Welcome Home, Bearcat!

The Alumni Engagement team and Alumni Board of Directors are honored and thrilled to host you this weekend as you return to your alma mater.

Please let us know if there is anything we can do to make your weekend the best experience possible. We’re bringing you a lot more than name tags and punch! We have a jam-packed schedule of events, both celebratory and educational — this is an institution of higher learning after all.

Use this magazine as your guide to the weekend. Here you will find the official schedule, including event descriptions and locations. Sometimes building names and locations can become a bit fuzzy over time. Not to worry! A map is located on the back cover. You may also dig in for some fun reading — stories, profiles, biographies and more are located within.

Some of you have been to every Alumni Reunion Weekend, but for others this may be your first time stepping foot on campus since your graduation day. We know you’ll get reacquainted with your classmates and our warm campus community quickly, just as you’ll probably meet some new friends. As you reminisce, we’re sure you’ll make even more unforgettable memories in the days ahead. Welcome home!

Go Bearcats!

“Come to connect with Willamette friends, relive your favorite college memories, share all that you’ve experienced since your time at Willamette and get a first-hand look at what is happening on campus today.”

Linda Getchell Lewis ’79
President, Alumni Board of Directors

Tyler L. Reich ’06
Associate Vice President of Advancement and Executive Director of University Relations
ACTS OF CREATION

by Brianna Barrett

Friday, June 10

10 a.m.–2 p.m.
RA Booth Society Hospitality Suite
Putnam University Center, 3rd Floor Lobby

All members of the R.A. Booth Society are invited to the R.A. Booth Hospitality suite during their time on campus for Alumni Weekend. We will have special snacks and beverages, as well as other amenities for our members. A perfect spot for relaxation in between the wonderful activities of the weekend.

11 a.m.–2 p.m.
PNCA for a Day
PNCA Campus (Portland - 511 NW Broadway)

Kick off the weekend with a visit to Willamette's newest college: the Pacific Northwest College of Art (PNCA). Enjoy lunch in the Arlene and Harold Schnitzer Center for Art and Design and learn more about the exciting things happening at PNCA. After lunch, you'll tour campus and visit PNCA's exquisite galleries and student exhibitions.

11 a.m.
Campus Walking Tour
Meet at Check-in

Visit familiar spots and see the many new and vibrant spaces on campus on a tour led by a current student.

11 a.m.
Downtown Walking Tour
Meet at Check-in

Visit one of the world’s most comprehensive muscle car collections hidden right here in Salem. The collection includes more than 600 cars, including 355 muscle cars and exotic sports cars. Here’s a peek at just a few of the cars in the collection: A 1970 Chevelle SS 396, a 1970 Pontiac Trans Am convertible — one of eight produced. A 1966 Shelby Mustang GT350, one of four built that year. Forty Corvettes, including four from 1953, the model’s first year. A 1959 Ferrari 250 GT LWB California Spyder worth about $8 million. There’s a good chance some of you may have owned one of these cars while attending Willamette!

12–1:30 p.m.
Meet at Check-in

Enjoy lunch in the Arlene and Harold Schnitzer Center for Art and Design and learn more about the exciting things happening at PNCA. After lunch, you’ll tour campus and visit PNCA’s exquisite galleries and student exhibitions.

1–2 p.m.
Birdwatching on Campus
Meet at Check-in

Professor David Craig

For years, David Craig’s birdwatching tours have been a treat for students, faculty, staff, and visitors. Here’s your chance to join Professor Craig and see if you can spot some of the unique birds found here in the Willamette Valley.

1–4 p.m.
University Archives Open House
Hatfield Library, Mark Hatfield Room

Visit the University Archives to view Willamette memorabilia, photographs, and other interesting historical documents, especially from this year’s reunion classes.

2–3 p.m.
Hallie Ford Museum of Art Tour
Meet at Check-in

Experience the culture and creativity on display at Oregon’s third largest art museum, including featured exhibit, David Roberts: Artist and Traveler. David Roberts (Scottish, 1796-1864) was a self-taught painter who rose from the depths of poverty and obscurity in Edinburgh to become one of the most celebrated artists and travelers of his generation. Come learn why director John Olbrantz waited 44 years to get this exhibition.

3:30–5 p.m.
Approaching Problems in a New Way: Data Science at Willamette
Professor Jake Hoskins, Kari Olson ’07, MS’22, and Alexander Grey ’11, MS’22
Ford Hall, Kremer Board Room

Join Professor Hoskins, Kari Olson ’07, MS’22, and Alexander Grey ’11, MS’22 for an engaging discussion about the relevance of data science in our modern world and their recent participation in the Adobe Analytics Challenge. Out of 4,000 teams they placed 6th in this analytics-focused business case competition that involves using Adobe products to assess real-world data from Disney.

2022 Schedule of Activities
5–6:30 p.m.
Bearcat Happy Hour
Big Tent, Quad
Connect with your classmates and fellow alumni for an
evening of fabulous fare, beer, wine and fun.

5:30 p.m.
Atkinson 1976 40th Reunion
Illahe Hills Country Club
The Atkinson Class of 1976 will be celebrating their 45th
reunion this year with a dinner at Illahe Country Club
overlooking the beautiful golf course.

6–8 p.m.
Pi Beta Phi Open House
Pi Beto Phi House
Alumni, family, and friends of the Oregon Gamma chapter
of Pi Phi are invited to bid farewell to the chapter house
and participate in a chapter closing ceremony. The
house will be open and available for tours and a short
program and closing ceremony will be conducted. Light
refreshments will be provided. Attendees are welcome to
attend either on Friday or Saturday – the program will be
the same, but you might have the chance to see different
sisters on either day.

