with an Illinois principal endorsement.

## 2006

**Erin Herda (MiT)**, Seattle, teaches Honors Language Arts and Honors Social Studies at Showalter Middle School in the Tukwila School District. She still stays in contact with her Evergreen cohort, and they still share ideas.

**Tamar Krames (MiT)**, Olympia, is chair of the English Language Learner Department at Clover Park High School, where she has taught for six years. Her leadership and dedication to students earned her the Lakewood Rotary's Educator of the Month Award.

**Peter Tassoni (MPA)**, Columbia City, Ore., is director of Emergency Management for Columbia County. Previously, he served as the Washington State Emergency Management program coordinator, and was a volunteer firefighter and EMT for Whatcom County.

**Margaret Thomas**, Walla Walla, as student achievement specialist for Washington State University's GEAR UP program, was instrumental in bringing an Evergreen admissions representative to speak to students at Walla Walla High School. She is proud to be a change agent for Evergreen and its pedagogy, and for expanding students' awareness about post-secondary options and the importance of best fit for success beyond high school.

## 2007

**Susanne Beauchaine (MPA)**, Spanaway, is executive director of Student Services for the Steilacoom Historical School District. She was program supervisor for the Equity and Civil Rights Office of the State Superintendent of Public Instruction and chaired the Special Education Department at Washington High School in the Franklin Pierce School District. She also served as an aircrew life support technician in the Air Force.



While poring over a biography of the popular swing-era bandleader Benny Goodman, **Jeff Kaufman** read a passage about a 4-foot-1-inch drummer named Chick Webb that caught his interest. In 1937, it said, Webb's orchestra bested Goodman's in a battle of the bands held at Harlem's Savoy Ballroom and packed with 4,000 fans. "That was like someone you never heard of beating The Beatles," observes Kaufman.

Intrigued, Kaufman sought to find out more about this diminutive upstart, a musician deformed by childhood spinal tuberculosis who became one of the giants of the swing era. The more Kaufman learned, the more he realized that Webb's life "was an amazing untold story." Mentored by Duke Ellington, Webb had discovered Ella Fitzgerald and humbled not only Goodman but also Count Basie with his genius, overcoming enormous physical and racial obstacles in the process and dying in his early 30s.

Kaufman's research led him to produce and direct *The Savoy King*, a documentary about Webb's life that premiered at the Seattle International Film Festival in June and was named "Best of the Fest" at the New York Film Festival in September. Kaufman "built the story entirely on first-person accounts" of individuals who knew and worked with

Webb, including 91-year-old swing dance pioneer Frankie Manning, who died in 2009. The film, which has gotten rave reviews, features an all-star cast (including Bill Cosby, Billy Crystal, Danny Glover and John Legend) that brings some of jazz history's great figures to life.

Before making *The Savoy King*, Kaufman, who attended Evergreen in 1973-74, was involved in the production of several programs for The Discovery Channel, The History Channel and The Learning Channel. His documentary work includes the feature film *Brush With Life: The Art of Being Edward Biberian* and 10 short films for Amnesty International, including one that launched Amnesty's Maternal Mortality campaign. He is already at work on his next two documentary projects: one on education and sustainable development in Haiti, seen through the life of economic visionary Father Joseph Philippe, and another on a 200-year-old Mardi Gras tradition.

Kaufman's path to filmmaker was circuitous: He once worked as a messenger for *The New Yorker*, which bought a number of his cartoons. He did illustrations for *The Los Angeles Times* and *The New York Times*; wrote and illustrated several children's books; and hosted and produced daily political and cultural talk radio shows in Los Angeles and Vermont. With his Los Angeles-based production company Floating World Pictures, he's clearly found his groove.

Photo courtesy of the Library of Congress, Prints & Photographs Division, FSA/OWI Collection. Inset illustration by Al Atkins courtesy of Jeff Kaufman.

## 2008

**Kelly Cunningham (MES)**, Olympia, is deputy assistant director of the Washington State Fish and Wildlife Department's fish program. Previously, he was Chief Executive Officer of the Special Commitment Center on McNeil Island for 15 years.

**Dana Gilbert**, Burbank, Calif., earned a Master of Science in Leadership and Management degree at the University of La Verne, and is a casting coordinator for SMAQ Media and Casting, a reality television casting company in Los Angeles.

## 2009

**Per Berg**, of Sequim, completed an 8.5-foot-tall, 300-pound sculpture called "Metal Man," which was installed in front of High Energy Metals in Carlsborg. Dave Brasher, co-owner of High Energy Metals, commissioned the piece. It took Per about six months and 360 hours to finish, using a plasma cutter to cut the steel pieces, then applying heat and a hammer to shape the sculpture and oxidize parts of the metal.



