A pair of aces
How the partnership of a president and vice president helps advance a university
by Bill Ritter

During his first eight years as president of the University of San Diego (USD), Art Hughes ran what was by some accounts a one-man show. The performance left him as busy as a one-man band. Under his guidance, USD:
• emerged as a unified institution from the potentially disruptive merger of three schools and colleges;
• instituted financial controls that helped overcome a persistent six-figure operating deficit;
• established an aggressive recruitment effort; and
• projected a new image as an independent institution that nevertheless maintained ties with its founding body, the Catholic Church.

But, in 1979, Hughes could see problems looming. USD’s growth had reached the point of diminishing returns. To expand further, the university needed more resources—resources that only major capital campaigns could generate. USD’s traditionally random fund-raising efforts had to be replaced by an aggressive, carefully planned development effort.

And Hughes simply could not mastermind such an effort himself. Throughout his tenure, USD had operated like a small business. Virtually every decision came to him—including how the publications should look and how to get the computer fixed.

“I was frustrated,” he recalls now. “I often asked, ‘Why am I involved in this decision? I don’t have the time or the expertise.’” It was time for the small-business style of management to give way to an efficient corporate-style operation.

Art Hughes needed a partner. He found one in William L. Pickett.

Now—four-and-a-half years later—Hughes and Pickett’s working relationship is a textbook example of just how productive a partnership between a president and a vice president of university relations can be. Working in harmony, the two have accomplished more for the university than either could have alone.

Balancing the power
When Pickett arrived at USD from the University of Detroit in 1979, he was concerned about “whether the president wanted a real advancement officer who was responsible for all of university relations, or if he wanted just a chief fund raiser,” Pickett says. “I wanted the former.”

Fortunately, so did Hughes.

“He made it clear that he would delegate as much of the decision making as I would take—and he hoped I would take all of it,” Pickett says. “I kept hearing that everyone was responsible for everything, which meant that no one was responsible for anything. The division needed controls, increased effectiveness, and an infusion of management philosophy.”

Pickett wasted little time.

After only one month as vice president for university relations, Pickett eliminated what had been a take-it-to-the-president decision-making process within the department. In its place he instituted a chain of command through which the university relations staff reported to him alone. He then redefined tasks, added staff, and instituted weekly activity reports and staff meetings to keep personnel on target.

He also set out to grapple with other nagging problems. Name identification was one. Competing for students against the better-known San Diego State University (SDSU) and the University of California at San Diego (UCSD), USD found itself the little sister.
Here's your chance to make your president's job easier. Give him or her a copy of

Power of the Presidency
by CASE President James L. Fisher

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Readers digest the condensed version.
The University of Virginia uses two versions of its case statement, "Voices Across the Lawn," to promote its $90 million capital campaign. The main statement is a stunning, four-color 46-page book. The condensed version, which has wider distribution, is a flier that outlines mission, needs, and giving strategies. Copies of the flier are available from Marion Peavey, Vice President, UVA, PO. Box 9013, Charlottesville, VA 22906.

Funds in the sun: When it's time to raise money for campus buildings (or extra palm trees), Hughes places himself at Pickett's disposal.

in the battle of acronyms. USD officials like to call it "our alphabet soup problem."

Another obstacle was the fact that because of the university's youth, its alumni— the core constituency at most institutions—included few potential big givers. "There weren't that many graduates," says Pickett, "so there wasn't the full range of broad-based alumni with access to money or power. And the few alumni we did have had not been adequately cultivated."

Through the '70s, USD achieved modest fund-raising success by using an informal advancement system. Funds were raised and support garnered primarily because someone knew somebody who could somehow contribute. That worked often enough to pull USD through the early '70s and out of its economic malaise. But the system would have to mature quickly for the university to achieve the stature that its board of trustees envisioned—a fiscally strong, nationally respected private university.

At hand was a $30-million capital campaign for which a consulting firm had outlined a basic strategy before Pickett was hired. Once on the job, Pickett dispensed with the consultants and redefined the advancement approach by broadening its base and expanding the leverage principle beyond just the president's office.

That meant that Pickett enlarged the fund-raising sphere and beefed up the power of his office. That also meant a redefinition of power at USD—a re-

definition that received Hughes' personal stamp of approval. Since that time, USD has prospered. Its annual operating budget has nearly doubled to about $31 million. Enrollment has grown to about 5,000, and faculty has increased 50 percent to about 225. The deficit was fully paid off in 1981-82.

From a development viewpoint, the best news came on November 9, 1982, when USD announced that the $15-million goal for the first phase of its capital campaign had been reached. Three new buildings were ready for construction.

Forging the partnership
Hughes and Pickett admit they have a "personal chemistry" that bonds their professional relationship.

They do have their differences, however. Hughes, 54, is politically conservative, though not rabidly so. Pickett, 42, leans left of center. Where Hughes' attire is Wall Street, Pickett tends to be informal. Hughes favors 16th century art and classical music, while Pickett hangs modern tapestries and enjoys light rock 'n' roll.

The differences in style have not affected their relationship, perhaps because both are similar in one crucial respect: Each prefers conciliation to confrontation. And, while both are capable of dressing down subordinates, they maintain a consistently strong sense of diplomacy.

Amid the pressure of next year's new capital campaign—this one for more than $20 million—Pickett and Hughes are now enjoying the fruits of their management reorganization.

Pickett claims he determines how best to use Hughes in fund-raising efforts. "I can make judgments about how his time should be spent," he explains. "I play the game in terms of competing for his time, but if I say, 'Art, this is crucial for the university,' he'll do it—although I don't play that card too often."

Hughes admits that he is "just a part of the fund-raising program—I'm under Bill's authority." And he is pleased that Pickett is "as jealous of my time as I am—that's why the chemistry works."
Hitting the nail on the head.

To build an image for your institution, lay the groundwork with strong themes. "Values," "Caring," and "Husbandry" were themes reinforced by Fordham University in advertisements in The New York Times and other capital campaign literature. Concrete results are hard to measure, but Fordham has received favorable feedback. For a copy of an ad, write Thomas Teasley, Director of Development, FD, 113 West 60th St., New York, NY 10023.

Each month, Pickett meets with Hughes, Development Director Tim Willard, and Gilbert Brown, director of estate planning, to review major prospects and plot strategy.

Reviewing prospects means "warming up" Hughes on key presentations. "It gets him focused, and he's a good study," Pickett says. For his part, Hughes "leans heavily" on Pickett, although he insists that whenever he feels strongly, he will assert his presidential privilege.

He could have done that last summer when he and Pickett disagreed on a candidate to fill the open alumni director slot.

In a classic experience-versus-high-energy face-off, Pickett and Willard pushed for an experienced candidate. Hughes leaned toward an industrious one. Willard was prepared to yield, but Pickett asked if he would still favor youth over experience if the position were a vice presidency, where Hughes would have to face the results of his decision daily.

Hughes' choice lost.

"If I had thought the alumni director choice was the wrong decision, I would have opposed it," says Hughes, echoing Pickett's reasoning. "But Bill and Tim have to work with the person day in and day out."

The candor between Hughes and Pickett also spills into their personal lives. Pickett says their relationship is like that of a mentor and protegé, so it was not uncomfortable for Pickett to seek Hughes' counsel in early 1983, when Pickett was offered the vice presidency of a major Midwestern university. Pickett turned it down, but, he says, "I wouldn't have consulted my other bosses in a similar situation. I trust Art without question."

Same goals, different tasks

Basic organizational changes behind them, both executives have embarked on new management paths. Pickett has set about expanding USD's constituency, focusing especially on promoting the deans of USD's six schools—law, nursing, education, business, arts and sciences, and graduate and continuing education—to the outside community. And he's planning USD's next $20-million-plus campaign.

Hughes has spent the past year overseeing a 15-person long-range planning committee composed of a vice president, faculty, students, administrators, and alumni. "We're one-third through with the planning process," says Hughes. When complete, the plan will spell out USD's future growth and fine-tune its curriculum, clientele, competition, mission, and philosophy.

Despite the ambitious goals, Hughes and Pickett are realistic about the challenges ahead.

"Recognition is still our greatest problem," Hughes admits. "Outside Southern California, the question is often, 'What and where is USD?'"

Getting that recognition will be as much of a challenge as the ones Hughes faced in 1971—or those Hughes and Pickett have surmounted as partners since 1979. Case.

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Little stories draw the big picture.

For its $43-million capital campaign, Amherst College produced one major case statement and several mini-statements that focus on specific campaign objectives. "Teaching at Amherst;" for example, outlines faculty endowment needs while presenting vignettes about professors. The personal touch allows a more compelling financial appeal. For copies, write R. Marshall Schell, Secretary for Capital Programs, MC, Amherst, MA 01002.
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F108
Over-the-Hillers pick up speed on skis

There's a group of people who believe that "Once you're over the hill, you pick up speed."

So saying, they've formed the Over The Hill Gang Ski Team International, a ski club for persons 50 and over.

The group is headquartered in Colorado, but there is a San Diego area chapter headed by Gemma Parks in Solana Beach and Betty Peterson in La Jolla.

"I look forward to being part of this young and growing group," says Park, who is also editor of the San Diego newsletter, "Legendary."

One of the trips being planned is a week in Vail, Colo., this month. Members also receive discounts at Adventure Ski Schools and Grass Skiing here. Year-round events include fitness classes, sailing, tennis, golf and ballooning, rafting and cycling.

The club now has about 100 members, said Peterson, a real estate agent who founded it in November 1982. "We're busy people," she said. "We don't sit around."

Senior Scene

Other chapters have been organized in San Francisco, Chicago, and as far away as Australia.

Inquiries should be addressed to the Over The Hill Gang, Box 1113, Solana Beach, Calif. 92075. Or call 454-4969.

EDUCATION: The University of the Third Age, a special program offered by the University of San Diego for persons over 55, will begin its sixth year this Wednesday. The three-week program will be held Monday to Thursday through Jan. 19 beginning each day at 8:30 a.m. with a physical fitness class at the USD Sports Center followed by classes in the Philip Y. Hahn School of Nursing, Room 106. Registration is $45. Information and forms may be obtained by calling 293-4585.

Classes cover subjects as varied as autobiographical writing, public speaking, art, theater, music, world affairs, investments and philosophy.

Those interested should call 452-3409.

The Institute for Continuing Learning, an educational-cultural group for retirees, operated by its members under auspices of UCSD Extension, begins its winter quarter Jan. 9.

Classes cover subjects as varied as autobiographical writing, public speaking, art, theater, music, world affairs, investments and philosophy.

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Classes cover subjects as varied as autobiographical writing, public speaking, art, theater, music, world affairs, investments and philosophy.

Those interested should call 452-3409.
SAN DIEGO UNION

JAN 1 1984

Founders Gallery: University of San Diego. Weekdays, noon to 5 p.m.

DAILY CALIFORNIAN

JAN 3 1984

PROGRAM/ The University of the Third Age at the University of San Diego is offering a three-week program for people 55 or older seeking intellectual stimulation and physical activity. The class is from 8:15 a.m. to 4:15 p.m. Monday through Thursday, Jan. 4-19. Registration is $45. Call 293-4585.

SAN DIEGO UNION

JAN 3 1984

Judith Turnbull Green, has been appointed director of personnel at the University of San Diego. Michael J. Kearney was named director of planned giving at the university.
Things Change for the Better for Toreros

USD Rolls Past Idaho, 92-64, and Sets Up Clash Against Aztecs

By TIM GILLMAN, Times Staff Writer

SAN DIEGO—One indication of how much things have changed for the University of San Diego basketball team since its season opener is that 6-9 Mario Coronado, who was the original starting center, didn’t get into Monday night’s game at the Sports Center until a mere 2:50 remained.

An indication of how much the Toreros have improved was the way they dismantled the University of Idaho, 92-64, before a crowd of about 300.

Part of that improvement can be traced to the play of Scott Thompson, the 6-11 freshman who replaced Coronado.

“Thompson is coming with every game,” Coach Jim Brovelli said. “He’s coming along real well.”

But Thompson didn’t single-handedly beat Idaho (5-5) with his 10 points and nine rebounds. All-West Coast Athletic Conference forward Mike Whitmarsh scored 26 and Mark Bostic added 18. Forward Anthony Reuss had 17 points and 11 rebounds.

“We played good defense in the first half,” said Brovelli, whose team is off to its quickest start since joining Division 1. “Bostic played real well, Whitmarsh played well as always. Reuss is really taking off on the boards. He’s getting everything that’s in the air.”

USD took the lead for good three minutes into play on a Bostic field goal and continually increased the margin, mounting a 42-25 halftime advantage. Bostic, a guard who had 10 first-half points, scored on a dunk off a fastbreak with 12:42 remaining in the half to give USD a 20-11 advantage, prompting Idaho Coach Bill Trumbo to call a timeout.

It didn’t help. Another Bostic field goal plus four points by Reuss staked USD to a 28-13 lead with seven minutes left. Brovelli used four substitutes in the late minutes of the first half, but the advantage still climbed to 17, which illustrated the strength of the Toreros’ bench.

Idaho was led by Freeman Watkins, who scored 16 points, and Stan Arnold, who had 11.

USD will really get to see how improved it really is on Thursday night when it faces city rival San Diego State (7-3) at the Sports Arena.

USD (7-5) hasn’t beaten San Diego State since the 1976-77 season, when USD played in Division 2. The Toreros, a Division 1 team since the 1979-80 season, take their strongest team ever into the game against the Aztecs.

For one upperclassman, the next game is the big one.

“If we don’t win another game this year I want us to win this one,” Whitmarsh said.

However, Brovelli isn’t as adamant about the San Diego State game.

“I’m really glad we’re playing well because our conference schedule starts in two weeks,” Brovelli said. “State is an excellent team. (Forward Michael) Cage is an all-American; as fine a basketball player as we will see. We’ll need a total team effort to win.”

Whitmarsh said USD will likely use a zone defense against the Aztecs since no one player can handle Cage.

USD has three new players in the starting lineup since last season when it lost to SDSU by two points. Besides Thompson and Bostic, there’s junior college transfer guard Chris Carr, who finished with three points.

THE TRIBUNE

ANTHONY REUSS
USD forward

Toreros’ Statistics

| PLAYER          | G | MIN | FG | FGP | FT | FTP | R | RPG | A | PF | ST | TO | BL | PTS | PPG |
|-----------------|---|-----|----|-----|----|-----|---|-----|---|----|----|----|----|----|-----|-----|
| Mike Whitmarsh  | 12| 22.1| 95 | 36% | 56 | 42% | 162| 6.4 | 49| 17 | 18 | 38 | 5 | 121 | 19.9|
| Mark Bostic     | 12| 23.1| 42 | 17% | 28 | 41% | 49 | 2.1 | 45| 19 | 24 | 37 | 2 | 114 | 19.0|
| Anthony Reuss   | 12| 27.3| 47 | 23% | 34 | 40% | 47 | 2.7 | 45| 19 | 24 | 37 | 2 | 114 | 19.0|
| Scott Thompson  | 12| 21.8| 48 | 26% | 24 | 38% | 58 | 3.4 | 16| 12 | 15 | 15 | 1 | 92 | 15.3|
| Chris Carr      | 12| 21.0| 32 | 8%  | 20 | 40% | 32 | 1.6 | 37| 10 | 15 | 13 | 1 | 74 | 12.0|
| Al Moncal       | 12| 13.3| 12 | 10% | 8  | 40% | 8  | 0.7 | 23| 15 | 10 | 19 | 0 | 58 | 15.6|
| Don McIver      | 12| 11.7| 11 | 10% | 8  | 40% | 11 | 1.0 | 16| 10 | 18 | 18 | 0 | 47 | 11.7|
| John Prantry    | 12| 14.1| 13 | 10% | 8  | 40% | 13 | 1.1 | 16| 10 | 18 | 21 | 0 | 51 | 11.4|
| Eric Masden     | 7 | 7.6 | 6  | 8%  | 4  | 50% | 6  | 0.8 | 23| 17 | 11 | 19 | 0 | 36 | 5.2|
| Mario Coronado  | 10| 16.6| 13 | 10% | 8  | 40% | 13 | 1.3 | 15| 10 | 18 | 18 | 0 | 52 | 16.2|
| Romy Dickson    | 2 | 1.1 | 3  | 27% | 1  | 33% | 3  | 1.3 | 15| 10 | 18 | 18 | 0 | 22 | 11.0|
| Bill Pinkfield  | 3 | 2.0 | 15 | 0%  | 0  | 0%  | 15 | 5.0 | 12| 10 | 18 | 18 | 0 | 38 | 12.7|
| Mike McDaniel   | 6 | 6.3 | 6  | 8%  | 4  | 50% | 6  | 1.0 | 23| 17 | 11 | 19 | 0 | 36 | 6.0|
| Steve Kratman   | 5 | 5.0 | 5  | 5%  | 4  | 50% | 5  | 1.0 | 23| 17 | 11 | 19 | 0 | 36 | 7.2|
| Joe Fisher      | 1 | 1.7 | 6  | 8%  | 4  | 50% | 6  | 1.0 | 23| 17 | 11 | 19 | 0 | 36 | 21.7|
| TOREOS (T,D)    | 12| 11.0| 35 | 7%  | 24 | 41% | 35 | 2.9 | 32| 10 | 15 | 22 | 3 | 110 | 9.2|
| Opponents       | 12| 16.8| 33 | 7%  | 24 | 41% | 33 | 2.8 | 32| 10 | 15 | 22 | 3 | 110 | 8.3|

Abbreviations: G, Games; Min, Average minutes per game; FG, Field Goals; FGP, Field Goal Percentage; FT, Field Goals; FTP, Free Throw Percentage; R, Rebounds; RPG, Rebounds Per Game; A, Assists; PF, Personal Fouls; ST, Steals; TO, Turnovers; BL, Blocks; PTS, Points; PPG, Points Per Game.
THE TRIBUNE
JAN 3 1984

TOREROS CRUISE — Forward Mike Whitmarsh was named West Coast Athletic Conference co-player of the week yesterday and then went out and scored a game-high 26 points last night to lead the University of San Diego to a 92-64 non-conference basketball win over Idaho at the USD Sports Center. Whitmarsh, a 6-foot-7 senior from Monte Vista High School via Grossmont College, hit 11 of 14 shots from the field and four of five free throws. He also grabbed seven rebounds and handed out seven assists. The Toreros increased their record to 7-5 while tuning up for Thursday night's match with San Diego State at the Sports Arena.

USD wallops Idaho, 92-64

By Chris Wildermuth, Special to The Union

On paper, it was a perfect matchup. But on the court, the University of San Diego proved too overpowering for Idaho as the Toreros raced to a 92-64 victory before 468 fans at the Sports Center last night.

USD went into the game with a 6-5 record and Idaho was 5-4. The players' heights were nearly even, and both teams were averaging in the mid-70s in scoring. So much for averages.

Mike Whitmarsh of USD put in 26 points to lead all scorers. The 6-7 senior forward, yesterday named co-West Coast Athletic Conference player of the week, hit 11 of 14 from the field and 4 of 5 from the line, pulled in seven rebounds and dished out seven assists.

Anthony Reuss made the difference early for the Toreros: USD and Idaho exchanged points in the first five minutes. With USD leading 12-9, the 6-7 Reuss hit from 10 feet, then stuffed a two-handed dunk after a Stan Arnold steal. Reuss was then fouled on a third shot attempt, sinking both free throws as the Toreros took an 18-9 lead and never looked back.

"Anthony (Reuss) is really playing with confidence," USD coach Jim Brovelli said. "We've been getting a better performance from him each game."

After leading 42-25 at the half, USD maintained a 20-point margin throughout most of the second half, working the ball around. The Toreros shot 62 percent from the floor in the second half and 59.7 for the game.

Idaho shot only 42 percent in the first half, 48.3 percent overall. The Toreros outrebounded their opponents 36-30, and Idaho gave up the ball 21 times to USD's 13.

"We played well," Brovelli said. "We were very strong right down the line tonight. We are really coming along well. They play quick and can shoot, but we had a good defensive first half.

"I think this is a better team than we have been over the years. Before, we used to drop off in the talent off the bench. Now we have more transition baskets than in past years."

USD plays San Diego State Thursday night at the Sports Arena for the Mayor's Trophy.

"State's an excellent team," Brovelli said.

Last year, the teams battled throughout with SDSU taking a 48-46 victory.
WHITMARSH HONORED/ Led by 6-foot-7 senior forward standout Mike Whitmarsh, the University of San Diego men's basketball team vandalized the University of Idaho 92-64 Monday night in the Toreros' Sports Center. Whitmarsh had a game-high 26 points (11 of 14 from the floor) and seven assists as USD raised its record to 7-5. He also grabbed seven rebounds. Earlier he was named the West Coast Athletic Conference's co-player of the week for his performances in last week's Wolfpack Classic in Nevada. Anthony Reuss hauled in a game-high 11 rebounds and scored 17 points in Monday's game.

TIMES-ADVOCATE

Basketball:
Whitmarsh paces USD
- Mike Whitmarsh recorded game highs of 26 points and 7 assists and Anthony Reuss added career highs of 17 points and 11 rebounds as the University of San Diego beat Idaho, 92-64, in a nonconference basketball game Monday night at USD. The Toreros have won six of seven games at home this season to raise their overall record to 7-5. Idaho dropped to 5-5.

SAN DIEGO UNION

Whitmarsh honored

SAN FRANCISCO — University of San Diego forward Mike Whitmarsh and Gonzaga University guard John Stockton were named basketball players of the week yesterday by the West Coast Athletic Conference.

Whitmarsh, a senior from San Diego, was named most valuable player in the Wolf Pack Classic in Reno last week.

Stockton, a senior from Spokane, led Gonzaga to a third-place finish in last week's Far West Classic, in which he was named most valuable player.
SAN DIEGO SHUFFLE: At the dedication of Peterson Hall, a $1.4 million classroom building named for him, financier Bob Peterson was cited for $2.5 million in donations to the UCSD campus. In fact, beamned Chancellor Richard Atkinson, noting several large Peterson gifts to the Scripps Institution of Oceanography and Foundation for Ocean Research, "He's single-handedly responsible for giving UCSD the world's 13th-largest navy." And that, quipped foundation director Richard Seymour, "undoubtedly earns Bob a commission as commodore in the Scripps Navy."... The Santa Fe Land Improvement Co. is proceeding apace with its Santa Fe Depot project. Workers from the Atchison, Topeka & Santa Fe were pulling up excess trackin this week; removal of warehouses and billboards and construction of a new rail line for Navy Pier will begin in a few weeks.... USD's Jim Brovelli is considered a prime candidate for basketball coach at his alma mater, University of San Francisco. Brovelli, who's coached the Toreros for a decade, was inducted into USF's Hall of Fame a year ago.... Hypnotist Michael Dean, whose association with one-time heavyweight champ Ken Norton went sour, is reported mulling an offer to co-manage undefeated middleweight James "The Heat" Kinchen.
USD law school moving into computer age

The University of San Diego School of Law is in the process of computerizing its operation. "Very few law schools in the country actually have taken steps to computerize," Professor Robert Fellmeth said. "Many are talking about it, but few have done it." Fellmeth, who was given the responsibility of computerizing the school by Dean Sheldon Krantz, said the Kaypro Corp. of Solana Beach has donated 10 personal computers to the school for use by students. "Already, 30 of our full-time faculty have purchased computers at a reduced price ... as the first step in computerizing the entire school," he said. "In time, we want to put a personal computer on the desk of each faculty and staff member, and in our library, and network them together. And the students themselves will have a bank of computers to use."
The company has donated 300 computers to secondary schools in San Diego County.