6:30–8:30 p.m.
Theatre Reunion
Putnam University Center, Cat Cavern
Join us in a celebration of Willamette Theatre. Alumni of
all eras are invited to a reception and dinner in the lobby
and Theatre. We will gather to reconnect, share memories,
and honor our achievements as we look back on over 70
years of history.

7–8 p.m.
Alumni Awards Presentation
Hudson Hall
Gather to honor alumni receiving the Sparks Medallion,
Distinguished Alumni Citations and the Young Alumni
Leadership Awards for 2022. Learn more about this year’s
honorees on page 12.

7–9 p.m.
Class of 1972 Reception
Off Campus
Hosted by Chris ’72 and Louise ’72 Brantley
Join your classmates from 1972 to kick-off our 50th
reunion festivities with an informal get-together at the
home of the Brantley’s.

7–9 p.m.
Acts of Creation
Pelton Theatre
By Brianna Barrett
This performance is produced by Theatre 33, a play
development company in residence at Willamette. See
event description on page 4.

9 p.m.
A Night Out in Downtown Salem
Enjoy a night on the town and take advantage of exclu-
sive discounts for Willamette alumni and guests at
several downtown Salem hotspots.

6:30 p.m.
Navigating the College Admissions Process
Ford Hall, Kremer Board Room
William Mullen, Vice President for Enrollment
Management
Are your kids nearing college age? Wondering what
it’s like to navigate the college admission process? It’s
only been a few years since you were submitting your
application right? A lot has changed. During this session
you’ll learn what admissions counselors look for in
prospective students and how to help them navigate the
admissions process. You’ll also hear about the innovative
ways that Willamette is bringing in the next generation of
Bearcats and find out ways to get involved in helping us
identify potential new Bearcats in your community.

9–10 a.m.
Campus Walking Tour
Meet at Check-in
Visit familiar spots and see the many new and vibrant
spaces on campus on a tour led by a current student.

9–11 a.m.
Sigma Alpha Epsilon 50th Gathering
Goudy Commons
Join SAE brothers from classes of 1970, 1971 and 1972 for
breakfast.

10 a.m.–1 p.m.
RA Booth Society Hospitality Suite
Putnam University Center, 3rd Floor Lobby
See event description on page 4.

10 a.m.–Noon
Alpha Chi Omega Open House
Alpha Chi House
Join fellow alumni, family and friends from Alpha Chi for
a tour of the house and closing ceremony.

10 a.m.–Noon
Pi Beta Phi Open House
Pi Beto Phi House
See event description on page 6.

Saturday, June 11

9–10 a.m.
Alumni Awards Presentation
Hudson Hall
Gather to honor alumni receiving the Sparks Medallion,
Distinguished Alumni Citations and the Young Alumni
Leadership Awards for 2022. Learn more about this year’s
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William Mullen, Vice President for Enrollment
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a tour of the house and closing ceremony.

10 a.m.–Noon
Pi Beta Phi Open House
Pi Beto Phi House
See event description on page 6.
11:30–1 p.m.
Lunch on the Quad
Quad
Enjoy lunch on the Quad.

Noon–3 p.m.
Wulapalooza Street Fair & Alumni Bands
Brown Field
Wulapalooza – alumni style, the beloved Music, Art, and Earth festival returns! There will be a variety of art and craft goods and activities along with live music for everyone.

1–2 p.m.
Willamette 2042: A Conversation About Willamette’s Future
Ford Hall, Film Studies Room
President Steve Thorsett
As Willamette approaches its bicentennial in 2042, we seek to advance its position as an intellectual, cultural, social and economic driver for the Northwest. Join Willamette’s 25th president, Steve Thorsett, for a presentation and conversation about the Willamette of today and the exciting vision for its future.

1–3 p.m.
Bistro Reunion Open House
Putnam University Center, Bistro
Welcome home, Bistro alum! Join us in the Bistro for a chance to get together and catch up.

2–4 p.m.
Water Color Painting (Session 2)
ART Building, Gallery
See session 1 description on this page.

2–4 p.m.
Acts of Creation
Pelton Theatre
By Brianna Barrett
This performance is produced by Theatre 3M, a play development company in residence at Willamette. See event description on page 4.

2:30–4 p.m.
Athletics Hall of Fame
A special celebratory ceremony recognizing outstanding contributions to the heritage and tradition of the Bearcat intercollegiate athletic program. See inductees on page 21.

2–3 p.m.
Help Us Map Willamette’s Future
Ford Hall, Kremer Board Room
Carol Long, Provost and Senior Vice President
Join Provost Long for updates about Willamette’s next Strategic Plan as we move towards a bolder future and work to become the leading private university in the Pacific Northwest. You’ll have the opportunity to share your input and insights as we look towards Willamette’s 200th birthday.

2–4 p.m.
Wine: A Taste of the Legal and Business Complexities in Oregon’s Wine Industry
College of Law, Room 201
Brian Gallini, Dean, College of Law and Örn Bodvarsson, Dean, Atkinson Graduate School of Management
During this session, you’ll hear from industry insiders about the history, challenges and opportunities facing this $7 billion sector and enjoy time to network and socialize. The conversation will be led by the Deans of the College of Law and Atkinson Graduate School of Management, who will also provide updates.

