

A countywide reading project at the Deschutes Public Library



Reader's GUIDE

BOWERMAN
and the Men of Oregon

by **KENNY MOORE**

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SPECIAL THANKS TO

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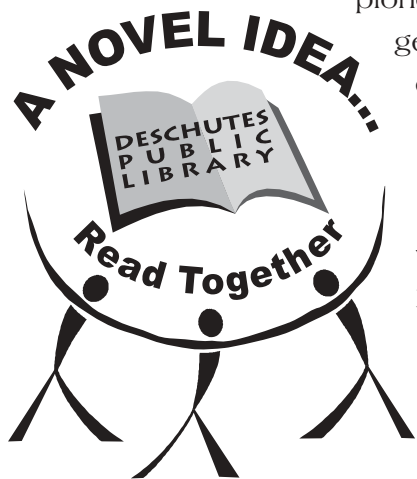
About the Project

Now in its fourth year, “A Novel Idea...Read Together” has become the premier community reading program in Oregon. This month-long reading and discussion event is organized by the Deschutes Public Library and funded by the Deschutes Public Library Foundation with the support of other community sponsors. The purpose of the event is to build community by broadening and deepening appreciation of literature through reading, participation, and discussion.

The 2007 selected book, *Bowerman and the Men of Oregon*, describes the life of Bill Bowerman, the University of Oregon's legendary track coach and co-founder of Nike. The book celebrates the spirit of Oregon through the life of this incredible man who represented all of the characteristics of the earliest

pioneers and added his sheer genius, humor, and grit to everything he faced.

Author Kenny Moore, a former senior writer for *Sports Illustrated* and a world-class runner under Bowerman's tutelage, delivers a fully realized portrait of Bowerman.



“A Novel Idea...Read Together” kicks off a month-long, multi-media, multi-faceted series of events on Sunday, April 15 and runs through Saturday, May 12.

Throughout the month, more than 20 programs will highlight this year's book at the public libraries in Bend, Redmond, La Pine, Sisters, and Sunriver. All of the programs are designed to enhance the participant's knowledge of the book and the man whose legacy touched our lives in a variety of unexpected ways.

Programs will inform Deschutes County residents about early Oregon history, the entrepreneurial spirit behind Nike, the 10th Mountain Division, films about the legendary Steve Prefontaine, and a reunion with some of the “Men of Oregon” to take part in a Jogger's Mile event. The celebration ends with author events on May 11th and 12th.

Author Kenny Moore

Kenny Moore, a distance runner on Bill Bowerman's track team, placed 14th in the 1968 Mexico City Olympic marathon. In 1969, he broke the American record for the marathon with 2:13:29 and improved to 2:11:36 the next year. In 1972, he placed 4th in the Munich Olympic marathon.

Moore has written for *Sports Illustrated* since 1971.



Kenny Moore, c. 1960s

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He covered every Summer Olympics through 1996 and is the author of *Best Efforts*, a collection of his *SI* pieces on runners and races.

With Robert Towne, Moore cowrote the 1998 Warner Bros. film "Without Limits" about Oregon distance runner Steve Prefontaine and coach Bill Bowerman. He then turned his energies to Bowerman's biography. He lives in Eugene, Oregon and Oahu, Hawaii.

Track 101

First practiced in Egypt more than 4,000 years ago, the Cretans and the Achaean Greeks became the first to engage in it systematically around 1500 B.C. Modern track and field began in England in the beginning of the 18th century, primarily in the form of running and walking races. The first British Championships were held in 1866. The sport then spread to the United States and Europe and the first modern Olympic Games were held in 1896, which consisted mainly of track and field events. Today, track and field is primarily an individual sport that combines approximately 30 different events. These events are divided into track competitions that include sprints, middle and long distance races, and field events (jumping and throwing).

The Stadium Track

Because England was the birthplace of modern track and field, Imperial measurements dominated. One yard is 0.914 m, and one pound is 0.454 kg. Most stadium tracks today are 400 m long, but some English-speaking countries still have track measuring 440 yards. This was derived from the original basic unit, the mile (1.760 yards or 1,609.35 m).

To host an official competition, a stadium must have a 400 m track divided into six or eight lanes. Races are always run counterclockwise, with the runners' left arms toward the inside of the track.

Track Events

100 meters

A test of pure speed over a straight distance.

200 meters

Classified as a long sprint, it has three phases that consist of the start, the curve, and the straightaway.

400 meters

A long sprint that consists of the start, two curves, and two straightaways.

Relays: 4 X 100 and 4 X 400 meter

Races run in teams of four athletes who carry the baton one after another from the start to the finish as quickly as possible.

100, 110, and 400 meter hurdles

Inspired by horse races, these are races with 10 evenly spaced hurdles. Runners can touch or knock down any number of hurdles without penalty, but are disqualified if they deliberately knock a hurdle over or place their leg or foot outside a hurdle.



