

Pacific-10 Conference



Hansen

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Entering the 2008-09 season, the Pacific-10 Conference continues to uphold its tradition as the "Conference of Champions."® Pac-10 members have claimed an incredible 159 NCAA team titles over the past 18 seasons, for an average of more than eight championships per academic year.

Even more impressive is the breadth of the Pac-10's success, as those 159 team titles have come in 26 different men's and women's sports. The Pac-10 has led the nation in NCAA Championships 42 of the last 48 years and finished second five times.

Spanning nearly a century of outstanding athletics achievement, the Pac-10 has captured 372 NCAA titles (259 men's, 113 women's), far outdistancing the runner-up Big Ten Conference's 217 titles.

The Conference's reputation is further proven in the annual United States Sports Academy Directors' Cup competition, the prestigious award that honors the best overall collegiate athletics programs in the country. Stanford continued its remarkable run in the 2007-08 season, winning its 14th consecutive Directors' Cup. In the 2007-08 competition, eight of the Top-30 Division I programs were Pac-10 members: No. 1 Stanford, No. 2 UCLA, No. 4 Arizona State, No. 7 California, No. 13 USC, No. 22 Washington, No. 26 Oregon and No. 27 Arizona. The Pac-10 landed four programs in the Top-10, one more than the second-place SEC (3).

The Pac-10 captured 13 NCAA titles in 2007-08 to lead the nation, finishing just one shy of the all-time Division I record of 14 titles, set by the Pac-10 in 1996-97. The Pac-10 led the nation with the most NCAA titles in women's sports with eight.

NCAA team champions from the Pac-10 in 2007-08 came from Arizona (men's and women's swimming and diving), Arizona State (men's and women's indoor track & field and softball), California (men's water polo), Oregon (men's cross country), Stanford (women's cross country), UCLA (women's water polo, women's tennis and men's golf) and USC (women's soccer and women's golf).

The Pac-10 also had runners-up in 10 NCAA Championship events: women's cross country (Oregon), women's volleyball (Stanford), men's water polo (USC), women's basketball (Stanford), men's gymnastics (Stanford), men's golf (Stanford), women's golf (UCLA), women's tennis (California), women's track & field (Arizona State) and women's water polo (USC). Overall, the Conference had 32 teams finish in the top four at NCAA Championship events.

Participation in the postseason was a common occurrence for the Conference in 2007-08. Of the 22 sports sponsored by the Pac-10, 20 witnessed at least half its teams participating in NCAA or other postseason action. The men sent 73 of a possible 90 teams into the postseason (81.1 percent), while the women sent 74 of a possible 100 teams (74.0 percent).

The Pac-10 experienced continued success in football as the league sent six teams to bowl games. USC and Arizona State were named co-champions with identical 7-2 league records. The Trojans capped their season with a 49-17 win over Illinois in the Rose Bowl. Overall, the Pac-10 went 4-2 in postseason bowl games with Arizona State, California, Oregon, Oregon State and UCLA also earning bowl appearances. USC, Arizona State, Oregon and Oregon State found themselves ranked in the Top-25 in the nation at the conclusion of the season, finishing third, 16th, 23rd and 25th, respectively (Associated Press).

The Pac-10 was the premier basketball conference this season, as it sent a record nine teams to postseason play. The UCLA Bruins, the Pac-10 regular season champion and Pacific Life Pac-10 Tournament champion, advanced to the Final Four for the third consecutive season. On the women's side, three teams competed in the NCAA Tournament, as Stanford advanced to the national championship for the first time since 1992. The Cardinal also claimed the 2007-08 regular season title and the State Farm Pac-10 Tournament trophy.

The Conference continued its dominance in softball as seven of eight teams earned trips to NCAA regional play, the most out of any conference in the nation. Arizona State claimed its first national title, outscoring Texas A&M by a margin of 14-0 in the best-of-three championship series. It marked the 20th national championship by a Pac-10 team since 1982. With an 18-3 Conference record, Arizona State picked up its first-ever Pac-10 crown, while earning a No. 6 seed in the NCAA Division I Softball Championship. The Arizona State baseball team claimed the 2008 Pac-10 championship with a 16-8

record in league play. The Conference sent five teams to postseason play, including Stanford which made its 16th appearance at the College World Series, and first in five seasons.

The Conference swept five NCAA men's and women's titles, including cross country, indoor track & field, golf, water polo and swimming and diving. California captured the men's water polo title for the second year in a row, while UCLA garnered the women's hardware for the fourth consecutive year. The Oregon men took home the cross country title, while the Stanford women claimed their third-straight crown. The NCAA golf championship trophies were taken home by LA counterparts, as UCLA won the men's title and USC won the women's. Two Conference schools swept on their own, including Arizona State (men's and women's indoor track & field) and Arizona (men's and women's swimming and diving).

On the men's side, Pac-10 members have won 259 NCAA team championships, far ahead of the 199 claimed by the runner-up Big Ten. Men's NCAA crowns have come at a phenomenal rate for the Pac-10 - 15 basketball titles by five schools (more than any other conference), 49 tennis titles, 45 outdoor track and field crowns, and 26 baseball titles. **Pac-10 members have won 24 of the last 39 NCAA titles in volleyball, 34 of the last 49 in water polo, and 21 total swimming and diving national championships.**

Individually, the Conference has produced an impressive number of NCAA men's individual champions as well, claiming 1,162 NCAA individual crowns.

On the women's side, the story is much the same. Since the NCAA began conducting women's championships 27 years ago, Pac-10 members have claimed at least four national titles in a single season on 19 occasions. Overall, the Pac-10 has captured 113 NCAA women's crowns, easily outdistancing the SEC, which is second with 72. Pac-10 members have dominated a number of sports, winning 20 softball titles, 18 tennis crowns, 13 of the last 18 volleyball titles, 12 of the last 19 trophies in golf and 10 in swimming and diving.

