

fellowships this year; and is annually awarded a high share of Fulbrights.

But while those credentials are — and have been — impressive, there has never been the money to publicize them.

Buch asks rhetorically if a \$100 million private corporation, which would equal the University in size, would even think twice about spending large sums of money on marketing and public relations.

"The real lesson is look how much you get for what you invest," Buch says. "Moderate investment here has brought a handsome return."

Private schools, says Buch, came to the realization long ago that the process of attracting top scholars boils down to an economic equation.

If supply decreases and demand remains stable, what do you do?

Beef up the amount of money you offer, as private universities are doing, Buch says.

"Call five public and five private colleges," he says. "Ask how many people work in the foundation. The light will turn on very quickly."

Buch offers Stanford as an example of a system that works, noting that 50 percent of tuition money is now recycled into scholarships because the University is able to pay most of its costs through private donations to its foundation.

"We have nowhere the

reserves in scholarship money that a school like Harvard, Reed, or Stanford has," Buch says.

"The U of O as a public university never developed a large pool of unrestricted scholarship money," he says.

But through gifts to the University's Foundation, \$200,000 will be available on a yearly basis within four years to reward presidential scholars.

To Buystedt, the idea of \$4,000 spread over four years is staggering.

"A \$4,000 award is like a gift from heaven," Buystedt says. "You can be planning to go anywhere, but that is really tempting."

Tempting enough even to sway a friend bound for Cal-Tech, says Andrew Peterson, a presidential scholar from Churchill High School who was band conductor and math student of the year.

"It made him reconsider," recalls Peterson, "before he finally chose Harvey Mudd College."

Young knows of several friends who considered going out of state but are now thinking about the University because of the scholarship program.

The idea behind the program — to keep Oregon's top scholars in the state — seems to be working.

This year's 50 presidential scholars had a mean GPA average of 3.94.

Many could have gone to

colleges and universities that most Oregonians consider the "elite" schools in the country.

Peterson seriously considered enrolling at Cal-Berkely. Cal-Poly Pomona had accepted Shelly Usedon, Sheldon High School honor society chairperson and captain of her water polo and swimming teams.

And Buystedt could have "gone to Harvard if I had had the money. My grades were high enough."

But all three chose the University.

And they will attract other scholars, Olum says. He believes that by attracting top people, the word will get out through them to other students.

"Those students will discover us," Olum says. "Maybe we can get the 3.5 students as well."

With all that scholarship money floating around, one question begs to be asked.

Why attract top scholars? This isn't, after all, the Ivy League.

Partially, says Buystedt, because many of the good scholars of today will be the state's leaders in industry and government in the decades to come.

"If they go out of state, you know they won't come back," Buystedt says. "If you stay here you become more deeply set in Oregon."

University Foundation Director Russell Picton sees them as a "very important"

state resource, and the program as a "key step" in preparing the state's future leaders.

Peterson sees both short-term and long-term benefits. "I can work hard and improve the image of the University," Peterson says. "After I graduate, I should be able to help the community."

Olum again talks of quality again. "We want a student body that goes with the faculty we have, which is high in quality."

At the rate the University is aggressively seeking top scholars, that should be no problem.

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Mayor unveils poster today

Eugene now has an art poster to call its own.

The Eugene art poster, created by designer Louise Grunewald and photographer Charlie True, will be unveiled during a public reception today from 5 p.m. to 7 p.m. in the Community Room at the Hult Center for the Performing Arts.

Mayor Gus Keller will designate the poster as the official "Eugene" poster.

Grunewald's design captured a \$1,000 prize in a poster contest promoted by the Eugene Parks and Recreation Department and the Business Assistance Team.

The groups started the contest to stimulate national tourist interest and local pride in the Eugene area.

True's photograph features a large rhododendron blossom hovering over a splash of water reflecting downtown Eugene in a tree-rimmed setting. The watery image of the city includes prominent features of Eugene including the buttes, Hendrick's Park Rhododendron Garden and the Hult Center.

Below the photograph is the word "Eugene," written in a free-flowing calligraphic style and the word "Oregon" in the formal Roman style.

A limited number of both the offset and special edition will be on sale at the reception.

The offset edition will retail for \$12 and the special limited edition, signed and numbered by Grunewald and True, will sell for \$30 to \$60.

Disc-o dogs and pals to compete Saturday

Skinner's Butte Park on Cheshire Street will be filled with frisbee players Saturday, but half of the players won't be able to throw. And you had better not make fun of them or you'll probably get chewed out.

Those catch-only players will be dogs competing in the third annual Cycle Ashley Whippet Invitational Disc Catching Tournament.

The free tournament begins at 1 p.m. with required preregistration starting at 12:30 p.m.

The event, sponsored by the Eugene Parks and Recreation Department and Cycle Dog Food, is open to all dogs. Entrants will receive a specially minted Ashley Whippet Frisbee disc and award certificate.

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