

BRUCE R. ETLINGER

8835 N.E. Brazee  
Portland, OR 97220  
(503) 255-7758

31, born June 9/50

## EDUCATION

1968-1972      Lewis & Clark College, Major in Political Science,  
Minor in Communications, Graduate Courses in Public  
Administration

Centennial High School  
Graduated in 1968 with honors

## CAREER INTERESTS

Program management (either public or non-profit sector), human resource planning, public policy research and teaching are interests and skills I'd like to pursue.

## EMPLOYMENT

1/81 - 12/84 Metro Councilor - District 10.

This is a part-time, unpaid position with the first elected regional government in the U.S. Responsibilities include policy formulation and area-wide services such as solid waste, Washington Park Zoo, transportation, sewer planning, drainage management, A-95 review of federal grants and development services. Four year term runs through 1984

11/80 - 9/81 Coordinator, Oregon Food Share, Inc. I directed food solicitation, fundraising and public relations for this statewide clearinghouse that distributes surplus food to emergency food assistance agencies. Responsible for staff support to Board of Directors, supervision of Assistant Coordinator and 18 part-time Regional Coordinators.

8/77 - 9/79 Coordinator, Neighborhood Enhancement Project and Data Analyst for Bureau of Neighborhood Environment, City of Portland.

Initiated, designed and directed clean-up and recycling projects in "high problem" neighborhoods. Actively involved neighborhood volunteers, public and private agencies and local businesses. Supervised projects which removed blight and code violations with significantly less City intervention and cost than traditional code enforcement. This pilot project has now been funded by City Council.

Developed data base to tract problems and their disposition by neighborhood. Prepared reports evaluating both operating efficiency and environmental effectiveness of Bureau of Neighborhood Environment.

- 12/75 - 2/77 Research Associate with Tri-County Local Government Commission. Performed background research for 65 member Commission, staff director and committees examining local government functions and structure in Tri-County area and nationally. Staffed committees reviewing human services and neighborhood involvement, including supervision of three student interns.
- Prepared reports on major issues/categories of human services, land-use planning, boundary review, public transit, public safety and library services. Assisted with administrative tasks including design of work plans, correspondence.
- 6/74 - 7/75 During this period I was part-time student and public opinion interviewer and also held several temporary janitorial positions.
- 4/72 - 1/73 "Youth Citizenship Fund, Inc." Washington, D.C. Established and directed statewide registration drive and follow-up research in Oregon. Recruited and supervised over 125 deputy registrars. Solicited over \$20,000 in public service media time and designed publicity materials. Approximately 30 hours per week.
- 1/72 - 3/72 Conducted feasibility study on "Student Community Internships" for Lewis and Clark. Effort was funded jointly by the college President, Dr. John Howard, and the student government. The major recommendations of this study have been incorporated into the federally sponsored "University Year for Action" program at Lewis and Clark.
- 5/71 -10/71 "Committee for National Health Insurance" Washington, D.C. Assisted director of this consumer/labor lobby with research, administrative support and liaison with local coalitions supporting national health insurance legislation before Congress.
- 1/71 - 5/71 "Vote 18 Coalition" - Between January and the adjournment of the Oregon Legislature I established and directed a lobby effort promoting ratification of the federal voting age amendment along with legislation expanding youth rights and responsibilities. Contributions were raised to cover expenses only.
- 1/69 - 5/70 Assisted in directing statewide "GO-19" referendum campaign. Recruited youth support, established speakers bureau and helped with fundraising. Expenses and a small salary during the last four months which was full-time.

#### COMMUNITY ACTIVITIES

1979 - Present

Founder and Co-Chairman "Coalition for Better Veterans Health Care, Inc." This broad-based group of medical providers, local officials, health planners and veterans is promoting pilot

mainstream project as alternative to construction of new Veteran Administration Hospital in Portland. Activities include opinion polls, fundraising and lobby activities in Oregon and Washington, D.C.

8/78 - 12/78 Campaigns for Metro Council District, 10 (Rose City, Gateway and Parkrose): Recruited and directed over 60  
&  
2/80 - 11/80 volunteers, raised Campaign budget from business and labor leaders, coordinated design and distribution of lawn signs and brochures. Lost first election by 197 votes; defeated Incumbent in 1980 Primary Election.

1976 - 1978 Consumer representative with Northwest Oregon Health Systems Agency, the federally designated six-county health planning agency for this region.

