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MAST MAGAZINE

Lute of Luxury
Looking behind the social
media facade of an
influential Lute

PLU to sell KPLU

What's going on with KPLU
and what does it mean for
students and staff?

MUSIC AT PLU

PLU's crown jewel
and claim to fame

PATTY

Diving into the life the PLU's
first lady and number one fan

A LETTER FROM THE EDITOR



As I write this, I'm watching my Facebook turn red, white and blue. I add a Paris support filter to my own profile picture and read one woman's story about watching people die around her as she hides on the floor. This letter feels so small in comparison.

There's an outpouring of support coming from Pacific Lutheran University, and the rest of the world. Not only for Paris, but for Beirut and Baghdad as well. With the world in shock and horror by the recent terrorist attacks, Mast Media wanted to show our support alongside you.

It's not our place to cover the terror around the world – we'll leave that to major outlets. But we will stand with you in support and announce that the PLU students currently studying abroad in France were not in Paris and are all safe. For the families, schools and communities that were more closely affected by the attack, my staff and I stand with you.

These attacks had me thinking about community and support. It's amazing what a large number of people can do and what kinds of movements that

come out of events like this. In times like these, I'm immensely proud to attend a school that stands for peace, justice and social consciousness.

We originally put together this issue of *Mast Magazine* with stories we liked that thought were interesting. Over the last month, this issue has shifted into an inspiring and touching compilation of stories from across campus.

Mast Media reporters covered the sale of KPLU and the PLU music program's shift into being a regional powerhouse and international presence. Sitting alongside those stories is a feature on Patricia Krise, our very own first lady of PLU, and a profile on Kyle Parsons who was named Marketing Student of the Year and is now transitioning into the world of reality television.

I hope you enjoy reading this magazine half as much as I've enjoyed working on it. Just like always, you're the key in making this magazine a success. The ball is in your court now.

*Samantha Lund
- Editor in Chief*

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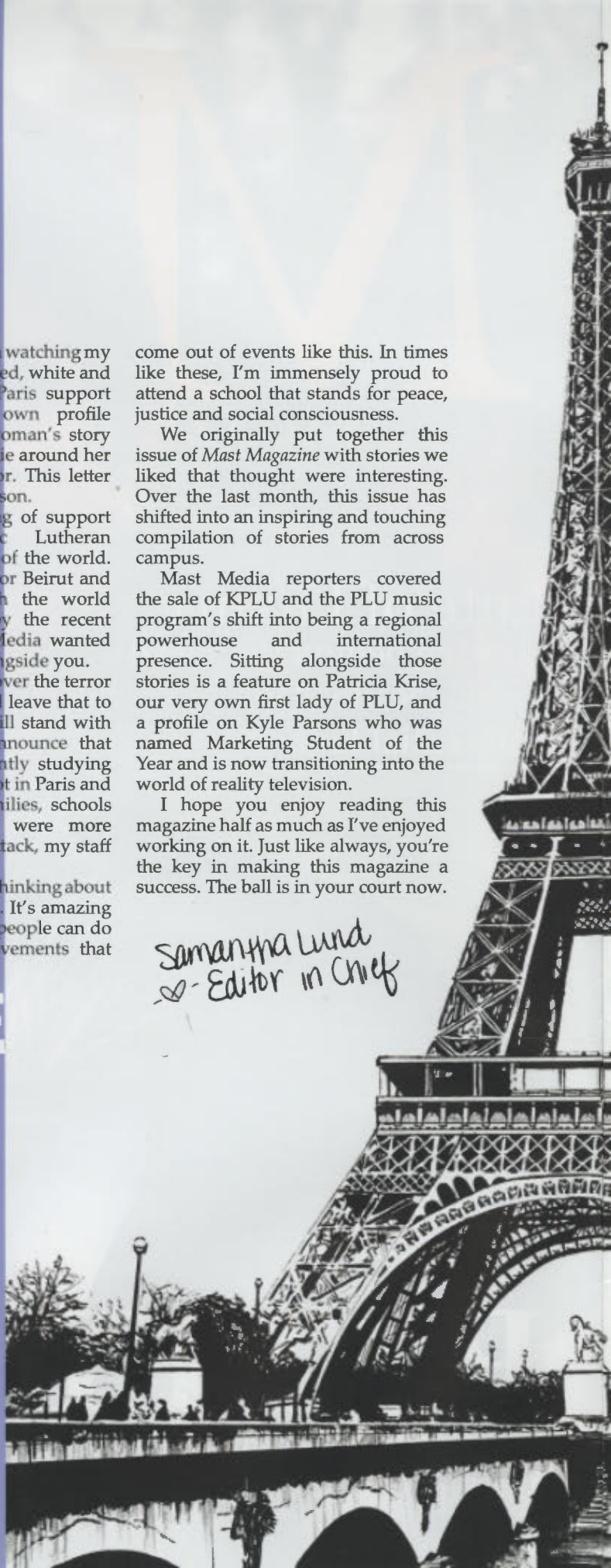
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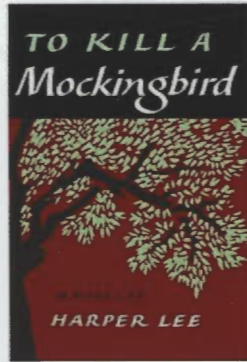
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PLU's crowning jewel and claim to fame



READ |

"I'm currently reading "Into Thin Air." It was the first-year common read. I guess everyone reads it. So I'm reading that, which is great. I haven't seen the movie though.... I'm also rereading "To Kill a Mockingbird" because I want to read the second, new novel that's coming out."



WATCH |

What's your favorite TV show?

"Right now I guess I'm watching - you know kinda like binge watching - Scandal, on the treadmill, right now. So I like to go downstairs where we have a treadmill and exercise and watch Scandal. It's the current new favorite."



| LISTEN

"Hmm... Well right now I have Pandora so I listen to everything, but Pink Martini I like for background music. And actually Train I like a lot. They sing a lot about the Puget Sound area so I love Train for exercise-type music. Those are two of my favorites right now."



four winter favorites

according to Patty.



This month we put the spotlight on Patricia Krise, the first lady and number one fan of Pacific Lutheran University. She let us into her home, her relationship and her years working at Ford.

Check out her full profile on pg. 10.

