

Eugene's own Olympic event: The Olympic Scientific Congress

Public events slated

By Chris Hazen
Of the Emerald

The upcoming Olympic Scientific Congress is expected to provide a forum for athletes and trainers worldwide, but it also should appeal to the public's curiosity, says Dan Tripps, executive director of the congress.

"What's special about this year's event is that we've planned many activities for the public as well as for the delegates," Tripps says. "You don't have to be a scientist to enjoy the congress."

The Olympic Scientific Congress comes to Eugene and Springfield today and continues through Thursday, fulfilling Oregon's 5-year-old wish to host the event.

Three evening presentations in McArthur Court, a film series and the opening ceremony are especially oriented toward the public.

The topic of the first presentation, set for 8:30 p.m. Saturday, is "Peak Experiences, Peak Performances." Olympic swimmer Don Schollander will discuss mental preparation for the maximum athletic performance.

Madeline Manning Mims, an Olympic gold-medal winner, will present a speech called "The Hope of Glory." Bob Beamon, the world-record holder in the long jump, will talk about the Olympic experience.

"The Health and Fitness Revolution" will be the theme of the second session set for 8 p.m. Monday. Richard Simmons, whose television fitness program has won the Emmy award four times, will lead people in exercises and talk about his philosophy of fitness and diet.

At the same session, Orville Bentley, assistant agriculture secretary for science and education, will discuss the relationship between agriculture and health. Also, Henri Dieuzeide, a member of the United Nations Educational Scientific and Cultural Organization, will consider the role of physical education in world-wide health.

The final evening session, at 8



Graphic courtesy Olympic Scientific Congress

p.m. Wednesday, will focus on the theme "The Future of International Sport and the Olympic Games." Speakers include John Richardson, president of Youth for Understanding; former astronaut Russell Schweickart, whose presentation is entitled "There Are No Frames, No Boundaries"; and Craig Ritchey, an athlete, attorney and lecturer who will discuss the relationship of the Olympic Games to war.

Throughout the week-long congress, films dealing with the theme "Sport, Health and Well Being" will be shown on campus and in the Hult Center for the Performing Arts as part of an international film festival. For more information on the film festival, call the Hult Center ticket office at 687-5000.

A free opening ceremony is scheduled for 4 p.m. today in Mac Court. Gov. Vic Atiyeh, University Pres. Paul Olum and Dieuzeide will speak.

Former Duck athlete honored at birthday luncheon

By Mike Sims
Of the Emerald

Mack Robinson's 70th birthday luncheon Wednesday had all the earmarks of a class reunion or a gathering of old friends. About 35 University and media representatives and local track aficionados gathered at the Eugene Hilton to share food, drink and camaraderie with the former Duck track star.

But the gathering also was a testimonial to the life of the man who ran four-tenths of a second behind Jesse Owens to capture a silver medal at the 1936 Olympic Games and then vowed to set an example of clean living and fair play for the children of the world.

"Youth have been important to me since I visited an aunt right after the Olympics," Robinson said. "There were two kids racing around the house. One was saying 'I'm Jesse Owens' and the other was saying 'I'm Mack Robinson.' It hit me, right then, that there's a kid and that's what they were looking up to."

Since that moment more than 40 years ago, Robinson has tried, by his example, to show the youth of America what they can achieve in their lives. He currently is serving his first year as Youth Ambassador for the Atlantic Richfield Corp., which sponsored the birthday luncheon and has sponsored the ARCO Jesse Owens Games since 1964.

As ambassador, Robinson has appeared at the Owens Games regional championships at various sites throughout the United States.

Owens set an Olympic record (20.7 seconds) in the 200 meter run at Berlin, defeating Robinson by a nub, literally — the spikes on Robinson's running shoes were worn down to practically

nothing.

But Robinson finally got new spikes Wednesday, 48 years after Berlin. Former University and Olympic track coach Bill Bowerman (who observed that in 1936 "they didn't pass out shoes the way they do today") presented Robinson with a new pair of running shoes.

"If I'd had these then, no one would have beaten me," Robinson beamed.

Robinson's alma mater had other luncheon awards for him. Acting Athletic Director Bill Byrne told Robinson, "You serve as a real example of what a student-athlete is all about." Byrne made the remark as he gave Robinson a plaque on behalf of current University athletes — a plaque bearing a photograph of their 1938 counterpart, Robinson, as a young Duck runner.

The young Robinson lived with his first wife and their son in a small house on Beech St., "two doors away from the railroad," while attending the University. "There's been some changes in this town and the University since I was here," the older Robinson noted Wednesday.

Changes aside, Robinson had difficulty explaining how it felt to return to the University and receive the honor he was accorded. "I wasn't expecting this type of program," he said. And he pointed out that he didn't receive such awards in his hometown, Pasadena, Calif., when he came home from the Olympics in 1936. "It feels good," Robinson said of his Eugene reception.