Pac-10 women athletes shine nationally on an individual basis as well, having captured an unmatched 511 NCAA individual titles, an average of more than 18 champions per season.

The roots of the Pacific-10 Conference date back over 90 years to December 2, 1915, when the Pacific Coast Conference (PCC) was founded at a meeting at the Oregon Hotel in Portland, Ore. Original membership consisted of four schools - the University of California at Berkeley, the University of Washington, the University of Oregon, and Oregon State College (now Oregon State University). All still are charter members of the Conference.

Pacific Coast Conference play began in 1916. One year later, Washington State College (now Washington State University) was accepted into the Conference, and Stanford University joined in 1918.

In 1922, the PCC expanded to eight teams with the admission of the University of Southern California and the University of Idaho. Montana joined the Conference in 1924, and in 1928, the PCC grew to 10 members with the addition of UCLA.

The Pacific Coast Conference competed as a 10-team league until 1950, with the exception of 1943-45, when World War II curtailed intercollegiate athletic competition to a minimum. In 1950, Montana resigned from the Conference and joined the Mountain States Conference. The PCC continued as a nine-team Conference through 1958.

In 1959, the PCC was replaced and a new Conference was formed - the Athletic Association of Western Universities. Original AAWU membership consisted of California, Stanford, Southern California, UCLA, and Washington. Washington State became a member in 1962, while Oregon and Oregon State joined in 1964. In 1968, the name Pacific-8 Conference was adopted.

Ten years later, on July 1, 1978, the University of Arizona and Arizona State University were admitted and the Pacific-10 Conference became a reality. In 1986-87, the league took on a new look, expanding to include 10 women's sports.

Currently, the Pac-10 sponsors 11 men's sports and 11 women's sports. Additionally, the Conference is a member of the Mountain Pacific Sports Federation (MPSF) in four other men's sports and two other women's sports.

Edwin N. Atherton was named the Conference's first Commissioner in 1940. He has been succeeded by Victor O. Schmidt (1944), Thomas J. Hamilton (1959), Wiles Hallock (1971), and current Commissioner Thomas C. Hansen in 1983.

The Pacific-10 Conference offices are located 25 miles east of San Francisco in Walnut Creek, Calif.



ALL-TIME NCAA TITLES WON BY PAC-10 SCHOOLS

Men	Women
1. USC.....73	1. Stanford37
2. UCLA.....71	2. UCLA.....32
3. Stanford.....58	3. USC.....13
4. California.....24	4. Arizona.....11
5. Oregon.....11	5. Arizona State10
6. Arizona State11	6. Washington4
7. Arizona.....6	7. Oregon.....3
8. Oregon State.....3	California3
9. Washington State.....2	



Hoyles



Muldoon



Lindberg



Matthews



Sabatino



Barker



Dawson



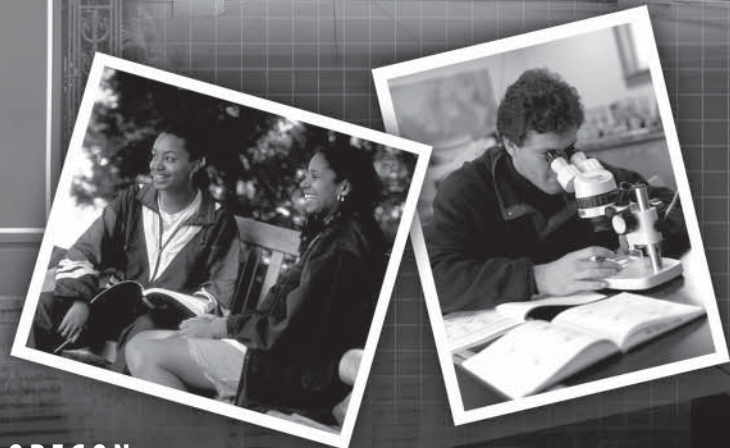
Niemi

UNIVERSITY OF OREGON



UNIVERSITY OF OREGON

FOUNDED 1876



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Celebrating its 132nd anniversary, the University of Oregon has welcomed six generations of outstanding leaders since opening in 1876. Today's students, like the nearly 155,000 alumni before them, have access to the most current knowledge in classes, as well as laboratories and seminars conducted by leading researchers.

Ranked fifteenth in the country among public universities and sixth among "rising" public universities, the university is regarded as one of the "best buys" in higher education for its high quality and affordability. Two UO graduates are Nobel Prize honorees, ten have received Pulitzer Prizes, and eighteen have been named Rhodes Scholars.

UO students select courses from departments and programs in the College of Arts and Sciences, six professional schools and colleges, and the Graduate School. More than 1,650 teaching and research faculty members and 1,300 graduate teaching and research assistants serve as mentors, colleagues, and friends to the more than 20,000 undergraduate and graduate students enrolled at the UO.

A group of Lane County farmers and merchants donated their crops and wares to erect Deady Hall, the first UO structure, and to pay professors' salaries. Railroad magnate Henry Villard contributed funds to complete it. The second building on campus was constructed with public funds and named in Villard's honor. Designated National Historic Landmarks by the federal government, both still grace the campus. Today, the university's physical plant consists of 337 structures on and off campus and is valued at more than \$465 million.

The 295-acre Eugene campus is the state's center of liberal arts and sciences education, as well as one of the nation's best teaching and research institutions. Professional schools in architecture, business, education, journalism and communication, law, and music and dance complete the broad range of course offerings, with a total of 268 comprehensive academic programs available.

University science departments are winning national attention in biomechanics, computers, genetics, lasers, neuroscience, and nanotechnology.

The Lundquist College of Business has developed a major emphasis in entrepreneurship and sports marketing, and the College of Education, one of the best such programs in the nation, is home to a nationally recognized Institute on Violence and Destructive Behavior.

