

The Sandy Post

Editorial & Opinion

Scott Newton, editor

Teacher's lesson:
set goals high

It is a disappointment that Marilyn Martin of Sandy wasn't chosen as one of Oregon's two representatives in NASA's "Teacher in Space" program.

However, her enthusiasm and high aspirations should serve as an inspiration to us all. Martin, a second grade teacher at Estacada, was not intimidated by the fact that thousands of competent, motivated teachers from across the country were also interested in being the first non-astronaut to participate in a space shuttle mission.

Is Marilyn Martin a dreamer? Well, maybe, but she also did her work. She spent a month writing, editing and rewriting the eight essay questions on the application, polishing the answers to the best of her ability within the time constraints. She contacted a genetic scientist for ideas about an experiment she could conduct in space. She decided to study cell growth, and outlined experiments that could be performed in a high school laboratory but had never been performed in space, where there is an absence of a magnetic field. The experiment would have applications in the raising of food in space colonies.

Martin, who stressed the backing of her family — dubbed the Martin Space Team — didn't even consider the fact she might not succeed, at least publicly. She had the experience as a teacher, she had the experiment and she was ready for flight training.

Just days before an interview with 30 people representing business, education and the media, Martin was upbeat. She must have been nervous, but she said she was excited; it would be an adventure.

Martin, of course, was successful by most standards. Out of 170 applicants in Oregon, she finished in the top 10. She has a beautiful plaque from Superintendent of Public Instruction Verne Duncan, and she has been recognized by her employer, the Estacada School District.

We nominate her to be the second "Teacher in Space." NASA, are you listening?



Letter to the editor

Sandy budget process
needs patron comment

I would like to make a few statements about Sandy High. As most of us know, the budget committee meetings are being held now for the school. I was shocked to see only a handful of people there.

Now is the time for those who are concerned about excess to come in and participate in these meetings. I have to admit it's awfully easy to sit back and let someone else do the work and then complain. I feel there has been a lot of effort put into this budget to keep the cost down, but don't take my word for it, come and see for yourselves.

Roberta Hutton is an amazing

woman. She seems to be at everything involved with the school. She must have a very high energy level and commitment to Sandy High. She is stern but at the same time warm and friendly.

I know not everyone feels the same as I for one reason or another, but in talking to my two boys, Aaron and Josh and others involved, I hear positive continually. It would be very difficult to replace her. I just want to say thanks Roberta for the extra effort. Keep up the good work.

Randy Jones
Member, CQE
Boring

Personally Speaking

20 bales of spoiled
hay means a garden

by JOY WOOD

Nowadays there is this new thing that's called "Making a Statement." In other words, people can deduce how you think by your actions.

In Miss Manners' column in The Oregonian a couple of months ago there was an article on the subject. It said if people bring their children to a late-night dinner, or party — or words to that effect — then that's their way of "Making a Statement."

Well, I've thought about that some since then. And I wonder how I look to people myself. What kinds of statements am I making to the general public?

Like, when I ordered that 20 bales of spoiled hay, and had it delivered. It is now sitting in my yard all piled up nicely. I know people have wondered why a woman living alone, and in a mobile home court, and without horses or stock of any kind except for a temperamental cat, would buy 20 bales of hay. And spoiled hay, at that.

My children are pretty used to my idiosyncrasies, and they just accept everything I do at face value, and seldom question. They know that I always have a perfectly logical explanation for whatever I do since I am a very functional person. Things I do are always logical to me, if not perceived immediately by them.

But, I suppose that I have intrigued the neighbors. Since I am not a coffee klatcher, and don't visit any of them other than to say "Good Morning" or "Hi" when I meet them going to or from my car, or to the garbage bin.

So, I got to thinking that maybe I owed the neighbors an explanation, before they all just consider that I am crazy.

A friend loaned me a book last fall

titled, "The Ruth Stout No Work Garden Book." Published by Rodale Press, Inc. Emmaus, Penna. Copyright 1971. And it is listed with the Library of Congress. So, it must be a pretty valuable and believable book.

I finally got around to reading it, along with the seed catalogues, this last February, when I was just beginning to slough off my cabin fever and dream of spring. And I thought that, maybe this year, I'd have a garden again.

Well, I got so interested, entranced really, by this 86-year-old lady's way of gardening with hay mulch, that in reading the classified advertisements, and coming across an ad for spoiled hay, I immediately called the farmer and ordered it. And he delivered it promptly. I think he thought I was crazy, too, when he saw where I lived.

