## CLIPPING PACKETS

### ROUTE SHEET

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June 3, 1982
Law Professor Louis Schwartz will discuss the AT&T anti-trust case in the Terrace Room, Executive Hotel at noon in a USD-sponsored luncheon. $7.50. RSVP at 293-4587.

SAN DIEGO — Alumni of the University of San Diego School of Law will gather on April 2 to hear Louis B. Schwartz, Benjamin Franklin Professor of Law at the University of Pennsylvania, deliver "A Critical Review of the Proposed Consent Decree in the Antitrust Case against AT&T."

Schwartz will be heard as speaker at the USD Law Alumni Association luncheon, Friday, April 2, at noon in the Terrace Room of the Executive Hotel. His appearance is co-sponsored by the Lyle L. Jones Distinguished Law Professional Fund. The public is invited to attend. Reservations at $7.50 may be made by sending a check payable to the USD School of Law, Alcala Park, San Diego 92110. Tickets must be pre-paid and will be held at the door. For further luncheon information: 293-4587.

Schwartz, a former chief of the decree section of the Federal Antitrust Division, argues that the decree is "entirely too favorable to Ma Bell; fragments the basic telephone system; destabilizes the Bell Operating Companies' finances; distorts competition between AT&T and competitors in unregulated business, and undermines Congress' intent to confine benign 'consent decrees' to cases where, unlike the AT&T suit, defendants settle before trial." He asks whether it is not likely that AT&T's management "will put running the long distance phone system on the back burner as it rushes off in pursuit of the glamorous, high-return, and risky 'knowledge business.'

"Wine Forum VII" will be held at 7:30 on six Thursday evenings, April 15 through May 20, in the board room of De Sales Hall of the University of San Diego.

Cost is $85 per person. Pre-registration is required. Call 293-4585.
"FINIAN'S RAINBOW" will be presented at the University of San Diego Thursday through Sunday. Performances will be at 8:00 p.m. Thursday through Saturday, and at 2:00 p.m. on March 28, in Camino Theater.

USD Fine Arts Department faculty members directing the production include: Robert Austin and Pamela Connolly, stage direction; Robert Austin, musical direction; and Marilyn Green, choreography.

The cast includes USD students Mary Pat Hoffman, as Sharon; Tom Paskowitz as Finian; Jim Morlino, Og; Ken Best, Woody; Desiree Callahan, Susan; Bill Kerr, Senator Rawkins; John Rutledge, Buzz; Tom Wilson, Sheriff; and a chorus of singers and dancers. For more information, call 291-6480, ext. 4425.
Microcomputers Discussed

SAN DIEGO — "Administrative Uses of Microcomputers," the second course of the University of San Diego series of microcomputer courses to train educators and administrators in the use of microcomputers, will be held on April 3, from 9 a.m. to 6 p.m. in room 209 De Sales Hall.

Tuition is $50; for courses with extensive hands-on training, there is an additional laboratory fee of $25. All courses in the series are offered for one Professional Development Unit, inservice education units that may be used for professional and salary advancement.

The series of microcomputer courses is co-sponsored by USD's School of Education and Continuing Education and advances from the basic course to more specialized educational uses, however, courses may be taken in any sequence. For information and registration, call 293-4585.

"Administrative Uses of Microcomputers" provides training in financial planning, student records, word-processing, testing, evaluation and enrichment. Participants will work with Apple II Plus; no prior experience is necessary. Training in system components, operation, and programming will be provided.

Behavior seminar

The seventh annual Symposium on Behavioral and Learning Disorders sponsored by the University of San Diego's Division of Special Education will be held April 2 and 3.

The focus of this year's symposium will be "Effective Parent-Teacher Collaboration in the Education of Problem Children." A pre-symposium workshop titled "Instructing the Language Handicapped: What do you do after the diagnosis?" will be held on April 2 from 4 to 10 p.m.

The keynote presentation will begin at 8:30 a.m. April 3. It will be followed by ten workshops which are repeated in the afternoon, allowing each participant to attend two workshops.

Speakers include James A. McLoughlin, Ph.D., associate professor of special education learning disorders at the University of Louisville and Rena Lewis, Ph.D., associate professor of special education at San Diego State University.

For additional information or registration contact Mrs. Anita Welker, University of San Diego Continuing Education, at 293-4585.
La Jollan to lead study tour in China

La Jollan Dr. Delwin B. Schneider will lead a study tour to the Republic of China for three weeks this summer.

Dr. Schneider, University of San Diego professor of Asian religions, is coordinating the July 31 through Aug. 19 study tour which is offered for three continuing education credits.

The tour will provide an opportunity to visit and explore one of the oldest cultures and societies in the world. Beginning in Tokyo, the tour continues with visits to six major Chinese cities, and concludes in Hong Kong with a stopover in Hawaii on the return trip.
SEMINSR: Forecasting Business Developments, USD Update breakfast seminars
DATE: April 9
TIME: 7:30-9 a.m.
LOCATION: Executive Hotel, downtown
FEE: $15

SPONSOR: USD School of Business Administration
CONTACT: 293-4585

San Diego Business Journal


San Diego Newsline

—Stress of accountants/managers is the topic of USD's breakfast seminar at the Executive Hotel from 7:30-9 AM. $15. 293-4585.

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BofA chief: Deficit cut is recession cure

By Janet Lowe
Tribune Financial Writer

The U.S. economy may be falling into its deepest recession since the end of World War II, and the Reagan administration must cut deficit spending to solve basic economic problems, according to Leland Prussia, chairman of the board of Bank of America.

"I can't remember when we've had a more difficult economic situation," Prussia said. "This is our eighth post-war recession, and some people would say we've actually had one long recession."

Prussia, who heads the nation's largest bank, spoke here yesterday at a fund-raising lunch for the University of San Diego. Prussia earned his master's degree in economics from Stanford University and is a member, along with Ronald Reagan, of the San Francisco Bohemian Club.

Though Prussia didn't specifically call for a reduction in the military budget, he outlined several congressional-proposed compromises, all of which include a reduction in the level of proposed military spending.

Though inflation has slowed its rate of climb — and Prussia predicts the next Consumer Price Index will be either zero or a negative number — he added, "Interest rates stubbornly refuse to admit we've made progress."

A cut in government deficits is the key to reduced interest rates, which in turn would spur investments and create jobs, he said.

"Not much good can happen on either the supply or demand sides until crippling interest rates come down," Prussia commented. "And that won't occur unless we deal more effectively with the deficit."

With the prime rate (the loan rate leading banks charge their best customers) at 16.5 percent, the real interest rate, which most individuals and businesses pay for loans, "is at a historic all-time high in the U.S.," Prussia said.

"This would be OK if it were a cyclical thing," he stated. "But now we are seeing structural changes in the economy."

The basic industries of the U.S., including steel, automobiles and computers, are suffering declines in their basic position in the world economy, he pointed out. This, and other factors, he said, could lead to a slow recovery from the recession.

Financial markets are waiting for an indication that government deficits will be reduced before they respond positively, Prussia said.

"They (financial markets) see that 1983 and beyond should be years of recovery, but are not likely to be if our growing economy is starved for capital because of the federal government's own insatiable appetite for it."

"We believe the president is on the right track in calling for tax and spending cuts, as well as less government regulation and greater monetary discipline. However, the present program is poorly balanced with large deficits requiring an oppressively restrictive monetary discipline."

"It would be better to strive for much more fiscal discipline with declining deficits so that money and credit policy could be eased," he said.

As for how Bank of America, which last year reported sharply lower earnings for the first time in 19 years, will cope with high interest rates and a flat economy, Prussia was not specific.

The bank, he said, would continue its conservative stance in regard to expansion, and would introduce new cost-savings technology such as automated teller machines.
B Of A Head Sees Worst Economic Period In Post World War II History

By FRED MUIR
Financial Writer, The San Diego Union

Bank of America Chairman Leland C. Prussia yesterday said the current recession will get much worse, exceeding the depths of the 1974-1975 recession and will be remembered as the worst economic period in post World War II history.

Addressing San Diego business leaders at the University of San Diego's Corporate Associates luncheon meeting. Prussia said, "I must confess that in my 26 years in the world of economics, I cannot remember a more difficult situation than the present. Bank of America's forecast is not one of great optimism. The recession will be broader, deeper and continue through mid-year."

Prussia, in his first public comment this year on fiscal policy, called on the Reagan administration to take a tougher stand on cutting the federal budget deficit as the primary tool for rebuilding the nation's battered economy.

Not until then will the administration have credibility in the financial markets necessary to spur investment in equipment and technology necessary to create needed jobs, he said.

Prussia said he expects to see unemployment exceed its already record level of 9 percent and hit 10 percent of the nation's workforce before the year is out.

"Not much good can happen on either the supply or the demand side until crippling interest rates come down and that won't occur unless we deal more effectively with the deficit," said Prussia.

By 1985, the federal deficits could grow an additional $600 billion, he said, surpassing $150 billion annually next year and possibly $200 billion a year by 1984.

Federal borrowing used to be between 5 percent and 10 percent of the total credit available in the United States through most of the 1950s and 1960s, Prussia said.

"But we forecast that has grown to 30 percent or 55 percent of available credit. And that is beyond the ability of this economy to support," he said.

"This is the issue the markets want resolved and resolved quickly," said Prussia. "They see that 1983 and beyond should be years of recovery, but are not likely to be if our growing economy is starved for capital because of the federal government's own insatiable appetite for it."

He said President Reagan is on the right track, but the economic program is "poorly balanced" requiring an "oppressively restrictive monetary policy."

He said, "It would be better to strive for much more discipline with declining deficits so that money and credit policy could be eased."

"Without some corrective action, odds are against a recovery and economic stability in the 1980s," said Prussia.

He said Bank of America is forecasting a partial economic recovery in the second half of this year, spurred by the planned July tax cut, increases in Social Security payments and increased defense spending.

But, Prussia warned, continued tight money policies of the Federal Reserve Board will make the recovery a weak and limited one.

He predicted that the rate of inflation could drop to zero, "or even negative" and that level could be reflected in the Consumer Price Index figures due to be released by the Commerce Department later this week.

"Inflation will disappear and prices of many goods will actually decline," he said pointing out that home prices have been one of the first examples of real price declines.
On the eve of St. Patrick's Day, the University of San Diego Auxiliary held its election luncheon, "A Touch of Class," at the Sheraton Harbor Island. Reba Brophy and the USU Singers provided entertainment. Fashions shown were from Nell Harrison's Fashion Quarter. Joan Bowes was chairwoman; Barbara Denniston assisted her.
USD team going to Peru for a 'different religious experience'

SAN DIEGO — Four student members of the Religious Studies Club at the University of San Diego and a faculty advisor are preparing to spend five weeks in Peru later this summer in what they hope will become an annual undertaking.

Called the Overseas People-to-People Program, it will give the USD students "a different religious experience — in this case a different Catholic religious experience," said Dr. Gary Macy, who will accompany the students.

THEY HOPE TO bring back not only their experiences of living together as a "caring, sharing, praying Christian community," said Dr. Macy, but also slides and tapes of their experiences, something they will be able to share not only at USD, but with interested parishes in the diocese.

"Father Rye suggested that we attend ministry meetings down there first and not immediately decide what we're going to do until we see how we can help without getting in the way," explained Dr. Macy.

Dr. Macy and the students — James Teixeira, a senior from Carlsbad, Ann Waggoner, a freshman from Indio, Sylvia Tapia of Brawley, and Jeanne Herms, a sophomore from Chula Vista — are already preparing by taking courses in Spanish and Peruvian culture. In addition, said Teixeira, the students' coordinator, they are raising funds through bake and flower sales on campus, as well as other activities, and have also received a grant from the USD student government; Dr. Macy will teach some summer courses at Marquette to cover his expenses.

FLOWER POWER — Selling carnations on campus is one of several projects undertaken by some University of San Diego students to pay their way to Peru this summer. Meeting in Dr. Gary Macy's office at USD are (from left) student James Teixeira, and faculty members Del Schneider and Gary Macy of the Religious Studies department.

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**USD team going to Peru for a 'different religious experience'**

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Called the Overseas People-to-People Program, it will give the USD students "a different religious experience — in this case a different Catholic religious experience," said Dr. Gary Macy, who will accompany the students.

THE USD team will pay their own way to South America and live, as a community, in Chulucanas, Peru, under the sponsorship of Augustinian Father Gary Rye, who had been diocesan director of evangelization and adult education in San Diego, and who is now serving as a missionary priest.

"Father Rye suggested that we attend ministry meetings down there first and not immediately decide what we're going to do until we see how we can help without getting in the way," explained Dr. Macy.

Dr. Macy and the students — James Teixeira, a senior from Carlsbad, Ann Waggoner, a freshman from Indio, Sylvia Tapia of Brawley, and Jeanne Herms, a sophomore from Chula Vista — are already preparing by taking courses in Spanish and Peruvian culture. In addition, said Teixeira, the students' coordinator, they are raising funds through bake and flower sales on campus, as well as other activities, and have also received a grant from the USD student government; Dr. Macy will teach some summer courses at Marquette to cover his expenses.

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"Here at the University we relate pretty much on an academic basis," said Dr. Macy. "What we hope to do is form a core Christian community, and integrate our faith with our daily experience."
SAN DIEGO – The chairman of the nation's largest bank recently urged a reduction in deficit spending as the first step toward solving basic U.S. economic problems.

Leland S. Prussia, chairman of BankAmerica Corp. and its chief subsidiary, Bank of American NT&SA, said a cut in the nation's deficit is the key to reduced interest rates, which would in turn spur investment and create jobs.

