

## THE CLUB SANDWICH GENERATION

By John Engelhardt

At one time in our academic careers many of us found ourselves raising children as well as trying to take care of an elderly parent. We were dubbed the *sandwich* generation. My wife recently decided that since we were now raising grandchildren as well, we should be considered part of the *club sandwich* generation.

A friend of mine who taught health informed me that the fastest growing segment of parents in the country today is grandparents raising grandchildren. Although it's comforting to know we are not alone, it's small consolation! Who would have thought retirement would mean arranging child care, volunteering for the PTA, spending time in elementary school classrooms, monitoring homework and TV time, and trying to get young ones to events—piano practice, soccer, and scouts to name a few? Ah, the joys of parenting...

For the past five years Diane and I have been raising twin grandchildren (Zoey and Troy), now eight years old and in third grade. After a year of this with both of us working full time, it was time for me to retire. Trying to do it all was taking its toll, and after 25 years at SOU it was time for me to move on.

Being a parent the first time around in the thrust of an academic career, it was challenging (okay, overwhelming) to be there for all those events—soccer, football, basketball games, PTA, Scouts, and more. Now with a part-time job and a more flexible schedule, it's possible. I now understand the term soccer mom quite clearly, and I have great empathy for those students who are single parents, working and going to school.

Being in the “do over” situation has its pluses and minuses. There are times when I fall into the pit of “woe is me,” but that isn't very productive. For a while I resisted taking on these responsibilities, which of course made it all the more difficult to perform them. Finally

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## Christine Florence, SOU Executive Director of Marketing and Communications

Christine Cook Florence joined SOU in January 2008 with 20+ years experience in marketing — research, strategy, management, implementation and measurement for public and private universities as well as for-profit corporations.

The success of her work in higher education is rooted in 15 years of experience as a marketing consultant and in-house marketing leader for design and construction companies of all sizes. Christine began marketing for these professional services firms as the most forward thinking firms were just beginning to try marketing in the early 1980s. Southern Oregon University along with most higher education institutions are in that same situation today.

Since joining SOU, Christine has led the university's branding process through focus groups with retirees, alumni, current and prospective students and their parents, faculty and staff. She has worked with Simpson Scarborough, a nationally renowned higher education branding consulting firm, to fast-track the process. The aggregated data are now being scrutinized to uncover the key messages that will inform the university's brand. Christine will be testing this with focus groups and with an online survey this fall, with the brand rolling out in January 2009 with the spring recruitment campaign. There will be ample opportunity for university constituents to weigh in on the brand and to become familiar with how to most effectively promote the university. ▲

## The Retirees Association's FALL TERM LUNCHEON

November 17, 2008  
11:30 am – 1:30 pm  
Rogue River Room

With Christine Florence  
SOU Executive Director of Marketing and Communications  
*Sharing Strategy and Creative Direction  
On SOU's Image Regionally and Beyond*

RSVP to Sally Klein by  
Monday, November 10, 2008

Email (preferred): [kleins@sou.edu](mailto:kleins@sou.edu)  
Or Telephone: 541-552-6049

## Who You Gonna Call? COUNCIL MEMBERS!

With grammatical apologies to those who haven't seen *Ghostbusters*, I'd like to familiarize you with your council and some of last year's accomplishments of the council and the Association. During the 2007-2008 year we:

- Looked at ways to help the University: Raider outreach, advising/tutorial capabilities, scholarships, lectures/forums, help in the alumni office, departmental support, updating of the retiree database.
- Compiled a list of benefits of the Association: Fitness Center - at staff rates, home events-2 Free General Admissions, extending library privileges to staff as well as faculty, parking stickers for those with over 10 years of service, use of Cascade Dining at faculty/staff rates.
- Increased the Scholarship Fund. We have raised \$10,000 in 4 ½ years. We set a goal of raising another \$10,000 in next 5 years (2013), along with investigating the possibility of consolidation of scholarships. We voted to ask for \$10 donation (or any donation) at all luncheons
- Composed a letter going out to new retirees

Some of the tasks we started are still in process. We are:

- Looking into ID cards for all members of Association
- Working with Human Resources to be included in exit interviews

- Working with the University to obtain current contact information for all retirees
- Working on directory to include all retirees
- Working on website to reflect "Retirees Association" and not "Emeritus Faculty"
- Working on a link to the Retirees Association website from the SOU home page

Below are the people currently serving on the council. Feel free to contact them with your suggestions or comments.

