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### Main Hall to Main Street, January 2006

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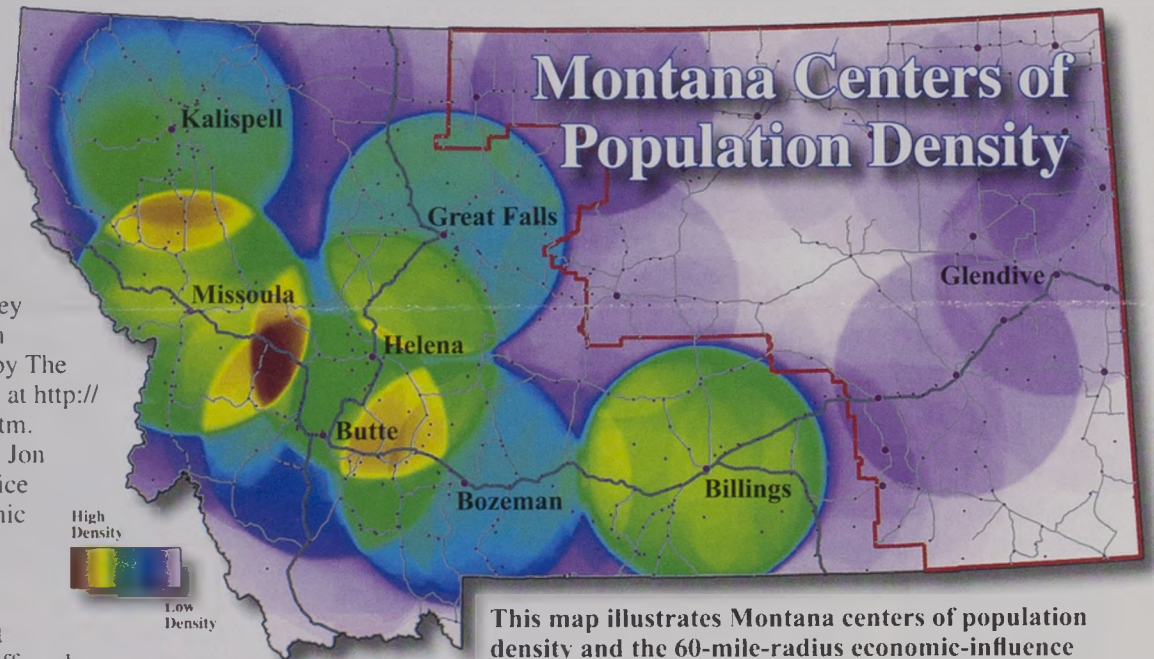
## Economic 'hub' suggested for Eastern Montana

A new survey suggests that Eastern Montana has the untapped human capital and political will to create a new "center of economic commerce," which could be used to spur development and reverse declining population trends in the area.

"A Workforce and Interest Survey to Establish an Economic 'Hub' in Eastern Montana" was produced by The University of Montana. It's online at <http://www.umt.edu/research/econdev.htm>.

The survey was spearheaded by Jon "Tony" Rudbach, UM associate vice president for research and economic development. He argues that competitive economic growth requires a town or city with infrastructure sufficient to support major industries in order to take off, and that the 21 depressed Eastern Montana counties don't have cities with sufficient resources and infrastructure to boost economic development on their own.

His solution: Montana should create an "economic hub city" in the east that could attract outside businesses. Economic development activities would be concentrated in this town to improve



This map illustrates Montana centers of population density and the 60-mile-radius economic-influence zones surrounding them. The red outline marks the 21 Eastern Montana counties that lag behind the rest of the state economically. (Courtesy of Tony Rudbach)

transportation, information and education infrastructure. However, the workforce would be drawn from wide-spread communities and would commute to the "economic hub" for jobs.

And after intense review of demographic and survey data, Rudbach

has the ideal candidate for the new hub: Glendive, a town of 4,700 people along Interstate 90 near the North Dakota border.

"What we need to do

— Continued back page



## Educator wins prestigious teaching award

Dan Rude was Montana Teacher of the Year in 1975.

