



## **John M. Moreland, PhD**

John Michael Moreland was born in Beatrice, Nebraska on January 13, 1944. Six weeks later his parents, Cecil and Blanche, loaded up the Plymouth, left Beatrice in a blinding snowstorm and drove to California where they settled in Los Angeles. John grew up to be a man of keen intellect, many careers, diverse interests, and the bedrock of love and commitment for his family and friends.

When he was 20, John married Margaret Morris and they had two daughters, Erin and Nicole. John and Margaret later separated, and John met and married Susan Stone. In recent years John, Susan, Erin, Nicole, Margaret and her husband have formed a warm extended family that has been the source of laughter and great game playing on birthdays and other occasions.

John earned his Bachelor's degree in Philosophy from California Lutheran University. He received his PhD in Philosophy from Claremont Graduate School. After leaving Claremont he became Assistant Professor of Philosophy at Augustana College, Rock Island, IL. While at Augustana he published a number of articles in fields as diverse as French phenomenology, probability theory and epistemology. One of his publications was recently included in a major work on Maurice Merleau-Ponty and Jean-

Paul Sartre published by Northwestern University Press.

After leaving teaching, John moved to the computer industry where he was part of ground-breaking efforts in computer graphics, first in San Diego, then in Portland. After 14 years he switched careers again and became president of recumbent bicycle manufacturer BikeE Corporation. He grew BikeE from a 12-person company to the largest manufacturer of recumbents in the US.

After BikeE, John pursued his love of writing and spent the next several years writing two novels. He then followed his long-time interest in the stock market and developed timing methodologies for tracking trends in the market. This led to his founding of TrendSmart Investors (TSI), a web-based service he ran until his death.

While John pursued diverse careers, he never lost the philosopher's love of a good debate. He told his wife Susan the day he met her, "I've got a PhD in arguing." He never disappointed. But as much as he loved to debate, he was endlessly patient with those he loved, always ready to help a friend, and always eager to solve a problem. His remarkable moral compass was both guide and anchor for all who knew and loved him.

John was active in the City Club of Portland, and in June, 2008 was honored as the Club's Research Member of the Year. He was also an active member of the K-9 Poker Club.

John lost his battle with pancreatic cancer on February 26, 2009. He is survived by his wife Susan, daughters Erin and Nicole, and brother Jim. He also leaves other dear family members and many, many friends. John's spirit, wit, optimism, candor and quickness to laugh added an irrepressible energy to our lives. To paraphrase poet Billy Collins, the harmony of this house is missing a voice.