Kaypro donates 10 computers

The University of San Diego School of Law has received a donation of 10 computers from Kaypro Corporation in Solana Beach to meet the word processing and legal research needs of its faculty and administration and to establish a training center for its students. "No discipline involves more word processing than the legal profession," said Sheldon Krantz, dean of the USD School of Law. "Law schools all over the nation have been computerizing their operations. We are very grateful to Kaypro for making it possible for us to meet this need."

In addition to the donated computers, Kaypro is providing faculty and staff training and working with the Law School to determine the feasibility of joint venture software development for legal education and the practice of law. USD Law School faculty and staff have been able to purchase units at reduced prices.

KayPro Corp. has donated 10 computers to the University of San Diego School of Law to assist in word processing and legal research needs of its faculty and administration and to establish a training center for students. "No discipline involves more word processing than the legal profession and law schools all over the nation have been computerizing their operations," said Sheldon Krantz, dean of the law school. "We are very thankful to KayPro for making it possible for us to meet this need."

KayPro also is providing training for the law school faculty and staff and working with the school to determine feasibility of joint venture software development for legal education and the practice of law.

Lillian Heller, marketing director, said KayPro is "committed to helping introduce computer technology in the educational system, not just for teaching and drilling but to help educators utilize technology to enhance creativity and productivity."

KayPro also has donated 30 computers to secondary schools in San Diego County and more than 200 in Orange County. Headquartered in Solana Beach, it has 600 employees in its regional offices in 13 cities.
Whitmarsh paces USD in easy win

By ERIC JOHNSON
Sentinel Staff

If University of San Diego basketball coach Jim Brovelli is caught nailing a sign with the words "There's no place like home" somewhere in the gym at the USD Sports Center, don't be surprised.

Because, for the Toreros this season, the sentiment is most accurate.

Brovelli's Toreros have won six of seven on their home floor, their latest coming Monday night 92-64 over the University of Idaho, while dropping four of five contests on the road.

After spending much of December away from home, Brovelli and his charges will have a chance to forget what it's like having to travel; all seven of their January games, including three league matches, are in San Diego. Of course, one of the game's, this week's annual matchup with San Diego State, will take place at the Sports Arena.

Six-foot-seven forward Anthony Reuss offered a theory as to why the Toreros have been so successful on their own court.

"At home we have so much confidence that it's hard to beat us," the junior forward said. "It may be the smaller facilities, and we do practice in this gym. But whenever we play here, there's no doubt that we're going to win."

Reusses' 17 points made him one of the five Toreros in double figures Monday evening and he led the team in rebounds with 11 as the Toreros dominated Idaho in the non-conference game.

"We played well tonight," Brovelli said after the victory against the Vandals, who dropped to 5-5. "We're trying to improve every game, and I think right down the line we are getting better."

The two teams traded three baskets apiece without a miss to open the game, but the Toreros made a move several minutes into the contest to create a lead they would never relinquish.

With six minutes left in the first half, USD was sitting on top of a 26-13 advantage.

A 42-25 halftime advantage was later increased to 60-36 on a three-point play by Whitmarsh.

Brovelli emptied his bench with three minutes remaining in the game, and senior guard John Prunty gave a demonstration on the outside jumper, pumping in an array of five different shots in a two-minute period.

Forward Mike Whitmarsh was the game's high scorer, as he hit 11 of 13 shots for 26 points. Other Toreros in double figures were Mark Bostic, who had 18, and center Scott Thompson, who contributed 10 while adding eight rebounds.

Last week, USD took second place in the Wolfpack Classic at Reno, Nevada, beating Florida A & M 78-52 and then losing to the University of Nevada at Reno 70-66.

Whitmarsh was named the tournament's MVP, with a total of 49 points, 22 rebounds (16 in the championship tilt) and 11 assists. Whitmarsh, who currently is averaging more than 19 points a game, was also named the West Coast Athletic Conference Co-Player of the Week along with Gonzaga's John Stockton.

Besides Whitmarsh, the 6-foot-11 freshman Thompson was also named to the All-Tournament Team, after scoring 29 points on 12-for-18 shooting from the field.

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Toreros

(Continued from page A-14)

The Toreros now take on cross-town rival San Diego State tomorrow night at 7:30 in the Sports Arena. According to Reuss, the annual contest is "more than just a non-league game."

"This is one game we've had circled on our calendar," he said. "We probably match up better against their players this year than the other (two) years I've been here."
Watson: He pumps up Aztecs' outside attack

By T.R. Reinman
Tribune Sportswriter

When this basketball season was very young, San Diego State coach Smokey Gaines said he wanted to go into Western Athletic Conference play with a 9-3 record.

"That would be pretty good, don't you think?" he said, mindful of the trips to Tulsa and Texas, the visits by Oral Roberts and Virginia.

Now he is only 40 minutes short of that goal, but historically they have been some of the toughest 40 minutes his teams have played, especially the last two years. They are against USD, and they come tomorrow night at 7:30 in the Sports Arena.

Last night State beat Navy 88-81 at the arena. Forward Michael Cage rebounded from his lackluster Cabrillo Classic performances with 20 boards, 11 of which were enough to set an Aztec career record (1,100). Move over, Al Skalecky.

"After that Virginia game I dedicated myself to being more aggressive," Cage said. "In that game I stood around wondering what I was going to have to do instead of doing it. I told myself afterward I was going to make somebody pay for it."

And so he did, charging 20 points to Navy's account. But what made things toughest for the Middies (9-3) was Anthony Watson, who as a freshman last

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season was a "hot newcomer," but who last semester was a part-time gas pump and a student at Mesa
College.

Last night all he pumped were running one-handers and jump shots, good for a game-high 26 points, the
most he has ever scored for State. He made five of six second-half field goal attempts and — Holy charity
stripe, Batman — all eight of his free throws on a night when the Aztecs shot 84.6 percent from the line. "He's
got to give us that outside scoring," Cage said of Watson, who also had six rebounds. "I'll take the shot whenever it's there," Watson said. "It was just loopin' on me to where he had the 10-foot shot instead of taking, like, the 15-foot shot with his man five feet off of him. In the long run, that'll help both of us."

In only his fifth game of the season, Watson played 29 minutes last night as a sixth man.

"I'm not trying to move anybody out of a job," Watson said. "The guys we have playing guard are all capable of playing major college ball. While I was out I realized that more and more. I'm just happy to be back."

And he appeared to be back to where he left off last season, which was in the running for the title of
title of head chef in the shake and bake department. Watson can dish off, but he usually gets a certain gleam in his eye when he has the ball and is pointed toward the basket.

"I'll take the shot whenever it's there," he said. "And if it's there I don't think I should miss it."

"He is hyper," Cage said, smiling and shaking his head.

"Right now, though, I think my role is to sort of keep the team organized out there," said Watson.

"He said that out of hyperness from the game," Cage said, still smiling.

Watson playing the way he does and then saying that is like the wolf dressing in sheep's clothing and tell­
ing the shepherd he's just one of the flock. Anthony Watson is a product of the Detroit playgrounds, and there is no one in town who plays the way he does. His idea of organization is simple: carry it, throw it, push it, tip it or pass it, but get the pill to the rack, uh, the ball toward the rim.

For example, after fighting off five ties and four lead changes through the second half, the word from the Aztec bench was to work the clock in the last two minutes. But with less than a minute to go, Watson found himself in the left corner and lofted an improbable alley-oop pass to center Leonard Allen who failed to convert. A Middie was fouled on the ensuing fast break and the lead was cut to seven with 50 seconds to play. Three gray hairs popped on Gaines' pate.

"It was kind of a bad pass," Watson guessed. "But in another way it was perfect."

Earlier, Gaines had said he expected Watson to be up to full speed by "the second or third game in the
WAC," which would be two weeks from now. Did that jibe with Wat­
son's timetable?

"It does if the coach said it," Watson said.

"Right now I'm having a lot of second thoughts. My conscience is saying 'You can do it, you can do it,' but I keep having to stop and think, 'should I do this or that'?"

A second-thought case in point: Asked how he looked forward to the USD game, Watson blurted, "I want to kill 'em." Then quickly added, "No, no, I don't have anything against those guys. Most of the guys who played last year (when the Toreros narrowly lost 47-45) are gone. It's just another game."

The latter seemed to be the feeling throughout the Aztec locker room, but notice had been taken of a quote
on the State game by USD forward Mike Whitmarsh in yesterday's Los Angeles Times. "If we don't win another game this year I want us to win this one," he said.

USD coach Jim Brovelli, scouting the Navy game, downplayed the rivalry talk. Gaines dismissed it by saying "They play us tough, and they're playing well this year. But they play on a lot of emotion and sometimes emotion is better than talent. All I know is we're 4-0 against them (in the Gaines' era)."

But Whitmarsh has taken his stand, and Cage and Watson stood in good stead last night. Rivalry or no, tomorrow's should be more than just another game.
Crosstown rivals

Will Aztecs-Toreros encounters ever fully blossom on the court?

By Nick Canepa
Tribune Sportswriter

As far as rivals go, it's about as intense as Switzerland versus Vanuatu. A Topperware party for 10, with white wine, crackers and Brie.

San Diego State will play the University of San Diego in a game of basketball tomorrow night at the Sports Arena. So? How many people really care? Other than the winning and losing part of it, do the coaches and players even care?

This thing is to crosstown rivalries what Yahoo! Arafat is to the fashion world. It's a nice little game, a series that was resumed five years ago only because USD had graduated from NA-CI to Division II to Division I. Those looking for UCS-UCLA or Villanave-St. Joe's had better get in a car or a plane.

I don't get any special satisfaction out of playing USD ... none whatsoever," Aztec coach Smokey Gaines said yesterday. "It's just another non-conference game, as far as I'm concerned."

"Now, if USD would put 12,000 people in here (the arena), I'd get excited. If USD wants me to get excited, I'd like to see some people in the seats."

Just reads your blood boiling, doesn't it? Most other things, in fact, are a blur. USD is a threat to San Diego State. Deep down, the Aztecs probably would rather play the Toreros.

"They'll never get us up for them," Gaines insisted. "It's all one-sided, I think - their side. They have everything to gain and nothing to lose."

"Gaines, it should be remembered, comes by way of the University of Detroit, where folks get enthused about playing the likes of Michigan and Michigan State."

"I'm sure there are some people over there (at State) who'd rather not play this game," said Jim Brovelli, who coaches the Toreros. "But this game is good. People who do come in it may like what they see and come and see us play other games.

"Everyone knows my philosophy: It takes time to build tradition. A lot of schools have been going after each other since the 40s. Four years ... what's that for tradition?"

"The Santa Clara and USD rivalry can match any other rivalry. Even when I was a kid (in San Francisco), it was standing-room only ... the intensity of those crowds matched any in the country."

I can remember going to those games and seeing the athletes. I remember the names. But I grew up with this game. That has to happen here. Hopefully, young people will see this game, too, and they will remember it and it will blossom.

"But will it? San Diego's collegiate basketball fans - and they are not legion - hardly have tripped over themselves buying tickets to watch the Aztecs and Toreros play, even when they've hosted some of America's big shots. Not even the DePauls, Indiana and Georgetown that have blessed the Aztecs' Coleman Classic have filled the building.

Simply, there is very little - if any - basketball tradition in this town. Adding to it all is the fact that schools such as State and USD go elsewhere to get most of their talent.

"That's a problem," said Michael Brooks, the Clipper forward. Brooks grew up in Philadelphia and attended LaSalle, which has furous crosstown rivalries and is in Philly with the four other Big Five schools - Villanave, St. Joe's, Temple and Penn.

"There's no way this can be compared to that," Brooks said yesterday prior to the Clipper's practice at USD. "It's so intense back there, it's unbelievable."

"When I was going to LaSalle, most of the pressure at all the schools in the city were from Philly. They knew each other. There was a friendly rivalry before you even got on the court. Here, you have guys spread out from all over. How many people here (at USD) do nothing but think, 'I want to beat San Diego State?'"

"Those are real rivalries back there. It was wild ... so intense. After a game, some of the guys would get together and go out. Here, I don't think these guys mix it up together off the court.""

"Jimmy Lynam, the Clipper's head coach, played at St. Joe's and coached there. He knows all about crosstown rivalries."

"I may sound provincial, but what goes on in Philadelphia goes on nowhere else in the country," Lynam said. "The Big Five ... four of the teams play home games at Penn's home court. That's how badly they want to play each other.

"A lot of the players are from the city, and most of those who aren't are from the Northeast. Everyone gets to know each other. It's crazy. Some people might think Villanova's one of the better teams in the East. They've already lost to LaSalle and Temple. Anything can happen in those games."

For that matter, anything can happen in the State-USD matchup. The Toreros, usually blessed with greater talent, have won four in a row, but USD always gives them fits. Maybe the Toreros take.
it a bit more seriously. 
"Every year it's been close and exciting," Brovelli said. 
"I don't know why they wouldn't want to play us. We play in a tough conference (the West Coast Athletic Conference). I could see when we were Division II, but not now.

"We haven't seen a sellout, but we have seen progress. The timing isn't the greatest. School is out here (and at State) ... there's nobody around. But look at California in general. Fresno State is the only school in the state, I think, that sells out every game. Not even UCLA does anymore." 

Maybe it would be more interesting if the coaches were arch-enemies. Alas ... 

"If I had a grudge against a coach, it might be different," Gaines said yesterday. "But I don't have a grudge against Jim. There's nothing there ... no more than our game with Navy tonight.

"If we went 12-0 in non-conference games and then lost big in the WAC, those 12 wins wouldn't mean (bleep) to me.

"Special? No. The only grudge I have against Jim is on the golf course. And we're both about 50 handicaps." 

Crosstown golf rivals. Now that's exciting.
USD women trounce Nevada-Reno 88-72

Michelle Dykstra scored a career-high 26 points and guard Lori Morris added 10 assists as the University of San Diego defeated Nevada-Reno 88-72 last night at the Sports Center.

The loss by UNR (4-10) overshadowed a near record-breaking performance by Chris Starr. The 6-1 center, who holds the NCAA record for points in a game with 53, almost set another mark as she was 18-of-18 from the line, one short of the collegiate record. Starr was 11-of-12 from the floor and led all rebounders with 11.

Debbie Theroux and Mary Godfrey added 13 points apiece for the Toreros (7-6).

USD WOMEN WIN — Paced by Michelle Dykstra’s career-high 26 points, USD defeated Nevada-Reno last night 88-72 at USD's Sports Center. The win moved the Toreros over the .500 mark at 7-6.

The victory overshadowed the performance of Reno's Chris Starr, who was 11 of 12 from the floor and 18-18 at the line.
City showdown due tonight

Will the Mayor's Trophy have to be packed up and moved from Montezuma Mesa to Alcala Park?
Will forward Mike Whitmarsh, an all-West Coast selection last season, outshine forward Michael Cage, a potential All-American?
Will USD beat San Diego State for the first time in five years?
Answers to these and other questions of burning interest on the local college basketball scene will be provided tonight at 7:30 in the Sports Arena when 7-5 USD plays the 8-3 Aztecs (KSDO 1130-AM).

"We'll have to control the boards or at least contain State there," said Jim Brovelli, now in his 10th year as the USD coach. "They're awfully big and strong under there. We'll have our work cut out."

"We'll just have to do what we do best," said Cage, one of four Aztecs whose scoring average is in double figures. "Play with our balanced attack and wear them down."

After beating Idaho State and Idaho, the Toreros should be rated No. 1 in the home of famous potatoes. But USD is more interested in being No. 1 in its own hometown. The Toreros have won four of their last five games, but winning this one could stir the awakening of an in-city rivalry that has long been dormant, despite the fact that heavily favored State has won the last two games by a total of just seven points.

Whitmarsh, a 6-foot-7 forward, is averaging 19.7 points and has led USD in scoring in eight games. The team, bigger and faster than in the recent past, is running more this year and has outshot and outrebounded its opponents while averaging 76 points per game.

The Aztecs are led by Cage, who is averaging 27.2 points and 14 rebounds, and are playing in their last game before opening their Western Athletic Conference season at seventh-ranked Texas-El Paso next Thursday.

— T.R. Reinman
USD to get day on Aztecs' court

By Bill Center

Staff Writer

USD-UCLA it's not. Still, it's the best rivalry this city has.


In one corner, wearing the black (naturally) and red, are the taller, bigger and nationally prominent Aztecs of San Diego State. This is the power club of Michael Cage. They are the clear favorites; bullies if you listen to the followers of USD.

In the other corner, wearing blue and white, is the little team that would like to think it could. Underdog with a capital U, the Toreros, sent a private school. This is a team of poise and discipline. Truth is, USD gives San Diego State fits.

"Rivalry? I don't think this is a rivalry," said San Diego State coach Smokey Gaines last night. "A rivalry is when there are 10,000 people in the stands ... when it's up for grabs.

"San Diego State is in a can't-win situation. USD playing us is like us playing UCLA. We don't gain nothing for winning. But if they beat us it makes their season. This is no rivalry."

It's beginning to sound like a rivalry.

Although San Diego State has won all four games since USD became a Division I "major" in 1979, the matches have been close. One game went to overtime. Last year, USD had the ball in the final minute with a chance to go into the lead when guard Rich Davis was called for a traveling violation, although he actually was tripped. San Diego State regained possession and won 47-45.

The score was low, but not as low as the 41-36 of a year earlier. That's been USD's secret — control the tempo; knock San Diego State off its fast-paced stride and pray the last shot falls.

This year could be different — not necessarily good news for the Toreros. Fewer have always played this game on the Aztecs' floor with the Aztecs' (Western Athletic Conference) officials.

Gaines is of the opinion USD has its best team ever. Mike Whitmarsh might not be a Cage, but he is one of the West Coast's more accomplished forwards. The USD guards are big.

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Aztecs: Close name of game

Continued from E-1

ger than San Diego State's and are the most athletic tandem the Toreros have ever paired in the backcourt. And there is a fast-improving 6-foot-11 freshman in the middle named Scott Thompson.

"They've got better players than they've had before," said Gaines. "The big guards are going to give us problems. This is the first year they've been able to run with us."

An attribute which could also be a problem for USD. The Toreros can run, but are they good enough to run with San Diego State? And are they disciplined enough to slow it down if needed. Last year at this time, USD starting guards Mark Bostic and Chris Carr were playing junior college ball.

Understandably, USD coach Jim Brovelli has a somewhat different perspective on the game.

"Nothing much has changed for us," said Brovelli. "We still have to control the game. We've opened up this year. But our defense still could use improvement and we don't rebound as well as we should. Our play on the defensive boards is going to be crucial to our hopes."

"San Diego State's rebounding and transition game scares me." Brovelli added. "But Aztecs control the boards and race the ball up and down the court. It's a devastating game when it works."

San Diego State's transition game can be a double-edged sword. The Aztecs also are averaging 21 turnovers a game — and USD, a 53 percent shooting team from the floor, has the knack of making the most of other teams' mistakes while making a minimum of their own.

Looking only as far as the statistics, there is a great matchup in this game: Cage vs. Whitmarsh.

Cage is averaging 24.4 points and 12.3 rebounds a game and shooting 64 percent from the floor. He is power at 6-foot-9 and 225 pounds. Whitmarsh is averaging 19.7 points and 8.6 rebounds and is shooting 66 percent from the floor. He is 6-foot-7, but he is also finesse, averaging 5.8 assists a game.

But USD probably will stick to its shifting zone defenses.

For the first time in their relatively short Division I history, the Toreros are above .500 (7-5) at this stage of the season. They also seem to be improving as Thompson and their guards get game experience.

Since moving into the starting lineup four games ago, Thompson is averaging 12 points and 5.4 rebounds a game while shooting 60 percent from the floor. USD is 3-1 with Thompson starting.

He and Whitmarsh are joined in the front line by 6-7 Anthony Reuss, who is shooting 64 percent and averaging 9.8 points and 5.6 rebounds a game. Thompson has a one-inch edge on the Aztecs' Leonard Allen at center, but both Cage and Andre Ross are two inches taller and considerably better than their Torero counterparts at forward. Allen is averaging 19 points and 7.7 rebounds a game and Ross is averaging 7.4 points and six rebounds a game.

Although John Martens is out, the Aztecs have a stronger forward off the bench now that 6-4 Michael Kennedy is coming around.

The matchups at guard will be interesting.

USD depends heavily on the 6-4 Mark Bostic (13.2 points, 50 percent from the floor) and 6-3 Chris Carr (6.2 points). Al Moscastel is a 51 percent scorer averaging 8.2 points off the bench and John Prunty is the smart, seasoned pace-setter in the USD mold.

Jeff Konek (6-2) and Bobby Owens (6-1) again will start at the guards for the Aztecs, although Anthony Watson (5-11) will see considerable action in his sixth game back from eligibility problems. Watson equaled his career high with 26 points Tuesday night against Navy and is averaging 9.4 points a game. Konek is averaging 10 points a game and 9.4. Late in the Navy game, Gaines had all three guards on the floor at the same time.

As a preliminary, alumni teams from both schools meet at 5.
Aztects versus Toreros

1981 Christian High graduate Anthony Reuss says tonight may be USD's turn to Cage San Diego State

By Mike Mathison
of The Daily Californian

Like any athlete, all Anthony Reuss wanted was a shot.
He wasted his shot to prove he could play Division I basketball for the University of San Diego.
This season head coach Jim Brovelli gave Reuss that shot. The 6-foot-7, 205-pound junior hasn't been disappointing. Reuss has been taking those shots and hitting them at a 64 percent rate.

His efficiency from the floor is one of the reasons the Toreros are 7-5. Tonight at 7:30 in the Sports Arena, USD faces its toughest challenge yet. The Toreros will hook up with San Diego State in the annual clash of crosstown rivals.

"This could be the year to beat them," Reuss said. "We match up the best now than we ever have. We did not have the personnel in the past, but now we are always close."

The Aztects have won the last four meetings and hold a 14-4 series edge. Last year's contest was 67-65. USD won 67-48 in 1976-77.

