

IBM

Continued from Page 11

and is a way for students to study the sports industry from a business angle. Since its inception, the Warsaw Center has brought top women in the industry to speak, including ESPN's Lesley Visser last year and Mary Decker Slaney two years ago.

Primrose-Smith "is very high-profile within the sports industry," said Rick Burton, head of sports marketing at Oregon. "If this is an industry that students are interested in, this is an event they can't afford to miss. This is a testament to our program that these people are willing to come to Eugene."

Primrose-Smith joined IBM in 1994 to manage all of IBM's worldwide Olympic and sports sponsorships. Her experiences prior to IBM include managing director and chief administrative officer of the 1994 World Cup U.S.A., president and executive director of the U.S. Olympic festival in Los Angeles in 1991 and executive director of the first World Games in 1981.

In the business world, Primrose-Smith has more than made up for the 0.2 seconds that altered her goals. In 1998, Primrose-Smith was named one of three women of the year by Women in Sports and Events (WISE). The president of

the WNBA, Val Ackerman, and ESPN commentator Robin Roberts were also recognized.

"I was very honored," Primrose-Smith said. "WISE came together to fulfill a need for women in sports — it validates those people."



PRIMROSE-SMITH

Perhaps the award doesn't replace an Olympic medal, but the work Primrose-Smith has done since earning a B.A. from Stanford and an M.B.A. from UCLA is comparable to Olympic training.

Even Primrose-Smith's college years were filled with hard work, determination and long days.

"When I was competing, it was pre-Title IX," Primrose-Smith said. "There were no scholarships, and to excel athletes had to do it on their own and figure out a way to make a living."

Things are different for female college athletes today, and for those interested in making a living in sports marketing, Primrose-Smith has a wealth of experience to share.

currently tied for third in the state with her season best of 5-6. As a sophomore in 1997, she also placed at the state championships, finishing eighth (5-0).

In the sprints, the Ducks welcome Martin, the current state leader in the 400 meter at 57.0 seconds. As a junior, Martin finished second at the state meet in the 400 (56.28) and fourth in the 200 (25.22).

Oregon aims to be 'best ever'

Women's golf plans to be ready for hosting the Pac-10s next season

By Brett Williams
for the Emerald

Sure, the Oregon women's golf team slipped six spots in the last two rounds of the NCAA West Regionals, preventing it from grabbing a NCAA Championship berth. What may be more important, however, is the experience each player gained during that tournament.

Oregon loses its best player, Karen Bristow, who led the Ducks with a 76.5 average. But three players with valuable experience return after redshirting this season. Seniors Anika Heuser and Kylie Wilson have five varsity letters between them, and Julia Smith makes her Oregon debut after transferring from Washington following her freshman season.

Head coach Renee Baumgartner anticipates the Ducks should be special next season.

"The experience from this year will help us next year," said Baumgartner, who begins her 10th season at Oregon next fall. "We are going to have the best team in the history of the program."

Sophomore Jerilyn White agreed, saying the Ducks will be "ten times better next season."

Producing the best team ever will be a tall order for Baumgartner, who will have to top the Ducks' seventh-place finish nationally in 1997.

Heuser, who came to Eugene from Germany, was voted an all-Pacific-10 Conference honorable-mention selection in her

first two seasons with the program. She finished 1997-98 ranked 68th nationally.

Wilson, a New Zealand native, was second on the team her junior year with a 76.7 scoring average. She also was voted an honorable-mention selection her two seasons prior to redshirting.

The Huskies' loss will be Oregon's gain when Smith returns to the course next season. Baumgartner believes Smith "has the ability to be a superstar in the future." Smith was instrumental in Washington's success as a freshman, when she helped the Huskies finish fourth in the Pac-10s.

With Heuser, Smith and Wilson all redshirting, other players began to emerge from the shadows. Although just a sophomore, White became a leader for Oregon. She tied teammate Angie Rizzo with a finish of 39th individually at regionals.

White is currently ranked No. 98 in the nation, and she finished with the second best average on the team. She also shot a career-low 69 at the Pac-10 Championships, leading the Ducks individually with a sixth-place finish.

White believes that the competition to play in tournaments will be turned up a notch next season with the returns of Heuser and Wilson.

"They're two solid players who play well under pressure, which is something we'll need next year when we host the Pac-10's," White said. "There will be a lot more competition, and it

"The experience from this year will help us next year."

Renee Baumgartner
UO head coach

will be tougher to earn a spot in the top five."

Rizzo enters her senior season with plenty of experience under her belt. She was Oregon's anchor in the Portland Invitational last fall and the Colby Invitational this spring. Oregon won both tournaments, as Rizzo finished third individually at the Portland Invitational and placed second in the Colby Invitational.

Pam Sowden, who finished third on the team with a 77.7 average, was Oregon's second-best performer at the Pac-10s, shooting a 227 to capture 19th place. She also returns for the senior-dominated squad.

Oregon's season was inconsistent in the Pac-10, a conference Baumgartner insists is the "toughest in the nation." That explains why the Ducks were able to gain a spot at regionals and a No. 21 ranking, despite placing eighth at the Pac-10s.

The Ducks were unable to hold onto sixth place after one day at regionals, slipping to 12th place on day two and finishing in that spot. Only the top 10 teams at regionals advanced to the NCAA Championships.

Baumgartner was happy with her team's performance.

"The team played their hearts out," Baumgartner said. "They worked hard all year and can hold their heads up high."

Sports Brief

Women's track signs two more recruits

The Oregon women's track and field team announced Tuesday the addition of two more recruits during the spring period, in-state products Jenny Brogdon of LaGrande and Janette Martin of Medford.

Brogdon was the 1998 state champion in the high jump with a mark of 5 feet, 6 inches, and she is

Change to the Wells Fargo Student Banking Combo!



Student ATM Checking



Student MasterCard®



Online Banking

Sign Up NOW!
Limited Time Offer



It's QUICK & EASY!

Mention U02 when you sign-up at the following Wells Fargo locations:

- 682 E. 13th Avenue
- 99 E. Broadway
- 350 East 40th (inside Safeway)

*One T-shirt per customer while supplies last. Must open a Wells Fargo account to receive free T-shirt. Member FDIC

WELLS FARGO

TIME IS RUNNING OUT...



Oregon Twilight
Hayward Field
Saturday, May 15
5:00 pm

Final meet of the season!

Nike's Reuse-a-Shoe Recycling Event

Bring your old, smelly shoes of any brand to the meet and enter to win free Nike stuff.



TO CATCH

OREGON
TRACK & FIELD