

BRAND

Continued from Page 1

Just after the radio interview, Brand, 49, will hold open office hours, followed by lunch and more meetings.

Later that day, in preparation for the next day's home football game against New Mexico State, he will be briefed on which boosters will be at the game and which are most likely to donate money to the University. A similar session will take place Friday for the Oregon State game.

In the evening, Brand will attend a reception and a dinner marking the 50th anniversary of the Asian Studies Program.

His day will end about 10 p.m., when he goes home, reads his mail and goes to bed, only to rise again at 9 a.m. to prepare for Saturday's game.

"It's very draining," Brand said. "It's a six-and-a-half-day-a-week job, (and) I work an average of 14 hours a day. You get Sunday mornings off.

"This is not a complaint. If I didn't enjoy it I wouldn't do it."

Saturday's schedule is filled. Breakfast with Oregon mayors at the Stadium Club before the game, lunch in the presidential sky suite during the game to encourage boosters, and then a dash over to a reception in the Casanova Center.

Brand takes off part of Sunday morning to go horseback riding, his favorite leisure activity, but the afternoon is spent at work.

"He's got a heavier schedule than any president I've worked for," said Christine Leonard, presidential assistant who has seen four University presidents come and go.

"As we go into a major fundraising drive, it will get even busier," she said. "It just wears me out trying to keep the calendar."

Lending an ear

Brand finishes the morning with open hours, when faculty, staff and students can schedule walk-in appointments with him to discuss anything.

Today, he has three meetings: a group from the YWCA, a student and a political science professor.

Brand sits patiently through each presentation and then asks questions. He looks as comfortable as he could be wearing his characteristic gray suit, blue tie and glasses.

The group from the YWCA



Brand mills through the crowd and talks with guests at the reception to celebrate the 50th anniversary of the Asian Studies Program. (Below) Brand addresses a group of Oregon mayors at the Stadium Club before the New Mexico State football game.

seeks support and money but gets only support.

The student initially complains about registration problems during fall term, but it is quickly apparent he's really there because he can't decide whether to stay at Oregon or transfer to a school closer to home. Brand lends a sympathetic ear.

Finally, the professor tells of his difficulty teaching a media class without access to a television. Televisions are regularly stolen, and replacement is expensive. And as always, money is scarce.

On all the sessions, Brand makes note on index cards and takes action in situations he can help, but occasionally a person's problem is too obscure or too much to handle.

"Sometimes people expect me to solve every problem," he said.

Pre-game strategy

Brand closes the afternoon by having lunch with some faculty members, and then he's off to two more meetings.

The preparation for that evening's and Saturday's events starts about 3 p.m. with a strategy session on the football game. Except in this briefing, the action on the field takes a back seat to the action in the presidential sky suite.

All the top administrators gather in Brand's office to discuss what will happen and de-



termine which boosters are most likely to donate money.

Brand is told which state legislators will attend, the number of Oregon mayors who will be in the box, and which guests of the University Foundation will be "in the inside box."

The outside box is a great theater-like area that is sky box's "general admission" section with its plush seats and climate-controlled environment. Being in the inside box means rubbing elbows with the president and eating a catered lunch.

Someone points out that one legislator will not be able to attend.

"Who do we have in the outside box that we might want to trade to the inside box?" asks John Moseley, vice president for research.

The session quickly shifts to specifics as they run down the

list of big-name individuals who will be in the president's box.

"He's a good Portland business contact," someone points out about a box guest, "but he's not a prospect himself. But his father is."

By the end of the half-hour session, the strategy is all laid out and the best targets identified. Some are current or potential donors, and others will hear the University's message from Brand.

"There's a clear purpose behind (these functions), and I don't hide that purpose either," Brand said. "There's nothing coy about it."

The remainder of Brand's day is spent in meetings and preparing himself for that evening's reception and dinner marking the 50th anniversary of the Asian Studies program.

Several international and lo-

cal dignitaries will be in attendance, along with donors, and Brand must be ready.

At the reception and dinner, Brand mixes easily with the crowd, immediately approaching a group in conversation when he walks in the door.

In these situations, selling the University is what he does best.

Reluctant limelight

Saturday starts at 10 a.m. with a buffet breakfast in the Stadium Club at Autzen Stadium.

Gathered are about 100 mayors from around the state specially invited to the game to hear Brand and selected students talk about the detrimental effects of Measure 5, the property tax limiting measure.

Brand arrives wearing a green blazer and a tie in Duck colors and climbs the steps up to the club. He grabs a cup of coffee and goes to work.

During homecoming week against Stanford, Brand slid in and out of four reunion functions in two hours. He'll probably do the same this Saturday as alumni gear up for the Civil War game.

The demand to attend the New Mexico State game, however, is low, and Brand can focus his time and attention on the mayors' breakfast.

Brand walks in his right hand he walks from table to table greeting, smiling and talking — but always intent on his purpose.

"He's not a gladhandler, but he recognizes the importance of these (functions)," said state Rep. Carl Hosticka, who is also a University associate vice president.

Brand's straightforward approach — and not an outgoing personality — is what impresses people the most, Hosticka said.

"Being ... honest is the only approach I feel comfortable with, and I think in the sphere I operate in it's a little unusual, thereby appreciated," Brand said.

In fact, if Brand had to rely on an outgoing personality, he would be in serious trouble.

"I don't seek out the visibility and the limelight. I feel uncomfortable with it," he said. "I'm not so shy that it's a detriment, but that's my inclination."

"I'm not particularly gregarious, but having said that, I enjoy people," he said. "I espe-

Turn to BRAND, Page 7

The EMU Rec Center Presents ...

301 Darts



Tournament

Sunday

November 24th

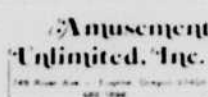
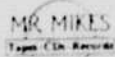
at 4 p.m.

entry fee: \$2

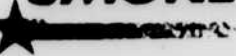
sign up at the EMU Rec Center

Electronic Darts

Prizes provided by:



The GREAT AMERICAN SMOKEOUT



Leave the Pack Behind

—Do you Smoke? If you do cut down on the # of cigarettes you smoke or stop smoking for the day.

—Do you have a friend that smokes? Adopt a smoker today by being supportive, helpful and encouraging towards quitting smoking.

For additional information visit the Great American Smokeout table in The EMU today or stop by Health Education located in the Student Health Center.

• Sponsored by the Lifestyle Planning Program, Student Health Center