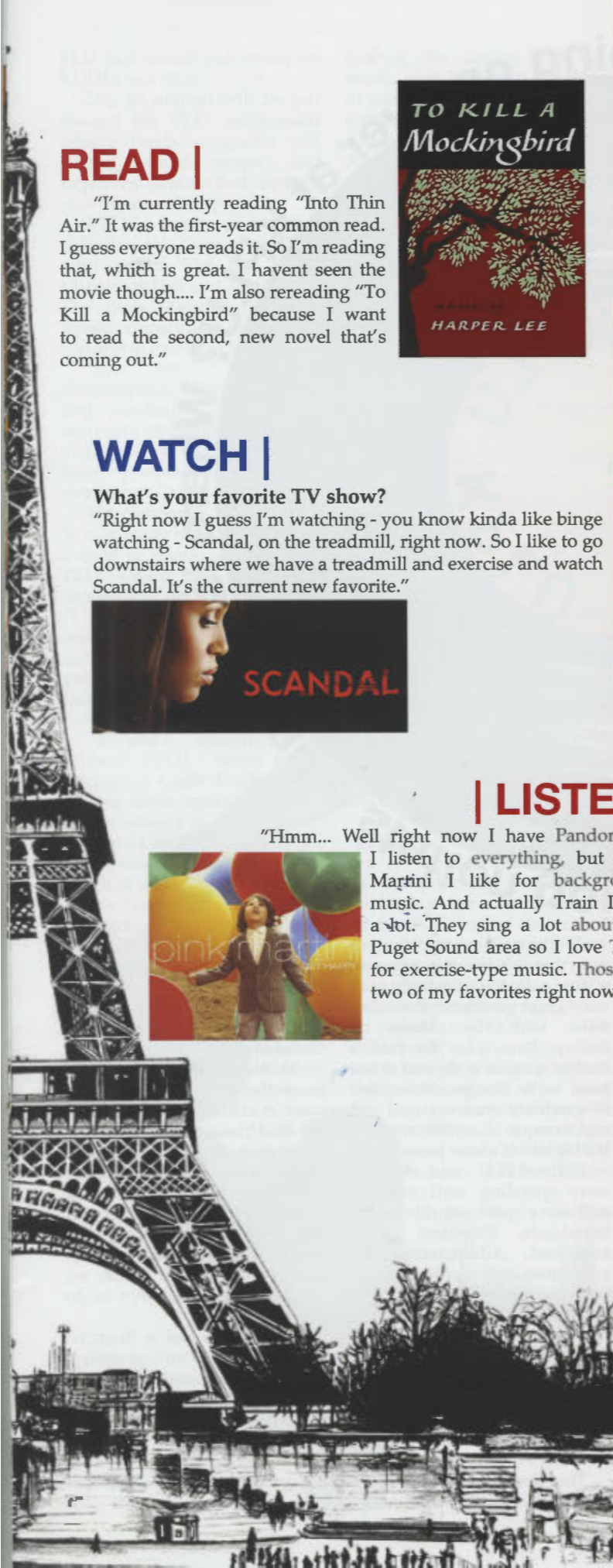
WATCH THE VIDEO ONLINE

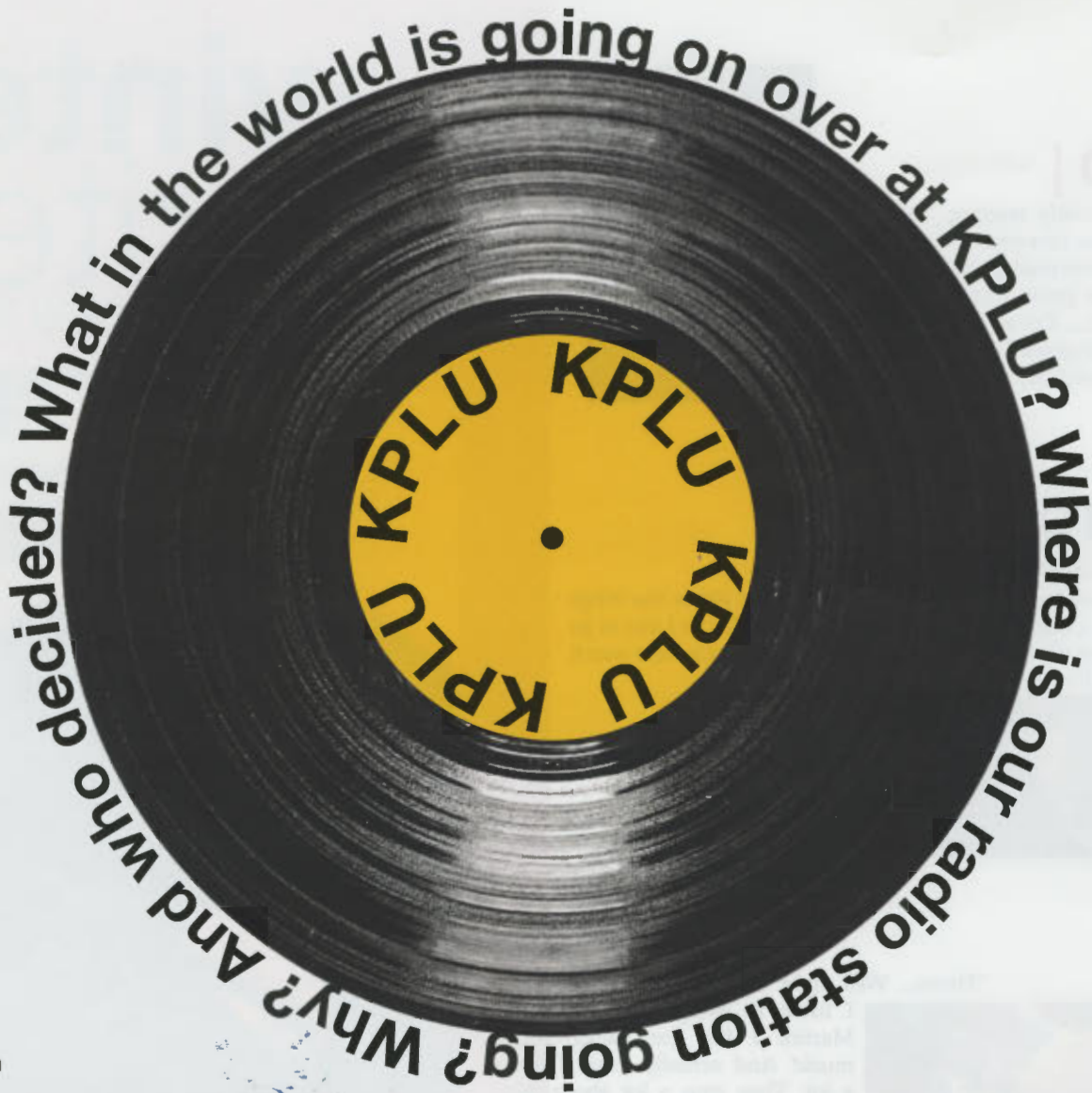
EAT |

"I guess if I just had to pick a comfort food, you know something you always fall back on, it would be spaghetti. With red sauce. But then again if you really wanted something fancy and extra special, it would probably be French food."

What about your favorite place to eat locally?

"Marzano's is one of the best restaurants in Tacoma. In Seattle, Tom and I really like Max in the Market which is really close to Pike Place Market so that's a great place. I think places like Pacific Grill, locally in Tacoma, are great."





And who decided? What in the world is going on over at KPLU? Where is our radio station going? Why?

By Jeff Dunn

Pacific Lutheran University announced its intent to sell KPLU, the award-winning National Public Radio news and jazz station, and its broadcasting rights and facilities to KUOW and the University of Washington for \$8 million on Thursday, Nov. 12. The announcement shocked Lute students, faculty and community members.

