



# Spotlight

## Baker returns after summer's absence

By D.C. Jesse Burkhardt  
Of the Emerald

The University's new assistant athletic director is apparently not only the best person for the job, in Athletic Director Bill Byrne's eyes, Baker is the only person for the job.

"He's the one I wanted," says Byrne, who hired Baker as director of marketing in January 1983. In that position, Baker worked in all aspects of promotions and advertising for the Athletic Department. "Sam Baker is one of the best things that's ever happened to the University of Oregon," Byrne says.

Baker's tenure as marketing director proved to be short-lived. At the end of April, he decided to expand his career by accepting the position of assistant athletic director at Tennessee Technical University. But he was back at the University almost before he'd had time to unpack his bags in Tennessee.

"If I'd been able to look into a crystal ball back then, I never would have left the University of Oregon," Baker says. "But who would have predicted Rick Bay to take the athletic director's job at Ohio State, and that Bill Byrne would become the AD here? At the time, the position at Tennessee Tech seemed like a good career move."

Baker rejoined the University athletic staff on Sept. 1. "But I'm here to stay this time, and I'm proud to be back. I want to continue to do good things for this school and the community," he says, adding with a chuckle, "if I have done anything good so far."

Baker's enthusiasm seems unlimited. "If any university in the country deserves the best, it's the University of Oregon," he says.

Baker, 33, was born in Front Royal, Virginia. He's a 1974 graduate of James Madison University. He also earned a master's degree in athletic administration from Ohio University and he served seven years as director of athletic promotions at William & Mary University in Virginia. Now, after his brief hiatus in Tennessee, he has returned to the fold, as it were. Not exactly as a prodigal son, however.

"The people of Oregon have been just great to me and my family," says Baker. "They've been most gracious in welcoming me back. And I'm thrilled to death to be working with Bill again."

Baker has been chosen to replace Byrne as coordinator of the Duck Athletic Fund. Just the fact that Baker was selected for this crucial position seems to reflect Byrne's deep respect for Baker.

"Those are big shoes to fill," says Baker.



Sam Baker

Big projects are on tap. Byrne is looking to build a completely new domed Mac Court next to Autzen, and turn the original McArthur Court into an extension of the Physical Education Department. Also underway, is the construction of a football practice field directly to the north of Autzen Stadium, which could prove to be in-

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Sidelines is the Emerald's weekly sports supplement published each Wednesday except during exam weeks and vacation.

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### The Toughest Job You'll Ever Love

#### INFORMATION BOOTH:

Tues.-Wed. Oct. 23-24  
9:00 a.m. - 4:00 p.m.; E.M.U. Lobby

#### INTERVIEWS:

Nov. 5-7, 9:00 a.m. - 4:00 p.m.  
Career Planning & Placement Office, Hendricks Hall  
Sign up in advance for your interview at Placement Office & bring completed application to the interview.

## Peace Corps Seminars

Wed. Oct. 24: 12 noon  
Group Meeting  
EMU Century Room A

Wed. Oct. 24: 3:30 PM  
"The Toughest Job" film, EMU Century Room A

Wed. Oct. 24: 7:00 PM  
Meet with former Peace Corps Volunteers, EMU Forum Room

Thurs. Oct. 25: 3:30 PM  
Slides of Guatemala and Liberia: Ag. and Fisheries; EMU Forum Room

#### ALSO:

Mon. Oct. 22: 7:00 PM  
"The Toughest Job" film, Eugene Public Library, Gallery Room