The first sub 4 minute mile at Hayward Field: Dyrol Burlson, with Coach Bill Bowerman, April 1960.

PHOTO: ©2004, UNIVERSITY OF OREGON LIBRARIES. ALL RIGHTS RESERVED

800 and 1,500 meter

During these middle distance races there are two main tactics: front-running the entire race or depending on a finishing kick. These races are not run in lanes, and changing pace must be performed easily to improve position in the pack.

3,000 meter steeplechase

Originally a horse race with obstacles, and modeled after Irish fox hunting where the hunt ended near a church with a steeple, this race was developed by Oxford University students in 1850. The race includes a total of 28 hurdles and seven water jumps.

5,000 and 10,000 meter

Both races are classified as long distance. In the 5,000 m, 12 competitors run 200 m and then 12 laps around the track. In the 10,000 m, a maximum of 20 competitors complete 25 laps. Athletes must use their speed at different times to force the other runners to break their rhythm and tire themselves out early.

Marathon

The ultimate endurance test of 40 km, this race was included in the first Olympics of the modern era in Athens in 1896. Today, this is one of the few events in which men and



Steve Prefontaine in victory.

PHOTO: ©2004, UNIVERSITY OF OREGON LIBRARIES. ALL RIGHTS RESERVED

women, amateur and elite, often run together, and the same rules apply to everyone. Competitors run most of the race on roads, but start and finish the race in the stadium.

Field Events

Javelin

In this event, the purpose is to throw the javelin as far as possible. Originally used in hunting and war, the javelin has been part of athletics since 708 B.C. and is now made of either metal or wood. In the modern era, it made its Olympic debut at the London Games in 1908.

Discus

Like the javelin, the winner is the athlete who throws the discus the farthest. This event derives from ancient warriors who threw their shields to shed weight before crossing a river. Part of the ancient Olympic Games in 708 B.C., Homer describes in *The Odyssey* Ulysses throwing the discus. The discus is made of wood and rimmed with iron and weighs 2 kg for men and 1 kg for women.

Hammer

The winner of this event is the athlete who throws the hammer the farthest. The hammer derived from the Tailteann Games, held in ancient Ireland. Although participants used a blacksmith's sledgehammer in the 14th century, the modern hammer consists of a circular head which is linked to the handle by a steel wire.

Shot Put

The shot put competition descended from throwing a heavy stone, a war technique used in antiquity. Cast iron balls eventually replaced stones.

High Jump

This event consists of clearing a horizontal bar without knocking it down. The event organizers set a minimum qualifying height, which must be jumped successfully in a maximum of three attempts.

American champion Dick Fosbury, revolutionized jumping technique by jumping with his back to the bar, i.e. the “Fosbury Flop.”

Pole Vault

This event uses a flexible pole to clear a bar set as high as possible, around 6.15 m., and is the only event using a tool to achieve height.

Long jump

Dating back to 2000 B.C., this event was part of some Celtic games. The first record of 6.92 m was set by Chionis, a Spartan athlete in the 656 B.C. Olympics. Athletes make an energetic jump at the end of a high speed sprint.

Triple jump

This is a long jump preceded by a hop and a step. Athletes land in a sandy area that is raked after each jump so that it is at the same level as the runway.

Fortin, François. *Sports: The Complete Visual Reference*. Ontario: Firefly Books, 2000.

University of Oregon Track History

The birth of track and field on the U of O campus dates back to 1895. The student body (then numbering 353) built a quarter-mile dirt track at Kincaid Field to practice for their annual field day, held in conjunction with commencement exercises. In 1900, the Ducks started competing in dual meets against regional universities and opponents and

sported a 13–3 record in their first nine years—including an undefeated stretch from 1906–09.

From the first upgrade to Kincaid Field in 1904 to the current updates being completed in preparation for the 2008 Olympic Trials, the University of Oregon and the city of Eugene have maintained a powerful level of dedication to its track and field program.

The Bill Hayward Era

Bill Hayward coached track and field at Oregon for 44 years (1904–1947) until his death. He was on the coaching staff for six Olympic teams and coached four world



Bill Hayward

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record holders, six American record holders, four NCAA champions, and nine Olympic team members. Among his pupils, Dan Kelly broke the world record in the 100 yards (9.6 seconds) in 1906; went on to set the 220-yard record (21.1 seconds); and took the silver medal in the broad jump in the 1908 Olympic Games. Before his coaching career, the member of the Ottawa Capitals world champion lacrosse team was also one of Canada's fastest sprinters and a national-class athlete in boxing, ice hockey, rowing, and wrestling. He was a charter inductee into Oregon's Athletic Hall of Fame that opened in the fall of 1992.