Speaking to a Corporate Associates recognition luncheon at the University of San Diego, Prussia told the assembled business and civic leaders that "not much good can happen on either the supply or demand sides until crippling interest rates come down. And that won't occur unless we deal more effectively with the deficit. The USD Corporate Associates comprises business firms that contribute annual operating support in such areas as scholarship, faculty enrichment and new programs.

Prussia cautioned that monetary restraint is also necessary to continue to control inflation. "You simply can't have price and interest rate stability without a well-balanced monetary and fiscal discipline," Prussia said.

He said federal deficits through 1985 could reach $600 billion and reducing them must be the Reagan administration's very first priority in shoring up economic policy.

"This is the real issue the financial markets want settled," he added. "They see that 1983 and beyond should be years of recovery, but are not likely to be if our growing economy is starved for capital because of the federal government's own insatiable appetite for it."

"We believe the president is on the right track in calling for tax and spending cuts, as well as less government regulation and greater monetary discipline. However, the present program is poorly balanced with large deficits requiring an oppressively restrictive monetary discipline."

"It would be better to strive for much more fiscal discipline with declining deficits so that money and credit policy could be eased," Prussia said.

The chairman of a large bank told a gathering at the University of San Diego Tuesday that a reduction in deficit spending is the first step urgently needed to solve basic economic problems in this country.

Leland Prussia, chairman of the board of BankAmerica Corporation and of Bank of America NT & SA, said a cut in deficits is the key to reduced interest rates which will in turn spur investment and create jobs.

Prussia, a trustee of the University of San Diego, spoke on "U.S. Economic Prospects and Policy" at the first annual meeting of the USD Corporate Associates. The Associates include business and civil leaders who contribute annual support to USD through scholarships.

The banker said that "not much good can happen on either supply or demand sides until crippling interest rates come down and that won't occur unless we deal more effectively with the deficit."

"Monetary restraint is also necessary to continue to control inflation," he said.
Dean Aims to Change Course of USD Law School

Seeks Active Role for Students and Pros in San Diego

"The first thing we do, let's kill all the lawyers."

—William Shakespeare in "Henry VI"

By PAULA PARKER, Times Staff Writer

Sheldon Krantz realizes there are people today who share Shakespeare's dour opinion of the legal profession and he intends to do his best to change that.

Krantz is an attorney. But more importantly he is the dean of the University of San Diego Law School, in the view of many observers San Diego's leading law school.

Krantz, who has been dean since July, aims to steer the school on a new course, away from the traditional path that the USD law school, and most other law schools, have followed in the past.

"I do think that right now there is a lot of concern about the things lawyers do. It's maybe not to the height of Shakespeare's quote, but it's fairly serious," Krantz said.

Among the problems facing the legal profession, according to Krantz, are:

—Rising legal costs that have gone so high as to make legal services prohibitive for some people.
—The many layers and intricacies of the legal system that often confuse the public.
—The threatened end of federal funding for programs that provide legal services for the poor.
—The need for better training for both law students and young attorneys who have little courtroom experience.
—The need to bring law schools and the legal community closer together.

Those goals will be a major leap for a law school founded 28 years ago at a small Catholic university.

But the soft-spoken and intense Krantz sees them as within both his and the school's reach.

Krantz believes the USD law school "should become a fairly active participant in San Diego in exploring the need for change... in short, become an active participant in the important legal questions of the day. That is not the traditional stance of a law school."

Krantz's different approach to the law and legal education has been noted by a number of San Diego attorneys.

"He's considered an innovator in the field of corrections," according to John Cleary, director of Federal Defenders, a federally funded agency that represents indigent criminal defendants in federal courts.

Krantz has the background that will help him steer the USD law school in a new direction.

Before coming to USD, Krantz was a professor of law at Boston University and for eight years the director of the university's Center for Criminal Justice.

He also served as executive director of the Massachusetts Committee on Law Enforcement and Administration of Justice, a group that directed projects aimed at legal system reforms.

Krantz, 43, also served for a year during the Johnson Administration as staff attorney for a similar federal commission.

He is aiming high in order to reach his goals at USD. Krantz said he intends to take the USD law school to "the forefront of legal education during this decade" and make the legal profession in San Diego "a model nationally."

"He's somewhat of a scholar but (one) who practices what he preaches. He was a very notable figure in the criminal law correctional field before he came to USD," Cleary said.

Cleary and others who know Krantz say he brought energy and enthusiasm to the law school that promises to provide a catalyst for changes.

In the past, Cleary said, USD generally followed a straight path in educating students, avoiding experimentation.

"In a word, they (law schools) were isolated from the legal community," he said. "I've been here over 10 years and never once did the dean or anyone in authority (at USD) ever seek to get our staff involved in the program."

Now, at Krantz's instigation a Federal Defenders attorney is teaching a new USD course in which law students "dissect" a trial...
DEAN: Law School Image Boost

Continued from First Page

under an experienced professional’s guidance. And the law school and the San Diego County district attorney’s office have launched a fellowship program in which prosecutors, police officials and judges on sabbaticals teach and conduct research at the university’s Center for Criminal Justice Policy and Management.

Begun by Meese

The center, begun in 1977 by former USD Law Professor (now counselor to the President) Edwin Meese III, and a new community law center started by USD and the San Diego County Bar Assn. in January are integral parts of Krantz’s plans for teaching of and analyzing legal issues.

La Mesa attorney Dan Tobin, former county bar association president, broached the idea of a community law center in the association’s newsletter.

“That is how we first met,” Tobin said. “He (Krantz) read my article and called me.” The two developed a concept that could ultimately produce neighborhood “dispute resolution centers” where people could resolve conflicts outside the courts — an alternative to government-funded legal aid services, should that become necessary.

“I would see an improved quality of legal services given to the community of San Diego from a variety of sources within the legal community which to this point I don’t think have been sufficiently tapped and coordinated,” Tobin said.

Important Training

“You might see an absence of the kind of turmoil that arises annually at the (county) Board of Supervisors with respect to the criminal defense issue.”

Such innovations could also provide both employment and much-needed post-graduate training to young, inexperienced attorneys in San Diego, Tobin said, noting that rapid growth in San Diego County’s bar — its membership has roughly quadrupled to 4,000 in the last 15 years — has left “a lot of starving lawyers.” Some observers say the proliferation of lawyers has led some to take on cases in areas they are not competent to handle.

“The one thing he (Krantz) seems to be heading for . . . which I certainly am in favor of is having more (school-community) involvement,” Alex Landon, head of Defenders Inc. and a USD law graduate, said. “I’ve always been a firm believer that the legal profession should have a kind of intern program (similar to that of doctors) and he’s very much sympathetic to that.”

Krantz, a University of Nebraska honors graduate, might never have come to USD had things gone differently at Boston University.

Friends and associates say Krantz, an “up-and-coming star,” was the faculty’s unanimous choice for dean of BU’s law school, but his nomination was blocked by President John R. Silber.

“It’s fair to say that the president of Boston University and I had somewhat of a disagreement on the role of a dean in a law school,” Krantz recalled. Silber wanted “close control” over his deans, whereas USD President Author Hughes gives his top educators considerable latitude in developing their programs, Krantz said.

Krantz’s wife, Carol Rogoff Hallstrom, is also a lawyer. She said Hughes’ feeling of “responsibility to the community” struck a responsive chord in Krantz and helped convince him that San Diego was the place to be.

The climate, the university’s proximity to Mexico (Krantz also hopes to establish a law center serving both countries) and the local legal community’s receptiveness to new ideas were also part of that decision, Krantz says.

Krantz, with owlish glasses, curly brown hair and unassuming manner, is somewhat reminiscent of comedian Woody Allen — minus a lot of the jokes.

*Sincere and Serious*

He is most often described as bright, energetic, sincere and dead serious about his goals for the law school.

“He’s very, very thorough — he does his homework,” observed Municipal Court Judge Napoleon Jones, a 1971 USD graduate and USD law professor, who has been involved in discussions on the U.S.-Mexico law center.

Krantz is not without a sense of humor, however. On a wall of his office hangs a framed cartoon of an irate man leaning over a boardroom table to talk to another man.

“Krantz, you’ve been at this think tank four years now. Can you give me some evidence that you’ve been thinking?” the angry man asks.

Part of the thinking Krantz does at USD deals with curriculum changes and the need to beef up affirmative action efforts. Currently, only five of USD’s 50 full-time law teachers are women, and minorities make up only 10% of an enrollment of nearly 1,100.

There is also the problem of what might happen if UC San Diego and the California Western School of Law merge, a possibility officials at both schools are considering.

Several local educators believe a merger — which would add the...
DEAN: Image Boost for Law School

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prestigious UC name to Cal Western — poses a threat to USD, until now viewed by many as the best of San Diego's four law schools.

Krantz's only comment on the merger prospect was to say it could jeopardize USD's quest for a "very limited amount of research support available for law schools. I think regardless which way that issue goes, we are going to continue to expand and develop our law school. Naturally there are problems."

Rising tuition is another problem. USD law school tuition is rising at an average annual rate of 13% "and that's an unfortunate cycle," Krantz acknowledged.

"Tuition is now close to $5,000 a year and next year it will be $5,670," lamented a first-year USD law student. Although applications are up by 15% for the coming school year, the low-cost education a UC law school might provide could hinder USD's efforts to attract students.

But Krantz points out that USD is still a bargain when compared with other private law schools. Boston University costs $6,300 a year, while at Stanford University tuition is a whopping $7,920.

Darrell Bratton, a long-time USD law professor and a member of the committee that led the search for a new dean, said Krantz had just about all of the attributes committee members sought. Outstanding academic credentials were one, but equally important was finding "not necessarily someone with a fixed plan (to change the school), but someone who had a vision, an idea of where legal education is heading."
Non-profit boards forced to regroup in wake of budget cuts

By Bill Ritter

Save for the pursuit of earnings, many of the key differences between the boards of directors of for-profit and non-profit corporations will grow less distinguishable in this era of Reaganomics.

With a less-government-spending-for-services philosophy firmly entrenched in the White House, leaders of non-profit groups have been left to financially fend for themselves. Nearly without exception, most of them are turning to their boards of directors for guidance, assistance and money.

But, in some cases, existing boards — for years viewed by many businesspeople only as an excuse to socialize and hobnob — simply do not have the wherewithal, expertise and desire to fulfill the tough new directorship requirements of the 1980s.

As a result, many of these board
financially lend for themselves. Nearly without exception, most of them are turning to boards of directors for guidance, stance and money.

But, in some cases, existing boards for years viewed by many businesspeople only as an excuse to socialize and hobnob sim ply do not have the where-withal, expertise and desire to fulfill the tough new directorship requirements of the 1980s.

As a result, many of these board members either roll up their sleeves and get to work, or quietly resign. There is little room left for non-working board members.

"Fundraisers now refer to the 'Three W's' — wealth, wisdom and work. And any single board member should have at least two of those W's," offered William Pickett, vice president for university relations at the University of San Diego (USD). Pickett has partial responsibility for overseeing USD's high-powered, 32-member board of trustees.

The USD board has been raising money for nearly a decade, so it may have a head start on other organizations. But Pickett, who has worked on boards across the country, believes that groups must learn to be specific and open about their board requirements.

"No one should be a board member (these days) without making a personal contribution; it would be hypocritical otherwise," he said, adding that it is critical that "boards determine what their needs are. And part of that is bringing experts to the board who realize what the needs are and who can understand them, the liberal, wishy-washy philosophy that you bring in board members and, somehow, later, they will give the organization money just doesn't work."

The new and up-front requirements of non-profit board members carry a corresponding increase in the board's authority and responsibility. It is relatively new territory, uncharted, for the most part, both by non-profit staff and the directors who oversee their activities.

And there have been some bumps in the road.

The recent resignation of Urban League executive director Clarence Pendleton, for instance, reflects an assertion of leadership and authority by the League's board over what had been a Pendleton-controlled-and-dominated organization.

"The board cannot say that it (alleged and reported fiscal abuses) wasn't their fault because they didn't know about it; it is their responsibility to know about these things," offered one League director. "Now the board understands that it must set policy and review what is happening on a regular basis."

Similarly, the board of directors at the San Diego Symphony became fully aware of the organization's financial woes last summer, although staffers and some board members claim that the handwriting was on the wall long before that.

Since then, an operating committee — relying heavily on three board members from the corporate sector — has seized daily control of the beleaguered symphony.

But not everyone on the symphony board felt inclined to plunge into the troubled waters. In fact, seven board members have resigned since last summer, leaving some to wonder if the financial pressure wasn't a motivating factor in their decision.

"It could be true that the pressure got to them, although they did not explain it like that when they resigned. I, for one, am not one to throw in the towel and walk away," said Louis Cumming, senior vice president of Crocker Bank and a member of the symphony's operating committee.

Cumming also is heading the annual fund drive of COMBO, the local umbrella arts organization, and found himself in the middle of the recent fundraising fracas between the two groups. (Symphony officials circumvented COMBO's rule that COMBO alone is allowed to seek funds from government and corporations. The disagreement last month was hammered out and resolved through compromise.)

Cumming compared the symphony problems to guiding an aircraft carrier.

"Tell the helmsman to make a 30-degree starboard turn and it takes 10 miles to actually turn because of its size. With the symphony, you can't correct what took 10 years to happen. I now know how President Reagan feels."

All of this executive effort spent on overseeing non-profit groups takes time, of course. In some cases, it takes lots of time.

"I don't like to be on a board just to lend my name," explained O. Morris Sievert, vice chairman of Nucorp Energy. "If you do what you should be doing, you have quarterly meetings and committee meetings every two or three weeks, maybe more. All organizations say that there is not much work involved, but there usually is."