But, I am used to being adjudged "crazy," and so it doesn't bother me in the least. As long as I know what I am doing, whatever people think doesn't bother me.

This book promises that I won't have to weed, water, hoe or plow. And I'll have a beautiful, productive garden of both flowers and vegetables. Imagine, never having to spade, plow or hoe again. And this summer, when I bring in my boxes and bags of surplus vegetables to the Community Center to share with others, then you'll all understand why I have 20 bales of spoiled hay sitting in my yard uncovered, getting rained on. I am going to have a garden full of vegetables and flowers instead of a weed-filled lawn that I can't keep mowed anyway.

And that pile of hay in my yard is my statement today!

Marketing the key

Oregon farm programs get results

by GOV. VIC ATIYEH

Just as Midwest farmers recently won national news coverage for their marches on the nation's capital, Oregon agriculture is gaining attention worldwide.

Oregon's campaign to open up new markets at home and abroad is being waged with far less fanfare than the battle to stem America's growing "farm crisis."

Nevertheless, we are getting results that are putting dollars into the pockets of Oregon farmers.

Oregon farmers, who grow 170 different commodities, realized long ago that success results not from producing more for the market, but instead in marketing more of what they produce.

With that in mind, our state Department of Agriculture is assisting with an ambitious schedule of sales missions, trade shows and other marketing initiatives.

Our work ranges from promoting Oregon-grown foods in Japanese

supermarkets, to helping Oregon growers sell Christmas trees in Singapore for the first time, to conducting trade shows in Europe, the Orient and the Mideast.

In fact, Oregon is the only state that regularly conducts its own food shows in Taiwan and the Republic of Korea.

Our worldwide marketing efforts were recently recognized by President Reagan, who singled out our agriculture department to receive a prestigious award for "excellence in export."

Only a few days ago, three agriculture staff members were promoting Oregon farm products to about 400 specially invited guests at a third all-Oregon agricultural products show in Seoul, Korea. Later this month, Oregon firms will occupy food booths at a Kansas City food show that is America's largest.

We participated in Tokyo's world-class Foodex '85 show in March.

At the Foodex show, where Oregon wines made their Japanese debut

several years ago, we obtained more than 150 trade leads for Oregon firms. Japanese buyers were especially interested in Oregon berryfruits.

In January, we were scouting agricultural-market information in Australia and New Zealand.

We found, for example, that Australians' greatest interest was in Oregon's frozen strawberries, canned salmon and hazelnuts. New Zealand buyers wanted to know more about hazelnuts, prunes, cherries and frozen berryfruit.

We conduct frequent seminars in Japan, Taiwan and Korea to show local bakers how to use Oregon wheat and caneberries.

One of the most exciting developments is our ability to adapt the produce of our farms to the demands of our customers.

In February, we held a productive meeting in Albany with representatives of Japan's Mitsubishi Corporation, which is interested in buying Oregon-grown rapeseed.

Rapeseed, which could be used to produce cooking oils and lubricants, could eventually be grown on thousands of acres in Oregon.

Likewise, the Japanese are interested in northeastern Oregon's ability to grow a specialty melon that sells for \$75 each in Tokyo.

The bottom line is this: We are in a position to help market the quality produce of Oregon agriculture.

I encourage farmers, processors, wholesalers and distributors to take advantage of our services.

Among these services are agricultural-marketing updates on 75 nations, chances to participate in cost-effective sales missions and food shows, and availability of an annually updated Agricultural Suppliers Directory, which are available for \$10 from the state Department of Agriculture, 635 Capitol St. NE., Salem, Ore., 97310.

By cultivating new markets, and strengthening old ones, together we can ensure the profitability and growth of Oregon agriculture.

Taxpayers benefit

Fire department run with efficiency

Jeanne Robinette is a resource management consultant and author of "Cheaper Gov't — Can Still Get the Job Done." This analysis of the Sandy Fire Department was written and submitted when Bob Rathke was chief. Copies of Robinette's book can be obtained through the CEG Press, Box 384, Lake Oswego, Ore., 97034. Cost is \$7.50 plus shipping and handling.

Sandy, Oregon, nestled at the base of Mt. Hood, enjoys small town life, the periodic bustle of skiers on the way to the mountain, the glow of sunsets over Portland that paint the mountain in shades of pink.