Council Members (Office)	Term*
Sue Corp (Council Member)	1
John Whitesitt (Council Member)	1
Craig Hudson (Council Member)	1
Constance Alexander (Council Member)	1
John Engelhardt (President)	2
Bev De La Zerda (Past President)	2
Thom Jones (Council Member)	2
Lodi Belford (Council Member)	2
Marjorie Bulkley (Council Member)	2
Ralph Fidler (Council Member)	2
Wayne Schumacher (Secretary)	3
Sandi Whitesitt (Council Member)	3
Dan Bulkley (Council Member)	3
Ernie Ettlich (Council Member)	3
Ron Nitsos (Council Member)	3
Vacant (Newsletter Editor)	
Lee Hill (Web Master)	
Sally Klein (Liaison)	
Jeanne Stallman (Liaison)	

\*Years left in office

## Here and There with SOU Retirees

**Dan and Marge Bulkley** spent a week in Bangkok, Thailand in June. Dan was born and raised in Thailand, and spent part of his visit attending the Lions International World Convention in Bangkok, and the rest of the time visiting with the few remaining members of the Free Thai group organized by the OSS to run underground sabotage and intelligence in Thailand during WW2. Dan worked with that Organization.

Now fully retired, **Dennis Powers and his wife Judy** were on a six-week cruise, where he gave presentations on his latest books while the ship steamed to Africa. A few highlights on the three continents/ ten countries trip include: a jungle trek over a 350-foot high swinging foot bridge in Dominica, exploring inside the Rock of Gibraltar, experiencing the outlandish market of Marrakech (complete with cobras), and touring Cannes and a Brazilian sugar-cane distillery surrounded by more jungle. From Italy they flew to Paris and the Brittany coast to visit in Piriac with their daughter, her husband, and granddaughter.

**Ernie Ettlich** and his three brothers, along with their wives celebrated 200 years of being married this August. All four brothers were married in the span of about four months 50 years ago. His mom said she was never more grateful to have four boys in her whole life! They had a great time together and created quite a sensation at the motel in Florence over the four days. All eight are enjoying working on the next 50 years each.

**Rick Mattos and Kay Leybold** pursue their tennis in Apache Junction, AZ, during the winter along with skiing, then cruise/travel spring and fall while returning to Ashland in the summer. Last year's adventure was a month-long river cruise from Amsterdam to Bucharest on the Rhine, Main and Danube. This year it was a week-long Inside Passage Alaska cruise along with a week traveling from Anchorage to Fairbanks and Denali Park. Both were with Vantage Deluxe World Travel, and they highly recommend both trips. ▲

## IT Benefits for Retirees

One of the things we have more of in these retired years is time—to do the things we like and/or didn't make time for earlier in our careers. John Stevenson, Information Technology (IT) Training Supervisor at SOU, teaches a variety of classes at the university that retirees are welcome to attend. These are posted at [www.sou.edu/it/training](http://www.sou.edu/it/training). Currently the listing is posted week by week, but he intends to eventually have them posted six weeks out.

I can speak from experience that these are well presented classes that have helped me be more productive and knowledgeable in my use of software—Microsoft Office XX suite, as well as making me comfortable with maintenance for PCs and laptops. He offers introductory and advanced classes in WORD, Excel, Power Point, etc., and there is generally a very helpful handout. If you would like to upgrade your skills, consider taking advantage of these offerings. To register, email John directly at [Stevensj@sou.edu](mailto:Stevensj@sou.edu). ▲

## Club Sandwich

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one day it dawned on me that *this is what I'm supposed to be doing* at this time of my life. It wasn't of my choosing, but long ago I'd given up the illusion of control. I now understood that verse from scripture (John 21:18) about Peter being dressed by others and taken where he did not want to go. On the plus side, I'm getting to do things I didn't have time or inclination to do earlier. I'm Cubmaster for a local Cub Scout pack, I've served on the PTA board, I've helped with baseball coaching, and I feel younger than I probably would have if not in this situation. I also go to bed earlier.