3–4:30 p.m.
Reimagining Our Healthcare System
Ford Hall, Film Studies Room
Jeff Heatherington ’64 and Former Oregon Governor John Kitzhaber, M.D., Moderator; Professor Sammy Basu
If the last few years have proven anything, it’s that the pressures on our healthcare system continue to mount and the system at large is on life support. Join us for a conversation about the path forward—staying focused on health while addressing the intersection between the cost of healthcare and the reality of fiscal limits. This exciting conversation includes three esteemed experts: Jeff Heatherington ’64, Founder, President, and CEO of FamilyCare Health Plans; Dr. John Kitzhaber, M.D., Oregon’s longest-serving Governor and architect of the Oregon Health Plan; and Sammy Basu, Professor of History, Humanities, and Public Health. You’ll also hear an update on Willamette’s new Public Health Major and Minor.
The Saturday Night Experience

5:30–7 p.m.
All-Class Social and Photos
Quad
The evening celebration begins with class photos, hors d’oeuvres and time to mingle with fellow Bearcats.

5:30–6:45 p.m.
50th Reunion Reception
Putnam University Center, Northside Deck Patio
Reunite with your classmates at this special VIP reception. Start your evening with a beverage, hors d’oeuvres and some social time.

7–9 p.m.
50th Reunion Dinners and Programs
Enjoy a lovely meal and a special program highlighting the stories and achievements of your class — all planned by your Class Reunion Committee.
- Class of 1970 – Cat Cavern
- Class of 1971: Law School – Rick’s Cafe
- Class of 1972 – Rogers Rehearsal Hall

8:30 p.m.–Midnight
Winning Hand Casino, Celebration & Dance
Big Tent, Quad
Keep the good times rolling under the Bearcat Tent on the Quad! The party will include time to visit with friends, hit the dance floor, jump in the photo booth with your favorite Bearcats (including Blitz!), gamble (with play money) at the gaming tables, revisit some classic arcade games and win prizes. Also enjoy beverages (beer, wine, soft drinks) and late-night snacks.

Sunday, June 12

9–10 a.m.
Bearcat Memorial Service
Waller Hall, Cone Chapel
Karen Wood officiating
Gather for a time of remembrance as we pay our respects to members of our community who have passed on, with a special tribute to those in a reunion year.

10:30 a.m.–Noon
Putnam University Center, Cat Cavern
Celebrate members of the Heritage Club (alumni who graduated before 1970) and honor the Classes of 1970, 1971 and 1972 during a served brunch. Club members will welcome the three 50th classes as they are inducted into the club.

1 p.m.
Zena Forest Tour
Meet at the Hatfield Fountain
Walking tour of the homestead area and proposed pavilion site. Topics will include an overview of activities at Zena. Transportation with limited seating will be available.

2–4 p.m.
Acts of Creation
Pelton Theatre
By Brianna Barrett
This performance is produced by Theatre 33, a play development company in residence at Willamette. See event description on page 4.
The Alumni Awards pay tribute to alumni who, through dedication to their profession, community, and Willamette, have distinguished themselves and thereby brought honor to Willamette University — exemplifying the university’s motto, “*Not unto ourselves alone are we born.*” This weekend, we celebrate our honorees.

**Lestie J. Sparks Medallion**
The Sparks Medallion recognizes graduates whose lifetime loyalty and service to Willamette reflect the ideals of one of the university’s most devoted alumni, Lestie J. Sparks, Class of 1919.

**Marty Wolf ’57, LLB’60**
In 1959, Marty Wolf helped catapult Willamette Law into the national spotlight when he and his team won the National Mock Trial Competition. Since then, Marty has served on the Booth Society Committee, his reunion committee, and as a member of the Law Leadership Cabinet. He has also sponsored scholarships every year and regularly meets with the recipients. Additionally, he’s participated as a class speaker, mentored new lawyers, and spoken regularly with new and prospective students. Marty’s biggest impacts have been around philanthropy, both his own and helping to encourage the philanthropy of fellow law alumni. Through his most recent estate gift — which makes him the law school’s largest individual donor — he hopes to support students with the resources needed to expand experiential learning in the Pacific Northwest. With his gifts to Willamette Law, Marty seeks to help students recognize the potential and benefit in graduating law school with knowledge and practical experience in transactional lawyering, business acumen, leadership and transferable skills, fostering the ability of young leaders to follow paths beyond the traditional practice of law.

**Distinguished Alumni Citation**
Distinguished Alumni Citations recognize Willamette graduates who represent the university in an exemplary manner by embodying its highest ideals. Citations are awarded to the Distinguished Alum of the Year for tremendous accomplishment in the last three years; for Professional Achievement, recognizing lifetime career success; and the Non Nobis Solum award to those who make significant contributions to society.

**Tyler Starr ’12**
Distinguished Alum of the Year
In 2011, Tyler Starr discovered a novel antibody that targets the COVID-19 virus and that may hold the key to defeating all variants of the virus as well as future coronavirus outbreaks. Tyler has a patent pending for this discovery. Even before this momentous discovery, Tyler had distinguished himself as among the foremost global experts in the area of viral evolution and evolutionary biochemistry.

Before graduating from Willamette, Tyler was elected to the Phi Beta Kappa honors society and received both the National Science Foundation’s Graduate Research Fellowship and the Barry M. Goldwater Award, two of the most prestigious scholarships for beginning graduate students. In the nine years since he graduated from Willamette, Tyler has produced eleven first-author papers including publications in Science, Nature, Cell, and the Proceedings of the National Academy of Sciences – the four most important journals in all of science.

**Liani Reeves ’98, JD’01**
Professional Achievement
Liani Reeves assumed two landmark presidencies in 2020. That January, Reeves became the first Asian American and first woman of color to lead the Oregon State Bar. In March of that year, she became one of few women of color in leadership positions in Portland’s legal community when she was named president of Bullard Law. Inspired in part by a desire to help others overcome the obstacles she faced, Reeves attended Willamette University College of Law from 1998 to 2001. She then ascended quickly through the ranks of state government, becoming chief legal counsel to Oregon Governor John Kitzhaber in 2009.