The Bill Bowerman Era

One of the world's leading track and field authorities, Bill Bowerman guided his "Track Men of Oregon" to four NCAA team titles and two runner-up placings among their 16 top-ten finishes. The innovative mentor worked with all of Oregon's various event areas and tutored 24 NCAA individual champions (who posted wins in 15 of the 19 events contested), 33 Olympians, 38 conference



Bill Bowerman

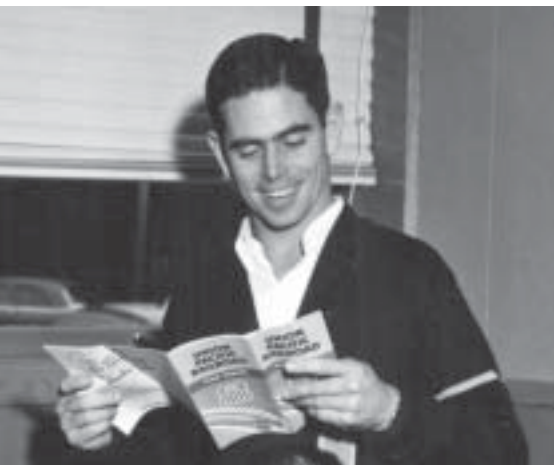
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champions and 64 All-Americans. Bowerman and his teams forged a strong bond with the burgeoning “Track Town” community who cheered U of O to a brilliant 114–20 dual meet record in his 24-year career (1949–72). Bowerman had a winning record each year except one, and his teams were undefeated in dual meets 10 times. Only five schools ever defeated his team, and only UCLA and USC had winning records against the Ducks. Prior to his coaching career, Bowerman was a U of O dual-sport letterwinner in football and track and field and is enshrined in the university’s athletic hall of fame.

The Bill Dellinger Era

In his 26-year tenure as a head coach, Bill Dellinger’s success matched an equally successful athletic career for the Ducks as a three-time Olympic athlete (1956–60–64), world and American record holder, and collegiate champion under Bowerman. The Grants Pass, Ore., native coached the Ducks to one NCAA

track title in 1984, four NCAA harrier titles (1971–73–74–77) and seven additional runner-up NCAA cross country finishes. His athletes earned 41 All-America honors in cross country and 105 in track and field, including 22



Bill Dellinger

NCAA titles between the two sports, and went on to claim 18 American records and 17 Olympic appearances. He also extended Oregon's famous dual-meet tradition as his squads finished with 16, top-five national rankings, including number-one rankings in 1979–89–95. This 1984 U.S. Olympic distance coach was enshrined in the U.S. Track and Field Hall of Fame in December 2001.

The Tom Heinonen Era

A pioneer for women's intercollegiate athletics in his 27-year tenure (1975–2003), former head coach Tom Heinonen helped guide Duck individuals to 15 NCAA/AIAW titles, 108 All-America honors and 55 Pac-10/NorPac Conference titles in track and field. As a team, U of O scored top-ten NCAA track and field finishes in seven of the meet's first eight years, including an NCAA title in 1985. On the cross country course, his harrier teams qualified for the postseason in 24 of his 28 years. Away from the collegiate scene, he served as head coach in the 1989 World Junior Cross Country Championships, 1995 USA-Great Britain dual meet, and 1983 Olympic Festival. This three-time NCAA and eight-time Pac-10 Coach of the Year was inducted into the national coaches hall of fame in December 2006.

*–University of Oregon web site
(www.goducks.com)*



**Tom
Heinonen**

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Background & Context

The following people and places are mentioned in Kenny Moore's book. These descriptions provide some background that might be helpful to understand their impact on the life of Bill Bowerman.

10th Mountain Division

The 10th Mountain Division was first activated on July 15, 1943. It was one of the last U.S. divisions to enter World War II, and did not start fighting as a unit until January 1945.

The development of a specialized unit began before the United States entered World War II. In 1940, the



Men in Company F, 86th Mtn Regiment, 10th Mountain Division advance after air and artillery preparation in big "push" on Bologna, Italy. 14 April 1945

War Department began working with the American Alpine Club and the National Ski Patrol Committee of the National Ski Association to develop equipment and training for winter and mountain warfare. The 87th Mountain Infantry Regiment was activated at Fort Lewis, Washington on November 15, 1941.

PHOTO: U.S. ARMY CENTER OF MILITARY HISTORY
WWW.ARMY.MIL/CMH/DEFAULT.HTM

The initial members were men already in the Army who had previous ski and mountaineering experience. Thereafter, the National Ski Patrol recruited volunteers for the unit under a contract with the War Department. In 1942 and 1943 regiments were added to the division. It was renamed the 10th Mountain Division on November 6, 1944.

