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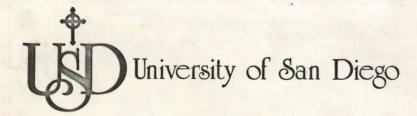
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PUBLIC RELATIONS

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August '82

AUGUST 1082 **BLADE TRIBUNE**

AUG 1 1982

Minor P Offered At USD

SAN DIEGO — The University of San Diego School of Education will offer a physical education minor in the new academic year, which starts Sept. 8.

The course sequence is designed for a wide range of interests, from students seeking elementary or secondary teaching credentials to those wishing to develop a personal plan for physical fitness.

An undergraduate program comprising 26 credit hours, the physical education minor focuses on physical fitness, individual development, and social development. Among the courses offered are the Biology of Exercise, Principals and Practices in Recreation, Principles and Practice of Coaching, and Health Education, along with a number of electives courses.

Additional information about the new program may be obtained by calling USD's director of Teacher Education at 293-4538.

SENTINEL

AUG 1 1982

USD gets physical with P.E. minor

The University of San Diego School of Education will offer a physical education minor in the new academic year, which starts Sept. 8.

The course sequence is designed for a wide range of interests, from students seeking elementary or secondary teaching credentials to those wishing to develop a personal plan for physical fitness.

EVENING TRIBUNE

AUG 1 1 1982

USD offers new minor

The University of San Diego will offer a minor in physical education for the first time this fall.

"We feel there is a need for some students to learn the knowledge and skills of physical fitness and social development," Dean Edward DeRoche said.

The minor is not limited to students planning to become teachers, but is for anyone wishing to get involved in sports activities for their own enjoyment.

DAILY TRANSCRIPT

AUG 4 1982

U.S. Atty. Peter Nunez tells anyone who wants to listen about "New Dimensions of Federal Law Enforcement." Sponsored by the USD School of Law Board of Alumni, the brown-bag-it lunch is at noon Friday in the SDG&E auditorium downtown.

SAN DIEGO NEWSLINE

AUG 4 1982

6 fri

—"New Dimensions of Federal
Law Enforcement" is the subject of a
lecture to be delivered by Peter K.
Nunez, U.S. attorney in the USD Law
Alumni Association Summer Lecture
Series brown bag lunch at the SDG&E
Auditorium, 101 Ash Street at noon.

SAN DIEGO

AUG 1982

USD Law Alumni Assn. Lecture-Peter K.

Nuñez, U.S. Attorney (designate), speaks on "New Dimensions of Federal Law Enforcement" Aug. 6 in a noon brown-bag seminar at SDG&E Auditorium, 101 Ash St.



SHAMU — THE ONE WHO WALKS AROUND, not the swimming one — missed the first part of the party but he was there to do his bit later on when Dr. and Mrs. Author Hughes entertained friends of the University of San Diego Tuesday evening.

Shamu was supposed to be greeting guests in the patio of Founders Hall; instead he was greeting people down the street a bit, a mistake reconciled as the Hugheses' 230 guests finished dinner in the patio. He then led the crowd into Camino Theater where he joined the Up With People cast in a special performance for the guests.

Party-goers included members of the President's Club, Corporate Associates, Maudsley Fellows and trustees of the university. Dr. and Mrs. Hughes and daughter, Susan, made do without Shamu in welcoming guests at the patio which was decorated with colorful streamers and Mexican paper flowers.

Assisting during the evening were student ushers, Mike Lindmark, Mark Kileen, Chris Pascals and Matt Deline as well as Vince Guilin, president of the Associated Student Body.

Their presence prompted Mrs. Lowell E. Davies to remark that "it is always nice to come to USD because we get to meet some of the students."

Members of the USD family there included Mrs. John Frager, who with Mr. Frager serves as president of the Parents' Club. Their son John is in a graduate program and Mrs. Frager is an alumna. Also present were Mrs. Richard Reilly, president of the USD Auxiliary, and Mr. Reilly, and Mrs. Frank Alessio, chairman of the auxiliary's tea at the Hugheses' home on campus Sept 14, with Mr. Alessio.

Dr. Hughes quipped to some guests that Shamu didn't show on schedule because "he heard we were serving salmon." There was both salmon, in quenelle form, and chicken breast on the buffet menu, along with spinach salad and herbed breads. Dessert was help-yourself from baskets of strawberries forming centerpieces for the tables covered in green.

