First Annual
Entrepreneurs & Innovators Awards
Fifth Anniversary of
The Austin Entrepreneurship Program
Weatherford Hall’s 80th Birthday

~ Welcome First Last ~

Saturday, April 4, 2009
Club Level, Reser Stadium
Oregon State University
The Evening’s Events

5 p.m.
Hors d’oeuvres
Memory books open for viewing
Guest book signing
Pictures taken with Birthday cake

6 p.m.
Dinner

6:45 p.m.
Opening remarks by Master of Ceremonies, Brent Bullock, J.D.
Remarks by Dean Ilene Kleinsorge, Ph.D.
Dean, College of Business, Oregon State University
Remarks by Ed Ray, Ph.D.
President, Oregon State University
Remarks by Christopher Klemm, Ph.D.
Director, Austin Entrepreneurship Program,
Oregon State University

7 p.m.
5th Anniversary of The Austin Entrepreneurship Program

7:15 p.m.
Entrepreneurs and Innovators Awards Ceremony

7:40 p.m.
Celebration of Weatherford Hall’s 80th Birthday
The mission of the Austin Entrepreneurship Program is to promote and lead entrepreneurship research, education, and outreach across the Oregon State University community.

Entrepreneurship is a process of transformation—from idea to venture and from venture to value. It’s an equal mix of optimism and realism. From its beginning, the Austin Entrepreneurship Program at Weatherford Residential College has provided students with the necessary tools to recognize opportunity capture its value and then offer it for the benefit of society.

The Austin Entrepreneurship Program teaches entrepreneurship as a style of assessing situations, leading, and managing that focuses on opportunity for recognition and realization. AEP assumes effective entrepreneurs must use responsibly physical and social resources as they strive to change the world.
The program is distinguished by an emphasis on undergraduate entrepreneurship education, consisting of formal courses and experiential learning activities, opportunities to carry concepts to outcome, and access to mentor support for venture ideas and professional development.

The AEP began as an incubator environment for undergraduate students from diverse majors to develop ventures and advance knowledge within their field. Like any modern enterprise, the Austin Entrepreneurship Program is constantly reinventing itself, adjusting its organization model, honing in on the most successful projects and making improvements. Each successive class builds on the knowledge gained from its predecessors.

The program’s offerings have continually expanded as it becomes more “freshman friendly” to address the unique needs of incoming students. With its experiential learning focus, the program now helps students harness innovation early in their academic careers and provides a framework that makes possible discovery of their own creative potential.

Today, nearly 300 students live in Weatherford, representing 60 different campus departments such as business, engineering, fashion design, horticulture, liberal arts and sciences. Weatherford programs are a collaborative venture of the Austin Entrepreneurship Program, OSU Housing and Dining, and the Colleges of Business and Engineering.

**LEED Certification**

Oregon State University’s Weatherford Hall has become certified as a “green” building by the Leadership in Energy and Environmental Design program. LEED certification provides independent, third-party verification that a building project meets the highest green building and performance measures. All certified projects receive a LEED plaque, which is the nationally recognized symbol demonstrating that a building is environmentally responsible, profitable and a healthy place to live and work. The 1928 building is the first residential building on the OSU campus to receive this designation. Kelley Engineering Center is the only other completed building at OSU that is LEED certified.

LEED is the nationally accepted benchmark for the design, construction, and operation of high-performance green buildings. There are both environmental and financial benefits to earning LEED certification.
Entrepreneurs & Innovators Awards Recipients

OSU has a rich tradition of entrepreneurship and innovation. Our main purpose tonight is to recognize and celebrate individuals whose personal innovations and entrepreneurial accomplishments have resulted in commercial and cultural successes of the highest order. These achievements help make OSU the institution we are so proud of today.

GEORGE KENNETH AUSTIN
BS, Industrial Engineering, OSU, 1954

and

JOAN AUSTIN
Honorary OSU Alumna

Ken and Joan Austin are the founders of Austin Dental Equipment Company (A-dec). Ken and Joan’s efforts have led the company from a tiny Quonset hut and a staff of two to the nation’s largest manufacturer of dental equipment and related products. The Auctins provided founding support for the Austin Entrepreneurship Program in 2004 and the Austin Family Business Program in 198X. Their contributions help students broaden their education in areas that were not included in the university curriculum in their day. In recognition of their support of entrepreneurship and family business, both Ken and Joan were inducted into the OSU College of Business Hall of Fame in 2003.