–Wikipedia

Olympics

The Olympic Games originated in ancient Greece and were held from 776 B.C. to A.D. 393. The modern games began in 1896. The organizers revived the games to encourage world peace and friendship and to promote healthy sporting competition for the youth of the world. The Olympic Games consist of the Summer Games and the Winter Games. From 1896 to 1992, the Olympics were held every four years, except in 1916 during World War I, and in 1940 and 1944 during World War II. The Winter Games, which were established in 1924, took place the same year as the Summer

Games. Beginning in 1994, the Winter and Summer Games were divided and scheduled on four-year cycles two years apart. *–World Book Online Reference Center*



Olympia, site of the ancient Olympic Games.

PHOTO: COURTESY ERNIE COLANTONIO

1972 Munich Olympics

The 1972 Summer Olympics, officially known as the Games of the XX Olympiad, were held in Munich, West Germany, from August 26 to September 11, 1972. Munich won its Olympic bid in July 1966 over the cities of Detroit, Madrid, and Montreal.

The 1972 Summer Olympics were the second Summer Olympics held in Germany, after the 1936 Summer Olympics in Berlin. The Munich Olympics were intended to present a new, democratic and optimistic Germany to the world, as shown by its official motto, “the Happy Games.” The games were marred by a terrorist act known as the Munich massacre. On September 5, Palestinian terrorists from the Black September terrorist group killed two and held nine Israeli athletes hostage in their apartment in the Olympic village for almost 18 hours. During a failed rescue attempt at the military airport of Fürstfeldbruck all the Israeli hostages were massacred by their captors and all but three of the terrorists were killed. All Olympic events were briefly suspended but Avery Brundage, the International Olympic Committee president, decided that “the Games must go on” and they were continued a day later.

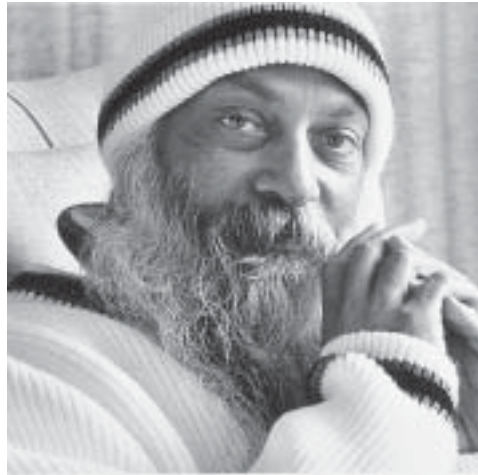
The events of the Munich massacre were chronicled in the Oscar-winning documentary, *One Day in September*, and a fictional account of the aftermath was dramatized in Steven Spielberg’s 2005 film *Munich*. The attack prompted heightened security at future Olympics. –*Wikipedia*

Rajneesh Chandra Mohan Jain

Rajneesh Chandra Mohan Jain (December 11, 1931–January 19, 1990), better known during the 1970s as Bhagwan Shree Rajneesh, was an Indian spiritual teacher. He lived in India and in other countries including the United States, and inspired the Osho-Rajneesh movement, a controversial spiritual and philosophical movement.

In 1981, Rajneesh went to the United States in search of better medical care and also, allegedly, to escape tax evasion charges in India. His followers, at his request, bought (for \$6 million) a ranch in Wasco County, Oregon, previously known as “The Big Muddy,” but later renamed Rajneeshpuram where they settled for the next several years. At its largest, Rajneeshpuram consisted of some 7,000 members on a 6.25-square-mile ranch 10 miles from Antelope. It included homes, meditation centers, its own road system, power grid, bus service, schools for children, and a small airport.

Disagreements over zoning rules and building codes in the beginning continued to escalate between not only his followers and the inhabitants of Wasco County, but eventually with the rest of the state. His



Bhagwan Shree Rajneesh

PHOTO: MAX GUTIERREZ,
OREGON HISTORICAL SOCIETY, #ORHI98356

followers, known as Rajneeshees, settled *en bloc* in Antelope, Oregon, and were able to elect a majority of the town council. They did this after the incorporation of Rajneeshpuram as a city was invalidated by the Oregon Legislature. –*Wikipedia*

Wheeler County

Wheeler County is located in the U.S. state of Oregon. The county was named for Henry H. Wheeler, who had a farm near Mitchell. As of the 2000 census, the population is 1,547. The county seat is located at Fossil. This county is probably best known for having a remarkable depository of fossils, the most extensive in the state. Wheeler County was created on February 17, 1899 from parts of Grant, Gilliam, and Crook Counties. There have been no boundary changes since its creation. Fossil was designated the temporary county seat at the time of the county's creation. In 1900 there was an election to determine the permanent county seat between the three towns of the county, which ended with Fossil winning the election. –*Wikipedia*

Jogging

Jogging is a form of trotting or running at a slow or leisurely pace. The main intention is to increase fitness without stress. The term to jog/jogging as a form of exercise originated in England in the mid seventeenth century. This usage became common throughout the empire and in his 1884 novel *My Run Home* the Australian author Rolf Boldrewood wrote “your bedroom curtains were still drawn as I passed on my morning jog.”