The dress suggestion was "casual" but retired Rear Adm. Edward E. Grimm thought he had interpreted that as too casual; he wore a Hawaiian sport shirt. He was there with Mrs. Grimm, in a black-and-white print, and their daughter, Diana Brotherton, in colorful cotton. Gene Gamble's muted plaid jacket in grays and berry not only won approving glances but proved to be a hedge against the cool breeze in the patio.

Robert Golden, attending with Mrs. Golden, also wore a plaid jacket and Jim Mulvaney, with Mrs. Mulvaney, favored the summer blue-and-white seer-sucker jacket. Dr. Hughes' jacket was tan and so was Doug Manchester's and Dean Ninteman's. Summer cottons and a few knit costumes were the choice of many women, and most brought sweaters or stoles to ward off the winds.

The Jack Lewis Powells were there from Rancho Santa Fe; the Roger Stewarts, Marilyn Roe, George Vojtkos and Bernard Siegans from La Jolla; retired Lt. Gen. and Mrs. Victor H. Krulak and the S. Falck Nielsens were among those from Point Loma, and retired Rear Adm. and Mr. Herbert G. Stoecklein from Del Cerro.



... Around Town



Marking the week's social scene was the highly successful Jewel Ball; a wine-tasting benefit for the American Cancer Society; a party and "Up With People" show given by Dr. and Mrs. Author Hughes at USD, and a gala 50th birthday party for Craig Starkey.

Dr. Charles Henkelmann displays his wine expertise at the Cancer Society wine-tasting party as Mrs. Henklemann looks on inphoto at top, left. The party was given by the Bonita League of the American Cancer Society at the home of Mr. and Mrs. Albert Fuentez, top right.

Barbara Sherrill, left, and Katy Dessent, ball chairman, chat at Saturday's Jewel Ball in La Jolla, above, and Linda Alessio, left, and Carol Riley are all smiles at the Hughes party at USD in photo at right, center. Dr. Hughes is president of USD.

And a smiling Craig Starkey, right, accepts congratulations from a guest at his 50th birthday party at the Lomas Santa Fe Country Club.



day, August 10, 1982

Scene.

Photos by Bob Redding George Smith John Gibbins



LA JOLLA LIGHT

AUG 1 2 1982



Art and Marge Hughes with daughter, Susan, USD buffet

LA JOLLA LIGHT

AUG 1 2 1982

Jim Kassner knew why Shamu arrived late at Marge and Art Hughes' buffet-reception at the University of San Diego last week. Why? Because, said Jim, "Shamu heard they were serving salmon and didn't want to come until everyone was finished."

Shamu (or someone dressed like him, anyway) actually came to be part of the evening-capping entertainment in the Camino Theater by the 39 members of "Up With People" who are currently performing at Sea World and enjoying USD's hospitality during their visit.

Medleys of hits from the '50s, '60s and '70s drew repeated bursts of enthusiasm from a crowd of USD friends and benefactors that included Nancy and George Pardee, Gene Gamble, Art and Nancy Johnson and the John Comitos.

"It's just a party," said Art, when asked the reason behind the evening — and it was a very pleasant one. Mary and Jim Berglund, the Doug Manchesters and Coolley and Don Carley all took a break from their labors for the Jewel Ball to enjoy conversation and a light supper on the Camino Patio. Happy Redfearn arrived with Bill Baumer, and a contingent from the USD Women's Auxiliary included Val Frager, Carol Reilly and Marilyn Roe.

Among the many other friends of USD attending were the Harold Agnews, Dona and George Vojtko, the Tom Bargers and the Charles Melvilles.



Coolley Carley at buffet

David Nelson is the society columnist of the Light.

HEAR AND THEIR

USD scores sports minor;

It was pure coincidence, but the timing of the recent announcement that the University of San Diego (USD) will offer a 26-unit physical education minor was not without its irony.

An undergraduate physical education program has been hotly debated among USD administrators for years. Some educators have been concerned that such a program would somehow impinge upon USD's academic standards, which apply equally to all USD students — athletes and non-athletes alike. Unlike most other universities, USD does not offer its collegiate sports participants so-called "cake courses" — classes which give athletes a virtual freeride through college.

USD's coaches have come to accept the lack of these cake courses as a way of life, just as USD alumni and administrators have learned to accept something less-than-championship-caliber sports from their student athletes.

