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University of San Diego

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Dally Transcript
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MAR 1 1985

Allen's P. B. Est. 1888

USD Founders Gallery currently features "Horsefeathers," an American Indian satire, by Bill Van Flores.
San Diego, CA
(San Diego Co.)
Evening Tribune
(Cir. D. 127,454)

MAR 1 1985

Allen's P. C. B Est. 1888

USO Symphony Orchestra — Hosts concert with pieces from USD faculty and Rev. Nicolas Revillers, to benefit Anne Swanke Music Scholarship Fund. 4 p.m. March 3, Camino Theater, USD.
MALIBU — After searching and struggling and probably even wondering if they'd ever reach some sort of peak during the college basketball season, the USD Toreros might have saved their best for last night. They just didn't have much to show for it afterward.

The Toreros were beaten 77-54 by Pepperdine here in front of a vocal 2,648 fans at the Firestone Fieldhouse. And if the score indicated a close one, consider the fact that USD possessed a one-point lead with 53 seconds remaining. And the ball.

"It hurts to lose a game like this," said junior forward James Knight. "You keep telling yourself, 'If I could have made this shot or made this play maybe we would have won.' But I don't know. We still played well. If there's such a thing as a moral victory, right now it doesn't feel as good as the real thing — that's for sure."

But even Knight had to admit that this was probably the Toreros' best all-around effort to date. Aside from the loss itself, about the only other disappointing afterthought was that they needed 28 games to get to the point.

So, it was really no reason to be discouraged. This was a USD team that had sputtered badly out of the gate and was essentially out of the West Coast Athletic Conference race soon after it got going. Starting off at 1-4 wasn't exactly a confidence builder.

Coming into last night's action, however, USD had put away four of its last five opponents — including a big win over Santa Clara two weeks ago. The Toreros had gotten back to .500 in conference play and, despite their loss to the Waves, can still pull even with a season-ending win next Thursday at home against Loyola Marymount.

"I guess we've known for some time now that we didn't have any chance for post-season play," added Knight. "When that happens you just have to go out and prove things to yourself. You have to prove that you're not that bad a team. Everybody's been sort of playing on pride."

If anything, the Toreros earned some respect from Pepperdine. And the Waves are no slouch by any means. All their latest victory did was improve their conference record to 10-1, 22-8 overall, and clinched them the conference title and an automatic berth in the upcoming NCAA tournament.

A team that USD coach Hank Egan called perhaps the best on the West Coast, an all-underclassmen starting five that many felt was a year away from serious contention, will close out its regular season tomorrow against Loyola. It'll have all next week off before the pairings are drawn.

"They were very well prepared, very well coached," said Pepperdine coach Jim Harrick of the Toreros. "Being out of it and coming in and playing with that much intensity is a credit to Coach Egan and the entire program.

What USD did was turn things into a half-court affair. The Toreros played a tough zone defense most of the way, worked for high percentage shots down at the offensive end and, more importantly, kept a much-faster Pepperdine team from getting into its running game.

The Waves had come in with four of its starting five among the conference's top 18 scorers and were leading the WCAC with 76 points a game.

So, little wonder Harrick was concerned with his team down 54-53 with less than a minute remaining. But just when it appeared that the Toreros might pull off an upset, Wave guard Dwayne Polee stole the ball near midcourt from Chris Carr and went in for the go-ahead layup with 18 seconds left.

USD's last chance was subsequently ruined when Polee stripped the ball from Carr as the Toreros' senior guard attempted to pull up for a 15-foot jumper. Eric White picked up the loose ball, was fouled with four seconds showing, and sank two free throws to clinch it.
Harshman receives going-away ‘present’ from the Huskies

West Coast standings

The University of Washington couldn’t have given longtime coach Mike Harshman a better going-away present.

Two free throws by Clay Dimon and one by Detlef Schrempf in the final 10 seconds gave the Huskies a
60-58 Pac-10 Conference basketball victory over the 19th-ranked.

