

# BRAND

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ment, where he was assistant chairman, then the University of Illinois at Chicago in 1972 as philosophy department chairman.

"It became clear that at the Chicago circle, he had a lot of talent in (the administrative) area," said Swain, who taught at Illinois for a year.

The moves were numerous and quick, with Brand rising rapidly through administrative posts.

In 1981, Brand moved to the University of Arizona to head its philosophy department, and within five years he was dean of the College of Arts and Sciences.

Myra Dinnerstein, former head of Women's Studies at Arizona, said Brand first was acting dean, but the only acting he did was to implement a vision.

"I found him very supportive, an innovator and someone who had a broad understanding of a University," she said. "The thing about Myles is he does the things that need to be done."

From Arizona, he jumped to Ohio State in 1986 to take the provost's post. Only three years later, he came to the University as president.

All the while, he maintained another delicate balance — an intense figure who is self-described as laid back.

"I know him as a warm and friendly person and very intense," Swain said. "It isn't real easy for him to relax."

Masking his intensity, however, is a love for the outdoors. While in graduate school, Brand lived on a ranch outside Rochester, N.Y. When long wilderness hikes gave way to long wilderness horse rides, Brand purchased a small ranch 55 miles from the UA campus.

Brand now co-owns a Tennessee walking horse named Star with state Rep. Carl Hosticka, who also is a University administrator, and he rides whenever he gets the chance.

Although recreation is now limited to occasional rides and some outings, time once permitted Brand to pursue some surprising hobbies.

In Chicago, he became a folk music fan and even started playing guitar.

"We don't talk about that," he said. "I only play that when I've had a beer or two."

Movies are another passion with Brand, although Peg Brand doesn't share his enthusiasm.

"I don't like movies that have violence and exploit women," she said, "so if you leave those two categories out, there's not much left."

In contrast, Brand will watch anything.

"I like to sit up close," he said. "It's got to take in your whole visual field."

"The difference between tele-

vision and movies is movies cover your whole visual field. It can engulf you."

Life changed for the Brands when they came to Eugene. Where Myles Brand had once been provost and responsible for daily operations, at the University he is a personification of the school.

"I take to heart how well the institution does," he said. "I see the successes and failures of the University of Oregon as my successes and failures."

Moreover, time is scarce and a heavy schedule permits few recreational periods.

Brand is not alone in this, however. Peg Brand, 40, is as much a part of the presidency as he is.

Although she is not directly

involved in the policy making, she questions Brand's decisions. Like Brand, she is also very much involved in the same juggling act of teaching philosophy and administrating.

"I have a half-time appointment in order to try to strike a balance with my duties as Mrs. President, as I call them," Peg Brand said. "And at half time, I have 360 undergrads in an introductory class, nine graduate

students working with me and I'm a graduate adviser."

The Brands share time at alumni functions and reserve at least a weekend a term for hiking or skiing. They debate philosophy (they currently are writing a paper) and sometimes eat meals together.

But their jobs beckon and whimsical activity is limited to time and manner, and maybe a moustache or two.

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