

Media professionals give advice at fair

By Laurel Bossi
For the Oregon Daily Emerald

Addressing a Saturday morning crowd of attentive listeners, Professor Thomas Bivins echoed what was conceivably on the mind of every student who attended the School of Journalism and Communication's annual career conference.

"It's something really more important than the classroom. ... (It's) getting a job," said Bivins, outlining the main goal of the conference.

Organized by the University chapter of the Public Relations Student Society of America, the conference began early Saturday at the law school and lasted until mid-afternoon. Those who arrived before 9 a.m. enjoyed a brief round of coffee and refreshments before gathering in one of the large lecture rooms for an hour-long course on how to write resumes and cover letters.

Following that session, students were invited to join one or more of five panel discussions, which were led by a small group of local and state professionals. Focusing on their respective fields (broadcast, advertising, public relations, magazine and news editorial), the media professionals answered myriad questions and helped to give stu-

dents an idea of the current opportunities and trends in each field.

After the panel discussions, which lasted roughly two hours, students and guests were treated to a catered lunch at the EMU Fir Room. Following lunch, everyone reconvened at the law school for the final session of the day.

While the importance of networking was perhaps the center of much of the discussion, some of the more subtle necessities of a good job search were detailed as well. Guests gave students advice on everything from wage expectations to the best way to give an interview.

Overall, most in attendance seemed to have been pleased with the quality of the conference. PRSSA President Cathy Royle and Vice President Kristina Kuckartz were eager to call it a success after having spent months organizing and preparing for the event, which was funded by the School of Journalism and Communication.

Bivins, PRSSA faculty adviser, also had a positive response regarding the conference and expressed hope that next year the conference will bust out of the already expansive law school lecture room as attendance doubles or triples in size.

Council extends deadline for networking event

By Edward Klopfenstein
Oregon Daily Emerald

Upper-division students can still get a free lunch and good company through the Student University Relations Council's "Take a Duck to Lunch" program.

SURC extended the previous Jan. 28 deadline to this Friday because only 20 students have signed up for the annual networking event.

Having so few students sign up this year is unusual, said Joe Giansante, director of special programs in the Alumni Association.

"Students seem to be concentrating on midterms and studies this year," Giansante said. "But

programs like this is what they study for. ("Take a Duck to Lunch") allows people to get those jobs."

About 40 area businesspeople have already registered for the program and possibly another 10 might be registering soon, Giansante said.

The program is sponsored by the Eugene Area Chamber of Commerce and SURC. The luncheon will be at the Pittman Room in the Casanova Center, near Autzen Stadium, from noon to 1:30 p.m. Feb. 24.

The program is currently open to all University students in their junior or senior year.

However, the program may be opened up to graduate students

if all the spots cannot be filled, Giansante said.

"I'm sure they're going to do what they have to do to fill those spots," he said.

Applications for the program are available at either Room 123 Agate or Room 240 Johnson Hall and are due Friday at 5 p.m.

SURC especially encourages business majors to apply, according to a press release by the group.

Community participants this year include professions as wide-ranging as accountants and bankers to dentists and publishers, the group said.

For more information, contact SURC at 346-2107.

Timber slash yields fashionable furniture

AGNEW, Wash. (AP) — What do cowboys and yuppies have in common?

Not much, except maybe they like the same kind of furniture.

Dressed in traditional hickory shirt and overalls, John Hubbs of Agnew looks more like a logger than an artist. And he mixes those traits in his business Northwest Pole Furniture.

Hubbs, 40, became interested in the trade as a youngster working on his grandfather's 182,000-acre cattle ranch in Colorado. Cowboys who mended fences needed a place to stay in remote areas of the ranch accessible only by horse. Hubbs helped them build cabins, beds, tables, chairs and benches from poles made from nearby trees.

He's been making pole furniture ever since, but decided to get into the business about five years ago. He was inspired by changes that were taking place in the timber industry, so he sold his Northwest Carpet Cleaning business.

He wrote a poem about the change that he uses in promotional material:

Once upon a time in the Great Northwest
Trees were cut and they took only the best

After many, many years we created such a mess

The solution to this problem was anyone's guess.

The day has finally come and now we find

We must do something with the mess left behind.

What could we do, no one agrees

What value these poles that will never be trees?

An idea has now come from a small company

To build furniture as done in past history.

