

# PORTLAND COMMUNITY COLLEGE COMMUNITIES



## PANTHERS RISE ABOVE THE COMPETITION

PCC Panthers men's basketball team makes history and wins division championship  
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Upholstery class jumpstarts a new furniture business  
Page 8

**C.J. EASTERLING**  
PCC Panthers Guard



**Portland Community College**

**PCC CommunityEd**  
Classes starting June – September  
Find them inside:  
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*"Portland wouldn't be 'Portland' without Portland Community College. PCC is an integral part of the life of this community. Here at City Hall, if we're talking about jobs, or education, or the arts, or anything else, PCC always has a place at the table."*

**Portland Mayor  
Charlie Hales**

The City of Portland partnered with the PCC Foundation to fund PCC's Future Connect Program. Now in its fourth year, Future Connect provides educational opportunities for hundreds of first-generation, low-income college students.

Championed by leaders, such as Mayor Hales, Future Connect is now in the cities of Beaverton and Hillsboro. Future Connect will be used as a model for similar programs throughout the state.



**Portland  
Community  
College**

## Alum News

◆ **Kevin King**, a former PCC Panther Basketball player, has put his heart and soul into fighting neurofibromatosis head on with an annual Stand Up Paddleboard contest on the Willamette River. Last year the event raised \$6,700 for the disease, a hereditary condition commonly associated with neurofibromas — benign tumors on the covering of nerves. After leaving PCC, King earned a scholarship to Pepperdine University and he recently finished a master's program at OHSU. He has worked for many years in the medical device industry and is now employed by NW Biomet.

◆ **Kelly Johnson**, who graduated with a Mechanical Engineering Technology degree in 2007 and a General Studies degree in 2006, is mechanical project engineer with System Design Consultants, Inc. in Portland. She has earned her LEED Building Design and Construction and Earth Advantage certifications and she's currently working on her Green Globes Certification to become a Certified Energy Manager. A LEED credential demonstrates a professional's leadership in the field and an active participant in the green building movement. Outside of work she participates in triathlons and raises money and awareness for hospice care and children fighting cancer.

We'd love to feature you in an upcoming issue. Tell us your alumni news at [www.pcc.edu/alum](http://www.pcc.edu/alum).

## Hats Off!

The 2014 PCC Commencement Ceremony is set for 7 p.m. on Friday, June 13 at the Memorial Coliseum, 1401 N. Wheeler Ave. Watch graduates walk across the stage and receive diplomas and certificates in front of thousands of cheering family and friends. Students who were awarded their degree or certificate during Fall 2013 and Winter 2014 or who will be awarded their degree or certificate during Spring or Summer 2014 are invited to participate in the ceremony. All told, more than 5,000 degrees and certificates will be awarded this year. Those taking part in the ceremony are asked to arrive between 5:30 and 6 p.m.

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## What are your summer plans?

Take a credit or non-credit class at any of the PCC campuses or centers. It's a great way to knock off a few classes toward your degree or certificate and there are generally fewer people on campus so parking is a breeze. Summer term classes begin on Monday, June 23.

For information about registration, call 971-722-8888 or visit [www.pcc.edu](http://www.pcc.edu)

## Shared on Social Media

- ◆ Good to be back at this school. Love the grounds and the view is great looking over the mountain.  
— Twitter user and student @Vsteury
- ◆ Most of the (invasive) ivy is gone from @PDXParksandRec Sylvania Natural Area Park thanks to April Fong and @PortlandCC students  
— Twitter user and City Commissioner Amanda Fritz @AmandaFritzRN
- ◆ Today I participated as a Latina STEM Panelist at the Hermanas Conference at Portland Community College! So inspiring.  
— Twitter user @MagsJauregui
- ◆ It feels good to get people started at @PortlandCC! When they get the help they need, they're more optimistic about their future at school.  
— Twitter user @lizshowpdx
- ◆ OMG WR 115 Rock Creek... I can't get over how much actual fun I'm having at 8:00 AM. Great & interesting outlines today  
— Twitter user and PCC instructor @PCCJoyeOtto
- ◆ I always had a hard time with grades but I took a few classes at a time from PCC and got mostly A's.  
— Facebook user and student Martina Chione

Share your thoughts and photos with us on Twitter @PortlandCC.

Stay connected with PCC digitally at:



[pcc.edu](http://pcc.edu)



[facebook.com/portlandcc](https://facebook.com/portlandcc)



[twitter.com/portlandcc](https://twitter.com/portlandcc)



[youtube.com/pccvideos](https://youtube.com/pccvideos)



[linkedin.com/portlandcommunitycollege](https://linkedin.com/portlandcommunitycollege)

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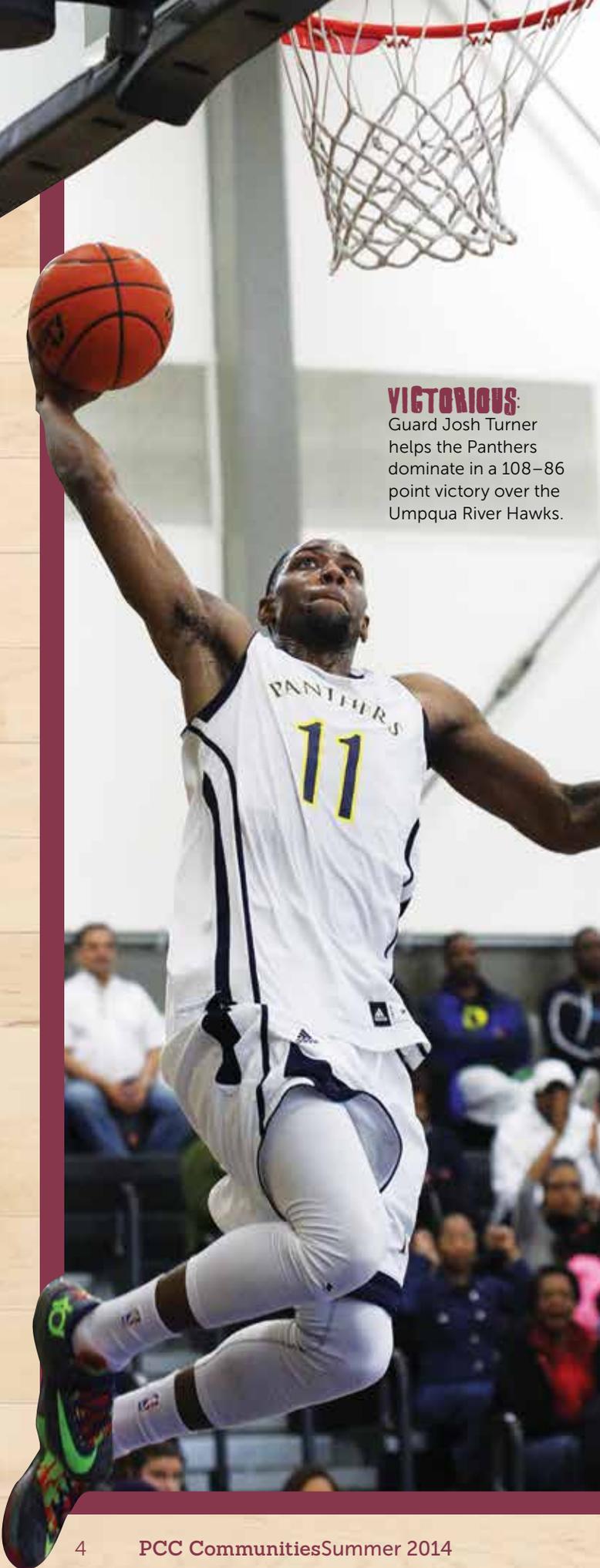
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### **VICTORIOUS:**