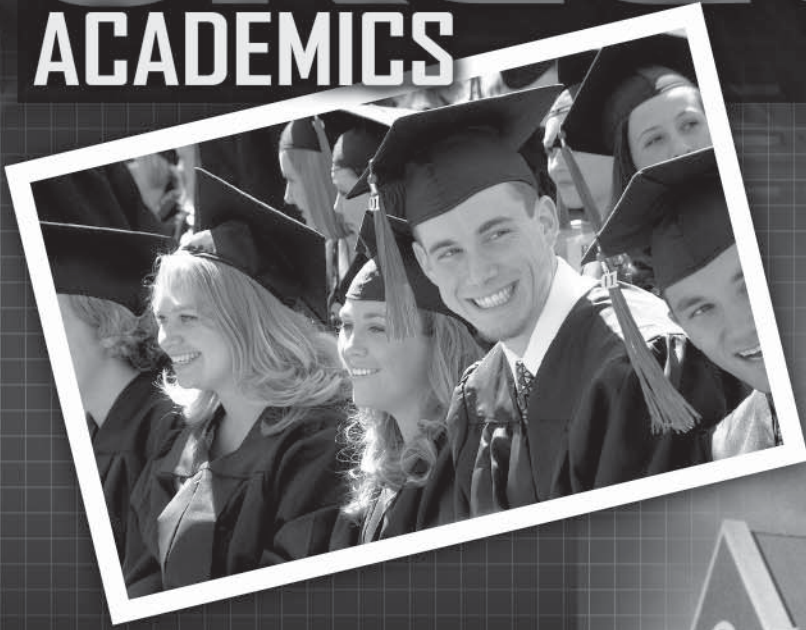
Among the Graduate School's many institutes and research centers are the internationally recognized Institute of Molecular Biology, the Oregon Institute of Marine Biology on the southern Oregon coast, and the International Institute for Sport and Human Performance.

Even as the UO's academic and research programs grow, so does the university's representation of and commitment to diversity. Students of color constitute about 14 percent of the student body, and the university promotes increased diversity through such programs as the Office of Multicultural Academic Support, which provides academic and support services to minority students; the Associated Students of the University of Oregon Multicultural Center; and various initiatives, such as establishment of the Ethnic Studies Program. About 1,100 international students from eighty-one countries represent about 5 percent of the student body.

To learn more about the University of Oregon and how it is transforming lives, please visit <http://campaign.uoregon.edu>.

OREGON[®]

ACADEMICS



The University of Oregon has seven professional schools and colleges which offer programs that provide training to meet specific career goals. However, all programs require a substantial number of liberal arts courses in order to obtain a well-balanced education in addition to the skills necessary to challenge specific projects.

BACHELOR'S DEGREE PROGRAMS

COLLEGE OF ARTS AND SCIENCES: Anthropology, Asian Studies, Biochemistry, Biology, Chemistry, Chinese, Classical Civilization, Classics, Comparative Literature, Computer Science, Economics, English, Environmental Science, Environmental Studies, Ethnic Studies, Exercise and Movement Science, French, General Science, Geography, Geological Sciences, German, Greek, History, Humanities, International Studies, Italian, Judaic Studies, Japanese, Latin, Linguistics, Mathematics, Medieval Studies, Philosophy, Physics, Political Science, Psychology, Religious Studies, Romance Languages, Russian/E. European Studies, Sociology, Spanish, Theater Arts, Women's and Gender Studies

SCHOOL OF ARCHITECTURE AND ALLIED ARTS: Architecture, Art History, Ceramics, Fibers, Fine and Applied Arts, Interior Architecture, Landscape Architecture, Metalsmithing/Jewelry, Multimedia Design, Painting, Photography, Planning and Public Policy, Printmaking, Sculpture, Visual Design

LUNDQUIST COLLEGE OF BUSINESS: Accounting, Entrepreneurship, Finance, Management, Marketing, Sports Marketing

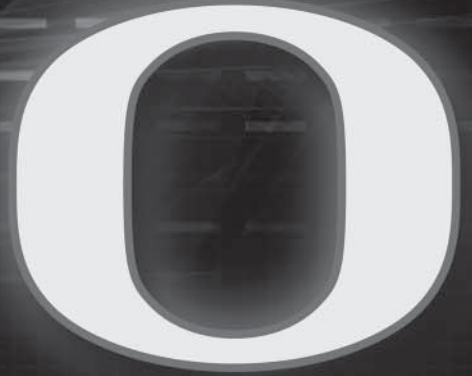
COLLEGE OF EDUCATION: Family and Human Services, Communication Disorders and Sciences, Educational Foundations, Integrated Teaching

SCHOOL OF JOURNALISM AND COMMUNICATION: Advertising, Communication Studies, Electronic Media Production, Magazine Journalism, News-Editorial Journalism, Public Relations

SCHOOL OF LAW: It has a three-year postgraduate program leading to a doctorate degree in jurisprudence.

SCHOOL OF MUSIC: Dance, Jazz Studies, Music Composition, Music Education, Music Performance