Jogging was also called “roadwork” in the United States, when athletes in training such as boxers, customarily ran several miles each day as part of their conditioning.

In the 1960s or 1970s the word “roadwork” was mostly supplanted by the word “jogging,” coined by coach Arthur Lydiard, and this form of running became quite popular among many people at that time in the United States, especially after it was popularized by Jim Fixx in his 1977 best-selling book *The Complete Book of Running*. –Wikipedia

Nike, Inc.

Nike, Inc. is a major American manufacturer of athletic shoes, apparel, and sports equipment. The company took its name from Nike, the Greek Goddess of Victory, after company designer Jeff Johnson presented the name to founder Phil Knight. –Wikipedia



Bowerman blazing a new trail.

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Biography: A Fine Line

“Biography is a system in which the contradictions of a human life are unified.” –*Jose Ortega Y Gasset*

Biography is part of the literary genre known as “life writing” which includes autobiography (“bios” is the Greek word for “life” and “graphein” is Greek for “write”: “auto” refers to a biography written about one’s self). Both are accounts of individual lives, and both are usually shelved in the “non-fiction” section of the bookstore or library. Because any contemporary writer of biography, whether a stranger, a friend, a critic, or one’s self, must dramatize the story of an individual, including analysis of that individual’s personality and experiences, there has been and always will be that fine line between fiction and non-fiction. A biography is not simply a list of events in the life of an individual, but an in-depth retelling of an individual’s life and in that retelling, some repackaging occurs so that the individual’s life experiences add up to a cohesive whole, and often support the writer’s theme or purpose.

The history of the genre dates back to its use by Ancient Greek and Roman biographers whose subjects were usually political leaders. Modern biography’s purpose became a means of presenting the moral and cultural values of the period. The acceptance of Freudian psychology in the early 20th

century led to another trend in biography and autobiography: the greater emphasis on childhood experiences to provide an understanding of the adult's character along with a less than flattering portrait of the subject: a flawed human being more appealing to modern sensibilities than a falsely perfect one. Thus by the start of the 21st century, most autobiographies and biographies reflect the individual life not as a series of idealized events, but rather a cohesive progression of early childhood experiences influencing adult experiences and adult character, for better or for worse.

The biographer of a living subject who aims to be rigorously factual must contend with any potential challenges from the subject herself. Yet writing the biography of someone who has been deceased for less than a generation is also fraught with potential conflicts: the biographer must try to be objective as he or she approaches the many living witnesses to this person's life, as well as the many documents that may be available. And if the biographer has known his or her subject in life, there is even more evidence to sift through, including direct impressions, memories, and conversations. Another potential conflict is the writer's own emotional response to the subject, as well as the biographer's own relationship with the witnesses, both of which can affect objectivity—if that is what is sought. However, any loss in objectivity may be balanced with the closer insight into the subject that is not as readily available to the biographer of a subject from a different

historical period or culture. One question that is most acute to a biographer of a contemporary figure is the ethical question of how much truth should be revealed? If the subject is one who has done mostly good in his or her life, should the personal sins be described in detail, edited, or left out entirely?

The successful biographer, then, plays multiple roles: after choosing a worthwhile subject he or she must investigate and gather information, as an historian would, and then shape that information into an artistically cohesive role, as a creative writer would. This shaping process is usually guided by a theme or purpose, and in contemporary biography, that purpose is often to highlight both the wonders of human achievement while also recognizing the flaws we humans inevitably have to overcome or accept.

Stacey Donohue
Professor of American Literature
COCC

Cast of Characters

Family

Thomas and Letitia Chambers

Bowerman's great, great grandparents.

J.W. Chambers

Bill Bowerman's great grandfather. Headed west, at the age of 15, to the Oregon Territory in 1832.

Mary Greene Scoggin Chambers

Bowerman's great grandmother.

Mary Jane (Chambers) Hoover

Bowerman's grandmother, born on the banks of the Willamette. Served as Fossil's frontier doctor.

Thomas Benton Hoover

Bowerman's grandfather. Citizens of Fossil elected Tom mayor, justice of the peace, and county commissioner.

Lizzie (Hoover) Bowerman

Bowerman's mother. Graduated from OSU in 1901.

William Jay Bowerman, Sr.

Bowerman's father. Lawyer. State legislator. Divorced from Bowerman's mother in 1913.

Thomas Benton Bowerman

Bowerman's twin brother. Killed in 1913.

