

SPORTS

TRAIL BLAZERS COMPLETE PHASE ONE OF "PDX: GATEWAY TO OREGON"

TRAIL BLAZERS, INC. HAS COMPLETED PHASE ONE OF INSTALLATION OF THE DISPLAY ADVERTISING CONCESSION AT PORTLAND INTERNATIONAL AIRPORT (PDX).

The Blazers developed the advertising theme, "PDX: Gateway to Oregon", to promote and enhance tourism, industry and the region's people and places through contemporary state-of-the-art technologies.

The innovative technologies planned for the airport includes: interactive multimedia, providing a cutting-edge information service for finding hotels for inbound passengers; fiber optics, combining sophisticated technology with dynamic graphics allowing multiple messages from a single display position; ambient sound, matched with appropriate murals giving passersby the sounds of Oregon's coast, forest and mountains; and widescreen video systems, utilizing the new HDTV aspect ratio for extraordinary natural and scenic pictures on large screens in a "cinema" format.

"We wanted to take a breakthrough approach in airport advertising," said Marshall Glickman, Blazers senior vice president. "What better way to do it than by showcasing the diversity and dynamic energy of the region to the nearly 11.5 million people that visit PDX each year. PDX is Oregon's hub for regional, national

and international business. We know that people who are coming to the region to do business are coming through PDX and we want them to know what a wonderful, dynamic and emerging environment this area is. The way to portray that is through a complete picture of the region rather than just focusing on scenery."

Ira Weinstein, president of Airport Interviewing and Research in White Plains, NY, and a leading expert in airport marketing and research feels the Blazers have accomplished an important goal. "Airport advertising in general is based upon assumptions and technologies of the 1970's and 1980's. What the Trail Blazers have accomplished at Portland International Airport is take airport advertising and propel it forward to the 21st century," said Weinstein.

The Port of Portland awarded the five-year contract in August, 1993 asking the Blazers to develop and manage the display advertising concession at PDX. The planning for Phase Two (final phase) is now underway with installation scheduled for completion in January, 1995. Phase Two will include work on Concourse D and the two pedestrian tunnels located under the short-term parking garages.

"The Port of Portland is very pleased by the new advertising concepts that the Blazers have introduced to PDX," said John Brockley,

aviation director for the Port of Portland. "Not only are these new concepts distinctive, interesting, and very appealing, they also reinforce both PDX's position as the gateway to the region and as a national leader in airport innovations. The Blazers essentially have painted a picture of what a wonderful place this is to live and to work and in that way they help enhance the region's economic development."

Treatments completed in Phase One include:

- * An environmental passageway, "Cascades to the Coast," with the sites and sounds of the mountains at one end and the ocean at the other.

- * Oregon and southwest Washington "Top 10" lists for tourism, literary figures, agricultural products, ski areas, and pioneer wisdom and folklore along with accompanying photographs.

- * A walkway showcasing Oregon and southwest Washington "Faces & Places" with portraits of the region's people, business and industry, popular tourist and scenic attractions.

- * More than 200 photographs highlighting the people and places that make up the region taken by some of the most notable local photographers.

- * State of Oregon Hall of Fame recognizing the region's top professional and amateur athletes.

SAINTS MAKE SECOND TRIP TO NATIONALS



BY JOHN PHILLIPS

LAST YEAR THE PORTLAND SAINTS WOMEN'S AAU BASKETBALL TEAM BECAME THE FIRST TEAM FROM THE STATE OF OREGON TO COMPETE IN THE 67 YEAR HISTORY OF THE TOURNAMENT.

The Saints finished 3rd in 1993, and hope to win a national championship this year. Again this year the tournament will be played at Wisconsin Lutheran College, April 6-10, outside of Milwaukee, Wisconsin. Sixteen teams, including last year's champion from Detroit, will play in the double elimination tournament.

The Saints, created five years ago by Jeff Gamble and myself have a record of 111-40 over five seasons playing an exhibition schedule that included NCAA Division I and II schools and NAIA teams in the Western United States. The team includes former college standouts who juggle

full-time jobs with their basketball careers.

The team is living by the motto tacked inside its team bus: "We have done so much for so long with so little, we are now qualified to do anything with nothing."

Money has been scarce for the Saints, but the teams number one supporter, Dick Gaboury, the owner of Ram Light Truck Salvage, loaned the \$4000.00 needed to buy plane tickets. Because of donations by ex-Oregon state and NBA player Lester Connor, Blazers Rod Strickland, Mark Bryant, Clyde Drexler, Jerome Kersey, Cliff Robinson, Tracy Murray and James Robinson, The loan was repaid and the Saints are on their way to Milwaukee. Campbell's Bar-B-Q a supporter of the saints all year long, also made a donation.

The squad of 12 players includes original Saints players, co-captains Diana DeYoung and

Miriam Jenkins, Sisters Vicki and Lisa Channel. Other Saints players that played during the season with the team are Angie Harris and Missy Smith. Also playing is head coach of George Fox College Sherri Murrell.

This years team will be joined by five members from out of state. Ex-Oregon City standouts Karen and Brenda Alcorn who played their college basketball at University of Utah. Sarah Flock-Fowler and Cass Bauier who both played at Montana State University and Sylvia Akers, a 6'2 center who played college ball at University of North Carolina, but now is living in Atlanta, Georgia.

The Saints hope to win the championship this year, so they can be the defending champions when Portland will be the host city for the 1995 "Women's AAU National basketball championship at Portland State University gym.

Federal Funding Sought For Basketball Program To Get Gangs Off The Street

A bill now before Congress would provide \$3 million in federal grants to help fund a basketball program that has proven effective in getting gang members off the streets.