Guard Josh Turner helps the Panthers dominate in a 108–86 point victory over the Umpqua River Hawks.

# THE YEAR

Story by James Hill    Photos by Steven Young

**S**ometimes the good guys win. A storybook season reached a dramatic conclusion in March when the PCC Men's Basketball team defeated Pierce College 92–86 to claim the Northwest Athletic Association of Community Colleges conference championship. The title is the first in the college's history.

A week later an enthusiastic crowd at the Cascade Campus dining hall honored the PCC men's basketball team with much jubilee. A big gold trophy sat near a podium while head coach Tony Broadous and his collection of stellar players made their way through the throng of well-wishers, high-fiving and hugging anyone within reach.

Why such a collective enthusiasm by so many people? Broadous, 46, took a team that had won once in two years (2010–2012) out of a total of 47 games to become Northwest Athletic Association of Community Colleges champions this season. He guided the team to a 23–9 record and a share of the South Division title with a 10–4 league mark, earning co-coach of the year accolades as a result.

It's a stunning turnaround for a program that lost more than it won and had trouble finding players to field a team just a year and half ago.

"It's been really fun," Broadous said of the response by fans and the PCC community. "The feedback we've gotten has been fantastic. It's really cool. Not just for me, but I really enjoyed seeing the guys having people come up to them saying how great they were and how proud they are of them. This is definitely more rewarding than the other successes I've had.

"We wanted to put two banners in a gym where there's none," Broadous said about his goals at the start of the season. "Some people may have thought, 'Well that's crazy. You've never been to the tournament.' We didn't feel like that. We felt we could win the NWAACC championship."

The spark for "Tony's Turnaround" began almost two years ago when Broadous was announced as the new head coach of the men's basketball team. It was a homecoming for the coach as the Jefferson High School graduate grew up playing games at the Cascade Campus' old gymnasium. He was head coach of nearby Grant High School for 10 years, twice earning the Portland Interscholastic League Coach of the Year award and leading the Grant team to the Oregon 6A championship in 2008.

The move to PCC largely came as a result of a recommendation by the late Harold Williams, a PCC Board Member who at the time represented North Portland.

The day he was hired, Williams and Broadous spent time together planning the future of PCC basketball. That night, Williams had a stroke and he never recovered. The longtime community leader, who had been a member of PCC's Board of Directors since 1990, passed away on July 1, 2012.

# A OF THE PANTHER

"He was so excited about this, about my hiring, and he goes home and has the stroke and he never gets to see his vision come true," Broadous remembered. "But he lived a great life. I always kept him in my mind and I just began to work hard."

Before being hired, Broadous had watched the Panthers lose by 40 points and heard that the program had just six players.

"That really hurt my heart because I'm a Portland native, born and raised here, and I grew up right over here on MLK and Ainsworth," he said. "I began to think, 'What can I do? Could I come over here and make some good things happen?'"

Broadous, who played collegiately at Lane Community College in Eugene, hired Tyrone White and Aaron Bell, both former NWAACC players at Chemeketa and Grays Harbor community colleges, respectively, to be his assistants. Even though the staff was behind in recruiting for the season, they found players and established rules and high expectations, on and off the floor.

Thanks to volunteer study hall coordinators Jay Klusky, Bradley Muhammad, Athletic Director Richard Magruder and Program Assistant Maura Stine, the players got the mentoring and all the academic assistance they needed to succeed.

"We really work hard on academics, and on making the guys understand that basketball is a short piece in life," added Broadous. "It's lots of fun and it's really rewarding, but in the end it's two games a week for a brief time while they're young. Getting an education is far more important."