Among the many honors A-dec has received are: Oregon’s International Marketing Firm of the Year (1979), Employer of the Year Award from the Governor’s Committee on
the Handicapped (1980), and Oregon Industries Business Leader of the Year (1981). Ken and Joan were the first couple to receive OSU’s highest recognition—The Distinguished Service Award. Among Ken and Joan’s many contributions to the College of Engineering is their establishment of the Austin-Paul Award for recognizing faculty who provide outstanding service to students. In 1998, he was inducted into the OSU Engineering Hall of Fame.

Ken was named the 2000 recipient of the E.B. Lemon Distinguished Alumni Award at Oregon State University. Sponsored annually by the OSU Alumni Association, the award is the highest honor given by the association to OSU graduates who have significantly contributed to society and whose accomplishments have brought credit to the university.

In 1998, he was inducted into the OSU Engineering Hall of Fame. In 2000, Ken was named the 2000 recipient of the E.B. Lemon Distinguished Alumni Award at Oregon State University. Sponsored annually by the OSU Alumni Association, the award is the highest honor given by the association to OSU graduates who have significantly contributed to society and whose accomplishments have brought credit to the university.

In 1998, he was inducted into the OSU Engineering Hall of Fame. In 2006, The OSU Foundation has presented its Lifetime Trustee Award to Joan Austin who has lent her leadership to OSU, nearly 30 years on the OSU Foundation board, including terms as chair and treasurer. The Lifetime Trustee Award is presented to an individual who has demonstrated more than 12 years of outstanding service as a trustee of the OSU Foundation and has made significant financial contributions to benefit the university. Joan received the OSU Alumni Association Honorary Alumni Award in 2005, and she and her husband together received the OSU Distinguished Service Award and the Presidents Club Most Honored Member Award in 1983.

In addition to her OSU activities, Joan Austin has also been active in many education, business and community groups including the Kennedy Center, Oregon Business Council, Providence Newberg Health Foundation, Linfield College, the Newberg school district and the Associated Oregon Industries Center for Citizen Leadership, where she is a founding member.

Back in 1951, when OSU was still known as Oregon State College, Ken Austin was the first ever “Benny Beaver” school mascot.
Kyle J. Doyel received two concurrent B.S. degrees in Chemical Engineering and Business Administration from Oregon State University in 1980. He is currently President and CEO of Kyzen Corporation, a leading provider of specialty chemicals and processes for precision cleaning in high technology manufacturing environments.

Kyle began his career in sales and engineering at Alcoa and later held sales, marketing, and commercial development positions at Kaiser Aluminum and Chemical and at Great Lakes Chemical. In 1986 he co-founded Houston-based specialty chemical producer Coastal Products & Chemicals (CP&C), now Altivia, and its joint venture with Alcoa called Alcoa-Coastal Chemicals. CP&C was founded as a leading provider of aluminum based chemicals for the water treatment and paper industries. Today Altivia is a leading provider of water treatment chemicals to the North American municipal market.

In 1990, seeing an opportunity to replace ozone depleting chemicals such as CFC’s with chemicals derived from waste biomass such as bagasse and corncobs, Kyle founded Nashville, Tenn., based Kyzen Corporation. In 1995, Mr. Doyel was instrumental in leading Kyzen through a successful IPO and Kyzen became a public company listed on NASDAQ-Small Cap market. Today Kyzen is a private international company with operations in the U.S., Mexico, Belgium, Thailand, Malaysia and China where it serves the electronics, semiconductor, optics and metal finishing markets.

In 2004, Kyle was honored by Oregon State University as a member of its Academy of Distinguished Engineers. He currently holds seven U.S. patents and over a dozen patents worldwide. He is a member of the Society of International Business Fellows and also a member of OSU’s President’s Club.
The 1968 Mexico City Olympics marked the international debut of Dick Fosbury and his celebrated “Fosbury flop,” which would soon revolutionize high-jumping. At the time, jumpers took off from their inside foot and swung their outside foot up and over the bar. Dick’s technique began by racing up to the bar at great speed and taking off from his right (or outside) foot. Then he twisted his body so that he went over the bar head first with his back to the bar. While the coaches of the world shook their heads in disbelief, the Mexico City audience was absolutely captivated by Dick and shouted, “Olé” as he cleared the bar. Dick cleared every height through 2.22 meters without a miss and then achieved a personal record of 2.24 meters to win the gold medal. By 1980, 13 of the 16 Olympic finalists were using the Fosbury flop. He also won the 1968 NCAA title for OSU using his new technique, as well as the U.S. Olympic Trials.