Arizona’s Wildcats on Thursday night. The game left both teams 20-
10 overall and tied for second at 11-5 in the Pac-10, one game behind
Southern California with two games left for all.

Washington’s victory before
8,749 spectators in Hec Edmundson
Pavilion came in Harshman’s final
home game.

Harshman, 67, the winningest active
coach in the NCAA Division I
college basketball ranks, is retiring at
the end of the season after 40
seasons as a head coach. He has
guided the Huskies for the past 14
seasons.

Schrempf had game highs of 17
points and 12 rebounds. Eddie
Edwards scored the Wildcats with 16
points.

In Eugene, Ore., California (12-
13, 11-1) endured one of its worst
games, a 76-53 loss to Oregon (14-
14, 7-8).

Ducks center Blair Pasmussen
dominated the Bears with a game-
high 23 points and 13 rebounds as
Oregon led all the way after taking
a 12-2 lead.

Cal narrowed its deficit to 50-43
with seven minutes to play behind
the perimeter shooting of senior
guard Jeff Thilgen, who finished
with a season-high 12 points, all in
the second half. But the Ducks out-
scored the Bears, 20-10, the rest of
the way, and cleared their bench
with two minutes to play.

In the West Coast Athletic Con-
ference, Pepperdine (22-8, 10-1)
clinched its fourth conference title
in the past five seasons with a 57-54
victory over University of San
Diego (15-10, 5-6) in Malibu.

Junior guard Dwayne Polee
made a steal and scored a basket
with 48 seconds to play to clinch
Pepperdine’s 16th victory in its
past 18 games. Jon Korfass led a
balanced Pepperdine attack with a
game-high 14 points.

In the Pacific Coast Athletic As-
sociation, second-place Fresno
State (20-6, 15-2) held off host UC
Santa Barbara (11-15, 7-10), 64-60,
led by Mitch Arnold’s 12 points.
Arnold’s basket with 1.21 left ac-
counted for the game’s final points.

In Long Beach, Vince Washington
scored 24 points to lead Utah
State (16-10, 9-8) to an 81-69 victory
over Long Beach State (4-22, 2-16).
Joseph Colombo, assistant professor of theology at the University of San Diego, will discuss the draft of the U.S. Catholic bishops' proposed pastoral letter on the U.S. economy at 7:30 p.m. Monday at the Manchester Conference Center at USD.
The Rev. Jack E. Lindquist, professor in the religious studies department at the University of San Diego, will conduct Lenten Bible study sessions at 9:15 a.m. Sundays, tomorrow through the end of Lent, at Bethlehem Lutheran Church, 925 Balour Drive, Encinitas.
Bethlehem Lutheran

Beginning Sunday, March 3 at 9:15 a.m. and continuing through the Lenten season, Bethlehem Lutheran Church of Encinitas will be hosting a bible study series presented by the Rev. Jack Lindquist entitled “The Divine/Human Drama.”

Rev. Lindquist teaches full-time at the University of San Diego. He is an assistant professor in the Department of Religious Studies whose courses include “New Testament” and “Church History.”

The community is invited to attend this study series. Bethlehem Lutheran Church is located at 925 Balour Drive, Encinitas. Services are at 8 a.m. and 10:45 a.m. with Sunday School and the Adult Forum Hour at 9:15 a.m.
Oak nearing target of solvency plan

Financially troubled Oak Industries Inc. has announced that holders of 65 percent of $750 million in bonds have agreed to an exchange offer designed to lower the company's debt and help it remain solvent.

The Rancho Bernardo-base firm also announced extension of the offer to March 12, 1985. The plan had been set to expire last Thursday.

The company said it will face the prospect of bankruptcy if 70 percent of the bondholders do not agree to the exchange. Even if that happens, Oak said, it will need another $10 million in financing to meet its 1985 cash-flow needs.

