

news Briefs

BRADBURY AT BIZ SYMPOSIUM

The Sustainable Business Symposium began at UO this week and continues through Saturday, April 2. Keynote speakers include Bill Bradbury, Christine Ervin and Pat Nathan. A complete schedule of events can be found at <http://sbs.uoregon.edu> or e-mail sbs@uoregon.edu or call 346-0670. Except for some Thursday workshops, all events are free and open to the public.

Bradbury, Oregon secretary of state and chair of Oregon's Sustainability Board, will speak starting at 6:30 pm Thursday in the Lillis Business Complex, room 182. His topic will be "Sustainability — Economic Development that Lasts, and he will be joined by Dan Carol, *EW* columnist and co-founder of the Apollo Alliance.

Ervin, first president and former CEO of the U.S. Green Building Council, will speak from 1 to 2:30 pm Friday in Lillis 282 on the topic of "Green Buildings and the New Value Proposition." Nathan, global sustainable business director of Dell, Inc., will speak from 7 to

8:30 Friday in Lillis 182 on the topic of "Harnessing Risks to Drive Sustainable and Systemic Change."

Other events on Friday include multiple panels on such topics as: identifying market opportunities, supply chain, values-based marketing, managing organization change, influencing policy change, anticipating increasing energy expenses and others. Workshops are planned on life cycle management and "lean manufacturing."

Saturday features a free site visit to the organic-certified King Estate Winery; however pre-registration is required.

WILLAMETTE PLANNING?



Bill Bradbury

The Willamette and 29th area in south Eugene is booming with construction. Cascade Manor cut down tall trees for a massive expansion along 29th and Rite Aid, PC Market of Choice and other parts of Willamette Plaza have begun or are scheduled for extensive reconstruction. But despite the big changes, there's no new city planning going on for the area.

"There is currently no active 'planning' occurring by the Planning Division," Eugene Planning & Development Department Director Tom Coyle wrote the City Council March 22 in response to a query. Under TransPlan, the south Willamette area was supposed to be an example of pedestrian and transit friendly, denser

THIS MODERN WORLD

by TOM TOMORROW



nodal development. But powerful property owners opposed any restrictions on how they could develop the area and the City Council and Planning Department quickly backed away from rules requiring less car-oriented and more pedestrian-friendly development in the area.

City planners say the area needs a comprehensive planning effort to fix traffic congestion in the area and make it a pedestrian friendly, mixed-use node able to accommodate its growing density. But so far the city hasn't prioritized money for the estimated \$400,000 planning project.

— Alan Pittman

CRIME FAMILY TALE TOLD

A man who told Eugene police that "he was trying to form a crime family, peopled with kids from poor family situations or with low self esteem, which he would rule with fear," was recently put on trial for capital murder in Boise, according to a monthly activity report from the Eugene Police Department. The man was arrested in Eugene in 2000 for check fraud and Eugene Detective Doug Jordan traveled to Boise in February to testify in the case.

Police also reported that they used a state

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• We hear the UO Athletic Department, irked with Phil Knight's meddling beneficence, will soon announce that it has entered into an exclusive agreement with Reebok to supply shoes and uniforms to Duck athletes.

• We hear board members at PeaceHealth and McKenzie-Willamette have agreed to participate in a new reality TV show called "Hospital Swap." The two boards and their administrators will change places for three months, but the staff and department heads will remain the same. "The timing makes this our most unpredictable reality show ever," says one NBC official who asked not to be identified. Donald Trump will be commenting on each episode and will get to fire at least

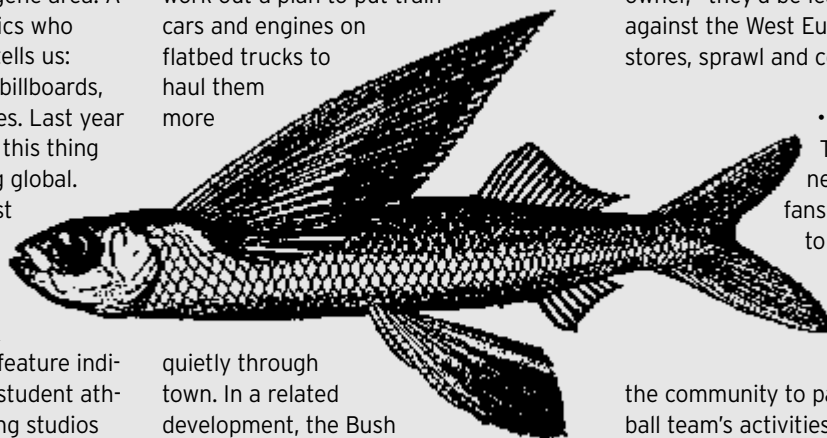
one board member or administrator who's not making sound decisions regarding patient care and long-term cost savings.

UO Athletic Director Bill Moos is rumored to be negotiating for a huge billboard promoting Oregon football on the Great Wall of China. Oregon gained attention for erecting a large billboard of Joey Harrington in New York City's Times Square before his senior season, and has since put up billboards in Southern California and around the Eugene area. A spokesman for Oregon athletics who asked to remain anonymous tells us: "When we started putting up billboards, our football team won 11 games. Last year we won five. We've got to get this thing turned around, so we're going global. Duck football is too big for just the U.S."

• UO officials are reportedly planning to upgrade the Duck football team locker room to feature individual dining rooms for each student athlete and personalized recording studios that will enable Duck athletes to record promotional videos featuring themselves. The facility will also feature the first tattoo parlor in a collegiate athletic facility. Duck officials predict that the marketing tag line for the 2005 football season will be: "Duck Football: Never Enough." The department also reportedly considered and rejected: "Duck Football: Bring the Bling!"; "Duck Football: Too Big for One

Country"; and "Duck Football: Students Playing Games."

• Following years of complaints about train whistles and rumblings disturbing Eugene residents and businesses, city officials are reportedly meeting with transportation agencies and companies to work out a plan to put train cars and engines on flatbed trucks to haul them more



quietly through town. In a related development, the Bush administration is pushing for tanker trains to haul spawning salmon and steelhead from the coast to the mountains, allowing for the construction of dozens of new dams without fish ladders. Hatcheries are working on splicing flying fish genes into steelhead in order to help them survive the return trip to the ocean. Salmon are better suited for high-diving belly flops.

• Small business owners in Eugene are reportedly organizing a coup at the Eugene Area Chamber of Commerce, saying Chamber management is out of touch with the people who generate the most stable living-wage jobs in town. "If the Chamber were really behind us," complained one anonymous small business owner, "they'd be leading the charge against the West Eugene Parkway, big box stores, sprawl and corporate welfare."

• More sports rumors: The UO is planning a new program for Duck fans called: "Get Paid Not to Coach For a Day." UO has had success with a "Coach For a Day" program that allows members of the community to participate in the football team's activities for a day. In the new program, fans will be selected to get paid to stay away from Duck athletic programs for a day. UO recently paid former coaches Jody Runge and Martin Smith hundreds of thousands of dollars not to coach.

SLANT this week includes silly made-up stuff compiled by the EW staff. Heard any good rumors lately? Contact Ted Taylor at 484-0519, editor@eugeneweekly.com