**Lauren Takores**, Wallingford, Conn., earned her Master of Science degree in journalism from Quinnipiac University in Hamden, Conn. She is a freelance writer and multimedia producer for local news media, Patch.com.

Per Berg '09 with "Metal Man" sculpture. Photo: Matthew Nash, Sequim Gazette.

## 2010

**Sandra Thompson-Royer**, Leavenworth, is store manager for Jubilee Global Gifts, a fair trade store selling hand-crafted items from developing nations with proceeds supporting poverty reduction efforts globally and locally. After working in the domestic violence/sexual assault field for more than 25 years, she loves her work at Jubilee. She has four children and three grandchildren.

## 2011

**Nicholas O'Neill (MiT)**, Puyallup, is a first-year teacher and honor society advisor at Puyallup High School.

**Paul Pickell**, Vancouver, British Columbia, is a graduate research assistant with the University of British Columbia Integrated Remote Sensing Studio. He was awarded a two-year research fellowship to investigate how human disturbances are changing the natural pattern of forested landscapes in Alberta, Canada.

# In Memoriam

Please read more about our departed alumni, faculty and staff in our extended Memoriams section at [evergreen.edu/magazine](http://evergreen.edu/magazine).

**Russell S. Canniff '90**, Everett, May 16, 2012. Wildlife biologist, Washington Fish & Wildlife, Air Force veteran.

**Diana Cushing**, Olympia, July 8, 2012. Clinical psychologist, Evergreen faculty member 1978-95.

**Teresa A. Moore Davis '74**, Olympia, July 5, 2012. Owned real estate and appraisal business, foster parent.

**Wade J. Davis**, Pullman, April 14, 2012. Evergreen controller, 1991-2002.

**John T. "Tim" Dirstine '76**, Seattle, May 31, 2012. U.S. Army veteran, lived and worked abroad, mostly in China.

**Herb Gelman**, Tacoma, June 13, 2012. 12-year Evergreen Trustee and Board of Governors member, respected Pierce County attorney, U.S. Air Force officer.

**Beatriz Flores Gutiérrez**, Olympia, April 21, 2012. Evergreen faculty member, 2006-10.

**Remy A. Gunther-Brown '05**, Washington, D.C., April 8, 2012. Loving son, grandson, and twin brother.

**Bruce E. Horton '74**, Sitka, Alaska, Jan. 20, 2012. Attorney and magistrate.

**Corinne P. Heyman '10**, Fort Collins, Colo., July 21, 2011. Writer, animal lover, social justice advocate.

**Karl N. "Norm" Johnson**, Poulsbo, April 11, 2012. Evergreen's first college architect during the design and building of the college, 1969-73.

**Mary S. (Goodspeed) Lux**, Olympia, March 18, 2012. Washington State legislator instrumental in founding Evergreen.

**Lucile C. Mealey '90**, Gresham, Ore., Oct. 21, 2011. Assistant to the Dean, Peninsula College.

**Christine L. Perry '09**, Olympia, March 26, 2012. Administrative professional, writer and painter.

**Shirley D. "Punky" Peste-Winkelman '97**, Olympia, June 13, 2012. Homemaker and travel agent, active local volunteer.

**Margaret A. "Peg" Powell '78**, Seattle, July 17, 2012. Academic counselor, biology, University of Washington.

**Harold "Lew" Pumphrey '89**, Olympia, August 6, 2012. Pulitzer Prize-winning newspaper reporter for *Longview Daily News* coverage of Mt. St. Helens eruption.

**Janet A. Richardson '82**, Lacey, March 23, 2012. Law & justice planner.

**Patricia L. Ritter '79**, Ridgefield, July 15, 2011. RN and chemical dependency counselor.

**John F. Rohan**, Seattle, April 18, 2012. Evergreen environmental engineer, 1971-83.

**Ricardo G. Rowley '86**, Sammamish, July 10, 2012. Full-time at-home dad, former computer programmer.

**Bridget E. Simmons Cx'11**, Enumclaw, April 6, 2012. Muckleshoot Tribal member, crafter.

**Marilyn (Beeman) Ward '79**, Seattle, May 21, 2012. Evergreen Board of Governors member, volunteer coordinator for the Department of Social and Health Services and advocate for children and women's rights.

**Jay SJ Weston '73**, Olympia, May 21, 2012. Social worker, program manager, Wash. Department of Social & Health Services.

**Donna R. (Asher) Williams '81**, Forks, Jan. 4, 2011. Accountant and volunteer caregiver.

**Demarie S. Wood '74**, Sitka, Alaska, April 1, 2012. Fisheries biologist and dedicated birder.



## Jovana Jones Brown 1937-2012

### William H. "Bill" Brown, Jr. 1928-2012

Two long-time Evergreen faculty members, wife and husband Jovana J. Brown and Bill Brown, died in August in Arizona, where they had lived since 2005. Jovana, Dean of Library Services from 1974-80 and a faculty member specializing in natural resource policy and American Indian issues until her retirement in 1997, died August 22. Bill, Evergreen emeritus faculty member in geography and environmental studies from 1974-95, preceded her in death on August 16.