Reuss came out of Christian High in 1981 highly touted. He was named The Daily Californian's Grossmont League Player of the Year for the 1980-81 season — the only year Christian was a part of the league. He dominated the league in every aspect scoring at a 24.6 clip and grabbing at least 10 rebounds in all but one contest.

When it came down to choosing a college, the choices were USD and San Diego State.

"I wanted to stay in San Diego," he said.

Reuss is averaging 9.8 points and 5.6 rebounds through 12 games this season. He had the best outing of his career Monday night in a 92-84 win over the University of Idaho, scoring 17 points and pulling in 11 boards.

Toreros head coach Jim Brovelli will need an encore from Reuss tonight.

"Anthony is really coming into his own," said Brovelli, who is in his 10th year at USD. "He is really playing with confidence. We've been getting a better performance from him each game."

Reuss has started every game and has netted 47 of his 72 floor shots. That percentage is the best on the team for anyone who has taken over 15 shots. His problem has come at the free throw line where he has made just 24 of 40 (60 percent).

That's not like him. In his senior year at Christian, Reuss fired in 110 of 163 (71 percent).

"The free throws got a little better tonight," Reuss said after going nine of 12 against Idaho. "I've worked a lot on them in practice. It's coming around a little now. I just don't know what it is. This year I've gone back to the way I was shooting them in high school. They tried to change my ways my first two years here."

Reuss' first two years at USD weren't ones he will put in the memory bank. He played in 19 games as a freshman, totaling 46 minutes of court time. Last season he appeared in 26 contests, starting four of them. He averaged 4.3 points and 3.7 rebounds.

"I was not happy last year," he said. "It (sitting the bench) was not what I expected or was used to. I just kept at it.

"All along I knew I could play. I never thought I had full opportunity. This is the first time in my college career that I've been healthy. I've had Achilles and knee problems. I feel really good now. The two biggies for me is that I'm getting a chance to play and I'm healthy."

"I'm looked upon to rebound, score in the nine-to-11 point range and get some assists every once in a while. Basically, I do a little bit of everything. I know the system a little better than most of the guys who are younger than I am."

Although Reuss has achieved one of his goals in being a starter, he knows there is still work to be done.

"I need to quit being inconsistent," he said. "I feel the same all the time before a game. I don't have a good explanation for it. I would like to play like that (against Idaho) all the time.

"I like to perform and do well."
USD Hopes to Make People Forget San Diego State Tonight

By STEVE DOLAN, Times Staff Writer

SAN DIEGO—After the University of San Diego's most recent basketball game, forward Mike Whitmarsh got right to the point.

"If we don't win another game this year," Whitmarsh said, "I want to win this one."

He'll get his chance tonight at 7:30 in the Sports Arena when USD attempts to beat rival San Diego State for the first time in five games since the series was revived.

It's just another nonconference game for San Diego State. But not for the Toreros, who are seeking to gain recognition in San Diego County.

"This game has a lot of meaning to my teammates and I," Whitmarsh said. "Maybe it is because the people in San Diego support San Diego State more. They don't pay much attention to us. If we win, we may get some respect and recognition that we deserve."

San Diego State Coach Smokey Gaines is one who does respect USD. Despite the fact that the Aztecs are 8-3 and USD is 7-5, Gaines said the Toreros should be favored.

But no matter how much Gaines builds up USD, there's no doubt that the game does not have much meaning to the Aztecs.

"In a crosstown rivalry, the kids are looking for something to brag about in the summer," Gaines said. "A lot of my kids are from Texas, Michigan and Arkansas. This is no big thing for them. When I was at Detroit, it was a big thing for our kids to play Michigan and Michigan State."

USD has two locals in its starting lineup—forwards Anthony Reuss and Whitmarsh.

Since Gaines came to San Diego before the 1979-80 season, the USD games have followed similar patterns. The games are always close until the final minutes, when the Aztecs have pulled out a victory. The scores in each successive season have been 67-58, 60-52, 41-36 and 47-45.

The last time USD beat the Aztecs was in 1976-77 by a 67-63 score. At the time, the Toreros were a Division II team. The rivalry was not renewed after that game until USD became a Division I team in 1979.

USD's major challenge tonight will be stopping Michael Cage, who set an Aztecs' career rebounding record Tuesday night against the Naval Academy. Cage has been averaging 24.5 points and 12.3 rebounds.

Opponents have been double and triple-teaming Cage virtually every game. He had two off nights in last week's Cabrillo Classic but bounced back with 20 points and 20 rebounds against Navy.

San Diego State's biggest break Tuesday came when guard Anthony Watson tied his career high of 26 points. Watson, who was academically ineligible until Dec. 17, is expected to strengthen the Aztecs' guard situation.

If Watson can continue his shooting success, he should take much of
TOREROS

Continued from Page 1

the pressure off Cage. When Cage is covered by more than one man, there is going to be an open Aztec player. But the problem thus far has been finding an open player who could score. "San Diego State always has to rely on Cage because he is so good," USD Coach Jim Brovelli said. "I think he is a bona fide All-American. Now, Watson gives them the outside game to go with their inside game. It's hard to key on people with them because their team is so well-rounded."

Cage will be joined up front by 6-9 Andre Ross and 6-10 Leonard Allen. The guards are Jeff Konek and Bobby Owens, with Watson the first man off the bench.

USD will be at a size disadvantage at forward because Whitmarsh and Reuss are both 6-7. Scott Thompson, a 6-11 freshman, has taken over at center the past four games. Chris Carr (6-3) and Mark Bostic (6-4) provide the Toreros with quickness at guard.

Whitmarsh leads USD in scoring (19.7), rebounding (8.6) and assists (5.8). He had a game-high 26 points Monday when the Toreros beat Idaho, 92-64.

"USD has a great team," Gaines said. "Our coaches saw their game against Idaho and didn’t want to stay for the whole thing. USD was devastating."
Derek Allison receives USD scholarship

Derek Allison, son of Dr. and Mrs. Ronald Allison, was notified this week by the University of San Diego that he has been selected to receive the Bishop Maher Catholic Leadership Scholarship.

This scholarship is awarded on the basis of Christian service to others, academics, and also on parish, school and community involvement.

Derek attended Fallbrook schools, lettering in water polo and swimming at Fallbrook High. He was an exchange student in Australia and is currently a junior at the University of San Diego, majoring in Business and Psychology.
W. Illinois Alumni Assn. Meets Saturday

MACOMB, IL. — The Western Illinois U. Alumni Assn. will hold a meeting in San Diego in conjunction with the WIU Leatherneck basketball game.

On Saturday, before the WIU - USD game, the alumni association will hold a pre-game social 5 to 7 p.m. featuring a cash bar and hors d'oeuvres at the Town and Country Hotel, 500 Hotel Circle.

Cost for the social is $5 a person.

Tickets for the basketball game will be available at the pre-game socials.

Contact Lois Gordy Taylor, Alumni Assn., WIU, Macomb, IL 61455, 309/253-1914; or the S.D. Sports Arena.

Green assumes position at USD

Judith Turnbull Green, Ed.D., has been appointed director of personnel at the University of San Diego and will be responsible for policy administration and implementation affecting the university's 650 employees.

Green has been on the staff of UCSD since 1977 in the capacities of personnel administration, student center director and assistant dean of Muir College. She assumes her new position Jan. 10.

WE GET ITEMS: Environmental impact: Bob Coates, the USD environmental law professor, felt vaguely guilty celebrating New Year's Day with lunch at the Whaling Bar. But then, he says, he hosted a pair of Dolphins: Medevac owners Joe & Peggy ... Phillip Weil, operator of Seaport Cruises' luxury yacht Jada, has added a new wrinkle to San Diego whale-watching. Passengers who bring along a blank VHS videotape on Weil's morning and afternoon excursions can record their adventures on his camera and recording equipment.
Management For Women Only

Typical management courses are traditionally taught by men to men, using research data collected on men. But a new USD course, Leadership Development for Women, takes a new start on the other gender.

“Women now account for 93% of the enrollment gain in management courses,” said Dr. Johanna Hunsaker, course instructor, “and this course is designed to help women enter an organizational world still dominated by men.”

The course will assist women in business and human services with a repertoire of skills needed for work-related situations and develop leadership capabilities.

Team building skills, career strategy, planning, assertiveness, training, conflict management, politics, and management theories will be presented from a woman’s point of view. Other topics include special leadership problems for women, role conflicts, dual career families, and sexual harassment.

The course meets on Mondays from 7 p.m. to 9:30 p.m., beginning Jan. 30. Contact the USD Graduate Office at 610/253-6490.
Aztecs 'host' Toreros in cross-town matchup

SAN DIEGO — Smokey Gaines will try to increase his winning streak against the University of San Diego tonight at the Sports Arena.

Gaines, the fifth year San Diego State basketball coach, has played and beaten the Toreros in his first four seasons, 67-58, 60-52, 41-36 and 47-45.

Tonight's contest, which begins at 7:35, is the final preseason match for the Aztecs, whose record is 8-3. They open Western Athletic Conference play next Thursday at Texas-El Paso.

USD has two more non-conference games before beginning its Western Collegiate Athletic Conference schedule Jan. 19 against Gonzaga at the USD Sports Center.

SPSU BEATS UCSD: Senior forward Michael Cage scored 26 points and grabbed 18 rebounds last night to lead San Diego State to a 61-47 non-conference college basketball victory over the University of San Diego.

Sophomore guard Bobby Owens added 10 points for the Aztecs, who won their fifth game in a row over their crosstown rivals. San Diego State now has a 9-3 record.

Forward Mike Whitmarsh led the losing Toreros, who fell to 7-6, with 16 points and five rebounds. Reserve guard John Prunty added 10 points for San Diego.

The Aztecs led all the way, taking a 10-2 lead in the opening minutes at the San Diego Sports Arena. It was 32-20 at halftime and the Toreros weren't closer than 11 points in the final 20 minutes.

San Diego State connected on 48.9 percent of its field goal attempts while the University of San Diego could hit on only 29.3 percent of its floor shots. The Aztecs outrebounded the Toreros 45-28.
NOTES — Three's a charm from the unknown, but not untalented, friends in the West Coast Athletic Conference. Three players from the WCAC were named MVPs in three holiday tournaments — Mike Whitmarsh (USD) in the Wolf Pack Classic where the Toreros lost in the title game, John Stockton (Gonzaga point guard) in the Far West Classic where they finished third, and Nick Vanos (Santa Clara's 7-foot center) in the Cable Car Classic which the Broncos won...

For once, Aztecs have easy time against USD, 61-47

By United Press International

Playing against crosstown rival University of San Diego has never been easy for San Diego State.

The games have always been close — until Thursday night. Forward Michael Cage hit 9-of-11 field goal attempts and had 26 points and 18 rebounds to lead the Aztecs to an easy 61-47 non-conference victory over USD.

Cage, a 6-foot-9 senior, scored 12 points in the first half and grabbed 10 rebounds in guiding the Aztecs to a 32-20 lead.

The Aztecs, 9-3, increased the lead to 38-23 early in the second half, holding the Toreros scoreless from the field for nearly five minutes. The closest the Toreros, 7-6, came the rest of the way was within 11 points.

San Diego shot only 29 percent from the field. The Toreros, whose total was 30 points below its season average, were led by Mike Whitmarsh's 18 points while John Prunty added 10.
Michael Cage (26 points, 18 rebounds) led San Diego State Aztecs Thursday over University of San Diego, 61-47.
Aztecs Defeat Toreros, but No One Cares

By STEVE DOLAN, Times Staff Writer

SAN DIEGO—So much for crosstown rivalries that elicit big crowds and exciting games.

Only 3,866 fans showed up at the Sports Arena Thursday night to watch San Diego State defeat the University of San Diego, 61-47.

The Aztecs scored the first six points of the game and things only got worse from there for USD. It soon was 10-2 and after just four minutes it was 14-5.

By then, USD could just be thankful that its bus ride home was only five minutes.

"When we got off to the 6-0 lead, USD started having doubts," Aztec guard Bobby Owens said. "After that, they just fell apart. They were not playing as intense."

Traditionally, the game takes on different meanings for the two teams. As Owens noted afterwards, it was "just another game" for the Aztecs. But for USD, it was a big game. Perhaps too big.

The Toreros, normally a disciplined team, hurt themselves by playing out of control and taking poor shots. They were just 30% from the field in the first half, but even that was better than their 29.3% overall ratio.

On the other hand, San Diego State was adding a new word to its vocabulary-defense. The Aztecs came out with a full court press, which is not the norm for them.

"We thought we had to put pressure on them to see how they reacted," Coach Smokey Gaines said. "We scouted USD two or three times and we noticed they had problems with the press. Our press made the difference. By getting the lead, we could control the tempo of the game."

In recent seasons, undermanned USD teams had always given the Aztecs fits by playing a controlled offense. And, although the Toreros have not beaten San Diego State for five years, all of the games were competitive until Thursday's.

The Aztecs held USD 29 points below its scoring average. It was also the best defensive effort of the year for San Diego State, which had allowed 58 points to Oklahoma City and East Tennessee State.

A key factor in the game was the play of each team's top man. Michael Cage had another big night for the Aztecs, but Mike Whitmarsh of USD was way off.

Cage had game highs of 26 points and 18 rebounds. And although Whitmarsh had 16 points, a true indication of his night was a 4 of 19 mark from the floor.

"From the tip, we couldn't get it going," Whitmarsh said. "We played scared tonight. I probably should've started talking and try to make something happen. I just got frustrated."

Michael Kennedy was primarily the one who frustrated Whitmarsh. Kennedy, a reserve, played so well on Whitmarsh through halftime that he started the second half.

"Normally, coaches tell you to deny the man with the ball," Kennedy said. "Whitmarsb moves a lot, but I
AZTECS

Continued from Page 1

stayed with him. That's what it takes. My defense has been improving and it took its toll on Whitmarsh."

Good defensive play by San Diego State's guards also took their toll on USD. Toreros' guards Chris Carr and Mark Bostic were both held to only two points. Carr was one of five from the field and Bostic was one of nine.

Going in, USD actually figured to have the advantage at guard and a disadvantage underneath.

"That's probably what USD thought," Owens said. "I thought our guards were as good as theirs."

The Aztecs, who next play undefeated Texas-El Paso in their Western Conference opener, improved their record to 9-3. USD fell to 7-6.

Before the game, Torero Coach Tim Brovelli had talked of how conference games were more important than crosstown rivalries. As it turned out, he could be thankful for not putting too much emphasis on the San Diego State game.

"We played our worst game of the year," Brovelli said. "Mentally, we were in a different world the first 10 minutes. Sometimes, you get too emotional, then this happens."

After the first four minutes, USD never came within six points. At halftime, the Toreros trailed, 32-20.

San Diego State came out cold in the second half, not scoring for the first 2:03. But USD was worse, going 14:11 before Anthony Reuss hit a free throw. The Toreros never came closer than 11 points after halftime.

Cage again dominated inside, hitting nine of 11 from the field and eight of 11 at the line. His 18 rebounds helped the Aztecs hold a commanding, 45-28 edge on the boards. Coming off a subpar Cabrillo Classic last week, Cage has 46 points and 38 rebounds in his last two games.

"I never felt like my game left me," he said. "I never doubted myself. Why should one or two off games raise questions?"

One off game will definitely raise questions for USD. It could not have picked a worse time than Thursday to play a bad game. Earlier in the week, Whitmarsh had said, "If we don't win another game this year, I want to win this one."

Gaines said: "They had a few comments in the papers that our players saw. I always say to let a sleeping dog lie. USD reminded us, we didn't remind them."
Jeff Konek exemplifies the outcome of last night’s game between the Aztecs and Toreros as he bowls over USD’s Anthony Reuss (34) and gets by Scott Thompson (52). Konek picked up a charge on the play, but SDSU won easily 61-47. Said the Toreros’ Mike Whitmarsh: ‘I don’t think we gave the fans a good show at all. We should give the people half their money back. Only one team played tonight’
Brovelli: Losing ugly takes a new meaning

THIRTEEN MONTHS EARLIER, he had stood in the same hallway discussing the same result against the same opponent. But back then, Jim Brovelli's voice trembled, his shoulders drooped a bit, his face assumed the color of a sidewalk.

He had just been dragged by his University of San Diego basketball team to that point where a coach's stomach becomes a Waring blender. His hair somehow seemed thinner then, at 10 p.m., than it had at 7:30. His shirt had become a crumpled grocery bag.

It was minutes after Brovelli's undermanned Toreros had taken the bellies from San Diego State to the edge of the Sports Arena cliff, only to somehow find themselves - and not the Aztecs - in a heap at the bottom. The final, 13 months ago, had been: SDSU 47, USD 45, and this thanks to a referee's curious last-minute whistle. And Brovelli was asked to rap on what he had just observed.

"Some day, we'll win one of these games," he had said, pushing out the words as if they were boulders. "We come so close, so close. Some day, we'll finish it out."

Hitting the fast-forward button, the scene is now the same hallway and the coach is again Jim Brovelli, following the latest SDSU-USD encounter. This time, however, there is no passion, which fits the personality of the game just witnessed as does a sock on a foot. This time, the USD coach is an accountant and little more.

"We played our worst game of the season," he says. "We were beaten soundly. We deserved to lose. We absolutely were in another world out there mentally for the first 10 minutes of the first half. I have never seen so many air balls. When we shot from 10 feet, the ball went eight."

Further impressions?

"I remember thinking," Brovelli says, "that that must have been a terrible game to watch."

It ended last night, this most recent renewal of the, ahem, rivalry between the two Division I schools - and mercifully so - with the Aztecs winning their fifth consecutive game over the Toreros 61-47. That the crowd of 8,866 managed to get through this one without nodding off into popcorn cartoons throughout the building might have been the most newsworthy development of the evening.

Highlights? Well, USD's 6-foot-4 Mark Bostic did attempt to high-hurdle State's 6-9 Michael Kennedy en route to a flying, driving, get-outta-my-way, two-handed slam in the second half, only to be called for charging. And about a minute later, both Brovelli and the Aztecs' Smokey Gaines got into a sideline rhumba with the three game officials. But other than that, this one was a blip on the college basketball screen and little more.

This, of course, is not intended to take anything away from Gaines' Aztecs (9-3), who treated the game as little more than a sparring session in preparation for next week's big bout against Top 10-rated Texas-El Paso. State did what it had to do: it got in a few rounds of work, broke a sweat, tinkered with its defense, the works. Heck, Michael Cage - and that's 26-points-and-18-rebounds Michael Cage - even got his fifth assist of the season. So, the Aztecs were without previous sin last night.

But the Toreros... ah, the Toreros. You know how a tennis match is only as good as the weaker of the two players? Well, if this one had been played with rackets, USD, which shot 22 percent from the field and was outrebounded 45-28, might never have returned a serve.

"I don't think we gave the fans a good show at all," said the Toreros' best player, Mike Whitnarr, who missed 15 of his 19 field-goal attempts. "We should give the people half their money back. Only one
team played tonight.”

If ever this SDSU-USD thing is to develop—and so far, judging by the game’s annual attendance, this is just one more part of the local sports landscape that is being ignored by the residents of San Diego—certainly both clubs must “play” on the same night. The Toreros did so 13 months ago in the two-point loss, and again during the previous season when they were beaten by just 41-36.

Last night, though—from the initial 10-2 deficit, through the 32-20 halftime score, to the buzzer—USD (7-6) was the perfect Illinois to State’s UCLA. Even Jesse Jackson could not have rescued the Toreros on this night.

“I thought we were lifeless, really lifeless before the game and in the first half,” Whitmarsh said. “Our team has been like that all year. We don’t have people psyched up before a game. We’re too laid back. Maybe I should have tried talking or inspiring the guys, I don’t know. If I had it to do over again …”

“I don’t know what was going on in our minds,” USD senior guard John Prunty said. “But maybe you have to give the other team some credit. I hate to do it, but San Diego State is a pretty good team. Maybe they had something to do with the way we played.”

And maybe the Aztecs had something to do with Brovelli’s appearance in that same hallway 13 months later. There was little emotion last night; the man was not a poster boy for Rolaids. Asked to compare this 14-point drone with the two-point passion play of the previous season, a composed Brovelli merely said, “A loss is a loss.”

One glance at the man told you something else. After losing by two a season ago, Brovelli looked as if he’d just washed up on the beach. Last night, on the other hand, everything but a little pride was in place. Apparently, losing ugly has its rewards.
Aztecs' Leonard Allen snatches the ball away from Toreros' Mike Whitmarsh.
Rivalry?
It's more a San Diego sleeper

By Jay Posner
Special to The Times-Advocate

SAN DIEGO — If there is indeed a rivalry between San Diego State University and the University of San Diego — and the Aztecs say there isn't — Thursday night's game between the two teams didn't exactly remind anyone of such classics as UCLA-Notre Dame.

In fact, a high school game between Escondido and Orange Glen would probably have been more interesting than the Aztecs' 61-47 victory before a paltry crowd of 3,866 in the Sports Arena.

The Toreros had made noises all week about how much Thursday's contest meant to them — "If we don't win another game this year, I want to win this one," USD forward Mike Whitmarsh had said.

And then the Toreros went out and played like a mediocre high school team. They made just 17 of 58 field goals, a miserable 29 percent, and were never in the game.

"The Toreros have now lost five straight to SDSU since the series started up again in 1979. And if USD was trying to earn the Aztecs' respect and promote a crosstown rivalry, it failed miserably.

Even Rodney Dangerfield gets more respect than USD in its matchups with SDSU, and the Aztecs say there isn't one.

"There's not a rivalry," said center Leonard Allen, who scored eight points and had nine rebounds. "In fact, I don't think there is one. You know, we're in the same city and all that, but there's not a rivalry."

"We're 5-0 against them right now," said Aztecs Coach Smokey Gaines, whose team closed out non-conference play at 9-3 and will open Western Athletic Conference action next Thursday at Texas-El Paso, the undefeated conference favorite. "And we didn't have but three or four thousand people in the stands. I don't consider it a rivalry until we get 10-12,000."

Gaines didn't mention the fact that the Aztecs never draw 10,000 for any game.

USD Coach Jim Brovelli was disappointed, but he insisted the rivalry isn't non-existent.

"That's most disappointing is the way we played," he said. "This was our poorest game of the year, particularly early. We're a better team than that. But we have two intra-city teams here, and this is still a young rivalry. If they don't think there is one, that's fine, but it's still developing."

The Aztecs decided to use a full-court press at the start, which led to an up-tempo, albeit one-sided, first half.

SDSU jumped out to a quick 10-2 lead and expanded it to 21-19 just nine minutes into the game. The Aztecs led, 32-20, at the half, and never let USD any closer than 11 the rest of the way.