1972 - present Organizer and member of executive board, "Oregon Coalition for National Health Security." Testified before U.S. House Ways and Means Committee Hearings in Washington, D.C.

1971 Initiated and led national "Young Voters for Peace" drive.

Community organizer for a variety of public issues ranging from passage of school levies, Mt. Hood Freeway alternatives and reform of election laws.

Speaker on role of youth in politics and local government restructuring before classes and civic groups.

#### HONORS

Elected Student Senator, Lewis & Clark, 1972

Appointed student member, Ad Hoc Committee on School Governance, Lewis & Clark, 1971-72

Appointed student intern to Dr. John Phillips, Lewis & Clark Vice President for Administration, 1971-72

Awards in competitive forensics during college and high school tournaments held in N.W. and nationally. Selected "Oregon's Outstanding High School Speaker" by National Forensics League, 1968

Elected Student Body Vice-President, Centennial High School, 1968

#### REFERENCES

EARL BLUMENAUER  
Multnomah County Board  
of Commissioners  
1021 S.W. 4th  
Portland, Oregon  
Office: 248-5218

DR. A.M. (McKAY) RICH  
Assistant Director  
Washington Park Zoo  
5115 S.W. 19th Drive  
Portland, Oregon  
Office: 226-1561, Home: 224-345

(previously Staff Director,  
Tri-County Local Government  
Commission)

# EAST METRO

## Metro councilor ends campaign, begins race against cancer

By PAUL KOBERSTEIN  
of The Oregonian staff

Two months ago, before the bleeding began, Bruce Ellinger started his campaign for re-election to the Metropolitan Service District council.

The blood came from a malignant tumor in his colon. The cancer spread, stopping the campaign in its tracks.

"All the things just sort of fell off the shelf," he said. "I've prepared myself for a vigorous mental and physical battle."

The 33-year-old patient questioned everything at first. "Why me?" he asked. Doctors gave him no explanation, just a statistic: Only 3.7 percent of colon cancers appear in someone so young.

After chemical therapy, the tumor receded. Tests later showed the cancer had spread to the liver. Doctors, he said, told him liver surgery is impossible.

"The prognosis is serious," Ellinger said. "It is life-threatening. I'm working on accepting this struggle and enjoying the little things in life that up to now I've always taken for granted."

There is hope.

"Part of my symptoms have successfully responded to treatment and have been alleviated," the soft-spoken man said. "I'm gathering strength from the things I overlooked, from friends and family."

Two weeks ago, on the day doctors gave him the news, Ellinger quit the re-election campaign and started a race for his life.

It was going to be a three-way battle for the District 10 seat on the Metropolitan Service District council, representing East Portland and mid-Multnomah County from 60th to 160th avenues. Ellinger wasted competition because the news media would pay more attention to his ideas about regional government.

Ellinger is a political junkie, and, because he attends so many meetings, he is a "kind of a loner." It's not that friends stay away, he said, but "Who wants to go to Hazelwood planning meetings?"

Ellinger is part of the anti-Vietnam War generation, in contrast with some of his classmates, he was a "practical" pacifist. He didn't think peace demonstrations convinced anybody. He didn't take part when they burned a peace symbol on the lawn at Lewis and Clark College, leaving a circle of dead grass, and he shied away during confrontations with police on the Washington Monument lawn at the nation's capital.

He didn't back off, however, from fighting the war. He fought it his way, leading local efforts to register thousands of newly enfranchised 18-year-olds to vote in the 1972 presidential election — for McGovern, of course.

His circle of friends, including his rabbi, has drawn close around in recent weeks. "I will do everything I can to keep my spirits lifted," he said.

He wakes up crying some mornings, sometimes in the middle of the night. But when he talks about Metro, the fear subsides. Ellinger truly believes in Metro, like a jockey believes in his horse.

At a Kiwanis Airport '79 Club meeting at the Colwood National Golf Club last week, he briefly mentioned his illness before discussing the future of regional government. Regional government can improve the area's economic health, it can streamline fragmented local agencies, it can unite the diverse suburbs, he said.

Metro can be an "urban county," he said, taking over the regional government duties now carried out by Tri-Met, the Port of Portland and the city of Portland. Of all the "regional" entities in the area, he thinks the city of Portland has become by far the most powerful.

Metro's role has been limited to a curious mishmash of managing the Washington Park Zoo and overseeing regional transportation, garbage disposal and land-use planning. He thinks it should do far more.