"This [decision] made sense to us because we have long shared a common mission and a common region," PLU Vice President of Marketing and Communications Donna Gibbs told *Mast Media* Thursday. "We feel it is better to come together for the good of the community and the listening public."

In a press release, KUOW said it plans to transition KPLU to an all-jazz station, while it takes on all of the National Public Radio broadcasts and Northwest News. If

KPLU switched to a jazz-only broadcast on its own, the audience would shrink dramatically enough that it wouldn't be an effective use of budget or time.

Many Lutes consider KPLU an integral part of PLU's identity. It makes sense, considering it's been an asset of the university since its inception in 1966. The decision has been criticized by students and faculty as being "purely financial."

"Who knows why they did it, but the fact that we needed to signals to me that there's some desperation or something," junior Theo Hofrenning said. "We, the students, should know why this happened."

When a similar question was posed to PLU President Thomas Krise, he wanted to assure students that the university was not in any sort of financial trouble.

"I think it's important to note that this is not in any way a 'fire' sale; the university is in very good position," President Krise told *Mast Media* on Friday, Nov. 13. "We had a budget surplus at the end of last year, we're at a record number of graduate students and our endowment is at \$85 million, the highest it's ever been."

Both KPLU and KUOW were spending well over \$1 million a year on the same broadcasts, President Krise explained. Additionally, the radio listenership in general has been way down in recent years.

"People are consuming media very differently now," President Krise said. "Over the past 15 years, the listenership of all radio in teenagers and 20-somethings has dropped 41 percent, and for the over-50 crowd, it's dropped 13 percent."

The decision had been in the works for a while now,

Krise noted. At least 12 years of confidential discussions had been under way.

Krise also emphasized the importance of the station as an "asset of the university."

"A dozen years ago, we did an evaluation of KPLU and it came in at \$12.8 million. You can see that the value is declining over that time," Krise said. "We're responsible for making sure that the assets of our university continue to support our mission to educate our students. If we have an asset that is declining in value, we need to figure out what to do about it."

Even if it's not a financial decision, that \$8 million dollars has to be going somewhere.

The \$8 million includes \$7 million in cash that will be added to the endowment fund and \$1 million in "underwriting announcements," which includes advertisements for

PLU that would run on-air on KUOW and 88.5.

The \$7 million will be put toward the PLU endowment which, funds programs and events around campus and improves salaries and campus maintenance, Krise said.

KPLU's legacy of jazz has definitely left its mark on PLU, with events like the KPLU Christmas Jam and Jazz Under The Stars. Faculty from the music department expressed concern in emails to *Mast Media*.

"I am speechless, disheartened, worried, angered and insulted. I have never seen any decision like this at PLU in my nearly 32 years here," professor of music and composer Greg Youtz wrote.

He compared this decision to cuts made in the early 1990s, a time of financial trouble for PLU, saying the community faced these decisions together. "I am also shocked that we were not included in such a monumental change to our public identity. Is the word Lutheran next? Perhaps the word 'service?'"

"I can't imagine PLU without KPLU," wrote Music Education Chair Linda Miller in the same email as Youtz. "Even when I taught in South Georgia, I could listen to KPLU, and it was my link to home and much of what is great about the Pacific Northwest."

Students, many of whom are avid listeners of KPLU, are as disheartened as the faculty.

"It's something that I've listened to my whole life," first-year Winter Manisto-Saari said. "My parents listened to it, I listened to it. I'm definitely going to be bummed out about it."

Junior Thomas Horn, a music student, expressed his concern for the loss of the jazz station: "Personally, I love listening to KPLU. I love

hearing the stories and the music, and having it so close to campus down in the Neeb Center was awesome."

During the Faculty Assembly last Friday, other staff expressed concern in an open Q&A session with President Krise.

Questions included whether or not event support from KPLU will cease, what will happen to the music license that KPLU provided for the campus and if the KPLU call letters have met their end. Some questioned

Since PLU owns Pacific Public Media (parent of KPLU and Jazz24), the BMI, ASCAP, and SESAC music airplay license (required for public broadcasting of copyrighted music), covers not only the two stations, but also LASR, MastTV, and music that is played in Old Main Market. If the university were to include the license in the sale of Pacific Public Media, the university would have to purchase a new music airplay license to be used for student media and play in Old Main Market, or discontinue the practice of playing copyrighted music.

the effectiveness of investing \$1 million in radio advertising, a format that Krise himself called declining.

The details of the music license haven't been ironed out yet by PLU or KPLU staff, but the information should be available in the coming months as the FCC begins the review period. This can take anywhere from three to six months. Until then, the station will continue to be independently operated.

President Krise also confirmed at that time that even though the only official document signed has been the letter of intent, there will be a continued support for live events, such as the KPLU Christmas Jam and Jazz Under The Stars.

It's unclear how the sale

will affect the PLU students currently employed at the station.

"I haven't heard anything yet," KPLU student-employee Makayla Tolmie told Mast Media on Thursday. "I'm more concerned for the donors, reporters and staff. Some of those people have worked there for 20 years."

Thirty-six members of the KPLU staff will be laid off as the sale is finalized.

KUOW has 20 open positions that every KPLU employee

An FAQ posted by KUOW says that this is a reflection of "a structure that is being adopted successfully across the public broadcasting landscape nationwide. It strengthens our radio community with a dedicated jazz station, and broadens the reach of our news and information station."

KUOW President and General Manager Caryn Mathes told the *Seattle Times* this will be a big win for the community. "People will get more of whichever thing they like," she said. "We're eliminating content duplication."

KPLU said if the public wish to challenge the purchase, they can do so through the FCC's "Connect America Phase II Challenge Process." The full details on how challenge can be found online at the www.fcc.gov.

An online forum group named #KeepKPLUKPLU started an online petition Nov. 14. Those who wish to stop the sale of KPLU to KUOW can go online to change.org and electronically sign the petition. As of Monday, Nov. 16, the petition has about 600 signatures with the overall goal being 1,000.

The petition reads: "Radio is an intimate medium. We invite it into our private lives and times. We form bonds with the people and the music. We become dedicated. Loyal. Please reconsider, change your minds and, most of all, please keep KPLU KPLU!"

Reporter Note:

It was incredibly coincidental that after the announcement of the KPLU sale, I had just finished a draft of *PLU Music: The Crown Jewel of Pacific Lutheran University* (pg.14). Music has an undeniably strong place at PLU, and the loss of our radio station will go in the history books for the next student reporter who decides to write on this topic. To understand that context, tradition and what our current program looks like flip to page 14

Jake Bilyeu, Genny Boots, Matthew Salzano and Brooke Thames contributed to this report.

HOW DO YOU FEEL ABOUT LOSING KPLU?

Tweet us @PLUMAST
Check out the #KeepKPLUKPLU hashtag

LUTE of LUXURY

By Brooke Thames

Kyle Parsons's posh online persona is helping him make serious headway, especially in the world of reality TV.