Under the exchange offer, announced Feb. 7, bondholders can trade their notes for a combination of new bonds, common stock and warrants to buy common stock. Oak will be able to make payments on the new bonds in common stock or a combination of stock and cash.

If holders of all bonds agree to the exchange, the company said it will save $74 million in interest payments on the old notes.

Oak also announced that:

1) It has paid the interest due Feb. 1 on 18.5 percent bonds - which fall under the exchange offer - and will make the payment on unaccepted 18.5 percent bonds after the offer expires.

2) Minco Mining and Smelting Co. will increase its stake in the Oak/Minco joint-venture partnership from 20 percent to 49.9 percent. Minco Mining had the option to increase its holdings, according to the original joint-venture agreement. Located in Bisbee, Ariz., Minco Mining manufactures copper foil used in laminates for printed circuit boards.

3) An agreement has been reached between Oak and Rusal Electronics to end their Rusal/Oak joint venture. The joint venture, formed in 1982 to sell cable-television equipment in Europe, had sales of about $1 million in 1984. However, Oak said last week the operation "does not appear to have a reasonable chance to become profitable in the near future."

Oak, a diversified electronics, communications and manufacturing company, lost $181.5 million between January 1983 and Sept. 30, 1984. It expects more than $80 million in additional losses for 1984.

Auto center nears completion

Construction should be finished in about two weeks on the San Marcos Auto Care Center, a 12-unit development for auto-repair businesses on the corner of Pawsnes Street and Grand Avenue.

The project totals 14,850 square feet, with unit sizes ranging from 1,100 to 4,650 square feet, David Koep said. Koep is assistant marketing manager for The Parker Deutsch Co. of Santa Ana, the developer. The project is situated on about an acre, he said.

"It's kind of like a new era in auto care," Koep said of the center. "It gives the mom-and-pop-type auto store and the chain stores a place to congregate together.

"The customer can come to the San Marcos Auto Care Center and his needs will all be taken care of."

Each unit has a reception/office area and a 35-by-26-foot service bay. Parker Deutsch is acting as general contractor on the project and will finish the office interiors for tenants who lease more than 2,000 square feet, Koep said.

About 40 percent of the project is leased, Koep said, but he declined to name the tenants.

The San Marcos Auto Care Center features a Spanish design, with white-stucco walls and reds of tile.

Random notes

1) A seminar on purchasing and inventory control will be presented from 1-4:30 p.m. Thursday at the San Diego campus of National University, 909 Camino del Rio North.

2) Sponsored by the Small Business Administration and the Service Corps of Retired Executives, the seminar is aimed at small business owners and owners-to-be. It will discuss techniques of buying the right merchandise at the right price and in quantities that will allow for a profitable return on investment.

The registration fee is $15. For information or advance registration, phone 265-8890.

3) Three business seminars will be offered this month by the continuing education department at the University of San Diego.

One seminar will run from 7-10:45 a.m. at the Manchester Executive Conference Center on the USD campus in Alcala Park.

Another will be offered from 9 a.m. to 12:45 p.m. every other Thursday.

3) The seminar on March 15 will examine cost analysis and management techniques.

One seminar on March 22 will examine personnel and business strategies used by successful managers.

The cost of each seminar is $15, including a light breakfast. For information or registration, phone Kathy Hawes at 265-6520.

The San Diego Board of Realtors will present a five-day seminar March 11-15 for new real estate licensees and people returning to the profession. The classes will be held from 8 a.m. to 12:45 p.m. each day at the board's office, 2231 Camino del Rio South, San Diego.

It will cover the various techniques of listing and selling property, as well as methods of self-improvement through goal setting and time management.

The instructor will be Jeff Layng, a veteran of 18 years in real estate and the author of "The Note and Books of Listing and Selling Real Estate."

The cost of the seminar is $975 for members of the board of Realtors, $90 for non-members. For information or reservations, phone the board at 291-9714.

