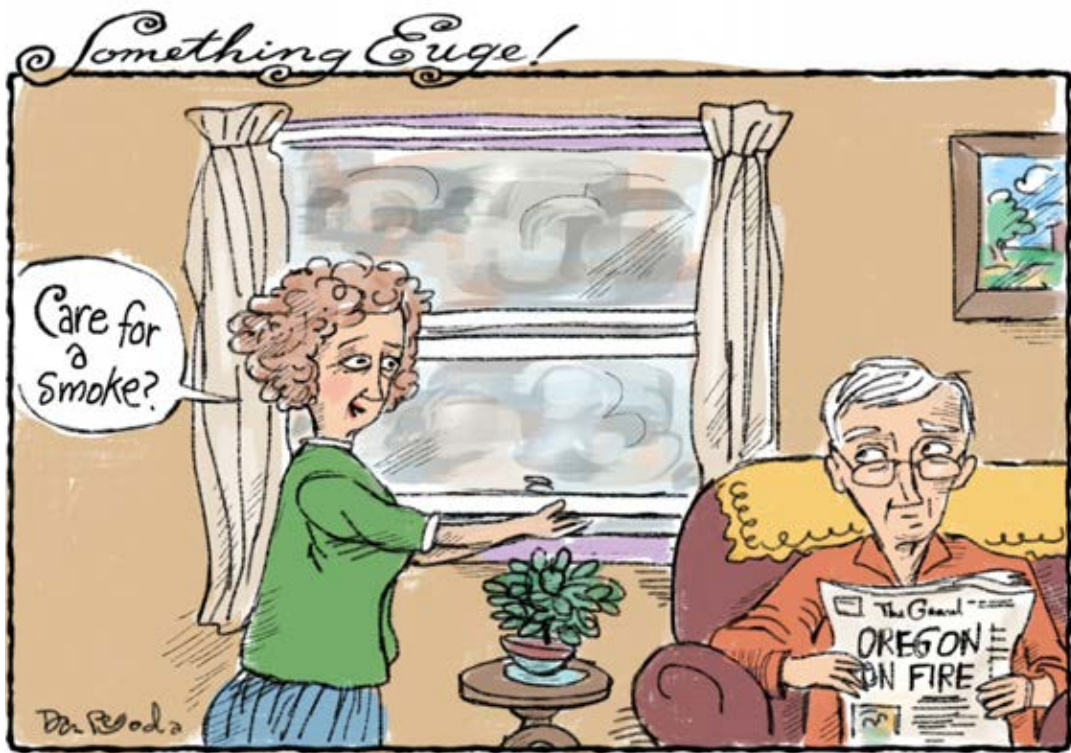




after the '99 win, a new women's league was founded, hoping to capitalize on the marketability of the stars of the National Team — but that league folded. Another league started in 2009, but it folded, too.

The current National Women's Soccer League (NWSL) formed in 2013.

Following a spike in interest after the United States' World Cup win in July, there have been murmurs of NWSL's expansion to other cities. With each swell in interest, a new crop of girls is pulled into the world of women's soccer, learning new terminology (the oxymoronic-sounding "square ball," a new definition for "tackle") and picking out new idols.

A generation has passed between the first U.S. Women's World Cup win and the most recent, and the younger players who look up to current National Team members likely wouldn't recognize a photograph of April Heinrichs, captain of the 1991 World Cup team.

The Oregon players on the field Friday night, none of them born yet in 1991, were either just beginning the earliest stages of their soccer careers in 1999 or got caught up in the wave of interest in the years that followed. Though the names and playing style of these idols change frequently (Mia Hamm, anyone?), there remains a constant: Young girls want to be just like them.

This idolization isn't exclusive to National Team members — one look at the eager faces of the girls waiting for Duck autographs illustrated that. The Ducks lost this pre-season game, but the

younger spectators watched older players battling on the field at the highest level of collegiate play and learned new moves to try, new players to look up to.

In front of an announced crowd of 672 in the game against LSU, Oregon head coach Kat Mertz had cycled in several substitutes, testing freshmen and upperclassmen alike at new positions. Mertz emphasized that the goal was to teach new players — and the veterans playing at potentially uncomfortable new positions — grit and mentality, namely the ability to rise to match the intensity of strong opponents.