Kyle Parsons says he goes for a more “high-end” aesthetic on social media. A good scroll through his Instagram page shows what he means.

The self-proclaimed #RKOI (rich kid of Instagram) isn't shy about showcasing the stacks of money, designer attire and European escapades that populate his Instagram, Twitter and personal website. An appraisal of his profile seems to show it all. With Parsons, however, what you see isn't necessarily what you get. In real life, the senior business student is far more personable.

He's soft-spoken, polite and — while visually fabulous — fairly humble. Parsons's social media accounts paint a different picture. What viewers might not know is that Parsons's eagerness to flaunt his extravagance isn't a reflection of his character, but a part of his online persona — a carefully crafted identity that allows him to connect with people of similar values and interests.

“[My Instagram] definitely has a target audience. If you don't like it, it's probably because I'm not trying to target you as someone to follow my account,” he explains, not rudely, but matter-of-factly. “It doesn't necessarily reflect me as a person, [but it's] more something I do for fun to market myself toward a certain group of people.”

As the 2015 Puget Sound Area Marketing Student of the Year, Parsons knows all about the power of advertising. Self-promotion is exactly how he scored his break into reality television. Parsons is an official cast member in two reality television series scheduled for production in 2016.

It's an opportunity made possible in large part by his image on social media. His casting in “The Majors” — a reality series that documents the lives of “young, affluent individuals” -- virtually depended on it. Parsons was contacted by the show after the producers peeked at some of the content featured on his website.

The lavishness of the content drew them in, the photos of his travels, high-end style and modeling sessions. The production company sent him a message through the site, letting him know they were interested in having him on an episode of the show.

“It was pretty exciting to find out [that they wanted me], especially because I didn't have to audition for it.”

Parsons's upscale portrayal may have earned him a gateway to potential fame, but his lifestyle wasn't always a means of garnering attention. In fact, as a early teen, he used his



wealth as a way of deflecting it.

Parsons's personal experience with bullying in middle school was the catalyst for his online identity. His tendency toward luxury — especially in terms of fashion — developed as a means of silencing the hate. As the son of a wealthy business owner, Parsons found his freedom in purchasing power.

“I knew that the only thing I had as a defense mechanism for myself was the fact that I came from a more privileged background than the people who were picking on me,” he says. “So, I kind of used that to my advantage. I started dressing a lot nicer, I acted a lot more confident [and] I flaunted more of what I had.”

It worked. The bullies backed off and Parsons discovered a way to keep them at bay. Throughout middle school, Parsons not only dressed impress but also to intimidate.

“It was almost like playing a character for seventh and eighth grade. It was like putting on a show.”

However, by the time he reached high school, Parsons's facade had fused with his personality. He formed a true love for fashion. Donning designer clothes wasn't something he “used to make people feel bad about themselves [anymore].” Now, Parsons genuinely enjoys sporting the custom Fur Hat World coat and the Topman houndstooth pants he's frequently pictured in on his Instagram. He thinks dressing up is fun — and the compliments don't hurt.

Parsons's favorite designer brand is Louis Vuitton. He says it reminds him of “old money.” He's drawn to the simple, traditional style and the recognizability that the famous monogram carries. Photos of him toting brands like these sent “The Majors” his way.

“The Majors” is a reality television show that follows its subjects for 72 hours, gathering footage of their daily activities. The subject's “best” morning, afternoon and evening are edited together to present a day in the life of “a Major” — or affluent, young individual.

Come spring, Parsons will likely be seen walking around campus with a camera crew at his heels. The cameras aren't daunting to Parsons. They're a dream come true.

"I have a very outgoing personality, so I always thought that reality TV would be super fun to do," he admits. "For only three days, it's like you get a glimpse into what other celebrities — [who] are doing TV shows all the time — are going through."

Parsons's reality television experience won't end after "The Majors." The Lute has also been cast in another reality television show that's not the typical day-in-the-life documentary.

The details are still top secret, but the premise of the unnamed project is likened to reality shows like "Real World" and "Big Brother."

It's a reality-competition format that features several individuals living together in a house in LA, competing for a grand prize.

To earn the chance to star in the show, Parsons underwent a three-month long audition process that began in May 2015. He filmed and

sent his first audition video, then waited several weeks to find out if the producers liked what they saw. They did, and reached out to let him know he'd made it to the next round. But he still had two more months of convincing to do.

"Then they want more content," he explains. "After your first broad audition video, they want specific questions for you to answer. So, the next couple months was going over specific things they wanted [me] to address before they finally decided who they wanted on the show."

In the end, Parsons was picked to be one of the unknown number of participants to be featured in the new reality series. He was surprised to find that he'd been chosen, especially since his summer travels in Europe interfered with the audition process. Lack of time and internet access left him feeling like he hadn't put his best effort forward. Nevertheless, the producers were impressed and Parsons was ecstatic.

When asked why he decided to audition for reality TV, he says his boredom drove him to it. He was simply lounging in his room, wasting time on his laptop, when the idea came to him.

"I was like, 'Let me see what I can do. Oh, I'll just audition for a show.' It was a last minute thing."

It's a spontaneous decision that could likely change his life. If he were to win the competition-reality show, Parsons would earn his own reality series as a prize. Even if he doesn't win, the experience will surely have some lingering effect. As Lifetime's summer series "UnReal" revealed, reality television is not for the faint of heart.

Parsons seems to know that.

"They want to know peoples' personalities very well before they cast them, because they want to make sure it's a fun dynamic where they can make drama happen," he says.

He's also a bit nervous.

"In the contract I had to sign [it says], when you sign this, you know you're a character. If they want you to do something, then you do it. Keeping that in mind, it's a little nerve-racking not knowing how I'm supposed to be acting or what I'm supposed to be doing."

Parsons's main fear is that his actions on the show will warp his public image - that playing a character on "reality" television might give his peers a false impression. He'd hate to see people in his life see him differently because he's "assigned a character that isn't the best person." It's almost as if he's back where he started, playing a character for the sake of affecting an audience. Only this time, the audience will include plenty of family and friends who will be tuning in to cheer him on.

More than anything, Parsons is excited about the opportunities ahead.

"I think it seems like something that would be a really fun opportunity, especially while I have more free time when I'm younger."

Parsons feels the same way about modeling, which he does fairly frequently. Images from his various shoots live both on his Instagram and under the "modeling" tab of his website. Several of the photos featured are from nude photo shoots he's participated in. Parsons got into nude modeling following the release of Marc Jacobs' line of t-shirts for the

"Protect the Skin You're In" campaign. He saw the buzzworthy image of a naked Miley Cyrus on the front and was inspired to do something similar.

"I just thought it was so much fun," he says. "So, I started doing more photoshoots, and then that's when I reached out to the professor on campus to do [nude] modeling for the figure drawing class."

Parsons was featured in an early 2015 issue of *The Mast* for his participation as a nude model in a PLU art class. He says the reaction to his amateur nude modeling career has been mixed, earning both positive and negative comments. But Parsons doesn't really do it for the attention of others.

"I do [the photo shoots] myself for myself."