But after a series of high-level negotiations and planning sessions, USD officials agreed to establish a physical education minor. They insist, however, that the thrust of the program — which will be operated through the School of Education — will be directed toward those studying to become teachers.

The program will not be geared towards USD athletes, officials maintained.

The irony of the announcement was that it came days before the University of San Francisco (USF) reported that it would eliminate its basketball program because of scandal and corruption. USF—like USD, a university with Catholic roots, and, also like USD, a member of the Division I West Coast Athletic Conference (WCAC)—was faced with three years of probation because of recruiting and scholarship violations.

Rather than face the penalties, which include elimination of revenue because television contracts were canceled, USF president Rev. JOHN LOSCHIAVO pulled the plug on the basketball program. (Interestingly, LoSchiavo's move could be viewed as nothing less than brilliant. He not only made points and generated positive publicity because he proved that he and his university were righteous in their pursuit of academic principles, but he also can take the next three years to rebuild his basketball program, get it back on the track and re-enter the WCAC down the road. It was a gutsy move, but it also smacked of shrewd management, according to university educators.)

ED DEROCHE, dean of USD's School of Education, believes that, because his new physical education minor will not be geared toward student athletes, the potential for abuses will not exist.

"We found that about 20 percent of liberal arts graduates go into volunteer work that involves coaching," he explained. In addition, DeRoche said that his students are often trained as teachers and, because many schools require their instructors to double as physical education teachers, there was a need to offer a program in that field.

and they need six to nine units of science before taking the courses," he said. "Athletes may take advantage of this, but they haven't yet."

USD students can apply four units of physical education — that is, recreational sports classes — to the 128 units needed to graduate, which is a far cry from most most other universities. And that sports class limit applies to athletes as well.

If there are still doubters, one USD sports source offered this bit of reasoning: "The new program won't make much difference to the sports department. The only way administrators got the program was to make it academic. It's purely science and it won't have any serious impact on us."

AUG 1 8 1982

Business

USD on the right track with \$500,000 expansion project

"Fast-track" construction of a two-story, \$500,000 building that will provide added office space for the University of San Diego has been completed by Dunphy Construction Company.

The 9,600-square-foot building, built to accommodate expanded programs and meet the need for more office space, is an extension of the university's post office and book store complex.

The building contains a preengineered structural steel frame which is integrated with the first-floor mezzanine frame designed by Engineering Alliance. The standing seam metal panel roof has edges turned at 360 degrees and overlapped to form a watertight seal at the joints.

The design and stucco exterior matches the architecture of the surrounding buildings on campus.

According to Dean Dunphy, president of Dunphy Construction Company, the extension was built under a "fast-track" design-build contract

which allowed Dunphy crews to begin the initial construction work before the final building design was approved.

"Dunphy was able to condense a normal 12-month construction period into six months so the building would be ready for the fall semester," said Dr. Author Hughes, president of the university.

Jonathan Tibbitts was the project manager for Dunphy. Al Bores supervised the construction for the university.

Dunphy Construction Company is a longtime San Diego general contractor, developer and construction manager.

SD BUSINESS JOURNAL AUG 9 1982

SEMINAR: Curriculum Planning for

Computer Literacy DATE: August 10 TIME: 9 a.m. to 6 p.m.

LOCATION: USD, De Sales Hall

FEE: \$50

SPONSOR: USD Department of Con-

tinuing Education and School of Education

CONTACT: 293-4585

SEMINAR: Administrative Use of

Microcomputers DATE: August 11 TIME: 9 a.m. to 6 p.m.

LOCATION: USD, De Sales Hall

FEE: \$50

SPONSOR: USD Department of Continuing Education and School of

Education

CONTACT: 293-4585

SD BUSINESS JOURNAL

AUG 9

SEMINAR: Advanced Basic Program-

ming (Computer) DATE: August 12 TIME: 9 a.m. to 6 p.m.

LOCATION: USD, De Sales Hall

FEE: \$50

SPONSOR: USD Department of Continuing Education and School of Education

CONTACT: 293-4585

SEMINAR: Independent Projects in

Microcomputer Use DATE: August 13

TIME: 9 a.m. to 6 p.m.