Once the president of Solar Turbines, Sievert was a veritable one-man volunteer force in San Diego for years. Currently, he is a director at United Way, USD, Old Globe, Scripps Hospital, University Hospital's Cancer Center, and the Holiday Bowl. Five years ago, he was a founder of the Community Leadership Development Program — the predecessor to the recently formed LEAD San Diego Inc. — designed to nurture corporate volunteerism.

"Contrary to popular belief, I don't qualify for the wealth category," he said, referring to the 'Three W's.' "And I certainly don't have all that much wisdom, so that leaves me for work. Seriously, I think people (on boards)
often kid themselves, because one wouldn't accept any board membership if you didn't want to help. Raising money is what makes boards (tick)."

To what degree corporations should underwrite the funding deficits created by government budget cuts is hotly debated in boardrooms of both profit and non-profit entities.

Those U.S. corporations which do contribute to philanthropic endeavors donate an average of 1 percent of their pre-tax earnings, leading some to believe that private business could dig deeper into its collective pockets.

Others believe that the private sector should not be made the villain in the Reagan cutbacks, especially when corporate profits are, at best, sluggish.

Corporate executives differ amongst themselves on the question, but seem united in the belief that corporate largesse is a planned, not haphazard, business activity.

When giant Signal Cos. moved its corporate headquarters from Beverly Hills to La Jolla in 1980, for example, company officials “called all corporate officers together and told them to get involved in San Diego activities,” recalled Dan Derbes, Signal's president and co-author of the corporate responsibility plan.

“We didn't want any duplication of efforts, so we named one vice president to coordinate everything. All 23 officers got involved,” he said.

Derbes, himself a board member of United Way, the Chamber of Commerce, USD, the president's club at San Diego State University (SDSU), and the Independent Colleges of Southern California, maintained that executive involvement is “not a social activity. There may be that by-product, and we became known quickly and met a lot of people that way when we first moved here. But that wasn’t the reason we got involved. In each case, we hope that people we assign to those boards have more to contribute than simply being a name representing Signal. You have to participate in some way or another; you’re not going to be a silent board member.”

Some board members are not prone to raise money. But those people could indeed become an endangered species in the emerging produce-or-perish era for non-profit boards.

At one well-established social service agency last February, for example, directors were given assignments for a board-sponsored fundraising campaign in April. For most of its 10 years, the agency had boasted a board comprised primarily of other social service types, which was appropriate when the organization was funded completely by the government. But now, faced with raising a portion of its budget through private channels, the agency was forced to press its directors into fundraising activities.

Some directors balked at the idea and resigned from the board.

“Of a sudden, the funding stops and the board is told that it has to raise money,” explained Pickett, who added that the above example is an all-too-often occurrence in the board rooms of smaller non-profit groups.

“But directors say, ‘Wait a minute, nobody ever told me this.’ And that's what's happening. It was always there, but it just never was spoken.”

Aware of the transitory nature of some boards, many non-profit groups have initiated aggressive board development drives, designed to weed out the less-motivated board members and provide programmatic leadership training to those who remain.

“There is no question that boards have and are continuing to change. The forward-thinking boards are looking at reduced funding sources and realize that they have to get their house in order,” offered Tom Carter, president of Carter Financial, a local real estate development firm. Carter is president of the SDSU alumni organization and also sits on the boards of Children's Hospital, Urban League, and the fledgling Southeast Development Corp. (SEDC).

At SDSU, Carter has taken a get-tough approach to board members' involvement. In a February memo, he informed directors that the group "should act more as a corporate board.
with more timely review of financial data and direct the course of policies" of the alumni association.

He proposed that all directors should regularly attend meetings, serve on at least one standing committee, and agree to participate in at least one of four direct fundraising activities each year.

"Non-profit boards are starting to develop the kind of management you see on profit-making boards," said Carter, who added that "serving on boards in the future will be much more difficult. There are some very tough questions to answer — like at Children's Hospital, we have to ask how much we are willing to spend to save a child's life? That's a terrible thing to look at, but somebody has to."

Carter said that the era of Reaganomics means that non-profit groups cannot operate "from the back of an envelope anymore. Boards have to put forth some financial planning and have good, strong accounting systems. And staff has to share the power of the organization — all non-profit boards have to deal with that issue."

Some have an easier time with that than others.

"Before, many boards were just rubber stamps," explained Carter. "Now, there must be review and accountability, and that's not an adversary role, although some say it is. But a board member understands that if the payroll taxes aren't paid, then they can be liable, so they have to take ownership of their responsibility."

Legal considerations are important to non-profit directors. Most agencies insure their directors against legal liabilities, but insurance won't cover fraud. As directors are asked to assume more responsibility, they also are becoming more aware of their legal obligations.

"There are many non-profit organizations who do not provide any function other than getting the money and giving it to someone, and those boards do not need liability insurance," offered Richard Page, partner with Sullivan & Jones law firm in San Diego. Page is a member of the KPBS Community Advisory Board. "But if the board is engaged in an economic activity, then the people on the board must have insurance."

"Anyone can sue anyone, and someone who feels injured by the corpora-
on (could sue) the directors for 'alter
go' liability," added Peter Thompson,
an attorney with Sullivan & Jones.
Thompson is handling some of the legal
affairs of Physicians and Surgeons
Hospital, formerly San Diego
Community Hospital.

"At Community Hospital, the board
members were not insured because
there (was) very little money flowing
through. However, we're in litigation
with the previous management, and it
has counter sued the corporation and
some of the people on the board."
Ironically, said Thompson, the
"former management company doing
the suing (were the ones who) never
took out insurance for the board."

Handling and massaging the easily
bruised egos of both upper-level staff
and board directors is an art unto itself.
Many local groups — the United Way
and Junior League among them — offer
seminars on "board-skill development"
and training.

But the new philosophy of stronger
non-profit boards means that the power
which before had rested only with the
staff now must be shared with the
board.

"While we try to stay out of the day-
to-day operations, we do have the final
say over major policy questions and we
keep a close running tab on that," said
Dave Dean, owner of Towne Realtors
Inc. and chairman of the 24-member
board at San Diego Youth and Com-
munity Services (SDYCS), a $1 million-
a-year local agency. The group operates
three programs: The Bridge, for run-
aways; Neighborhood Outreach
Program, a social service and economic
development program; and Family
Care Resource Center, a foster care
service.

Only about 13 percent of SDYCS'\n
budget comes from private donations,
but that sum can be monumental to
organizations grown accustomed to
government funds for total support.
This year, for example, the SDYCS
board has set a $30,000 fundraising goal
for itself.

"We are much more active in fund-
raising now than when I joined the
board in 1979," said Dean. "And that's
related to the government funding
cutbacks."

The board's makeup over that period,
said Dean, has been transformed from

SDYCS' Dean (left) and Goldsmith: Striking balance between board and staff

only that was "70 percent social service
agency people to today's 70 percent
non-social service people. It's a lot more
diversified now."

Daily operations are left to Liz
Goldsmith, SDYCS executive director.

"We have to take our cue from her,
but we're not always going to be in

agreement," said Dean. "We have to feel
independent and strong enough to
challenge her, and we've done that."

"That is the way it ought to be — after
all, they are the people who are commit-
ing their time," agreed Goldsmith. "The
board has more input today than it did
three years ago; it has more corporate
decision-making power."

The financial crunch on non-profit
organizations is indeed very real.
Whether that is cause for consternation
or cheerfulness depends on one's
political and social philosophy.

There are some, such as Crocker
Foundation president Ward Stevenson,
who take a be-damned approach. "The
fact that an organization has been
receiving taxpayer support (does not)
necessarily mean that it is serving a
useful purpose or that it has the right to
continue," he told a group of COMBO
supporters recently.

On the other side is USD's Pickett.
The emotional underpinning (to the
cutbacks) is that these things weren't
around 20 years ago and things
(appeared) fine then. But just by getting
rid of the response will not get rid of
the problem. My experience is that services
are lean to begin with and they are
already squeezing everything they can
out of every nickel."
USD Orientation for Incoming Students

College Visiting Day, an annual Univ. of S.D. program for incoming freshmen, local transfer students, and their families, has been scheduled for Saturday, April 17 from 12:30 to 5 p.m.

According to Director of Admissions Kathy Estey, nearly 1,000 people are expected to attend.

Dr. Arthur E. Hughes, USD president, and Dr. Joseph Pusateri, dean of the College of Arts and Sciences, will welcome the participants to campus.

Books/ Writers

By Lois Horowitz

When writers dig for information they often strike oil. For his recently published book, “San Diego: An Illustrated History” (Rosebud Books), Dr. Ray Brandes, professor of history at USD, says he has dug deeper into Mexican archives (he reads Spanish) than other local history authors. “I used materials no one else has used and turned up things other writers didn’t know about. A few people are going to be upset,” he said.

Besides that, Brandes used many photographs never before seen in San Diego publications. “Lots of pictures are taken by people who eventually leave the area.”

Brandes gathered the information and pictures for his book during years of travel. The largest source of photos he used was taken by federal government agencies here during the Depression now on file in the Library of Congress.

Fran Rudman, head of the interlibrary loan section at UCSD, reports brisk borrowing of old materials from other libraries, many of which are now on microfilm and easier to get than ever.

One of her busy clients is Dr. Benjamin Sachs, retired professor of history at the University of New Mexico and now living in Pacific Beach. Sachs, who is close to 80, energetically visited every library in town for over a year while researching his book in progress.

One of the myths he exploded concerns an actress who frequently visited the Hotel del Coronado in the ’20s. It turned out to be another woman of the same name.
Peace seminar will be held at USD

Church round-up

A seminar on "Making Peace in the Global Village" will be held from 9 a.m. to 4 p.m. next Saturday (April 24) in Camino Theater at the University of San Diego. The principal speakers will be the Rev. Dr. Robert MacAfee Brown, professor of theology and ethics at the Pacific School of Religion in Berkeley; and Sydney Thomson Brown, co-developer of the Ecumenical Program at Union Theological Seminary in New York. Admission is $10 or $7.50 for students. The seminar is sponsored by the San Diego Presbytery of the United Presbyterian Church, USD and the San Diego County Ecumenical Conference.

What's happening

SYMPOSIUM/ The fifth annual symposium on the holocaust, "Reflections on The Nuremberg Trials," will be held from 5:30 to 9:30 p.m. Tuesday in Salomon Hall at the University of San Diego.

The symposium is sponsored by the National Conference of Christians and Jews, the Jewish Community Relations Council, the United Jewish Federation, The San Diego County Ecumenical Conference and the University of San Diego School of Continuing Education.

Registration is $7.50 for adults and $5 for students with identification. The price includes a buffet dinner. For information and registration, call 293-4585.
Whither Higher Education . . . ?

A Conversation with the Heads of Three San Diego Universities

Curtained financial aid, a coming drop in potential students and slippage in the quality of the educational product, among other factors, are shaking the foundations of American higher education. Today, in a conversation with editors of The San Diego Union, Dr. Richard Atkinson, chancellor of the University of California, San Diego; Dr. Thomas Day, president of San Diego State University; and Dr. Author Hughes, president of the University of San Diego, reflect on the impact of these forces, plus San Diego's need for enhanced university education opportunities, on the future of higher education in this community. Here are their observations.

Q: Can you tell us what proposed reductions in federal aid to higher education will mean to the universities? Dr. Day?

Day: The cuts that affect big universities the most will be in the financial aid area. If you look ahead to 1983-84-85, we think that we probably will be cut 25 to 40 percent in dollars and in the number of students who are helped by financial aid at one time or another. Other sources of money which come into the university, primarily through contracts and faculty research and service grants, tend to fill in for any particular cut in those areas, so our principal worry is in student financial aid.

Q: Dr. Hughes?

Hughes: You realizes that Congress has passed, and the President has signed, a continuing resolution for the budget for 1982-83, so what we perceived as a major threat to us seems to have been somewhat averted. Our concern was that the administration's interest in reducing rather dramatically student aid programs over the two years could leave us with as much as a 25 percent reduction in student aid, in excess of a million and a half dollars. But, frankly, with the congressional action, we see a switch in emphasis, a reduction of our concern for federal withdrawal from the student subsidy programs. As President Day said, we're not assured yet of what the budget is going to be for '83-'84, but we are considerably less concerned about the federal withdrawal from student aid support programs than we were.

Q: Dr. Atkinson, what do you see?

Atkinson: I think Dr. Hughes hit it very much on the head. When you look at President Reagan's proposed budget for '83-'84, the issue of guaranteed student loans and the like looks very bleak. I think everyone now is of the view the budget is going to be modified, and in terms of student support there is going to be a reduction from this year to next. At UCSD that probably will amount to about 10 percent, but that is compounded with the increased cost of going to school, so clearly it is going to be felt by students. But I don't think the alarm will be quite as dramatic as if one were planning to operate within the framework of the original Reagan '83-'84 budget. A big part of our funding, of course, is in terms of the research and development programs, and there the Reagan administration really has done quite a good job. I'm not satisfied with the total budget, but I think that they have worked very hard to maintain a strong research and development budget. Just to give you a feeling for that, last year we received about $122 million from the federal government just to support our research programs and we are expecting to go up about 8 or 9 percent this year. We've got other problems in the Medi-Cal and Medicare area in terms of programs at University Hospital. That's going to be hit pretty hard.

Q: Still, when you look at the financial picture at state and federal level, something has to be cut. The federal budget will be in deficit over $400 million for the next three years; the state is looking at a $1 billion to $3 billion deficit in the next couple of years. Do you see any threats to higher education in the future?

