

Rubbing THE RIGHT Way

Massage can help alleviate the stress of school and finals week

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Prefontaine Classic

World-class athletes such as Michael Johnson and Marion Jones will flock to Hayward Field for Sunday's Prefontaine Classic

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TODAY

The memorial service for Bill and Faith Kinkel will be at 7:30 p.m. at Springfield High.

WEATHER

Today

Rain
High 69. Low 48.

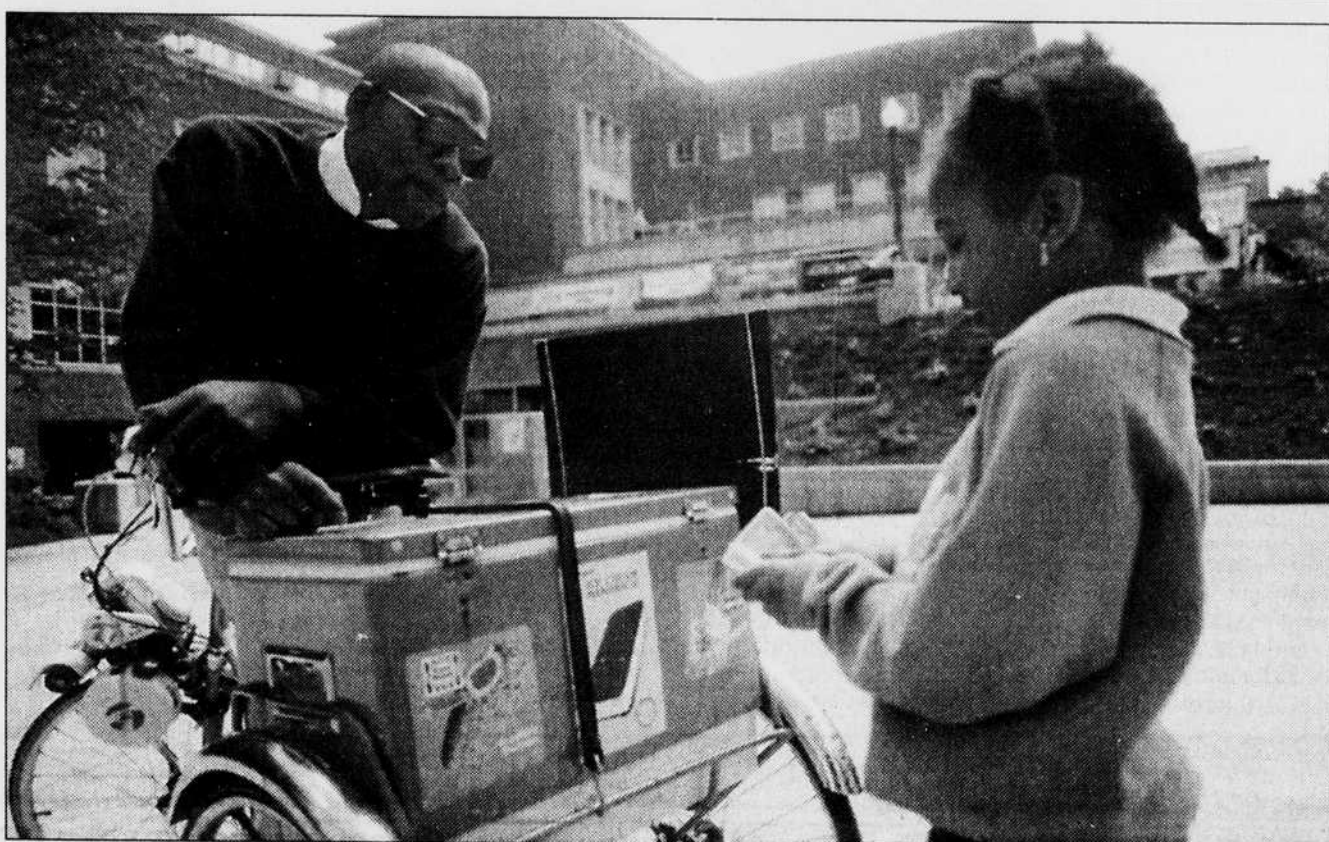
Weekend

Showers
High 66. Low 46.

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NICK MEDLEY/Emerald

Charles DuPree sells ice cream from his traveling ice cream stand to T'nika Richardson in the EMU Amphitheater.