Born in Portland in 1947, today, Dick is the co-owner of Galena Engineering in Ketchum, Idaho, where he has lived since 1977. He graduated from OSU in 1972 with a bachelors degree in civil engineering. As an Olympic Gold Medalist, he is a member of the U.S. Olympic Hall of Fame and serves as the president of the World Olympians Association, a group created by the International Olympic Committee in 1994 that unites Olympians from around the world regardless of their age, sport, or nationality and involves them in the promotion of the values and virtues that make the Olympic Movement.

As president of the World Olympians Association, Dick traveled to China to review preparations for the 2008 Olympic games.
John Gardner is Professor Emeritus of Physics at Oregon State University and is founder and president of ViewPlus Technologies, Inc. He is internationally recognized as a leading expert on the physics of defects in materials. He has won a number of scientific awards including the Humboldt Prize awarded by the German Alexander von Humboldt Foundation. His physics research has been supported by the National Science Foundation, the Department of Energy, the Office of Naval Research, the Department of Defense, NASA, and several private corporations and foundations.

After losing his sight in 1988 in mid-career, John Gardner formed the Science Access Project to do research and development on new technologies for access to complex information by people with print disabilities.

ViewPlus Technologies is a spin-off company formed to commercialize the Tiger tactile graphics embosser technology and other technologies developed in the Science Access Project. In 2000, ViewPlus Technologies released the first Tiger Braille printer. With worldwide sales of millions of dollars per year, Tiger Braille technology is famous throughout the world. Tiger Braille printers were designed to give people who are blind access to the diagrams that created difficulties for John years ago.

When John needs to read diagrams today, he simply prints them on his Tiger Braille printer for a high-resolution tactile (i.e., raised) version of the display on the computer screen. He says when on vacation, he can print tactile maps of the area, “rather than tax my wife for verbal descriptions.”

Gardner has presented hundreds of seminars, colloquia, workshops, contributed and invited conference talks on physics and on information access by people with disabilities throughout the US, Europe, and Asia. He is considered a leading expert on access to STEM (Science, Technology, Engineering & Math) information.

Emprint SpotDot is the world’s only Braille color embosser.
Kaichang Li is an associate professor in the Department of Wood Science and Engineering in the College of Forestry, having joined the faculty in 1999. He specializes in organic chemistry, wood chemistry, materials science and biotechnology, applying his expertise to a wide range of problem-oriented projects of interest to manufacturers. His research interests range from the development of green wood adhesives to stronger wood-plastic composite materials and applications of biotechnology in the pulp and paper industry. He holds four patents related to the development of formaldehyde-free adhesives.

While at OSU he has obtained 54 research grants/contracts totaling over $4.7 million, including $1.1 M in 2008. One of his patents is commercially successful and he is forming a startup company to commercialize a second patent.

Most recently successfully Li developed several cost-effective and formaldehyde-free adhesives using renewable materials such as soybean flour by chemically mimicking the protein found in the natural adhesive used by mussels to attach themselves to rocks and other substrates. This work was patented by OSU and was successfully commercialized by a chemical manufacturer and an Oregon wood products company, Columbia Forest Products, the largest North American producer of hardwood plywood, converted their production of plywood panels and particleboard in all of their North American plants to the OSU adhesive. The company annually uses more than 67 million pounds of soy flour and expanding its business by offering new formaldehyde-free products.

The Environmental Protection Agency recognized Li’s achievement in developing formaldehyde-free adhesives by presenting him the 2007 Presidential Green Chemistry Award for Innovation. His discovery was also selected from 700 world-wide entries as a runner-up in the 2008 Wall Street Journal Technology Innovations Awards.
Weatherford Hall’s 80th Birthday

It is 1928, and the Oregon State Supreme Court has handed down a ruling allowing public universities to build dormitories with their own money. Oregon State University needs a new dormitory for its male students. This case is the last legal hurdle for OSU President William Jasper Kerr...

On March 20, 1928, Corvallis contractor L.N. Traver broke ground for the new building. Six months later the project was completed and rooms were ready for 344 men. Weatherford Hall was originally part of larger plan that was to have included a more grandiose complex that was never completed. Instead a great depression hit the economy so plans were scraped for a $2 million quadrangle of buildings that would have covered the present intramural athletic field across from Gill Coliseum.

