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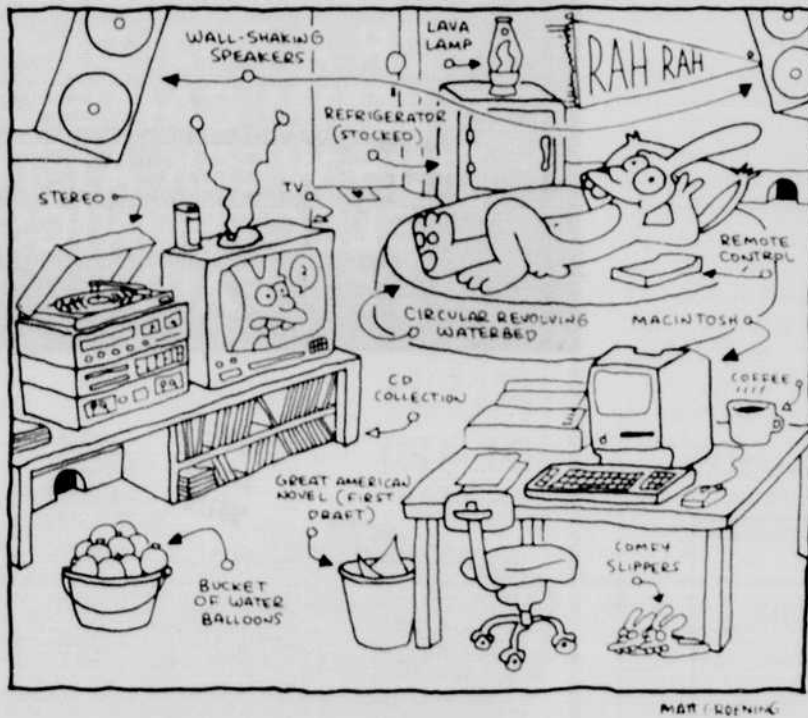
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University

Alumni gift benefits
new business center

Second major
gift to University

By Chris Bouneff
Emerald Associate Editor



Charles Lundquist

For the second time in as many weeks, the University is taking advantage of a new state program to receive matching funds for a \$1 million gift from a California developer.

The donation, made last fall by alumnus Charles Lundquist to the business school, should qualify for the State System of Higher Education's Endowment for Excellence Program, which promises matching funds for any endowment approved for the program by the higher education board.

The endowment plus the matching funds will create four professorships in the new Charles H. Lundquist Center for Business Development, which will focus on entrepreneurial businesses.

"It's just that it took me a long time getting around to determining what I wanted to do with the major gift," Lundquist said about the delay between the time donation was made and Friday's announcement.

Lundquist said most business school courses focus only on major corporations and how they react in different business situations.

"Of equal or possibly greater importance is beginning businesses or sole proprietorships," Lundquist said. "Up until now, there has been very little academic preparation for that."

"As far as establishing new products ... new services and new jobs, small businesses very definitely" are major players in the economy, he said.

University President Myles Brand and Oregon State Board of Higher Education President Richard Hensley both spoke at the ceremonies dedicating the Lundquist Center.

"I'm confident that the Lundquist Center will put us in the heart of Oregon's rebirth, and both the public and private sectors will look to us for leadership," Brand said.

Brand again raised the issue of faculty salaries and said the endowment will help in recruiting and retaining the best people in the field for the Lundquist Center.

"Most importantly is that our students be challenged by the very finest faculty members," Brand said. "Without them our students will go elsewhere."

The University has already

qualified one donation made two weeks ago by Eugene business woman Carolyn Chambers for state matching funds.

Chambers, who owns local station KEZI-TV, donated \$1 million to create an endowed chair in the College of Business Administration and two professorships in the School of Journalism.

Hensley said the University has been the most aggressive in taking advantage of the matching-funds program.

Hensley, who is chairman of Liniger Tru-Mix in Medford, said the University could best serve the state by studying small businesses, which is the focus of the Lundquist Center.

"We in the small business area in Oregon are in fact big business," Hensley said. "Large business or small, we are all very dependent upon a very healthy and thriving system of higher education."

If the state loses its edge in higher education, then the edge in business is also lost, Hensley said.

Lundquist, a Portland native who graduated from the University business school in 1942, is chairman of the board of Continental Development Corp. and its subsidiaries of Los Angeles and San Francisco.

Moreover, Lundquist is the founder and board chairman of the LAX International Business Center, an association of leading developers, hotel operators, airlines, financial institutions and other businesses in the Los Angeles International Airport area.

Lundquist said he comes to Oregon at least four times a year to see the University campus and visit his brother in Portland.

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