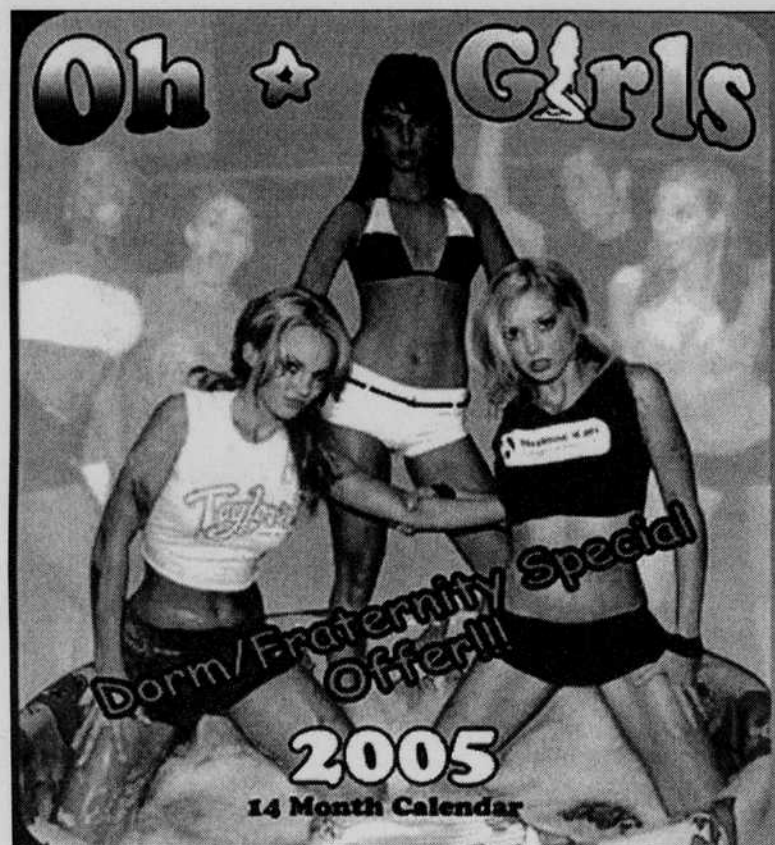




'Oh Girls' calendar is back; this time it's Civil War style

Last year's controversial calendar is back, now featuring models from several Oregon universities

BY ANTHONY LUCERO
NEWS REPORTER

Last year, University graduate Zach Patterson and five others made a splash selling a calendar with University-student models. The 2004 "Oh Girls" calendar was marked with controversy from the beginning due to the skimpy costumes of the female University students who posed and because it was quickly pulled from the University Bookstore. This year, "Oh Girls" is out with a Civil War Edition that features models from all of Oregon's universities.

"I wanted to create a calendar that would feature models that you would see every day on campus," said Patterson. "I choose girls who are fun and outgoing — attitude is a big thing

because we want to see them having fun at events and our charities. I want girls who want to play."

To find these models, Patterson did not simply walk up and make offers to girls. His other job working at ModeModels.com gave him the experience to find a market, get distributed and find advertisers. As a business student, Patterson said he wanted to combine his three loves in one job: People, travel and business. In his first year, Patterson created, distributed and marketed the calendar, which featured 12 University models, and sold all 1,200 copies produced. This year, the calendar's circulation has grown considerably; 2,500 of the 4,000 copies have been sold.

The calendar received much more publicity this year too. Though Patterson had to scale down the calendar from Pacific-10 Conference school models to models at Oregon universities, the reception of the project took off immediately. Radio station 104.7 KDUK hosted auditions over the airwaves that brought in many more applicants than last year. But Patterson still wants to expand even more, and said that he wants to get interns from fields like multimedia, business and journalism to help the venture grow.

The calendar had humble beginnings in the 2003-4 school year, though it quickly gained popularity from word-of-mouth and news that the University had blocked it from its bookstore.

"It was sold at the Bookstore for an hour and a half and we sold eight copies before it was yanked," Patterson said. Patterson is still talking to the University Bookstore in hopes that he can sell the calendars there again.

Jim Williams, General Manager of the University Bookstore, said the calendar was pulled because it featured the University "O" and other likenesses that were not

licensed by the University.

"Part of the issue is that we get asked to carry many products and we can't sell everything," said Williams. "Also, we do not want to create any unwanted negative publicity for the Bookstore or for the University. We are still talking with Zach but make no promises about if we would sell the calendar."

Four places in the Eugene area sell the calendars: The Red Rooster Barber Shop and Taylor's Bar and Grill across from the University bookstore on 13th, More of Everything located in Valley River Center and the Calendar Club at both Valley River Center and Gateway Mall.

The calendar is also available online at www.ohgirlscalender.com for \$10 plus shipping. University and Oregon State University students in the residence halls can sign up to have the calendar hand-delivered to their dorm room.

Pete Peterson of the Red Rooster Barber Shop said it is surprising how well the calendar sells.

"We had one guy from all the way over at Medford who wants to get this calendar and is arranging to come by Eugene and get a copy," Peterson said. "We leave a copy of the calendar on our shelf and it gets a lot of attention from customers."

For Patterson, the calendar is a year-round business. He plans to use the venture to raise funds every month from January to next June through different activities, such as food drives and car washes. In addition, the models choose a cause every year to donate 10 percent of calendar profits to — this year they chose the University's Assault Prevention Shuttle. The model that shows the most leadership and exuberance toward the charity events is rewarded a \$1,000 scholarship, according to the Web site. Auditions for next year's calendar are expected to take place in early April and Patterson says applicants can go to the Web site to sign up.

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The Testing Office is located on the 2nd floor (Rm. 238) of the University Health and Counseling Center, 1590 E. 13th Ave., Eugene OR.

The period of greatest demand is usually Sept. through March, so it makes sense to **plan ahead**.

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IN BRIEF: OREGON

Portland ranks well on study of cities and sprawl

PORTLAND — Oregon's land-use policies have been more successful than most at protecting rural land and limiting sprawl, according to a new study.

New development in metropolitan Portland consumed less than half as much land as the average city in the study by Northwest Environment Watch, a Seattle-based research center.

The study examined 15 cities: Austin, Texas; Boise; Charlotte, N.C.; Denver; Las Vegas; Madison, Wis.; Minneapolis-St. Paul; Nashville, Tenn.; Orlando, Fla.; Phoenix; Portland; Riverside-San Bernardino, Calif.; Sacramento; Salt Lake City; and Seattle.

From 1990 to 2000, if the greater Portland area had sprawled like Charlotte, N.C. — the city in the study with

the worst record — it would have lost an additional 279 square miles of farmland and open space, an area more than twice as large as the city of Portland itself, according to the study.

"The bottom line is that Oregon's land use laws have been highly effective at protecting farmland and open space in Portland, which suggests that all Oregon cities are benefiting," said Clark Williams-Derry, research director of Northwest Environment Watch.

But Portland's urban growth boundary, which was designed to protect farmland, has been criticized by some for forcing denser housing within it and for driving up urban housing prices as demand increases.

The Portland metropolitan area analyzed went beyond the usual definition and included seven counties in Oregon — Multnomah, Washington, Clackamas, Marion, Polk, Yamhill, and Columbia as well as Clark County in Washington state.

— The Associated Press

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