

Students' marketing good as gold

■ **AWARD:** B.S. wins an award for Oregon Special Olympics Games promotion

By Jean Bond
Community Reporter

The Oregon Special Olympics named the Warsaw Sports Marketing Center as the "Outstanding Sports Organization of the Year" for its help promoting and fund raising for the 1996 Oregon Special Olympic Summer Games.

Students worked through the Warsaw Center to develop a marketing and sponsorship plan for the Games, said Mike Ritchey, director of the Warsaw Center.

Ritchey was named in the award, as were Assistant Director Richard Burton and students Kristi Wise, Chris Prinderville and Kent Petterson.

The project was originally part of a marketing class offered through the Warsaw Center, which is part of the Lundquist College of Business.

"This is a perfect example of what we're trying to accomplish," Ritchey said. "We want to get students involved in real world projects."

After the students presented their project, Oregon Special Olympics was so impressed they asked the students to implement the plan, Wise said.

Wise graduated with a master's degree in journalism earlier this year and now works in sports

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Director of Warsaw Center

marketing for the Portland Trail Blazers.

Wise was hired as the marketing director to implement the project for the Summer Games. She worked with 14 other students organizing the project, she said.

Together, the group raised around \$50,000 from sponsors such as McDonald's and Xerox, secured television advertising

time to promoting the Games, and recruited more than 500 volunteers.

"It was a wonderful experience," Wise said. "It was great from beginning to finish."

An unusual feature of the promotion was that it had a grass-roots focus, Wise said.

"One of the main goals was to increase student participation and attendance," she said.

The Warsaw Center was an essential resource in the marketing effort, Wise said.

"We couldn't have done it without the Warsaw Center," she said. "A lot of people came on board in a short time because of the networking."

Wise said her skills and past experience in media relations also helped her work effectively in the campaign.

"But I can't stand here and pat myself on the back," she said. "It was really the effort of everyone involved."

The Warsaw Center will be involved in a similar marketing effort for next year's Summer Games, Ritchey said.

Students of color invited to evening reception

■ **GATHERING:** Faculty and staff are also invited to the meeting being held tonight

By Tom Potter
Student Activities Reporter

Uniting faculty and staff and welcoming students of color to the University will be the focus of a reception called "Weaving New Beginnings." Organizers said the gathering is meant to bring together students and faculty of color in an informal manner to network and build alliances.

Multicultural Advocate Alex Berwick said the reception is very important to new and transferring students of color because it will allow them to interact with faculty and learn whom they can go to if they need help.

"The whole event is to break down bridges that have existed between the three [students, staff and faculty]," said Multicultural Center Program Advocate Dee Eason.

Gwen Tistadt of the University Counseling Center said the event will try to showcase faculty in a different light rather than just the formal classroom setting.

The reception will feature art work, poetry and dancing from students of color. There will be a presentation by the ASUO Hawaii Club, a performance of a Vietnamese dance and a violin solo.

The reception will also include a welcome by University President Dave Frohnmayer, as well as food

and information about groups and events on campus.

While the focus of the reception is for students of color, the event will be open to all students.

The reception will take place from 6:30 to 9 p.m. today in the Hall of Champions at the Casanova Ath-

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letic Center.

A shuttle system has been set up to transport participants to the reception. Vans will be available in 15-minute intervals from 6 p.m. to 10 p.m. at the Carson turn-around area, Oregon Hall, University Inn and the Kincaid Street bus stop.

The event is being co-sponsored by the Multicultural Center, Knight Library, the Athletic Department, University Housing and the ASUO.

"We really just want to have an evening of people of color coming together, and learning from each other," Eason said.

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