



UNIVERSITY
OF OREGON

AIM Connections

For Alumni and Friends of the Applied Information Management Master's Degree Program

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A Greener Oregon: AIM Moves into LEED-Certified White Stag Block

Renovations for the new White Stag Block are wrapping up, and several UO-Portland programs, including AIM, are settling in to the new space. Located in Historic Old Town-Chinatown, the new White Stag Block is comprised of three historic buildings—the Bickel Block Building, the Skidmore Block Building, and the White Stag and Hirsch-Weiss Building.

Most notable about the White Stag Block is its LEED (Leadership in Energy and Environmental Design) Gold certification, recognized by the U.S. Green Building Council. Sustainable site development, water savings, energy efficiency, materials selection, and indoor environmental quality have been key areas in meeting the council's criteria.

Further building highlights include new classrooms, a main event space for up to 250 people, an expanded UO Portland Library and Learning Commons, and UO Duck Store, com-



Welcome to the White Stag Block

The newly completed entrance foyer invites visitors to discover the juxtaposition of the old structure with contemporary colors and decoration.

plete with café. The UO Duck Store and café as well as the UO Portland Library are open to the public. For more information on the history of the White Stag Block, please visit: <http://pdx.uoregon.edu/index.php?p=about/history>

Watch for the Spring Issue of AIM eBriefings!

The spring issue of eBriefings will be available on the AIM website in June. Two 2008 final research papers are previewed: Designing More Effective Anti-Phishing Applications, by Melinda Geist; and Implementing Enterprise Content Management using Microsoft SharePoint, by Dana Fowler.

Thank You AIM Alums!

We know that some of our best AIM students find us through referrals from AIM graduates! Thank you alums, for sending interesting applicants our way—it's the most important gift you can give back to the Program!

Faculty News

Colleen Bell (Electronic Information & Research) has been accepted into a graduate program in Educational Technology & Learning Design, at Simon Fraser University. Bell already has a Bachelor's in Music as well as a Master of Library and Information Science.

Grant Kirby (Data Management & Communications and Systems Analysis) has been awarded tenure at Oregon Institute of Technology (OIT).

Darin Stewart (Managing Information Assets and The Semantic Web) has a new book titled *Building Enterprise Taxonomies* (2008), published by Mokita Press.

Marsha Willard (Management of Organizations) won the 2007 Choice award for Outstanding Academic Title for her latest book, *The Business Guide to Sustainability: Practical Strategies and Tools for Organizations*. Choice: Current Reviews for Academic Libraries is a publishing unit of the Association of College & Research Libraries. Reviewing up to 7,000 academic books, electronic media, and Internet resources yearly, Choice editors base their selections on the reviewer's evaluation of the work, the editor's knowledge of the field, and the reviewer's record. In awarding Outstanding Academic Titles, editors apply several criteria to reviewed titles: overall excellence in presentation and scholarship, importance relative to other literature in the field, distinction as a first treatment of a given subject in book or electronic form, originality or uniqueness of treatment, value to undergraduate students, and importance in building undergraduate library collections.

Co-authored with **Darcy Hitchcock**, instructor for the University of Oregon's Sustainability Leadership Program, *The Business Guide to Sustainability: Practical Strategies and Tools for Organizations* is a comprehensive guide designed to implement sustainability strategies into an organization or business model. Organized by sector (manufacturing, services, government) and function (senior management, facilities, human resources, purchasing, environmental affairs and compliance, marketing and PR, and finance and accounting), Willard and Hitchcock "demystify" sustainability to show how organizations can incorporate sustainability in their everyday work through the application of useful tools and self-assessments.

AIM Advisory Board

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Coordinator

Heather Fisher
Sr. CE Registrar

Adrianna Mahoney
CE Program Assistant,
Portland

NEW—Tuition Support for OUS Employees



The AIM Program is pleased to announce the opportunity for partial tuition support to employees of the Oregon University System (OUS). The goal is to provide moderate financial support to OUS staff who are admitted to the UO Applied Information Management Master's Degree Program (AIM). Awards are limited. The AIM Advisory Board reviews requests as part of regular AIM applicant review meetings. The first OUS recipient is Connie Atchley, who serves as Manager of OUS Administrative Computing, at Oregon State University. For more information about this opportunity, contact Dr. Linda Ettinger, AIM Academic Director.