The keys for SDSU, beside the Toreros' horrible play, were a solid defense and an inside offense featuring Allen and Michael Cage. The latter scored 12 points and grabbed 10 rebounds in the first half, and wound up with 28 points and 18 rebounds, respectively.

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Aztecs

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The San Diego State defense was sparked by Michael Kennedy, who came off the bench to shut down Whitmarsh, the Toreros' leading scorer with 16 points, he was never a factor in the game.

It was probably the 6-foot-9 Kennedy's best game since transferring to SDSU from junior college, and he was rewarded by starting the second half in place of Andre Ross.

A native of Jamaica, Kennedy starred at Tyler JC in Texas two years ago and earned All-America honors, but he played only briefly there last year before transferring to San Diego CC where he sat out the remainder of the year.

Kennedy scored 4 points and grabbed 5 rebounds Thursday, but he was more satisfied with his defense.

It's taken Kennedy a little time to get used to his new team, but as he said, "Things are getting more comfortable now. I kept working hard in practice because how you play in practice is how you play in the games. I'm starting to put it all together."

The Aztecs appear to be doing the same thing, having played two good games since losing by 16 to Virginia last week.

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Continued from page C1

The San Diego State defense was sparked by Michael Kennedy, who came off the bench to shut down Whitmarsh, the Toreros' leading scorer with a 20-point average. Thursday, however, Whitmarsh made just four of 19 shots from the floor, and although he finished with 16 points, he was never a factor in the game.

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The Aztecs appear to be doing the same thing, having played two good games since losing by 16 to Virginia last week. Gaines thought the press was the key on Thursday.

"Because of the press, we were able to push the tempo and make the early lead," Gaines said. "I told the guys it was important to get the lead right away so we could control the tempo and not let USD play its game (the Toreros prefer a slower pace)."

Added Brovelli: "We were prepared, but sometime you get overemotional away so we could control the tempo.

"We just have to forget about tonight," " We just have to forget about tonight."

Most of the fans who were at the game would probably like to do the same thing.
It was one of those nights the Toreros would like to forget

By Mike Mathison
of The Daily Californian

Let's just say the University of San Diego men's basketball team has had better days.

"We played our worst game of the year," Torero coach Jim Brovelli said after watching his troops get whipped by San Diego State 61-47 Thursday night in the Sports Arena.

"We were beaten soundly."

True.

The Aztecs took a 23-12 lead with 9:45 left in the first half off a Michael Kennedy slam and the Toreros never threatened after that. San Diego State is 9-3. USD, which hosts Western Illinois Saturday night at 7:30, fell to 7-6.

The Toreros' East County connection of senior Mike Whitmarsh and junior Anthony Reuss, both 6-foot-7 forwards, will not put this game into their respective family scrapbooks.

Whitmarsh scored 16 points, grabbed five rebounds, dished out four assists, had three steals, shot eight of nine from the free throw line and played 39 minutes. All were team-highs. That was the good stuff.

The bad stuff was he shot a miserable four of 19 from the floor and had a handful of his shots blocked by the taller and more physical Aztecs. Whitmarsh was intimidated on the offensive end.

"I really was," he said. "I got a few of my shots blocked and that made me change some other shots. I haven't really gone up against guys that big this year. I should have played the way I can. But I didn't. Instead of going straight up I was trying to get the contact and the three-point play."

"I knew what to expect tonight. They had the same guys last year. I just couldn't get it going tonight. It (having a bad game) happens, unfortunately it got me tonight.

"I'd like to play this one over. It's going to be kind of hard getting to sleep tonight. We didn't give them a good game. Maybe the fans should get half their money back because only one team came to play — and unfortunately it wasn't us."

Even with the bad night, Whitmarsh still got a nice compliment from San Diego State's all-America forward Michael Cage.

"Make sure you say this about Mike Whitmarsh," Cage said. "I have nothing against him personally. I think he's a great ballplayer. I wish him and his team the best of luck this season. I think he could end up playing in the NBA."

Not only did Whitmarsh have an off night, so did the Toreros' team.

Reuss played 24 minutes. He scored eight points and had just two rebounds. Reuss was three of eight from the floor and two of five from the line. He picked up his second foul 4:57 into the contest and sat the rest of the first half.

"Speaking for myself, I wasn't intimidated by them," Reuss said. "The first half was the worst half we have had all year. People weren't moving on defense. It was just like the offense, everyone was standing around in the first half."
"In the second half we went out and knew what we had to do. We got some improvement and executed in the second half. But we had zero execution in the first half. We lost our heads."

Brovelli pointed to the defense which caused the problems early in the game.

"We were trying to prevent Cage from getting the ball, and we were trying to trap down on him when he got it," Brovelli said. "But we didn't have a chance to do that in the first 10 minutes because he got the ball where he wanted. We were out of position. We did a very poor job defensively.

"We changed our normal style of play from the beginning. You can call it intimidation. I call it a lack of concentration. We were standing around on the defensive end. Once we got behind we were trying to hurry out shots. We got behind eight points and started rushing. One guy took a bad shot, then another guy took a bad shot. It was a snowballing effect.

"It wasn't a game," he concluded, "we didn't make it one."
Crosstown Rivalry May Cure Apathy

By DAVE DISTEL, Times Staff Writer

The crosstown rivalry between San Diego State and the University of San Diego was to be renewed Thursday night, so I visited the Sports Arena to absorb the ambience of the frantic multitudes.

I've got to admit that when I pulled into the parking lot I thought I had gotten the date wrong. Being a spectator rather than a reporter, I arrived a few minutes before the tip-off. And parked in the second row.

The arena was no more congested than the parking lot. The crowd was 3,866.

Maybe San Diego State's Smokey Gaines was correct when he said that it really isn't much of a rivalry, and won't be until the matchup produces a crowd of 10,000.

There are times when Gaines is baffling. If attendance is such a concern why not promote the credibility of the crosstown rivalry rather than announce that it really doesn't exist?

It bothers Gaines to have to play USD. Jim Browell's Toreros have always been the little kids on the block, troublesome and ambitious. It's been said that San Diego State has everything to lose and nothing to gain. Wrong. A decent intra-city rivalry could eventually become a nice gate attraction, one less night a year when university business managers don't have to look up into the stands and grinace.

As it turned out Thursday night, Please see SPORTSCENE, Page 16

the most disappointed people were the 3,866 who went to the Sports Arena rather stay home and watch television. The Aztecs won, 61-47.

It was certainly not a game which would encourage future visits to either the Sports Arena or to the USD Sports Center. They should have opened windows for refunds.

USD could not have been more intimidated if it had been up against the Philadelphia 76ers. The Toreros went to the basket like it was mined. It seemed like they were hoping the ball would land in the neighborhood of the basket rather than in it.

The Aztecs won easily. However, they didn't inspire the crowd. In fact, in the second half, when the game was out of USD's reach, San Diego State was content to slow its attack rather than play with abandon.

It was a boring display of college basketball.

But, does it make any difference? It may be that San Diego is not a basketball town.

Last month, former Marquette coach and current NBC basketball analyst Al McGuire said that basketball in Southern California would never have the appeal that it has on the East Coast.

"It's the water," McGuire said, "and the little bells on top of the sailboats that go ding, ding, ding ."

Maybe he was just talking about attitudes. Philosophers never make things perfectly clear. Philosophers are considered more astute if no one knows for sure what they are saying.

The attitude in San Diego is more of doing than watching. The golf courses here will be crowded tomorrow even though National Football League playoffs are on television.

McGuire's philosophy, however, is not completely consistent with the facts. How is it that the Sockers will be near another sellout tonight when they play Tampa Bay?

Because the Sockers don't play basketball.

The point is that maybe basketball does not excite the San Diego populace.

Look at the Clippers' crowd against the Dallas Mavericks on Friday night. It's safe to assume they will not draw more than 5,000. Yet, when the same two teams played last week in Dallas, with the roads slick with ice and the temperatures diving close to all-time lows, the crowd was 12,454.

You say the Clippers aren't very good? Maybe not.

But San Diego State provides a counter-point to the Clippers' mediocrity. It's been said that fans would not pay to see what was offered last season—a light-weight home schedule which included San Francisco State, Prairie View, Doane and Howard. So Gaines upgraded the menu to a more respectable attraction. The Aztecs finished their non-conference schedule at 9-3, but only drew 6,494 when they played unbeaten Virginia in the finals of the Cabrillo Classic.

Maybe the Aztecs, the Clippers and the Toreros should follow the example of USIU: Why not go on the road in late November and come home in March? It won't make for much of a won-lost record, but it might be nice to play in front of wild-eyed crowds.
SAN DIEGO UNION

MEN'S COLLEGE BASKETBALL — USD hosts Western Illinois at the USD Sports Center, 7:30 p.m. The Point Loma Nazarene College Classic concludes at Point Loma's Golden Gym. Seventh place game, 2:30 p.m.; consolation championship, 4:30; third place, 6:30; championship, 8:30. The UCSD Tournament winds up at UCSD's Main Gym. Third place game, 5 p.m.; championship, 9.

THE TRIBUNE

San Diego Notepad

Toreros play Mt. Marty tonight

The University of San Diego basketball team, fresh from an 71-62 victory over Western Illinois on Saturday night in which Anthony Reuss scored 29 points, takes on Mt. Marty College of Yankton, S.D., tonight at the USD Sports Center at 7:30.

Reuss, a 6-foot-7 junior forward, enjoyed the finest scoring night of his Torero career against Western Illinois, and he'll be in the starting lineup tonight, along with forward Mike Whitmarsh, center Scott Thompson, and guards Mark Bostic and Chris Carr.

Reuss, an former all-county prep star from Christian High, made 13 of 14 shots from the floor against Western Illinois, and he rebounded the miss into a basket.
Reuss sparkles as USD wins

By Tom Krasovic, Special to The Union

Most players who score 10 points a game don't consider basketball an easy game.

But the University of San Diego's Anthony Reuss found it that way last night. Entering the game with a 9.7-point scoring average, Reuss poured in 29 to lead the Toreros (8-6) over Western Illinois, 71-62, before a sparse crowd at USD's Sports Center.

Reuss took some of the scoring pressure off Mike Whitmarsh, USD's high-scoring forward, who tossed in 15 points.

"They were watching Mike, and my teammates got me the ball. I just fronted the post. That's easy basketball," Reuss said.

For Reuss, shooting looked more than easy. The 6-7 forward missed only one of his 14 shots from the field, and after that miss he grabbed the rebound and put it in. With the Leatherneck defense collapsing on Whitmarsh, Reuss was frequently able to go one-on-one and utilize a spinning move and a soft left-handed jumper.

"I haven't had that feeling for a long time," said the junior from El Cajon High. "I almost forgot what it feels like to be that hot."

Reuss, who also grabbed nine rebounds, was largely responsible for negating a hot Western Illinois team in the first half. Shooting from way out, the Leathernecks hit 54 percent of their shots in the first half. Reuss, meanwhile, sank 8 of 9 shots from the field to lead the Toreros to a 43-37 halftime lead.

Reuss got some help from his teammates in the second half, as USD used a patient passing offense to pick apart Western Illinois. Chris Carr came on to score all of his 10 points, including two slam dunks, and guard John Prunty scored eight second-half points and fed the ball to Reuss and Whitmarsh.

But it was Reuss who continued to dominate. After Western's Daryl Reed threatened to bring back his team with a dynamic slam dunk, Reuss blocked the next Leatherneck shot, and followed up the Torero fast break with a three-point play coming off a rebound basket. That effort, and another jumper by Reuss, gave USD a 64-48 lead and broke Western's back.

"He's (Reuss) really come into his own the last month," said Brovelli. "When they key on Mike they're taking something away. But they're also giving us something. We exploited that."

The win for USD came after Thursday's debacle against San Diego State, in which the Toreros were thrashed 61-47 in a performance that Brovelli called "the worst we've ever played."

"This was a critical game for us," said Brovelli. "After Thursday night, we were going to see the real character of this team."
USD Responds After Loss to Aztecs

Toreros Come Back and Defeat Western Illinois, 81-62

BY TIM GILLMAN, Times Staff Writer

SAN DIEGO—For Western Illinois University, it was a chance to get out of the cold. Before leaving on its West Coast trip early this week, the temperature in Illinois was a brisk 20 degrees.

For the University of San Diego, Saturday night's 81-62 win over the Leathernecks before 302 at the Sports Center was a chance to get out of the cold chill of its Thursday night loss to San Diego State.

"I'm very pleased," USD Coach Jim Brovelli said. "I felt this was a critical game. It is critical to respond after playing our poorest game of the year.

"San Diego State had 20 turnovers Thursday night in the game against us. They gave us every chance and we did nothing. So, I'm really pleased with the effort tonight."

Western Illinois (6-4) played a sticky man-to-man defense that slowed the Toreros to only a 43-37 halftime lead.

But USD (8-6) played a strong defensive game in the second half to pull out the win.

The Leathernecks responded to the Toreros' defense by making only eight of 25 from the floor in the second half. USD also had six blocked shots, four of them by 6-11 freshman center Scott Thompson.

But, USD also needed a career-high 29 points by forward Anthony Reuss (on a school record 13 of 14 shooting from the field) to hold off Western Illinois.

"Reuss was just great," Brovelli said. "The way they were shooting we had to answer some of them. Anthony was the guy that kept us in there in the first half."

Those were particularly important since the Western Illinois defense was rather effective against all-West Coast Athletic Conference forward Mike Whitmarsh, who finished with 15 points, four below his average.

The Toreros' first-half was a shaky one. Western Illinois came back from a six-point deficit to tie the game, 26-26, with 6-43 left in the first half. But USD pulled ahead behind the shooting of Reuss, Whitmarsh and Bostic.

The Leathernecks almost drew to within two points, 41-39, but the tipin by guard Johnny Holman was disallowed for offensive interference 30 seconds before intermission.

In the second half, USD moved out to a 58-47 lead and increased it to 66-48 with five minutes remaining.

The Leathernecks two-game western trip wasn't a pleasant one. On Tuesday, Western Illinois was clobbered by Cal State Fullerton, 83-62.

"San Diego is a patient, aggressive team," Western Illinois Coach Jack Morgenthaler said. "But they are a step behind Fullerton just as we are."

USD plays one more nonconference game before it opens WCAC action at home against Gonzaga University Jan. 19. The Toreros host Mt. Marty College of South Dakota Monday at 7:30 p.m.
USD gets computers from firm

The University of San Diego School of Law has received a donation of 10 computers from KayPro Corporation to meet the word processing and legal research needs of its faculty and administration and to establish a training center for its students.

"No discipline involves more word processing that the legal profession," said School of Law Dean Sheldon Krantz, and law schools all over the nation have been computerizing their operations. We are grateful to KayPro for making it possible for us to meet this need."

In addition to the donated computers, KayPro is providing faculty and staff training and working with the Law School to determine the feasibility of joint venture software development for legal education and the practice of law. USD Law School faculty and staff have been able to purchase units at reduced prices.
The University of San Diego has received a $400,000 grant from the James Irvine Foundation in Newport Beach for the university's proposed $9.2 million University Center.

VATICAN ENVOY/ The presidential envoy to the Vatican, William A. Wilson, will speak Tuesday at 4:00 p.m. at the University of San Diego. The subject of the free lecture at the Joseph P. Grace Courtoom, USD School of Law, will be "Peace and Freedom as Observed from the U.S. Vatican Office."
Reuss paces Toreros; Crusaders win crown

The University of San Diego will enter in Mt. Marty's College of Yankton, South Dakota in its final pre-conference tuneup tonight at the USO Sports Center at 7:30.

The Toreros are coming off an impressive 81-62 victory over Western Illinois Saturday in which former Christian High standout Anthony Reuss scored a career-high 29 points.

The 6-foot-7 junior set a USD record by hitting 13 of 14 floor shots (a percentage of .929) as the Toreros improved to 8-6. Reuss made eight of nine shots in the first half as USD pulled out to a 33-37 advantage.

Reuss pushed his season average to 11.7 points per game. He leads the team in shooting from the floor having hit 66 percent of his 95 tries.

Mike Whitmarsh added 15 points and eight assists for the Toreros.

USD should be able to get out to a good start in the WCAC this year. The Toreros host Gonzaga (Jan. 19), Portland and Santa Clara to begin that campaign.

Meanwhile, Point Loma Nazarene College won three straight games to capture the PLN tournament championship Saturday. The Crusaders rallied from a 10-point deficit to nip Missouri Baptist 75-73 in the finals.

Former Grossmont College player Scott Vaughns scored 43 points and grabbed 22 rebounds to earn a spot on the all-tournament team. He had 12 points for Point Loma in Saturday’s finale.

former Santana High School and Grossmont College star Brian Caradonna popped in 17 points for the Crusaders in Saturday’s championship game. He had 43 points and 14 assists in the three games.

Point Loma’s Deon Richard was voted the tournament’s most valuable player. He had 20 points and 13 rebounds in the finals.

Point Loma, now 8-7, opens NAIA District 3 play Tuesday by taking on Los Angeles Baptist College in Newhall.

USD Women Fall to Portland, 63-49

Center Lorena Legard scored 18 points and had 16 rebounds and forward Jolene Barton scored a game-high 20 points Sunday as the University of Portland defeated University of San Diego, 63-49, in the first round of the Oregon State women’s basketball tournament at Corvallis.

Pilots (12-3) employed a zone defense that held Debbie Theroux, USD’s leading scorer, to a season-low three points. Theroux averages 11.2 points per game. The USD front line was limited to a total of 15 points.

Guards Michelle Dykstra (16 points) and Mary Stanbra (14) led USD (7-7).
By Rick Hazeltine
Special to The Union

The University of San Diego fine-tuned its attack for its West Coast Athletic Conference opener Jan. 19 against Gonzaga by brushing off pesky Mount Marty's 70-48 before an intimate gathering of 180 at the USD Sports Center last night.

The Toreros' swarming defense in the second half held the Lancers, from Yankton, S.D., to just six points in the first 14:45, turning a close 33-31 game at halftime into a rout.

USD's Anthony Ruess continued his hot streak, hitting seven of eight from the field to lead all scorers with 19 points. All-WCAC forward Mike Whitmarsh pumped in 16 as the Toreros improved their record to 9-6. Mt. Marty's, an NCAA Division II school, fell to 4-12.

The Lancers kept the game close in the first half as guards John Boyle and Devin Pesicka consistently hit from 15-20 feet. Boyle hit a layup to give Mt. Marty's a 21-17 lead with 7:30 left in the first half. The Toreros were unable to score for nearly five minutes until forward Al Moscatel came off the bench and hit two free throws and three straight jumpers from 18 feet to cut the Lancers' lead to 25-23 with 5:23 to go.

The second half was a different game. The Toreros put on a swarming defense that held the Lancers to just 17 points, with nearly half of those coming with less than two minutes to play.

"We've gone 10 consecutive days without a day off," said Toreros coach Jim Brovelli. "I knew we were going to be tired coming in. At the half I just let my Italian side do a little talking..."

The Toreros outscored the Lancers 24-6 in the first 15 minutes of the half. The outside attack that had kept Mt. Marty's in the game the first half went cold and the team suffered through a 6:30 scoring drought that wasn't quenched until Haywood Lampley hit two free throws with 5:44 to go.

For the Toreros, the game served its purpose as a warm-up for their WCAC opener.

"This is the best record we've ever had going into conference," Brovelli said. "But I think we could have won a couple more games."

Gonzaga currently is 7-6, finishing third in the prestigious Far West Classic. But the Bulldogs have been beset with injuries. Three starters from the team that last year tied USD for fourth in the conference either have left the team or have been injured.

Leading Gonzaga will be point guard John Stockton, who is averaging 23.3 points a game, shooting 63 percent from the field and handing out 6.5 assists.

"He's (Stockton) the best point guard in the conference and one of the best on the West Coast," Brovelli said. "Gonzaga is a very disciplined team, they aren't going to give the game away."

The Toreros will host the Bulldogs Jan. 19 at 7:30 p.m. in the Sports Center. After Gonzaga, USD will host Portland University and Santa Clara before playing its next six of eight on the road...
TOREROS WIN/ Anthony Reuss led all scorers with 19 points and Mike Whitmarsh added 16 Monday night as the University of San Diego overwhelmed Mount Marty's 70-48 at the USD Sports Center. Reuss hit seven of eight shots from the field as the Toreros improved their record to 9-6 against the NCAA Division II school from Yankton, S.D. The Lancers are 4-12.

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133 Fans Watch as Unspectacular USD Defeats Mt. Marty

By TIM GILLMAN, Times Staff Writer

SAN DIEGO—For the University of San Diego basketball team, Monday night's game against Mt. Marty College of South Dakota was supposed to be just a tuneup, the last such opportunity before USD begins West Coast Athletic Conference play on Jan. 19.

However, although the final score was 70-48 in their favor, the Toreros hardly looked convincing and the visitors actually led late in the first half.

Mt. Marty College is the Division II team that is 4-12 and has lost all five of its games on its West Coast trip—to Cal State Northridge, Cal Poly Pomona, Cal State Bakersfield and Cal Poly San Luis Obispo.

The Lancers, the pride of Yankton, S.D., shot only 36 percent from the floor Monday night, but out rebounded the taller Toreros, 38-35.

They took the lead midway through the first half on two free throws by center Marvin Veasy and maintained an advantage until USD took the lead for good with 2:10 remaining in the half.

A successful free throw by Anthony Reuss tied the game, 29-29. Replacement guard Al Moscatel stole a pass and, after three quick passes, Reuss scored on a layup that gave USD the lead, 31-29.

USD lost its early game lead because it went scoreless for nearly five minutes midway through the half.

But USD played good defense in the second half and the Lancers didn't score in the first four minutes of the half. Midway through the final period USD held a 49-37 advantage.

"We've had 10 consecutive days without a day off," USD Coach Jim Brovelli said. "You could see we were tired in the first half. Fortunately, in the second half we came out and played good defense.

"We've had some tough games recently. This time of year it's hard to go 10 days without a rest."

The fact that the game was played in front of a "crowd" of 133 didn't encourage the Toreros. Nor did the fact that a USD cheerleader fell during a routine and was taken to the hospital with a hip injury.

"It's a lot easier to get psyched up when there are 10,000 people in the stands and you're on national TV," Brovelli said. "But each game is important. You have to accept what you have and go with it."

But why play a team like this anyway?

"Every game can't be as intense as our game was against UC Irvine." Brovelli said. "Every Division I team has college-level teams on its schedule. Some of the games must be designed to build confidence and give you a chance to see your bench play."

All but one of the Toreros saw action, but the pattern of the two starting forwards, Reuss and all-West Coast Athletic Conference player Mike Whitmarsh, leading the team is becoming established.