**"True
immortality
is being
remembered
both in life
and death;
so make
sure you live
a life worth
remembering."**

It's an interest born out of his curiosity regarding art and freedom of expression. Ultimately, he'd like to see males given the freedom to explore these things more freely in American culture.

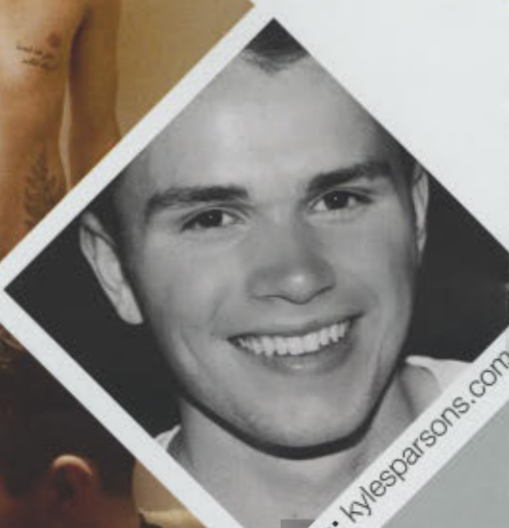
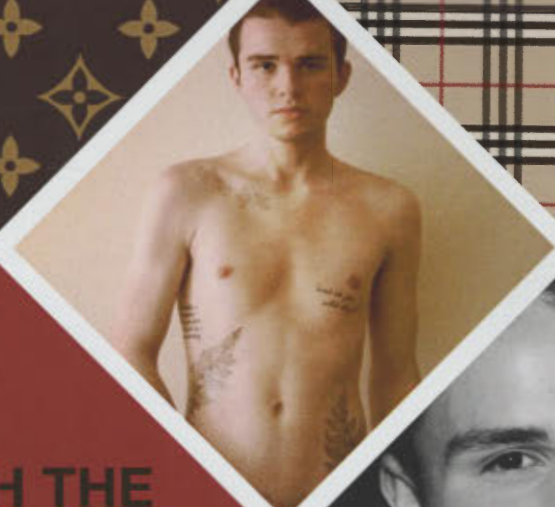
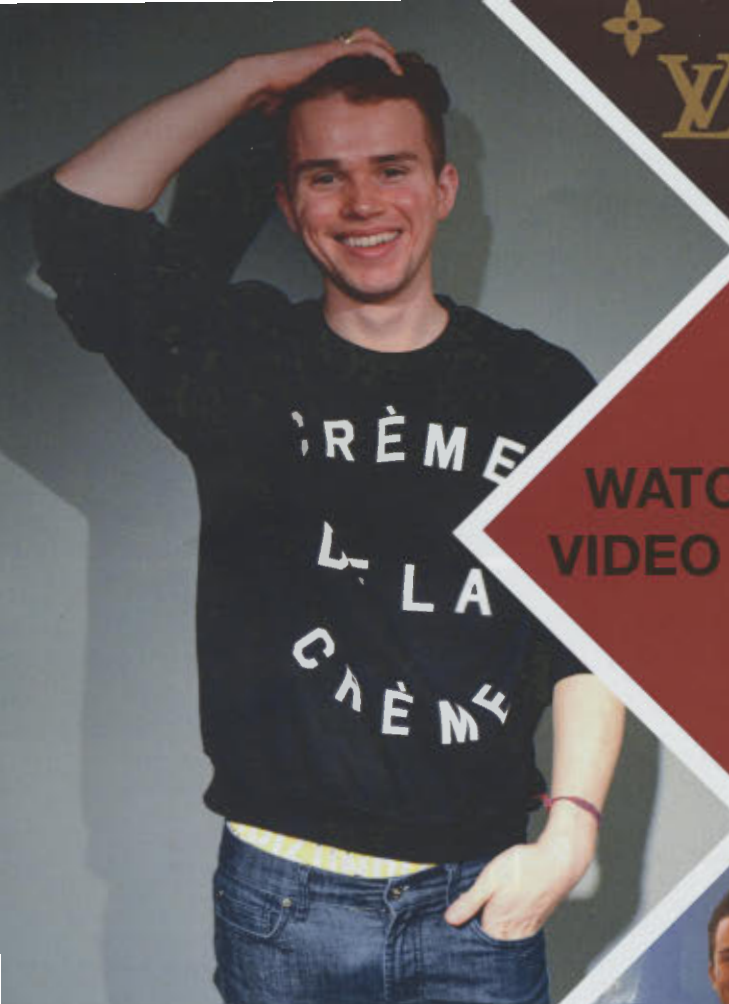
"I [like] being able to express different emotions and different ideas and different feelings. It seems more weird to have a male doing something like that than a female. I feel like guys are afraid to [...] express themselves in more emotional or vulnerable states. [My photos] just show it's okay for guys to do it, too."

Parsons openly shares his nude photos on his website, but must keep them off of his other social media for the sake of representing PLU's School of Business. Parsons is a senior Business major with a concentration in Marketing. After a painstaking shift through the various business concentrations, he found a home in the Marketing department. Business, however, has always been the main goal. He specifically chose PLU because of the business school's high ranking by the Princeton Review.

Despite being the child of a business owner, Parsons says his father didn't fully support his quest to follow in his dad's footsteps.

"He wanted me to go into the medical





WATCH THE VIDEO ONLINE

Web: kylesparsons.com

Instagram: @ksp_lifestyle

Facebook: Kyle S Parsons

field and be a doctor," he says. "His idea of me working in the business world was that I was just going to be stuck in the mailroom for the first five years of working, and I wouldn't get as far as I hoped."

Parsons, however, is determined to make it in the corporate world. He dreams of being a marketing executive for a famous fashion house, such as Louis Vuitton, Chanel or Hermes.

"I just want to work in the fashion world because I love fashion, and I think it would be amazing to have a career where I can tie in my passion for marketing and my love for fashion."

In addition to being President of the Puget Sound American Marketing Association, Parsons hosts a radio show on PLU's Lute Air Student Radio. "After Hours with Ramy and Kyle" airs weekly, Wednesday nights at 7 p.m.

"It's more of a talk show. We have music in there, but [Ramy Carter and I] spend majority of our time conversing over the radio."

Their popular segments include "Would You Rather," "Buzzfeed Quizzes" and "Text Messages with Ramy and Kyle," where they read the last texts they've sent from their phones. Parsons has a lot of fun as a radio host, and he says he enjoys his dynamic with Carter on the air.

"I think our chemistry meshes very well on the radio," he says. "We banter back and forth, and it's just a lot of fun to do."

Fun seems to be a focus for Parsons. He leaps at enjoyable experiences, whether they be connecting with people through social media, taking photos to add to his website or diving into the world of reality TV. He wants to make the most of his life, as per the self-spoken quote featured in his Instagram bio:

"True immortality is being remembered both in life and death; so make sure you live a life worth remembering." - KSP

Five Fast Faves:

Fave musical artist(s): "Britney Spears and Miley Cyrus."

Fave Netflix binge: "How to Get Away with Murder."