The newly completed building, however, cost only $460,000, including furnishings. The university financed the huge project by means of a bond issue that was retired gradually with usage fees paid by the men who lived in the dorm. Almost 3,000 people visited the new building at an open house held after the Sept. 20 completion date. Visitors included current and future students, parents, faculty and Corvallis residents, all eager to see the finished product. More than a few of the attendees stated they thought the building was one of the greatest single steps in the advancement of the institution in many years.
The hall was really five units, each separated from the others by firewalls, creating separate and unique living spaces, although each part of the massive structure was connected by tunnels in basement sections. This allowed equipment and supplies to be moved from unit to unit while maintaining the outward appearance that each section was self-contained. An interesting note on the construction: In addition to Portland architects Bennes and Herzog and Corvallis contractor L.N. Traver, every firm that participated was Oregon based.

Inside the new residence hall were comfortable, homelike study rooms for two, three or four students. Each floor had sleeping rooms separate from study areas, as well as numerous lavatories and shower facilities. In addition to the sleeping and study arrangements, there was a general reception room in the dormitory. This was where young men were encouraged to entertain their women guests. Located in the same area was the office of the manager-hostess, who acted as building manager, chaperone and mother to the men living in the building.

Living expenses, used to pay off the bonds issued during construction, were slightly higher than average compared to other campus residence halls, but were still lower than elsewhere in Corvallis. Room rent for a term was $30 and board for a week was $6, garnering a total of $102 per term or $306 per year. That averaged out to something around $8.50 a week, and while it was higher than the $2.50 a week one paid for residence at other dorms it was well worth the price for the state of the art living arrangements.

In 1957, the fire walls came down, and the newly liberated dorm was known thereafter for its unusual creativity, loyalty, and quirky entrepreneurial spirit of its residents. In the early 1990s, legend has it that a group of particularly innovative residents hooked up one of the first “intranet” systems so that students could link up their computers and share printers.
Around the same time, some rather artistic pioneers began the tradition of painting their dorm doors. Whether a Rolling Stones logo or a Mountain Dew can, these colorful doors were an artistic legacy that caught the attention of students and faculty throughout the university community. Thus a Weatherford tradition was born that allowed students to alter their living spaces to suit their individual tastes. Rooms held everything from high bed lofts with staircases to built-in aquariums.

Weatherford Hall served as a dormitory and focal point for the university for many years, but time was not kind to the stately building. Leaks destroyed plaster in the interior, wiring and plumbing became dated and dangerous, and the building was deemed unsafe. When the dorm closed at the end of the 1993-94 school year, there was talk of plans to refurbish and restore the aging structure. Operating as a student dormitory since 1928 made Weatherford Hall one of the oldest student housing buildings still standing west of the Mississippi.

Weatherford Hall reopened in the fall of 2004 after a $20 million renovation, transforming the then 76-year-old building into a specially designed home for nearly 300 students in OSU’s Austin Entrepreneurship Program.

So who was James Knox Weatherford? He was an 1871 graduate of OSU when it was still Corvallis College. He was a well-respected and zealous defense lawyer known throughout the Northwest. Weatherford was delighted when his name was given to the central tower portion that soars 120 feet above its basement level. As a member and often chairman of the OAC and OSC Board of Regents for the entire 38 years that it operated, Weatherford helped bring President Kerr to Corvallis. Kerr is thought to have been the greatest OSU president of the 20th Century. And we have “J.K.” Weatherford to thank for that.

Adapted from the article “Weatherford Hall” by Nicholas Blum appearing in “Beaver EClips,” September 2002
Special thanks to the following without whom this evening could not be possible:

Brent Bullock, J.D.
Brent Bullock is a partner with the law firm of Perkins Coie LLP where his practice focuses on established public and private companies, emerging growth companies, venture capital and private equity investors. He is past chair of Oregon Entrepreneurs Network and is also involved with a number of other business organizations, including the Austin Entrepreneurship Program. Brent received a B.S. in Business Administration with highest honors from OSU and earned his J.D. from Stanford Law School, where he was the executive editor of the “Stanford Journal of International Law.”

Ed Ray, Ph.D., President, Oregon State University
Ilene Kleinsorge, Ph.D., Dean, College of Business, Oregon State University
Christopher Klemm, Ph.D., Director, Austin Entrepreneurship Program, Oregon State University
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Please join us next year for the

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Tuesday, February 17, 2010
Portland, Oregon

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