

## AMAZON

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redesigning of the Amazon community.

Summers-Thompson said the board is also negotiating with Lane Community College to develop a rehabilitation program that would use construction students as labor.

"What that means is we would hire an instructor to supervise whatever large-scale maintenance needed to be done and we would get that labor for free," she said.

Among members of the corporation's board, there is a sense of renewed optimism.

"We are very pleased that the administration is still talking with us. They are open to working with us. I think that it has something to do with Dave Frohnmayer's understanding of Oregon. He's from Oregon and he really has a commitment to the citizens of Oregon, he's got history," she said.

The University denies that there has been any significant change since Frohnmayer took office.

Dan Williams, the vice president for administration, said the University has been "pretty consistent" in their approach toward Amazon, though he did say the new president has taken a "personal interest" in Amazon.

Dave Hubin, assistant to the president, suggested another reason for renewed interest in the students' proposal.

"Had not the idea of a non-profit corporation surfaced we would have chosen to rebuild. Students have had a chance to come up with alternatives other than rebuilding, and they have had time to do additional research," he said.

The University is currently considering two plans for Amazon: the non-profit organization, and demolition and reconstruction. A decision is expected to be made at the beginning of September.



Mala Holliday checks to see if light fixtures are functioning in one of the vacant apartments in the University's Amazon Family Housing complex. MICHAEL SHINDLER/Emerald

## SIMPSON

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Singing off the same sheet means developing a marketing plan, changing the University's old News Bureau into a more efficient selling machine — the current Office of Communications and Marketing — and reaching possible University supporters directly, instead of through the media.

The work represents most of his career — being on the cutting edge without being in the limelight.

"What I get the most satisfaction of professionally is working with the CEO or somebody like Myles Brand where I can help them be successful. I have no desire to be out in front, no desire to be CEO, and I have no desire to be president of the University," Simpson said. "But, I enjoy being on that level once removed to where you can be in the exciting part of it and you just do your job quietly in the background."

At 38, he's worked on Capitol Hill as a national reporter, covering the Challenger Shuttle disaster and Michael Dukakis' presidential campaign, besides working as Sen. Strom Thurmond's press secretary before turning to higher education.

During his days as a *Washington Times* national beat reporter, Kenneth Henner, now the editor

for the paper's national desk, said Simpson was unique among reporters and editors because he could walk through the fires of the Washington, D.C., political scene without getting burned.

Simpson said, "It can get you in Washington. It can eat you alive. I mean, Washington is just overrun with people who have inside-the-building mentality. They've just gotten eaten up completely. I still have a lot of friends there, many of which turned into jerks."

"He often came across as lighthearted," Henner said. "That's not a bad thing. That's just who he was."

"I was much more interested in seeing government up close, working with government, but then on the weekends, taking my kids and a six-pack of beer on the Chesapeake Bay and going crabbing. To me, it's much more enjoyable to spend the time that way instead of going to cocktail parties and that sort of thing," Simpson said.

Professionally, Simpson finds his strength through his relationship with Sen. Strom Thurmond, the Republican senator from South Carolina.

Thurmond was one of the most powerful voices in support of segregation during the 1940s and 1950s. In that period, Thurmond did everything possible to delay civil rights legislation. He

once tackled a fellow senator in the hallway to stop a Senate quorum.

But with a larger African-American constituency emerging in the 1960s, Thurmond switched to the Republican Party and officially came out against segregation in 1964.

Simpson finds everything about the 90-year-old Thurmond captivating and said the Senator has been a role model in his professional development.

"For me, personally, watching him work 16-hour days, 6 days a week, working on the major issues of the country and balancing a family life and having extremely high moral and ethical principles — he taught me an enormous amount."

On April 14, 1993, Simpson's working relationship with Thurmond grew even closer.

That night, at about 10, a drunk Corrine Koenig, 35, drove into Nancy Moore, Thurmond's daughter, just outside the University of South Carolina campus in Columbia. Simpson was director of marketing and media relations for the university at the time.

The 21-year-old Moore was sent to Richland Memorial Hospital where she died the next day.

Thurmond called Simpson about 6 a.m. and asked for his

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## Simpson to leave Oregon; marketing plan goes on

By Edward Klopfenstein  
*Oregon Daily Emerald*

After just 11 months, the chief architect for the University's upcoming marketing plan is leaving.

August 1, Christopher Simpson, current director of the University's new Office of Communication and Marketing, will become the number two man at Indiana University, behind former University President Myles Brand.

"I came out here because of Myles, and I would not leave now with anybody other than Myles," Simpson said.

Brodie Remington, vice president for public affairs and development, could not be reached Wednesday, but his secretary said no one has been selected to replace Simpson.

"We're already doing a lot of ground work in this area," said Arnold Ismach, who helped advise Simpson on the University's new marketing plan. "This is probably awkward so close to the kickoff of the capital campaign."

Simpson's sudden absence won't delay the plan's implementation plan, officials said.

"This is not a knock on Simpson, but there's a danger in personifying this whole thing in his identity," Ismach said. "Simpson is not the only person in the country that can do that work."

The experiment Simpson set in motion was to market the University, a concept only recently gaining ground in higher education, but something University officials eagerly greeted after the state's \$42 million budget cut.

The change in attitude about marketing started about two years ago when Remington, concerned about budget cuts, began looking for a new strategy in University promotion.

Before, News Bureau staff sent press releases out in hopes of landing a positive story in the press.

Now, the Office of Communication and Marketing staff finds more creative way to get positive University news directly to those they want to reach.

Simpson's major contribution has been the marketing plan, due out in August.

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