Fave movie(s): "The Scream series."

Mac or PC? "Apple for sure."

Coke or Pepsi? "Coke."

NEWS

From around the world...

Brazilian dams topple

The collapse of two dams at a Brazilian mine has cut off drinking water for 250,000 people and saturated waterways downstream with dense orange sediment that could wreck the ecosystem for years to come. On Tuesday, Nov. 10, 11 people were killed and 12 are missing, while over 500 people were displaced from their homes.

Terrorism in Paris

In Paris on Friday November 13, several gunmen and suicide bombers almost simultaneously, attacked a major stadium, a concert hall and several restaurants and bars. At least 129 people are confirmed dead and hundreds wounded.



Attacks cover Baghdad

In Baghdad on Sunday Nov. 15, several blasts killed at least seven people and injured 15 others. In the center of the Iraqi capital two attacks left three dead, while two other explosions killed two soldiers and two civilians.

Bombing in Beirut

On Thursday Nov. 12, at least 41 people were killed in two suicide bombings in Beirut, the capital of Lebanon. This bombing is the deadliest in the capital since 1990, the end of Lebanon's civil war.

Earthquakes in Mexico

In Baja California, Mexico on Friday Nov. 13, a magnitude 4.3 earthquake struck in the morning. There were no immediate reports of injury or damage.

Earthquake in Japan

Friday Nov. 13, a magnitude 7.0 earthquake hit Japan's southwestern coast, triggering a small 30cm (1ft) tsunami according to the Japan Meteorological Agency (JMA). There were no immediate reports of damage or injuries.

LOCAL

Ravensdale recognizes Washington's mining disaster

Ravensdale, in Southeast King County, Wash. marks 100 years since the day 31 coal miners died in one of the state's worst mining disasters.

Washington welcomes refugees

Gov. Jay Inslee says that unlike some governors across the nation, Washington would welcome Syrian refugees in the wake of the Paris attacks. 25 Syrian refugees settled in Washington between October 2014 and September 2015, according to the refugee coordinator for the state's Office of Refugee and Immigrant Assistance, Sarah Peterson.

New bill aims to help homeless, youth attend college

A federal bill proposed by Sen. Patty Murray, looks to improve the number of foster care children who attend college. The legislation reaches out to colleges and universities to increase the outreach and resources for homeless and foster youth.

Toxic algae concerns the West Coast

In Washington, razor-clam season has been shut down since the spring and isn't expected to be open until December. A surprisingly large toxic algae bloom began growing off the West Coast. It has been affecting fisheries and wildlife from Southern California to Alaska.

'Empty Bowls' PLU annual fundraiser

Pacific Lutheran University hosted its annual 'Empty Bowls' fundraiser to promote awareness about hunger within Pierce County. The PLU ceramics program created over one hundred handmade bowls for the event. Proceeds were donated to the Trinity Lutheran Church Foodbanks.

Five Lutes awarded all-conference

Juniors Takara Mitsui and Kelly White and sophomores Machaela Graddy and Hailey Smoot received first-team honors. Sophomore Taylor Lunde was awarded second-team recognition for the Northwest Conference 2015 Women's Soccer All-Conference Team.

News brief compiled and written by Courtney Miranda

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Patty Krise outside her home, Gonyea House, on Nov. 4.



PATTY

Detail-oriented businesswoman Patricia Krise cares about Lutes more than saving millions at Ford.

Story by MATTHEW SALZANO Photos by MCKENNA MORIN

Patty Krise leads the way into her office. As she poses for photos at her mahogany desk, she points out some details in the room.

She sits behind two computers — one for working, one for keeping her eye on other things. Sitting in front of a shelf crammed with books, there's a Dia de los Muertos mask from when she and her husband, Pacific Lutheran University President Thomas Krise, visited the PLU gateway study away program in Oaxaca, Mexico. Under her leather desk pad, she keeps a Lutes athletics calendar.

As we leave, she spots the car I took down Spanaway Loop to Gonyea House, parked 20 yards away.

"Nice Explorer," says Patty, a third-generation Ford employee.

Patty Krise pays attention to detail.

Whether it's business, personal or Lute life, she doesn't miss a beat.

At about 6 a.m., Patty starts checking her email. She has to keep up with her Ford team in Shanghai, otherwise the time difference causes delays. When you're a project manager and a Six Sigma black belt — which means taking a four-hour, proctored exam to be a certified leader in process improvement — you don't let a 16-hour time difference slow you down.

She started her business career at Hanover College in Indiana, where she graduated with a bachelor's in business. As an undergrad, she played Division III Volleyball and Basketball, missing only her senior year of basketball because of an internship.

The economy was in a downturn when she graduated with her Master's of Business Administration from Ohio's Miami University in 1982. She lived at home. She worked as a substitute teacher

for first graders up to high school students, a waitress and other odd jobs to make money.

Then, in 1984, she accidentally continued a family tradition. Both her father and grandfather worked for Ford Motor Company in Detroit plants; she followed suit but worked a variety of management positions in the Midwest.

The field was male-dominated. It was quintessentially American: the Midwestern car dealer, the U.S.-made car and all the masculinity that goes with it.

When Patty showed up, the dealers were a little puzzled, but that didn't stop her.

"They weren't used to having female sales representatives. It was different for them, especially when going to very remote and rural dealers who were used to dealing with male sales reps. When they're selling big F-350 pickup trucks, they'd think 'What's this woman from Indianapolis going to tell me about how to run my business?'"

"Trying to prove to these dealers — who had never had a woman try to help them with their business — I had to go that extra mile. I had to prove to them I knew what I was talking about."

After briefly leaving Ford for Chicago to establish the dealer network for Nissan Infiniti, a luxury car brand, Patty is back as a project manager at Ford Motor Credit, the division of Ford that loans money to the dealers and buyers of its cars.

As of April 2015, she's running process efficiency projects on a new IT system in China. Her only project is to "make sure China launches successfully." She runs in between time zones in Shanghai, Ford's Headquarters in Dearborn, Michigan, and her own here in Tacoma.

She's up at 6 a.m. for conference calls and has them scheduled through 7 p.m. about three

days a week. She travels to Shanghai two or three times a year.

She's not just a first lady.

In some pre-interview Googling of Patty Krise, I found some surprising numbers attached to her efficiency. She's worked on more than 10 teams doing Six Sigma projects in the last 10 years at Ford Motor Credit.

"I haven't kept track, but it's annual ongoing savings, and \$90-100 million is pretty close to what multiple teams have been able to save with Six Sigma."

Shoot, I hope those dealers listened back in the '80s. Clearly, Patty Krise pays attention to detail.

"Oh, you'll get the hang of it." Patty is talking to a young Thomas Krise. He's struggling to master some dance steps in the aerobics class they're both taking in a small health club in Minot, North Dakota, a town that she estimates had a population of 50,000 at the time. Patty is working one of her first sales territories for Ford; Tom is on his first assignment out of the Air Force Academy.

They got to talking after she encouraged him.