Day: There is one area that concerns me a great deal, and that is the cutback that seems to be looming in graduate student aid. I think there is some confusion in the minds of the public, and perhaps in the minds of the administration, on the different kinds of graduate school and professional aid for students. Many people believe that, particularly in the professions—law, medicine, engineering, things of that kind where there is a high income down the road—students can borrow against future earnings. Perhaps that's true to some degree. But our graduate schools also are the seedbeds for future faculty for future universities, where there are not very high earnings, by and large, down the road. If we take away the support to these kinds of students, we are within a generation or two of killing our universities, and, a generation beyond that, our economy and our nation. You can't have it both ways. You can't be screaming about the lack of faculty in areas like engineering and science and at the same time make it very, very difficult to attract faculty to those areas, much less to produce proto-faculty in our graduate schools. This problem is getting caught up in the larger problems of middle-income students at the undergraduate level. I think it should be separated out and studied carefully, because it is the seed for the future of our universities, which in turn are the engines which drive our economy.

Atkinson: I agree totally. This emphasis on removing all types of financial aid to graduate students gets to be a problem particularly in the sciences and engineering. If we cannot provide some type of aid to students in science and engineering, as opposed to medical schools, law schools and the like, we just are not going to recruit students into graduate work. That is already a disaster on the national scene. The United States, in electrical engineering and computer science, currently is producing about one-third of the number of graduates that industry is going to require over the next 10 years. Depending on which report you look at, you can vary that number somewhat, but there is no question that as a nation we are far under-producing the number of electrical engineers, computer scientists and a number of other areas that are absolutely critical to the economy. And if we don't begin to worry about that, it's going to accumulate in a major way. There is another disturbing thing. I have two faculty members with offers of $100,000 apiece for salary alone from the
Whither Higher Education . . . ?

University of Florida. The state of Florida, along with North Carolina, has targeted solid state physics, computer science, artificial intelligence and certain areas of molecular biology, and they've taken the view that if the economy of Florida is going to prosper, they have to begin to build the university's expertise in those areas. They are literally moving around the country recruiting some of the best faculty available. I hope we don't lose those two faculty, but the state of California has to begin to understand that a whole technical base has been built here because of the unique features of its universities in terms of graduate education and the ability to attract first-rate faculty. We have to, as a state, begin to produce the number of electrical engineers and computer scientists that industry in this state needs, let alone the country.

Q: How does a cutback in federal or state student aid funds work its way through the system? For instance, does a 10 percent cutback mean a 10 percent reduction in the amount of aid available to a given student, or does it mean 10 percent fewer students would be eligible for aid? Would it cut off people at the upper level of need?

Hughes: There is a complex of student aid programs, each directed toward one kind of student support or another. The work-study program, for example, provides an institution funds for student jobs. Others are out-and-out grant programs. If the decrease is across-the-board, let's say 10 percent, then there would be a systematic reduction in all of those programs. That was not what was proposed. The call was for complete elimination of some programs and a reduction in others — and, I might add, an expansion of the guaranteed student loan program from necessity.

Q: Let's clarify all this. We're not really talking about no loans in many cases, but about the difference between a 9 percent loan and a 14 percent loan. The Pell program is supposed to be for poor people and we spent almost $8 billion dollars on it in the last year. The Wall Street Journal reported that one-third of that went to students with annual incomes over $25,000. When we talk about cutting back the GSL programs, we're not really talking about eliminating the loans but making it more difficult for students with annual incomes over $30,000 to get those loans. So we are really not talking about cutting out the loans to the poor kids as such. Isn't that correct?

Hughes: But in the case of the GSL program, if you use an income ceiling, say, of $30,000, look at a family with an income of $35,000 sending two students to the University of San Diego. The cost next year at USD will be about $3,000 per student for room, board and tuition. To send two students to school, and that's not uncommon, you have a $16,000-out-of-pocket cost. Now the students rightly should earn some of that income themselves, and they do — about 60 percent of it. So the arbitrary income ceiling of $30,000 for a family with two kids in a private institution doesn't make a whole lot of sense. A program that is need-based is justifiable; to set an arbitrary ceiling on that program because it relates somewhere or other to average income, in my opinion, does not make sense.

Q: You have expressed optimism about the congressional atmosphere on the future of aid to higher education. What kind of an agreement do you expect between Congress and the administration?

Day: I don't share the sense of optimism because of the 11th hour passage of a continuing resolution. I think Congress is, as we all know, slowly putting a toe into the zero sum problem of fixed resources and increasing expenditure. And I'm not at all persuaded that the public understands the importance of this occasion among the various public activities that public funds currently support. I'm concerned that when it gets down to a zero sum problem, one essentially compares apples and oranges in weighing higher education against aid to the aged, handicapped, prisoners and so forth, state or federal. And one can adduce arguments for cutting back education which one can't use in other areas, so higher education may come out behind. But one has to take a longer view of education, not just an immediate ground. It is the long-term interest of the country, in the generation beyond current defense concerns, beyond foreign relations concerns, that justifies the continued support of higher education.

Q: I get the feeling that you believe that the ultimate compromise will be in the neighborhood of the administration proposal than where we are today.

Day: That's my concern. I'm much more worried, frankly, about the Congress in this same regard. The Congress has a constitutional requirement of a balanced budget, so its zero sum is much more immediate.

Q: Dr. Hughes, where do you think Congress and the administration are going to go?

Hughes: My concern has been that there would be a sudden total withdrawal from some of the programs, such as the grant program which affects the state scholarship program. I am more optimistic than I was, but I think anyone looking at that picture today has to agree that there will be, if not a rapid withdrawal, then gradual withdrawal of public investment in higher education. We were asking for time, and I think we're getting time. I think it behooves private institutions like USD to look at different kinds of financial aid models than we operate with currently if we are going to talk about the same enrollment level that we have now. We're doing that as fast as we can.

Q: Do the public-supported schools feel the same way?

Atkinson: It's a very complicated situation. You have heard me say this before, but 1981 was the peak year for the college age group, which has been on a steady increasing curve. Starting in 1983, the country as a whole is going to have a 22 percent drop in the number of college-age students in a 10-year period. In Michigan the drop is going to be 35 percent, and in parts of the United States it's going to be 30 percent. California isn't going to have that kind of drop, maybe 5 or 6 percent, and Southern California may even show a little increase. But there absolutely is going to be a disaster in the private college area. Schools are going to close in large numbers; lots of others are going to be in serious trouble.

Q: What is the public-supported school's view of their position?

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Q: What I hear you all saying is there is less taxpayer money for education at both the federal and state levels. At the state level, other jurisdictions faced with this have gone to a fee system — cities, counties.

Do you foresee an increase in tuition — or, as it is euphemistically called at some of the institutions, student fees — as a way of making up for some of the loss of revenue?

Day: It's an obvious way, of course. I think my board of trustees currently is opposed to tuition, but over three years or so I believe the students themselves have moved a great distance away from their opposition to tuition. The student leadership on my system of 19 campuses still is officially opposed and there is a very effective lobby against the consideration of tuition in the current legislative session. Yet we've just held student elections on my campus and the people elected are not nearly as strongly opposed to tuition; some of them are outright in favor of tuition. We've had an increase in fees this year and face another increase, the amount of which is still to be determined because of problems about the coming year's budget. The question of tuition or fees is a semantic question which has enormous emotional impact, but, from my point of view, it is a distinction with no difference. Money is all green, and frankly, I find it ironic and strange that students would support an increase in fees to support the health center but will resist any hint of money which pays for faculty to teach them. I understand the philosophical point that the state ought to pay for teaching. I support that as long as you can get it, but if...
one is faced with choices of cutting back the faculty or imposing tuition. I think the students are beginning to recognize that they may have to keep their education.

Atkinson: I always find it rather humorous that the state of California thinks it doesn't have tuition. We do have tuition; we just don't call it tuition. This coming year it's going to cost typical students, in fees alone, about a $900 per year. Call it what you will, we charge a pretty good hunk of money to spend a year at a UC campus.

Q: Then would I be correct in saying neither of you is opposed to the concept that the user should perhaps pay a higher share of the cost of education?

Atkinson: No. I'm opposed to it. I think the greatest thing the state of California has going for it is the opportunity to go through a first-class institution, through four years of college, without having a tuition barrier. If you look at the growth of productivity in the United States in the last 40 years, the driving component of that growth is not simply capital investment, but a whole range of things. Two of them are the education of the working force and the investment made in new knowledge, research and development. This country has prospered well by an investment in education, and the state of California has prospered well. And I think for the long term financial viability of the state, to draw industry here, to maintain it as a vital state in terms of its economic base, we're a lot better off minimizing the cost of public education for qualified students.

Q: I'm sure the private schools would agree with you.

Hughes: Each private school has a different point of view. I'm sure. My own view of the issue of tuition in the public sector is that I believe very strongly in the concept of public education. That's my background. Yet in an era of scarce resources, is this subsidy to a student at a public institution warranted when there is no need? Interesting figures were drawn between the entering classes at UCLA, a public institution, and USC, a private one. Average family income at the entering class at UCLA was higher than that of USC.

Day: I agree with Dr. Atkinson. My concern is that I think that we are reaching a stage in California where the history and the tradition of no tuition is going to be re-opened as a public policy issue. The psychological or verbal box that I feel myself in is that I don't think that it is any longer possible to address that in the abstract. The differences between an open sum, or growth, problem and a zero sum, or declining, problem is that in the growth era one can get away from choices, but in the zero sum era one must make choices. So it is not an abstract question whether tuition-free is good. Of course it is good. It's not an abstract question of whether the state ought somehow to make that possible. Of course it should. The question is if the state as public policy chooses to cut back the state contribution to education, expressed in faculty, or fill that in with some money from the students. If you are going to educate students you must have the faculty. The question is who pays for it. If the state is going to withdraw from that, then a lesser evil to me is to consider filling it in from non-state resources.

Q: There is one other alternative. If there is less public money and you don't want to impose tuition or a fee, perhaps you have the alternative that we may have too many colleges educating too many people who don't need it or don't deserve it, and that this whole concept of free or easily available higher education for everybody has gone too far. Maybe some schools should close. There is no sacred right to remain open.

Atkinson: I'm not arguing that they should remain open. I think there has to be a contraction. For the last 10 years we've seen a real contraction in the funds available to support education. I know everyone thinks we can always find cuts, but things have become very lean in the UC system. And I'm very distressed that, for example, we do not have the equipment necessary to provide an adequate program in instruction for young people in electrical engineering and computer science. Visit a Japanese university, or a German or French university even, and their level of instrumentation, equipment and capability of instruction is better than ours. They don't educate the proportion of students, but if you compare the quality of education we provide to the top 10 percent of our students with other countries, ours has been slipping very badly. We are not producing the quality of product that this society needs.

Q: Maybe if we stiffened our entrance requirements a bit and kept the level of the entering students a little bit higher, we could do a better job.

Atkinson: I could not agree with you more. I think the University of California has not been setting high enough entrance requirements, and as a result we've been sending a message to high school students that they need not take three or four years of mathematics, or four years of English, or the like. I hope we correct that fault very soon. We must send out the message to freshmen and sophomores in high school that much more is expected of them in terms of their high school education.

Day: I think you're tying together two things which are not necessarily tied together. Increasing the standards of performance required of our students is a thing anyone would subscribe to who thinks about the problem. It doesn't save money; it doesn't reduce the number of students who are in the universities or should be in the universities. It increases the input to their education and thereby better the output. But by the California master plan of higher education, UC takes the top eighth of the students. CSU takes the top third. The quality of the education that we give depends upon the students' preparation and upon our ability to give it, or research, instrumentation and all the rest of it. However, the number that who are getting educated, and the fraction of the populace who ought to be educated, are a different question, a public policy question. If one wants to change the master plan and say that the University of California should no longer take the upper eighth of students, but should take the upper 16th, that's a different thing. I find it ironic that people who seriously propose that we should give higher education to a smaller percentage of the citizens are almost invariably those who have benefited by public education. It's just as true now as it was with Jefferson that the educated citizenry makes a better country. I wouldn't argue that we should cut back the opportunity. I would argue that we should increase it, and in fact, if we don't we are going to have terrible turmoil in this country.

Q: I think what our questions were driving at was that a realignment is coming in education and you say it would not save money because there would be the same number of students, but it could.

Day: It will cost more money because you'll have better education with better equipment. That's what Chancellor Atkinson was talking about.

Q: You teach remedial English. Over 25 percent of your students take remedial math. Wouldn't they be better placed in the city colleges, where it costs a lot less to educate them?

Day: That's just putting a time shift on the problem. If 50 percent of our... (Continued on C-7, Col. 5)
entering freshmen do poorly in reading or writing, we give them remedial English under a special appropriation from the Legislature. I agree with your basic question that this might be done more efficiently in a community college. It's probably more efficiently done in high school, or in K through eighth grade. But you have a public policy question with those students who are graduating. You either do something about them or you flush them. In China they chop them; they said all students caught in the Cultural Revolution were out. This country hasn't chopped students who have poor preparation. We have chosen to try to educate them, but that doesn't address the fundamental question that, as we bottom out after 10 years and demography starts rising again, should the percentage of the population of the United States getting higher education where it is now or increase? I put it to you that it is in our interest to educate more citizens.

Q: Have you noticed any improvement in the preparation of your students?

Day: I think it's a little early to see the effect of the competency-based exit from high school. It has only been used this past year and it has very few teeth. I think there is a growing awareness that we have to do something in K through 12. That impacts on me enormously, and I'm sure it does on Dr. Hughes, because we are running colleges of education. That means we have to train teachers going into K through 12 to go back to the basics. We have to train school boards to get out of certain non-educational things and to support the teachers.