UNIVERSITY OF OREGON

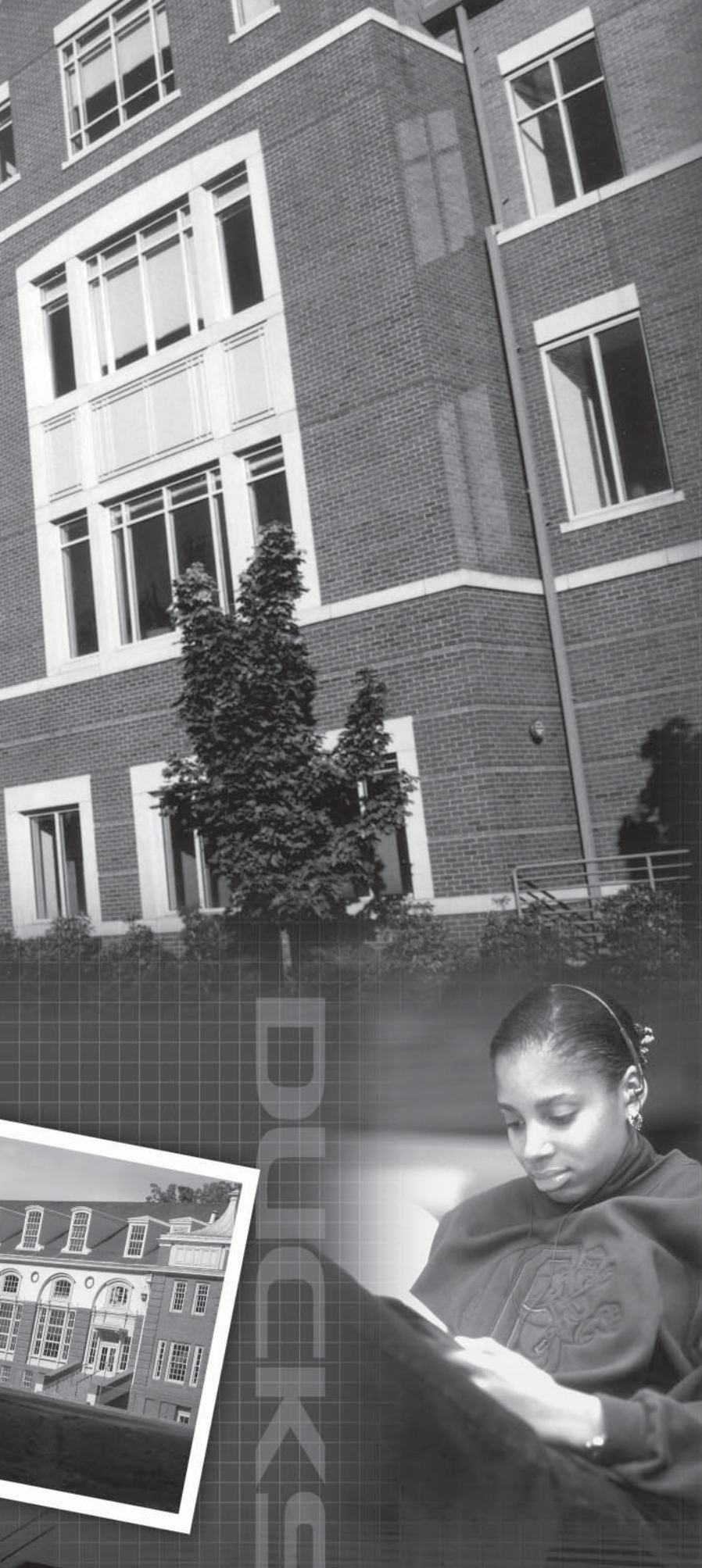


UO IN PRESTIGIOUS COMPANY

The Association of American Universities (AAU) is an organization of research universities devoted to maintaining a strong system of academic research and education. It consists of sixty U.S. and two Canadian universities.

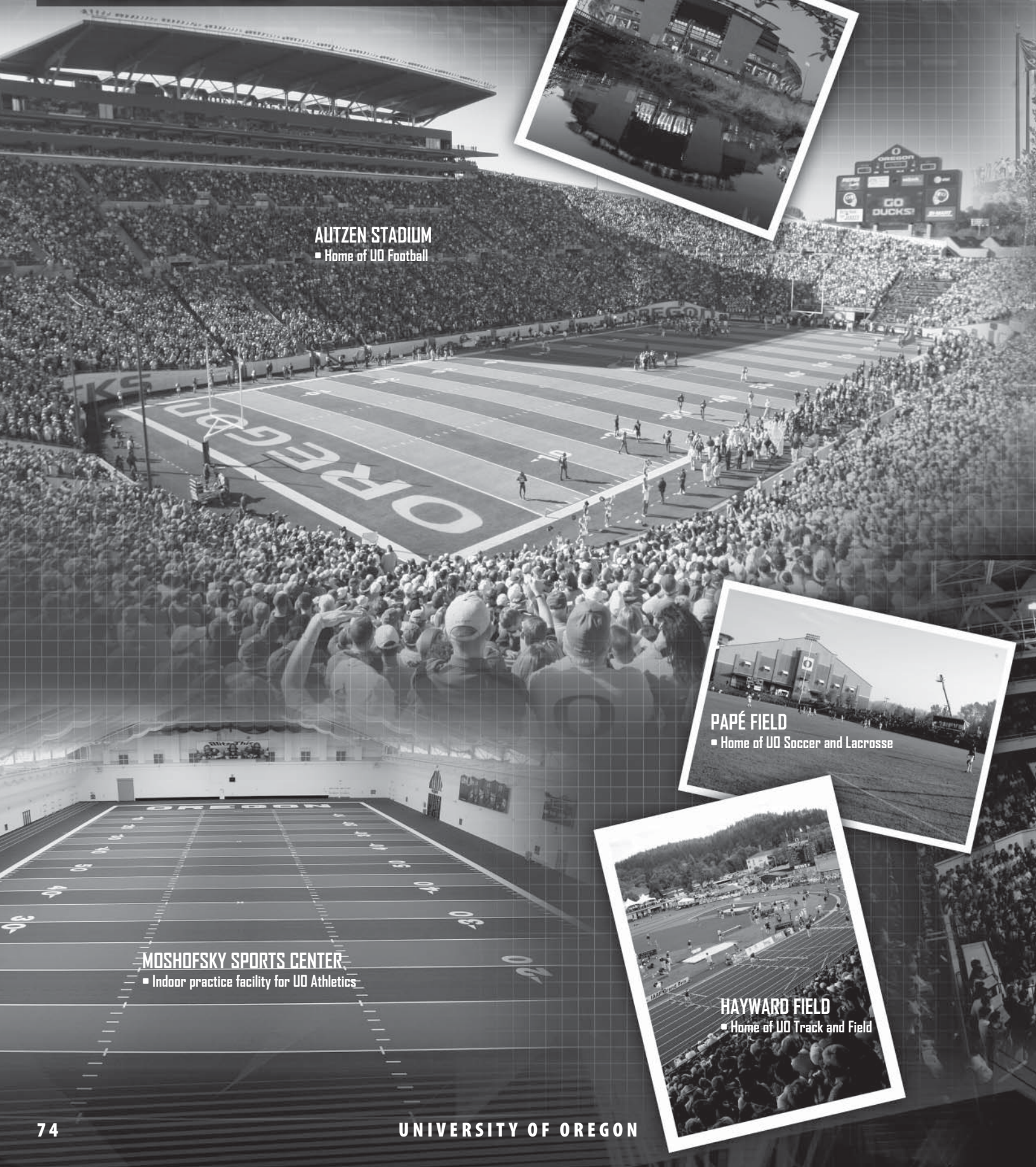
Member institutions and year of admission:

Brandeis University (1985)
Brown University (1933)
California Institute of Technology (1934)
Carnegie Mellon University (1982)
Case Western Reserve University (1969)
Columbia University (1900)
Cornell University (1900)
Duke University (1938)
Emory University (1995)
Harvard University (1900)
Indiana University (1909)
Iowa State University (1958)
The Johns Hopkins University (1900)
Massachusetts Institute of Technology (1934)
McGill University (1926)
Michigan State University (1964)
New York University (1950)
Northwestern University (1917)
The Ohio State University (1916)
The Pennsylvania State University (1958)
Princeton University (1900)
Purdue University (1958)
Rice University (1985)
Rutgers, The State University of New Jersey (1989)
Stanford University (1900)
Stonybrook University—State University of New York (2001)
Syracuse University (1966)
Texas A&M University (2001)
Tulane University (1958)
The University of Arizona (1985)
University at Buffalo—State University of New York (1989)
University of California, Berkeley (1900)
University of California, Davis (1996)
University of California, Irvine (1996)
University of California, Los Angeles (1974)
University of California, San Diego (1982)
University of California, Santa Barbara (1995)
University of Chicago (1900)
University of Colorado, Boulder (1966)
University of Florida (1985)
University of Illinois, Urbana-Champaign (1908)
University of Iowa (1909)
University of Kansas (1909)
University of Maryland, College Park (1969)
University of Michigan (1900)
University of Minnesota, Twin Cities (1908)
University of Missouri, Columbia (1908)
University of Nebraska, Lincoln (1909)
University of North Carolina, Chapel Hill (1922)
University of Oregon (1969)
University of Pennsylvania (1900)
University of Pittsburgh (1974)
University of Rochester (1941)
University of Southern California (1969)
The University of Texas, Austin (1929)
University of Toronto (1926)
University of Virginia (1904)
University of Washington (1950)
University of Wisconsin—Madison (1900)
Vanderbilt University (1950)
Washington University, St. Louis (1923)
Yale University (1900)



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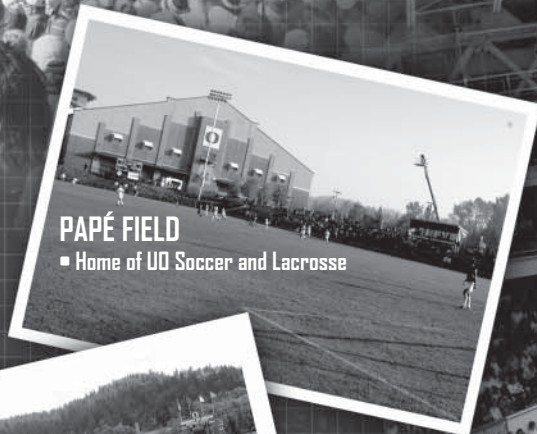
FACILITIES



AUTZEN STADIUM
■ Home of UD Football

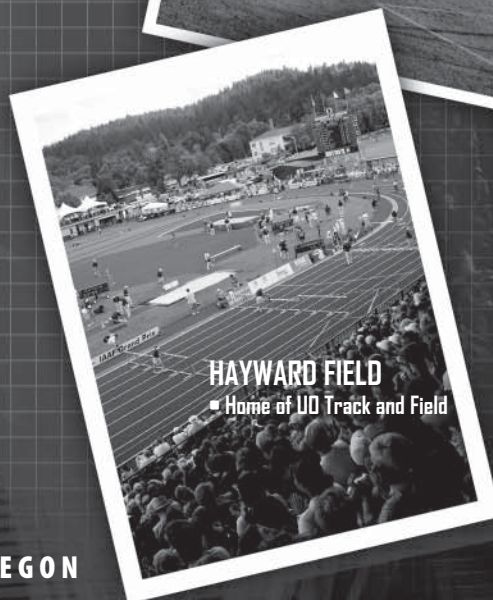


PAPÉ FIELD
■ Home of UD Soccer and Lacrosse



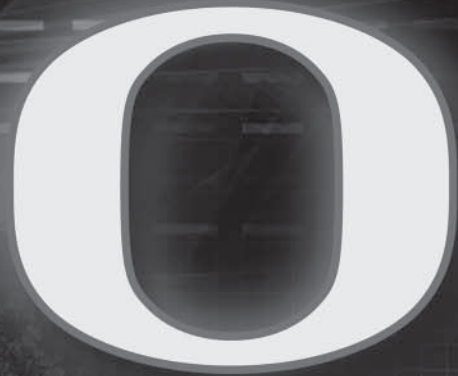
MOSHOFSKY SPORTS CENTER
■ Indoor practice facility for UD Athletics