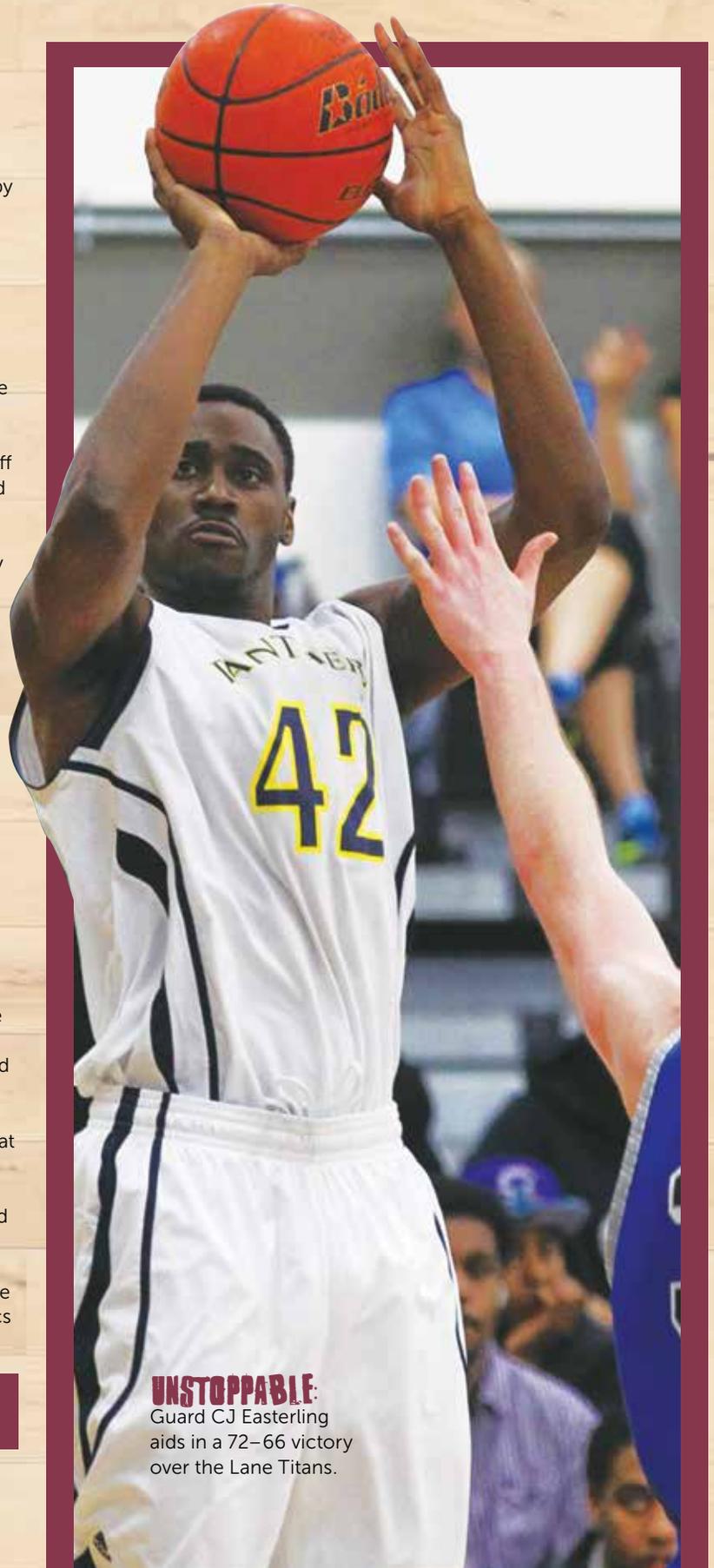
This commitment to academic achievement is mirrored on PCC's women's basketball team as well. Across both teams, the players maintained an average GPA of 3.0, including four perfect 4.0s on the women's team.

"We ended up putting together a good group of guys that really competed," Broadous said. "Commitment was the No. 1 thing — you had to be committed to your team and have to be committed to school. We just had that combination of guys, playing together, working hard, and believing in each other and we were on a mission."

That mission would never have been accomplished without that spark from Williams.

"I think about him all the time," Broadous said. "As coaches we'd get together for a post-game meeting and talk about how proud he would be right now and the fact we wanted to go ahead, continue to do the best we could and be as classy as we can just like he was. He was a real advocate of keeping athletics here for PCC." ♦

For more information about PCC Panthers Basketball, please visit [www.pcc.edu/about/athletics](http://www.pcc.edu/about/athletics)



**UNSTOPPABLE:**  
Guard CJ Easterling  
aids in a 72–66 victory  
over the Lane Titans.

# ROCK CREEK WELCOMES NEW PRESIDENT

Story by Janis Nichols

**T**here is no sign of west Texas in Sandra Fowler-Hill. If there ever was a drawl, it has been overtaken by almost 30 years in the Pacific Northwest.

Fowler-Hill grew up in west Texas, earned a bachelor's degree at George Williams College in Downers Grove, Illinois, and a master's degree at Sangamon State University in Springfield, Illinois. Her doctorate in Community College Leadership is from Oregon State University.

She comes to Rock Creek from Everett Community College in Washington where she served as chief academic officer. Prior to Everett, she was dean for student learning and the executive dean at Cascadia Community College in Bothell, Washington.

The depth and diversity of her experience in Washington's community college system, along with her knowledge of the region's amenities and opportunities, made her the perfect choice for a campus in search of seasoned leadership.

Fowler-Hill started her new job as president of the Rock Creek Campus in April and she has indeed "hit the ground listening."

## **Q. WHY DID YOU CHOOSE THE CAREER PATH OF COMMUNITY COLLEGE LEADERSHIP?**

**A.** I was living in rural southeast Wisconsin and my first job was a part-time position at Gateway Technical Institute. I saw was good auto workers who couldn't find jobs. I was hired to facilitate workshops to help with retraining. By helping them find programs at the local community college, I realized that I could help change their lives in a very positive way. When my husband and I later moved to Washington, I found a part-time job for just the spring quarter. I ended up staying at Olympic College for 19 years.

## **Q. DO YOU SEE A SHIFT IN PERCEPTION OF COLLEGES?**

**A.** Community colleges have been doing what they do for a very long time. We



have a tendency to concentrate on the work and not talk about it. Regardless of the state of the national economy, we keep doing what we do and that is to make education accessible. What is different here is the level of community engagement that defines PCC. While being student centered, we respond to the needs of employers and to the needs of the community. It's nice to have voices on the national level recognize our value, but that will come and go. What remains are the relationships we build and maintain.

## **Q. COMMUNITY COLLEGE STUDENTS ARE ON OUR CAMPUS FOR A VERY BRIEF TIME. HOW CAN THE COLLEGE MAKE THAT TIME GENUINELY MATTER FOR STUDENTS AT ROCK CREEK?**

**A.** We know from research that students who are engaged are successful. Rock Creek has demonstrated opportunities for student engagement. If students can connect with someone, faculty or staff, their chances for success are much greater. I hope to continue to have a very engaged campus and meet

the needs of our students with our resource centers, with academic counseling and advising, with student clubs and activities and with opportunities to engage in campus leadership.

## **Q. IN YOUR OPINION, WHAT ARE THREE CHARACTERISTICS OF AN EFFECTIVE AND RESPECTED LEADER?**

**A.** One characteristic is integrity. You have to be true to yourself and be consistent in honoring your values. Effective communication is also critical, and finally, you have to have a vision. You can't lead people if you don't know where you're going.