Atkinson: I agree totally, but I have a feeling that a lot of changes are beginning to occur already. There are major problems in the K through 12 system. Just the recruitment of mathematics and science teachers in the junior colleges and high schools is an impossible situation. We're not providing the incentives to draw people in. On the other hand, I think there is a real awareness now on the part of students and parents, and in turn counselors and teachers, that education is much more important than it was in the past and that is being reflected in terms of improved preparation. For the first time in 18 years the SAT scores — the student aptitude test scores, which are a pretty good sample of performance for a high school graduate — showed an upturn this year.

Q: As you look at students on campus today, and those of five years ago or 10 years ago, what do you see now that you didn't see then?

Day: I think the students are more much more concerned with job-related education and training than they were in the late '60s and '70s. I also detect a new edge to student concern that also reflects from potential employers and the world that they want to understand things more, rather than simply drift through a business curriculum, an engineering or education curriculum, or what have you. They don't want just pure training; they appreciate education. And today's students understand the difference, in my judgment.

Atkinson: That fits my view of things very well. When I first arrived here I met with many groups, and the image of UCSD held by most of them was one of the late '60s, early '70s — radicalism, students marching through the campus and the like. That world just doesn't exist any more. The students are extremely hard working. If anything, I think that at times they are a little too career-oriented, but the commitment to a solid education now is quite impressive. I think some have been short-changed in terms of their preparation at the university and that's unfortunate.

Q: How are minority students doing?

Atkinson: At UCSD our minority students are doing extremely well. If you look at minority students admitted through the normal admissions process, meeting the standard high school course requirements and so forth, those students at the end of four years will be slightly behind the student body as a whole in terms of the percentage graduating. By the end of the fifth year the percentage graduating among minority and other students is virtually the same. But we also take many other minority students who haven't met the UC entrance requirements and they have a much tougher time. The message that I try to get out to minority students and their families is that they should really try to be sure that in their high school years they are meeting the UC entrance requirements and entering the university system with that background of course work, because if they do, the evidence is they are going to do very well.

Q: Are you admitting as many as you would like or as you feel that you should?

Hughes: The answer is no, in both cases.

Day: I think, though, that we have pursued it vigorously in the last couple of years. There is one source of continued problems which we probably all share. In the Hispanic communities, of which there are several, the percentage of students who graduate well from high school is much smaller than other student groups, including other minorities. Why is that? I don't really understand. This translates into a problem in finding an equitable or reasonable number of entering Hispanic students, both those who are meeting the normal entrance requirements and those who show some possibility even though they may not meet the normal entrance requirements. The numbers simply are not available; they don't apply when you go to talk to the students, the families, the high schools.

Q: Does it trace to the shortage of minority teachers?

Day: Yes, and I think, particularly in education, we are very sensitive to that.

Q: How would you evaluate the health of higher education in San Diego?

Day: I think the people in San Diego should recognize, as I think you do by having us here, that San Diego, while a very populous area, is blessed with a very good higher education community. It has variety of top-flight universities and colleges which are complementary and work well together. This is taken for granted here. In my experience, if you come from Eastern — New York area, Boston — or Midwestern big cities, there are lots of different institutions which in a friendly way kind of trip over each other in the minds of the people.

Atkinson: I agree totally. We do have a strong group of schools in the San Diego area, although I would say to the citizens of San Diego that they should begin to look at their tax base and the population base of this area and try to determine whether their level of support in terms of state funds is appropriate to that tax base and population.
Q: Is there a discrepancy?
Atkinson: I'm not going to analyze the statistics for you now, but this is the second largest city in the state. There's a huge population base here. It's growing, and the quality of growth that occurs here is going to depend very much on the quality of the universities and the education and other opportunities that the universities generate. This area now has the second fastest high technology growth rate in the nation, next to the Silicon Valley, which is still first. That is in large part because of what the universities in this area can do. And if the universities are not strong and not healthy and not drawing talented students and giving them absolutely first-quality education, so that the young engineers, the young computer scientists, the young molecular biologists who flow from the universities go out and make that contribution to a high technology development area, it's just not going to occur. The reason the Boston area did so well was because of Harvard and MIT. The reason that the Silicon Valley-greater San Francisco area has done so brilliantly was because of Stanford and the University of California. There's a tremendous shortage now in the engineering fields; particularly electrical engineering and computer science. The state must do something to address that question, and I'm talking here about the UC system. One approach could be simply to enlarge the engineering schools in Northern California, Berkeley, or in Santa Barbara and at UCLA. But I think that would be a problem for the San Diego area, because if you look at the realities of the situation, you don't simply import engineers from Berkeley or UCLA into the San Diego area and meet your needs that way. The production of quality students here and the interaction that occurs, the whole flow of activity, enriches this area in a very dramatic way, so someone has to be arguing that while we want strong schools in engineering at UCLA and Berkeley and the like, it's very important to see a strong engineering program at UC San Diego.
Camp Runamuck was never like this

In the summer of 1980, young Denison Bollay hit on the idea for computer camps: "I thought to myself," he said, "what wouldn't I have given at a young age to get my hands on a computer with color graphics, music, plotting, speech synthesis and a larger memory?"

By Gregory N. Joseph
Tribune Staff Writer

ERIC FENMORE SAYS HE first became interested in attending a computer camp after running across a small item on the subject in the Wall Street Journal.

Eric is 13.
His father says the boy likes to read.

"The item mentioned this place in Santa Barbara," Eric was explaining by phone from his home in Tustin, Calif. "It sounded interesting, so I called the people at the camp, had them send me some information and ended up spending two weeks there last summer.

"It was the greatest — so much fun. Much more relaxing then regular summer camp. We had a variety of things to do — horseback riding, swimming, Frisbee football, volleyball and, of course, computer classes. We spent at least four hours a day in class, working on computers."

Welcome to the computer age.

An era of space-age technology, bright schoolchildren with a seemingly insatiable appetite for learning — and ambitious computer entrepreneurs only too eager to introduc...
The computer camp movement, which is anywhere from 3 to 5 years old (depending on who is taking credit for starting the trend), is taking a bigger bite than ever from the summer fun and self-improvement pie. Officials at some established camps agree that computer camps can be beneficial for youngsters — as useful as any kind of specialty camp — provided the camps are professionally run and the youngsters attend because they really want to.

See CAMP, D-4

Ivan Jr. lags in computers

FORGET THE SPACE RACE. How does little Johnny stack up against Ivan Jr. in the microcomputer literacy race? Computer industry officials claim it's no contest.

They say Johnny — as well as his peers in England and West Germany — are apparently way out in front of youngsters in the rest of the world when it comes to computer technology.

The officials also contend that children in the Soviet Union and other communist-bloc countries haven't gotten out of the blocks yet in the computer race.

"I've been to exhibits in Moscow, and I talked to Russians when they came over for exhibits in England," said Kit Spencer, head of marketing for Commodore International, by phone from the company's headquarters in King of Prussia, Pa.

"The evidence is substantial: The Soviets' computer technology is way behind, as is it in all the communist countries. I say that based not only on what I've seen, but on the basis of the questions the Russians ask when they attend the computer shows."

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"The evidence is substantial: The Soviets' computer technology is way behind, as is it in all the communist countries. I say that based not only on what I've seen, but on the basis of the questions the Russians ask when they attend the computer shows."
The major reservations educators express is that school districts, which often are financially strapped and lack the funding to buy enough hardware for all students to become proficient on computers, might, of necessity, be handing the role of teacher over to the business community.

But those in the computer industry and entrepreneurs who operate computer camps say they realize the educational ramifications of their new business endeavor.

Video-game manufacturer Atari Inc. plans to hold computer camps for 10- to 18-year-olds this summer at the University of San Diego, and at East Stroudsburg State College in Stroudsburg, Pa., The Asheville School in Asheville, N.C., and Lakeland College in Sheboygan, Wis.

Atari claims this will mark the first time a major home computer maker has fully sponsored any such camps. The day-to-day operation of each of their camps is to be handled by an organization called Specialty Camps, Inc., which Atari says has run theme and traditional camps for 25 years.

Linda S. Gordon, vice president of special projects for Atari, said her company sees the camps as an opportunity to teach youngsters a broad approach to the art of computer science.

"We are viewing the computer as a tool," she said by phone from company headquarters in Sunnyvale, Calif. "And we want to teach the children it's a tool that will enable them to use it as a multiplier of human thought and effort. We're teaching about computers in that context — as a skill limited only by their own imaginations.

"After all, computers are going to be a part of our children's lifestyle. We hope to give them some appreciation of that, and enough knowledge as a base to let them be self-motivated about computers and how they can be used."

Each of Atari's camps will be offered in 2 four-week sessions and in a single eight-week term. The USD camp will run from June 20 to July 16, from July 18 to Aug. 14, and from June 20 to Aug. 14.

The cost, the same at all four camp locations, is $1,590 per youngster for each four-week session, and $2,790 for an eight-week term. Parents can have their child stay an extra week at the four-week camps for an additional $325. Meals and lodging are included.

The camps are to feature at least two hours a day of computer training six days a week, plus additional free time youngsters can spend playing or working on the machines. The curriculum will be geared for all levels of computer users, from beginners through advanced.

Those attending the computer camp at USD will room in dormitories on campus and also have benefit of field sports, swimming, tennis and other traditional outdoor activities, when they are not working on the computers. One off-campus field trip is planned during each session.

Gordon said the USD camp will be led by an instructor experienced in the field of teaching children how to use microcomputers (she said she did not have permission to release his name yet). In addition, she said her company is also looking for other teachers with computer experience, as well as "young people of college age and above who will ideally have both knowledge of our equipment and of working with children."

Gordon, the mother of a 7-year-old boy, is a former high school teacher and investment management specialist who holds a master's degree from the Harvard School of Business. "After all, I'm a parent, too," she said. "We're talking about educating the children of the United States here."

Denison Bollay is a 29-year-old computer aficionado who founded Computer Camp Inc., which he claims started the whole computer camp craze.

"It's a little surprising to me even," he said by phone from the company's headquarters in Santa Barbara. "We really struck a tender nerve, I guess."

"Bollay, whose father earned degrees in business and engineering from Harvard, found he was "very good at math and kind of fair in English" when he was in his early teens. When he was 14, he found he was particularly good with computers — he began putting together stock market programs for his dad.

Upon graduation from Harvey Mudd College in Claremont, Calif., where he earned a degree in engineering, young Bollay got back into computer programming, first
Continued From Page D-4

for a Santa Barbara firm, then for his father. By age 24, he had his own computer consulting firm ("Actually, I'm still doing that with Fractal Inc., the other firm I'm president of," he notes).

In the summer of 1980, Bollay hit on the idea for computer camps, one, as he put it, "too damn good not to do."

"I thought to myself," he said, "what wouldn't I have given at a young age to get my hands on a computer with color graphics, music, plotting, speech synthesis and a larger memory?"

Computer Camp Inc. became the nation's largest computer camp, with 100 boys and girls between the ages of 10 and 18 streaming through the first summer, and 350 the second.

This year, the camp will be held in leased facilities 30 miles north of Santa Barbara in the Santa Ynez Valley. There will be 5 two-week sessions: June 13-25, June 27-July 9, July 11-23, July 25-Aug. 6 and Aug. 8-20. The cost is $795 per session, and covers room and board.

The company also plans similar camps at Lake Tahoe, in upstate New York and near London.

Under the Computer Camp Inc. format, each camper is expected to spend at least three hours in the classroom per day, not including some additional homework and programming assignments. Classes cover the gamut, from beginning to advanced levels.

There are also outside activities that include horseback riding, swimming, boating and nature studies.

Teachers range from those with doctorates in education specializing in microcomputers to those who work in the computer industry. There are even "peer advisers" — young "computer whizzes," in the words of Garry White, the company's vice president of operations, who act as teacher's aides. "Kids will ask them questions they won't ask their teachers," White said.

He said the emphasis is on "fun, not games — learning, not teaching. We make available all the kinds of things that turn these kids on mentally, make them want to absorb more. We don't teach at them — the incentive comes from within."

How well does the approach work?

According to Eric Fenmore, the young Wall Street Journal reader, just fine. He attended Computer Camp Inc. last year with his 16-year-old sister, Shanna. Both would like to return this summer — she as a teacher's helper.

"They loved the camp, had a marvelous time, and got a good background introduction to computers at the same time," said the youngsters' father, Bart Fenmore, the owner of a construction firm, by phone from Tustin.

"I will say that children should follow up and practice what they learn there, or else the experience will disappear very quickly. We're lucky, because I have a computer at home for my business. But I'd say that if somebody has children of a bright and inquiring nature, the earlier they start with computers, the better. It's part of the future."

It may, indeed, be — but are computer camps the way to go in helping to educate the next generation?

"It's like any teaching situation — it often depends more on how things are handled than the actual material," said Larry Fenson, a developmental psychologist on the faculty at San Diego State University. "If children like what they're doing and want to go — fine. I don't think any single learning experience is likely to be that potent, it's just one of those things assimilated into a child's system ... computing is just a tool. Thinking is important."

"Still, it's just hard to believe kids would rather do that than go fishing and boating."

SDSU experimental psychologist Fred Hornbeck said he uses computers on his job, and that his 14-year-old son also uses computers frequently in the math program at Gompers Secondary School.

"Looking as a parent at my own son," the psychologist said, "I think that parents ought to support a youngster's talent or interest ... computer camp could be a delightful experience, as long as there is a balance of activities."

Hornbeck said, however, he wasn't sure computer camps might not be "that big a deal" to children, since some of them are exposed to computers in school.

But Cliff Frederickson, science specialist for the San Diego Unified School District, said, "We're talking about 110,000 students in the district and between 200 and 300 computers available to them. The average student doesn't have great access (to computers) in terms of getting that much experience with them."