Over her career, Liani has won many awards for mentoring and civil rights leadership, including the Liax J. Reeves Inspiration Award created by the Asian Pacific American Law Students Association in 2014. She was also honored as one of the Portland Business Journal’s Women of Influence.

**Jim Cuno ’73**
Professional Achievement
Dr. James Cuno has been CEO of the J. Paul Getty Trust in California since 2013. He has held teaching positions at Vassar College, UCLA, Dartmouth, and Harvard, and served as Director of UCLA’s Grunwald Center of the Graphic Arts, Dartmouth’s Hood Museum of Art, Harvard University Art Museums, Director and Professor of the Courtauld Institute of Art, University of London, and President and Director of the Art Institute of Chicago. Jim has lectured and written widely on museums and cultural and public policy. Since 2003, he has published three books with Princeton University Press, including *Whose Muse? Art Museums and the Public’s Trust, Who Owns Antiquity: Museums and the Battle Over Our Ancient Heritage, and Whose Culture? The Promise of Museums and the Debate Over Antiquities* - and another with the University of Chicago Press, Museums Matter: In Praise of the Encyclopedic Museum. He is also a Fellow and International Secretary of the American Academy of Arts and Sciences.

**Allison Muhlendorf ’05**
Non Nobis Solum
Allison Muhlendorf’s advocacy has helped more than 88,000 four-year-olds (and counting) gain the opportunity to enroll in Alabama’s nationally-recognized, high-quality pre-kindergarten program. Without this program, most of the students would not have had the opportunity for a high-quality, developmentally-appropriate early childhood education. When Allison moved to Alabama to lead the Alabama School Readiness Alliance’s statewide pre-k advocacy efforts in 2012, the state only had 217 First Class Pre-K classrooms serving fewer than 4,000 students (six percent of the state’s four-year-old population). After honing her skills at Oregon’s Children’s Institute and Pre-K Now, a national campaign of The Pew Charitable Trusts, Allison knew that she had the unique skills and vision to help children in one of the nation’s poorest states gain access to quality early childhood education. Today, Alabama’s state-funded pre-k program reaches more than 24,000 four-year-olds in more than 1,300 classrooms. That’s more than 1,000 new classrooms with an additional annual enrollment capacity of more than 18,500 children from when Allison began her work.

Allison has always embodied the motto “Not unto ourselves alone are we born.” But it was at Willamette that Allison first realized that she could use the political process to help people at a much larger scale than she originally envisioned. Where some see opportunities to develop individual projects, Allison sees opportunities to transform systems through public policy, public-private partnership and public investment, bringing good programs to scale to reach as many children and families as possible. As Allison shared with AL.com upon being honored as one of the 2017 Women Who Shape the State, “I am driven to succeed every day because I believe that all children deserve the opportunity to live up to their God-given potential. I love knowing that I play a small part in making that happen.”
which has created a supportive team culture while delivering high-quality outcomes for its clients. In short, this is a company that is enjoying success by doing right by its employees, the community, and the environment. Intuitive exudes a culture of civic engagement, as company time and resources are regularly dedicated to community service. The company has already garnered a host of recognition and awards, including the National Dream Big Small Business of the Year Award and Best Digital Marketing Agency in Portland, and has been ranked on several Portland Business Journal best business lists. Nick’s experience at Willamette helped shape his approach to building company culture, one where ongoing learning is required, teams work together in a collaborative environment, and employees are encouraged to grow both professionally and personally.

Ryan Hepp ’03
Men’s Basketball
A starter at point guard for Bearcats in men’s basketball from 1999-00 through 2002-03, Hepp helped Willamette win the Northwest Conference Tournament title in 1999-00 and contributed to a runner-up finish in 2002-03 and a trip to the semfinals in 2002-03. He was named First Team All-MWC in 2001-02 and 2002-03 and was selected Third Team All-West Region in 2002-03. For his career, Hepp scored 1,129 points and recorded 377 assists, currently placing him sixth all-time in assists per game at Willamette. Hepp earned a spot on the Verizon Academic All-District VIII Team in 2002-03 and was chosen as a finalist for the national Josten’s Trophy, which honors the top basketball players in NCAA Division III for excellence in the classroom, on the playing court and in the community.

Carrie Morales ’96
MAT ’97
Women’s Cross Country and Track & Field
Willamette’s Jean Williams Award winner in 1997, Morales earned NAIA All-America honors after taking third place at the 1997 NAIA Outdoor Track and Field Championships in the women’s 1,500-meter run. Her time of 4:34.44 set a Willamette record at that time and is currently sixth on the all-time list. She placed eighth in the women’s 3,000-meter run at the 1996 NAIA Outdoor Track and Field Championships. In the Northwest Conference of Independent Colleges (NCCI), Morales placed second in the women’s 1,500-meter run twice in track and field (1996, 1997) and was third in the NCCI in the women’s 3,000-meter run in 1996. In cross country, Morales placed 34th at the NAIA National Championships in 1995 and was 53rd in 1996. In the conference championships, she finished in the top eight each of her final three years of competition, 8th in 1994, 5th in 1995, and 7th in 1996.
A Feast for the Eyes

By Jennifer Johnson

It was the kind of recognition some artists would dream of.

In November, at a small, socially-distaned outdoor market in downtown Washington, D.C., then-Vice President-elect Kamala Harris bought the artwork of Marcella Kriebel ’07. Harris, who was supporting Small Business Saturday, spent some time at Kriebel’s booth, asking about her work.