HAYWARD FIELD
■ Home of UD Track and Field



CASANOVA CENTER

■ Base of operations for UD Athletics



HOWE FIELD

■ Home of UD Softball

FACILITIES

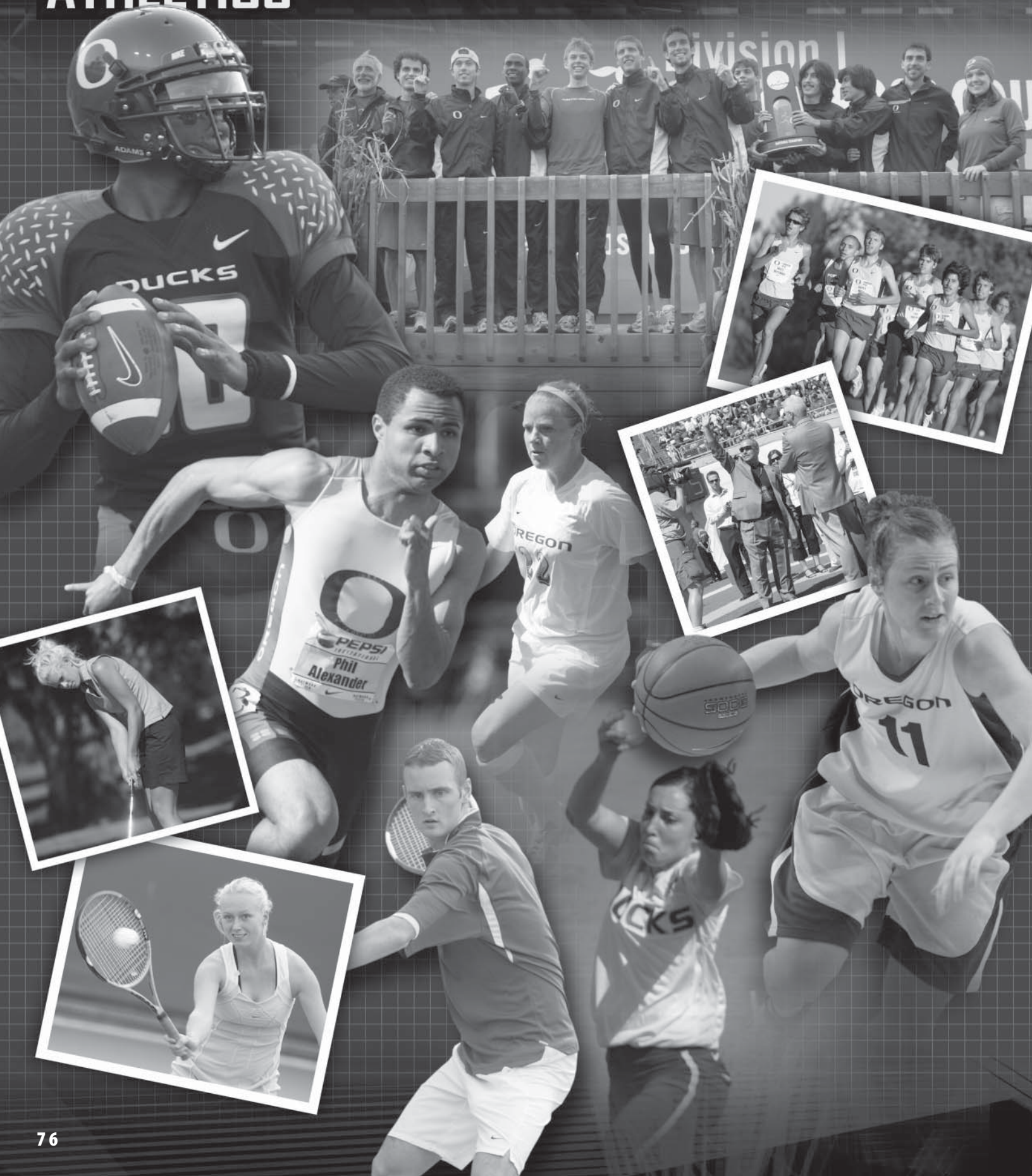


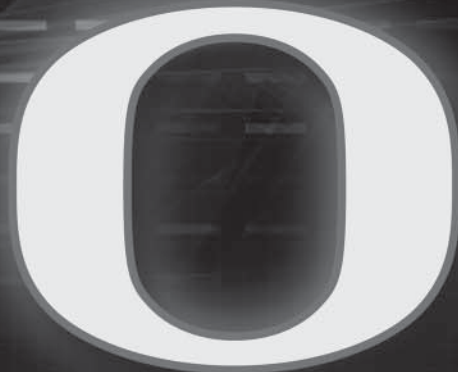
McARTHUR COURT

■ Home of UD Basketball and Volleyball

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ATHLETICS





The 2007-08 academic year was another stellar campaign for Oregon athletics, highlighted by a NCAA Championship for men's cross country, a Sweet 16 performance by the volleyball team and a record laden Sun Bowl victory for the football program.

Football rose as high as No. 2 in the nation behind Heisman Trophy candidate Dennis Dixon and first round NFL draft pick Jonathan Stewart, finishing off their 9-4 season with a 56-21 blowout of South Florida on New Year's Eve in El Paso. Stewart, who left UO for the NFL after a school best 1,722 yards, ran over the Bulls for a Sun Bowl record 253 yards.

The **volleyball** season ended with Oregon advancing to the NCAA Sweet 16 and finishing the year with 22 wins, the most for the program in over 20 years. Gorana Maricic became just the second player in the program's history to receive All-American honors after leading the Pac-10 in kills and points per game.

