

Ready

Continued from page 23

higher education we have today."

A university without university relations is like a business producing a product, but having no advertising or salespeople, he says.

"The support functions are essential. We need them to survive and flourish."

But it helps to have a quality product to "sell."

"When the 'product' is really good people will appreciate it and buy into it. Invest in it. Whether it is state legislators, wealthy individuals, corporations or foundations."

Kurlinski was appointed to the vice president's job after a national search to fill the position. Curt Simic resigned last year to accept a similar job at the University of California at Berkeley.

As vice president at Ohio University in Athens, Ohio, Kurlinski headed the public relations and development functions and served as federal government

"It's not an easy job, but it is a job that can be done."

— Wayne Kurlinski

liaison at the Athens campus since 1977.

Between 1973-76, he was vice president for university relations at Rutgers University and worked as director of university relations at the State University of New York at Stony Brook from 1965-69. Kurlinski also has handled public relations for General Tire and Rubber Co. and worked for Burson Marsteller as well as working for the U.S. Department of Health, Education and Welfare.

Why did he want to come to the University of Oregon?

"I've always wanted to live in the West," says Kurlinski. "I like the area. I thought it'd be a good stimulating change. Everything fell together."

Kurlinski was impressed by the University and the state when he visited earlier in the year.

"Oregon is the best state in the union. It's a first rate university, one of the best public universities in the nation," he says.

Kurlinski feels he is qualified for the job and is looking forward to the challenge.

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