“It’s very exciting that the first female VP owns my art,” she said. Although she was working at her retail studio during Harris’ visit, it didn’t subdue her enthusiasm. The big moment was also not the first for Kriebel, an illustrator and author of two cookbooks who credits her career to the experience and encouragement she received at Hallie Ford Museum of Art (HFMA).

“The museum was integral to honing skills related not only to what I was studying, but also implementing them in the real world,” she said.

NEW CHAPTER

Her connection to the museum — as well as her decision to study abroad — changed her life, she said. At the suggestion of Jonathan Bucci, her mentor and curator of collections and exhibitions at HFMA, Kriebel applied to and received an internship at the Smithsonian American Art Museum in D.C. Directly applying the skills she learned at HFMA, she worked at the Smithsonian’s exhibitions department in 2009, installing artwork and working closely with registrants to transport and archive it. That experience led to a job at an art services company, installing exhibitions and training as a mount-maker.

When Kriebel lost the job in 2012, she turned to a project she had longed to complete — an illustrated cookbook featuring dishes she learned about in Latin America. She knew food was an excellent way to relate to people and understand its culture, so she transformed several sketchbooks, journals and recipes she’d recorded during her travels into a book reflecting the cuisine of seven countries.

One successful Kickstarter campaign later, she self-published the book, “Mi Comida Latina: Vibrant, Fresh, Simple, Authentic.” In 2015, a publisher picked it up, giving her widespread recognition.

The following year, her publisher proposed a second book that became “Comida Cubana: A Cuban Culinary Journey,” a mix of recipes, history, cultural background and first-person storytelling. A series of food-related prints launched after that book — what she calls an “illustrated feast” of edibles ranging from bright botanicals to colorful cucurbitaceae — that sold well online and at farmers markets.

Kriebel has been self-employed ever since. Her prints have expanded to a growing line of kitchen towels and greeting cards, and she now offers online art workshops, and collaborates with chefs on illustrated recipes and is committed to collaborating with humanitarian organizations including the nonprofit, World Central Kitchen. Recently, she interviewed Dolores Huerta, the famed social justice activist who co-founded the National Farmworkers Association, on Instagram after featuring Huerta in a calendar she designed. All profits from this calendar go to Huerta’s community organizing nonprofit.

Kriebel plans to continue forming new partnerships with humanitarian causes and supporting nonprofits through her artwork.

“It’s really satisfying to create art that makes people smile and also gives back,” she said.

Join Marcella in the exciting creation of art during two sessions this weekend, Saturday at 10:30 a.m. and 2 p.m. Her art will also be featured during the Wulapalooza Street Fair.

FINDING A FOCUS

Kriebel wanted a career that was creative, multifaceted and culturally-focused. Drawn to Willamette University’s strong programming and connection to HFMA, she double-majored in studio art and anthropology.

Kriebel found what she needed and then some. Professors in the anthropology department — Peter Wogan, Rebecca Dobbins and Professor Emeritus Pam Muro — gave her a framework to understand cultural anthropology that later informed her portfolio. A class trip with Wogan to Oaxaca, Mexico, exposed her to Zapotec culture and art while offering her opportunities to sharpen her Spanish, which she honed in Ecuador during study abroad and again during post-graduate travel to Latin America.

Her years working for HFMA as an intern and work study student provided a solid foundation for her career. One summer she registered a stone tool collection for an anthropology project led by Dobbins. After Kriebel graduated, she became an assistant to HFMA’s preparator, installing exhibitions and managing the museum’s large collection of Pacific Northwest Art. Preparators Keith Lachowicz and David Anderson, who died in 2016, were instrumental to her undergraduate experience, she said.

Hands-on experience at HFMA isn’t rare. Students frequently catalog artworks from the permanent collection, write museum labels, learn how to properly handle art and install exhibitions.

“The work experience at Hallie Ford definitely outweighed any post university art job I may have received at other fine arts universities, thanks to the breadth of museum experience I gained during that period of time” she said.

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Two Willamette University students advanced to the final stage of a highly competitive international marketing analytics competition. At stake? A $35,000 first prize.

Kari Olson ’07, MS’22 and Alexander Grey ’11, MS’22 are finalists for the Adobe Analytics Challenge, an analytics-focused business case competition that involves using Adobe products to assess real-world data from organizations like Nike, Major League Baseball and T-Mobile.

Both are currently earning their masters of science in data science.

Of more than 4,000 team entries worldwide, only 20 teams advanced to semifinalist status. Now Olson and Grey are among the top six, competing against teams from Brigham Young University, the Indian Institute of Technology Kharagpur in India, the Université d’Angers in France, University of California and Yale University.

The first place prize is $35,000, second place is $14,000 and third place is $6,000, with lesser amounts for the remaining spots.

The Adobe challenge is part of Willamette’s master’s program. Built into the elective “Marketing Analytics,” which is taught by Assistant Professor of Data Science and Marketing Jake Hoskins, the Adobe challenge involves an annually-rotating partner client and set of research questions. This year, the challenge involved the analysis of real data from the Shop Disney site, he said.

Advising student teams in the annual fall competition is one of Hoskins’ favorite experiences as a professor. He can work closely with students in more of a coaching and advising capacity to help provide them with the tools, confidence and guidance needed to compete successfully in the exciting and dynamic field of marketing analytics, he said.

“The opportunity to integrate this experiential learning component in the coursework is a special one for students to take advantage of,” he said. “They really get to find out firsthand what it’s like to work in this field with real data made available by leading organizations.”