AIM Graduates Save the Date—August 16!

AIM Program students who wish to attend graduation will participate in the UO Summer Commencement, scheduled at 10:00 a.m. on Saturday, August 16, on the Memorial Quad. It is open to the public, and friends and families are welcome to attend. Tickets are not needed. The ceremony will last until approximately 11:30 a.m.

Information is available at: <http://studentlife.uoregon.edu/programs/commencement/summer.htm>. The AIM Program will honor this year's graduates at a luncheon on the UO campus grounds immediately following the ceremony. During the luncheon, Dr. Linda F. Ettinger, AIM Academic Director, will announce the Capstone Award winners for 2008. After the luncheon, AIM graduates, their families, and friends are welcome to tour the campus. Details to come, via e-mail.

Join AIM's LinkedIn Group

The AIM Program created a group in LinkedIn called University of Oregon AIM Program, and we invite you to join. By joining the group, you will have an opportunity to maintain contact with everyone else in the AIM community who chooses to participate. To join AIM's LinkedIn group, please be sure you have a LinkedIn account and then click on this link: <http://www.linkedin.com/egis/71344/607AA1557E8A>

As noted on the site, "LinkedIn is an online network of more than 20 million experienced professionals from around the world, representing 150 industries. When you join, you create a profile that summarizes your professional accomplishments and education. Your profile helps you find and be found by former colleagues, clients, and partners. You can add more connections by inviting trusted contacts to join LinkedIn and connect to you." See http://www.linkedin.com/static?key=company_info&trk=hb_ft_abtli for more information.



If you don't have a LinkedIn account, you can create one at <http://www.linkedin.com>. If you choose to list University of Oregon as part of your education profile, please consider including the following information: MS, Applied Information Management, xxxx-xxxx (years in the program, e.g., 1998-2001)

We look forward to seeing you in the group! Many UO AIM Program alumni and faculty are already members.

Eugene Named as Site of 2012 U.S. Olympic Team Trials

Eugene's alter ego, "Track Town, USA," will be reinforced this summer as the city gears up to host the 2008 U.S. Olympic Team Trials—Track & Field at University of Oregon's Hayward Field. And that's not all. In a conference held in December on the University of Oregon campus, USA Track & Field and the U.S. Olympic Committee announced that they intend to hold the 2012 U.S. Olympic Team Trials in Eugene. Earlier, Eugene was selected as the site for the 2009 and 2011 USA Outdoor Track & Field Championships.

Already the home to the Nike Prefontaine Classic, the most prestigious invitational track meet in the country, Hayward Field has been transformed, now providing expanded seating and improvements to the facility to accommodate over 1,000 athletes competing for a place on the U.S. Olympic Team.

Hayward Field hosted the 1972, '76, and '80 U.S. Olympic Team Trials—Track & Field as well as the 1999 and 2001 USA Outdoor Track & Field Championships.

Welcome to the Newest AIM Students!

Connie Atchley

Software
Development
Manager
OSU, Enterprise
Computing Services
Corvallis, OR

Karen Clark

Project Manager
BioWare Corp.
Edmonton, Alberta

Brad Crawford

IT Manager
City of Sherwood
Sherwood, OR

Denise Hawley

Manager
Pacific Star
Corporation—Intel
Information Risk &
Security
Portland, OR

Sandesh Kuckian

Systems Analyst
The Regence Group
Portland, OR

Sean Lane

Global Business
Intelligence Transition
Manager
Nike, Inc.
West Linn, OR

Nicole Leaper

Sr. Communication
Designer
Bullseye Gallery
Portland, OR

Stuart Long

Systems Engineer
Clackamas
Community College
Portland, OR

Susan McElfish

Sr. Systems Analyst
Intel Corporation
Beaverton, OR

Jeff McLean

Information Security
Systems Engineer
Harris Corp.
Melbourne, FL

Chris Reavis

Dir. Enterprise
Infrastructure
PPM Energy, Inc.
Portland, OR

Jason Stearns

Assistant Vice
President
New York Life
Insurance
Astoria, NY



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What's New With You?

Thank you for sharing your news on what you are doing, honors and awards, new jobs, promotions, relocations, family developments, and more. Please send in your What's New in Your Life card for the Fall 2008 AIM Connections newsletter along with a photo if inclined. We want to hear from you!

<http://aimdegree.com>