The **cross country** season saw Oregon win the men's NCAA Championship for the first time since 1977, while the women finished second in the nation. Shadrack Kiptoo-Biwott was named Pac-10 cross country athlete of the year after winning the conference meet. Galen Rupp was the NCAA West Regional champion and he and Kiptoo-Biwott were among five men and two women to earn All-America honors.

Oregon's 0-0 tie with perennial power Stanford was the highlight of **soccer** coach Tara Erickson's 8-8-4 campaign. Jessie Chatfield became Oregon's career leader in goalkeeper wins with 25, and she was one of eight Duck starters who were named to the Pac-10's all-academic team.

Oregon advanced to the NCAA Tournament in **men's basketball** for the second straight season and fifth time overall under head coach Ernie Kent with an 18-14 record. All five seniors earned their degrees before the season ended as Oregon led the Pac-10 in the Academic Progress Report standings for the third time in the last four years.

The Ducks ushered in a new era of **women's basketball** with its six-member freshman class - playing the youngest squad in the Pac-10 Conference. Sophomore Taylor Lilley emerged as the team's go-to scorer, and was named to the Pac-10 third team as well as the Pac-10 all-tournament team.

In just its fourth season of existence, Oregon **Lacrosse** set a new record with 13 victories during the year. In addition, senior Jen May became the first player in program history to earn All-American honors.

The Oregon **men's tennis** team continued to rebuild with a young and talented sophomore class leading the way. The Ducks had three players reach double-digit singles victories, while the team nearly-doubled their doubles wins from the year before.

The UO **women's tennis** team won 10 matches and Carmen Seremeta and Ana Cecilia Olivos were named to the 2008 Pacific-10 Conference Women's Tennis All-Academic Team.

Joey Benedetti's individual title at the NCAA West Regional helped **men's golf** to its first NCAA Championships appearance since 2003. The Ducks took second at the NCAA West Regional, the school's best-ever finish. Oregon had eight top-four finishes in 2007-08 under head coach Casey Martin.

The **women's golf** team took 13th in the NCAA West Regional - its 13th postseason appearance in school history and fifth under head coach Shannon Rouillard. Earlier in the spring, All-Pac-10 honorable mentions selections Cathryn Bristow and Kendra Little scored wins in the UNLV Spring Rebel and Duck Invationals, and Felicia Eastick opened the fall with the Giustina Memorial Classic title.

On the **softball** field, the Ducks made their 14th postseason trip and fifth to the NCAA Regional final under head coach Kathy Arendsen. The sixth-year skipper (218-142) became the first Duck mentor to win +200 games in school history.

A Pac-10 championship, two NCAA individual champions and the most All-Americans in 15 years were the highlights for the men's and women's **track and field** teams. The Oregon men won their second straight Pac-10 title and fourth in the last six years thanks to strong showings in the distance races and the throws. The women had their highest finish, third, in 12 years. At the NCAA meet, Ashton Eaton won the decathlon, while Rachel Yurkovich won the women's javelin title. Yurkovich led the UO women to an eighth-place, the Ducks' best finish in 17 years. Eaton and Yurkovich were two of 11 Ducks to garner All-America status, Oregon's most since 1993. Associate director of track and field Dan Steele was named Pac-10 men's coach of the year.

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ATHLETIC TREATMENT CENTER



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NUTRITION



James Harris III begins his second year at the University of Oregon as director of sports nutrition after a five-year tenure as coordinator of sports nutrition at the University of Nebraska. He oversees the implementation of nutrition plans for all sports, customizing specific preseason, competition and postseason nutritional programs to help ensure a healthy diet for all of Oregon's student-athletes.

He earned an undergraduate degree in nutritional science and dietetics from Nebraska in 2000, as well as a master's in nutrition and health sciences in 2004.

"From the moment I stepped on campus, it has been obvious to me that the goal of the department is to enhance the lives and abilities of student-athletes and win championships," Harris said. "The University of Oregon is a unique family-like atmosphere and provides an excellent opportunity to work with elite athletes and coaches."

The 29-year old registered dietitian has been a member of the American Dietetics Association since 2001, has been active in the International Society of Sports Nutrition since 2003, and has been involved with the Sports, Cardiovascular and Wellness Nutritionist Association since 2004.



OREGON[®]

STRENGTH & CONDITIONING



CITY OF EUGENE, OREGON.

The second-largest city in Oregon, Eugene offers amenities of a much larger community, yet the relaxed and unique atmosphere of a quaint college town. The campus is located a short distance from the city center and is easily accessible by foot, pedal power or public transportation. As "the world's greatest city of the arts and outdoors," Eugene offers many close-by recreation activities the cultural advantages of a major city.

Bike paths and jogging trails criss-cross the city, catering to students' preferred mode of getting around the city of some 153,000 people. With the Springfield community just east of Eugene, the metro population tops 240,000.



EUGENE BY THE NUMBERS

Top 10 - Fodor's Travel Publications picked the Willamette Valley as one of the 10 "Choice Destinations" in the world.

Top 5 - Eugene's rank among college towns in the West by Sunset magazine.

#1 - Oregon's overall ranking among the 50 states in 256 categories of environmental health as evaluated by The Green Index.

#1 - The Green Guide, a respected consumer resource for green living, named Eugene America's #1 green city.

#4 - Eugene's rank by Sports Illustrated on Campus among all college towns in October, 2003.

#8 - Eugene's national rank by Rolling Stone among all college towns for its music scene, 2003.

2 to 1 - Per capita ratio of people in Eugene listed in Who's Who in America compared to the national average.

Top 10 - Eugene's rank among U.S. cities for bicycling.

157 - Number of parks in Lane County



O

Community support for University of Oregon athletics, by far the most popular game in town, is unparalleled. The Ducks have set numerous attendance records in recent years and are averaging a remarkable 90 percent capacity rate over the last 10 seasons.

Natural amenities within the city include the Willamette River running through the heart of the city, and the two picturesque buttes, Skinner and Spencer, that frame the city at on the north and south.