## **Q. WHEN YOU'RE OUT OF THE OFFICE, HOW DO YOU RELAX?**

**A.** My husband and I had tickets to the Seattle Repertory Theatre for 20 years so I'm looking forward to experiencing the theatre and music scene in the area. I also plan to take advantage of the summer fairs, festivals and concerts and spend some time getting to know Oregon's wineries. ♦

Read more news about Rock Creek, including updates on the changing landscape of the campus at [www.pcc.edu](http://www.pcc.edu)

# EQUIPMENT UPGRADES UNVEILED

Funding from the 2008 bond measure provides Portland Community College students with hands-on tools to advance their studies  
Story by Christina Holmes

**W**alk through the new Student Commons building at Southeast Center and you'll see how PCC students are studying anatomy, physiology, biology, chemistry, physics and general science classes in recently completed, state-of-the-art science labs and classrooms, thanks to the college's 2008 bond measure.

What's also new in the science labs are microscopes, precision balance scales, computers, videoconferencing software and other supplies funded by the voter-approved \$374 million bond measure. It's another example of how PCC is wisely and prudently using bond dollars to upgrade campus facilities by giving students modern tools to enhance learning.

"It's crucial to link high-end technology needs with curriculum when planning new science labs. Technology was a core part in the planning process way back when we started talking about the Student Commons and our new science labs and STEM Center," said Dr. Susanne Christopher, SE Center's interim division dean for math, science and career technical education. "Planning the science labs was a districtwide collaborative effort. Science faculty were engaged with discussions throughout to ensure our lab spaces aligned well with curriculum standards."

Not all the new science equipment, computers or technology came from the bond measure — money for certain pieces of scientific and computer equipment came from various existing funding sources. However, the bond measure did provide brand new or refurbished structures, buildings and classrooms. In turn, those areas were then outfitted with new updated equipment.

"A lot of this equipment is a direct result of the new science labs," said Christopher, as she walks through a behind-the-scenes instrument room where calibrated equipment and supplies are stored and made available to students for specific lab assignments.

All district campuses have new or updated equipment with funding from the bond measure. The pieces of equipment vary depending on what is being remodeled or built at individual sites.

At the Sylvania Campus, Dr. Dieterich Steinmetz said faculty members and students alike are pleased with the new ventilation hoods and student workstations in the chemistry labs that were part of the campus upgrades made to the Science Technology Building during the last year. In addition to the chemistry labs, many general classrooms were renovated and the bond measure helped pay for an enlarged and updated computer classroom.



Student Eric Thomas works with new equipment funded in part by the 2008 bond measure.

The Electronic Engineering Technology program has grown steadily for several years and received a new laboratory. Through donations and limited college equipment funds, the lab was outfitted with computers, oscilloscopes, electronic wave generators, and new biomedical training equipment, a huge boon for the college's role in increasing the number of Oregon graduates in science and technology. Other major acquisitions include an industry-standard tensile tester for the renovated mechanical engineering lab, and cutting edge GPS-like tools for civil engineering and surveying students. All of these tools facilitate the learning process — both for those students who immediately start family wage jobs after completing one of the engineering technology degrees, and for the students who eventually transfer to a four-year university to further their studies.

"Without a doubt, we would not have been able to acquire all of this equipment without the bond measure," said Steinmetz, Sylvania's science and engineering division dean. "With existing staff we are able to safely manage more resources, including ongoing donations from industry partners. We offer more in-lab science tutoring that utilizes this equipment. Students are completing their programs better prepared for their next steps in education and employment."

In addition, with the equipment updates and renovated labs the college is motivating budding scientists to perform research work now rather than wait until they get to a university.

"Faculty are excited that these new classrooms and STEM Center provide additional opportunities for them to infuse undergraduate research into their courses at the community college, which is part of the national STEM agenda items," said Christopher. ♦

Learn how the Bond Measure has created new opportunities for students at individual campuses and centers by visiting [bond.pcc.edu](http://bond.pcc.edu)

# UNCOVERING A NEW CAREER



Rachael Marie Dodson with some of her furniture she has crafted using techniques she learned at PCC.

**R**achael Marie Dodson has always been the type of person who turns lemons into lemonade so it's not a stretch to see how she's started a business of turning what some might consider trash into one-of-a-kind treasures.

Her talent for turning a toss away decades-old couch into a signature piece of furniture was honed through a PCC Community Ed upholstery class she took last year. She found so much inspiration from instructor Scott Smith and her fellow students that she took a giant leap of faith and started her own furniture refurbishing business this year, Remedy Remade.

The former marketing manager who moved to Portland in 2012 from Chicago has always had an eye for good design. The daughter of a seamstress mother and what she calls a frugal father, Dodson has a knack for refurbishing pieces of furniture that take muscle power, vision and a healthy respect for the past to pull off.

As she flipped through a Community Ed catalog in early 2013 she found the upholstery class taught at PCC's Metro Center. Once there she met other like-minded students who have a passion for once-beautiful and expertly-made furniture now in need of an overhaul.

First-time students are encouraged to start with a basic piece — a stool, ottoman or a dining room chair. Sofas and overstuffed chairs are not allowed because of work space and time constraints.

Students basically go through all the steps of refurbishing furniture — from envisioning and designing a piece to stripping and sanding wood to stuffing foam to using hand and power tools confidently in the shop.

"This class is such a resource and what's perfect about it is that you learn so much by doing the work," said Dodson, who enrolls in the course or lab time every term. "Scott has high standards, he's technical and he cares greatly about his students. If he sees that you've done something wrong he will recommend that you do it again."

Armed with some experience and a whole lot of motivation, she quit her hi-tech marketing job late last year, wrote a business plan and launched the web site. So far her business is steady and she's refurbished a dozen pieces of custom furniture.

"I want to create objects from existing materials. I want my hard work to be a personal investment in something that is tangible, yet made from existing resources," she says. ♦

## OTHER CLASSES

### MAKE A SPLASH WITH PCC



Dive into summer and take swim lessons through Community Ed's popular Swim Program. With classes available for all ages, from babies to adults, there is

room for everyone to jump in the pool. Students will learn swim strokes and water awareness in a safe, clean environment. Experienced instructors teach the American Red Cross swim curriculum and give personalized attention to each student. At the younger ages there is a maximum of four students per class. All swim instruction takes place at the Sylvania Campus pool which recently completed a multi-million dollar upgrade, including a new air ventilation system. Adults who want to learn the fundamentals of swimming are also encouraged to enroll.

