

But the Wisconsin paper's columnist Michael Hunt blames the coach for the loss: "for Wisconsin to blow a second consecutive Rose Bowl in basically the same freakish way it dropped two games in a 2011 season that now seems completely wasted in the aftermath of the 45-38 loss to Oregon, that is hard to forgive or forget. Bad things don't happen to talented teams like UW on sheer randomness. They happen because of a lack of preparation and poor coaching decisions."

Meanwhile, R-G columnist George Schroeder ignores all this and revels in victory with the man who paid for it all: "'It's very, very special,' said the biggest fan and benefactor, Nike founder Phil Knight."

— Alan Pittman

BLOODY WAY TO GET BEER

It's like vampires, only different. Instead of drinking blood, giving your blood will get you a drink of Hop Valley beer.

Lane Blood Center and Springfield's Hop Valley Brewing Co. have teamed up once again this winter for their third "Give a Pint. Get a Pint" promotion, which wraps up Jan. 17 in the brewery's parking lot.

Since Dec. 10, those of legal drinking age who registered with Lane Blood Center and gave blood have been given a free glass and voucher for a free pint redeemable at Hop Valley Brewing. Donated blood will go to hospitals around Lane County.

January is National Blood Donor month and the need for donations this month is high, according to Kristi McElhinney, marketing and communications specialist at the center.

"We particularly need O positive and A positive," she said.

On Jan. 17 a LBC blood mobile will be parked in the Hop Valley parking lot at 980 Kruse Way off Gateway Boulevard in Springfield where donors can climb aboard, give blood and then wander into the brewery with their voucher.

The beer-blood drive will become an ongoing tradition, said McElhinney, one that is expected to bring out at least 30 to 40 people this year.

Those interested can schedule an appointment on the Lane Blood Center website. The blood mobile will be accepting donations between 3 and 7 pm. Go to <http://wkly.ws/15r> or call 484-9111 for more information.

— Ted Shorack

URBAN PLANNER TO SPEAK HERE

Internationally noted urban planner and sustainability author Timothy Beatley of the University of Virginia will be speaking on "Envisioning Biophilic Cities" at 5:30 pm Tuesday, Jan. 17, in Fenton Hall, room 110 on the UO campus. The free lecture will be preceded by the screening of Beatley's documentary *The Nature of Cities*, also at 5:30 pm Thursday, Jan. 12, also in Fenton Hall.

Beatley is a former UO graduate in planning who is now an endowed professor of urban and environmental planning in the School of Architecture at UVA. He is considered a leading proponent of "green urbanism" which seeks to reduce the ecological footprint of our cities and at the same time improve the quality of life for people who live and work in dense urban environments.

Beatley spoke with EW by phone this week and said he's probably best known for the concept of green urbanism. "There's a lot of discussion in the architecture community about biophilic design," he said, "and the good notion that we design buildings that bring in daylight and create connections to the outside, incorporating living nature in them and around them."

He said the architecture community is largely oriented to buildings, but he would like to see the discussion go beyond just building design. "We need that bond with nature," he said. "The evidence is pretty convincing that we carry with us, in our ancient brains, the need for connection with the natural world in order to be happy, healthy and productive."

Beatley noted the difficulties of building green projects in economically difficult times, but he advocates for green retrofitting and new construction upgrades that pay for themselves in sometimes just a few years. He notes that green roofs have an initial higher cost but they often extend the normal life of roofs, making them good long-term investments. He said schools that add more daylight to classrooms will see happier students and teachers, and even higher academic performance.

One less obvious advantage of green urbanism is lower health care costs. He said bringing more nature into cities with green roofs, green walls, more daylighting and parks has "health benefits that carry a huge economic value."

More information can be found at www.biophiliccities.org

— Ted Taylor

biz beat

- Remodeling is finally under way at the **old Bene's Pizza building** at 18th near Chambers, managed by Evans, Elder & Brown (EEB) commercial real estate. We hear from a reliable source that a yogurt shop is going in, but what yogurt shop? The folks at EEB are still mum on the new tenant so we asked around. It's not Prince Pückler's and it's not Vanilla Jill's. Maybe somebody new?


- One of the more **colorful fundraisers** for the Greenhill Humane Society animal shelter is a "13 Dollar Tattoos for 13 Hours" event Friday, Jan. 13, at Area 51 Tattoo and Gallery, 824 Q St. in Springfield. Participants get to choose from 100 custom "flash Friday the 13th tattoos." All proceeds go to Greenhill. Show up between 11 am and midnight Friday and walk away with something unforgettable – and maybe a puppy, too.

- **Pearl Buck Center** has landed a \$100,000 grant from Meyer Memorial Trust for core operating support. Pearl Buck in west Eugene provides vocational training, employment and other services to 600 children and adults in the area. The nonprofit has 75 on staff and 160 volunteers.


- **Jake's Wayback Burgers**, with 42 locations in 16 states, is planning to open its first Oregon franchises in Eugene and Medford this spring, "re-imaging the great American roadside burger stand." Gillian Maffeo of the company tells us the lease isn't signed yet so the location cannot be disclosed. She says it takes about 45 days to build a store once permits are in hand. Each restaurant employees between 25 and 30 people.

Send suggestions for Biz Beat items to editor@eugeneweekly.com with "Biz Beat" in the subject line.

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