Group works for business responsibility

A group of business students believes companies can find a way to make profit while not harming the environment

By Chris Kenning

Student Activities Reporter

Jeff Kwasny, 28, was living in a remote cabin with friends near Hood River, Ore., when a nearby forest was leveled by clearcutting.

Pondering the aftermath, Kwasny decided to use the "slash," or the useless and bent trees that loggers leave behind, to hand-make environmentally sensitive furniture. He and his friends built a successful business using only non-toxic materials and left-over wood.

Kwasny, now an MBA student at the University's Lundquist College of Business, is one of a small but determined group of business students who advocate a way of doing business that combines social and environmental responsibility with profits.

Their group, Students for Responsible Business, is part of a growing national movement as more and more business leaders realize that future profits depend on environmental sustainability. Currently, the group has 45 chapters at universities such as Harvard, Berkeley and Michigan.

It's what this new generation of young business leaders calls "the next industrial revolution."

"It's not just tree-hugging; we share the same business principals as everyone else," said group member Todd Parker. "But not at the expense of the environment and the future."

The group studies the strategies of companies like Atlanta-based Interface Inc., a textile company that aims to be environmentally benign by using energy from renewable resources, recycling all waste into new products, and using only recyclable and non-toxic supplies and products.

Group members said the idea is less about politics than a new way of thinking about

Turn to BUSINESS, Page 6A

The iceman cometh

Ice cream man Charles DuPree sells the summer treat in Eugene from the back of his bicycle

By Doug Irving

Student Activities Reporter

Charles DuPree announces his presence with a ring of his little metal bell and a smile.

"Ice cream," he calls out. "Cold, delicious ice cream."

The smile is a big part of business. You can't sell — or buy — ice cream without smiling.

"When you say ice cream, people smile," DuPree said. "It's really a good feeling, even if they don't buy ice cream. I almost feel a little blessed that I can go out there and make people smile."

"When you think about it, everybody likes ice cream."

DuPree, 46, serves the area's sweet tooth.

He's gambling that Eugene and the University will have a demand for ice cream sold from the back of a pink bicycle.

DuPree is a chef by trade and has concentrated on the culinary arts throughout his life. He owned a small produce market in Florida and has worked in restaurants and temporary jobs.

But the business environment is becoming less friendly to small ventures like produce markets, DuPree said. Successful entrepreneurs need to find a niche.

"No, you can't fight them and win," he said of big businesses. "You've got to work some angle." He points to his bicycle: "That's where this comes in."

"I almost feel blessed that I can go out there and make people smile."

Charles DuPree
Ice cream salesman

Turn to ICE CREAM, Page 4A

Workshop introduces students to non-violence techniques

Instructor Peter Bergel taught Mohandas Gandhi's method for avoiding violent conflict

By Matthew Conover

Freelance Reporter

A workshop Thursday introduced about 15 students to non-violence and Mohandas Gandhi's method for avoiding violent confrontation.

The training was co-sponsored by the Multicultural Center and the Survival Center to compliment Yolanda King's and Arun Gandhi's speeches in the EMU Amphitheater on Wednesday afternoon.

Peter Bergel, editor of the Oregon Peaceworker and a non-violence trainer for 30 years, taught participants about different types of power, examined role plays and discussed Gandhi's "Tripod of Non-violence."

Gandhi's non-violent building

blocks are: seeking truth, a refusal to injure others and a willingness to self-sacrifice, explained Bergel. Because of the introductory workshop's two-hour time constraint, Bergel only had time to explore two blocks — truth seeking and refusing to injure others.

Bergel started off by discussing three different types of power people use in society: power over others, power used with others and power within oneself.

He explained that every non-violent practitioner's desire is to find truth in different perspectives.

"We need truth, but everyone has a different version of it," Bergel said.

"The way people grow and live affects their version of the truth." Finding a non-violent end to conflict means people must discuss their perspectives on truth, he said.

Bergel asked participants to describe a shoe, and each of them had different responses that he used to show their cultural differences.

"I could say that war begins because of a differing of perspectives," Bergel said.

The consensus at the end of the workshop was that Bergel helped everyone understand non-violence within their own lives.

Student Micki Josi said she would attend another non-violence work-

shop if it had more practical information.

"Now I know Gandhi's three non-violence ideas," she said, "but I need to get more information to use them."

Student Erin Kuch, who is involved in the Coalition Against Environmental Racism, organized the workshop because she felt the community needed it.

Kuch is planning more non-violence workshops for next year, especially during the environmental justice conference.

"Non-violence is helpful for everybody," Kuch said. "The repercussions of a violent society are felt by everyone."