Now 31 years later and near the end of his 40-year career, the fourth-grade Rattlesnake Elementary School teacher is the 2006 recipient of the Maryfrances Shreeve Award.

The award, which honors the memory of Maryfrances Shreeve, a longtime Montana teacher, is given to a teacher each year who embodies the spirit, character and quality of teaching for which Shreeve was known. The award is presented by UM's School of Education.

Along with the recognition, Rude will receive \$1,000 to give to the school in his name for a cause he deems

worthy and \$2,000 for himself. Rude also will be recognized at UM's School of Education reception Feb. 10 in the University Center Ballroom.

"I know that there are many hard-working, dedicated and community-minded teachers worthy of this honor," Rude said. "I feel truly blessed to be the recipient of the Maryfrances Shreeve Award."

According to his nominators, Rude personifies the qualities this prestigious award outlines — community involvement, commitment to enthusiasm in education and a reputation of going the extra mile.

"You influence youngsters by who you are and what you are," Rude said. 🍷



# Star-studded Odyssey set for April 8 at UM

A prominent musician and a talented actor/singer/playwright will headline the sixth-annual Odyssey of the Stars — A Celebration of Artistic Journeys at 7:30 p.m. Saturday, April 8, in the University Theatre.

Performing artist Gary Herbig '69



**Herbig**

Herbig, a Billboard Top-10 jazz artist, is one of the most successful studio musicians in the business today. An accomplished soloist on all woodwind instruments, he has toured with Tower of



**Kozeluh**

Power, the Percy Faith Orchestra and Seawind, as well as with bands led by Lee Ritenour, David Benoit and Elvis Presley. He also played the clarinet solo on the theme song for the TV program "Cheers" and the bluesy sax on "Roseanne." In addition, he played on chart toppers such as Olivia Newton John's "Physical" and Donna Summer's "Bad Girl," and jazz records by legends Herbie Hancock and George Benson.

Kozeluh, a bass-baritone, has performed on musical, operatic and theatrical stages for more than 20 years. Living and performing in Vienna since 1983, he has appeared in more than 60 productions, including "Phantom of the Opera," "Kiss of the Spider Woman," "The Rocky Horror Show" and "Mozart." He has performed lead roles in "Anything Goes," "Sweeney Todd," "Evita," "Jungle Book" and "Footloose." His non-musical roles include Frank in "Educating Rita" and Mortimer in "Arsenic and Old Lace."

For more information on Odyssey of the Stars, call (406) 243-4971. 🍷

# Griz creates toy program for kids

UM senior Chris Orwig had a pretty hectic schedule in 2005. Orwig majors in organizational communications at the University, has started with the Grizzly football team the past two years and lettered for four years. He works as a fly fishing guide.

But when you talk with Orwig, you won't hear much about all of this. What he is most interested in is the Griz for Kids program, which collects toys for nonprofits to distribute to children in the Missoula community and surrounding areas.

Orwig grew up in Fairway, Kan., where he was involved in a similar program that served underprivileged children in the Kansas City area.

"That experience stayed with me," he said. "It inspired me to get something else going to help kids."

That something else became Griz for Kids.

"I thought, 'How many other opportunities do you have to get more than 20,000 people together in one place on a Saturday afternoon in Missoula than a Griz football game?'" Orwig said. "My plan was to collect toys during at least one Griz game this season."

He approached UM head football coach Bobby Hauck and the UM Intercollegiate Athletics program directors, who said they thought the program was a great idea. Then he got a boost from communication studies Associate Professor Greg Larson, who allowed him to earn college credit for his Griz for Kids program.

So, by the beginning of March, Orwig had hatched a plan to make his idea work. Now all he needed, he said, was a media connection. That's where Sheila Callahan, general manager of Missoula's KMSO-FM radio station, came into the picture.

"I met Sheila through a random call to a local nonprofit one day when I was trying to figure out how to proceed with my plan for Griz for Kids," Orwig said.