The city's ideal location between sea level and ski level is an attraction. Winter sports are close at hand, and so are the miles of unspoiled beaches and many coastal lakes. Residents are drawn to Eugene by an excellent school system and progressive city government. Clean air and clean water are qualities that Eugeneans value.

Within Eugene are more than 70 parks, gardens, athletic fields and recreation facilities to provide open space and organized programs for all ages. Dozens of miles of bike paths, jogging trails, hiking trails and river walks enable citizens and visitors to take advantage of the area's natural assets.

The University of Oregon contributes immeasurably to the life of the city, bringing an continuous schedule of major cultural, educational and sports activities to the area. Known as "Track Town USA, Eugene is the host city for the 2008 and 2012 Olympic Team Trails, Track and Field, to be held at historic Hayward Field, on the UO campus.

There are also many indoor cultural, leisure, education and entertainment activities available year around. For example, the nationally-acclaimed Hult Center for the Performing Arts is home to eight resident performing arts companies. It houses two beautiful performance spaces, the 2,500-seat Silva Concert Hall and the intimate 500-seat Soreng Theater that enable Eugeneans to enjoy a broad spectrum of entertainment from opera to rock concerts. In addition, there is an award-winning visual art gallery and an attractive rehearsal hall/multipurpose space.

Historically, Eugene was a timber town. More recently, the area has diversified its economy. The Eugene area now has more than 10,000 businesses. Major employers include government and education, health care providers, forest-product companies, high-tech industries, and recreational vehicle manufacturers.

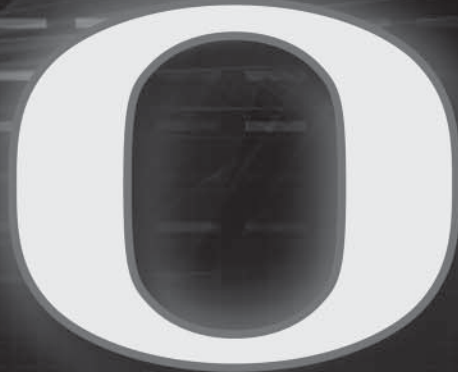
Eugene has all the amenities of a major city and the ambience of a small, unhurried town. Oregon's largest city, Portland, at more than a half-million residents, is just an hour-and-a-half drive away.

Sunset magazine selected Eugene one of the five top college towns in the West, Cosmopolitan said Eugene is one of the eight great college towns in the nation and Money magazine has rated Eugene-Springfield among the best six U.S. cities in which to live. Eugene is consistently ranked as one of the most "bicycle-friendly cities and in 2006 was recently named the nation's number one green city by Green Guide.

There is ample shopping in Eugene's downtown, the Valley River Center mall, Oakway Center, the Gateway Mall in Springfield, as well as other retail centers. Hundreds of clubs and organizations invite memberships and participation. There is skiing in the mountains or exploring the natural beauty of the famous Oregon Coast.

STATE OF OREGON





Oregon is lofty snow-covered mountains and white, sandy beaches. It is fertile green valleys and plains. Oregon has the most up-to-date cities amid hamlets reminiscent of early frontier days. The state is raging rivers, trickling brooks, mountain lakes, dramatic deserts and the powerful Pacific Ocean.

If America is a land of immigrants, Oregon is the end of the rainbow for people who traveled west and found a land too beautiful and promising to leave. There's an overpowering presence of things green in Oregon. The grass is green. The valleys are green. The towering trees are green. Everything is fresh, alive, growing. Then, too, there are the beaches. Miles of pure, white sand. And the mountains ... Hood, Bachelor, the Three Sisters and more. You can ski the slopes and hike the trails. To some there's a bit of paradise in fishing a mountain-fed lake. In Oregon, some people gaze out their living room window to the majesty of a snow-capped peak.

Oregon's rivers share in the magnetism. There's the mighty Columbia, starting as a trickle in Canada before building to one of the nation's most scenic waterways as it races to the ocean, defining the Oregon and Washington boundary. The salmon-crowded Rogue River in southern Oregon draws its share of sportsmen, as well as sight-seers. For others, no river matches the McKenzie, which meets the scenic Willamette in Eugene on its meandering journey through Oregon's evergreen forests.

To most residents, a large part of Oregon's magic stems from the fact that their jobs and homes are right in the middle of nature's giant playground. Recreation is only a small stride from your doorstep. Recreation here isn't a weekend thing or 50 weeks of backbreaking work for two weeks of vacation half a world away. It's available seven days a week in Oregon.

The state's recreation pursuits are rewarding and educationally stimulating for University of Oregon students. In the Eugene area, the recreational diversity is almost limitless. There is snow skiing and backpacking in the nearby Cascade Mountains. Water skiing is just minutes away. White water float trips down rushing mountain streams are a common undertaking. Bike paths are everywhere, and there are almost 50,000 bikes in Eugene alone — equalling one bike for every two people. Dubbed Track City U.S.A., it's unquestionably the running capital of the world, and jogging trails abound.

Fishing is one of Oregon's most popular sports. The Pacific Ocean and deep-sea fishing for ocean salmon is an hour away. And, the rainbow trout greet anglers in the McKenzie every spring. Oregon is a fisherman's paradise, capable of measuring up to the wildest fish stories.

On the ruggedly beautiful and uncrowded beaches of the Oregon Coast, beach campfires and nighttime hot dog roasts signal a pleasant good evening to splashing, Frisbee tossing and beach browsing of the day. There are oceanside crab feeds and beachcombing along Oregon's 400 miles of rugged shoreline. Private coves and inlets beg to be explored.

Golf is played at a feverish pitch by young and old Oregonians alike. The state has more golf courses per capita than any other U.S. state. Every inch of the 400-mile coast line is publicly owned. Oregonians live next to 227 state parks and 13 national forests.