David Hermanson, supervisor of the school district's gifted and talented student program, called computers "one of the most significant developments ever in education."

"In my opinion, computers should be in every classroom, like pencils and chalk," he said. "I'm glad to see the advent of the computer camp, but I'm always saddened that the business community is having to fill the gap, for I think we can do better than they."

"I'm also concerned that kids who do go to the camps will come back ready to go on the computers, and we won't have the equipment in the regular schools system to let them do it."
"Ancestral Cults of Vietnam" will be the subject addressed in a lecture in French by Jean-Jacques Maitam, adjunct consul with the French embassy in Los Angeles, Saturday, April 24, 2 p.m., Salomon Lecture Hall, USD, Alcala Park. 291-6480 x4296.

SAN DIEGO — The ancestral cults of Vietnam will be the topic of an address by Jean-Jacques Maitam when he appears before the Alliance Francaise Saturday, April 24, at 2 p.m. at the University of San Diego's Salomon Lecture Hall.

Non-member admission is $3. Maitam is the adjunct consul with the French Embassy in Los Angeles.
Nurses To Be Honored

The honor society of the University of San Diego School of Nursing will be inducted into the national Sigma Theta Tau honor society in a campus ceremony and reception to be held May 7.

About 120 members of the USD group will be inducted into the 65,000-member national organization.

Helen Ference, first vice president of the national society, will conduct the ceremony. Irene S. Palmer, dean of the school of nursing, will deliver the keynote address.

Local officers to be installed will be Karen Zappone, president; Mary Fallon-Smith, vice president; Mary Caffery, secretary; Christine Trelease, treasurer; Pamela Johnson, president elect; Patricia Roth, counselor; and Evelyn Anderson, counselor.

Fr. Ronald Pachence

Fr. Pachence gets
USD religious chair

SAN DIEGO — Father Ronald Pachence, associate professor of religious studies at the University of San Diego, has been appointed chairman of the department. He will replace Father Dennis Krouse, who will devote full time to teaching and research.

Father Pachence is a native of Savannah, Ga., and a graduate of Immaculate Conception Seminary and Catholic University, where he received a doctorate of theology in world religions.

Father Pachence came to USD in September of last year from D'Youngville College in Buffalo, N.Y.
By DONALD C. BAUDER
Financial Editor, The San Diego Union

Excessive federal, state and local housing regulations — combined with the courts’ permissive attitude about these intrusions — often add 25 percent to the cost of a new home, according to the report of President Reagan’s Commission on Housing, issued yesterday in Washington.

A San Diegan — University of San Diego Distinguished Professor Bernard H. Siegan — headed an eight-person committee of the commission.

The committee yesterday recommended sweeping measures to extirpate outdated government regulatory activity such as rent control; unreasonable zoning restrictions; unnecessary environmental and construction restrictions and a veritable miasma of bureaucrat-feeding government activity.

In total, there were 30 people on the commission itself. There were only four committees, and San Diegans headed two of them. Siegan headed the committee on government regulation and cost of housing, while Gordon Luce, chief executive of San Diego Federal, headed the committee on housing finance.

Luce was out of the city yesterday and could not be reached for comment on his committee’s actions.

The recommendations by Siegan’s committee are bound to be controversial. Already, howls are being heard on one recommendation: The committee, concluding that rent control inhibits the building of apartments, recommended, in essence, that the federal government abolish it.

The committee recommended that the federal government should “preempt application of state and local government rent controls” when a project is financed by a lender whose deposits are insured by the government or when governmental agencies are involved in the financing.

“The funds are still there,” said a smiling Siegan yesterday in an interview. “We also urge that states pass legislation removing the powers of counties, cities and all other jurisdictions to adopt rent control.”

Another recommendation certain to be controversial is the suggestion by Siegan’s committee that governments at all levels — and the courts — take a new look at their standards for justifying zoning restrictions.

Today, governments and the courts tend to permit municipalities to enforce zoning codes any way they desire: “About anything a community wants to impose on a housing development will be satisfactory under state laws today, and there is a tendency by the courts to support or defer to the municipalities and states in zoning,” said Siegan.

“Our most innovative suggestion is a new standard for zoning regulation. A community should not be able to limit a proposed housing project or development unless it involves a vital and pressing governmental interest,” he said.

The words “vital and pressing” are key. The committee recommends that “all state and local legislatures should enact legislation providing that no zoning regulations denying or limiting the development of housing should be deemed valid unless their existence or adoption is necessary to achieve a vital and pressing governmental interest.”

In litigation, the governmental body seeking to maintain or impose the regulation should have the burden for proving it conforms to the foregoing standard, the committee report.

Further, the committee said that the U.S. attorney general should look into the ramifications of the proposed “vital and pressing interest,” said the report.

If he concludes that the proposed standard “strikes a balance between the legitimate governmental and private rights to property,” the report states that the U.S. attorney general should “seek a case for urging the Supreme Court.”

NUMEROUS ZONING REGULATIONS

Numerous zoning regulations are still in effect.

Donald Bauder

Donald Bauder
Adding 25% To Home Cost

at their standards.

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NANCIAL NEWS

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the regulation should bear the burden for proving it complies with the foregoing standard," said the committee report.

Further, the committee believes that the U.S. attorney general should look into the ramifications of the proposed "vital and pressing" standard.

If he concludes that the new standard "strikes a balance between legitimate governmental interest and individuals' rights to private property," said the report, the attorney general should "seek an appropriate case for urging the Supreme Court to adopt a new test."

Numerous zoning regulations inhibit housing and add to its costs, said Siegan. Regulations on the density of developments "should be left to the marketplace," he said.

Restrictions on manufactured housing (such as mobile homes) should be jettisoned: The market will prevent indiscriminate placing of mobile home parks from lowering property values, said Siegan.

Restrictions on the size of dwelling units and lots, growth controls and farmland preservation controls should be re-examined, said Siegan.

"While farmland preservation is ostensibly designed to preserve the minimum operating size of farms, its real purpose can be to exclude housing developments from the community.

The beneficiaries of large lot zoning usually are affluent homeowners, while lower income renters and young families pay the additional price," said Siegan.

Most such laws are local and state in origin, but "Congress should repeal the Federal Farmland Protection Policy Act of 1981 because it could have a potentially serious and detrimental impact on the cost and availability of land for housing," said Siegan.

He pointed out, "Urban development is less than 3 percent of land area in the U.S. — some say 2 percent, some say 4. In any case, it's not a high percentage," he said.

Land-use policies, building codes and such things as the federal energy performance standard tend to inhibit housing and raise prices, said Siegan, who recommends repeal of federal energy performance standards.

Among books which Siegan has authored or edited on these questions are "Land Use Without Zoning," "Other People's Property," and "Planning Without Prices."
GUILTY AS CHARGED

Marge and Art Hughes enjoyed the recent mock trial staged at USD's ninth President's Club dinner, where the ten years of Hughes' presidency were tried by barrister and President's Club Council Chairman Josiah Neeper. Hughes was charged with perfection on the job. Supporting evidence was provided by Dean of Students Tom Burke, Trustee Peter Hughes, and Provost Sally Furay. The jury of President's Club members joined in the revelry and sentenced Hughes to a minimum of ten more years as USD's president... and that's hard labor in this day and age.
EDUCATION

It was not a Rose Bowl victory parade, but last week's ceremony to honor the business schools of the University of San Diego (USD) and San Diego State University (SDSU) brought back a bit of the old be-true-to-your-school-days feel.

Both universities were top scorers at the recent 18th annual International Collegiate Business Policy Games sponsored by the University of Nevada, Reno. USD, students coached by local investment pro DAVID ROGERS and competing against 20 other schools, captured the grand prize in the simulated computer games. SDSU ranked first among its six-school division.

USD's team was given a semidurable consumer product to market. Its common stock started at about $2 per share, dropped to 93 cents and then climbed to $69 after its market saturation effort. SDSU played a "conservative strategy" according to CHAD PIERSO, faculty adviser, who guided the team to an accumulated net income figure of $25 million, $3 million more than the nearest competitor.

Both schools were honored at the USD campus last week, with USD receiving a trophy and a City of San Diego proclamation.

USD Students Win Business Games
Title; SDSU Team Also Gets Trophy

Business schools from two San Diego universities came home with trophies from the annual International Collegiate Business Policy Games at Reno last weekend — and one team walked off with the grand prize.

A team of students from the University of San Diego — entering the event for the first time — was 1982's grand champion among 24 universities at the event at the University of Nevada at Reno.

San Diego State, which won the grand prize two years ago, was again among its group of six schools. It was the third straight year SDSU has come home a winner in its league of six.

In the simulated computer games, the USD team manufactured a semidurable consumer product. "We were told we could market the product in four different geographical areas. But at the outset, we chose to concentrate where we had marketing efficiencies — in just two markets," said David Rogers, coach of the USD team.

In the simulated effort, USD's product started with 16.67 percent of the market and wound up just short of 23. Its common stock started at $2.06 a share — dropped to 93 cents as the "company" pumped money into market saturation efforts — then soared to $69.

USD's team members were Mark Leberg, Jay Beck, Eve Blomberg, Wayne Purcell, Don Moser and Keith Mullin.

SDSU won in its league because "we played conservative strategy," said Prof. Chad Pierson, faculty adviser.

"The industry was booming but we held back on building inventory. We felt the boom couldn't go on that long — but we were underinventoried in the boom years. Then when the boom slowed, we were in much better position than the others — and we were much better positioned for the subsequent turnaround. We had $25 million in accumulated net income at the end of the seventh year and the closest competitor had $22 million," said Pierson.

Team members were Paul Koreen, Daniel Rubenstein, Stephen Dacus, Carey Mack, Linda Schadler and Robert S. Williams.

One of the judges was George Leisz, an executive vice president of San Diego's Aerojet General.

— Donald C. Bauder
Herrmann Wins Ojai Tennis Title For USD

Special To The San Diego Union

OJAI — Peter Herrmann of the University of San Diego won the men’s independent college division of the Ojai Tennis Tournament here yesterday with a 3-6, 6-1, 7-6 conquest of Eric Quade of UC-Irvine.

In the men’s doubles final, Quade paired with Jim Snyder to defeat the USD team of Terry Ward and Eric Steinbroner, 6-7, 7-6, 6-2. In women’s singles, Shelley Solomon of UCLA stopped San Diego State’s Micki Schillig, 6-1, 6-4.

Other local honors went to the Grossmont College men’s team, which won the team title for the third straight year. Grossmont’s Stan Perry and Doug Bradley won the men’s doubles title, while Palomar College’s Sherrie Harris and D.D. Mercer took the women’s crown.

In the interscholastic division final, Bishop’s Frank Yannis was defeated by Ricky Leach of Laguna 6-2, 6-2.

USD, UC-Santa Barbara Split Pair

Glenn Godwin fired a 4-hitter yesterday as the University of San Diego defeated UC-Santa Barbara 3-1 in the first game of a double-header at Alcala Park. UCSB took the nightcap, 4-1.

Godwin, a senior left-hander, struck out nine on the way to his 10th victory against two losses. Andy Asaro and Andre Jacas each had three hits for the Toreros.

Dan Yokubaitis allowed only one hit — a two-out RBI single by Paul Van Stone in the seventh inning — en route to the Gauchos’ 4-1 victory in the second game. USD is now 21-15-1. UCSB is 28-16-2.

San Diego State, US

San Diego State and USD, the two winningest college baseball teams in the area, enhanced their records with quite different victories yesterday.

The Aztecs built an early lead and coasted to a 14-1 rout of UCSD at Smith Field. Gary Henderson, recovering from an arm injury, pitched four innings of no-hit ball, facing the minimum number of batters after the one man he walked was erased on a double play.

Paul Sok. the first int. with a single.

USD needed a ninth inning to ou beat Point Loma

The Toreros are 12-22. The Southern Califor
USD Symphony — Henry Kolar will conduct the orchestra for the Sr. Rossi Scholarship Fund Concert on April 25 at 4 p.m.

THE UNIVERSITY of San Diego Orchestra will present its annual Sister Rossi Scholarship Fund Concert Sunday at 4 p.m. in USD's Camino Theater.

USD undergraduate audition winners Paul Nagem and David De Valera will be the featured soloists. Flutist Paul Nagem will play the first movement of Concerto for Flute and Strings by J.C. Bach, and pianist David De Valera will play the first movement of Beethoven's Concerto No. 3.

The USD Orchestra, conducted by USD Fine Arts Department Professor Henry Kolar, will perform Beethoven's Sixth Symphony "The Pastorale," and "Andante for Strings," composed by Dr. Kolar.

Tickets may be purchased at the door. Proceeds of the concert benefit the Sr. Rossi Scholarship Fund.
"THE IMPRESSIONIST AS PRINT MAKER" (Founders Gallery, Founders Hall, University of San Diego). Exhibit of etchings and lithographs of Childe Hassam (1859-1935) from the collection of the San Diego Museum of Art. Exhibit opens Wednesday, through May 21. Gallery hours are noon to 5 p.m. Mondays through Fridays, until 9 p.m. Wednesdays. Admission is free.

The exhibit runs through May 21.

IMPRESSIONISM, as exemplified in etchings and lithography by American artist Childe Hassam, is the subject of the exhibition opening at the University of San Diego's Founders Gallery Wednesday and running through May 21. The gallery is open to the public from noon to 5 p.m. weekdays, Wednesday, when it is open, from noon to 9 p.m.

According to Therese Whitcomb, director of Founders Gallery and USD professor of art, "This unique exploration will look at impressionism for the first time from the standpoint of line and total values in addition to the traditional concern with color."