A five-day course titled "Auditing in the Computer Environment" will be presented March 11-15 at the Bahia Hotel, 800 W. Mission Bay Drive, San Diego. The course will be held from 8 a.m. to 5 p.m. each day.

The seminar will examine electronic data processing auditing, including applications controls, how to test computerized systems and the impact of computerization on the auditing process.

Co-sponsors are the San Diego office of the Cooper & Lybrand accounting firm and the San Diego chapter of the EDP Auditors Association.

The cost is $795 for association members and $860 for non-members. Pre-registration is required. Phone Cooper & Lybrand at 232-7000 for more information.

Shoptalk

By Michael Schaefer*/A Business Writer

Two weeks on the San Marcos Auto Care Center, a 12-unit development for auto-repair businesses on the corner of Pawsnes Street and Grand Avenue.

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USD’s Reuss would opt for more wins

By Michael Canepa
Tribune Sportswriter

Somehow, you had to figure Anthony Reuss’ response. When USD’s star forward was asked if making the All-West Coast Athletic Conference basketball team made up for his team’s sub-par performance in league play, the 6-7 senior didn’t hesitate for an answer.

“Well, if I had my choice,” Reuss said last night, “I think you know which way I would go.”

Obviously, Reuss didn’t have a say. The defending conference champs are 5-8 in conference play entering Thursday night’s season finale at home against Loyola Marymount, were eliminated long ago from WCAC title contention and are therefore unable to make a repeat appearance in the NCAA tournament.

But he still accepted the honor graciously. “It’s always good to be chosen to something like that,” Reuss added. “Even though we didn’t win league, it’s some kind of a consolation. It helps some, but I wish we could have won a few more games.”

Yesterday’s announcement of the 1984-85 All-WCAC selections was the second straight for Reuss. A year ago, the former Christian High standout was joined by USD teammate Mike Whitmarsh. This time, he was honored with Torero sophomore center Scott Thompson.

Also named to the 10-man team (there is no second team) were: Dwayne Polee, Anthony Frederick and Eric White of conference-titlist Pepperdine; Harold Keeling and Nick Vanos of Santa Clara; Eric Cooks and David Cooke of St. Mary’s; and Keith Smith of Loyola Marymount. Reuss, Vanos, Keeling and Smith were all repeat selections.

Polee, the Waves’ junior guard who averages 16.1 points a game, was chosen as the conference’s MVP. Pepperdine coach Jim Harrick was selected as Coach of the Year and his center, Levy Middlebrooks, earned Freshman of the Year honors. Thompson earned that same award last season.

Reuss and Thompson come into Thursday’s game 1-2 in team scoring, averaging 12.2 and 11.1 points a game, respectively. They switch places on the rebounding chart, with 6-11 Thompson holding a 6.6 to 6.5 advantage.

But Reuss has been the catalyst all along. The Toreros’ only four-year letterman, he was asked to assume the team leader role as well as serve as a bridge between the old players left over by the departed Jim Brovell and the new people brought in under new coach Hank Egan.

“Overall, I guess I’m fairly pleased with my performance,” said Reuss, a political science major who will graduate on time with his class in May. “From a statistical standpoint, I think I could have done a little better. But the area I was asked to help out most was in leadership. In that respect, I can’t really complain.”
There are a few good reasons for USD's bad encore

By Michael E. Enka
Tribune Sportswriter

It all started with incredibly high expectations and...
ENCINITAS — On Sundays through the Lenten season, Bethlehem Lutheran Church of Encinitas will be hosting a Bible study series presented by the Rev. Jack Lindquist entitled "The Divine/Human Drama."

Rev. Lindquist teaches full-time at the University of San Diego. He is an assistant professor in the department of Religious Studies whose courses include "New Testament" and "Church History."

Rev. Lindquist has led several study-tours through the lands of the New Testament, as well as of the Reformation Era, and remains very active in ecumenical affairs, chairing both the Ecumenical Relations Committee of the Ecumenical Conference and the Inter-Religious Committee for the San Diego Region of the National Conference of Christians and Jews.

