

DONATION

Continued from Page 1A

1940s, 1950s or 1960s," Lundquist said.

Lundquist had previously given \$1 million in 1989 to create the Charles H. Lundquist Center for Business Development. The center was created to foster entrepreneurship in the Northwest.

It was implied that this earlier gift was somewhat of a test for the University, one which the University passed. But Lundquist said he did not plan the larger gift at the time.

"If I was told five years ago that I would increase my initial donation by tenfold," Lundquist said. "I would have asked you how. And then I would have thought you were smoking something."

The \$10 million Lundquist Endowment will be held by and invested through the University of Oregon Foundation, an independent corporation organized to solicit and manage gifts for the University.

As an endowment, the money will be invested, and the University will receive interest from the fund. The amount of interest will be matched by the state of Oregon.

These earnings will be used to support professorships for business faculty members who are dedicated to entrepreneurship. The earnings also will support distinguished visiting professors and will create a summer internship program.

Some of the money will be used to develop courses on business ethics and social consciousness.

"This major gift gives the University an opportunity to shine as a national leader in entrepreneurship and business development," said James Reinmuth,

Love of business leads alumnus to success in life

By Jim Davis
Oregon Daily Emerald

Free enterprise always has been near and dear to the heart of Charles H. Lundquist, the Oregon alumnus who was announced Thursday to have contributed the largest private gift in the history of the University.

"I always enjoyed business," Lundquist said. "As a child, I sold lemonade. Of course, I never made enough money to pay for the lemons."

Success did not prove elusive for long to the Portland native. His parents, both teachers, put Lundquist through the University, where he excelled as an accounting major.

After graduating with a list of honors, Lundquist scored second in the nation on the 1942 certified public accountant examination. In 1946, he received a master's in business administration with distinction from Harvard.

Lundquist went on to become an entrepreneur at the age of 29.

"Private industry never held the same challenges that owning your own business presented," Lundquist said.

In the next 50 years, Lundquist acquired and profited from numerous businesses, including a china manufacturing company, an investment group that funded aerospace subcontracting, commercial real estate and manufacturing ventures.

Currently, he serves as chairman of the board for Continental Development Corporation, a major developer of office buildings and industrial parks in California.

Despite all of this success, Lundquist was talking Thursday about his less auspicious days at Oregon.

"The time I spent in Portland and at the University of Oregon was enjoyable, and I came away with a lot," Lundquist said, "and now it's time to give some of it back."

Lundquist is giving it back. \$10 million of it. And he has two bits of advice for current students at the University:

"First, love what you do. Second, balance your life."

current dean of the College of Business Administration.

The gift is the third multimillion dollar the University has received this year. More than \$2 million was given anonymously to the athletic department in February. Alec Keith, a pharmaceutical executive, donated \$8.7 million last month.

The University has received a total of more than \$31 million, the most ever received in one year.

The gift is part of The Oregon Campaign, a five-year effort to raise more than \$120 million. It is the largest fund-raising campaign ever in the state of Oregon.

Tennis & Racquetball Restringing Specials

Tournament Nylon

\$5⁰⁰

Reg. \$15.00

Synthetic Gut

\$9⁹⁵

Reg. \$20.00



STUDIO SALE

To celebrate the Grand Opening of our new store at 32nd & Hawthorne in Portland

FULL SIZE FRAME & FUTON

Now Only

\$159

ROCK SOFT
FUTON

1231 ALDER ST.
686-5069

ROCK SOFT
FUTON

Cash

For Textbooks
Mon.-Sat.

Smith Family
Bookstore

768 E. 13th
1 Block From Campus

345-1651

PRO-EDUCATION
vote

PROZANSKI



Stable Funding

Long-Term Solutions

ENDORSED BY:

Oregon School
Employees Association

Democrat for State Representative

DISTRICT 40

Paid and Authorized by Friends For Floyd
Prozanski, John Van Landingham, Treasurer,
PO Box 11511, Eugene, OR 97440

Two great reasons. Two great tickets.

We think it's a great combination.

Just tell us your two best reasons to buy a Macintosh, and you could win lots of great prizes, including **two tickets to New York City!**

Stop by the **Microcomputer Support Center** to pick up entry forms and complete contest information.

This contest ends May 20, so you'd better think fast.

Microcomputer Support Center

202 Computing Center • 346-4402

Monday-Friday 9:00 A.M.-5:00 P.M.

©1994 Apple Computer, Inc. Apple, the Apple logo, and Macintosh are registered trademarks of Apple Computer, Inc.

