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...  
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...  
**Heritage Hall**  
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**University of Oregon**

# UO hosts business meetings

Work sessions will show businesses how to be more socially and environmentally responsible

By Maggie Young  
*Oregon Daily Emerald*

The third annual Sustainable Business Symposium will be held on campus Nov. 5 to 7. The goal of the meeting is to show that businesses can be profitable and socially and environmentally responsible at the same time, Symposium Board of Directors Member Adam Alabarca said.

Business leaders, consumers, government officials and environmental advocates will participate in work sessions to expand environmental awareness to businesses, the consumer and the community, Alabarca said.

Sixty guest speakers will give presentations, including Paul Hawken, author of "The Ecology of Commerce," and Hunter Lovins, author of "Natural Capitalism." Admission is free and the event is open to the public.

Organizers expect at least 1,000

people to attend this year's conference, Alabarca said.

Various sponsors of the event include the ASUO, the University Institute for Sustainable Business, the Charles H. Lundquist College of Business, Nike, and the Eugene Water and Electric Board.

This conference is the only one of its kind in Oregon, yet it is an international concept, Alabarca said.

"The ideology behind this project is a new trend and is gaining recognition around the world," he said. "We have people registered for the conference all the way from South Africa and Indonesia."

The resources and connections from symposiums in the past two years have provided incentives for the development of the Willamette Valley Business Alliance and the Ecology Design Guild, which both benefit the environment, said John Baldwin, Director of the Institute for Sustainable Environment and Planning, Public Policy and Management Professor.

"The effects of the two previous conferences have been felt through-

## Business Symposium

**What:** Third Annual Sustainable Business Symposium

**When:** Registration is 2 p.m., Friday

**Where:** Outside the EMU Ballroom

**Why:** To expand environmental awareness to businesses, the consumer and the community.

out the community," he said.

Symposium Board of Directors Member Vera Kewene said she became involved with the project because she was impressed by the previous year's symposium.

"I was really impressed that these were students who were working so hard because they see that businesses need to change to help the environment," she said.

This symposium is one way that the business world can do their part for the world, Kewene said.

Registration will be held at 2 p.m. on Friday, November 5, outside the EMU Ballroom. Pre-registration is possible through the Web site at <http://www.uoregon.edu/~sbs>.

# Student wins award for documentary

Brian Hinderberger wins a 1999 Aegis Award for his film on the development of journalism

By Ben Romano  
*Oregon Daily Emerald*

Brian Hinderberger spent his summer in a small room packed with editing and production equipment deep within the Knight Library Media Services Center. The senior journalism major was putting the finishing touches on a documentary that he wrote, produced and directed.

His effort paid off when his documentary, "First Impressions," won a 1999 Aegis Award last month.

The Aegis Awards is the video industry's only national competition that features peer judging of documentaries and non-network television commercials.

"The awards are for production companies and television stations to send work in and have it judged by peers rather than a board of people who don't know about the industry," said Lynette Boone, instructional television assistant at Media Services.

Honored in the Low Budget category, "First Impressions" is a

history of publishing in Oregon and its role in the development of journalism in the mid-19th century. The documentary explains how a Washington hand press was used to publish the first English language newspaper on the West Coast.

This press is a permanent display on the second floor of Allen Hall, and the newspaper was called the Oregon Spectator, said Hinderberger, who is a student worker at Media Services.

"It was definitely a great thing to do my first documentary on," he said.

The documentary is about 15 minutes long and contains three interviews. It took Hinderberger five months of research, filming and editing to produce the finished project.

"Brian kind of took his own initiative to learn how to make documentaries," said Boone, who is Hinderberger's supervisor at Media Services. "We were all very impressed with that."

Mike Madjic, administrator at Media Services, who acted as an adviser to Hinderberger on the project was also impressed with the film.

"The photography was really well done throughout," Madjic said. "It was crisp and really

clean. It's like reading a paper with no spelling errors, no punctuation problems and no run-on sentences.

"He's got a great eye, and that's something you can't teach."

A shortened version of the documentary will air periodically on Oregon Public Broadcasting as filler between programs, Madjic said.

Hinderberger said he has been interested in film-making since he was in his teens.

"I've always had a camera, and I've always made little films," Hinderberger said.

Having won the Aegis Award, Hinderberger plans to enter his documentary in other competitions.

"This award gave me the confidence to throw it in the student Emmy Awards," he said.

A win in the Emmys could give Hinderberger the opportunity to be teamed up with a professional director such as Steven Spielberg or Ken Burns, he said.

"This documentary is optimistic," Hinderberger said. "There are so many documentaries out there telling people how bad this world is. If I do this, I want to be optimistic and tell people how good the world is."

# Students

Continued from Page 1A

Twelve years ago she started taking night classes at a community college, but soon discovered that she could not do both.

Rutheiser eagerly works toward her degree and said she often feels out of place.

"I feel kind of odd sometimes,

being in a room full of younger people," she said. "I have had a lot of moments where I thought, what the hell am I doing."

Rutheiser said she mostly leaves campus right after classes and does not socialize much with other students. Her boyfriend understands her decision to go back to school and supports her, she said.

Younger students often approach her to borrow her notes or

invite her to a study group, which sometimes opens the door for interaction.

"We [non-traditional students] have a lot to offer and we need to be accepted too," Rutheiser said. She said that the life experience older students have puts her studies into perspective and is often helpful.

"I think in one respect it's really a good thing to be older," she said.

## Oregon Daily Emerald

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