We use what was left and clean up that mess

To build Pole Furniture that is truly best ... "

Using the environmental movement to spur his interest, Hubbs started cleaning up the slash left behind from timber cuts, getting permits from the U.S. Forest Service and permission from private landowners.

"It's a waste paradise out there," he said, adding that he's found old-growth logs that have been on the ground for 60 years.

Hubbs said he's impressed with changes in attitude in the timber industry.

"Environmental things have changed people's attitude a lot," he said. "The wood industry has hit a realization stage."

Even though there is a gold mine of supplies in the forest, the business hasn't led Hubbs to a pot of gold. He blames it on the economy and his lack of knowledge in marketing.

He said with the downturn in the fishing and logging industries on the North Olympic Peninsula he's had to go elsewhere to sell his hand-made creations.

"You have to go where people have money," he said, adding that means going to shows in big cities and doing special projects for wealthy people, like a deck and a guest house he built for the well-known Nordstrom family of department store fame.

Even though the money isn't

here, Hubbs has no plans to leave. He said he needs to stay in the country because cities have too many laws about noise and dust. And besides, he's close to his materials here, although they are getting harder to find.

Hubbs searches for slash way back in the woods — far from logging roads, often in swampy areas.

"The gnarlier and nastier the wood the better," he said.

But the cedar, fir and alder poles are sturdy. To prove that point Hubbs has a photograph of a Jeep he drove on top of a bed frame he made.

Back home he dries out the poles then grinds off the bark. After sanding it he stores it in a huge warehouse until he's ready to make something.

What happens if he makes a mistake?

"It's yuppie firewood," he said with a smile.

And bends and curves are what people want. Hubbs said he has some stock items with simple designs that are lower-priced, but his buyers want more complicated and unique designs.

Hubbs makes such regular items as tables and chairs, and creative things such as yard swings and toboggans. He has even been asked to build coffins.

But his creations are not cheap. The 120-pound toboggan sells for \$2,000 and the swing \$3,000. They are expensive because he uses a time-consuming process. A rocking chair, for example, takes about 50 hours to make and sells for about \$425.

Program promoting parental education

By Anne Moser-Kornfeld
For the Oregon Daily Emerald

preregistering and calling 346-3159.

The University, in conjunction with the March of Dimes, is offering "Babies and You," a series of seminars that started Jan. 27 and last through March 17. The seminars are held Thursdays from noon to 1 p.m. Lunch is provided and the workshops are free of charge.

The service, developed by March of Dimes, is marketed nationally to promote good prenatal education and care. Karen Logvin, Childcare and Family Services administrator, worked with Sacred Heart Health System and the State Employees Benefits Board of the University to make the program available to faculty and staff.

Logvin said the response by participants has been great.

"People loved the first seminar and asked lots of questions," she said. It is still possible for someone interested in the program to sign up by

Participants don't have to feel their privacy is an issue. The group decided from the onset to retain full confidentiality because the decision to consider becoming pregnant, or, if a participant is pregnant and hasn't told her department, can be stressful.

The program is a pilot project. The University is being used as a testing ground for future programs by companies in Oregon. Logvin, who acts as facilitator for the sessions, said "the program is cost-effective in terms of medical insurance." Topics covered include "Drugs, Alcohol and Tobacco During Pregnancy" and "Complications During Pregnancy."

The intention of the program is to ensure a happy, healthy pregnancy and to make the new mother as prepared as she can be, Logvin said.

OUTDOOR SCHOOL

Spend a week teaching environmental education to 6th graders

Applications available today in the ESCAPE Field Studies office, room M-111, EMU. If you have any questions, please call 346-4351

MONDAY NIGHT SPECIAL

12" 1 item Only **\$6⁷⁵**
with 16 oz. soda

One coupon per purchase. For delivery only. Campus area only. Expires 3/18/94

687-8600

2
for
1

With this coupon!

Udinese Caffé
On Campus,
13th & Kincaid.

UDINESE

Espresso
Latte
Mocha
Cappuccino

Good thru Feb. '94

GOLDWORKS

JEWELRY DESIGN STUDIO

431 W. 13th, #2
Eugene

343-2298

Regular Business Hours
Tues.-Fri. 9am-1pm 2pm-6pm
Sat. 10am-4pm
"Pacific Rim" ring in 14K gold

\$100 OFF 50¢ OFF

Foot long Sub Expires 2/21/94 Half Sub

SUBSHOP

1225
ALDER
345-2434

Not valid with any other discounts or coupons.