For the second game in a row, Reuss was the team's leading scorer. He had 19 points and 10 rebounds. Whitmarsh had 16 points, six rebounds and seven assists.
Reuss is rolling along for USD

By T.R. Reiman
Tribune Sportswriter

WHEATIES, somebody in the USD locker room kept insisting last night. Anthony "Rolls" Reuss was going to have to eat more Wheaties. He had missed a shot, and that kind of stuff couldn't go on. He'd have to eat more Wheaties.

Reuss, by his own description a "quote, unquote power forward," had made only seven of eight field goal attempts and five of eight free throws. He only had 10 rebounds and 19 points. He had to eat more Wheaties.

All right, so this was in a game against something called Mt. Marty, which turned out to be a team from a 600-student school in Yankton, S.D., whose starting center was 6-foot-6, a team that had lost its last four games in California by 80 points and that was almost as easy to get excited about as a bowl of cold cream of wheat.

OK, so there were 180 fans in the stands at USD to watch the home team win 70-48. Sure, the Martians, uh, Lancers, scored all of eight points in the first 15 minutes of the second half. But Reuss missed another shot and only took eight. Eating Wheaties, it was insisted, was the cure.

Clark Kent character had pulled off his warmups to 13 of 14 shots and a total of 29 points in his last game, and the 8 on his jersey was starting to look big and red. But all of a sudden making 20 of 22 shots in the last two games was not enough. He had to eat more Wheaties.

"I guess I'm slacking off," Reuss said, giving new meaning to the concept of deadpan.

With Reuss sliding by like he is, the Toreros are off to their best-ever pre-conference record, 9-6. League play starts next Thursday with Gonzaga, the first of three straight at home.

"It's a matter of getting the playing time," Reuss said.

"The last three weeks I've been getting things going, I look back to the first game in the Reno tournament. I took control of the rebounds and I enjoyed it. Now every time out I try to recapture that feeling. Except for the State

Please see USD, E-5
Women offered management course

Management courses are traditionally taught by men and to men, according to Professor Johanna Hunsaker of the University of San Diego.

Feeling it's time for a change, Hunsaker will be offering a course on "Leadership Development for Women" at USD in the spring semester, which begins Jan. 25.

"Women now account for 23 percent of the enrollment gain in graduate management courses in the last five years," she said. "This course is designed to help women enter an organizational world still dominated by men."

Hunsaker, author of a new book, "Management Skills for Women: Strategies for Success," said she designed the course to give professional women a repertoire of skills needed for work-related situations.

Among the topics to be covered are team-building skills, career strategy planning, assertiveness training, conflict management and management theories.
Vatican ambassador nominee in San Diego

from The Associated Press

William Wilson, nominated as U.S. ambassador to the Vatican, says the re-establishment of full diplomatic relations with the Holy See should strengthen America’s ability to deal with oppressive regimes.

"From my position I see two world leaders fighting communism — the pope and the president," Wilson said Tuesday in an address to a group of law students at the University of San Diego, a private Catholic school.

A millionaire real estate developer who resides in suburban Bel-Air near Los Angeles, Wilson has served as President Reagan’s special envoy to the Vatican since 1981. Reagan nominated Wilson to the ambassadorial post Tuesday, subject to senate confirmation, after deciding to resume formal relations with the Vatican following a break of 117 years.

Noting that Pope John Paul II is outspoken in his defense of democracy, Wilson said, "His Holiness is, in my opinion, a great statesman. He and others in the Vatican are also pragmatic and realize that peace without freedom is not the peace of which Christ spoke."

Wilson, 69, said formal relations with the Vatican, which were severed in 1867, were important because "the Vatican is not like any other sovereign state. It is only 200 acres, but its influence is immense.

"This president is heavily concerned with opposing communism. The pope is a world statesman who also feels the results of oppressive regimes."

Prior to Wilson’s address, Dennis Howerton, who said he represented Americans United For Separation of Church and State, passed out pamphlets claiming the action was a "cynical election year maneuver by a president who has been unable to deliver on his promises to the American Catholic hierarchy in the areas of tuition tax credits, abortion and school prayer. We decry this abominable disregard of the separation of church and state."

At an earlier news conference, Wilson said, "I have read carefully the First Amendment. I personally do not see a problem. This really makes official what has been unofficial."
SAN DIEGO (AP) — Millionaire real estate developer William A. Wilson said he hadn’t spoken to President Reagan yesterday, but heard on the radio that he had been named ambassador to the Vatican, as the U.S. established diplomatic relations with the Holy See for the first time in 117 years.

“This will not have an effect on foreign policy because our policy is formulated in the White House,” Wilson told a news conference before making a scheduled speech at the University of San Diego, a private Catholic school.

Of his nomination, Wilson said simply, “I hope the Senate will approve it ... This was quite a surprise to me and I’m very gratified with what I’ve heard on the news this morning.”

Wilson, a longtime friend of Reagan and a trustee of the president’s personal trust during his term in office, was appointed envoy to the Vatican in 1981.
USD Nursing School holds open house

The University of San Diego will hold an open house for registered nurses Jan. 19 in the Philip Y. Hahn School of Nursing.

The open house is designed to provide information regarding the fully accredited National League for Nursing B.S.N. and M.S.N. degree programs, and will run from 4:30 to 7 p.m.

Participants include Irene S. Palmer, dean of the school of nursing, nursing faculty members, students from various programs, and graduate and undergraduate student association representatives.

Guests will be provided with an opportunity to ask questions regarding the various programs. Refreshments will be served.

For more information, call Santa Carol Houggard at 293-4578.
TORERAS BEATEN — Mary Stanbra was USD's leading scorer in a losing cause last night in Tacoma, Wash., as the University of Puget Sound defeated the Toreras 54-49 in women's basketball. Stanbra scored 10 points as USD completed a winless three-game trip in the Northwest.

SAN DIEGO UNION

Toreras lose 54-49

TACOMA, Wash. — Trish Armstrong scored 10 points here last night to lead the University of Puget Sound to a 54-49 women's basketball victory over the University of San Diego. Mary Stanbra was the Toreras' high scorer with 10 points as USD completed a winless three-game trip to the Northwest.
Justice Stanley Mosk of the California Supreme Court and J. Skelly Wright, chief judge of the U.S. Court of Appeals, are to join the faculty of the University of San Diego law school in its European programs next summer.

Mosk is to teach in Dublin, where the program will concentrate on international human rights problems.

Judge Wright, who is widely known for administrative law decisions, will co-teach comparative administrative law in Paris with California Western professor Therese de Saint Phalle.

The USD institute, now in its 12th year, also offers summer programs in Mexico City on law of the Americas, Oxford on Anglo-American comparative law, London and a translation program in Paris.
Toreras 1-2
in swim meet

University of San Diego's Stacey DeGooyer won the 200-meter freestyle race in 2:00.36 and placed second in two other events yesterday as the Toreras edged UC-Santa Barbara, 68-66, but lost to Utah (85-53) and Nevada-Reno (77-61) in a four-school swimming meet at the Alcala Park pool.

USD's Shelly McAdoo won the 100 freestyle in 57.69, DeGooyer finished second in 100 and 200 butterfly races, Jan Hollahan was runner-up in the 1,000-meter freestyle and USD won the 200 freestyle relay in 1:45.10.

Laurie Birney, Laurie Maddock, Hollahan and McAdoo swam on the winning USD relay unit.
Leadership Development for Women is a course designed to help women entering the business world. Team-building skills, career strategy planning, assertiveness training, conflict management, politics, and management theories will be presented from a woman's point of view. USD, Mondays, 7:00 p.m.-9:50 p.m., starts Jan. 30. Info.: 293-6480.

People Parade

Judith Turnbull Green, has been appointed director of personnel at the University of San Diego. She will be responsible for policy administration and implementation affecting the university's employees.

In the classroom

Computers for educators

University of San Diego will hold a class for North County educators who want to learn about computers. The class will begin Jan. 24 at 4 p.m. at Palmquist School in Oceanside and will last seven weeks. The course will feature lecture and discussion as well as hands-on experience with the computer. For further information, call Dennis Garrahy, 727-5999.
### Toreros' Statistics

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Toreros open league action tomorrow night

USD, coming off its best non-conference start since joining the NCAA Division I men's basketball ranks, opens West Coast Athletic Conference play this week.

The Toreros host Gonzaga University tonight, then take on visiting Portland Saturday night. Tipoff for both games is 7:35 at the USD Sports Center in Linda Vista.

The Toreros stand at 9-6, with their latest victory coming last week over visiting Mt. Marty 70-48. The nine victories in pre-conference play surpass the team's previous high, set in 1981, '82 and '83.

USD has definitely proven itself to be a strong home team, with an 8-1 record at the Sports Center. The Toreros only home loss came by a 73-65 score in overtime against Long Beach State.

As expected, returning first-team All-WCAC player Mike Whitmarsh leads USD in scoring, rebounding and assists. The junior forward is averaging 18.9 points, 8.1 rebounds and 5.9 assists per game.

Anthonoy Reuss, another junior forward, is second on the slab in scoring, with an 11.6 average, and rebounding, with 5.9 per game. He is hitting a blistering 68 percent of his shots.

Guard Mark Bostic averages 11.7 points per game, while center Scott Thompson pulls down an average of 5.1 boards per contest.

The Toreros are outscoring their opponents 73.1-63.7 in an average game, while converting 52 percent of their shots.

They have had some problems on the boards, where they are averaging 34.6 rebounds per game compared to 34.8 for their opponents.
Getting a seat at midcourt is not a problem at University of San Diego games at the Sports Center.

**Coldest Ticket in Town**

It's Really Easy to Find a Good Seat for a University of San Diego Game

By TIM GILLMAN, Times Staff Writer

SAN DIEGO—The University of San Diego men's basketball team may have set a record for nonattendance on Jan. 9 when it hosted Mount Marty College, a Division 2 team from Yankton, S.D.

Only 133 fans showed up at the 2,000-seat Sports Center for that one.

Mount Marty is hardly one of the biggest draws in sports, but the acute lack of interest was an example of what the Toreros have faced all season. Average attendance at nine home games has been only 401. Presumably, the price of admission—$3 for adults and $2 for students and free for USD students—is not keeping fans away.

"Obviously, we would like to play before a sellout," Toreros Coach Jim Brovelli said. "Everybody wants to play in front of a crowd."

Brovelli's teams have played before home sellouts many times before. When USD was a top Division 2 team in the late 1970s, capacity crowds at the Sports Center were not unusual. But since USD moved up to Division 1 four years ago, sellouts have been rare.

Fans want to see a winner and in their first four seasons in Division 1 the Toreros weren't. This season, just when USD (9-6) was catching fire on its home court (the Toreros are 8-1 there with the lone defeat coming in overtime against Cal State Long Beach, 73-65), students went on a holiday break.

That break lasts until Jan. 25.

"Part of our problem is that the students start exams Dec. 10," Athletic Director Rev. Patrick Cahill said. "This is an academic university. So, we lose the students"
There's lots of room to stretch out at USD home games, where the average crowd is 401.

against Virginia in the final of the Cabrillo Classic.
San Diego State, with an undergraduate enrollment of about 26,000, compared to USD's 3,200, has averaged only 3,800 fans for eight home games this season. And that's even with advertising.
This year, the Aztecs' biggest crowd this year was 6,494
Aztecs since moving up to Division 1.
"I don't buy the idea that this is not a basketball town," Brovelli said.
Cahill: "When we were in Division 2 and winning, the place was packed against no-name teams. The analogy seems to be to win."
At least for now, the Toreros seem to be in a no-win situation.
Toreros Open WCAC Play

U. of San Diego Toreros will open up WCAC cage play with home games this week against Gonzaga U. tonight and the U. of Portland on Saturday. Both games start approximately 7:35 p.m. in the USD Sports Center.

USD is off to its best start ever, having won 9 games in 15 outings thus far. The Toreros are led by All-WCAC forward Mike Whitmarsh. Mike leads the team in scoring (18.9 ppg), rebounding (8.1 rpg) and assists (5.8 apg). He has led the team in scoring 9 times, rebounding 8 times and assists 17 times.

Coming on strong late has been junior forward Anthony "Rolls" Reuss.

Anthony totaled 48 points and 21 rebounds in USD's last 2 victories over Western Illinois and Mount Marty College.

On the season, he is shooting .680% from the field (70X103) and is averaging 11.6 ppg and 5.9 rpg.

SAN DIEGO UNION

Jan 19 1984

Toreros open run at WCAC

By Bruce Schoenfeld, Staff Writer

Forgive Jim Brovelli if he sounds a little disoriented. The University of San Diego basketball coach isn't used to talking about a conference race he has a chance of winning.

The Toreros, usually destiny's doormats by the time West Coast Athletic Conference play rolls around, are sticking with the pack this season. USD opens conference play against Gonzaga at the USD Sports Center tonight at 7:30 with a 9-6 record, its best start as a Division I team. Only Santa Clara (12-4) and Gonzaga (10-5) have won more games among WCAC teams, and even four-time conference champ Pepperdine seems mortal this season. The Waves (9-7) still are smarting from the loss of all-conference stars Dane Suttle and Orlando Phillips from last season's 20-9 squad.

"As I look up and down the conference, I think on a given night any team is as good as anyone else," said Brovelli. "Santa Clara and probably Gonzaga and Pepperdine have to be the preconference favorites, based on the people they have coming back and the way they've played so far this season, but nobody's out of it." Not even USD.

Brovelli has added four new faces to last season's 11-15 team that finished tied for fourth in the WCAC, the Toreros best finish ever. Junior College transfers Chris Carr (Santa Monica JC) and Mark Bostic (Central Arizona CC) have stepped in to form a starting backcourt, with Bostic second on the team in scoring at 11.7 points per game.

USD's big name, however, is senior forward Mike Whitmarsh, who is third in the league in scoring (18.9) and rebounding (8.1).

"Obviously, for us to contend, Mike Whitmarsh has to continue to play as well as he's played," said Brovelli. "He's done everything we could have expected from him." Anthony Reuss, the junior who plays opposite Whitmarsh, has chipped in with some big games. Reuss leads the WCAC with a 68 percent shooting percentage from the floor, and he's 12th in scoring at 11.6. As a team, the Toreros are second in the conference in both scoring and defense, and first by nearly two points in average scoring margin.

"And our schedule has been as good as almost anyone's," said Brovelli.
USD hosts Gonzaga in conference opener

The University of San Diego men's basketball team can hardly wait to start the West Coast Athletic Conference (WCAC) season. The 9-6 Toreros are coming off their finest pre-conference campaign since they entered NCAA Division I competition four years ago.

The Toreros tip off the WCAC season tonight at 7:35 by hosting Gonzaga University (10-5) in the USD Sports Complex. That's the first of three straight conference home games for the Toreros, who'll entertain Portland Saturday and Santa Clara Jan. 28. USD is 5-1 at home.

Former Monte Vista High and Grossmont College star Mike Whitmarsh is the Toreros' main man. The 6-foot-7 senior's 18.9 scoring averages ranks third in the conference. He's third in rebounding (8.1), third in assists (5.8) and his 53 percent floor shooting (107 of 202) ranks sixth.

Six-foot-7 Anthony Reuss is the WCAC's top floor shooter. The USD junior, a graduate of Christian High, has connected on 65 percent of his 103 shots. His 5.9 rebounding average is the ninth-best in the circuit.

Gonzaga is led by All-America candidate John Stockton, who is the WCAC's leading scorer with a 23.3 average. He connected on 17 of 20 floor shots en route to a 38-point effort in a 91-80 win over Eastern Washington. He followed that with a 26-point, 12-assist performance in an 84-67 triumph over Seattle Pacific.

Portland was 9-7 in non-conference action. The Pilots have played six overtime games, winning four. They open the WCAC season tonight at St. Mary's.

Toreros take 'edge' into league play

The University of San Diego just concluded its most successful non-conference basketball schedule as a Division I team. Now, all Torero coach Jim Brovelli can hope is that his squad can maintain a similar level through the rest of the season.

The Toreros, 9-6 on the year thus far, open their West Coast Athletic Conference schedule tonight against Gonzaga (10-5) at the USD Sports Center. Tipoff is set for 7:30.

USD, Gonzaga to Open WCAC Season Tonight

SAN DIEGO—What University of San Diego basketball Coach Jim Brovelli calls "the second season," begins tonight when his Toreros host Gonzaga University at the Sports Center at 7:30 p.m.

The game is the West Coast Athletic Conference opener for both schools.

Last season, USD finished in a fourth-place tie with Gonzaga in the league standings. The finish was the best ever for USD, now in its fifth season of play in the seven-team league.

At 9-6, the Toreros take their best ever preconference record into league play. And, they're 8-1 at the Sports Center, having lost only to Cal State Long Beach in overtime.

Gonzaga (10-5) has one of the West Coast's best guards in John Stockton, a 6-1 senior. Stockton is shooting 65 percent from the field and averaging 23.3 points, 6.5 assists and 4.3 steals per game. Although Gonzaga didn't make the finals of the Far West Classic, Stockton was named the tournament's most valuable player.

Brovelli plans to start 6-11 freshman center Scott Thompson, all-West Coast Athletic Conference forward Mike Whitmarsh, averaging 18.9 points per game, forward Anthony Reuss, guard Chris Carr and guard Mark Bostic.
Gonzaga Defeats USD at the Buzzer in WCAC Opener, 60-58

By TIM GILLMAN, Times Staff Writer

SAN DIEGO—Forward Jeff Reinert hit a 15-foot jump shot at the buzzer to give Gonzaga a 60-58 victory over University of San Diego Thursday night in the West Coast Athletic Conference opener for both teams. The game was played before an announced crowd of 832.

Anthony Reuss, who led USD with 13 points, made two free throws with 2:16 to play to tie the score, 58-58. Gonzaga (11-5) elected to play for the last shot. The ran the clock down to 15 seconds before calling a time out; After the Inbounds play, all-WCAC guard John Stockton tried to penetrate USD's man-to-man defense but couldn't. He passed to Reinert, whose shot ended the game and USD's chance to win their first WCAC opener.

"What happened was everybody was so tired," Gonzaga coach Jay Hillock said, "that it is difficult for a defense to exert much pressure. And if San Diego had exerted too much pressure, we might have driven in for a layup.

"In that situation you are damned if you do and damned if you don't. They played it perfectly. The ball went to our worst perimeter shooter, who fortunately made it."

"We got ourselves in trouble in the first half," USD coach Jim Bravelli said. "The kids came back and played a great second half."

Strong rebounding and good defense by Gonzaga allowed it to take a 39-26 halftime lead.

The Bulldogs took the first half lead for good, 18-17, on a Tim Ruff field goal with 10:52 remaining. Gonzaga then went on an 8-2 spurt and by halftime all the Bulldog starters had scored at least two points, while only Jeff Condill was in double figures with 11 points.

Although Gonzaga scored the first field goal of the second half, USD cut Gonzaga's lead through good man-to-man defense until tying the game, 50-50, on a Chris Carr field goal.

Stockton was the high scorer with 17 points. For USD, Carr had 12 points, Mark Bostic 11 and all-WCAC forward Mike Whitmarsh 10.

USD LOSES/ The University of San Diego men's basketball team lost its West Coast Athletic Conference (WCAC) opener Thursday night to visiting Gonzaga University 60-58. Gonzaga all-everything guard John Stockton flipped a pass to teammate Jeff Reinert who netted a 12-foot jumper with one second remaining for the win. Gonzaga is now 11-5 overall. USD fell to 9-7. The Toreros had four players in double figures — Anthony Reuss with 13, Chris Carr 12, Mark Bostic 11 and Mike Whitmarsh 10. Stockton had a game-high 17 points and 13 assists. Whitmarsh handed out 12 assists and had five steals. Reuss collected four steals. USD returns to conference action Saturday night when it hosts Portland University for a 7:30 p.m. tipoff. Portland is also 0-1. The Pilots lost 63-59 to St. Mary's.
USD falls to Gonzaga on final-second shot

By Hank Wesch
Staff Writer

Gonzaga University forward Jeff Reinert took a pass from guard John Stockton and threw home a 12-foot jump shot with one second remaining to defeat the University of San Diego 66-58 last night in a West Coast Athletic Conference basketball opener for both teams at Alcala Park.

USD rallied from a 15-point deficit early in the second half to take a two-point lead twice in the final 7:17, but couldn't avoid losing a WCAC opener for the fifth year in a row. That's every year since the Toreros advanced to NCAA Division I status and joined the conference.

"Every game in this conference is going to be tough, and it's going to boil down to the teams that are fortunate enough to win the one- and two-point games or the overtime games," said USD coach Jim Bróvelli.

"We got ourselves in a hole the first half, but our kids came back and played a great second half. Unfortunately, we made a couple mistakes and turnovers in key situations that cost us."

When it gets to the nitty-gritty of games, Gonzaga has the luxury of Stockton. Though the senior from Spokane, Wash. — where Gonzaga is located — is listed as only 6-1 and appears shorter, Bulldog coach Jay Hillock is fond of pointing out that Stockton is the type of player who can dominate a game.

Or in the case of last night's contest, merely apply influence at all the right times.

With USD leading 54-52 with less than six minutes remaining, Stockton hit a driving layup in heavy traffic, then stole a pass and drove for a full-twisting, left-handed layup to put Gonzaga on top. Moments later, Stockton slapped the ball away from USD's Chris Carr, broke downcourt and took a pass for another layup.

USD tied the score at 58 with a layup by Mike Whitmarsh and two free throws by Anthony Reuss with 2:16 remaining. But Gonzaga ran the clock down to 15 seconds, called time out and set up for a last shot.

So with eight seconds left Stockton took the ball, drove down the lane closely guarded by USD's Mark Bostic, and found Reinert, who was left briefly unattended when Whitmarsh slid over to try and stop Stockton's drive.

Reinert, a 68 percent field goal shooter, made his jumper despite a frantic attempt by the remaining Toreros to pick him up.

"They did the right thing," Hillock said. "They played percentage basketball and got one of our low percentage shooters to take the last shot. It's a great game to win, a tough one to lose."

Stockton led all scorers with 17 points, and Jeff Condill added 13 for Gonzaga. Reuss had 13 points and a team-high 13 rebounds for USD. Carr had 12 points, Bostic 11 and Whitmarsh 10. Gonzaga is now 11-5 for the season, USD 9-7.
USD lacks consistency in search for credibility

By Michael Canepa
Tribune Sportswriter

They have progressed in each of the last four seasons. And each one has represented another step closer toward the upper echelon of the West Coast Athletic Conference basketball standings.

University of San Diego coach Jim Brovelli, for one, long has entertained dreams of his program some day reaching such a destination. There are even those who feel it's inevitable. But he also knows that in order to do so, the Toreros will have to practice a certain degree of consistency, as well as win the close games.

And, ironically, they managed neither last night in their conference opener against Gonzaga.