I find it somewhat humorous being president of the Retirees Association while raising 8-year olds. However, for the time being I've got the energy to do so. In my next life I'll be back taking that three-week trip to Tuscany. ▲

# Losses

## Dr Alvin Fellers

Dr. Alvin Leon Fellers passed away on August 17, 2008, at the age of 94.

Born October 17, 1913, to Williams and Belle Fellers of Saguache, Colorado, Al graduated from Adams State Teachers College and earned his Masters at Colorado State University with a Doctorate in Education. Al served in the U.S. Navy from 1942-1945.

In 1944 Al married Annette Kuehn and together with their three daughters moved to Ashland, Oregon, in 1953. At Southern Oregon College, Al taught English, coordinated student activities and was later named Dean of Students, a position he held until his retirement in 1976. Al was a member of the Ashland Lions Club where he was the Secretary/Treasurer for over 25 years. In 1977, Al and Annette moved to Tigard to be near their children and grandchildren and have spent the last twenty years in the Portland area. Annette died in 2002.

Alvin was greatly loved and respected and will be dearly missed by his three daughters, Patricia, Marilyn (Tom) Fink, Debi, (John) Lake; his six grandchildren, Amy (David) Wilson, Jeani and Molly Fink, Dennis (Stephanie) Lake, Jimmy (Tracey) Lake, and Kenneth (Christine) Lake; five great-grandchildren; sister, Ruth Turano, brother, Marvin (Ruth) Fellers; many cherished nieces, nephews and friends.

Remembrances can be made to the Ashland Lions Club Eye Bank program or Ascension Catholic Church Building Fund.



## James McFarland

James Edward McFarland, 77, of Ashland, died peacefully on July 15, 2008, with son, Jeff, close at his side.

He was born January 3, 1931 in Newark, Ohio to loving parents, Edward and Nina McFarland. Jim graduated from Denison University in 1953 with Honors in Mathematics, varsity letters in basketball and tennis, and was invited into Phi Beta Kappa and Omicron Delta Kappa. He then moved to the West Coast to pursue his Master's (1956) and Doctorate (1960) in Mathematics at Oregon State University where he met and married

Georgia J. Pearson in Corvallis, Oregon, on Sept. 4, 1954. They had two children, Jeffrey K. McFarland (1956) and Michelle L. Parton (1959). He taught at Oregon State University, Western Washington University, and from 1969 on at Southern Oregon University. He retired in 1993 as Emeritus Professor, Associate Provost and Graduate Director of SOU.

Jim loved to sing, and had a beautiful baritone voice. He was a member of the Rogue Valley Harmonizers, and the barbershop quartet, Sound Achord. He was an accomplished and competitive golfer. He also enjoyed playing pool, going camping, and fishing with family and friends.

Memorial contributions may be made to the Memorial Fund, Trinity Episcopal Church, 44 North 2nd Street, Ashland, or to the SOU Scholarship Fund for students with demonstrated financial need.



## Dr. Fred Palmer

Fred Edwin Palmer, 78, of Ashland, Oregon, passed away at his home, Friday, May 16, 2008.

Fred was born October 29, 1929, in Kansas City, to parents Fred and Francis Palmer. He started playing the violin as a child and developed a love of music. Fred went to University of Kansas where he played four years with their symphony orchestra. Graduating with music honors in 1952, Fred joined the U.S. Navy. He rose to the rank of full Lieutenant and saw action in Korea before leaving the Navy in 1959 to pursue a career in music.

Fred obtained his Masters from San Jose State University, and his Ph.D. of Music from Iowa State University. He moved to Ashland in 1965 to join the music faculty of SOC.

Dr. Palmer founded the Rogue Valley Symphony in 1967 and served as its first conductor for seven years. He later returned to play first chair for several more years. In addition to performance arts, Dr. Palmer enjoyed composing music and teaching musical theory. Retiring in 1988, Fred enjoyed fishing, flying, furniture making, and gardening.

He is survived by his wife, Chris Scheu, and by her children, Jimmy, Johnny, and Kim; by his son, Berkley; and by his sister Ruth and brothers Bob and Jack.

