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### Main Hall to Main Street, July 1999

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# Main Hall <sup>to</sup> Main St.

Vol. 5, No. 7

Connecting Campus and Community

July 1999

## Bear Wear: UM introduces exclusive clothing line

The University of Montana has further ventured into the fashion world this summer, introducing its own brand of clothing — Griz Gear.

Fashion-conscious fans may now sport the exclusive label of their favorite mascot inside their clothing as well as outside. A specially designed Griz Gear neck label is used to distinguish UM's unique new apparel line of T-shirts, sweatshirts and hats.

The University has enjoyed increasingly brisk sales of Grizzly logowear since the football team won the NCAA National Championship in 1995. Retail sales of UM logowear totaled \$3 million last year, with royalties of 7.5 percent coming to the University.

UM developed the Griz Gear line to expand its existing market and to promote the University among visitors to the state by tapping into the grizzly bear's appeal. Gift shops in Glacier and Yellowstone national parks soon will carry limited selections of the clothing line.

The goal is to have Griz Gear available in gift shops across the state as



**Griz Gear clothing will bear a similar neck tag.**

soon as possible, said Denise Person, UM's licensing director.

"We want to get our name in as many households around the country as possible," said University Executive Vice President Bob Frazier, who has spearheaded the project.

Research shows that Montana's nine

million visitors a year spend \$368 million on retail purchases, including souvenirs.

UM is the first of the 128 colleges and universities represented by the Atlanta-based Collegiate Licensing Corp. to offer its own clothing and food lines.

*(Continued on back)*

## Museum offers first public glimpse of Paxson masterpiece

The first-ever public viewing of a major historical Montana painting by Edgar Paxson will highlight a new exhibit by the Museum of Fine Arts at UM.

The exhibition, "Masters of the Medium: Great Painters of the American West," will be displayed Aug. 6-Sept. 7 in the museum's Henry Meloy Gallery, located in the Performing Arts and Radio-Television Center. The featured painting, Paxson's "The Buffalo Hunt," was purchased from the artist in 1909 by Joseph Dixon, former Montana governor and U.S. senator.

A special preview reception will be held from 5 to 9 p.m. Wednesday, Aug. 4, at the gallery. The public is invited.

The exhibit is free and open to the public from 9 a.m. to noon and 1-5 p.m. weekdays. Saturday hours are noon to 5 p.m. Free parking waivers are available to gallery visitors. Private tours for groups also may be arranged.

Many of the works in the exhibit are offered for sale. A portion of the proceeds from the exhibit and sale will benefit the museum.

A glittering assemblage of the museum collection's landscapes and figurative works from the late 19th century and early 20th century will be shown, along with works from the private collections of fine art dealers John R. Howard, Donald Peterson and Cornell Norby.

Notable artists of traditional American

art whose works will be included are Paxson, Charles M. Russell, O.C. Seltzer and Ralph De Camp. Also included are Glacier National Park painters Carl Link, John Fery and Weinhold Reiss, and Taos, N.M., painters Joseph H. Sharp, Victor Higgins, Oscar Berninghaus. The exhibit will include works by Maynard Dixon, William Gollings, Frank Hoffman and Edward Borein as well.

"This is a rare opportunity for us to celebrate the art of the past with works of incomparable artistic merit and beauty," said museum Director Maggie Mudd. "This exhibit is a feast for the eyes if ever there was one. We are grateful to J.R. Howard for his assistance and are honored to make it available to the public."



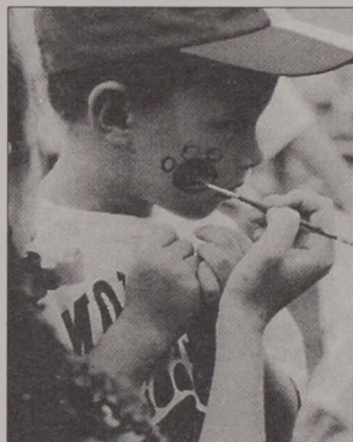
## Close encounters of the Grizzly kind

They're big, hairy and ferocious — and they want to meet you!

At the Great Griz Encounter IV, the Montana Grizzlies will shake hands, autograph posters and pose for photographs. Younger fans will have the opportunity to catch passes thrown by Griz quarterbacks.

The encounter will kick off the 1999 football season on Sunday, Aug. 22, from 3 to 5 p.m. It takes place on Griz home turf, in the tailgate area north of Washington-Grizzly Stadium, and is free to the public.

All UM players will be available to pose with fans for photographs and to sign posters, which are available at no charge from all vendor tables at the event. The posters bear this year's game schedule and the likenesses of 12 top Griz seniors.