"What's the future of Metro? Are we going to dabble along as a council of governments providing technical services or are we going to be leaders and

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— Bruce Ellinger



become what we can become?" he asked.

"Unless we do some planning, we'll be a failing government. The region as a whole should decide where it is going to put its regional resources," he said. "Metro shouldn't allocate everything, but at least set regional priorities. It would balance the competing needs of the region."

Ellinger ran for the Metro council in 1980 and won, putting his political ideas to a test. He thought Metro, eventually, could replace the existing "archaic"

Washington, Clackamas and Multnomah county governments. But when he was elected, Metro was going through the growing pains of a 2-year-old child. He thinks the agency has yet to grow up.

"Bruce is a visionary, and he sees things far before most of us," said Sharon Kelley, an East Multnomah County Metro councilor. "He causes bureaucrats sometimes to be extra perplexed because they have been so entrenched in the way things have been done."

"He has an incredible gift of communication," she said. "He always is so

willing to listen to others and still not lose his own visions. Mostly, Bruce is one of the only people in the political arena who has never said a cross word about or to anybody."

Ellinger's sincerity impresses Andrew C. Cotugno, Metro transportation director.

"He's been very sincere in trying to solve regional problems and very creative in the way he approached them," Cotugno said. "His way has been resisted by other people because creativity is scary to some."

"I think gradually some of his ideas will happen. He is a pretty long-term visionary, and changes like what he is proposing happen over a long period of time. They happen, really, when there is a crisis."

Ellinger hopes to change Metro's role through dialogue, not confrontation. Metro tried to expand its role through confrontation three times in its six-year history and lost every time, he said.

He thought Metro tried to force its will in Oregon City, where voters in 1982 rejected a garbage burner after a long, bitter confrontation with a citizens group. Metro also was beaten back in 1980 in Southeast Portland, where thousands of residents petitioned against Metro's Johnson Creek local improvement district plan. And Tri-Met successfully, if temporarily, resisted Metro's takeover bid last year.

He deflects local feelings that Metro has become too large, its tentacles strangling local efforts throughout the region.

"The purpose of Metro is to give people a sense of being effective at the local level," he said.

Ellinger knows expanding regional government will require several years. The government "doesn't even have to be Metro. It has to be a combination of the people who care, the special-interest groups, local jurisdictions."

"It may take five years," he said. "given Metro's current status. It's clear that you can't fork regional government on people."

"We have to get to the place where the people in Washington County want to fund our sewers in Multnomah County, and in return the people in Multnomah County would help invest in Washington County light rail and roads. And we all have to realize we share something with Clackamas County. We're all part of the same community."

His voice trailed off for a moment, the voice of a man who knows what a moment is worth.

## Portland

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Bob ✓  
Charlie ✓  
Dick ✓  
Jack ✓  
Ernie ✓  
Cindy ✓  
Sharon ✓

George ✓  
Marge ✓  
Gary ✓

## Obituary 8-8 5-23-84

### MSD councilor Etlinger dies

Bruce R. Etlinger, 33, a councilor for the Metropolitan Service District, died Tuesday at his Northeast Portland home.

Mr. Etlinger, who was elected to a four-year term in 1980, was the youngest person ever to serve as an MSD councilor, said Dan LaGrande, spokesman for the district.

Two days after Mr. Etlinger filed for re-election to his position in March, he learned that cancer which had been diagnosed four weeks earlier had spread. The next day, he withdrew from the race, saying that his ill health made him fearful he might somehow violate the voters' trust.

Larry Cooper, who was elected to fill Etlinger's seat, is scheduled to be sworn in on Jan. 1, 1985. LaGrande said the council would name a successor to fill Mr. Etlinger's unexpired term.

Memorial service will be at 11 a.m. Thursday in the Temple Beth Israel chapel. He will be cremated.

Mr. Etlinger was a native of Portland and attended

Centennial High School and Lewis and Clark College. He won several awards for public speaking and, while in college, worked to lower the country's voting age.

He was also involved in health-care issues. He was the founder and executive board member of the Oregon Coalition for National Health Security and a founder and co-chairman of the Coalition for Better Veteran's Health Care. He was also the former consumer representative with the Northwest Oregon Health Systems Agency.

He directed the establishment of Oregon Food Share.

His other activities included tennis, jogging, chess and fishing and camping.