OCATION: USD, De Sales Hall

ONSOR: USD Department of Conng Education and School of

noration ego-ACT: 293-4585 Page 12, Business News, August 23, 1982

OFFEE

by H.A. Rold

Beyond Sex Roles author Alice Sargent is the scheduled speaker for the Aug. 25 meeting of the American Society for Training and Development. She'll be focusing on the competencies women need to learn in order to be effective managers. Fems, phone 563-7292. From a newspaper: "Tourist and convention visitors are anxious to have the wildest possi-

ble choice of places to spend their leisure

Ad Basics, a one-day seminar, is scheduled for Oct. 5 in Mission Valley. It's designed for the businessperson who does his/her own advertising and needs a crash course on the fundamentals. For info, call 565-2635.

Did you hear about the psychologist who trained his large dog to eat when the bell rang?

The dog ate the Avon lady.

A series of nine breakfast seminars, sponsored by University of San Diego's Business Administration and Continuing Education Department, will begin Oct. 1. For the full program, call 293-4585.

TIMES-ADVOCATE

AUG 1 1982

Founders Gallery

James Rocha: Recent Work will be on

James Rocha: Recent Work will be on

display through Sept. 7. Gallery hours are
display through Fri. and
10 a.m. to 4 p.m., Mon. through Fri. and
Wednesdays to 9 p.m., University of San
Diego.

SAN DIEGO WAGAZINE

AUG 1982

USD Founders Gallery—Paintings by James Rocha, thru Sept. 7. Mon.-Fri. 9-4. University of San Diego, Alcalá Park.

READER

AUG 1 9 1982

Paintings by James Rocha, painting instructor at the University of San Diego, will be on exhibit through September 7, Founders Gallery, USD. 291-6480 x4296.

SAN DIEGO UNION

AUG 2 2 1982

Colleges

Founders Gallery: James Rocha: Recent Work, through Sept. 7. University of San Diego. Monday-Friday, 10 a.m. to 4 p.m.; Wednesdays to 9 p.m.

SAN DIEGO UNION

AUG 8 1982

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READER

AUG 1 2 1982

708 1 2 130

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SAN DIEGO UNION AUG 1 5 1982

100 1 0 1002

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AUG 1 2 1982

James Rocha: Recent Work will be on display through Sept. 7. Gallery hours are 10 a.m. to 4 p.m., Mon. through Fri. and Wednesdays to 9 p.m., University of San Diego.

PEOPLE AND PLACES

LA JOLLA

Picture 1. Among the 200 guests at a black tie dinner musicale hosted-by Dr. Virginia Livingston-Wheeler and her husband, Dr. Owen Wheeler of the Livingston-Wheeler Medical Clinic were, (counterclockwise), Dr. Ronald Crown, Mrs. Lou Bozetti, Dr. Bozetti, and Dr. Wheeler.

Picture 2. Dr. Robert Sage, pianist, and Lawrence Brullo, violinist, gave stellar musical performances.

Picture 3. Mrs. Joan
Bowes, left, chairmanned
a festive luncheon for
the University of San
Diego Auxiliary at the
Sheraton Harbor Island
Hotel. Mrs. Evelyn Roth,
Mrs. Bowes mother,
assisted her in receiving
guests and members of
the Auxiliary. Fashions
from Nell Harrison's
Fashion Quarters were
modelled.

Picture 4. Among the talented singers performing at the USD luncheon was Reba Brophy, center. Virene Dewhurst, left, was recent publicity chairman for the 1982 La Jolla Debutante Ball, and will hold the same post for the La Jolla Stage Company, of which Barbara Christensen, right, is the president.

Picture 5. Phyllis
Parrish, Symphony Ball
Chairman, was among
the La Jollans modelling
at the Stage Company
luncheon held at the La
Jolla Country Club. Burl
Stiff, society scribe for the
San Diego Union, was on
hand to assist the
models as they left the
ramp. Fashions came
from Sara International.

Picture 6. Leonor
Craig, left, congratulated Sara Cohen,
center, head of Sara's,
and Celia Chazan, right,
a Sara's staff member,
on the presentation of







the fashions modelled to the music of Gene Hartwell and his band.

Picture 7. One of the first beach parties of the summer was hosted at the La Jolla Beach and Jennis Club by Bill and Anita Unger. Anita is well known for her interior design work and Bill is in the television business.

Picture 8. Mr. and Mrs. Marc Van Buskirk and their son Marc recently returned from a trip abroad, where they attended the Frengh Open and visited major European cities. Van Buskirk heads International Marketing,











RANCH ? COQST