The challenge is an excellent way for students to be exposed to the high-demand fields of digital marketing and analytics. Select students will be given the opportunity to interview for internships and full-time positions at Adobe, according to the company.

Competing under the name “Bippity Boppity Booya,” Olson and Grey submitted what they believed was a focused and compelling presentation, drawing on the lessons from the data science program so far, said Olson.

“Becoming a semifinalist was beyond where we thought we’d be,” she said. “Learning that we are now finalists is an incredible honor, and we feel exceptionally fortunate to be competing among such high caliber peers.”

Hear about Kari and Alexander’s experience at our Data Science Session on Friday at 3:30 p.m.
For the times they are a-changin’

—Bob Dylan

The Hopeful Generation.

Fifty-five years ago when we first came to Willamette, the theme at Freshman Camp was “The Hopeful Generation.” It was an apt description. As early baby Boomers, we had been born into a postwar era of prosperity and stability, and we had plenty of reasons to be hopeful for the future. We were bold, idealistic, and eager for change. We rejected many of the values of our parents, we were looking pretty good in 1966. The times were changing, and we were aware of that change. We lived an idyllic existence, free to devote our share of fun at football games and on campus except on Saturdays or after 6:00 p.m. We had to be in our dorms by 10:00 p.m. on weeknights and 1:00 a.m. on weekends. (But it was OK to sign out for an overnight and stay out all night—go figure!) In the spirit of the budding Women’s Movement, we chafed at these outdated restrictions and the unequal treatment of men and women students, and we set about working with the Associated Women Students (AWS) to change them. Dress standards were abolished our sophomore year, and a year later, seniors and women over 21 were granted card keys that allowed us to come and go as we pleased.

The Vietnam War.

Our October 15, 1969, Willamette students joined in a nationwide demonstration called the Vietnam Moratorium. With more than two million participants across the country, the Moratorium is still the largest political demonstration in American history. In Oregon more than 2,000 concerned citizens from around the state gathered on the Willamette campus to stage a march on the State Capitol to protest the war. The event was well organized; a teach-in and a 10-hour vigil during which names of the 40,000 Americans who had died in the conflict were read. The Collegian published a special edition commemorating the event, and the 1967 Willamette devoted two full pages to photos of the protest. The Moratorium brought up the issue of the unpopular war and won a bit more hope for the future.

Six weeks later on December 1, 1969, the Selective Service held its first lottery to determine the order in which young men would be drafted. The lottery had a sobering effect on the men in our class, most of whom would lose their student deferments and become eligible for the draft upon graduation. Those with relatively low lottery numbers knew they probably would be drafted unless they enlisted, applied for status as a conscientious objector, or left the country. Men with relatively high lottery numbers were fairly certain that they would not be drafted and could move ahead with plans for their future, including graduate school, careers and marriage.

Freshman Glee.

Freshman Glee was the quintessential college experience for our class; the tradition, which was unique to Willamette, began in 1909 and was still going strong in the 60’s. Up until our senior year, we had not demonstrated any particular aptitude for marching in formation and performing original songs. Going into our final Glee competition, we had a pathetic record of two wins over the years, including four from as sophomores, when we walked the Mill Stream and paid off our debts with the Oregon Statesman and the Collegian. We sang from the heart as we stood in formation garbed in our matching tie-dyed T-shirts. It was the perfect ending to our Willamette Bubble.

We may not have burned our bras, but women at Willamette were in no mood to put up with any sexist nonsense. As first-year students, we were confronted with a flagrant double standard; whereas men had Head in their performance and we were subjected to closing hours and standards that detailed appropriate dress for every conceivable occasion. For example, women generally were not allowed to wear pants, or “grubbies” as they were called, on campus except on Saturdays or after 6:00 p.m. We had to be in our dorms by 10:00pm on weeknights and 1:00 a.m. on weekends. (But it was OK to sign out for an overnight and stay out all night—go figure!) In the spirit of the budding Women’s Movement, we chafed at these outdated restrictions and the unequal treatment of men and women

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We ended with assassinations of Robert Kennedy and Martin Luther King, Vietnam War, Kent State killings, Civil Rights issues all fought across campuses across the country... including ours. Whether your low draft lottery number meant you went to war or Canada or jail. Our first year saw water fights in the quad. Later years saw mock graves in the quad to protest Ohio National Guard firing live ammunition into unarmed student protesters at Kent State Univ, and students revolting against the University administration. In the middle, WU was into the Grape Boycott, Bottle Bill, and student/faculty rights fought and won and lost and won... eventually... in rebellion over a Putin-like new President, running rough-shod over our beloved little liberal arts garden of liberty. One of the reunion committee members recalls her mother studying in Paris when Lindbergh crossed the Atlantic. “Yet, one generation later, I was in Germany when Neil Armstrong landed on the moon!” Fifty years later, the campus, faculty and administration at WU seem to be thriving. Our new president builds collegiality and balances growth with tradition in ways that seemed unattainable during out time on campus. Willamette University was an island in a tranquil Norman Rockwell kind of town, best symbolized by the towering steeple of the First United Methodist Church. We had little cause to venture far from the campus shores... perhaps across State street to the Capitol building or to enjoy the fine cuisine at the corner A&W or at the Arctic Circle a block further away. Serious shopping was available at Meier and Frankl. In the incubator “bubble” of WU change was coming in fits and starts. Our local city newspaper, Statesman, acknowledged of our class, “students, more outspoken than their parents and older siblings, are demanding a role in shaping Willamette’s new image.” Women aged 21 and older were issued card-keys, our sophomore year, freeing them of bedtime curfews. Our junior year, sophomore and junior women were issued card-keys as well. Matthews Hall became Willamette’s first co-ed “experiment in living.” Student government first considered a student bill of rights, finally adopted years later. Our junior year had campus participation in a nationwide moratorium against the war, including a candlelight vigil and reading of the names of some 45,000 Americans who had died in the war. G. Herbert Smith (“G. Herb”) retired after 27 years as university president, replaced by Roger Fritz whose most immediate past experience was with John Deere & Co. His apparent charge: bring business sensibility to university management. The George Putnam University Center opened in January 1970 and shifted the campus center of gravity across the Mill Stream—which we reacquainted ourselves with following Glee. The Wallulaah consistently dedicated numerous pages to “Sports”, with an afterthought for “Women’s Sports.” Title IX wouldn’t become law until 1972. Black students enrolled in modest numbers, highlighting the need for Black studies on campus. Students became represented on most faculty committees. We participated in Earth Day and contributed to the founding of the Oregon State Public Interest Research Group. Our last year was the most turbulent, characterized by ongoing conflicts, large and small, between the administration and student body. The final performance of Mame over the Parents Weekend was canceled by the administration. Off-campus circulation of the Willamette Collegian was briefly suspended. In the Spring several faculty members, including Willamette’s first Black professor, were terminated. By the end of the school year, all three academic deans (liberal arts, law and music) had resigned. Classes were canceled for a half-day in March for a campus-wide discussion on conditions at Willamette. Little was resolved.