"I'm going over to Perkins to meet some friends," Tom said. "Do you want to go grab a cup of coffee or something like that?"

Patty felt hesitant.

"And so, I'm thinking 'Gosh, I don't even know this person,' you know? 'I don't know!' But I went, and that's kind of how it all started."

Patty was commuting every week for Ford from where she lived in Minneapolis, Minn. to her sales territory in Minot. She and Tom continued their relationship this way for six months until she was promoted to the larger sales territory of Fargo, North Dakota. The distance didn't stop them — they regularly drove about two hours to meet halfway for dinner at one of two restaurants in Devil's Lake.

In fact, distance has always been a common factor in their relationship. Even before she began making international trips for Ford and Tom became a university president, they found themselves making appearances across the nation and globe.

"I think for the first 10 years we were married, we commuted half of our lives."

As they carried on their commuter relationship, they tried to make one weekend a month exclusively dedicated to doing something fun together. Patty fondly remembers seeing the musical "Phantom of the Opera" together in a trip to London two years after they were married.

Cleveland to Washington, D.C., Illinois to Colorado Springs, Shanghai to Tacoma. They've made it work for some time — November marked 30 years since Tom proposed in a Minneapolis breakfast joint.

"The important part — and I think it's still the tradition we have today — is that regardless of where we are in the world, we always talk to one another every day," Patty

COLTON WALTER



What'd you think about "Princess Krise?"

"Oh, I thought that was hysterical! That was great. I got a good chuckle out of that.

"So Tom came home with the edition, and I think it was the front had something, right? But he goes, 'Oh, but wait until you see the middle!'

"I thought it was very cute. We got a good chuckle out of it."

I heard something about gray hair.

"I was talking to Vicki in the President's office. It was laying out, and I said 'the only thing he's going to be upset about is there's too much gray hair.'

"Sure enough, that's what he said! *Mimicking an angry Thomas Krise*: 'I'm not that gray, am I!'"

says in regards to sustaining their long-term, often long-distance, relationship. "We've made sure we did that all the time. Always keeping those lines of communication open."

When they're in the same place, they get up together and eat breakfast before both start busy days — her conference calls, his life on campus.

Patty and Tom still attempt to keep up that work-free weekend tradition, although it often fails — a recent trip to Walla Walla turned out to be a little more "business" when they visited Whitman College.

On some of those weekends and free moments, the two enjoy heading out on their sailboat. It's a pastime that Patty, who "didn't grow up on a sailboat," picked up from Tom. Otherwise, they spend time together in their almost 5,000 square foot home known as Gonyea House. It's regal in name and size, yes, but it's not very threatening when you understand how much the Krises have made it their home.

It's the only home they own, and it's largely filled with their furniture. They utilize the whole space, every foot of it the best they can, she explains.

They also watch "House of Cards" on Netflix. She says one of the things they enjoy most is when they get to just make a simple meal at home together. "It's all about the food," she says.

Food is a common symbol of the Krise household. Every first-year class is welcomed into their backyard at the President's garden party. If an organization wins the biggest prize possible, its members are invited to dinner — like the 2012 Softball team that won the National Championship. International students who can't make it home for Thanksgiving are invited over for dinner.

Patty says it's all about the food, and that's certainly true. But that food, whether chicken on the grill with Tom or a fully-catered meal, is representative of a deep amount of care.

"I was waiting in the UC equivalent where the dining area was," Patty says, describing a recent university visit experience she had while waiting for Tom, "and I was just sitting, kind of watching. Even walking, I noticed the students would look down. They wouldn't look at you, no holding the door, just not that sense of friendliness you get here that I think is very evident when you walk onto campus."

Patty Krise is a Lute by association. She's undoubtedly one of us — but she doesn't work for PLU and she hasn't studied here.

"I think it started right away. I just think that's the way it is at PLU," she says, regarding her Lute identity. "Feeling like a Lute, it's like a big family. They just kind of bring you in and make you a part of their own."

I've always felt a little skeptical about the passion of any university president for his or her university. Even more so when



Patty poses throughout her home. LEFT: the front room. TOP: the entry of Gonyea house. BOTTOM: in her office.

it comes from the spouse.

Patty isn't paid or employed by the university like her husband. But as we spoke, it only became more clear to me that there was no act. She deeply, truly cared about the university, its mission and its people. But why?

She says staff, faculty and administrators want to be on campus "because it's a great mission and you're surrounded by great people."

"You as students might not see that, but [for] us who have been out of school for a while and in the workforce, we see what great things students are doing and it makes you feel so good. It's just something you want to support. It's a privilege to be able to spend time with students who are thoughtful, smart, caring and who want to give back."

Giving back is what "Lutes do," Patty says. It seems this is what strikes the closest to her heart.

"You might think that's common with other schools," she says. "Having been at other universities, it's not common.

"PLU has something really different, something that's really special — that not a lot of other schools have. It's a great place. More people should know about it."

We've been chatting for more than an hour now, and the sunlight that put glare in her glasses has mostly faded, leaving a clear view to her eyes. Her voice has softened. The conversation has gone through her business

Do you consider yourself the first lady of PLU?

"Certainly I'm here for support and to be a good listener.

"I know a lot of people see it as the first lady, and that's fine. It's just a term that's been around for a very long time. I'd say if I have to describe myself, I'd say maybe like **first fan** because I love to go to all the events, and I like to cheer on PLU whether its music, theater, sports or whatever it is — I just like to be there as a support and fan of PLU.

"That's kind of how I see my role is to kind of be there to help Tom in whatever way I can. Sometimes it's just being a good listener."

life, her relationship with Tom and ended on care for the PLU community.

It occurs to me that, even though she demonstrates such a deep care for the university and the students who give it life, she doesn't have explicit forums for interacting with students like her husband does.

"How do you wish more students would interact with you?" I ask.

"Gosh, I'm open to just about anything," she says. She mentions enjoying when people interact with her tweets at @pattylkrise. But most of all, she wants students to "feel comfortable just coming up and saying hi."

"Any advice?" she asks.

I'm not sure how I think campus could interact with her. I wish everyone was able to do what I did: just sit down with her for an hour and talk about life.

"I think students like to know it's okay to speak to you."

"Yeah! Tom and I are of that age where we could have students who are in college. We don't have kids, but we certainly could be parents of kids."

Her voice, still with the strength of a powerful businesswoman, is a little slower than normal. She appears to truly reflect on her role as a Lute by association — beyond first lady, avid fan and occasional business lecturer.

"I would like them to treat us just like they treat their parents. Because that's what we are, I guess. We're surrogate parents, right?"



Music

THE CROWN JEWEL OF PACIFIC LUTHERAN UNIVERSITY

BY GENNY BOOTS

Pacific Lutheran University houses a music department that's regionally, nationally and internationally acclaimed. This music department has tackled some of the most difficult operas, won international choir titles, brought in world famous composers and conductors and has produced some of the foremost performers in the profession today.

The music program at PLU connects us to our university's past, sets a path for our future and makes one music department very, very busy.

WHY SO MANY MUSICIANS?