Dan Bowerman

Bowerman's brother.

Beth Bowerman

Bowerman's sister.

Ercel H. Hedrick

Superintendent of schools in Medford. Responsible for turning Bill's wild ways around.

Barbara (Young) Bowerman

Bowerman's wife.

Athletes

Phil Knight

Co-founder and former CEO of Nike. Ran both the half mile and the mile at U of O from 1955–1959.

Jeff Johnson

Ran for Stanford. The first employee of Blue Ribbon Sports.

Geoff Hollister

U of O miler from South Eugene High. Blue Ribbon Sports third employee.

Bob Woodell

U of O long jumper who was paralyzed during a fraternity function. He later became a BRS employee and then Nike's first COO (chief operating officer).

Jim Grelle

Set new American record for the mile in 1965,
Olympian (1960).

Roscoe Divine

U of O sub four minute miler, PAC champion.

Dave Wilborn

U of O sub four minute miler, notorious for running a
1:54 800 meters after eating two pizzas and drinking
three pitchers of beer. Olympian (1960).

Dyrol Burleson

U of O sub four minute miler, NCAA champion,
Olympian (1960, 1964), first to break 4:0 minutes at
Hayward Field.

Wade Bell

U of O sub four minute miler, NCAA champion.
Competed in the 1968 Olympics 800 m. Became Bill
Bowerman's accountant and financial advisor.

Jim Ryun

First prep runner ever to break 4:0. Three time
Olympian (1964, 1968, 1972).

Harry Jerome

U of O sprinter, Olympian (1960, 1964).

Bill Dellinger

U of O miler, NCAA champion, Olympian (1956, 1960,
1964), U of O coach.

Otis Davis

U of O sprinter and then quarter miler, gold medalist in the 1960 Olympics.

Steve Prefontaine

U of O distance runner, four time NCAA champion, Olympian (1972), first athlete paid by Nike.

Contemporaries

Avery Brundage

Olympian (1912), Amateur Athletic Union president (1928), United States Olympic Committee president (1929), International Amateur Athletic Federation vice president (1930), president of the International Olympic Committee (1952–1972).

Kihachiro Onitsuka

Tiger founder and CEO.

Otto Frohnmayer

Attorney, met the Bowermans in Medford.

John Jaqua

Neighbor and close friend on the Mackenzie, attorney.

Bob Newland

Replaced Bowerman as head track coach at Medford. Coached at North Eugene, directed OTC meets and Olympic trials at Hayward Field.

Dave Frohnmayer

Attorney, Oregon Attorney General, U of O president.

Discussion

Youth

1. Did Bowerman's grandmother (Mary Jane), his mother (Lizzie), and his wife (Barbara) share common characteristics? What influence did they have on his life?
2. How did Bowerman's WWII experience influence his coaching style?
3. In the introduction Moore writes, "Bowerman, inhaling the land seemed in leathery profile to have been through some mythic struggle" (3). What is a "mythic struggle" and how does Moore depict Bowerman's life as one?



1964 U of O NCAA champs at Hayward Field take victory lap; Bowerman in center.

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4. Moore describes Bowerman as being from “pioneer stock” describing his family’s history on the Oregon Trail. How are those pioneer origins reflected in the adult Bowerman as father? As coach? As inventor?

5. Moore explicitly suggests that Bowerman’s character and personality were shaped by genetics and the experiences of his ancestors. He says of the adolescent Bowerman that “there is that

yearning gene that causes, when adolescence attacks, a fury to flee” (28). How fated was he to carry the personality traits of his ancestors?

6. A rebellious Bowerman is set straight by his high school principal, Ercel Hedrick. How did this incident affect the course of Bowerman’s life?



Bowerman leading the exercise.

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Coach

1. Compare and contrast Bill Bowerman as father and coach.
2. Kenny Moore knew Bill Bowerman primarily as a coach but also as a family friend. Does the relationship add a depth to the biography that would not exist otherwise?
3. Moore's introduction begins with a quotation by Adam Gopnik. "A guru gives us himself and then his system; a teacher gives us his subject, and then ourselves" (1). Was Bowerman a guru or a teacher?
4. Several times in the book Moore or another runner notes that Bowerman's coaching style was not "paternal" and that "athletes who'd depended on father-figure high school coaches were always in for a shock" (5) when they came to the University of Oregon. If Bowerman wasn't paternal, what sort of coach was he, and why was his style effective for many of his athletes?



Bowerman and Prefontaine in a huddle.

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5. Bowerman often found himself at odds with authority. Why? Discuss examples from the book.