For more information turn to Page 42 or visit [www.pcc.edu/community/swim](http://www.pcc.edu/community/swim)

### DON'T BE BORED THIS SUMMER



Keep busy this summer in classes that focus on fun and creativity with the Community Ed Summer Teen Program. These dynamic and engaging courses are for teens between

12–17 and offer something for everyone — from archery to fashion design to preparing for the zombie apocalypse. For example, deepen your Smartphone photography knowledge, learn how to relieve text anxiety, take a longboard and head for Mt. Tabor, develop a new video game or rock out on the guitar. Summer is the perfect time to take on a new subject.

For more information, turn to Page 10 or visit [www.pcc.edu/community/teen](http://www.pcc.edu/community/teen).

Learn to refurbish furniture in a Community Ed class. Turn to page 29 to read about this class and other courses or visit [www.pcc.edu/communityed](http://www.pcc.edu/communityed).

# A MODEL PROGRAM

Portland Community College's groundbreaking and successful Future Connect Program will soon be replicated across the state. Story by James Hill

Oregon Gov. John Kitzhaber visited the Rock Creek Campus in March to sign two important education bills that give first-generation college students the support they need to succeed during their educational careers.

The bills were signed ahead of a meeting of the Higher Education Coordinating Commission and the Oregon Education Investment Board. Kitzhaber put pen to paper and House Bill 4116 (the "Aspirations to College" bill) and Senate Bill 1524 (known as the "Study of Free Community College") became law.

His signature came as dozens of students in the Future Connect Program gathered and watched history in the making. Kitzhaber said the signings were part of the state reaching its "40-40-20" goals to ensure access for people to post-secondary education and attain degrees.

Those goals state that by 2025, at least 40 percent of Oregonians will have a bachelor's degree or higher, 40 percent will have an associate degree or credential and 20 percent will have a high school diploma or equivalent.

"Both of these bills underscore the importance of education to career pathways for young people," said Kitzhaber. "And of course education is key to reducing the achievement gap, moving people out of poverty and up the income scale. I think both of these bills reflect our values as Oregonians and I think many Oregonians will reap the benefits of these bills in the years ahead."

Currently, Oregon community college students pay an average of nearly \$4,000 per year in tuition and fees. That price tag serves as a barrier for students who cannot afford higher education. For those who do enroll in school, many end up with student loan debt.

The State Legislature passed the Aspirations to College bill in March and will provide \$750,000 in strategic investment to community

colleges across Oregon. The bill was sponsored by State Rep. Joe Gallegos, a former PCC student and 2013 Diamond Alum.

"Education changes lives. We're fortunate in Washington County to have Future Connect, but we need these kinds of opportunities across the state," Gallegos wrote in a recent column for The Oregonian. "With support of such programs, and my upcoming Aspirations to College bill, we can ensure our region's economic

strength by educating a talented, diverse and skilled workforce for a more prosperous Oregon."

Future Connect, offered in partnership with the cities of Portland, Beaverton and Hillsboro, serves as the model for "Aspirations to College." Future Connect works with area high schools to provide scholarships and college success services to low-income and first-generation college students.

"Future Connect gave me the opportunity to be more than what I envisioned," said PCC student Sara Agoot, who plans to be a doctor.

Adds College President Jeremy Brown: "We're very proud of our Future Connect Program at PCC. With its career counseling, academic advising, internships and other career development opportunities it's a remarkable case study for Oregon's educational attainment and economic development strategy."

The Senate bill begins a study as to whether it's feasible to extend two years of free community college education to students that complete high school. Within two years, students could obtain an associate's degree, a certificate of learning or earn credits that can transfer towards a bachelor's degree at a four-year university.

"The new reality is that we are in a global economy and Oregon is one of the first states to embrace this," said State Sen. Mark Hass, the bill's sponsor." ♦



Governor John Kitzhaber signs education bills supporting first-generation college students.

Future Connect helps students work toward success in their educational careers. Learn more at [www.pcc.edu/resources/future-connect/](http://www.pcc.edu/resources/future-connect/) or email [josh.laurie@pcc.edu](mailto:josh.laurie@pcc.edu)

# PORTLAND COMMUNITY COLLEGE SALUTES THE DIAMOND ALUMNI OF 2014

Once they leave PCC to continue their studies or enter the workforce, alums use their education to benefit others in communities near and far. Their accomplishments are remarkable. For the third consecutive year the college honors outstanding Diamond Alum Award winners who regularly demonstrate how PCC was the critical launching pad for their careers and helped them overcome huge barriers to their success. They are inspired to use their talent, discipline and network to improve the lives of others.



**BUSINESS  
BUILDER**

## HUNG "LEE" NGUYEN

Born in Vietnam in 1967, Hung "Lee" Nguyen immigrated to the U.S. with his family of five when he was 25. The family — Nguyen's parents and two younger sisters — had few material possessions. They simply were grateful for having successfully made the journey together to join Nguyen's older brother, Hai.

Nguyen understood the importance of integrating himself into this new culture so he could succeed and help his family.

Nguyen seized the opportunity to pursue higher education. In 1995 he earned an associate degree in the Automotive Technology program. Nguyen has established himself as an expert, trustworthy mechanic. He opened an automotive service company, Canyon Auto Repair, Inc., in Beaverton in 1999.

Four years ago he opened a second shop in Tigard.

He credits PCC for giving him the confidence to launch his own business. Nguyen gives back to the college by hiring new PCC grads.



**GLASS CEILING  
BREAKER**

## PEGGY HALLEY

Crises don't shake Peggy Halley. When her mother died unexpectedly in 1980, Halley at the age of 19 became the surrogate mother to her younger brother and sisters. While their father was supportive emotionally and financially, he lived out of state.

Halley juggled being "mom" while seeking an associate degree in Fire Science so that she could obtain secure, stable work upon graduation. She became a career firefighter in Lake Oswego. Ten years later Halley was promoted to lieutenant, making her the first female career fire officer in Oregon. She was promoted again in 1999 to battalion chief — another first for a woman in Oregon.

She now volunteers for the Washington County Fire District 2 Board of Directors and serves as the secretary and a founding member of the Oregon State Fire Safety Officer's Association. In 2003, Halley made a huge personal sacrifice by donating one of her kidneys to her older brother in need of a transplant.