Pieces comprising the exhibition, "The Impressionist as Print Maker," are on loan from the San Diego Museum of Art, and says Whitcomb, "The etchings and lithographs have not been described before and we are delighted to have been invited by the Museum to compile the definitive research on a heretofore undefined and unexhibited collection."
‘Storytelling’ workshop scheduled

Women’s Spiritual Journey through Storytelling, with Rabbi Lynn Gottlieb, will be held in the USD Camino Theatre from 10 AM to 4 PM. Cosponsored by the Women’s Institute for Continuing Jewish Education and USD’s Continuing Education. $15. 293-4585.

Holocaust symposium scheduled

Professor Bradley F. Smith, author and lecturer on the Nuremberg Trials, will be the keynote speaker at the fifth annual Holocaust Symposium. The symposium, “Holocaust: Reflections on the Nuremberg Trials,” will be held at the University of San Diego from 5:30 to 9:30 p.m. Tuesday, April 20 in De Sales Hall. Smith’s keynote address will be entitled “Reaching Judgment at Nuremberg.”

Pre-registration is requested. Fee, which includes a light buffet, is $7.50 for the general public and $5 for students. Call 323-6113 or 582-2483.

Through April 22, 1982 — ISRAEL TODAY SAN DIEGO

Inter-Denominational Seminar Features
Rabbi Lynn Gottlieb

A superb blend of religion and the arts, mysticism and storytelling, featuring nationally known Rabbi Lynn Gottlieb, will be presented on April 21, at the University of San Diego. Sponsored by The Woman’s Institute for Continuing Jewish Education and the University of San Diego, Department of Continuing Education, in cooperation with the American Jewish Committee and the San Diego Ecumenical Conference, the program will take place at USD’s Cabrillo Theater from 10-4.

Entitled “Women’s Spiritual Journey Through Storytelling”, the inter-denominational seminar will be convened by Bonnie Feinman, M.Ed., Co-Director of The Woman’s Institute and Director of the American Jewish Committee. The first presentation of the day will be “Go Tell It On A Mountain”, in which Rabbi Gottlieb will depict stories of Biblical women through lecture, music and interpretive dance.

Following lunch, the group will resume for individual workshops to include: “Storytelling Through Midrash”, with Dr. Irene Fine; “Christian Story Making”, with Kristin Stabb; and “Mythmaking and Fairytales”, with Marleen Brasefield. These small groups will offer an opportunity for participants to create their own stories.

The closing celebration will be conducted, once again, by Rabbi Gottlieb. Anyone wishing further information on the program may contact The Woman’s Institute for Continuing Jewish Education at 442-2662 or The Department of Continuing Education, USD, at 293-4585. A registration fee of $15 is required to include both small and large group workshops.
SAN DIEGO—"Women's Spiritual Journey through Storytelling," is the theme of a workshop to be held at the University of San Diego April 21 from 10 a.m. to 4 p.m. in Camino Theater.

For information and registration, $15, call 293-4585. Workshop leader Rabbi Lynn Gottlieb draws upon her studies of story collections in Hebrew from the Bible, the Talmud, Hasidic texts, mystical writings, and archeological studies to dramatize ancient tales in light of contemporary women's experience.

Following Rabbi Gottlieb's presentation, participants may choose from workshops including: "Storytelling through Midrash," led by Irene Fine, director of Women's Institute for Continuing Jewish Education; "Christian Storymaking," by Kristin Stabb, pastor of Gethsemane Lutheran Church; "Mythmaking and Fairy Tales" by Marlene Brasefield, assistant director of Continuing Education, University of San Diego.

"Women's Spiritual Journey through Storytelling," is co-sponsored by Women's Institute for Continuing Education in cooperation with The American Jewish Committee and the San Diego Ecumenical Conference.

Gottlieb, a graduate of Hebrew University, Jerusalem, serves a congregation in New York City in addition to presenting workshops throughout the United States, Canada and Israel.
LASTING IMPRESSIONS

Though traditionally the Impressionists were famous for their dynamic use of color, the etchings and lithographs of Childe Hassam portray the American scene in black and white with the same airy atmosphere and shimmering light found in the "Haystacks" of Monet. Indebted to both American realism and European impressionism, his subjects are the landscapes of New England, urban New York, Santa Barbara and San Diego. When abstraction and modernism came into vogue, interest in American impressionism waned for several decades. But today local art lovers are looking back with rekindled interest to this important movement. Under the direction of Therese Whitcomb, University of San Diego art majors researched, designed and installed in Founders Gallery the most comprehensive collection of Hassam's work ever assembled. The exhibit will run through May 21 at USD's Founders Gallery, open Mon.-Fri., noon-5 and until 9 pm on Wed. 291-6480 ext. 4296.
APRIL  SPORTS
USD puts No. 15 ranking on line

The University of San Diego Toreros, ranked 15th in the nation in the latest collegiate baseball poll — San Diego State is ranked 19th — travels to Los Angeles State for a single game tomorrow afternoon and will return home for a double-header with Los Angeles State on Saturday at Alcala Park beginning at noon.

The Toreros are 18-7-1 on the year, having lost their most recent outing Tuesday to Fullerton State.

In action last week, the Toreros defeated Pepperdine University and swept a pair from Long Beach State. Torero pitcher Gale Godwin is 8-0. In his last outing against Long Beach, Godwin fashioned a three-hit shutout. Al Brehm came back in that nightcap against Long Beach with a two-hitter. Godwin has an earned run average of 2.28 and leads the team in strikeouts with 73 in 75 innings.

In the hitting department, Laci Nagypal, the third baseman, is carrying a .368 average and shortstop Paul Van Stone is averaging .337.

WOMEN TO RACE 10K: More than 1,500 women — including 40 with personal bests of less than 40 minutes for a 10-kilometer run — are expected to be on the starting line Saturday at 7:30 a.m. at Mission Bay for the Bonne Bell 10K. Late registration for the all-women's race will be held tomorrow from 5 to 8 p.m., along with a pre-race clinic and rally scheduled from 7 to 9, at the Islandia Hyatt House Hotel, 1411 Quivira Rd. No day-of-race registration will be available. Since defending champion Liz Baker is committed to run in a track meet for San Diego State, the race figures to be wide open with Patti Hurz (who has a best 10K time of 35:21), Mindy Ireland (35:30), Ruthie Truscott (35:38) and Yvonne Yanke (35:50) among the favorites.

SIX TOREROS GAIN ACADEMIC HONORS — David Heppell, Rusty Whitmarsh, John Frunty, Anthony Reuss, Jon Freeman, and Don Capener, all members of the 1981-82 USD basketball team, were named to the All-West Coast Athletic Conference Academic Team. Four of USD's six honorees attended high school in the county — Whitmarsh at Monte Vista High; Capener at Torrey Pines; Freeman at Bonita Vista; and Reuss at Christian in El Cajon.

LEWIS ON A ROLL — San Diegan Lynn Lewis, the freshman netter attending UCLA, has lost only four matches all season in singles play and is undefeated — with her teammate Heather Ludloff — in collegiate doubles. She is in Texas with her UCLA teammates for matches against the University of Texas and Trinity College this week. Lewis and Ludloff defeated the No. 1-ranked team in the nation, Stanford's Alicia Moulton and Caryn Copeland in Detroit recently. They hope to keep their string unblemished before going to the collegiate nationals in Salt Lake City next month.

WARD ON A STREAK — USD's Terry Ward is on a hot tennis streak. He hasn't lost a singles match since Feb. 24. Since then, he has nine consecutive wins. He defeated Harvard's No. 1 player, Bill Sands, 6-2, 6-2, 6-2 yesterday as USD edged the Crimson 5-4. Ward's overall mark this season is 16-7. He has alternated with Peter Herrmann for USD's No. 1 singles spot. Herrmann is 16-6 on the season. Herrmann's spring play was adversely affected by an injury to his right hand a week ago.

SIX TOREROS ENGULFED — Glenn Michibata, of Canada, playing for the Pepperdine Waves, easily defeated Terry Ward 6-0, 6-3, to lead the Waves over the USD Toreros in tennis, 8-1. In the other feature match, Brad Gilbert of Pepperdine, knocked off Peter Herrmann 6-1, 6-3.
SIX TOREROS MAKE ALL-ACADEMIC TEAM

The University of San Diego went just 11-15 through the basketball season, but it led the eight-team West Coast Athletic Conference in one important statistic:

Six Toreros were named to the 14-player, WCAC all-academic team.

Leading the list was 6-8 senior center Dave Heppell, who has a 3.93 grade-point average in accounting. He is a candidate for an NCAA advanced study scholarship.

Other Toreros selected were starting guards Rusty Whitmarsh (3.5 in business administration) and John Prunty (3.45 in business administration), swingman Don Capener (3.4 in liberal arts) and freshmen Anthony Reuss (3.64 in liberal arts) and Jon Freeman (3.91 in business administration).

Heppell, Whitmarsh, Prunty and Capener were four of the seven regulars in the WCAC named to the academic team.

6 Players win academic honors

The University of San Diego has announced that David Heppell, Rusty Whitmarsh, John Prunty, Anthony Reuss, Jon Freeman and Don Capener were named to the 1981-82 All-West Coast Athletic Conference Academic Team.

Heppell, a 6-foot-8 center is majoring in accounting and is carrying a 3.93 GPA into his final semester. Besides receiving the WCAC honor, he has been named to The COSIDA All-Academic fourth team and is in the national competition for a NCAA Post-Graduate Scholarship.

Whitmarsh, a senior guard, has a 3.5 GPA as a business administration major. Sophomore guard Prunty has a 3.45 GPA in business administration.
Ex-Torrey Pines Cager Don Capener

SAN DIEGO — Former Torrey Pines High basketball standout Don Capener of the University of San Diego has been honored by the West Coast Athletic Conference.

Capener was chosen to the league's all-academic team. Capener, a sophomore, maintained a 3.4 grade point average in liberal arts. He was one of six USD players to be honored.

Receives Academic Honor

USD is 15th, Aztecs 19th

In Baseball

If the University of San Diego and San Diego State continue to win baseball games, cries of "Break up San Diego" might soon echo through the college ranks. Both are among the nation's top 20, according to the latest collegiate baseball rankings.

USD, which defeated Pepperdine and swept a doubleheader from Long Beach State before losing to Fullerton, is ranked 15th. The Toreros, 18-7-1, are led by pitcher Glenn Godwin (8-0), third baseman Laci Nagypal (.368) and shortstop Paul Van Stone (.337).

San Diego State, with four losses in its last five games, dropped to 19th at 13-2. The nation's leader is Arizona State, 31-7, followed by Houston, 24-3, which moved up by giving Texas its first loss after 33 straight wins.

Godwin’s One-Hitter Gains Split

USD pitcher Glenn Godwin threw a one-hitter and recorded his ninth win without a loss as the 15th-rated Toreros split a double-header with Cal State Los Angeles.

Cal State L.A. won the first game 10-5, but USD took the nightcap 5-1 as Godwin struck out eight. USD's Andy Asaro belted a solo home run in the opener.

USD RANKED 15TH/ The University of San Diego is ranked the 15th-best college baseball team in the nation according to the Collegiate Baseball Newspaper. The Toreros are 18-7-1, which includes one win and a tie versus crosstown rival San Diego State. The Aztecs, 30-13-2, dropped to 19th in this month's national rankings. They were ranked ninth last month. SDSU has won only one of its last six games. The Aztecs meet the San Diego Padres in an exhibition game in San Diego Stadium tonight at 7 p.m.
Pacific Hands USD 7-2 Setback

STOCKTON — The University of the Pacific banged out 11 hits off three University of San Diego pitchers to defeat the Toreros 7-2 yesterday. USD, ranked No. 15 in the latest college polls, committed three errors which led to three unearned runs. Firstbaseman Andy Asaro accounted for the only USD runs with a two-run homer in the sixth. USD is now 19-9-1. The Toreros play University of San Francisco today.

Point Loma Wins, But USD Loses

Bill Anderson, Wayne Nelson, Rob Phillips and Kerry Everett whacked solo home runs yesterday to power Point Loma College to a 5-2 victory over Redlands yesterday at Point Loma. Anderson, an NAIA All-America shortstop, was 3-for-3 in raising his average to .475. In San Francisco, Pete Woodcock scored from second base on a throwing error as the University of San Francisco defeated the University of San Diego, 9-8. USD, now 19-10, was led by rightfielder John Mullen's three hits and two RBI.

Freeman named to All-Academic team at USD

John Freeman didn't get to see much playing time for the University of San Diego basketball team this past season but that didn't stop him from some rather sizeable accomplishments in the classroom. Freeman, the former Bonita Vista star, was this past week named to the 1981-82 All-West Coast Athletic Conference Academic team. The freshman was one of six Toreros to be named to the team. Freeman, a 6-2 guard, had a 3.91 GPA as a Business Administration major.
Another Whitmarsh in Wings for U. of San Diego Basketball

From a Times Staff Writer

SAN DIEGO—The University of San Diego is losing floor leader Rusty Whitmarsh to graduation, but relatively speaking, the Toreros have found another player close to him. Mike Whitmarsh, Rusty's younger brother, is among the seven recruits who have told school officials that they will sign letters of intent today to attend USD. At Grossmont College last season, Mike Whitmarsh shot 62% from the field and averaged 18.5 points a game to receive honorable mention in voting for the all-state team.

The Toreros went for help on the front line and landed five players standing 6-7 or taller—Bryan Setencich (6-7) from Fresno City College, Mario Coronado (6-8) from Salpoint High School in Tucson, Mike Davis (6-9) from Chico High, Dave Mciver (6-8) from Cypress College, and Scott Williams (6-8½) from San Joaquin Delta College.