"This is something we're going to have to get used to because almost all of our games from here on out will be like this one," said a disappointed Brovelli, after his team dropped a last-second 69-68 decision to the Bulldogs at the USD Sports Center. "It's so darn tough to win on the road in this conference that it makes your home schedule that much more important.

"Gonzaga is an experienced club and we have a lot of new faces ... some of them have played together three and four years. But I could list excuses all night. The bottom line is that you have to play the entire 40 minutes.

About all the Toreros could maintain was a solid 20. And that was only out of desperation in the second half when the Bulldogs assumed a 15-point advantage in the early going. Gonzaga had hit 73 percent (on 19 of 26 shots) from the floor during that opening period, many of those chances coming off defensive mistakes under the basket.

"If you had to look for a bright side, I guess the second half would be it," said USD senior forward Mike Whitmarsh, who was held to just 10 points, nearly nine below his season average. "It was a nice comeback, but I don't know what happened before that. In some ways, it was a lot like the San Diego State game (a 61-47 Aztec win) earlier this year.

"I got the feeling personally that I just couldn't get into the game. I think the whole team came out lackadaisical. Still, after all that, I thought we were going to pull it out. That's a team we wanted to beat; a team we should have beat."

Instead, for the fifth straight year since they joined the WCAC and the Division I status it represents, the Toreros opened conference play on a down note. Last season they went on to tie for fourth place.

Brovelli would at least like to top that finish this time.

"Every year we've seemed to improve and we obviously want to continue that kind of a trend," he said. "It's been a battle just to get where we're at, but to improve from here will be a lot tougher. If you're talking championship, you're talking about a major, major goal.

"This isn't an easy conference."
The Graduate Tax Program of the University of San Diego School of Law has announced plans to present a major conference on revisions in the corporate income tax structure April 26 and 27 in the Hyatt Islandia Hotel.

Representatives said 20 tax authorities, many of whom played a significant role in formation of the corporate tax revisions, will discuss "the sweeping effects of the first recommendations for fundamental change in corporate taxation in more than three decades."

Agenda brochures may be obtained by writing Jeanne Schell, Continuing Education, Manchester Conference Center, University of San Diego, Alcala Park, San Diego 92110.
COMPUTER COURSE: The University of San Diego offers a computer course for North County educators, beginning at 4 p.m. Jan. 24 in the Palmquist School, 1999 California St., Oceanside. The course has been approved by the university's graduate school of education and is worth three semester units of credit. Registration takes place at the first class. Call 727-5900 for information.
Computer class offered

OCEANSIDE — The University of San Diego will hold a local class for North County educators who want to acquaint themselves with computers beginning Tuesday, Jan. 24, at the Palmquist School.

The class will run for the next seven consecutive Tuesdays. There will be lectures and discussion, as well as hands-on experience.

The course is the first in a three-part series which leads to a certificate of computer competence. It has been approved by the U.S.D. graduate school of education and is worth three semester units of credit. Registration takes place at the first class.

Call Dennis Garraby at 727-5999 for more information.
IMMIGRATION LAWS/
Maurice C. Inman Jr., general counsel for the U.S. Immigration and Naturalization Service, will talk on the nation's immigration laws and related issues at noon Monday in the Joseph P. Grace Courtroom, University of San Diego School of Law. The session is open to the public and is free.

SAN DIEGO NEWSLINE

JAN 2 5 1984

Offshore oil drilling and related issues will be the topic of a debate sponsored by the Environmental Law Society, USD School of Law. USD, Joseph P. Grace Courtroom, noon. Free. 461-9284.

DAILY TRANSCRIPT

JAN 2 0 1984

Off-shore oil drilling and related issues will be subject for a debate at noon Wednesday (Jan. 25) in Grace Courtroom at the University of San Diego School of Law. Admission will be free with the public invited.

Participants are to include Dr. Cedrick Garland of the family and community medicine unit at UCSD; John Ford, a member of the San Diego Chamber of Commerce energy committee; William Cox, vice president of the Western Oil & Gas Assn and Art Letter of Citizens on Off-Shore Leasing. Bernard Siegan, USD distinguished professor of law, will moderate.

Sheldon Krantz, law school dean, said the debate will provide an opportunity for the public and members of the legal profession to "hear four experts probe the crucial issues" confronting San Diego in off-shore oil tracts.
BLADE TRIBUNE

JAN 2 0 1984

Gonzaga 60, USD 58 — Jeff Reinert hit a 12-foot jumper at the buzzer, lifting Gonzaga over San Diego Thursday night in a West Coast Athletic Conference game. USD, 9-7 and 0-1, chipped away, taking the only lead of the half at 4:52 on an dunk by Mark Bostic off a pass from Mike Whitmarsh.

TIMES-ADVOCATE

JAN 2 2 1984

USD 65, Portland 63

SAN DIEGO — Forward Mike Whitmarsh paced the Toreros with 22 points as the University of San Diego defeated the Portland in a West Coast Athletic Conference game. San Diego raised its overall mark to 10-7 and its WCAC mark to 1-1. Portland dropped to 9-9 and 0-2.

SAN DIEGO UNION

JAN 2 2 1984

WOMEN

Pepperdine 68, University of San Diego 58 — The Waves (9-11) scored 15 unanswered points in the second half to defeat the Toreras (8-11) at the Sports Center. Mary Stanbra and Debbie Theroux led USD with 13 points apiece.
THE TRIBUNE

JAN 2 1 1984

UC-Irvine downed USD 69-62, the Toreras falling to 8-10 despite Debbie Theroux's 22 points. Host Clairemont defeated UCSD 86-78. It was the Tritons ninth loss against eight wins.

And Pepperdine edged U.S. International University 78-72.

SAN DIEGO UNION

JAN 2 1 1984

WOMEN

UC-IRVINE 69, USD 62 — Former SDSU Aztec Jackie Van Der Poel twice hit both ends of a 1-1 free throw to lift UC Irvine over USD at Crawford Hall. The Toreras (8-10) were led by Debbie Theroux who had a season-high 22 points. All-PCAA star Cheri Graham paced the Anteaters with 24 points.

LOS ANGELES TIMES

JAN 2 1 1984

USD Hosts Portland in WCAC Game

SAN DIEGO—The University of San Diego basketball team will be looking for its first West Coast Athletic Conference win when it hosts the University of Portland at 7:30 tonight at the Sports Center.

The Toreros lost to Gonzaga, 60-58, on a field goal at the buzzer Thursday. Portland (9-8) lost its conference opener to St. Mary’s College, 63-59.

Portland is led by 6-8 junior center Darran Jenkins, who is averaging 11.1 points per game. Portland is noted for rebounding and USD (9-7) has been vulnerable in that area.

“They are a big, physical team,” USD Coach Jim Brovelli said. “They will be the toughest team that we have faced on the boards.”
Americans keep politics secular

By Robert DiVeroli

Church-state issues in the United States have never been as bitter or divisive as they have been in other countries, says Maimon Schwartzschild, professor of law at the University of San Diego.

Americans, by and large, succeeded in keeping church-state strife to a minimum by creating a virtual secular political state, although as a people, they are far from secular, Schwartzschild said in a recent lecture before the Jewish Public Affairs Council.

"Separation of church and state as a problem in America is something like a dog that's never barked," Schwartzschild said.

"It has been not much of a problem over the years...and all things considered, it's not terribly much of a problem nowadays. Here just hasn't been much public strife about religion in this country."

Schwartzschild said one reason is that there have been few political divisions along clearly religious lines in the United States, as in Northern Ireland today.

"By and large, when we get a church-state question - the relation of religion to the government - the religious community tends to be divided about that, and that's been a fairly healthy reflection of the extent to which American politics have not become like, say, politics in Northern Ireland," he said.

"The remarkable thing is that while America has been a very successful secular political state, it's not a country in which people don't care about religion."

"It would be easy to be tolerant and secular if you didn't care very much about religion, but that's never been the case in the United States. The first Americans came here because of their religious commitment, and, ever since, this has been a country which takes religion very seriously."

"Polls show more Americans say they believe in God and, more importantly, church membership and church attendance are probably the highest in the Western world, so it's not a secular country in the sense of being a secular people. It is a country which has been politically secular, and pretty successfully so."

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Schwartzschild said the courts have laid down three basic principles on church-state relations: Government must always act with a secular purpose, government should neither promote nor inhibit religion, and government should not become "too entangled" with religion.

"These three general principles have really worked very well over the years," Schwartzschild said.

Schwartzschild said the courts have struck down state laws requiring school prayer, and although this is still a controversial issue, "to a surprising extent the actions of the courts in this area have gotten a pretty good consensus nationwide."

He said the religious community is divided over the issue of aid to parochial schools, with the courts permitting free textbooks and lunches to parochial school children, but forbidding tax breaks for parents of parochial school children or funds that could be used to advance religion.

Schwartzschild said abolition has also become a church-state issue, but that it is different in that not all the opposition to it is religious.

"There are a lot of very good secular reasons for being against abolition in the same way there are a lot of very good reasons for being against murder," Schwartzschild said.

Laws against murder echo the Fifth Commandment ("Thou shalt not kill"), but no one has ever challenged them on establishment grounds because there are secular reasons for such laws, Schwartzschild said.

"There are good secular reasons for having laws against abortion, too," he said. "There is at least a potential human being involved. There are questions of secular public morality, of the health of the mother involved. There are a lot of good nonreligious reasons you could have for being against abortion, but can the courts very well strike down antiabortion laws as being establishments of religion? I think probably not and in fact the courts haven't done that."

"The courts have struck down antiabortion laws as unconstitutional, not because they establish Catholic or other religions, but because they violate other constitutional rights of privacy, of being able to control your own destiny."

Schwartzschild said the constitution was written by people who wished to avoid the religious strife that had marked European political history.

But he said a tension exists between the two principal parts of the First Amendment. Congress is forbidden, on the one hand, from making any law respecting an establishment of religion, on the other from hindering the free exercise of religion.

He said the first section erects "a real separation between church and state," but that church-state separation issues are not always clear-cut.

"Schwartzschild said absolute separation could mean, for example, withholding fire and police protection from churches on the ground that these would promote religion. On the other hand, withholding such services could be seen as hindering the free exercise of religion because it would render churches less safe, Schwartzschild said.

"There's a kind of a tension, an antagonism between the two halves of the First Amendment, and that's been the basis for legal problems that affect separation of church and state," Schwartzschild said.
College and business join hands

By Richard Halstead

Business involvement in higher education graduated from war research in the 1960s to fund-raising in the 1970s.

Today, the role of business in education is shifting again, this time to a partnership.

On public and private university campuses in San Diego, throughout California and the rest of the nation, business is adopting a higher profile. Faced with increasingly sophisticated competition in the international marketplace, executives are awakening to the need for quality education to fuel the work force. They are calling for closer collaboration between business and universities and are backing up their renewed interest with dollars, donations of equipment and their time.

At the private University of San Diego, for example, President Author Hughes has formed a high-powered board of trustees, nearly all of whom are business executives. Not only do they provide substantial financial contributions to the institution, they also assist Hughes in shaping USD's future.

"It would be myopic not to use those people and garner information that relates to their expertise," reasons Hughes.

Sunkist Growers and PMC Corp. donated orange juice plant equipment valued at $386,000 for plant and science study at California State Polytechnic University at Pomona. The university also reports a "town and gown" relationship with General Dynamics and Lockheed Corp., whose employees serve as part-time lecturers in their areas of expertise.

UCLA has received a fat donation of $2.2 million worth of equipment for computer-aided design and manufacturing from IBM since 1982.

Perhaps the most dramatic example of business melding its interests with academia is the Center for Integrated Systems at Stanford University. Funded by the federal government, the university and business, the center will be a research hub designed to maintain U.S. technological leadership in the computer field. A total of 19 companies have each donated $750,000 toward the center's building, now under construction on Stanford's Palo Alto campus and expected to be finished this spring. These companies will also fund research at the center, to which the government will contribute a whopping $30 million annually in research funds.

Total corporate donations at Stanford last year climbed to $24.6 million, quite a change from the $5.3 million the university received from business in 1974-75.

In the Bay Area, a host of high-tech companies have contributed money to universities. Last year, Avantek shelled out $150,000 for a scholarship fund at Stanford; Verbatim Corp. gave $180,000 toward faculty salaries at four different universities; and AMI/Gould plunked down $167,000 to aid professorships at the University of Santa Clara.
Meanwhile, Gov. George Deukmejian's decision to make education his top budget priority by recommending $13.3 billion be spent during the next fiscal year to bolster California's weakened school system has been applauded by educators and business executives alike.

California, once renowned for its excellent public schools and universities, has experienced a sharp decline in its reputation for some time. Educators have been complaining for years about inadequate salaries for teachers and ballooning class sizes. The present situation described is a direct result of the state's economic downturn and the resulting cuts in funding for education.

The University of California at Berkeley had fallen thousands of dollars behind the schools it competes with for top faculty, said Ray Miles, dean of the business school at UC Berkeley.

Berkeley has always operated at a slight financial disadvantage to other schools but the gap had grown so wide recently that neither the school's excellent reputation nor its beautiful climate could overcome it. Miles said. The proposed increases will put Berkeley "back in the ball game" but the university will remain at a slight disadvantage.

"The most damaging thing that could happen is if legislators next year say, 'They didn't need them last year,'" worries Miles.

National statistics released this month by the U.S. Department of Education revealed how low California had sunk in its rankings among other states in public school education. The numbers showed that one-third of California's high school students dropped out before graduating. That shouldn't be surprising since the state has the second highest teacher to student ratio in the nation. Only five other states spend less per capita on schools than California where 49 percent of total individual income went to education, the department found.

California spends $2,427 per pupil. That is 300 dollars less per pupil than the national average and places the state behind 21 other states.

"At the same time, it's not concerned with the performance of lower levels of education. It is more directly dependent on quality graduates emerging in the fields of electrical engineering, computer science and biology."

USD's Hughes: 'New arrangements'...by the Center for Public Resources in New York indicates that businesses are becoming more aware of deficiencies in the basic skills of employees. The study, commissioned by the Ford Foundation, the Charles Stewart Mott Foundation, American Telephone & Telegraph Co., Prudential Insurance Co., Gannett Co. Inc. and Sun Chemical Co. found that industry is being handicapped by a workforce that lacks adequate skills in reading, writing, mathematics and science.

Of the 184 companies responding to the study, 50 percent said their employees could not perform mathematical problems involving fractions or decimals. Half also said their managers and supervisors could not complete reports without making errors in grammar or spelling. Forty percent complained that secretaries had difficulty reading at the level required for their jobs.

The study also found that education had become a priority issue for American industry only recently due to stiffer competition from other nations.

"The increasing competitiveness of the international high-tech marketplace has led business to realize that ties with universities are essential to economic competitiveness with countries such as Japan, West Germany and France," said Bruce Darling, University of California at San Diego's vice chancellor for university relations.

One recommendation made in the study, by educators and businessmen alike was that companies become more involved in the development of curriculum.

Miles said this belief is particularly popular among those critical of the current crop of MBAs. Many people are suggesting that business schools should put more emphasis on production techniques and other basic issues and reduce the focus on esoteric analysis, he notes. They say we're producing elitists with overdeveloped expectations for instant success," he adds.

But Miles noted that educational institutions can't afford to simply mirror current trends. It is the job of educators to lead, not follow, he points out. However, he does foresee a dramatic change in business education coming soon. Just as the '50s and '60s focused on plant layout, the '80s and '90s will concentrate on the management of high-technology systems, he predicts.

"It's a question of what you call the line and the change over the years," explains Allan Bailey, dean of the School of Business Administration at San Diego State University (SDSU). "There will be faculty-business dialogue about curriculum; we're always talking about the line dividing business and the university, and it's an open and healthy discussion."

Bailey's involvement with the business school advisory group, comprised mostly of business executives. But he also helped organize an entrepreneurial management center at SDSU, which to date has raised $20,000 to help pay faculty salaries and research and curriculum development—all dealing with entrepreneurial concepts.

"Business wants more involvement in education; executives are increasingly recognizing that," offers Fred Baumer, vice president of Equiden, an Irvine-based firm and developer of the 2.2 million-square-foot Wateridge business park under construction in Sorrento Valley. Wateridge is targeting high-tech users as tenants, so Baumer and his colleagues have joined forces with educators at nearby UCSD. Last year, UCSD received more than $120 million from the federal government for basic research, ranking it sixth among the nation's colleges.

A survey of California's 500 largest publicly traded companies conducted by Stanford Research Institute and California Business magazine found that three-quarters of the 106 chief executive officers who responded support increased help for improving schools. Ninety percent want to see increased funding paid to improve students' attitude toward hard work.

Nothing has contributed more to focusing attention on California's educational system than the state's failure to attract the Microelectronics and Computer Technology Corp. to San Diego. MCC is a pioneering, high-tech research and development consortium formed by 12 of the nation's leading corporations—Control Data, Digital Equipment, Honeywell and National Semiconductor among them.

Last December, MCC was searching for a home for its research center and San Diego was selected as one of four finalists nationwide. MCC eventually settled on Austin, Texas, leaving California politicians and businessmen to ponder why the Golden State took a back seat. The heated discussion that ensued brought Lt. Gov. Leo T. McCarthy before the Assembly Select Committee on Job Development and Economic Productivity.

McCarthy testified that the state's beleaguered educational system was one of the major reasons MCC rejected San Diego in favor of Austin. "The lesson we must learn from the loss of MCC is that in order to avoid similar losses in the future, California needs to recommit itself to the quality of our public university and school systems." The boom in high technology and the increased need for skilled business management has made it even more difficult to attract top-flight faculty. Over the next five years, the American Electronics Association of Palo Alto estimates there will be 197,662 openings for electrical engineering and computer science graduates. But U.S. universities will only produce 84,256 qualified applicants, leaving a $113,500 shortfall. Foreign universities can compete with the wages offered by industry for qualified personnel.

Businesses are faced with a dilemma. They must hire the very best personnel available to remain competitive unless they replenish their supply of engineers and scientists they will eventually suffer from brain drain.

The AEA's Electronics Education foundation tries to soften the blow by donating money to the educational system to supplement faculty salaries and buy new equipment. The foundation has raised $3.2 million.
million so far, not to mention an additional $800,000 in pledges. In addition, individual donations since 1981 amount to $149 million, said Jeff Parietti, an AEA spokesman. IBM alone donated $50 million, he noted.

The AEA is currently pushing legislation — HR 4475 in the House and 82165 in the Senate — which would encourage industry to give even more to universities by making donations tax deductible. Referred to as the High Technology Research and Education Act, the legislation would also extend tax credits for industrial research and development which ends in 1985.

The sections involving education would give corporations a 25 percent tax credit for higher levels of donations for basic research; provide graduate students financial incentives for teaching after graduation; and reimburse corporations for donating computers to schools.

The Semiconductor Research Corp., a subsidiary of the Santa Clara-based Semiconductor Industry Association, will double the amount of money it gives to universities this year to $3 million from about $1.5 million last year. Nearly 200 graduate students are employed through the program, said Dr. Robert Berger, SRC’s assistant director of research programs.

However, research funded by SRC must have some practical applications for its 25 member companies, which retain exclusive rights to all patents.

The social sciences, too, benefit from corporate giving. An example: Getty Oil Co. contributed funds to University of California at Los Angeles Center for International and Strategic Affairs to be used for research and conferences. “They recognize the need to study arms control, disarmament, regional stability and security problems of developing countries and super powers,” said Raymond L. Orbach, UCLA’s provost of the College of Letters and Science.

Every university department has industry donors contributing unrestricted funds for research and instruction, he added. The chemistry department alone has 17 companies as donors.

“This enables us to fund special programs, such as seminars, which we couldn’t do otherwise,” Orbach said. Frequently the dollars from business bring expert speakers to the campus.

Especially important in the 1980s are donations for endowed faculty positions, chairs, scholarships and program costs, said James R. Appleton, vice president for development at the University of Southern California. “Fortunately, we see corporations sophisticated enough to value all of these. They don’t limit their giving to bricks and mortar but go on to support quality teaching, good research and tuition supplements.”

Also contributing to this report on the new business/education partnership were Gertrude Lieblich, Los Angeles Business Journal staff writer, and Bill Ritter, San Diego Business Journal editor.
Freshman Eric Musselman Helps USD Beat Portland

By TIM GILLMAN, Times Staff Writer

SAN DIEGO—The University of San Diego had a most unlikely hero in its 65-63 West Coast Athletic Conference victory over the University of Portland Saturday night.

With 1:29 remaining and the Toreros holding a 62-59 lead, guard Mark Bostic was fouled by a Portland player, thus setting up a one-and-one free throw opportunity. Bostic, however, had sprained his ankle in the fall and was taken to the training room.

"I looked down the bench and there was Eric (Musselman)," USD coach Jim Brovelli said. "I said 'Do you want to go, Eric?' and he said 'Yeah, coach.'"

Musselman, a 5-11 freshman guard, went in and missed the free throw. However, at the other end of the floor, he grabbed a rebound and was fouled in the process.

This time, with 1:09 on the clock, he made both free throws and sealed the win in front of an announced crowd of 570.

"I was glad I got the rebound," Musselman said. "I really wanted to try the free throws again. The first time I was nervous, but the second time I knew they'd go in. I'm very confident about my free throw shooting."

Musselman shot 91 percent from the line during his senior season in the Pioneer League in suburban Cleveland. He is eight of 11 for 73 percent in his USD career.

After Musselman's shots, Portland could get only two field goals, while USD got one free throw from guard Chris Carr.

Portland fought back from a 47-31 deficit with 12:40 remaining by using of a full-court press.

"That stopped the clock every time down the floor," Brovelli said. "They fouled us every other time down the floor. Fortunately, the kids made the free throws for the most part."

USD was 21 for 30 from the line in the second half for 70 percent and 23 for 35 for the game. The home team needed every advantage it could get because the visitors out-rebounded the Toreros, 34-18.

"They're an extremely physical team," Brovelli said. "They and Santa Clara are probably the best rebounding teams in the league."

The win left the Toreros 1-1 in the WCAC and 10-7 overall. Portland is 0-2 and 9-8.

All-WCAC forward Mike Whitmarsh was the game's leading scorer with 22 points. He was seven of 11 from the floor and eight of 11 from the line. Forward Anthony Reuss had 11 points and Carr 10.

The visitors were led by forward Dwayne Corbett with 16 points.

USD guard John Prunty, who finished with 13 points, shot four for four from the floor in the first half to power the home team to a 32-22 lead by the half. Prunty, who entered the game midway through the first half and played a total of 24 minutes, made his final shot from the corner with six seconds left to give USD its final first-half points.