 **COMMUNITY LEADER**



 **EDUCATION INVESTOR**



 **LIFE CHANGER**

**REP. CHRIS GORSEK**

Rep. Chris Gorsek was a PCC student in the late 1970s and early 1980s, studying Criminal Justice. His studies at PCC inspired a life-long love of learning that took him to the University of Oregon and PSU, where he earned a doctorate in Urban Studies.

Gorsek’s professional focus has been serving the community at large: first as a police officer, then as a Troutdale City Council member and now as a state legislator representing Troutdale. He is also an instructor at Mt. Hood Community College.

He’s deeply dedicated to adult learning. As a member of the House Committees on Education and Higher Education and Workforce Development, he has added apprenticeships to the state’s ambitious 40-40-20 educational goals, sponsored the “Aspirations to College” bill to expand PCC’s successful Future Connect program statewide and championed proposals to increase childcare options for community college students.

**CHERYL BURGERMEISTER**

As a longtime PCC Foundation board member, Cheryl Burgermeister has established herself as a valuable asset and knows that many students overcome great odds to attend college and the Foundation’s help is critical.

Burgermeister’s own personal story is one of tragedy and triumph. Both parents passed away by the time she was 11.

Burgermeister graduated from Franklin High School and then worked at Providence Portland Medical Center. She enrolled in the Radiologic Technology program to pursue a career in health care with greater potential for advancement. She earned an Applied Science degree, which enabled her to move up the professional ladder.

With a love of numbers, she earned a bachelor’s degree in accounting. This led to a successful 30-year career in the field of finance — as a chief financial officer with a noted investment advisory firm and as trustee for several nationally recognized mutual fund companies.

**ABEL AHUMADA ALANIZ**

Abel Ahumada Alaniz arrived to the United States at the age of 15, ready and able to work as a beet and berry picker as a means to make money to send home to his family in Mexico.

While happy to earn money as a migrant worker to help his family, Ahumada Alaniz had bigger professional dreams. He learned to speak and write in English and then earned his high school degree.

After obtaining his GED, he enrolled at PCC and earned an associate transfer degree. He moved onto PSU and ultimately, OHSU School of Dentistry.

In 2006, Ahumada Alaniz opened a private practice in southeast Portland that serves mostly the local Hispanic community. He allows students to “job shadow” at his office to see if dentistry may be a profession they want to pursue. It’s one of several ways he strives to give others — many who have come from disadvantaged backgrounds, like his own — the chances he was given and also worked toward.

# BELIEVING IN THE DREAM

Junki and Linda Yoshida once again took their places front and center for the PCC Foundation's "An Evening for Opportunity" Gala Story by Christina Holmes



Junki Yoshida loves to throw a party, especially if it raises money for one of his favorite causes.

The successful, popular and well-respected Portland business leader is known for his charitable acts and not only donating money but raising awareness for groups he believes in and supports.

On the list of causes close to his passionate heart: community colleges.

He once again headlined the PCC Foundation's "An Evening for Opportunity" Gala on May 17 where Yoshida and his wife Linda were honorary co-chairs during the event that drew more than 500 attendees, brought together to raise money for PCC students.

Last year the event raised \$345,000 and hundreds of PCC students — the first in their families to attend college and with deep financial need — were supported through scholarships.

This is the third consecutive year where the duo welcomed and inspired the crowd, shared personal stories about their educational paths and explained why everyone should support community colleges.

"Without community colleges, I would not be where I am today," said Yoshida, President and CEO of the Yoshida Group, which includes 18 diverse companies and includes Yoshida's Gourmet Sauce — a teriyaki-style marinade he began bottling more than 30 years ago and distributes worldwide.

"First off, I would not have met Linda and I wouldn't have started the business I have. Community colleges provide a lot of people with opportunities."

Never one to mince words, Yoshida adds: "I think that PCC is one of the most powerful community colleges in this state...maybe even in the United States."

Portland's recognizable, approachable and well-known adopted son — you

often see him wearing his signature cowboy hat — had his first start in the United States at a community college. Newly arrived from Japan at the age of 19, he sold his return ticket to his native home to pay for school. He enrolled at Highline Community College, just south of Seattle, to learn English. At the same time he taught karate classes at the college.

It was at Highline that he met his wife - first through karate demonstrations and later at a dojo (karate school) party where he charged friends and acquaintances a nominal fee to listen to homegrown Seattle bands. The money he earned from this monthly gathering went toward his schooling and living expenses.

Both Linda Yoshida and Junki Yoshida credit college with turning their lives around. Neither came from families where education was encouraged.

"No one in my family went to college. You graduated from high school and went straight to work," said Linda Yoshida, who earned degrees in literature and business administration. "I know we would not have been able to accomplish what we have without our experiences in college

"I thought I would go on to University of Washington but discovered I had already got what I needed at the community college and was ready to go out and join the real world," said Linda Yoshida, who flourished as a writer.

### STARTED BUSINESS IN OREGON

Once the two married, they moved to Oregon in 1974 where Yoshida taught defense tactics at the Oregon Police Academy. He also opened a karate school in Beaverton (Yoshida is an 8th-degree black belt and has taught at the PCC Sylvania and Cascade campuses) and it was there, in a concrete space under his studio, that he began making batches of his famed sauce, created from a decades-old Japanese family recipe. The year was 1982..

"I truly admire the determination and many subsequent successes of Junki and Linda in their pursuit of lifelong education for themselves and their family," said PCC President Jeremy Brown. "My parents did not have the opportunity to follow such a journey yet they realized the value and importance of education and thus instilled it in myself and my brother and sisters.

"Like Junki and Linda, my life was transformed because of my passion for education and the many doors that academic success opens. I applaud the Yoshidas for their ongoing support of PCC and their tireless advocacy for community colleges. Through their efforts and their personal story, they provide tremendous inspiration and motivation for today's students to reach beyond their expectations and thus change their lives," said Brown.

Yoshida's travels regularly take him to Japan where he speaks to college students and CEOs alike about his meager beginnings and how education charted his path.

"Community colleges are affordable, they allow students to explore different career paths and the best part is that students develop relationships with their instructors. I give to PCC because I know my contribution will touch a lot of lives and make a difference for students," he said.

### COLLEGE LEADERS PRAISE YOSHIDA

"Junki Yoshida has never forgotten his humble roots of arriving in the United States as a teenager, struggling with a new language, but with passion and drive to pursue his dream," said Dick Stenson, President of the PCC Foundation Board of Directors and retired President and CEO of Tuality Healthcare. "His ongoing and generous spirit of providing opportunities to PCC students is a true testament of a business leader and philanthropist who selflessly gives to others hoping to pursue their own dreams."