Sweatman agreed, admitting that the players had switched off their focus and this had led to the second LSU goal. It was an early season mistake, she said, and their goals moving forward are to keep a strong, focused mentality and translate that into maintaining possession of the ball.

Though the Ducks have aspects of their play to hone going forward — Mertz emphasized utilizing the defensive players to build out of the back as well as the importance of communication on the field — they hope to be firing on all cylinders by PAC-12 play, beginning Sept. 25. Coming off of a double-overtime loss to Seattle University on Sunday, the Ducks seem to be entering a "big five" moment early in their season.

Now all the Ducks have to do is channel their collective frustration to shift the tide in their favor and keep moving forward with the eyes of Eugene's next generation of soccer players upon them. — *Lauriene Madrigal*



Mosaic Fair Trade Collection is a new store at 28 E. Broadway, selling handmade homewares, accessories and jewelry from around the world "made by fair trade workers who get living wages and safe working conditions," says owner Susan Costa. One line she carries is by Portland company Tropical Salvage offering furniture from Indonesia handmade from salvaged deforestation wood. Costa says her passion for international development started when she did a college study abroad program to Nepal for nine months. Phone number is (206) 427-4780.

Custom Cranium, a relatively new business in Eugene (2014), has moved from 1331 Willamette Street (the former Deluxe location) to 154 Lawrence Street in the Whiteaker neighborhood. The store, owned by Darien Baysinger and Adam Prawlocki, carries a variety of esoteric items from cane frog purses to a bear skull museum. Many of the items are related to bones. Baysinger is from Texas, where she made antler chandeliers, polished horn chairs and other items with a Southwestern flair. "When I moved to Oklahoma, I got really involved with the bone hunting, articulation and cleaning and that's when Custom Cranium in its current form really started," she says in an email. "I was a collector for a while, and started making dolls and jewelry; that's what kept me alive through four years with no other work, and convinced me that it's totally possible to do what I love for a living." The showroom is open from 11 am to 7 pm Tuesday through Friday and noon to 6 pm Saturdays. See customcranium.com or call 525-9037.

The second annual **Blues, Brews & Classic Cars** festival is a benefit for FOD for Lane County from noon to 3 pm Sunday, Aug. 30, at the Fifth Street Public Market. Suggested donation is \$3 or three cans of food. A donation provides a chance to vote for Best Classic Car, Best Hot Rod and Best in Show. Music will be provided by Paul Biondi and his blues band.

Halo Aviation, an aerial photography business based in Eugene, has gained federal approval for commercial use of drone technology. Scot Joiner is one of only eight individuals or businesses in the state of Oregon to be approved by the FAA for the commercial operational use of drones. Businesses or individuals who pilot drones for commercial use without FAA approval are subject to fines. Joiner, a commercial helicopter and fixed wing pilot, started Halo Aviation to give home and land owners an accurate geographic perspective of their properties. UAV (unmanned aerial vehicle) technology allows the drone operator and the customer to see everything the UAV camera is recording in real time. See haloaviation.net.

Arriving By Bike at 2705 Willamette Street in Eugene has been named one of America's Best Bike Shops for 2015, according to owner Paul Moore. The store made a national list of about 240 shops and is the only Eugene store on the list. Several Portland bike shops made the list. The awards are sponsored by the National Bicycle Dealers Association and are only given to independent physical stores with service departments. Owners must fill out an extensive application and be willing to be "mystery shopped" by an outside company as a test of their customer service. The shop also has a series of bike-related events and sales going on this Thursday through the weekend. Call 484-5410.

Oregon benefit companies are the topic at the next meeting of GreenLane Sustainable Business Network luncheon at 11:30 am Wednesday, Sept. 2, at the Hilton downtown. Speakers include Ed Gerdes of Café Yumm! and Joshua Proudfoot of Good Company. Lunch is available for \$14.50.



Springfield's Ken Kesey Mural Project Dedication & Block Party

Friday, August 28 at 5:30 pm
4th and Main in Downtown Springfield

Join Mayor Lundberg and the Kesey Family
as we celebrate Ken's return to Springfield!

Music from the Green Mountain Bluegrass Band
Plus an appearance from Furthur
Booths from Plank Town Brewery & more!

Free Commemorative posters for the first 200 guests
Free Voodoo Donuts (Easy Pesey Lemon Kesey)
*while supplies last

This is a free, all ages event
Questions: 541.726.3780



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