Donations in Fred's name may be made to the Rogue Valley Symphony's "Connecting with Classics" program, 1250 Siskiyou Blvd, Ashland, OR 97520.



## Ruth Bebber

Ruth Bebber, who taught at SOU (then Southern Oregon College) from 1954-86, passed away in May, 2008. Ruth possessed a powerful drive and was truly a woman ahead of her time.

When the norm for women was to marry young and raise a family, Ruth pursued her doctorate in health and education at the University of Southern California in 1956. She brought American culture and American folk dancing to many South Koreans while working as an exchange teacher at Dan Kook University in Seoul.

SOU remembers Ruth as a master teacher, and her passion influenced hundreds of student teachers to love their chosen profession as she did. Those who worked with Ruth remember her sharp intellect and sweet demeanor.

A true independent spirit, Ruth paid for her education by herself and with help from VA loans, which she received after serving in the military as an aviation technician. Ruth was the sole female in a squadron of 29 men, and in the evening she played trombone in the Navy band. Though she was the isolated female, she had a reputation as a strong and capable worker, as well as being respected by all the men in her troop.

After joining SOU, Ruth became the swim coach for the school team and secretly paid for the women's teams' traveling expenses, as there was no funding at that time. She was very interested in supporting and strengthening the health and fitness department.

Ruth was also a strong supporter of the community, serving as president of different organizations including the SOU chapter of Phi Kappa Phi, the Jackson County Chapter of the American Association of University Women and the state president of the Oregon Chapter of Business and Professional Women. Ruth was a member of our Lady of the Mountain Catholic Church, and a Mass of Celebration was held there on Tuesday, June 24, 2008.



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## ***From Your New Association President***

Dear Retirees,

The torch has been passed to me (sans Olympic fanfare) as your current president, and I hope to meet the expectations of the council and association this year as we seek to continue several endeavors such as building the scholarship fund and meet new challenges. As you can tell from this issue of the newsletter, one of the first tasks is to secure an editor. After years of faithful service, Jim Dean has stepped down and we have not been able to fill the position. We have talked with several recommended candidates but their commitments preclude their ability to take on this task. We are grateful to Wayne Schumacher who has agreed to be the editor for the winter and spring editions, and at this juncture we are asking for your help in securing an editor for a longer term starting next fall. Please contact me or any member of the council with your thoughts and suggestions.

Speaking of the council, I've listed them elsewhere in this newsletter, along with their title and number of years left in their term. We have a healthy mix of retired faculty and staff who meet several times a quarter to keep the business of the association on task. When you see them, tell them thanks! I've also listed some of the accomplishments of last year, and some of our ongoing projects.

I hope to see you at our fall luncheon. The program is a follow-up to work begun last spring on how our university is perceived, and how best to market ourselves in the competitive world of college admissions. It's about how to tell our story in a compelling way, so we are able to attract students for whom SOU is a good fit, and for whom we can make the college experience an enriching one that they will appreciate and remember for the rest of their lives. The better we are able to match students to what we have to offer, the better our retention and graduation rates, as well as alumni support...all critical elements in the life of a college today. The presentation should be lively and informative. Remember to donate to the scholarship fund when you sign in.

Regards  
John Engelhardt

## **WANTED: NEWSLETTER EDITOR**

If you would like to see more than white space in your newsletter, then consider this!

Your Retirees Association Council is planning ahead for our newsletter... not for this year, but next! We *know* that someone in our Association will find it in their heart (in spite of their very busy retirement schedule) to come forward and volunteer to be the SOU Retirees Association Newsletter Editor for our three (fall, winter, spring) newsletters next year, 2009-2010.

### **Qualifications:**

- Imagination to dream up topics of interest to retirees
- Inner authority to assign topics to writers
- Courage to edit your colleagues' submissions
- Ability to whip prose into shape
- Capacity to meet deadlines and follow a project to completion

So, think about it. Remember, the SOU Student Publicity Center does all of the mock up and formatting work for the newsletter, so what's involved is a lot less work than you might imagine.

Can you give some of your time next year? Contact John Engelhardt (482-8222) or [jje@jeffnet.org](mailto:jje@jeffnet.org) to volunteer or discuss the possibility. Your fellow retirees will most certainly appreciate it. ▲