# DREGON DAILY EMERALD

An independent newspaper at the University of Oregon

www.dailyemerald.com

SINCE 1900 | Volume 107, Issue 30 | Wednesday, October 5, 2005

NICOLE BARKER | SENIOR PHOTOGRA

Gert Boyle, chairwoman of the Columbia Sportswear Company, speaks to students about her book, "One Tough Mother," Tuesday in the Lillis Business Complex.

One tough

mother

shares her

success story

The chairwoman of Columbia

Sportswear gave a lecture to

students about business and life

BY KELLY BROWN

**NEWS REPORTER** 

Although she wouldn't reveal whether her fa-

mous "Born to Nag" tattoo is real or not, Gert

Boyle, the chairwoman and self-declared "tough

mother" of the Columbia Sportswear Company,

did reveal her views on advertising and business

### ASUO places DDS on probation

Student government is investigating the Designated Driver Shuttle after a custodian found alcohol containers in the office

BY NICHOLAS WILBUR

A student-funded program that gives free rides to intoxicated students has been put on probation and is under investigation for having alcohol in its office for the second time in five months.

Student government has placed the stu-dent-run Designated Driver Shuttle on probation for the next year so the group's practices, hiring techniques and operation can be closely monitored.

A custodial worker found alcohol containers in the trash while cleaning on Thursday, Sept. 22, and reported the findings to the Department of Public Safety.

Five months ago, a student from Assault Prevention Shuttle reported seeing two dispatchers drinking beer in the DDS office. The student said employees may have been drinking for an hour to an hour and a half because they were not answering the

"I believe that the people from last year

were removed. It's not the same ones; I know that," Student Judicial Affairs Director Chris Loschiavo said. "The issue that needs to be addressed is that there was alcohol in the office for the second time in five months.

To monitor DDS, the ASUO will be calling the office regularly to make sure it is operating and will sit in the vans to ensure they are not being overloaded, which are problems DDS has had in the past, ASUO Programs Administrator David Goward said

DPS did not file a report this time because no one was caught drinking, but University officials are investigating.

Loschiavo said the students who were

DDS PROBATION, page 3

## City makes arrangements to trade land

The city of Eugene is discussing a land swap that would re-open the local West University Park

BY CHRIS HAGAN

The city of Eugene is inching toward securing a land swap that could re-open the West University Park after 10 years of closure.

The park, located at East 14th Avenue and Hillyard Street, has been closed since 1995, when the city deemed the park unsafe. The new land swap could change that by increasing the park's visibility from the street.

The idea for the swap came when Bob Quinney, owner of the property adjacent to the park, decided he was going to demolish the old buildings on his property and build new apartments. After discussing the city's plans for the park, Quinney offered to switch the north side of his property for the south side of the park.

This would put the longer side of the park on 14th Avenue and would restrict access to the park from the alley between 14th and 15th avenues. The land is currently a pocket park, with the park's longest section in the middle and the park's back end connected to the alley - two things that made it easy for people to enter unseen from the street, Ward 3 Eugene City Councilor David Kelly said.

But the swap is still uncertain.

Last Wednesday, the City Council directed the city manager to execute the swap with Quinney, but that included a condition that Quinney was unsure of.

Quinney wants the right of first refusal if the city decides to sell the park, allowing him to buy the park at its appraised value without competition. The city's agreement, however, will only



Gordan Anslow, a designer and builder with the firm Anslow and Degeneault, shares his plans for a new West University Park at a meeting on Sept. 25.

allow Quinney to match the highest offer in an open bid.

"I could get into a bidding war and pay \$3,000 to \$4,000 more," Quinney said. "I obviously don't want to do that."

Quinney is interested in the park because of the effects a new structure on the park property could have on his project. Quinney is planning to build his apartments with a view of the park, and he said another building on the property would hurt his property value.

"It would be less desirable for people to live

there," Quinney said. "There would be more vacancies, lower rent."

Kelly has said the city has no plans to sell the park any time soon.

"This whole issue is something I hope will never arise," Kelly said. "The city is committed to making the park work."

Two city councilors, Bonny Bettman and Betty Taylor, voted against the proposed land swap because of the first refusal issue.

"I don't see why he should be ahead of

PARK, page 4

#### Tuesday during a seminar for business and journalism students in the Lillis Business Complex. Focusing on her life as recounted in her autobiography, "One Tough Mother," 81-year-old Boyle described her success story to the at-capacity audience using humor and often-repeated maxims. After her husband, Neal Boyle, died unexpectedly in 1970, the mother of three took over the company despite a lack of previous business experience.

"Running a business is not a heck of a lot different from running a household.' GERT BOYLE | Chairwoman of Columbia Sportswear

"Neal died on Friday, and I went to work Monday," Boyle said. "It was hard, but I didn't let myself cry in front of the employees or customers.

Faced with sexism and mounting debts, she considered selling the company but ultimately decided against it.

Her decision paid off.

Today, Columbia Sportswear Company is available in 72 countries and last year posted sales of \$1.1 billion.

She said her business philosophy is simple: "Running a business is not a heck of a lot different from running a household," she said. "You don't spend money that you don't have, and you try to take care of everyone's needs.

TOUGH, page 3

## Street Faire springs up this fall on 13th



Annual festivities still include food, goods and music, but this year adds carnival aspects

BY EMILY SMITH

With live music, fencing and a kissing booth, the annual ASUO Street Faire will take over East 13th Avenue between University and Kincaid streets today through Friday.

The main attraction is a concert lineup that includes Crown City Rockers, The Phormula, Undermind and Scott Gilmore performing in the EMU Amphitheater on Thursday from 5 p.m. to 9 p.m., said ASUO Marketing Director David Watson.

While the Street Faire will be open from 10 a.m. to 5 p.m. each day, vendors are encouraged to stay open late for the concert.

This year the ASUO is introducing the Club Carnival to help individual student clubs raise money. Students will be able to

STREET FAIRE, page 4