

Testimony by Paul Clifford in Support of HB 3348
University of Oregon Alumni Association

Designating March 10 of each year as
“Mighty Oregon” Day

For Public Hearing Scheduled on June 4th, 2015
Before the Senate Rules Committee



Chair Rosenbaum, Members of the Senate Rules Committee, for the record, my name is Paul Clifford. I am the Associate Vice President of Advancement and Executive Director of the U of O Alumni Association.

The University of Oregon Alumni Association has approximately 180,000 Members and with Chapters around America and the world. Our core mission is to ‘make the UO stronger by fostering lifelong relationships, helping Ducks become champions and cheerleaders, ambassadors and advocates for the University.’

Today I am here in support of HB 3348 to the importance of “Mighty Oregon” to our University and Alumni community, how important this song is to Ducks of all vintages, and the significance of rallying ongoing support for the U of O through both sports and other high-profile activities

- One hundred years of continued use is a long time, and in that time our song “Mighty Oregon” has become a unifying tradition which brings our diverse Alumni Community together;
- We hear it every Friday at Noon coming from the loud speakers on the Erb Memorial Union, we hear it at University events and famously, we hear it when our nationally recognized, PAC 12 Champion football team scores a touchdown.
- The original words say something significant about who we are as individuals and collectively as Ducks: **“She is small our Alma Mater, but she rules with strength and right. What she lacks in mass and numbers, she makes up for in her fight. Oregon is never beaten, ‘Till the final whistles call. Who can tell her tale of Triumph? Scores can never show it all.”**

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- As westerners, from a smaller state, we must be smarter, more flexible, more diverse and more diligent to be successful. Oregonians are different from other Americans and our great University teaches us to be excellent, innovative and that “Minds move the Mass”.
- It is that spirit of excellence through innovation and use of our minds to move the problems we face that separate our Ducks from the rest of the flock. Mighty Oregon captures this, celebrates it as it has for 100 years next March 10th. It celebrates our past and anticipates our future. It tells us to press on and change the world for the better. After all, that is what Ducks do.
- Traditions give us the certainty of continuity, our song Mighty Oregon reminds all that hear, that we are a special people, Ducks by choice, diverse, different and able. Mighty Oregon reminds us of our birthright, and urges us on to future excellence in the myriad aspects of life our graduates excel in.
- Designating March 10th of each year as Mighty Oregon Day, gives us a permanent place of the calendar to rally alumni, students, faculty and the many Oregonians whose lives are improved by the University of Oregon. By celebrating this century old anthem, we celebrate our great University through the anthem which calls us to do ‘mighty things’.

Those of you who are proud of the University of Oregon, our alumni, students and faculty, as well as those of you who are Oregonians who respect this institution of academic excellence and our superb sports teams of celebrated innovation and athleticism; please move HB 3348 to the Senate Floor with a DO PASS recommendation.

Thank you.