That's not all Sandy boasts. Sandy enjoys cost-effective fire protection, a prize of significant value to the almost 14,000 taxpayers in the area. An interview with Fire Chief Robert Rathke showed me why. I'd like to tell the story, to say: "Congratulations, taxpayers."

As a starter, Bob Rathke is excited about his fire department, about the dedicated individuals who maintain his quick response team, as well as about the citizens and taxpayers who make it all possible.

I visited Chief Rathke in his office late one afternoon (that's how I can attest to the beauty of the sunsets). My trip was one of a series of investigations I am making in search of cost-effective government programs.

I find that government activities, such as fire fighting, can be organized so that taxpayers get the quality of services they want at a minimum cost. It all depends upon the handles on cost-effectiveness that are struc-

tured into the day to day operations.

I look for three key indicators. First, is the individual self-interest energy of those involved focused on producing a cost-effective program, or is the interest of most employees focused on fringe benefit packages, and on protecting the department from taxpayer or consumer scrutiny? Secondly, are those who are affected by the results and those who will pay effectively represented when the department makes decisions about service quality and cost? Thirdly, do the incentives, created by organization goals and procedures, encourage cost-effective operation? There are other indicators, but these three conditions will control most of the cost-driving factors I have identified, from Sandy all the way to Washington, D.C.

A look at Sandy's fire protection organization, in terms of the above indicators, will show you why I say Sandy has cost-effective fire protection. As Bob Rathke describes it, the key to effective fire-fighting is a combination of labor and organization, putting the right number of trained personnel, together with appropriate equipment, at the scene of a fire, in the nick of time. Sandy uses a combination of paid and volunteer fire fighters. Use of volunteers keeps cost down; career personnel train and manage resources for quality control. The combination allows versatile staffing and the delivery of a service level defined by the supporting taxpayers.

The energy of the full time staff is focused on matching available man and woman power with peak demand or risk periods, and on minimizing

the amount of time when talented and dedicated individuals are forced to sit around waiting for something to happen, a chronic problem in departments staffed round the clock by paid full-time fire fighters.

They understand rigorous training so they can do the best job that can be done. They actually compete over how quickly they get to a fire, how much water they can deliver in how many seconds. Property owners benefit from that dedicated energy when they pay their fire insurance premiums or their property taxes.

Keep in mind that, by relying on volunteers to extend the size and effectiveness of his department, Rathke has the taxpayers, themselves, working within the ranks (inside the bureau). They keep a watch on quality; they could see any waste; they will support necessary levy elections. You'll find volunteer taxpayers, working within the ranks, provide a built-in check on government's cost-effectiveness, whether at your local elementary school or in a volunteer citizen-army. It's when we allow a bureau to become insulated, to seek its own self-interest, that costs rise and performance shifts away from consumer-defined results. You won't find a \$7,600 coffee pot at Sandy F.D. 72, like they did in the U.S. Air Force C-5A.

My interview with Chief Rathke revealed a complex of incentives at work. He certainly has an effective citizen audit. Everyone in town can know just how good a job is being done, day to day. That's an incentive for cost-effectiveness. Pride in accomplishment is another incentive at

work. Rathke earns his praise from the city fathers and his professional colleagues by the results he produces. His staff takes pride in training an elite corps. Volunteers wear their service badges and performance awards with honor. They know they've got the best department in the West. I'm sure no one ever called them a bureaucracy.

There are no incentives to sit and wait; no incentives to add functions the community doesn't need; no incentives to add paid staff to fill a function a volunteer can handle; no incentives to do sloppy work.

By now, some of you are saying: "Sandy's a small town. It's easy to channel all that enthusiasm when you're not faced with the complexity of the big city, with chemical fires at industrial plants, with labor shortages and citizen apathy."

You may then be surprised to find that volunteer fire departments served 22 percent of cities over 100,000 surveyed in a recent study (Research Triangle Institute, Columbia, S.C.). In fact, volunteer fire fighters have been fighting big city fires, cost-effectively, since colonial times.

The Oregon Taxpayer's Association reports that Oregonians pay on the average \$44 per capita for fire protection as compared with a U.S. average of \$30. Yet, in any city, when the right number of trained personnel, together with appropriate equipment, to the scene of fires, in the minimum of time, at the minimum cost to the taxpayers, we can have more cost-effective fire protection. Sandy appears to have found the best combination, for Sandy. I say: "Congratulations, taxpayers."