"Basketball is the hook we use to get men into the gym and workshops," declared Yvonne Pointer, and advocate of the Midnight Basketball Training and partnership Act, in an interview with this Sunday's Parade magazine. "The workshops lead to education. We now have kids who used to be in trouble going to legitimate jobs every day."

Pointer, who founded the Midnight Basketball League in Cleveland in 1991, got the idea from Gil Walker, who started the program in Chicago in 1989, and is now executive director of the National Association of Midnight Basketball Leagues.

Started in Maryland in 1986, the Midnight Basketball League is a program for men aged 17 to 26 that has spread to 44 cities across the country. It's premise is simple: Get inner-city young men off the streets during the hours when they are most likely to get into trouble.

"No doubt about it, some of these kids have shot guys and run with



gangs," Walker told Parade. "But when you look at them, you see they are no different from kids anywhere in the world."

Anyone who gets in trouble with the law is thrown out of the program, and since it began in Chicago five years ago, only one player had been banished for that reason.

"It sounds corny," Walker commented, "but it's true that athletics

builds character, especially if it's done correctly. I'm a product of the character-building process. I really thought the rules of basketball were that you couldn't step out of bounds, you couldn't double dribble, you couldn't fight girls. Our coaches wouldn't take any of that nonsense. They were the disciplinarians of the schools system. We're setting up the same mindset for these kids today."

BE A WINNER

Students Invited to Enter 'Nuts for Nutrition' Essay Contest

(NU) - March is National Peanut Month - a chance for students across the country to learn the benefits of eating peanuts and earn \$100 U.S. Savings Bonds in the process.

In conjunction with the month's festivities, the National Peanut Council is sponsoring a "Nuts for Nutrition" Essay Contest, open to all students in grades 1 to 12.

A \$100 Savings Bond will be presented to one winner in each state from which entries are received.

Essays, no longer than 500 words, should focus on "Why Peanut Butter, Peanuts and Peanut Products Are Nuts for Nutrition." "The object of the contest is to show how these foods fit into a healthy diet," said a Peanut Council spokesperson.

The Council even has a brochure to get students started. For a free copy, send a self-addressed, stamped envelope to Nutrition Brochure, Dept. NU, 1500 King Street, Suite 301, Alexandria, VA 22314.

Contest entries, preferably typed and double-spaced, should be sent to Nuts for Nutrition Essay Contest at the same address. Each entry should include the student's name, age and grade, address, school, and telephone number. Entries must be received by March 31, 1994.

World Team Tennis: High School Tennis Tournament

On Saturday, April 9th, from 8:00 a.m. until 8:00 p.m. four of Oregon's best tennis teams will compete in an CO-ED Tennis Tournament. This event sponsored by the Billy Jean King's World Team Tennis Association, Kids N' Tennis, Inc. and Pepsi-Cola will be held at the Portland Tennis Center. Teams from Aloha, Lincoln, South Eugene, and Wilson will compete in a four-way tournament following World Team Tennis Rules and Scoring Format. Each match shall consist of boys and girls singles, doubles, and two mixed doubles, and two mixed doubles matches of one set each. Total set scores from each rotation will determine winners. Each team will receive a trophy for participating. Players

scheduled to participation includes some of the Pacific Northwest's top junior players. Jake Raiton, Dana McMahan, Chad Cromwell, Wilson H.S.; Dave Sacks, Caroline Kobin, Lincoln H.S.; Henry Oldham, Ben Kaplan, Nate Edgecomb, South Eugene H.S. and Steve Forsberg, Aloha.

According to the World Team Tennis Association this will be only the second time that its format has been used by high schools in the United States. Other than its scoring format, player substitution, on-court coaching, and audience participation separates it from traditional tennis rules. Players, and fans are encouraged to vigorously support their teams but without interfering will play.

PIL SPORTS SCHEDULE

BOYS BASEBALL WILSON AT FRANKLIN	
Thurs April 7	Tuesday April 12
Grant at Benson	Jefferson at Roosevelt
Lincoln at Jefferson	Lincoln at Madison
Madison at Marshall	Franklin at Grant
Cleveland at Roosevelt	Marshall at Cleveland
	Wilson at Benson

GIRLS SOFTBALL	
Thurs April 7	Tues April 12
Benson at Grant	Grant at Franklin
Roosevelt at Cleveland	Roosevelt at Jefferson
Jefferson at Lincoln	Lincoln at Madison
Marshall at Madison	Cleveland at Marshall
Franklin at Wilson	Benson at Wilson

BOYS & GIRLS TRACK	
Thurs April 7	Sat April 9
Benson at Franklin	Sandy Invitational (Benson)
Cleveland at Marshall	The Dalles Invite (Roosevelt)
Grant at Wilson	
Madison at Lincoln	
Roosevelt at Jefferson	

BOYS TENNIS	
Thurs April 7	Tues April 12
Madison at Benson	Lincoln at Benson
Cleveland at Franklin	Marshall at Grant
Wilson at Grant	Jefferson at Madison
Lincoln at Marshall	Franklin at Roosevelt
Jefferson at Roosevelt	Cleveland at Wilson

GIRLS TENNIS	
Thurs April 7	Tues April 12
Franklin at Cleveland	Wilson at Cleveland
Roosevelt at Jefferson	Roosevelt at Franklin
Marshall at Lincoln	Madison at Jefferson
Benson at Madison	Benson at Lincoln
Grant at Wilson	Grant at Marshall

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North Carolina NCAA Women's 1994 National Champions

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(206) 699-1019 For Record Info