If you're in the Puget Sound music community, or have teachers, coaches and/or directors from the Lutheran tradition, you're sure to know PLU. It seems like everybody had a choir director who went to PLU, or whose family member went to PLU to study music.

According to admission statistics, about 25 percent of Lutes participate in the music program. A large faculty presence mixed with a hungry student body produces a perfect, probably cacophonous, storm.

PLU is not a conservatory, such as

Juilliard or Oberlin, but the competitive program is based off of this model. PLU students are required to take classes outside the music program as a part of PLU's overall liberal arts curriculum.

"The level of performance is, in many cases, as you'd find at a conservatory, but it is done at a liberal arts setting. That is even more remarkable because the students can't dedicate their full time to just performance," said Choir of the West Director Richard Nance. "I am really amazed by the things they do."

This high level of performance partly comes from a performance-based faculty. Most of the music faculty do not hold doctorate degrees like their cross-campus counterparts. The majority of professors have a Doctorate of Musical Arts (D.M.A). This is a more performance-based, rather than theoretical, degree. "Most of us are performers. That is where our home base is and we think in those terms," said Director of Orchestral Activities Jeffery Bell-Hansen.

In recent years, the staff has also widely grown. For a small liberal arts school of 3,000 undergraduates, a typical music

faculty would look more like four or five. At PLU, there are 15 full-time music faculty.

"When I got here, I was the 15th or 16th full time member of the faculty. It was staggering for a place this size, and they seemed utterly fearless," said Professor of Music and Composer Greg Youtz.

There are also around 40 part-time faculty that teach specialized lessons to students.

This performance mindset, mixed with a dose of fearlessness, has produced some incredible undergraduate performances.

In 2007, the PLU opera program performed Monteverdi's "L'Orfeo" for the PLU mainstage. According to Brown, the Director of Vocal Studies this is performance is an accomplishment to perform and PLU opera undergraduates students took it on.

"Everybody in music knows this opera, and nobody does it, partly because it is really hard," Youtz said. "It was outrageous. What school our size would do something like that? Or have the connections to do something like that?"

It is this type high level work that keeps professors coming back. "That community of people that can make music at such a high level and do it together — there is something really electric about that. When it's really going, everything is meshing together, you feel this electricity in the room that you just can't get anywhere else," Nance said.

The PLU environment creates a particular music community. "Because it's a small school, we don't have these various things that people get distracted by. So there is a real focus on music here," Nance

Symphony Orchestra

With more than 70 musicians, the PLU symphony orchestra performs four of the five major concerts on the Music Department's "Orchestra Series" each year.



PHOTOS BY JOHN FROSCHAUER

said. "Not that there aren't other great programs. There certainly are, but there's a real focus on music here that is very visible."

A part of that focus is rooted in PLU's middle name. The musical heritage attached to our Lutheran identity is, in part, how the music program started and remains so strong.

HISTORY

The PLU music program began right after the school's charter was signed in 1890. "We love to tell the tale that, after the president, the first person hired at PLU in 1890 was the music professor," said Youtz. "Because if this is a school for Lutherans, you have to have a choir. It's absolutely essential. So that's the story and we're sticking with it."

And so came the Choir of the West. In 1925, the choir was formed and has been a mainstay at PLU ever since. Through the years, the choir gained regional acclaim, with several national and international tours. Yet the biggest turning point of the Choir of the West and whole music department came in the 1960s. PLU welcomed Maurice Skones as the new choir director and department chair. Skones was an instrumental part of where the PLU music program is today.

Under Skones, PLU welcomed the world famous Polish composer Krzysztof Penderecki to campus. The Choir of the West performed the west coast premiere of Penderecki's "Passion According to Saint Luke" in 1974. That performance garnered critical acclaim and put PLU officially on the map.

"I talked to people who had been at

that performance, and there was buzz about that for a decade and half. Suddenly everyone knew that PLU was the school that had Krzysztof Penderecki and had done the west coast premiere of his "Passion," said Youtz. "You do one sort of big thing like that and it literally sticks in people's minds for a very long time."

Thanks to Skones and then Dave Robbins, two powerful department chairs, the PLU music department quickly began to grow.

The PLU name still holds strong in the musical community, with connections that have continued to bring in well-known and regarded composers, directors and performers.

Growing connections come from a faculty that is still creative and actively involved in their professional careers. "We are getting more and more faculty who are deeply invested in the creative, professional work of their field," said Youtz. "What this means is that students not only get to see us be excellent teachers in the classroom, but they get to hover over us as we do our professional thing. I saw less of that when I first arrived."

The history of professional, well-trained faculty has not ended, but the new wave of professors who are also current professionals has made a big impact on the music department. "Students are our new colleagues and we really think of them that way," said Bell-Hansen.

CHRISTMAS CONCERTS

One of the biggest performances of the year is the annual PLU Christmas Concert Series.

These concerts have been an important

tradition for the music department. The choirs and orchestras spend all month rehearsing while students balance the end of the year rush.

"I swear, no one is as busy as a music student," said Nance.

This year the Christmas Concert is particularly special. As it is the 125th year of PLU, a special Anniversary Gala Performance will be held Dec. 11. This performance will feature PLU alum, and current New York Metropolitan Opera singer, Angela Meade.

The orchestra will also be premiering a piece by Los Angeles composer J.A.C. Redford. According to his biography, Redford has written and composed for Hollywood blockbusters such as "The Little Mermaid," "Skyfall" and "Avatar."

Redford composed a piece for the University Chorale, Choir of the West and the University Symphony Orchestra especially for this year's concert series.

And to really sweeten the pot, the gala performance will be broadcast on Seattle public broadcasting station KCTS (Channel 9) and Oregon Public Broadcasting stations on Christmas Eve, and on OPB Christmas Day.

The concert will also be available on DVD starting spring 2016 and be shown during the holiday season countrywide.

Performances are held in the Benaroya Concert Hall in Seattle, Schnitzer Concert Hall in Portland and in Lagerquist on campus. These shows typically sell out within a few days, and this year's performance is no exception. At time of print, tickets remain for the Seattle and Portland shows only.

The Christmas concerts are one of the biggest gateways for the public into the PLU music program.

These concerts are only a handful compared to the 100-plus performances each year. "I don't think that people really understand how much we do. And usually if someone comes to our concerts who has never been before, they come back. They see it's a really good thing to go to," said Nance.

All concerts are livestreamed online, but to get the full experience, a live show is a must. "There is definitely an interaction between what is going on onstage and who is in the audience. There is a personal connection there that is really important," said Nance.

SO WHAT?

In short, the music department at PLU is a big deal. Hours of work, practice and performing by students and faculty build on a strong and reputable music program.

"I would like to say that we are certainly a unique kind of institution. I would never claim to be the best, but I'm not even sure I find that an interesting thing to say," Youtz said.

PLU music figureheads, Richard Nance, Gregory Youtz and Jeffery Bell-Hansen, across three interviews, during a stressful and hectic time of travel and rehearsal, all said the same three words about PLU: "Why would I go anywhere else?"

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