"They put me in touch with her because she was instrumental in the Mountain of Giving program at the station."

The radio station's Mountain of Giving program is one of Missoula's largest holiday toy drives.



**UM offensive lineman Chris Orwig**

The 2005 collection event for the Griz for Kids program was scheduled for the UM-Portland State game last October. People were asked to bring toys to the game and to donate them at various campus collection points.

"We had a huge game that day," Orwig said. "I was in the locker room when someone said there was a woman outside who really wanted to talk to me before the game. I went out, and there was

Sheila Callahan with a big grin on her face. 'You're never going to believe this,'" she said.

The news that Callahan shared with Orwig that morning was that at only one collection point — at the south end of the Van Buren footbridge — they had unloaded a 70-gallon trash can full of donated toys at least 10 times — and it was only 11 a.m. The game didn't start until 1 p.m.

"That news and the fact that we beat Portland State that day were major highs for me," Orwig said.

The Griz for Kids program collected an estimated \$20,000 worth of toys to distribute and \$3,000 in cash donations this year. Families who applied through area nonprofits used vouchers to shop for the toys at a "store" set up in a Missoula location, Orwig said. That way, he said, kids get something they want, and they won't be left out during the holidays.

Orwig will move on when he graduates in May. But he is drafting a plan that he hopes will ensure that the Griz for Kids program continues at UM. He has recruited Grizzly football players Ryan Wells and Mike Murphy to manage Griz for Kids in 2006.

"The groundwork is there," he said. "The hard work is done." 🍷



**Dennison in D.C.**—UM President George Dennison attended the U.S. University Presidents Summit on International Education Jan. 5-6 in



**Dennison**

Washington, D.C. Speakers included President George Bush, Secretary of State Condoleezza Rice, First Lady Laura Bush and Secretary of Education Margaret Spellings. The event focused on international education and its importance to the national interest. The summit also discussed how to attract foreign students and scholars to study in the United States,

as well as how to encourage more American students to receive part of their education abroad. Dennison especially was interested in discussions of how to bolster critical language programs such as Arabic, Mandarin and languages of the Caspian Basin. UM's president gave a report about the summit to the state Board of Regents Jan. 12 in Helena.



**O'Loughlin**

**New Student Regent**—One of UM's own has landed the coveted student position on the state Board of Regents. Heather O'Loughlin, a second-year law student from Great Falls, started her 18-month appointment this month. She was appointed to the board by Gov. Brian Schweitzer to replace outgoing student regent Kala French. O'Loughlin is a former vice president of the Associated Students of UM student government, and she also teaches legal research to first-year law students.

She hopes to help keep college tuition costs from rising too rapidly and to promote the benefits of higher education to the Montana Legislature.

**Brains AND Brawn**—UM's Athletic Department recently announced that its 295 student-athletes had a cumulative grade-point average of 3.00. Nine of UM's 12 teams had a fall semester GPA greater than 3.00, to help raise the department's cumulative grade point average to the 3.00 level. The women's golf team had the highest fall GPA with a 3.46. Nineteen student-athletes had a 4.0 GPA for the fall semester. Six of those came from the women's track and field program, while football had four and women's golf had three. Eight of Montana's programs now have cumulative GPAs over 3.00.

**Bighearted Employees**—UM's Charitable Giving Campaign, which raises money from University employees, achieved its most successful year yet in 2005 with donations of more than \$100,000. The campaign was launched Oct. 18, and when the event ended a month later, nearly 1,000 UM staff, faculty members and students had given \$103,000. The fund-raising effort helps area agencies such as United Way, the Missoula County Humane Society and the Poverello Center. The campaign raised \$25,000 when it first started in 1986-87.

**Serious Science**—Six of the state's top scientists will speak during the UM Alumni Association's upcoming 2006 Community Lecture Series. This year's series is titled "Sun to



Seeds — Our World Around Us." Lectures will be held at 7 p.m. each Tuesday evening from Feb. 14 through March 21 in the University Center Theater. Tickets for the entire series cost \$15 for UM Alumni Association members, \$20 for nonmembers and \$10 for students. Those prices include a wine reception following the March 21 presentation. Speakers will be Garon Smith, Steve Running, Dan Reisenfeld, Ron Wakimoto, Bill Woessner and Neva Hassanein. For more information, call the Alumni Association at (406) 243-6439.

