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Authorities arrest man posing as professor

Vaifale allegedly pretended to be a student or professor for two years

BY EMILY SMITH
NEWS REPORTER

A Eugene man impersonating a University psychology professor was arrested April 13 after a student discovered he lied to her about his position.

Checklin Jonathan Vaifale, 35, has been an active member of several campus clubs over the past two years under the guise of a student and a professor by the name of Jonathan Vaifale-Valdez, according to Eugene police.

EPD Officer Dallas Hall said Vaifale "alleges it was strictly for social interaction and to make himself feel important."

Hall arrested Vaifale between the EMU and Straub Hall while he was standing with his "props" — a briefcase and several files — in hand. Hall said Vaifale allegedly created a file labeled "Human Neuropsychology," the name of the class he pretended to teach.

"He even had the class number written on it," she said.

International Studies Association Coordinator Ryohei Ishii said he remembers working with Vaifale last year during International Week.

"He cooked in the kitchen for three days," he said. Other members of the group also noted that Vaifale had been an asset to their organization.

University graduate Toby Hill-Meyer, a volunteer of the Lesbian, Gay, Bisexual, Transgender, Queer Alliance, said that Vaifale was an active community member and a member of the LGBTQA's sub-group, Bi and Beyond, since fall 2003.

"He participated in discussions and was in the drag show," Hill-Meyer said. "I know people he's been in relationships with so I'm going to trust that most of what I know of his life to be true. That's not the kind of thing you can fake."

"I feel awkward from my interaction, but I value what he has brought to the community."

Vaifale also allegedly danced with the Hawaii Club for several years, posing as a student, according to police.

Vaifale has allegedly been spending time around Straub Hall and using the computer lab there to bolster his image as a psychology professor.

According to the female student who turned him in, he told her he could get her a job in the psychology lab, but after not finding him in the directory and discovering that the other faculty members had never heard of him, she became suspicious and alerted the Department of Public Safety, Hall said.

"I heard he was a grad student last year and then from others this year that he was a professor, but last month I heard some people saying he had been less than truthful," Hill-Meyer said.

EPD spokeswoman Kerry Delf said Vaifale is being charged with Criminal Impersonation, a Class A misdemeanor, but the case is

IMPOSTER, page 3a

Task group tackles property issues

The east campus neighborhood is among contested areas into which the University used housing money

BY MEGHANN M. CUNIFF
SENIOR NEWS REPORTER

University officials say updating the residence halls is a pressing priority, one that past and present housing officials say has become a dire need resulting in part from the history of administrative and Oregon University System policies toward housing.

Housing officials are particularly concerned about modernizing the residence halls and say

compensation for properties purchased with student housing money and then converted for other University uses would help make that modernization possible.

The East Campus Task Group formed in the fall to address issues pertaining to the management of properties in the east campus neighborhood, most of which were purchased with student

HOUSING, page 7a



COURTESY

Left to right: University Housing Director Mike Eyster, former housing director Marge Ramey, University Vice President for Administration Dan Williams and former housing director H.P. Barnhart in 1994.

Big business increases campus presence

Companies like EA and Sports Illustrated employ student representatives to target young consumers

BY AMANDA BOLSINGER
NEWS REPORTER

Throwing parties. Testing out the newest games. Giveaways.

It might sound like fun and games, but for University senior Nick Stoolman, it's all a part of his job description.

Stoolman is the University's EA company representative.

Stoolman represents EA Sports, EA Games and EA Sports Big. His job is to make sure the company has a presence at the University.

"The experience has been second to none and unparalleled to any other internship," Stoolman said.

Stoolman's job is part of a growing trend on campuses across the country.

"It has certainly been going on for eight or nine years," said Marian Friestad, Lundquist College of Business associate dean and associate professor of marketing. "It's not new, but I think as mass media gets more expensive, the use of it has grown."

Summer Bradley, a project manager with EA, said her company started the project as a way to reach a large consumer base.

"We want to get out there with the consumers," Bradley said. "We want to play with them, not just sell to them. We want to engage people."

EA isn't the only company with a representative on campus. Sophomore Eli McCarrel represents Sports Illustrated On Campus; Colleen McClure is a Nike representative. Other companies such as Red Bull and Playboy also have a presence here.

Axe, a company that sells body spray for men, has recently strewn women's thong underwear around campus in an attempt to attract a campus representative for next fall. Last week, about a half dozen thongs were placed in a McKenzie Hall classroom and more were placed in a

hallway in the building.

Advertising is generally allowed as a display of free speech unless it is done in a classroom, office or residence hall, University spokeswoman Pauline Austin said. The University has no policies about students working as representatives.

"Companies come to me all the time, but I don't help them hire students,"

Austin said.

"When a company wants students to go to Cancun and get drunk on film I certainly don't help them."

Stoolman has been involved with EA since his freshman year at the University when he met the then-current representative at the Warsaw Sports Business Club. He immediately helped putting up fliers and posters around campus to publicize events, eventually working his way to his current position.

"I was set on becoming the rep," Stoolman said. "As soon as I found out about it I went back and told my roommate, 'I'm gonna have that job someday.'"

The job, which he has now had for two years, keeps him busy. He said he works an average of about 20 hours per week planning and executing different events.

Stoolman, two interns and a marketing team are constantly planning tournaments around campus in the residence halls, at Big City Gaming and at the fraternity houses.

Last fall, Stoolman and his team organized a 64-player



LAUREN WIMER | SENIOR PHOTOGRAPHER

Architecture major Jon Winger sits beside thongs placed outside McKenzie Hall by a student representative for an Axe advertising campaign. University students represent companies from EA Sports to Red Bull and promote their products on campus.

"Madden" tournament. He is currently organizing the 2nd-annual EA Sports Fight Night Fraternity Challenge, a tournament involving several of the fraternities on campus. At the event, Stoolman will give away T-shirts, stickers, hats and games to participants. One participant will receive 13 EA games.

EA has also provided Stoolman with a summer internship at EA headquarters as a project marketing intern.

"They take care of me," Stoolman said. "EA has been a really

good relationship to have. I have two years' experience with a Fortune 100 company."

Sports Illustrated's McCarrel has had a similar experience. He is the company's first representative at the University.

McCarrel had just finished his senior year of high school when his brother who worked at Sports Illustrated told him the company was looking to launch a new magazine: Sports Illustrated On Campus.

COMPANY, page 8a