Legacy

1. Bowerman gets the idea for promoting jogging as a health benefit when he visits New Zealand in 1962. Bowerman's book *Jogging*, published in 1966 would sell 1 million copies. How do you think the jogging craze changed how Americans viewed fitness and exercise?
2. The origins of biography as a literary genre were based on the belief in the "great man" theory of history: that historical change is mostly the result of singular individuals. How does this biography of Bowerman fit with that definition?
3. Many biographers choose their subjects in order to illustrate a particular theme, value, or idea. What themes are reflected in Moore's biography of Bowerman?
4. Bowerman dedicated himself to leaving lasting legacies, including the arts and humanities as well as athletic philanthropies. Consider why Bowerman found satisfaction in supporting such causes and what that says about his character.
5. Following Steve Prefontaine's death, Bowerman renamed the Bowerman Classic the Steve Prefontaine Classic, immortalizing his ambition and honoring his ability to inspire others. Discuss the allure and appeal of Steve Prefontaine and consider

why, almost 30 years later, he is still held up as an Oregon ideal.

6. Bowerman could be considered the “idea man” at Nike. Describe the conflict between his role as inventor and the corporate goals of a growing company.

7. Bowerman said, “If at the end of a race you know yourself that you have done your best, you’re a winner” (347). Barbara Bowerman said about her husband that he was “designed to process and the defining act of his life was preparation, not completion” (399). Consider these two quotes and how they applied to his coaching style and to his involvement with Nike.



Accolades for Bowerman.

PHOTO: COURTESY JACK LIU

Related Materials

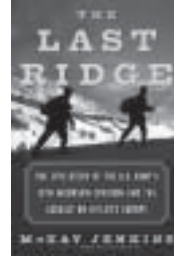
Bill Bowerman And The World He Lived In

Books

The Last Ridge: The Epic Story of the U.S. Army's 10th Mountain Division and the Assault on Hitler's Europe

By McKay Jenkins, c2003

NF 940.5421 JENKINS



One Day in September: The Full Story of the 1972 Munich Olympics Massacre and the Israeli Revenge

Operation "Wrath of God"

By Simon Reeve, c2000

NF 303.625 REEVE

Just Do It: The Nike Spirit in The Corporate World

By Donald Katz, c1994

Film

Munich

Directed by Steven Spielberg, c2006

DVD MUNICH

Based on the 1972 massacre of Israeli Olympic athletes and Israel's attempt to track down the kidnappers.

One Day in September, c1999

VHS 796.48 ONE

Award winning documentary about the 1972 Olympic massacre.

Without Limits
c1998



Fire On The Track: The Steve Prefontaine Story
c1995

Web sites

Oregon Dept. of Transportation Historical Travel Photographs, ca. 1935–1984,
<http://arcweb.sos.state.or.us/state/odotphotos/highway/index.htm>

Life on the Home Front: Oregon Responds to World War II,
<http://arcweb.sos.state.or.us/exhibits/ww2/index.htm>

Athletics and the Academy: The History of Sports at the University of Oregon,
<http://boundless.uoregon.edu/digcol/athletics/>

Oregon History

Books

Oregon: This Storied Land
By William G. Robbins, c2005
NF 979.5 ROBBINS

Many Faces: An Anthology of Oregon Autobiography
Edited by Stephen Dow Beckham, c1993
NF 979.5 MANY FACES

East of the Cascades
By Phil F. Brogan, c1964
NF 979.58 BROGAN

Web sites

Oregon Historical Society's Oregon History Project,
www.ohs.org/education/oregonhistory/index.cfm
An illustrated introduction to themes in Oregon history.

Oregon Historic Photograph Collections,
<http://photos.salemhistory.org/>
Photographs from 1851 on, from Salem Public
Library and Oregon State Archives collections.

Oregon Blue Book Notable Oregonians Guide,
<http://bluebook.state.or.us/notable/nothome.htm>
Short profiles of notable Oregonians from all fields of
endeavor, with portraits, and links to more
information.

Rajneesh and Rajneeshpuram

My Life in Orange:
Growing Up with the Guru
By Tim Guest, c2005
NF 299.93 GUEST



Passionate Journeys:
Why Successful Women Joined a Cult
By Marion S. Goldman, c1999
NF 299.93 GOLDMAN

Rajneeshpuram: Who Were Its People?
By Bert Webber, c1990
NF 305.6 WEBBER

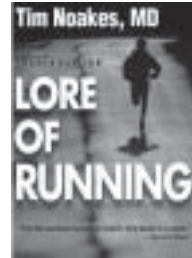
The Art & Science of Running

The Complete Idiot's Guide to Jogging and Running
By Bill Rodgers with Scott Douglas, c1998
NF 796.42 RODGERS

Lore of Running

By Timothy D. Noakes, c2003

NF 796.42 NOAKES



Running Injury-Free: How to Prevent, Treat and Recover from Dozens of Painful Problems

By Joe Ellis with Joe Henderson,

c1994

NF 617.1027 ELLIS

Think Fast: Mental Toughness Training for Runners

By Joe Henderson, c1991

NF 796.42 HENDERSON

Runners' Stories

Ultramarathon Man: Confessions of an All-Night Runner

By Dean Karnazes, c2005

BIOG KARNAZES

Pre: The Story of America's Greatest Running Legend, Steve Prefontaine

By Tom Jordan, c1997

BIOG PREFONTAINE



No Finish Line: My Life As I See It

By Marla Runyan with Sally Jenkins,

2001

BIOG RUNYAN

Event Schedule

April 15

A Novel Idea Kick Off

Bowerman Brothers

Bend Public Library

3:00 p.m.