**Millions to Montana**—Preliminary results from recent research conducted by UM's Institute for Tourism and Recreation Research show that the number of nonresidents who come to the state each year reached a milestone this year. The state had 10 million nonresident visitors during 2005. That does not mean that 10 million cars drove into Montana this year — the average group size was a little more than two people per travel party — but it does indicate a strong year for travel in the state by car and by air. In fact, nonresident visitation in Montana increased 4 percent over 2004 numbers, the same increase expected in the United States in 2005 by the Travel Industry Association. And these nonresidents were spending money in Montana at a rate of more than \$1.9 billion per year and contributed more than 29,000 jobs, as well as \$531 million in generated income. The full report is available at <http://www.itr.umt.edu/>.

**An Artistic Life**—"Frances Senska: A Life in Art" will be displayed at the Meloy and Paxson galleries of the Montana Museum of Art and Culture through Saturday, Feb. 25. The museum's galleries are located in the University's Performing Arts and Radio/Television Center. This retrospective exhibition provides an important glimpse into one of the most influential Montana artists — someone who helped shape the nature of contemporary ceramics. Gallery hours are Tuesday through Thursday from 11 a.m. to 3 p.m. and Friday and Saturday from 4 to 8:30 p.m. Admission is free. For more information, call the Montana Museum of Art and Culture at (406) 243-2019 or go online to <http://www.umt.edu/partv/famus>.



**A work by Senska**

**The Survey Says**—More than 200 UM faculty members took part in the national 2004-05 Higher Education Research Institute Survey, and the results are in. They show that teaching is a primary value and focus at UM. Ninety percent of UM faculty members reported that teaching is their principal activity, compared to 75.4 percent at other public universities. UM faculty members emphasize the same primary goals for undergraduates as those at other public universities: to develop abilities to think critically, to promote writing skills and to prepare students for employment.

**Making the Grade**—UM has been named one of the best 361 colleges for undergraduate education by the 2006 edition of the Princeton Review. Rankings result from the review's survey of 110,000 students attending colleges in the book. More information is online at <http://www.princetonreview.com>. 🐻

is create a city that has a population somewhere between those of Kalispell or Bozeman — about 25,000 people,” he said. “And we assume that most of the workforce derived from existing Montanans would not move to the new hub city, but would continue to live in their rural communities or ranches and then commute to the economic center and then return home with their paychecks.”

Rudbach said Montanans hear constantly that their state underperforms economically. However, he said the western portion of the state — an area that has been referred to by Gov. Brian Schweitzer as “the boot”, because of its shape — actually performs at or better than the national average. The eastern counties, however, drag down state averages.

He said Montana’s prosperous boot is situated around the population centers of Kalispell, Missoula, Great Falls, Helena, Bozeman, Butte and Billings, which except for south-central Billings are all located in the western or central regions. Rudbach said Montana must become proactive in trying to spread its prosperity eastward.

“Maintaining the status quo for Eastern Montana is not an option,” he said. “To do nothing will allow the downward economic slide to continue, with rapid loss of regional community infrastructure and services.”

Rudbach’s computer models actually suggested the ideal epicenter for the hub would be Richey, a town of about 180 people on Highway 200 near Sidney. But the larger town of Glendive is only 40 miles south of Richey, it’s on the interstate and Rudbach said it has room to grow, with lots of unused infrastructure left over

from the oil boom of the late 1970s and early ’80s.

Rudbach and research assistant Julie Dasinger of Sidney surveyed the region to discover residents’ thoughts about the hub proposal. They also wanted to study the quantity and quality of the workforce within effective commuting distance of potential hub sites, as well as estimate the willingness of people to take higher-paying jobs and to commute to the hub city. In addition, the demographic information they collected may be used to entice businesses and government agencies to the proposed economic cluster in the future.

