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Honors: Bedbury worked for Nike

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 in-cheek perspective on the advertising business last September and is currently in the process of shopping the manuscript. He was only two months removed from Nike, and not that far along with his book, when Starbucks came to him with a job offer, he said.

"I was reluctant at first to take the job because I was enjoying the path I was on," Bedbury said. "I liked having time to spend with my wife and two children. I was traveling every week. There were times when I worked for Nike that I wasn't even in the same time zone more than four days in a week." Bedbury is currently senior vice president of marketing for Starbucks. Under his direction, Starbucks recently expanded internationally to Japan and Singapore. He was also responsible for the successful launch of the bottled coffee drink Frappuccino and Starbucks' coffee ice cream, both of which he said he really does eat and drink.

"I wouldn't go a morning without a Frapp," he said.
 In 1995, Bedbury was chosen as a "Marketer to Watch" by USA To-

day, and he was inducted into the American Advertising Federation's Advertising Hall of Fame in 1996. But it's almost more gratifying to be recognized by his alma mater, Bedbury said.

"Frankly, I'm flattered by it," he said. "Sometimes life moves so fast you don't have time to stop and think about everything you've done. I don't think the significance of the award will hit me until I'm down there June 15." Anderson's achievements may not be as glitzy as Bedbury's, but they are amazingly reputable.

He served in the U.S. Army after receiving his bachelor's degree and returned to the University to work as alumni director from 1946 to 1953, and as assistant to the president and director of public services in 1953.

In 1956, Anderson joined lumber industry newsletter and price report *Random Lengths*. He later became president of the company and, less than 10 years later, its sole owner in 1967. Under Anderson's leadership, the small, regional publication grew into a large, sophisticated communications tool serving world-wide

lumber and plywood markets.

After serving as Eugene's mayor, Anderson became a member of the Oregon State Board of Higher Education, where he stayed until 1982. His other civic involvements include the Boy Scouts of America, the Eugene Chamber of Commerce, United Way, Sacred Heart Lay Advisory Board and Foundation, Eugene's civic center and performing arts commissions, and the Oregon Repertory Theater.

He is also an avid mountaineer, taking part in expeditions on Nepal's K-2, Tanzania's Kilimanjaro, the Japanese Alps and in Pakistan.

Throughout the years, Anderson demonstrated his commitment to the University community by serving as an official at University track and field events from 1955 to 1982, was inducted into the University Track and Field Hall of Fame in 1982 and served as a member of the University's Foundation Board of Trustees from 1985 to 1995.

"Les Anderson has provided outstanding service to the state, his community and the University," Rodriguez said.

Work day will help Latin Americans

CISCAP will hold a work-a-thon this Saturday in solidarity with the Central American people. The work-a-thon will recognize an international day of solidarity and will benefit community projects in Eugene, Mexico, Guatemala and El Salvador. Students and community workers may contact CISCAP at 485-8633. Tax-deductible donations will be accepted, and work teams will be formed from 8:30-9 a.m. on Saturday at the W.O.W. Hall at 8th Avenue and Lincoln Street.

ESCAPE group will clean up local park

The Leadership Development Group of ESCAPE Field studies will be cleaning up the park on 19th Avenue and Agate Street (behind Sweet Treats) today and tomorrow from 10 a.m. to 5 p.m. Volunteers are needed to help paint, pull weeds and spread bark dust. Drinks will be provided.

TODAY'S NEWS BRIEFLY

BRIEFLY

Oregon Country Fair will be alcohol free

The Oregon Country Fair will be drug and alcohol free this year. A press conference will be held at 10 a.m. today in front of the EMU ticket booth. Walker T. Ryan will be performing and free bumper stickers and posters will be handed out by Fastixx. No tickets for the fair will be sold on site this year.

Co-op family center will host carnival

The Spencer View Co-op Family Center will sponsor a carnival and a number of family and children's events on Saturday at Alton Baker Park from 12:30 to 5 p.m. The "Kidz

Jamboree" will celebrate the center's grand opening and raise money for a piano. Walker T. Ryan, the Noon Blue Apples, Fidelicious, David Jacobs-Strain and the Sugar Beets will be performing. There will be food booths, a carnival from 1 to 3 p.m., a cake walk and a number of activities for children. Admission is \$2-5 per person or \$5-\$10 per family.

Conference will look at forest flooding

With the large amounts of rain Oregon receives each year, flooding becomes a problem in local forests. A conference on Saturday will address the effects of flooding and public policy surrounding floods in forests. The conference is also designed to provide a public forum for discussion about policy practices and issues.

The conference will be held in Willamette Hall, Room 100, from 1 to 6 p.m.

Auction: UO leaders manned committee

Continued from Page 1
 Jodi Runge all pitched in to help Lane Shelter Care gather contributions and volunteers for the auction. Volunteers from Pi Kappa Alpha will set up tables for the auction and Alpha Phi Omega will work as ushers, vendors and cashiers.

"The University has been a real help this year," Gardner said. "We have had a lot of support from the committee members, and students from the Interfraternity Council helped with advertising and gathering volunteers."

Last year's auction raised \$20,000 for Lane Shelter Care, and auction organizers are hoping to raise \$30,000 this year.

"We really need to make at least that much," Gardner said.

"This auction accounts for almost a third of the money we have to raise during the year."

Lane Shelter Care provides temporary housing and transitional services to homeless or low-income families in Lane County. The program assists about 250 families in a year.

"We give them temporary housing while we train them with skills they need to be able to survive on their own," Gardner said. "It's really a comprehensive package."

The auction will take place in the Aeronautics Building at the Eugene Airport. The doors will open at 2 p.m., the silent auction will begin at 3 p.m. and the oral auction will begin at 4:45 p.m. The event is open to the general public and admission is free.

학생 여러분들을 초청합니다~ 人生이란 무엇일까요? 우리들은 무엇을 향해 이리 달려가고있는 걸까요? 해가나면 사라지는 아침안개 왠도 같은 인생... 여러분, 예수라는 분을 만나보세요~ 놀라운 일이 생깁니다; 초청합니다!

장사: 한국대학생선교회 서북미 대표간사 황학성 牧師/오레곤 대학 책임간사 김지설 牧師
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