Yoshida's empire currently includes his sauce products, Crater Lake soda, Oregon Property Management and the beautiful Riverview restaurant in Troutdale, with manicured gardens and a 180-degree view of the Sandy River. He employs about 100 people, and his offices and the manufacturing plant near Portland International Airport are constantly humming with activity, as thousands of gallons of assorted sauces and sodas are bottled around the clock every day of the week.

Linda Yoshida's busy professional life now includes writing novels — her fourth, much-anticipated book releasing later this year. Her award-winning romance, suspense and high adventure stories are penned under the pseudonym Kaylin McFarren. Kaylin is based on the letter K for Kristina — to honor the eldest of three Yoshida daughters, who is an accomplished author in her own right. McFarren is Linda Yoshida's maiden name.

In addition to serving on numerous boards and spending time with her two active grandsons, Linda also runs a nonprofit — the Soulful Giving Foundation, which raises money for research, local hospitals and a summer camp for kids with cancer. It's a life-long promise that began when Kristina was born in the 1970s and suffered from severed yellow jaundice. With no insurance and little means to pay the medical charges Seattle Children's Hospital presented the Yoshida's with a paid in full bill following their daughter's complete recovery and asked if they would be willing to contribute \$250. Amazed by this unexpected gesture, the Yoshida's decided to dedicate their energies and resources to raising money for hospitals, healthcare and child-related causes.

Each summer, they open the garden-filled grounds on their 15-acre estate in Troutdale to more than 2,000 ticket holders and 160 volunteers for their annual Soulful Giving Blanket Concert. They are proud that 100 percent of their proceeds go directly to Randall Children's Hospital and Providence Cancer Center. Guests listen to live bands while enjoying gourmet food and drinks donated by some of Oregon's finest restaurants, wineries and distilleries. Elected officials and business leaders from across the state, who serve as honorary board members and consider Yoshida a good friend and mentor, travel from as far away as Washington D.C. to attend.

It's another class act from a couple who show no signs of slowing down as they share their talent and time to their chosen causes.

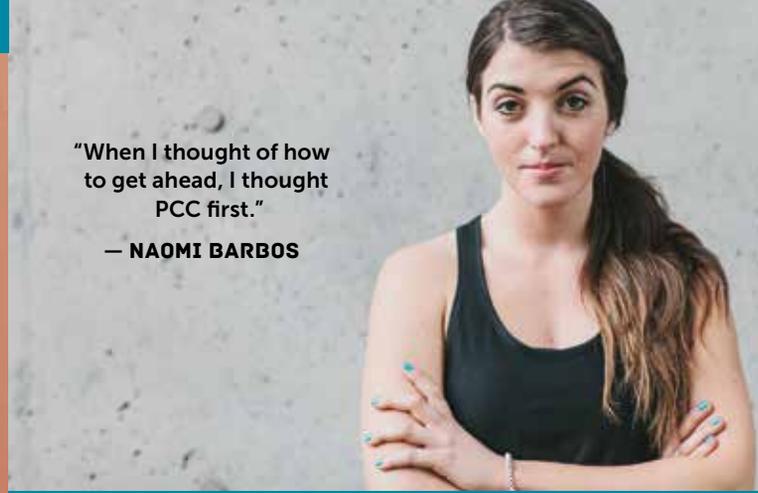
"I tell people that while you need passion, your dream also has to be reachable," he said. "And then once you're satisfied with that goal, you need to look around and find a new one." ♦

Take action like the Yoshidas. Visit the PCC Foundation at [www.pcc.edu/foundation/](http://www.pcc.edu/foundation/) or call 971-722-4382.



“When I thought about making a better future for myself, I thought PCC first.”

— DANIEL LICKEY



“When I thought of how to get ahead, I thought PCC first.”

— NAOMI BARBOS

# DESTINATION DETERMINED

Students share why Portland Community College is helping them blaze a trail in the college’s new awareness and recruitment campaign

Story by Jennifer Boehmer

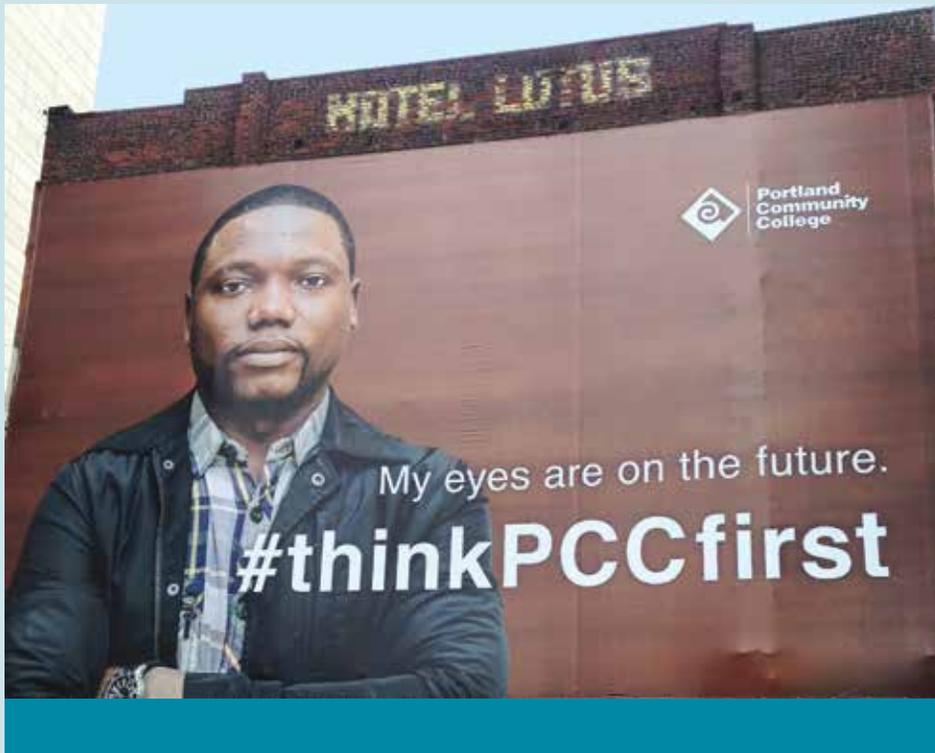
When Trésor Kukena arrived in the U.S. four years ago from the Congo he had a hard time believing in himself because of language barriers and lack of confidence. He chose to study at PCC and soon came to realize that staff and faculty saw strengths in him that he didn’t know he had.