Completing the list of recruits is 6-5 guard Bill Penfold from Glendale College.

USD gets 7 basketball prospects

The University of San Diego Torero basketball team for next season was enhanced by the seven recruits who committed themselves to attending the Alcala Park school.

Topping the list is Mario Coronado, 6-8½ center/forward from Salpointe High in Tucson. The other recruits are community college forwards Mike Whitmarsh, Bryan Setencich, Scott Williams and Dave Mciver, high school forward Mike Davis and community college guard Bill Penfold. Coronado averaged 21.2 points and 8.8 rebounds a game as a prep senior and shot a state record 68 percent from the floor.

The other top prep prospect, Davis, a 6-9, 205-pounder from Chico (Calif.) High, averaged 19.1 points a game and 10 rebounds.

Setencich is a 6-foot-7, 210-pound power forward from Fresno City College. Williams, 6-8½, 220 pounds, played center for San Joaquin Delta City College, and Mciver, 6-8, 215 pounds, transferred from Cypress City College. Whitmarsh, from Grossmont College, committed to USD last month. His brother, Rusty, is graduating from USD this spring and was the top Torero guard last season. Penfold is 6-5, 200 pounds and is a transfer from Glendale City College.
Toreros Land 7 Basketball Prospects

By BILL CENTER
Staff Writer, The San Diego Union

Mario Coronado, a 6-foot-8½ center-forward from Salpointe Catholic High in Tucson, heads the list of seven basketball recruits who yesterday committed to the University of San Diego.

The group includes community college forwards Mike Whitmarsh, Bryan Setencich, Scott Williams and Dave McIver, high school forward Mike Davis and community college guard Bill Penfold.

Coronado was named to Arizona's All-State high school team. He averaged 21.2 points and 8.8 rebounds a game as a senior and shot a state-record 68 percent from the floor.

"He's a big freshman who can score," said Torero Coach Jim Brovelli.

The other prep player in the group is Davis, a 6-foot-9, 205-pounder out of Chico High where he was all-conference and averaged 19.1 points and 10 rebounds a game.

"Very agile and mobile for his size," said Brovelli.

Setencich is a 6-foot-7, 210-pounder who won first team, All-Central Valley Conference honors at Fresno City College as a power forward. He averaged 13.4 points and 7.5 rebounds, despite playing a third of the season on a badly sprained ankle, and shot 44 percent from the floor. "A big, strong, tough kid who is very good inside," said Brovelli.

Williams is 6-foot-8½ and 220 pounds and also played center for San Joaquin Delta CC, where he averaged 9.2 points and 5.6 rebounds a game and shot 56 percent from the floor.

McIver, 6-foot-8, 215 pounds, averaged 3.8 points and 2.3 rebounds at Cypress CC.

Whitmarsh committed to USD last month. A 6-foot-5, 190-pound swingman at Grossmont College, he averaged 18.5 points, 3.5 assists and 7.4 rebounds for the Griffins, shooting 62 percent from the floor. His brother Rusty is graduating from USD this spring and was the Toreros' top guard last season. Mike was All-South Coast Conference and runner-up in the league's most valuable player balloting.

Penfold is 6-foot-5 and 200 pounds, shot 52 percent from the floor at Glendale City College while averaging 12.2 points and 7.2 rebounds per game. "A fine player," says Brovelli, "a big shooting guard who can handle the ball and play defense well."

If you have information for the Sentinel sports department, call 571-0288 extension 210

UNIVERSITY OF SAN DIEGO junior Denise Odenwald received AIAW Division II All-American status in both the 50 butterfly and 50 backstroke while participating at the Division II nationals, held recently in Moscow, Idaho.

USD placed 29th out of 55 teams as approximately 350 qualifiers turned out for the event. Unfortunately for the Toreros, some members were hit by the flu just prior to the meet. Senior Mary Lightfoot, an All-American last year, was hit the hardest causing her individual performance to be hindered.

"With Mary healthy we would have picked up an additional 40 team points and had a good chance of finishing up in the Top 20," said USD coach Gary Becker.

Toreros are pending Coaches All-Americans — that is, top 16 finishers in both AIAW and NCAA competitions are Denise Odenwald, Janet Gaunt and Mary Lightfoot.
On the ball

USD racks up some big wins working with a small budget

By Nick Canepa
Tribune Sportswriter

On the University of San Diego's list of priorities, the sport of baseball ranks just above free time. And if you drop by the campus pool around noon and talk to the sun worshipers, chances are it won't get that high a rating.

Simply put, this is a private institution that cannot bring itself to throw outrageous sums of money into non-revenue producing sports. The good fathers at Alcalá Park also will tell you that thanks to a higher authority, suntans have escaped inflation and remain free of charge.

Still, in the past few years, the USD athletic department has managed to find a soft spot in its wallet for Coach John Cunningham's baseball team. How many college coaches can actually say that their recruiting budgets have increased five-fold in three years?

"Yeah," Cunningham was saying the other day, "It used to be $300. Now it's $1,500. That's good for a few trips here and there."

Okay, so $1,500 isn't very much money these days, so Cunningham has to grab a Greyhound instead of a 727 to scout the latest prospects. Surely, once he actually gets the players on campus, he can get them anything their hearts desire.

"Yeah," Cunningham continued. "We're allowed 10 tuition fees and books. Two room and board. And this is the first year we've been allowed room and board. They make baseball a non-income producing sport around here, but then they don't allow you to produce income. We haven't even been able to put in a concession stand."

Okay, so the NCAA allows Division I baseball programs 13 full scholarships and USD has just two. Surely, the Toreros, without a concession stand, must be content to sit back and produce a mediocrem baseball team every year. The people out by the pool don't care, anyway. USD? Oh, yeah. Good law school.

So it is. But despite all of the above, it also happens to be a good baseball school. Not even the jump up from Division II — which the university made two years ago — has hurt this particular program. The Toreros were a Division II power, attending two national tournaments and, although they currently may not be on their way to Omaha for the College World Series, they are far from poverty stricken. On the field, anyway.

Playing in the Southern California Baseball Association, one of the finest college conferences in the nation (Fullerton State, Pepperdine, UC-Irvine, UC-Santa Barbara, Long Beach State, Loyola-Marymount, Los Angeles State), the Toreros are more than holding their own.

See TOREROS. C-6
They have a 24-17-1 overall record and have produced some impressive victories. One of them came against their renowned crosstown rival, San Diego State. They played the Aztecs again and tied them in a rain-shortened affair.

"I was surprised at one time, but not anymore," Cunningham said. "We find it challenging. We're not surprised when we win. We expect to. We used to get excited when we played bigger schools, but no longer.

"And because we're a small school, we have a lot of people in class during practice. But 13 of our players have grade-point-averages above 3.0, and that's saying something. What we have to offer a kid is a good facility, a good institution, good weather and a good chance to play.

"In this business, if you get good people who want to play, you can give them some direction and they'll get the job done. A couple of key people and the rest can follow."

Fortunately for Cunningham, he has managed to bring in a few key people, such as pitcher Glenn Godwin and center fielder Doug Paul.

"We're like the Padres," said Godwin, the former Henry High and Mesa College standout who has a 12-2 record and also ranks among the national leaders in strikeouts and innings pitched. "We've surprised a lot of people, I guess, but we're a good club. We're scrappy and we play as a team. We hit-and-run. We've squeezed in the first and second innings. We'll do anything to score runs (the Toreros have just eight home runs as a team)."

Scrapy is the word for Paul, who happens to stand all of 5-foot-7 in cleats. "People look at him and think he can't play," Cunningham said of his center fielder. "But he can. He leads the team in runs scored and he's second in RBL."

"Because of my size, I have to be 20 percent better at everything I do," said Paul, a senior out of LaVerne. "But I'm used to it — that's the way it's been all my life. I have to hustle.

"That's the way this team plays. Even now, we're not playing as well as we expect to play. We've lost some games in the late innings we never should have lost."

But Paul takes pride in the fact that his team is doing so well in a difficult conference and that in non-conference ventures, has defeated the likes of San Diego State.

"San Diego State gets all the attention, but when we play 'em, we beat 'em," he said. "And our league is a tougher baseball league than San Diego State's (the WAC). And our non-league games are tougher, too. We don't schedule many easy teams."

So it seems that for very little money, very good baseball can be found at USD. Along with very good tans.
THE TOREROS:
Godwin Does Some Fancy Pitching For No-Frills Program

By LINDA MURPHY
Staff Writer, The San Diego Union

It took a summer in Alaska, of all places, to get pitcher Glenn Godwin's baseball career back on the successful track which had gotten him to the University of San Diego.

Godwin spent a difficult and frustrating junior season at USD last year, when an arm injury and negative mental outlook contributed to a 3-6 pitching record and 7.72 earned run average.

The Patrick Henry High and Mesa College graduate was so unhappy he considered transferring to a school outside of San Diego — but first he spent the summer pitching for the Cook Inlet Buccaneers in Anchorage.

"It wasn't a great season," Godwin said, but the "vacation" enabled him to return to USD refreshed and ready to play. His current record, 12-2 with a 2.74 ERA, makes him the top pitcher in the Southern California Baseball Association — one of the toughest in the nation.

Godwin owns half of USD's pitching victories this 24-17-1 season and has contributed five victories to the Toreros' 8-8 SCBA record. He was 9-0 at one point. The term "workhorse" was made for the 6-foot, 180-pound left-hander. "I got tendinitis that kept me out of fall baseball," said Godwin, "so I worked on my pitches, and got some of my confidence back.

"I came back to USD because I knew I would get the opportunity to show what I could do. If I'd transferred, I would have had to start from scratch. Everything just fell into place. I began to have fun.

"I had been looking for reasons why I didn't do well back of second-place Cal State Fullerton. The Toreros, along with UC Santa Barbara and UC Irvine, are bunched up in the fight for third.

"I was happy but surprised to find us in the national rankings," said Cunningham. "Early on we played well against good clubs, but we stopped doing the things we needed to do — we stopped swinging the bat, our pitchers walked guys instead of getting them to hit the ball, we stopped being aggressive."

Twelve games remain on USD's schedule, including three games each with Pepperdine and Fullerton. A sweep of those games could put USD in the thick of the championship race.

"We have some opportunity (to challenge)," Cunningham said. "Earlier we had the confidence, but that can be a two-way street. We'll have to get it back to be a factor."

Cunningham, who starred in baseball and basketball at St. Augustine High and the University of San Francisco, has coached at USD for 19 years. Saturday he chalking up his 433rd USD coaching victory; from 1969 through 1981 his Toreros have compiled 10 winning seasons and have won 30 games or more in five seasons.

Twice USD has won regional Division II titles and advanced to the College World Series. Two former Toreros — catcher John Wathan (Kansas City) and outfielder Kerry Dineen (Yankees) — have made it to the major leagues.

Cunningham runs his baseball program with efficiency. The picturesque Baseball Complex (capacity 1,200), nestled in a lush ravine on the north end of the campus, is immaculately groomed — the coach's handiwork. Most of the facility has been constructed with funds raised outside the university.

Cunningham has just two full scholarships coming next year (the NCAA allows 13) and must use partial financial aid and USD's respected academic standing to lure recruits.

"Four years ago we moved into Division I with the same budget we'd had for Division II," said Cunningham.
Godwin owns half of USD's pitching victories this 24-17-1 season and has contributed five victories to the Toreros' 8-8 SCBA record. He was 9-0 at one point.

The term "workhorse" was made for the 6-foot, 180-pound left-hander. "Without him, I don't know where we'd be," said USD coach John Cunningham, who almost got the chance to find out.

"I got tendinitis that kept me out of fall baseball," Godwin said of his "terrible" 1981 season. "It was the first time I'd been hurt, and it affected me mentally. In my first few games I did poorly and got into a rut. Instead of going out there and challenging hitters, I just tried to keep the other team from scoring more runs than we'd score."

When the season ended, he escaped to Alaska. "It was good to get out of San Diego," he said. "Nobody knew me in Anchorage, so I got a fresh start. I worked on some of my pitches, and got some of my confidence back.

"I came back to USD because I knew I would get the opportunity to show what I could do. If I'd transferred, I would have had to start from scratch. Everything just fell into place. I began to have fun.

"I had been looking for reasons why I didn't do well, but the hardest thing is to look at yourself in the mirror and see you're the reason. I asked myself, 'Can Glenn Godwin pitch?' and I realized that it all depended on me. I decided not to worry about anything except my pitching, and let the cards fall where they may."

"Glen came back in September with his mind made up to play," said Cunningham. "He is one of the most pleasant kids I've ever had. He actually smiles out there on the mound, even when things aren't going just right. He works and works and works. He hopes to play professionally; whether he makes it or not is all up to him."

Godwin is still the off-speed pitcher he was last year, but increased upper body strength has added zip to his fastball. The senior had 30 strikeouts in 60-2/3 innings in 1981; already had 116 in 118 innings.

"I lifted weights in the summer and gained some weight. This season I'm 5 to 8 pounds heavier than I was last year," Godwin said.

"I've become physically stronger and that has helped my fastball. Plus, I've dropped down a little more on my delivery, which has added more movement to the pitch."

Even with his outstanding record, Godwin has been unfortunate in several outings. Three times he left games in the eighth inning with three-run leads that relievers couldn't hold.

In early April, USD gained its first national ranking - 15th - as a Division I competitor. (The Toreros left the Division II ranks in 1979). But a 3-9 slump following the ranking dropped USD from the top 20 and left them trailing the SCBA leaders.

USD is six games behind 14-2 Pepperdine and four in...