Robinson transferred to the University from Pasadena City College in 1937. He won division, conference and national championships in the low hurdles, the long jump and the 220-yard run. He said that he would have participated in the 1940 Olympics, but World War II dashed those hopes.

"If they could just get politics out of the program and just let us sportsmen have a ball amongst ourselves," Robinson mused, referring not only to cancellation of the 1940 games but also to the recent Olympic boycotts.

Robinson believes that Adolf Hitler's role in staging the Berlin Games as a showcase for Nazi philosophies and white supremacy was "something blown up in the media."

"I don't think the athletes had any feelings about humiliating Hitler," Robinson said. "It was a thrill for me just to be there."

Bowerman gave Robinson another kind of accolade to go with his new shoes.

"People like Mack and Jesse Owens are helping to open doors," Bowerman said. "Black athletes today have opportunities they didn't have 50 years ago... due largely to the efforts of Mack and the others who hung in there."

Robinson noted that his younger brother Jackie's success as the first black to play major league baseball "basically turned the aspirations of all minorities."

There were no blacks playing major league professional baseball or basketball until 1947, Robinson noted, but blacks now have leaders in all facets of American life. He drew chuckles and applause when he added, "We almost had a president."

The Rev. Jesse Jackson's success in national politics is, in Robinson's words, "another shot in the arm we all appreciate."

Robinson will take part in an Olympic Scientific Congress panel discussion on "Peak Performance," Friday at 4 p.m. in the EMU Dad's Room.



Photo by John Widder

Mack Robinson received a new pair of running shoes for his birthday Wednesday.

Community and University benefit from conferences

By Mike Duncan
Of the Emerald

Eugene, the site of two international conferences and numerous national and regional events, lost its usually quiet atmosphere this summer.

But, as most residents, businesspeople, and University faculty members agree, the increased activity has been beneficial for the city's economic welfare and its reputation as a West Coast convention center and for the University's academic image.

From the end of May through mid-September, 17,230 delegates will have been in the community and will have spent more than \$9.4 million, said Linda Weston, director of sales for the Eugene-Springfield Convention and Visitors Bureau.

This figure is considered conservative since it excludes hotel accommodations and includes only a variety of miscellaneous expenditures. Weston noted that the number of delegates applies only to the conferences and does not include the tourists that come into the Eugene-Springfield area for other reasons.

Frank Howard, information services manager

of the state tourism division, said there is a multiplier factor of 3.2 involved in the respending of these outside dollars brought into the community by tourists and visitors.

"What this means is that money brought into the state will be spent more than three times before it disappears." Howard cited an example of a waiter spending additional income from tips on clothing, benefiting in turn the clothing store employee who will again spend the money somewhere in the community.

Tim McNeilly, sales manager for the Eugene Hilton Hotel, said that the summer events have kept the hotel busy so far this summer. "Our rooms have been filled and our restaurant and banquet facilities have been very busy," McNeilly said.

The conferences have been beneficial for the hotel in other ways. McNeilly noted that "a reputation is built by hosting conventions. Then the word, good or bad, spreads. The delegates said that they were very pleased with their choice, and they were from many national and international places, which helps our reputation worldwide."

The University will be gaining tangible

benefits from the conferences this summer including, \$300,000 worth of high-tech biomechanic and physiology equipment donated by Tektronix to the Olympic Scientific Congress.

"The equipment," says Celeste Ulrich, dean of the University's College of Human Development and Performance, "will make us one of the top biomechanic and sport physiology labs in the North American continent."

Dan Williams, University vice-president for Administration says he thinks that the economic benefits are good but "I think it's important that we don't overplay them. The activities this summer are things we would do without the economic pluses."

The University also has hosted many high school programs. "These programs are good because they introduce pre-college students to the University," Williams said.

"And, if they have a good experience here, they often will enroll later. This is especially important for the gifted and talented students who may otherwise think that they must leave Oregon to get a good education."

Citing additional benefits, Williams says that the conferences "enhance the reputation of the

University. It speaks well of us that professional groups choose to come here."

In reference to the scientific community attracted to the University, Williams said that faculty members benefit through conversation and cooperation that occurs. "They share ideas and otherwise do things that they might not be able to without the conferences," he said.

Bill Sloat of the Business Assistance Team of the Shaping Up '84 campaign said the efforts of the campaign "are difficult to measure, but we see a definite awareness of our program's goals."

The Shaping Up '84 program is a coordinated Eugene-Springfield effort designed to prepare local citizens and communities for the summer's conference delegates and tourists.

"The Parks Department has done a tremendous job with the planting of flowers and ground covers around the cities," Sloat said.

"Our goal was partly to improve the grounds, but an equally important objective was to prepare the citizens for the tourists," Sloat said. "We've received many letters commenting on the friendliness of the people in the towns — both professional people and citizens."

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