Bill and Jovana met at the University of California, Berkeley, where he earned his Ph.D. in geography and she earned her Ph.D. in library and information studies.

Both Bill and Jovana were great contributors to environmental studies and interdisciplinary programs on campus. Bill was one of the first Evergreen faculty to teach about climate change, and traveled to Africa to do research in the 1960s and '70s. They also were significant teachers and supporters of Evergreen's Master of Environmental Studies (MES) program. Bill did contract work in geography for MES students, and also assisted with many MES theses.

Prior to her retirement, Jovana spent many years teaching in MES, where she added graduate level curriculum on natural resources, western water law, and Native American environmental issues in the West and the Pacific Northwest. She helped develop a conference on natural resources sponsored by the MES program and served as chair to numerous thesis projects. Over the past seven years, Jovana worked with emeritus faculty member and former provost Barbara L. Smith and faculty member Linda Moon Stumpff on the Enduring Legacies Native Cases Collection funded by the Lumina Foundation, the Gates Foundation, and most recently, the National Science Foundation, with the goal to develop and disseminate culturally relevant curriculum and teaching resources in the form of case studies on key issues in Indian Country. As editor, Jovana played a crucial role in producing 90 of these case studies, and was author or co-author in six, most recently one on the take-down of the Elwha Dam on Washington's Elwha River.

Photos courtesy of The Evergreen State College Archives.



## WHY I GIVE TO EVERGREEN

I can't believe it was 20 years ago that I graduated from Evergreen. I loved my experience there and credit my successful career to the fundamental aspects of an Evergreen education: the ability to learn, think critically, and communicate clearly.

When I was at Evergreen I didn't know what I wanted to be when I grew up. Half of my course work focused on art and creative writing and half centered on math and science. For the past 15 years I have worked at a large, high-tech company that values incredibly motivated individuals, innovation, and creative thought. I still don't know what I want to be when I grow up, but I do know what I learned at Evergreen applies to my job on an almost daily basis.

In May, along with hundreds of others, I attended the Return to Evergreen event on the Olympia campus in recognition of our 40th anniversary. It is difficult to explain how exciting it was to participate in seminars and attend panels with fellow alumni. It was invigorating to hear stories of their time at Evergreen and their interesting careers. Seeing Matt Groening '77, *The Simpsons* creator, and talking with Dan Tishman '77, an environmentalist rebuilding the World Trade Center buildings, was thrilling. Evergreen graduates are some of the most fascinating, intelligent, and accomplished individuals. It was a joy to walk around with my daughters, introduce them to where I used to study, as well as show off all the new buildings on our campus.

I contribute to the Evergreen Annual Fund and serve on the Board of Governors for the Evergreen Foundation because it is a tremendously rewarding way for me to give back to the institution which gave me so much.

I do it because I want others to have the opportunity to have similar life-long, positive experiences and become amazing contributors to our society.

Our public institutions of higher learning, such as Evergreen, are more and more dependent on private dollars to operate, yet continue to provide their students with the same learning opportunities. However, with your help I am optimistic about our combined ability to support Evergreen and provide students with a unique, fulfilling and valuable education.

Please join me. You can open the doors to an Evergreen experience for today's students, too.

Renew your support, or make your first gift today, to the Evergreen Annual Fund.

Best Regards,

Keri Carkeek '92  
Evergreen Foundation Board of Governors

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CHANGE SERVICE REQUESTED

*"Each of us has a story — no greater or no lesser than each other.  
Just different. I'm here today to talk about my story,  
which became part of our history."  
— Carlotta Walls LaNier*

# Living History

## NEW GREENERS MEET CIVIL RIGHTS ICON

On September 18, civil rights icon Carlotta Walls LaNier, the youngest of the "Little Rock Nine" who desegregated Little Rock, Arkansas' Central High in 1957, opened the Evergreen academic year with two rousing campus presentations in Olympia and Tacoma. LaNier is president of the Little Rock Nine Foundation, and author of the memoir *A Mighty Long Way: My Journey to Justice at Little Rock Central High School*, which was common reading for all incoming students, their faculty and college staff this fall. During Orientation Week, students met in seminars with faculty to discuss the book, their own experiences with education, and their college plans, hopes and dreams, preparing them to articulate their educational goals and succeed in reaching them.

"I hope that you take the opportunity to build this community at Evergreen. I want you to stand up for what you believe in," LaNier said at the college's opening convocation in Olympia. "Be open — you're at a place where you can express your ideas and be able to communicate with others. You will find that you can learn so much as you grow through these years at Evergreen."