Portland quickly took the ball out and moved down the floor, but a desperation shot by forward Dennis Black failed.
Musselman's 2 free throws aid USD win

By Rich Feuerstein, Special to The Union

A vicious collision sent Mark Bostic sprawling to the gym floor. His ankle was so badly twisted he couldn't shoot his one-and-one free throws. With 1:29 to go and his team leading Portland 62-59, University of San Diego coach Jim Brovelli was faced with a difficult decision.

Who would shoot the one-and-one?

Brovelli looked down the bench. "Eric, you feel like it?"

Brovelli asked freshman Eric Musselman.

"Yeah," said Musselman.

Musselman went to the line. With 570 fans at the USD Sports Center looking on, Musselman crouched and took aim. The ball arced nicely. But it hit the rim and missed.

Portland raced down the court. Under the basket, three USD defenders surrounded Portland's Dwayne Corbitt. Musselman reached in, stole the ball, and was fouled again. An opportunity for redemption.

Given a second chance to be a hero, Musselman cashed in. He hit both free throws, giving USD a 64-59 lead with 1:09 to go and providing the Toreros with enough cushion to hang on for a 65-63 victory.

The win was USD's first in the West Coast Athletic Conference after a loss to Gonzaga Thursday in the conference opener.

The record will reflect Musselman was taken out after sinking the critical free throws. He played just 10 seconds. Not enough time to work up a sweat. But his contribution did not go unnoticed.

"He's a feisty little guy," Brovelli said. "I have confidence in him."

Musselman, 5-foot-8, grew up with a basketball in his hands. His father is Bill Musselman, former coach of the San Diego Sails, Cleveland Cavaliers and the University of Minnesota. After an outstanding career at Brecksville (Ohio) High School where he averaged 23 points and eight assists a game and canned 89 per cent of his free throws (best in Cleveland), Eric Musselman wanted to come to USD because he lived in San Diego as a ninth-grader.

His father, who coached very physical teams, would have appreciated last night's struggle.

"Portland is an extremely physical team," Brovelli said. "The most physical in the conference along with Santa Clara."

Good free-throw shooting enabled USD to keep its lead. The Toreros made nine of 12 in the final five minutes.

Whitmarsh led all scorers with 22 points. John Prunty, who was 4-for-4 from long range, had 13. Anthony Reuss had 11 and Chris Carr had 10. Dwayne Corbitt led Portland with 16.

The Toreros play home against Santa Clara next Saturday.
The world of computers

The University of San Diego will offer a local class for North County educators who want to familiarize themselves with computers. The class will be held at 4 p.m. Tuesday in the Palmquist School, Oceanside. There will be a lecture, discussion and hands-on experience with the computer. This is the first in a three-part series which will lead to a certificate of computer competence. For more information, call Dennis Garrahy at 727-5999.
Business schools expand horizons

By Joseph Thesken
Tribune Education Writer

The international scope of American businesses will have a significant impact on course offerings at San Diego business colleges and universities in the next decade, school officials say.

Dean Allan Bailey of San Diego State University's College of Business Administration said it will be one of the major influences on the college's curricula.

"Business is becoming so international in scope that we'll see more integration of international issues in the entire curricula," he said.

"For example, at present we teach International Accounting, International Finance, International Marketing. They are isolated in separate courses. In time, they will be brought together."

"This trend is important to San Diego State because we are on an international border and multinational companies are a part of life here."

Bailey's prediction agrees with that of Dean David Feldman of United States International University's School of Business and Management.

"The biggest trend in business schools today and in the future is the international dimension of businesses," Feldman said.

"It's the hottest thing going. No longer is the emphasis limited to domestic corporations."

Feldman said USIU recognized the importance of the international aspect years ago. The school has established a master's of international business administration.

Harold Wells, dean of graduate studies at National University, said the university's recent opening of a new campus in San Jose, Costa Rica, is indicative of the university's emphasis on international business.

"We are sending down to the Costa Rica campus our faculty in international business who are bilingual, to teach courses in business administration," he said.

"In turn, we plan to bring up to our campus Costa Rican faculty members who are bilingual, so there will be a cross-fertilization of ideas between Costa Rica and here."

"So far, our university has chosen to concentrate on Latin America. But in the future I can see us going to the Far East and the Pacific."

The increasing role computers will play in business schools also was discussed by university officials.

"The integration of computers into actual coursework will be one of the major factors to be considered in the next five to 10 years," Bailey said.

"First they will be installed in technical areas of the School of Business Administration, then their use will spread through the entire university."

Computers are very much in the future for business students at the University of San Diego.

USD School of Business Dean James Burns said widespread use of computers will be inaugurated, once the new $4.5 million Olin Hall School of Business is completed by summer.

"We believe it will be the most progressive business school building in the United States," he said.

"There will be 100 personal computers, which will be linked to several minicomputers. We hope to place one computer in every classroom and one in every faculty office, in addition to 40 in our business laboratory for use by the students."

"Besides the computers, we will have the latest in audio-visual equipment, video tape recorders and a satellite receiving station to bring in any programs offered via satellite."

"I anticipate that personal computers will be used across the curricula in our school in the near future."

"Already, our students have a strong interest in computers. Our school has five required courses which include heavy use of computers."

At National University, computers have been around for years.

About 240 personal computers presently are in use by students at the university's Mission Valley, Vista, Irvine and Sacramento school sites.

"We have a wide variety of computer courses, everything from computer science to information systems," Wells said.

"In the early part of 1984 our school will be offering a new course in software engineering, dealing with the development of software."

The master of business administration degree program, so popular a few years ago, is declining in popularity at SDSU, according to Bailey.

"Now we're seeing a resurgence of the master of science degree, with special emphasis on accounting, finance or marketing," he said.

Burns said the MBA program is peaking nationally, as well as at USD.

Please see BUSINESS, X-41
Business

Continued from X-40

But it has continued to be popular at National University and USIU, school officials report.

Enrollment in San Diego business schools has increased steadily, despite the recent recession.

At USD, there has been a 250 percent increase in the past six years. In 1977, enrollment of undergraduate majors was 400; today it is 1,000. The school's master of business administration program had 145 students; today it has 360, Burns said.

"There has been a strong interest in business across the country," he said. "Here at USD, since we're a private university, we are more flexible and can deal with the needs of the students.

"Basically, we want to stabilize our undergraduate enrollment at its present level, and show a slow growth at the graduate level."

Both USIU and National University have tripled their enrollment since 1977.

SDSU's business school, the largest in the area, was severely overcrowded until two years ago, when the California State University system allowed it to limit the number of students admitted to the program.

"Prior to 1981-82, our college had 7,250 undergraduate business majors," Bailey said. "We reduced the number to 5,600 majors, which was too low. Now we have about 6,100 majors, which is where we'd like to keep it."

And the future continues to look promising for the county's business schools, with officials predicting that enrollment will hold steady, or show some gains, in the years leading to 1990.
Building boom hits university

New buildings are sprouting all over the campus at the University of San Diego. In 1984, three major buildings, at a cost of $10.6 million, will be completed. And a fourth could get underway if a drive to raise the money reaches the $9 million mark. They represent probably the most ambitious construction programs ever attempted among San Diego's private universities.

Completion of the new Helen K. and James S. Copley Library and the Manchester Executive Conference Center is expected by early February. The new Olin Hall, which will house UCSD's School of Business, is scheduled for completion by July.

A fund drive is being conducted for the University Center, which will accommodate student and faculty dining rooms, a central lounge, student affairs offices and conference rooms.
FOOTBALL COACHES' CLINIC —

Football coaches on all levels are invited to attend a five-week clinic that begins Thursday night at 6:30. The program will be conducted once a week during the five-week session at the Kensington/Normal Heights Branch of the San Diego Federal Savings Bank, 3844 Adams Avenue.

The featured speaker will be Bill Williams, former USD coach and currently with the Chicago Blitz of the United States Football League. Each presentation is to include a lecture, demonstrations and film clip analysis. For clinic fee and more information, call 578-7034.

DAILY CALIFORNIAN

Point Loma post wins in conference

A day for San Diego County basketball fans. Saturday The University of San Diego West Coast Athletic Conference was defeated Portland State University 61-57 in Bakersfield.

In women's basketball, former Helix High and Grossmont College standout Debbie Theroux scored 13 points but it wasn't enough as USD fell to Pepperdine 69-58.

Forward Mike Whitmarsh, a product of Montie Viaa High and Grossmont College, paced USD with 22 points. He clicked on seven of 11 floor shots and eight of 11 free throws. He also grabbed a team-high eight rebounds. Teammate Anthony Reuss, a graduate of Christian, tossed in 11 points.

Freshman Eric Musselman, a 91 percent free throw shooter, came off the bench to attempt a bonus free-throw opportunity with USD leading 62-59 and 1.2 seconds remaining. Musselman missed the front end of the bonus, but grabbed a rebound at the other end of the floor. He fouled. This time he sank the two free throws to seal the win for USD.

Former Griffin's Scott Vaughns (17 points, six rebounds) and Brian Caradonna (11 points) guided Point Loma College to its third NAIA District 3 victory in four starts. The Crusaders, 11-8 overall, meet Southern California College Tuesday in Costa Mesa.

THE TRIBUNE

JAN 2 4 1984

MIKE WHITMARSH

Top Torero

Torreros' Statistics

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THE ANNUAL DINNER of the President's Club of the University of San Diego of 1984 moved off campus temporarily but will be back at Alcala next year. That was the assurance of Dr. Author E. Hughes, USD president, as he and Mrs. Hughes welcomed 210 members of the club and Maudsley Fellows of the USD Law School at Saturday night's black-tie party at Little America Westgate Hotel.

Traditionally the party has been given in the James S. Copley Library, a campus facility which is undergoing major expansion and will be dedicated April 4. Mrs. Helen K. E. James, Mr. William R. Copley, publisher of The Tribune and The San Diego Union, is vice chairman of the USD board of trustees.

Harpist Elizabeth Adams entertained in the foyer during the reception hour and Mariachis del Sol played during dinner. Linc Ward, 1984 chairman of the President's Club Council, introduced Dr. Hughes for after-dinner remarks and he presented outgoing President's Club chairman Josiah Neeper and Mrs. Neeper with a Baccarat bowl with a plaque inscribed "In Grateful Recognition of Your Generous Support and Leadership."

Dr. Hughes also announced that a statue of St. Didacus, known as "the caretaker of people," had been commissioned and will be placed in front of the new library. The artist is Jesus Dominguez, member of the art department at San Diego State University.

Welcomed the Maudsley Fellows, a support group for the law school named for the late Ronald H. Maudsley, distinguished British barrister who taught in the law school as well as at Oxford.

The Most Rev. Leo T. Maher, bishop of the Roman Catholic Diocese of San Diego and chairman of the USD board, presided at one of the dinner tables and Dr. Hughes at another. Seated with Bishop Maher were retired Rear Adm. and Mrs. Edward E. Grimm, Mrs. Harry Collins and the Messrs. and Mmes. Ernest W. Hahn, Edward T. Keating and Robert Taylor. Seated with Dr. and Mrs. Hughes were Mr. and Mrs. Ward, Mrs. Jack L. Oatman, Legler Benbough, Mr. and Mrs. Frank Warren and Mr. and Mrs. C.R. Harmon. Another table group included Dr. and Mrs. Gilbert Brown and the Messrs. and Mmes. Richard Erion, Charles Grace, Robert Brue and John Doyle.

Some others in the crowd were Sister Sally Furay, Sister Virginia McMonagle, Dr. and Mrs. William Pickett, Mrs. Lowell E. Davies, Mrs. William R. Boehm and the Messrs. and Mmes. Dean Dunphy, George Pardee Jr., Walter J. Zable, John McBride Thornton, Douglas Manchester and O. Morris Sievert.

Also, Dr. and Mrs. Frank Pavel, Dr. and Mrs. Cornelius Zondag, Dr. and Mrs. Richard Phillips, Mr. and Mrs. Barry Shillito, Mrs. Carlos Tavares and Thomas J. Fleming, Mrs. William Ward.

Mr. McClelland is an attorney and a member of the board of the San Diego Trial Lawyers Association as well as a volunteer in various civic groups, including the Young Connoisseurs of the San Diego Museum of Art. His wife, Susan, has been a professional in the research and marketing of educational and business films and has assisted with the production of television programming through a cooperative project of KPBS and the Junior League of San Diego.

Party guests included station manager Paul Steen, Stephanie Bergsma, the station's manager of development, attending with husband, Dr. Alan Bergsma, and Janet Jenkins, new auction director. Maggie Coleman, who recently retired as auction director, was there with husband Jerry Coleman.

Other guests included retired Rear Adm. and Mrs. W. Haley Rogers, Dr. and Mrs. Michael Channick, Dr. and Mrs. Ronald Heller and the Messrs. and Mmes. Richard Burt, William B. Rick, Ron Mix and Robert Kritzik.
Scene Around Town...

Paul Steen, right, makes a point during a chat with Ron and Patti Mix at the KPBS auction kickoff party.

A University of San Diego President's Club dinner, a kickoff party for the 1984 KPBS auction and a dinner party to celebrate the forthcoming marriage of two members of the San Diego Consular Corps were among the week's social events.

Some 40 guests attended the dinner party Thomas J. Fleming gave for Elia Isabel Flores and Jean-Pierre Paris. The bride-elect is the honorary consul of Honduras and Paris is honorary consul of France. A Feb. 18 wedding date has been set by the couple.

The kickoff dinner for the 1984 KPBS auction, hosted by Viviane Pratt at her La Jolla home, included planning for the annual event. Craig and Susan McClellan are the 1984 KPBS auction chairman.

The Versailles Ball Room of the Westgate Hotel was the setting for the University of San Diego President's Club dinner honoring club members and Maudsley Fellows. The black-tie event was hosted by Dr. Author Hughes, USD president, and Mrs. Hughes. A reception in the Versailles foyer preceded the dinner.

Jo Carmichael congratulates Jean-Pierre Paris and Elia Isabel Flores at party honoring the soon-to-be-marrieds.

Hostess Viviane Pratt, center, with Susan and Craig McClellan at the KPBS auction planning party.

Ernest and Jean Hahn, left, and USD President and Mrs. Author Hughes enjoy a chat at USD President's Club dinner.

Tribune photos
by Bob Ivins
Christian's Dan Henson takes USD coaching job

By Mike Mathison
of The Daily Californian

There really is no truth to the rumor that Dan Henson has a revolving door at Christian High school with his name engraved on it. It may seem like it, though, with all the coming and going he has done over the past three years.

That door has taken another turn. Henson is going again. His on-again, off-again relationship with Christian High is off-again.

Henson has accepted a position with head coach Brian Foggarty and the University of San Diego football team.

Henson made the move also because he felt it was time to get out of the high school ranks.

"The big thing for me is to make the move now," Henson remarked. "I've talked to too many guys who waited too long to make their move. They wish they would've but didn't. I had to move out now or be hurt in the long haul. If I would have waited another five to seven years I wouldn't have been able to make the move at all. I would have probably had to take a pay cut, to start on the college level then.

"I would like to stay around Christian next year. I think it could be the best team we've ever had here. Next year there will be a definite reaping of what we have sold over the past 12 months."

Henson will be working with the offensive backfield at USD.

"Brian Foggarty is a class guy," Henson said. "I respect the way he handles the kids and the program."

Henson said his working with the Toreros could aid USD in recruiting the local talent.

"I know most of the high school football coaches in the county and I think it would be a good recruiting thing," he said. "There are a lot of high school players who want to continue their education and play football. They are not the blue-chippers, but are the ones who are passed over.

"I don't feel they have really researched the type of kid in San Diego who could go to USD. A lot of San Diego football players can fit in."

A decision on Christian's new football coach is expected by Feb. 3.
Offshore drilling to be debated

Offshore oil drilling and its environmental impact will be the topic of a public debate and discussion at the University of San Diego School of Law at noon today.

The program will take place in the law school's Joseph P. Grace courtroom. There is no admission charge.

Participating will be Cedric Garland, an epidemiologist and leader of a local anti-drilling group; John Ford, a member of the energy committee of the San Diego Chamber of Commerce; William Cox, vice president of the Western Oil and Gas Association; and Art Letter, a director of an anti-drilling group called Concern for Offshore Oil Leasing (COOL).

The debate is sponsored by the USD environmental law society.
University of San Diego President and Mrs. Author Hughes greeted guests at the annual President's Club dinner, held this year at the Westgate Hotel. The event honors President Club members and Maudsley Fellows.

Marge Hughes (top row, from left) greeted guests who included Betsy Manchester, Jo and George Fletcher, Morris and LaWanda Sievert, Tom Fleming with Claire Tavares and Bishop Leo T. Maher, Doug Manchester (bottom row, from left) and Trudy Pearlman with Sara Finn. President Author Hughes (bottom right) hosted the USD dinner.
College Corner:

Toreras' path to the penthouse strewed with stones

By T.R. Reinman
Tribune Sportswriter

Take a look at the national map of women's college basketball. The former NCAA championship capitals were at Old Dominion in Norfolk, Va.; in Cleveland, Miss., home of Delta State; and Ruston, La., where the Lady Techsters of Louisiana Tech suit up.

Now the road to the top has stretched to Los Angeles — USC, to be exact — with Cheryl Miller and the Women of Troy in the governor's mansion. Other city-states applying for admission to the union are Long Beach State and San Diego State, a couple of red-hot up-and-comings.

Elsewhere on the map there are lines drawn to the edge, ending in "To UC-Irvine" or "To USD."

In the latter case, at least, what the map doesn't say is that "To USD" is a far piece. The Toreras are in the same Division I galaxy, but...

"All programs take awhile to develop," said Debbie Theroux, who leads the Toreras in scoring (10.4), rebounding (9.5), free throw percentage, steals and blocks.

"I'm happy where I am," she says. "The hope is that in

It's fun because each day we learn something new and we're growing. We're getting to be a better team."

— Debbie Theroux

a couple of years we'll have a reputation as a sound, competitive program that could... well, give some of those teams a good game, at least."

Tonight the USD women, losers of five of their last six games, are trying to improve their 8-11 record at Northern Arizona. Along the way there have been other little victories.

"We held San Diego State 25 points under their average the first time we played them," Theroux said, even though State won 74-61. "And (Cal Poly) Eumona (a 15-point winner) was the Division II champ last year. We came out and stung them, but in the end some other factors came into play.

Like?

"They were taller, a little quicker."

That'll do it most of the time.

"But we're improving," Theroux says, "We're getting the bigger players we need. Well, 6-foot-1... 6-2. Every little bit helps. Right now when we go out against a couple of girls 6-3... 6-4, we just flip a coin to see who'll take who."

Earlier this month there was some question about who the Toreras had taken to the Oregon State Classic. An Oregon State manager wanted to know if USD had brought its centers. Assistant coach Cindy Fischer pointed to 5-10 Theroux, 6-0 Jill Bradley and 6-0 Bambi Bruning. The manager said "Where? Who? Them?"

Theroux has been humming Aretha Franklin's "Respect" for years now, though. A two-time All-CIF pick at Helix High and the Grossmont League MVP her senior year, she missed a good shot at a scholarship because her interscholastic season ended late in the spring, by the time most college programs have dispersed their scholarship money.

"But that was all right because I wasn't basing my college future on that anyway," Theroux said.

So she went to Chapman College in Orange for a year, but ended up quitting the basketball team.

"The coach was a little too demanding, I think," she says. "But I wasn't mature enough to handle it, either. So, I chose school instead."

And then she chose Grossmont Community College, where last year she was the co-MVP of the Pacific Coast Conference, averaging 13 points and eight rebounds.

And now she's at USD. Right galaxy, wrong light year.
Ms. Theroux has a good vantage point to watch the rest of the women’s basketball world race by. San Diego State is within sight.

“They have a nice team but now they’re coming up against teams that are just as tall and quick,” Theroux said, fingering a three-inch scar on her left forearm left by the nails of State’s Dee Dee Duncan. “They’ll get progressively better, but so will we. Right now we don’t have the height to match up a lot of the time. Even though we’re Division I, it’ll take some time to get to where we want to be.”

Winning more games, in-conference or not, should help. Last year USD went 8-18. The Toreras already have won that many games this year, and play six of their last seven in town.

Bringing in more quality players to go with sophomores Theroux and scoring guard Michelle Dykstra should help. Coach Kathy Marpe sends out a team that has two seniors, two juniors and 10 underclassmen. Cathy O’Brien, a former All-CIF player from San Marcos, is redshirting after transferring from Notre Dame. Theroux and O’Brien are among the top 10 career high school scorers and rebounders in the county.

Pressure is something the Women of Troy are learning to live with, and something on which the Women of Montezuma are taking notes. For the USD women the only pressure, subtle and self-imposed as it may be, is to win more games than they did last year.

“It’s fun,” Theroux says, “because each day we learn something new and we’re growing. We’re getting to be a better team.”

They’re still not on the map, but at least there’s a marked road to follow.
USD offers Oceanography class for No. Co. educators

The University of San Diego has announced a class for local North County Educators, entitled "Oceanography for the classroom teacher." The course will feature three weekends of lectures, field trips, and hands-on experiences.

The class is designed to give teachers a background knowledge as well as specific handouts for classroom use. The instructors, Barbara Moore and Lynn Dailey, have a combined 24 years of experience as teachers at Scripps Aquarium.

The course has been approved by the University of San Diego graduate school of education and is worth three semester-units of credit. The first class and registration will take place on Friday, Jan. 27 at 6 p.m. at Vista High in Room D-20. For further details, call Dennis Garrathy, 727-9999.
USD's Scott Thompson Is Injured

SAN DIEGO—University of San Diego center Scott Thompson is unlikely to play in tonight's game against the University of Santa Clara at 7:30 at the Sports Center.

Thompson, a 6-11 freshman from Citrus Heights, broke a small toe early this week and his participation is doubtful, USD Coach Jim Brovelli said Friday.

Thompson, a starter, is averaging 7.7 points and five rebounds per game for USD (10-7, 1-1).

Santa Clara (14-5, 2-1) suffered its first West Coast Athletic Conference loss Thursday night, 81-64, at St. Mary's.
Theroux lifts USD to win

FLAGSTAFF, Ariz. — Debbie Theroux scored a layup with no time remaining as the University of San Diego defeated Northern Arizona 57-55 here last night.

Theroux’s basket came on her third attempt for the winning points after rebounding a miss by Lori Morris with four seconds.

Northern Arizona’s Julie Hanks had tied the game at 55 with 13 seconds to go.

Theroux led USD (9-11) with 17 points and 12 rebounds.

Hanks led Northern Arizona (8-8) with 19.

THE TRIBUNE

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DEBBIE ON THE DIME — It was clutch time, and Debbie Theroux answered the call with a basket as time ran out to give the University of San Diego Lady Toreras a 57-55 victory over Northern Arizona last night at Flagstaff, Ariz.

Theroux’s basket came on her third attempt for winning points after rebounding a miss by Lori Morris with four seconds on the clock.