As graduation approached, half the seniort class joined in a petition urging the Trustees to fire the evil president Roger Fritz. Immediately following the end of the school year, the Trustees announced their unqualified support for Fritz. A year after we were gone, so was he. Our kaleidoscope of experiences forged friendships that have lasted a lifetime. During our tenure, Willamette University altered academic practices, relaxed social rules, expanded its sense of social justice, and moderated its authoritarian governance. Willamette changed us, and we changed Willamette. Fifty years later, our world has changed, and stayed the same. Instead of the US invading Cambodia, Russia is invading Ukraine. Instead of Democrats and Republicans uniting to remove a president threatening democracy, Democrats and Republicans and Presidents and Congress accuse each other of threatening democracy and stealing elections. Our national motto is E pluribus unum. Out of the diverse many states/peoples comes one nation united. Nowadays, we have lots of E pluribus unum. Our school motto endures. Non nobis solum nati sumus. Not unto ourselves alone are we born. We look forward to this 50-year celebration of change and continuity. Willamette gave us many unique opportunities and experiences to test ourselves and explore our world... and our future.
We were the first class to be able to sit on the same blanket in the Quad. 1972.

Talented and interesting freshmen arrived at Willamette. We left home for our college experience in 1968. It was a time of political unrest. There were protests against the Vietnam War, the Civil Rights, Women’s rights. These events and more cultural shifts were occurring as we were preparing to leave home for our college experience at Willamette.

In August 1968, 445 exceptional students, decorated athletes, accomplished musicians, and all-around talented and interesting freshmen entered Willamette as the Class of 1972. We arrived on campus to lots of silly rules. There was the blanket rule, where a male and female couldn’t sit on the same blanket in the Quad. We were the first class to be able to walk barefoot in the Quad! And women were fined if they were on the front porch of their dorms after 10:00p.m on weekdays or 11:00p.m on weekends. These rules certainly didn’t affect the football team, which finished third in the nation after falling to Troy State (now an NCAA Division I institution).

The Vietnam war was surging and there was growing opposition and protest to U.S. involvement. President Johnson was unpopular, Martin Luther King was assassinated, and Robert F. Kennedy announced his candidacy for President. He campaigned across the country, stopped in Salem and spoke on the courthouse steps in May, just before he was assassinated June 5th. We saw Malcolm X emerge while music shifted from the Beach Boys and the Beaches to the Godfather and The Autobiography of Malcolm X emerged...

This was a time of huge social and cultural change. Books such as One Flew Over the Cuckoo’s Nest, The Godfather and The Autobiography of Malcolm X emerged...
Save the Date!

- 2023: June 15-18
- 2024: June 13-16
- 2025: June 12-15
- 2026: June 11-14
- 2027: June 10-13

Connect with fellow Bearcats!

Do you have any advice to share with our newest alumni? A job or internship to post? Want to organize a relay team or tell the WU community about your latest book? Check out switchboard to interact with current posts or add your own OFFER or ASK!

Bearcats helping Bearcats!

switchboard
willamette.switchboardhq.com

What difference does the Willamette Annual Fund make?

- **98%**

  of students at Willamette receive financial aid, the annual fund helps provide scholarships to students across campus so they are able to make Willamette University a possibility.

- **It Brings Students Here and Keeps Them Here**

- **It Brings Learning into the Real World**

- **It Makes Facts Accessible**

  - catalog volumes, access to over 100 databases, 24-hour study room, thealawd
  - sortanddestovtheilamettebar

- **It Impacts Every Student**

  - It would take an endowment gift of $54 million to have the same impact each year the Annual Fund has for our students.

- **It Leads to New Discoveries**

  - From counting bacterium to cataloging bird species, the annual fund supports research projects at Willamette that lead to discoveries made by students, and inspiring future researchers that will help the world.

- **It Makes Practice Practical**

  - At AGSM, the annual fund works to support experiential learning so students can tackle real projects with real challenges in the PACE program.

- **It Makes Practice Practical**

  - The Law Annual Fund supports the redesign of course curricula at WUCL, ensuring that Willamette lawyers continue to receive cutting-edge educations.

- **It Leads to New Discoveries**

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- **It Impacts Every Student**

  - It would take an endowment gift of $54 million to have the same impact each year the Annual Fund has for our students.