UM collected 1,122 usable surveys regarding the hub proposal in 2005. The survey was administered at 13 sites in 11 eastern counties. No one under 18 was surveyed.

More than 90 percent of respondents supported the creation of an economic cluster, even if they were not interested in taking a job in the hub. If the hub generated better-paying jobs with benefits, 63.5 percent of respondents would be interested in taking such jobs. And if a hub city were created, 65 percent to 73 percent of families would drive up to 60 miles to take advantage of additional retail shopping, health centers, entertainment and higher education.

More than 50 percent of respondents were concerned about the economic future of Eastern Montana for themselves, and more than 73 percent were worried about economic opportunities for their children. In addition, 91.1 percent of respondents saw a need for “outside intervention” to grow the economy of Eastern Montana.

Also, more than 66 percent of survey-takers knew three to five people who had left the region but might return if good jobs became available. The majority of respondents would be willing to commute

more than 25 miles for suitable jobs.

“Eastern Montana has a lot to offer,” Rudbach said, “especially its stable, educated and ethical workforce.”

How would one create an economic cluster in Eastern Montana? Rudbach said Montana needs to land an “anchor company or institution” in the area. He said something like an IRS processing facility or Medicare claim center — agencies that rely on storing or processing electronic data — could be operated in Montana as easily as in metropolitan areas.

A regional airport with at least one national passenger carrier also likely would be required, and Rudbach envisions a heavily subsidized regional transportation system to shuttle workers into the hub city from outlying areas.

Rudbach said the hub city would require a high-speed and high-quality communications network. It also would need enhanced educational resources, and a higher level of culture, entertainment and recreation would be necessary to satisfy the needs of a creative workforce and their families.

Rudbach said depressed agricultural regions have been revived by aggressive political intervention in the past. As an example he cites the Øresund region of Denmark and Sweden, which was connected by a bridge in July 2000. The governments of those two countries worked to develop the Øresund Science Region, and building the bridge across the Øresund Strait only enhanced economic development in the area. Rudbach published a 2004 report, “Analogies Between the Economies of Øresund and Montana,” which detailed his study of the region.

“Our survey shows there is support for intervention in Eastern Montana,” Rudbach said. “We need to help the regions of our state that need it the most.”

**Montana Rep Production—Jan. 24-28.** “The Trip to Bountiful,” 7:30 p.m.; 2 p.m. matinee Jan. 28.” Performing Arts and Radio/Television Center, Montana Theatre. Information: (406) 243-4481.

**Concert—Jan. 27.** Mozart’s 250th Birthday Extravaganza Concert, 7:30 p.m., Music Recital Hall. Concert and scholarship fund-raiser. \$12 tickets at the door. Information: (406) 243-6880.

## UM Events

**Guest recital—Jan. 30.** Pavel Egorov, piano, 7:30 p.m., Music Recital Hall. \$6 general; \$4 students and seniors. Information: (406) 243-6880.

**President’s Lecture Series—Jan. 30.** “The Privatization of Freedom in America: What It Means for Individuals and Democracy” by Orlando Patterson,

Harvard University, 8 p.m., University Theatre. Free.

**Faculty recital—Jan. 31.** Nancy Cooper, organ, 7:30 p.m., Music Recital Hall. \$6 general; \$4 students and seniors.

**Montana Logging and Ballet Company—Feb. 3,** 7:30 p.m. University Theatre, \$20/advance; \$22/day of show. Benefit for the Flagship Program. Tickets at all GrizTix outlets.



**Main Hall to Main Street** is published by University Relations at The University of Montana. Send questions or suggestions to Cary Shimek, editor, Brantly Hall 330, Missoula, MT 59812, or call (406) 243-5914. Brianne Burrows, Colter Delin, Rita Munzenrider, Patia Stephens and Cory Walsh are contributing editors and writers. Todd Goodrich is the primary photographer. The newsletter is online at <http://www.umt.edu/urelations/mainhall>.