The Toreras (9-11) were also led by Theroux, who had 17 points and 12 rebounds.

USD moves over to Tucson to play the University of Arizona tomorrow.

THE TRIBUNE

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Tomorrow night at 7:30, the University of San Diego Toreros (10-7 overall, 1-1 in the WCAC) will face West Coast Athletic Conference foe, the Santa Clara Broncos (14-5 overall, 2-1 in the WCAC after losing 81-64 to St. Mary’s last night) at the USD Sports Center.
7-foot-1 receiver key to Santa Clara’s passing attack

By Bruce Schoenfeld
Staff Writer

Nick Vanos, who plays basketball the way Todd Christensen plays football, has soared among the scoring leaders of the West Coast Athletic Conference this season by catching passes. Some pointmakers produce by driving inside for layups. Others ring up baskets with long jumpers from the baseline. Vanos, Santa Clara’s 7-foot-1 center, loves to post up high with his back to the basket and call for the ball. Point guard Steve Kenilvort plays Jim Plunkett and gets it to him, usually with a looping pass over a smaller opponent. And Vanos nearly always hangs on.

"He’s got exceptionally good hands," said Santa Clara coach Carroll Williams, who brings his club to the USO Sports Center to face the 10-7 Toreros at 7:30 tonight. "And once he gets the ball, he’s got a nice spinning jump shot."

Which is fortuitous, because Vanos isn’t as powerful as a lot of 7-footers. He’s listed at 255 pounds, but if the wiry junior were forced to rely on his power game, Santa Clara wouldn’t be 14-5 with 12 victories in its last 14 games. This is not to deny the excellence of Bronco guard Harold Keeling, fourth in the WCAC with a 16.7-point average, or forward Scott Lamson. But the Toreros have seen hot-shooting guards and persistent small forwards. A 7-footer with a mean turn-around jumper is something new.

"What makes him most effective is that he has an extra-soft touch," said USO coach Jim Brovelli. "He’s a big guy who can score. It’s very, very difficult to deny him the ball, because he’s so big."

Vanos is fifth in the league in scoring with a 16.1 average and second in rebounding with a 9.3 average. He leads the WCAC with 42 blocked shots. He has been named the league’s top player two of the last three weeks.

"We’re basically a share-the-wealth team," said Williams, "but we like to search the post and if something’s there, we’ll go to it."

Something, meaning Vanos, is usually there.

Except Thursday night at St. Mary’s. The Gaels’ Ken Jones held Vanos to eight points and five rebounds to help pull off an 81-68 upset. Coronado started 10 conference games as a freshman last season, including the Toreros’ 79-64 loss at Santa Clara. In that game, Vanos scored 15 points and had seven rebounds; Coronado did not score.

Still, Coronado is confident he’ll be able to handle Vanos tonight.

"We’ve been working on the man-to-man in practice, and that’s what we’ll be playing," said Coronado, averaging 15 points and 1.2 rebounds a game spelling Thompson this season. "I really think that Vanos doesn’t play well facing the basket. I have to get good position on him."

Mike Whitmarsh continues to lead the Toreros with an 18.5-point average and 7.9 rebounds a game — both good for third in the conference.

"But he can’t do it alone; that’s too much of a load to put on his shoulders," said Brovelli.

Anthony Reuss is second in scoring at 11.6, and Mark Bostic is third at 11.1.
USD Becomes Challenger After Beating Santa Clara

By TIM GILLMAN, Times Staff Writer

SAN DIEGO—University of San Diego basketball coach Jim Brovelli stopped short of calling Saturday night's 69-62 West Coast Athletic Conference win over the University of Santa Clara the biggest in the school's history.

"But this is the first time we have been 2-1 in the conference," Brovelli said. "This is a good team."

In USD's first four seasons in the league, it was a weak finisher, with its best showing a tie for fourth place last year in the seven-team league.

In USD's first four seasons in the league, it was a weak finisher, with its best showing a tie for fourth place last year in the seven-team league.

But Saturday night's win over Santa Clara (14-8, 2-2), a preseason favorite and a team that has beaten New Mexico, Ohio State and Pepperdine this season, seems to indicate the Toreros will challenge for the title for the first time since joining Division I for the 1980 season.

San Diego is tied for second place with Pepperdine. St. Mary's is the league leader at 3-0. USD (11-7, 2-1) clung to a 64-62 lead following two free throws by junior guard Mark Bostic with 57 seconds remaining.

On Santa Clara's ensuing possession, guard Harold Keeling was fouled and awarded one-and-one free throws. Keeling, an all-WAC player, missed the shot and forward Anthony Reuss was fouled on the rebound.

Following a Santa Clara timeout, Reuss stepped to the line with 26 seconds remaining.

"Sometimes I watch," said Brovelli, who sat with his head down as Reuss stepped to the line. "Yeah, I prayed."

Said Reuss: "I did it just the way we do it in practice. We work on those kinds of things."

Reuss, a junior forward who finished with 12 points, sank both shots. Santa Clara couldn't score the next time down and USD guard Chris Carr got a fast-break dunk that brought the Sports Center capacity crowd of 2,030 to their feet.

Carr made another free throw before time expired. The lead changed hands many times and the score was tied, 62-62, with 1:32 remaining on a field goal by Michael Norman of Santa Clara. USD was assisted by the play of 6-11 freshman center Scott Thompson who stole the ball in the Santa Clara zone and drove the length of the court for a layup, putting USD up, 37-36.

After that, both teams committed turnovers but neither could score.

Santa Clara had leads of 5-0, 15-10 and 25-18, but they were built upon free throws and its charity opportunities dried up late in the first half. USD was helped by the crowd, the first sellout the school has had since the Pepperdine game a year ago.

"We know we can beat anybody," Reuss said. "Now we just have to prove it on the road."

The Toreros play their next three league games on the road, beginning with play at Loyola-Marymount Friday.
Toreros whip Broncos 69-62

By Bruce Schoenfeld, Staff Writer

Call it the biggest win in the history of the University of San Diego basketball program if you want, but realize that the Toreros have no intention of stopping here.

"I think in previous years, we would just have tried to stay close with a team of this caliber," said senior forward Mike Whitmarsh after USD upset Santa Clara, 69-62, at USD. "But this year, I think everybody knew in the locker room before the game that we could win. This year things are different."

How different? The Toreros, who have not had a winning record in four Division I seasons, have now won 11 of 18 games, one fewer than all of last season.

More important, USD is 2-1 in the West Coast Athletic Conference and sits just a game behind St. Mary's. Pepperdine, the three-time defending WCAC champ, shares second place with the Toreros at 2-1, while highly-regarded Santa Clara (14-6 and 2-2) is back in the pack.

"This game proves that we have a chance to win this league," said Coach Jim Brovelli, with visions of the automatic NCAA tournament bid dancing in his head. "I said before the season that the league would be tight, and I think this proves it."

Certainly, even a close loss would have been a step in the right direction for the burgeoning USD program. And when Santa Clara's Nick Vanos sank a pair of free throws with 10 minutes left to erase a six-point Torero lead and put the Broncos ahead 52-51, the capacity crowd of 2,030 could only consider past history and brace for the blowout.

What they got instead was a looping pass from Whitmarsh to Mark Bostic and a rousing dunk. Moments later, those two got together again for a second dunk.

"I think the first dunk was important because it got the crowd in the game," said Bostic, a junior transfer from Ann Arbor, Mich., via Central Arizona College. "The second was a set play. We had seen that I could sneak behind the zone and get the lob and the pass from Mike Whitmarsh was right on the money."

Vanos led all scorers with 19 points and all rebounders with 13, dominating the ailing Scott Thompson (broken toe), Dave McIver and Mario Coronado, who combined for six points. But the 7-1 junior couldn't do it alone. All-WCAC guard Harold Keeling hit just seven of 18 shots from the field and three of six from the foul line, and the Broncos couldn't find a point guard to get the ball downcourt. "That's been our biggest problem," said coach Carroll Williams.

However, the Broncos were in it until Keeling missed a one-and-one with 27 seconds left and USD up by two. Anthony Reuss, who finished with 12 points and 12 rebounds, then hit two foul shots to clinch the win.

"It's pretty exciting," said Bostic. "They expected a lot out of this class of freshmen and transfers coming in, and we've really come through so far."
Send-off for March on Birth Defects

The 1984 Mothers March on Birth Defects received an intriguing send-off in the form of a party in honor of the 101st birthday of the March of Dimes founder, President Franklin Delano Roosevelt. F.D.R. liked to get the annual March of Dimes campaign rolling by tossing a birthday ball—his birthday is Jan. 31. This year, the march in San Diego has 6,500 volunteer marchers and they are looking for $6,500. The march ends today.

Lois Kolender, wife of Police Chief Bill Kolender, and Linda Duffy, wife of Sheriff John Duffy, presided over an afternoon party at the Balboa, a retirement home where they stuffed 8,000 kits for volunteers. Anita Sgobba, wife of Marshal Michael Sgobba, was on the committee, giving the proceedings a distinctive law-enforcement aura.

The agenda included music from the '40s by the Paul Sims Trio and a show of '40s fashions from Wear It Again Sam, coordinated by Susan Clifton of Hollywood South Productions and aptly modeled by a group including Ashley Gardner of Channel 39.

Among the guests were committee workers such as Ken and Bennie O'Brien, Charlene Doran and Stella Diaz; volunteers such as Alice and Harry Paisin and Fran Ellis; and Al Gabbs, Mary Mueller, Bill Adams, the Robert Swishers and Donna Hughes from the board.

University of San Diego President Art Hughes and his wife, Marge, moved their annual President's Club dinner from its usual location in the James S. Copley Library on campus to the Westgate Hotel downtown. About 200 of the university's key contributors attended, among them the Ernest Hahn, the Josiah Neepers (he was honored for his year as chairman of the group), the Barry Shillitos and Darlene Davies, who was escorted by Father Leo Lanphier.

The USD library has been dismantled to make room for construction of the new enlarged Helen K. and James S. Copley library. If you like dedication ceremonies, USD should be your place this year. They're scheduled for the Fletcher Lecture Room of the law school on Feb. 15, the Douglas F. Manchester Executive Conference Center on Feb. 26, Olin Hall on Oct. 19 and Harmon Hall on Nov. 30.
USD succumbs to Arizona

Guard Karen Smith scored 26 points to lead Arizona to a 69-62 victory over the University of San Diego in a non-conference women's basketball game at The Events Center in Tucson, Ariz., last night.

Mary Standra, a 5-10 junior forward, led USD (9-12) with 18 points. Debbie Theroux added 13 points while Lori Morris had 10.

Jill Bradley led the Toreras in rebounds with seven.

The Wildcats led most of the game and were ahead 29-23 at the half. Arizona outrebounded the shorter Toreras 44-30 and outshot them at the free throw line 15-of-18 to USD's 7-of-16.

Mark Bostic

Double-digit scorer

THE TRIBUNE
JAN 3 1 1984

USD Toreros' Statistics

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**Notes:**
- G: Games
- Min: Minutes played
- FG: Field Goals
- FGP: Field Goal Percentage
- FT: Free Throws
- FTP: Free Throw Percentage
- R: Rebounds
- RPG: Rebounds Per Game
- A: Assists
- PF: Personal Fouls
- ST: Steals
- TO: Turnovers
- BL: Blocks
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MBA glut: Degree no longer job key
800 San Diegans among record U.S. graduating class

By Igor Lobanov

For the 800 San Diegans who will receive a Masters of Business Administration (MBA) degree this year, the outlook may be less-than-rosy.

The sweet-scented world of companies wooing graduates with promises of high salaries and easy entry to corporate management — prevalent only a few years ago — is fading in the harsh glare of economic realities.

The downturn in demand is especially acute for graduates with no prior business experience.

The recent explosive growth in MBA ranks — from 6,000 graduated in 1964 to today’s annual crop of nearly 60,000 (produced by almost 600 schools) — has begun to level off, due to increasing competition and the changing economy. At San Diego area universities, however, the rush for an MBA still seems to be in full swing, although some local academic officials see a slackening in the next year or two.

More important, however, is that industry already sees a day-to-day slowdown in demand.

In the past, statistics and surveys showed that MBA holders — especially those with an undergraduate degree in science or technology — could write their own tickets.

That “ticket” meant a high salary. In fact, according to a survey taken by the University of California at Berkeley in mid-1983, the average salary offered their MBA graduates then exceeded $30,000, with a reported high among the graduating class of $48,000.

What the figures do not show, according to university officials here, is that those MBA graduates likely have more than a graduate degree to offer; many have extensive experience in business and, perhaps even acute skills in a high-demand
In the matter of the MBA/science undergraduate “writing one’s own ticket,” while that may have been true three-to-five years ago, “the market has been correcting for that and the situation is less true today,” according to George Murphy, corporate director of employee relations at Cubic Corp., who believes that the MBA degree has been recently revalued downward. He attributes that partly to the proliferation of schools offering the degree, and to the reservations of some high-tech industry officials about the ability of the MBA holder — even those hailing from the top business schools — “to move into managerial roles, or be willing to earn their way in such roles.” Based on his contacts with other high-tech firms across the nation, Murphy sees far more willingness today for companies to train their own executives. Consequently, a number of Cubic employees are now working to earn Master’s degrees, either in the technical or business area. Beyond that, his firm is more interested in the person who comes in with five-to-ten years experience in business.

Experience a must

“In San Diego, the young MBA graduating out of school faces a tough challenge, for there are not many large companies here who are going to hire that person without any business experience,” says Bill Couey, Oak Industries’ manager of public relations. “We do not have a large corporate staff, so we don’t have an active MBA recruiting program. Our real need is for the degreed engineer.”

The fact is that most San Diego high-tech businesses are small-to-medium in size, and need executives with strong technical backgrounds.

“In our case,” adds Couey, “those few MBAs we do hire — usually as a financial analyst or in an accounting capacity — already have experience with another company.”

That said, does he recommend that a person go for an MBA? “Absolutely. The MBA will keep you up with the competition.”

Bucking the trend — somewhat

At Pacific Bell, the move is to increase the intake of MBAs, as the corporation begins to move away from the long-held position of promoting from within and doing all its own training, to hiring outside “experts,” reports staff public relations manager Nancy Harlow. This influx of new skills, she says, will help the company remain competitive in the deregulated environment following the breakup of AT&T.

“In order to compete, we must hire people who can ‘hit the ground running,’” adds Harlow. However, the PacBell’s management intake programs typically involve individuals with undergraduate degrees in engineering, computers and other technologies, as well as those with advanced training in such areas as marketing and planning. And, says Harlow, prior experience is quite important. “We want people with a strong leadership ability and much of that comes from those with extensive prior business experience.” That means, she explains, that for those with an undergraduate degree, business experience is almost as good a teacher as getting an MBA.

“The principal thing we look for in a prospective employee with an advanced degree is the person’s grade point average (GPA),” says Harlow, although she concedes that a person from Stanford, Harvard or other top business schools most certainly will be looked at regardless of his or her GPA.

Most people working for an MBA in San Diego have an undergraduate degree in a science or engineering field, which reflects the percentage of high-tech industry here. Not surprisingly, their pursuit of advanced training in business has support on the campuses. “An engineer can be an engineer, but with an MBA he or she also can be a manager,” says David Feldman, dean of the School of Business at United States International University (USIU).

Don Carver, dean of the School of Management and Business at National University, believes that engineers make ideal MBA candidates because “they are disciplined as students.”

How valuable is the MBA? Is it like the BA in business used to be — that is, it is a requirement to get hired? “Yes and no,” says Dr. William Barber, associate dean for graduate studies at San Diego State University’s College of Business Administration. “There are still many ways to enter the business world, and many people make their way on their own background, skills and abilities, without formal preparation in business subjects. However, where in the past the BA in business was routine as a requirement for admission to some types of business, that requirement probably is for the MBA today.”

He cited the retail industry as a field where people with a wide variety of undergraduate degrees find work, and no graduate credentials are required.

Where do MBAs find employment? According to The Official Guide to MBA Programs, Admissions and Careers, published by the Graduate Management Admission Council, the areas where positions are available include: accounting, planning/
'We would much prefer to take a person with an undergraduate degree, and no MBA, than to go the other way around'

—George S. Murphy
Cubic

Photo by Joe Klein

forecasting, financial analysis and human resources management, management consulting, management information systems, and marketing (which encompasses products and services, research, sales, advertising and promotion, account executives and research analysts).

The Guide cautions those seeking an MBA to examine carefully the so-called "glamour" industries to determine how one's personal characteristics relate to job market realities. The material cites former "fast tracks" in career opportunities which failed to maintain the image placed on them: Wall Street in the late 1960s, real estate a few years later, marketing in 1976, and the notion in 1977 that quick success lay in becoming a management consultant, investment banker of assistant to a top corporate executive.

Today, according to a survey of 1,300 chief executive officers, the areas of greatest growth through 1985 will be line-management specialties with an immediate impact on profitability, such as general management and marketing/sales, followed by staff functions such as information systems/data processing, research/engineering and personnel.

The Guide also predicts that industries with the most potential growth include services, health care, retail, leisure/entertainment, agriculture and communications.

A recent study of 1,700 executives in 750 large corporations showed that one-third of those queried regard finance/accounting as the specialty most likely to lead to advancement in a managerial career.

The bottom line

How much more a year can a San Diego MBA graduate expect to make? Barber estimates about $2,000 per year, while others in the academic community opt for $4,000 to $5,000. It should be noted, however, that SDSU graduates are, by and large, a bit younger than their counterparts from other area institutions and are more likely to enter the job market without much prior experience in the business field.

The value accorded the MBA certainly is influenced by training relating to industry trends.

The University of San Diego (USD) School of Business Administration, for instance, recently introduced a course in high-tech management which, on the face of it, seems counter to expressed industry needs. But, according to Mario Picconi, director of MBA programs at USD, when employers in the high-tech community were asked what they want students to learn, they responded, "Give them the traditional disciplines of finance, marketing and basic skills in writing and accounting so they can deal with those functions in the firm they join. What we really want are people who have the flexibility to absorb, so we don't have to worry about individuals who are inarticulate — verbally or quantitatively — or don't know about the computer in a general way. Do a good job with the basics and we will teach them the uniqueness of our business.'

Still, the school developed a course in managing high-tech organizations — from a people point of view. The premise was that an organization may have talented professionals who are geared heavily to engineering and computer science, but they lack interaction skills.

Another strong emphasis at USD is on international business, with an entire curriculum devoted to the subject. According to Picconi, the national accreditation organization for business schools has indicated that universities should increase emphasis in the international area — not just with parts of courses, but entire courses in the subject. "We are facing a new dimension," he observes.

USIU, by its very name, heralds a stress on international commerce and, says Feldman, the heavy focus long has been on political economy. "We don't separate politics and economics."

He cites the problems encountered by Yamaha Corp. when it tried to sell its motorcycles in the United States as a case in point. "They built the best motorcycle at the cheapest price, came to the United States and did heavy advertising. They were hit with a 49 percent tariff. Honda, on the other hand, built a plant in the United States and is now doing quite well. You have to see the whole world as a mixture of politics and economics."

Among the new courses at USIU is one on production management. "We have realized that while figures and finance are fine, we must produce products — and that we have fallen behind in how we teach people to build a good product, build it well and over time." For this, people must have hands-on experience, he declares.

"The future (in business) will be very heavy, not only on marketing but also — as the Japanese have shown — on turning out a quality product at a good price and knowing how to sell and deliver that product anywhere in the world."

National University's Carver sees a tendency among business administration schools to move more toward industry — reversing what he believes was the direction in recent years.

Carver discounts what he calls industry rumblings that "We (industry) don't want people trained only quantitatively," and that each person can run his own firm.
It is very much an employer's market in San Diego, says Ruiz, and the competition is tough. So tough, in fact, that those coming out of school with an MBA should have related experience. For example, it is virtually impossible for the person with a degree to get a job as an analyst programmer, he says. His company wants a person who has gained a year or two of experience elsewhere, so the beginner must simply "dig in and get a (job) someplace to get that experience."

More selective
Overall demand for MBAs is lessening and, what demand there is in specific areas such as the Big Eight accounting firms. In short, he says, the MBA is helpful but may be not relevant for the type of positions available.

At San Diego Trust and Savings Bank, the only management training program is for those with a BBA. And even a person without a degree can apply, for all that is required is a series of core courses or comparable experience.

Certainly, the MBA graduate will have had the courses, but that is not the only hiring factor. The right-out-of-school MBA, with no business experience, might be competing with an in-house applicant without an advanced degree, or even no degree, but with experience.

San Diego Trust personnel manager John Nersesian explains that, while the bank has not cut back its hiring, the process is more selective now, so that those chosen for the management program "are placed properly and don't end up frustrated or leave to go someplace else." Having an MBA does not necessarily give the person a "leg up" to get into the program, he says, because "you may get a person with an academic background who is not very good with people skills. Most jobs in the bank are either branch-related or corporate-related and people skills are just as important as other work experience. It's a people business."

The student studying straight through college to earn an MBA is at a definite disadvantage, especially if he or she has never worked, says Nersesian. He cites an employee who had worked his way through college with a job in the finance area, had a high GPA, and was a gregarious and outgoing person. "Overall, such an individual would be better able to sell himself (as the best one for the job) over the person with only a degree. There is a lot to be said for where the person is coming from. I don't think our outlook toward MBAs has changed that much. We look for good people who will stay around awhile, give them plenty of room to run and develop, which is just as important as the educational part. That is, having it (the MBA) would not hold anyone back from advancing in the institution (bank)."

He cites the case of an MBA graduate from an Eastern university who entered the management training program and had to compete against those straight out of college with a Bachelor's in Finance and with those who had no degree. "He was evaluated on the same criteria as they were and had just as tough a time."

The harsh reality is that the MBA today needs more than coursework for an entry to business.

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"Where in the past the BA in business was routine... that requirement probably is for the MBA today"

—Dr. William Barker
SDSU

Photo by Joe Klein
OPEN HOUSE

The University of San Diego’s
Philip Y. Hahn School of Nursing will hold an open house for registered nurses Thursday from 4:30 p.m. to 7 p.m. Call Santa Carol Houggard at 293-4578.

SAN DIEGO UNION

JAN 2 2 1984

Founders Gallery, University of San Diego. Weekdays, noon to 5 p.m.

S.D. BUSINESS JOURNAL

JAN 2 3 1984

Michael J. Kearney has been appointed director of planned giving for the University of San Diego.

DAILY TRANSCRIPT

JAN 2 4 1984

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Former La Mesan Ed Meese’s designation as the next U.S. attorney general brought a flood of inquiries into his background at USD, where he founded the Center for Criminal Justice and is still retained on the faculty. “I wish he wouldn’t have done this on a Monday,” sighed Sara Finn, USD’s spokeswoman.

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