A Grizzly cheerleader paints a young fan's face at last year's Great Griz Encounter.

Grizzly cheerleaders also will be on hand, doing face-painting and passing out free tickets for a raffle of Griz merchandise.

Meanwhile, individual and season tickets for the general public are on sale.

The 1999 Grizzly football season kicks off Sept. 4 with a home game against South Dakota. Other home games will be: Sept. 11, Cal State Sacramento; Sept. 25, Weber State; Oct. 9, Cal State Northridge (Homecoming); Oct. 23, Eastern Washington; and Nov. 13, Idaho.

For tickets or a complete football schedule and stadium seating chart, call (406) 243-4051 or (888) MONTANA. The information also can be found at <http://www.umt.edu/sports/football>.

## UM Calendar

### Tuesday, Aug. 10

**Seminar**—"Marketing Your Business in the Missoula Area," by Kandy Raup, director of UM's Workforce Development Center, and Jeff Radighieri, account manager for Northwest Physicians Research Network, 8:30 a.m.-noon and 1:15-4:30 p.m. (lunch on your own), James E. Todd Building. Call (406) 243-5617 to register. Cost is \$89.

### Saturday, Aug. 14

**Concert**—The Amazing Rhythm Aces with Live Wire Choir, 8 p.m., University Theatre. Tickets are \$16.50 in advance and \$19 the day of the show at all TIC-IT-E-Z locations. Call (888) MONTANA or (406) 243-4051.

### Thursday, Aug. 19

**Prejudice reduction workshop**—9 a.m.-noon. Teaches participants to challenge offensive comments without being confrontational and to act as constructive allies on behalf of other groups. For more information call Amie Thurber at (406) 243-5776 or Kaycee Schilke at (406) 243-5754. Registration fee is \$10.

### Saturday, Aug. 21

**Shakespeare in the Park**—"Two Gentlemen of Verona," 6 p.m., UM's Oval. Free.

### Sunday, Aug. 22

**Shakespeare in the Park**—"The Taming of the Shrew," 6 p.m., UM's Oval. Free.

### Monday, Aug. 30

**Fall semester**—instruction begins.

## Bear Wear —continued

Last summer UM introduced Grizzly Edibles, food products offered through the Ohio-based Collegiate Cuisine. The Griz food line is being overhauled this summer and will debut soon under the Griz Grub label, featuring all Montana-made products.

UM is working with Montana snack manufacturers to feature their products, which include beef jerky, oatmeal, cereal, huckleberry honey, chocolate-dipped cinnamon bears, candy bars, salsa, coffee and trail mix.

"The feedback we received was that people wanted an in-state product," Frazier said. "We worked with Collegiate Cuisine on a pilot basis and learned a great deal about the food business."

Wild West Shirt Co. of Bozeman provides the screen-printed apparel, while embroidered clothing is made by Rags to Stitches of Stevensville.

The clothing itself is available for sale

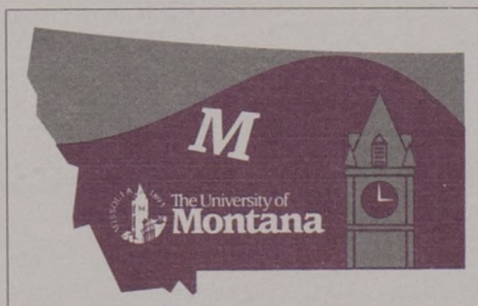
without the Grizzly logo, which means others can buy shirts and hats and put their own designs on the front. UM will receive a 2-percent royalty from each of those sales.

Selling more logowear isn't the University's only objective. Each Griz Gear and Griz Grub item also bears a promotional hang tag that provides contact information for prospective students.

Tags list the toll-free telephone number and e-mail address for Admissions and New Student Services, as well as UM's Web address.

Meanwhile, UM's already successful bottled water, distributed by Montana Silver Springs of Philipsburg, also will bear the Griz Grub label and promotional hang tag. UM ranks fifth among colleges nationwide in water sales and is expected to sell 100,000 bottles this year.

"The market to promote University logo items is endless," Person said, adding that more is to come. UM already is considering a soft drink called Griz Fizz.



Each Griz Gear and Griz Grub item will carry this promotional hang tag with information about UM on the back.



The University of  
**Montana**

**Main Hall to Main Street** is published by University Relations at The University of Montana. Send questions, comments or suggestions to Rita Munzenrider, editor, 317 Brantly Hall, Missoula, MT, 59812, or call (406) 243-4824. Photos are by Todd Goodrich. Terry Brenner, David Purviance, Cary Shimek and Patia Stephens are contributing editors and writers.