“I’m only a term away from being the first person in my family to obtain not only a college degree but a college degree from America,” said Kukena, who is studying mechanical engineering technology at Sylvania and hopes to someday work at Intel. “Nothing was going to stop me from making the most of my talents. When I thought of how to make my life a success, I thought of PCC first.”

It’s a message thousands of entering students each year can relate to. The “Think PCC First” campaign, rolled out this spring, features the stories of students who are speaking up on behalf of PCC as a great place to begin their futures. The hashtag tagline, #thinkPCC first, invites the community to participate in the conversation as well.

## COMMUNITY COLLEGES ARE SMART CHOICES.

For PCC President Jeremy Brown the campaign reflects the growing recognition of community colleges as critical resources



for the entire educational spectrum.

“In this generation, a great number of students study at more than one institution on the path to their four-year degree. Community colleges are becoming colleges of choice for our students; around 45 percent of all undergraduates in the United States attend community colleges,” said President Brown. “Students and their families are seeing the value of attending a community college close to home for two years before transferring to a four-year institution to complete an

undergraduate degree. They recognize that community colleges are an invaluable asset, especially during challenging economic times such as we’ve seen recently.”

## THE CAMPAIGN IS MORE THAN WORDS.

At PCC there are a multitude of affordable and high-quality academic options for students: Lower division transfer studies for those who want to continue on to universities range from history to photography, art, English, literature, writing, a variety of world languages, geography, music, chemistry, physics, mathematics — the list goes on and on.

PCC also offers technical education degrees and certificates for such careers as machine manufacturing, nursing,

“When I thought of how to make my life a success, I thought of PCC first.”

— TRÉSOR KUKENA



“When I thought of how to make the most of my talents, I thought PCC first.”

— CITLALI RODRIGUEZ



gerontology, electronic engineering technology, automotive technology, veterinary technology and welding, among others. In fact, PCC ranks 11th in the country among community colleges for total associate degrees awarded.

The college also boasts three comprehensive campuses, eight centers and dozens of other locations across the metro area where both credit and noncredit classes are offered.

### STUDENTS ENCOURAGE OTHERS TO “THINK PCC FIRST.”

Four students — Kukena, Daniel Lickey, Citlali Rodriguez and Naomi Barbos — auditioned to serve as the faces of the campaign aimed at encouraging high school seniors to apply to PCC this fall.

“I came to PCC knowing that a higher education was key to making a better future for myself and discovered that the core values and the diversity of the college are very welcoming,” said Lickey.

He appreciates support from PCC faculty and access to modern facilities and countless resources. “There is no limit to what I can do,” he said.

Citlali Rodriguez’s first college experience didn’t feel right because she jumped in without understanding what she wanted to do. She felt completely lost.

Then she arrived at PCC and found a caring, supportive and inviting community where faculty and staff members go the extra mile. When she applied for and was appointed a peer advisor she felt unstoppable. The Portland native who lived in Mexico for five years loves the fact that PCC presents opportunities for students at every turn.

“I’ve grown up a lot in the last couple of

years, gaining confidence in myself and finding my path to be a future nurse,” Rodriguez said. “Nothing was going to stop me from finding the right path. When I thought of how to make the most of my talents, I thought PCC first.”

With her arrival to the U.S. three years ago, Romanian-born Naomi Barbos says she felt a family feeling at PCC. Barbos values the diversity on campus, saying, “We’re all so different yet we are also the same.”

She quickly immersed herself in the Associated Students of PCC, a student leadership group, and found that she has a knack for organizing. Next year she’ll be in charge of ASPCC programs.

“Nothing was going to stop me from becoming a leader and making the most of my life,” she said. “When I thought of how to get ahead, I thought PCC first.” ♦

### JOIN THE CONVERSATION

If you’re one of the 1.3 million lives PCC has touched through education in its 53-year history, you have a story to tell. Use the #thinkPCCfirst hashtag to contribute your perspective. Among the college’s most shared tweets include: *When you think of college, you want small classrooms, not giant lecture halls #ThinkPCCFirst...When you graduate college, you want to do it with less debt #ThinkPCCFirst...If you want to attend a college that believes in opportunity for all students, #ThinkPCCFirst.*

Adding your voice can inspire future generations of learners. For more information, visit [pcc.edu/thinkpccfirst](http://pcc.edu/thinkpccfirst).

## DID YOU KNOW THESE FACTS ABOUT YOUR COMMUNITY COLLEGE?

### WHEN IT COMES TO ACCESS

◆ **PCC has a legacy of creating educational opportunity for the people of Oregon:** Since 1961, PCC has educated more than 1.3 million students.

◆ **PCC works to provide access to opportunity for all:** More than 45 percent of all degree-seeking students at PCC are the first in their families to go to college

### WHEN IT COMES TO TRANSFERRING

◆ **PCC is a pipeline when it comes to transferring bachelor’s degrees:** 40 percent of all PSU graduates took classes at PCC. In the 2011-12 academic year, more than 4,200 PCC students transferred to PSU, nearly 800 went on to Oregon State University and more than 400 headed to the University of Oregon.

### WHEN IT COMES TO THE ECONOMY

◆ **PCC educates and develops a talented and diverse Oregon workforce:** PCC offers more than 100 degrees and certificates in more than 80 areas of study, plus the opportunity to transfer to a university.

◆ **PCC strengthens Oregon’s economy:** PCC has contributed \$1.2 billion a year in added income as a result of job skills obtained at PCC.

### WHEN IT COMES TO INVESTMENT

◆ **PCC works to keep higher education affordable:** PCC is about half the cost of a four-year university and one-tenth the cost of a private school.



**Portland  
Community  
College**

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**Our Project:**

Master the #selfie in the Teen Smartphone Photography class.

— Esther, Sam, Zach and Joe Lewis



# project: YOU

**Make YOU the project!**

If you can dream it PCC Community Ed's hundreds of classes can help you achieve it. Go online to [pcc.edu/communityed](http://pcc.edu/communityed) and get started on your own Project: YOU this summer.

**PCC CommunityEd**