The family suggest memorials may be made to the American Cancer Society, Kaiser Home Health Care and Hospice or a favorite charity.

His survivors, all of Portland, include his parents, Thelma K. and Joseph S.; and a brother, Scott.

# Etlinger's friends, family recall vision

By PAUL KOBERSTEIN  
of The Oregonian staff

Bruce Etlinger's battle against cancer lasted four months. His life lasted 33 years.

But his friends believe his ideas will remain alive for a long time.

Etlinger, a member of the Metropolitan Service District council, died Tuesday morning in the Northwest Portland home of a friend.

One friend called Etlinger the area's most articulate advocate of regional government. Another cited his integrity and commitment to help people.

Ernie Bonner, a service district councilor, said Etlinger was "a conscience for the region" on the council. "He had the clearest vision on that council for what Metro should be all about, what its possibilities were," Bonner said.

"He has always been driven by the needs of other people," said Sharron Kelley, also a Metro councilor.

Metro Executive Rick Gustafson said Etlinger's greatest contribution to the service district was raising issues and questions that no one else would raise. "He sparked a reconsideration of the direction we were taking," Gustafson said.

In recent weeks, Etlinger often worried that he would not be able to accomplish what he would have wanted to. He never gave up hope that his cancer could, somehow, be cured. But he knew his chances were slim and realized that only a few months — or weeks — remained.

"He felt bad about dying because he thought he hadn't done enough," his mother, Thelma Etlinger, said Wednesday morning.

"I told him that was not true. I said I had known 99-year-old people who hadn't done as much," she said.

Kelley remembers a speech that Etlinger gave April 23 to American Cancer Society fund-raisers at the Pier 101 Restaurant in East Multnomah County.

It was his last speech, and Etlinger leaned against a table in order to remain standing. "He ended his speech by telling us how to deal with friends or loved ones who are terminally ill," Kelley said. "The terminally ill have to deal with it, and he said friends and loved ones should, too."

Etlinger had been appointed co-chairman of the cancer society's recent east county fund-raising drive. Kelley,



BRUCE ETLINGER

the other co-chairman, said the drive, which raised \$4,000, was "enormously successful."

"The sad thing is, they didn't come up with the final figures until hours after he died," Kelley said.

She had picked Etlinger for the post in part because she thought he would be able to share in the drive's success.

"The tragedy of somebody dying so young is they never get to see the fruits of their vision," Kelley said.

Etlinger died in the arms of his mother, a resident of the Centennial neighborhood near Gresham. Etlinger graduated from Centennial High School in 1968.

"He was doing fantastic," his mother said. "He tried very hard. He went to a lot of doctors, got original opinions all over the place. He kept up real good until about two weeks ago."

"He did not suffer and wasn't in any pain until the last. He died very peacefully, just slipped away."

Bonner said Etlinger was important to many people.

"When I look back in my own life I was barely out of school at his age," Bonner said. "And I for sure didn't take on the responsibilities that he did. That clearly distinguished him from his peers."

"We're going to miss not having his vision in front of us."

OATH OF OFFICE

I, Bruce Etlinger, do solemnly swear to perform the office of Councilor of the Metropolitan Service District to the best of my ability; and to uphold the Constitution of the United States, the Constitution and laws of the State of Oregon, and the Rules and Ordinances of the Metropolitan Service District.

Bruce R. Etlinger

Sworn to before me on this the  
5th day of January, 1981.

Cynthia M. Wickman  
Notary Public of the State of Oregon

My commission expires on 9/17/84.



State of Oregon  
OATH OF OFFICE

STATE OF OREGON,

County of Multnomah } ss.

I, BRUCE R. ETLINGER, do  
solemnly swear, or affirm, that I will support the Constitution of the United States, the  
Constitution of the State of Oregon, and the laws thereof, and that I will faithfully  
discharge the duties of METROPOLITAN SERVICE DISTRICT COUNCILOR,  
TENTH DISTRICT

according to the best of my ability, so help me God.

Bruce R. Etlinger

Subscribed and sworn to before me this 5<sup>th</sup> day of January, 1981

Cynthia M. Whitman

Notary Public for Oregon

My commission expires 9/17/84

**NOTE: KINDLY EXECUTE THIS OATH OF OFFICE BEFORE EITHER A NOTARY PUBLIC OR  
JUDICIAL OFFICIAL AND RETURN TO THE SECRETARY OF STATE, SALEM, OREGON 97310.**