April 17

Movie screening: *Without Limits*

McMenamins Old St. Francis School

6:00 p.m.

Movie screening: *Fire on the Track:*

The Steve Prefontaine Story

McMenamins Old St. Francis School

9:00 p.m.

April 18

Book discussion & the OPB Bill

Bowerman *Oregon Experience*

documentary

La Pine Public Library

12:00 noon

April 19

Movie Screening: *Prefontaine*

La Pine Public Library

6:00 p.m.

Movie screening: *One Day in*

September

Sisters Movie House

7:30pm

(Part of the *Talkie* movie series at the Sisters Movie House. \$8.00 donation encouraged. All proceeds to benefit the Fossil Public Library.)

April 21

The Nike Story

Presented by Geoff Hollister, Bob Woodell, and Nelson Ferris. Otherwise known as the Three Amigos, Hollister, Woodell, and Ferris have traveled the world telling the story of Nike through their stories and personal anecdotes of Oregon's most famous company. Brooks Room, Bend Public Library
2:00 p.m.
Limited seating

April 22

The Nike Story

Presented by Geoff Hollister, Bob Woodell, and Nelson Ferris. Sisters Athletic Club
2:00 p.m.
Limited seating

April 23

Book discussion & the OPB Bill Bowerman *Oregon Experience* documentary

Sunriver Area Public Library
12:00 noon

Brooks Room, Bend Public Library
6:00 p.m.

April 25

Book discussion & the OPB Bill Bowerman *Oregon Experience* documentary

Redmond Public Library
6:30 p.m.

April 25

**Book discussion & the OPB Bill
Bowerman *Oregon Experience*
documentary**

Sisters Public Library

6:30 p.m.

April 26

**Book discussion & the OPB Bill
Bowerman *Oregon Experience*
documentary**

Bend Senior Center

1:00 p.m.

La Pine Public Library

6:30 p.m.

April 28

**Coaching Central Oregon:
Bill Bowerman, the Rajneeshees,
and the Battle For Wasco County**

Presented by Marion S. Goldman,
Professor of Sociology and
Religious Studies at the U of O.

Redmond Public Library

2:00 p.m.

April 29

**Climb To Glory: The 10th
Mountain Division**

Presented by Bob Boyd, local
historian.

Brooks Room, Bend Public Library

2:00 p.m.

May 2

Movie screening:

Fire On The Track: The Steve Prefontaine Story

Redmond Public Library

6:30 p.m.

May 5

The Bowerman Jogger's Mile

McCay Park

10:30 a.m.

In conjunction with The Salmon Run

May 6

Place and History:

In Search of the Pacific Northwest

Presented by William Robbins.

Sunriver Area Public Library

3:00 p.m.

Sponsored by the Oregon Council for the Humanities

May 9

Conversations With A Composer

Composer Rebecca Oswald and Conductor Michael Gesme discuss the symphony, *Bill Bowerman: Man of Oregon*.

Brooks Room, Bend Public Library

6:30 p.m.

May 10

The Bill Bowerman Papers & Sports History at the U of O:

Letters, Films, Photos & Shoe Tread

Presented by Heather Briston, U of O archivist.

Redmond Public Library

6:00 p.m.

May 11

Reading and Signing with Author

Kenny Moore

Sunriver Area Public Library

12:00 noon

Books available for sale

An Evening with Author

Kenny Moore

Tower Theatre

Doors open | 7:00 p.m.

Discussion and Signing | 7:30 p.m.

Tickets available at all Deschutes Public

Libraries beginning April 28

May 12

Reading and Signing with Author

Kenny Moore

Sisters Movie House

11:00 a.m.

Books available for sale

Symphony Premiere

Bowerman: The Man of Oregon

Central Oregon Symphony

Rebecca Oswald, Composer

Michael Gesme, Conductor

Bend High School Auditorium

7:30 p.m.

Program times, dates, and locations are subject to change.
Please call 312-1032 for up to date information, or visit
www.dppls.us

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Selection Committee

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Deschutes Public Library appreciates the contribution of Stacey Donohue to the creation of the Reader's Guide.



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