- **It Builds a Campus That Gives Back**

  - 72,386 hours of giving back last year! The annual fund helps promote a culture of service at Willamette with students giving back.

Your gift makes a real difference.
We want to extend a special thank you to all the alumni who have stepped up to help us plan Alumni Reunion Weekend over the last three years. Some of these Bears even returned for multiple years after Alumni Weekend 2020 was postponed. We couldn’t have done it without you!
We are excited to share that the Willamette Explorers Travel Program has resumed!

The Willamette Explorers Travel Program offers alumni, parents, and friends of Willamette even more opportunities than ever before to explore the world near and far with a variety of trip types and price points. Join us to continue your pursuit of lifelong learning and connections — with the university and one another.

### GRANDEUR OF ICELAND

**JULY 31—AUGUST 8, 2023**

Feast on Iceland’s sublime, raw beauty. From the heart of Reykjavík, venture to nautical towns and natural wonders, and uncover heritage and folklore!

Participate on one of our fascinating journeys while enjoying significant savings of up to $1,000 per couple off the regular price of the program.

Offer Code: **SAVE628** Expires 06/28/2022

### HOLIDAY MARKETS CRUISE — THE FESTIVE RHINE RIVER

**DECEMBER 10-18, 2023**

Feel the magic of yuletide celebrations in Germany and France on this seven-night cruise! Wander through bright, cheery markets and select excursions that fit your interests.

Participate on one of our fascinating journeys while enjoying significant savings of up to $2000 per couple off the regular price of the program.

Offer Code: **SAVE628** Expires 06/28/2022

### FJORDS & TASMAN TALES

**FEBRUARY 13–28, 2023**

Adventure awaits in the great down under! From unforgettable fjords to an array of exotic wildlife, this 15-night cruise through the Tasman Sea aboard Oceania Cruises’ Regatta is all-Encompassing.

Embark in Sydney and set sail for Hobart (Tasmania). Indulge your seafood cravings and participate in a local ostrich farm tour with a cooked ostrich meal as your reward.

This 15-night cruise through the Tasman Sea offers an opportunity to explore exotic wildlife, and offers five nights in New Zealand and four nights in Australia.

Experience the Great Barrier Reef, the heart of the world’s coral and marine life. Visit Rarotonga in the Cook Islands.

Festive: From $628 off the regular price of the program.

### CAMPUS SAFETY

**(503) 370-6911**

**ALUMNI ENGAGEMENT**

**(503) 375-5304**

**WIFI**

Depending on your location on campus, you may use either of the following wireless networks:

Bitnet (password: millstream)

**HU Summer WiFi** (password: millstream)

Passwords are case sensitive.

### CAMPUS FOOD & BEVERAGE

**GOODY COMMONS**

**SUNDAY (breakfast) 9 a.m. - 11 a.m.**

**SUNDAY (lunch) 11 a.m. - 1 p.m.**

**SUNDAY (dinner) 4 p.m. - 7 p.m.**

**MARK O. HATFIELD LIBRARY**

**FRIDAY 9 a.m. - 11 a.m.**

**SATURDAY 9 a.m. - 11 a.m.**

**SUNDAY 9 a.m. - 11 a.m.**

**WILLAMETTE STORE (BOOKSTORE)**

**FRIDAY 10 a.m. - 2 p.m.**

**SATURDAY 11 a.m. - 1 p.m.**

**SUNDAY 11 a.m. - 1 p.m.**

### USE OF PHOTOS AND VIDEO

This Willamette University event is being photographed, video recorded or both. By attending, you consent to this recording and authorize Willamette University and its employees and agents to use your name, photograph, voice or other likeness for purposes related to the university’s mission, including but not limited to marketing, publicity, website and other social, print, electronic and broadcast media. For questions or concerns, please contact alumni@willamette.edu.

### COVID-19 INFORMATION:

Communicable Disease Waiver: I understand that my participation in this activity or service, whether or not it involves coming into the Willamette University campus, may include risk of possible exposure to, and illness from, infectious disease including, but not limited to COVID-19 or its variants. I will follow the requirements and guidelines of the pertinent Oregon government and health agencies, including the Oregon Health Authority and the office of the Governor, for preventing the spread of COVID-19, its variants, or any other infectious disease. I will remove myself from participation and immediately inform an appropriate party or authority. I knowingly assume all such risks and accept full responsibility for any and all injury and damages to my person or property arising from such exposure and illness. I further release and hold harmless Willamette University, its officers, employees and agents from any and all liability for illness, disability, death, injury or damages to my person or property, whether arising from the negligence of Willamette University or otherwise.

### MEDICAL OR OTHER EMERGENCIES

1. Call Campus Safety at **(503) 370-6911**. A Campus Safety officer will respond and evaluate the situation.

2. If you believe you are experiencing a life-threatening medical emergency, call **911** immediately. Be certain to tell 911 dispatch your building location and that you are at Willamette University (900 State Street, Salem, OR 97301). Then immediately call Campus Safety and report the incident, or have someone else assisting with the situation call Campus Safety while you remain on the line with 911.

3. When calling 911 or Campus Safety, be prepared to provide the following information: a) your name, b) your location; c) whether the individual is breathing, conscious or bleeding; b) the individuals approximate age; and c) your phone number. Stay on the phone with the dispatcher and answer as many questions as possible on the individual’s condition.
Bearcat Lounge
Looking for a place to relax and spend more time catching up with old friends in between activities? Swing by the Bearcat Lounge, located under the Big Tent on the Quad, to unwind and recharge for the exciting evenings and days ahead.