The community is invited to attend this study series. Bethlehem Lutheran Church is located at 925 Balour Drive, Encinitas. Services are at 8 a.m. and 10:45 p.m. with Sunday school and the adult forum hour at 9:15 p.m.
Mexico clarifies ways and means

By Jim Lauter

Dr. Paul Lauter, director of the Institute for Regional Studies of the California (IRSC) at San Diego State University, described the objectives and functions of the institute, a forum for business, private sector, academic or governmental agencies from both sides of the border. Specific areas under evaluation include water and land use, energy, economic development, and education. Dr. Norris Clement, IRSC associate director, said he is in the process of preparing a comprehensive twin-plant guide. IRSC offices are located at 6305 Alvarado near the SDSU campus, telephone (619) 265-5423.

Lita Gaito Tenela, director of economic and business development in the Office of Economic Development of the State of Baja California, was the sole official representative of the State of Baja California to attend. Lita Tenela outlined the official attitude of his state as one of seeking means to improve bilateral relations of concern for reciprocity of identification of specific problem areas. He agreed that there must be more reciprocity, for example in trucking, but pointed out that this problem was not just governmental in that it involved a very powerful Mexican union, CIG, which opposes foreign truckers in Mexico.

Mr. Turner pointed that closer coordination of border personnel was needed. Concerning magnitudes, Tenela said that it was now permissible for twin-plants to distribute 20 percent of their products to the domestic Mexican market. He concluded by observing that there was an awareness in Mexico City for a greater degree of decentralization of decision making.

The highlight of the afternoon session was an address by Dr. Jorge A. Vargas, director of the Mexico-U.S. Law Institute at the University of San Diego. Vargas is a visiting professor at SDSU. He observed that there was no real mechanism set up to permit bilateral discussions of problems such as the recent border crossing slowdown as they arose. He mentioned the problems of undocumented workers, of tuna fishing and other "very delicate questions," that would benefit by being discussed objectively in an open forum, in a friendly, civilized environment.

Vargas recounted the historical antecedents of Mexican fears of foreign control of basic industries, transportation and communications. In the late 19th and early 20th centuries, most of Mexico's natural resources, oil, mines and railroads were owned by British, American and French concerns who, for the most part, did not administer them to the benefit of the Mexican nation, expatriating most of the profits realized. These foreign-owned properties eventually were expropriated, and when the miners and railroadmen in 1913, with President Lazaro Cardenas taking over the mines and railroads, the laws were later enacted requiring at least 51 percent Mexican ownership of any foreign enterprise, with few exceptions permitted.

Home away from home—Tijuana's Fiesta Americana Tijuana Hotel opens on March 28, providing and accommodating accommodations for tourists.

Recent developments in the twin-plant business are now permit 100 percent foreign ownership in certain specific cases. Under the guidelines of the National Commission of Foreign Investment, certain areas of investment are considered to be in the national interest, including the manufacture of agricultural machinery, textile and plastic industry machinery, electric generators and turbines, computers and electronic components, pharmaceutical products, chemicals, medical equipment and hotel construction. Each request is analyzed individually on a case-by-case basis.

A recent decision of note by the commission was the rejection of HM's request for a 10 percent operation, reportedly because Dewlin-Packard and Apple both had "3149" Mexican controlled corporations producing similar products, and HM would only be competing with these firms, in addition to the existing domestic producers, and thus not contributing to the national interests.

Competitiveness and diversity of choice by the consumer are not major factors in the list of socioeconomic criteria considered by the commission in its decision-making process. Factors that are considered include: creation of permanent jobs; decentralization of production; increase in exports; transfer of technology; and any other factors that would contribute to the goals of the National Development Plan of 1963-88, which do not displace domestic investment.

Vargas concluded with a comment on a wide-reaching survey of coastal areas and islands currently being undertaken by the Mexican government in order to identify areas for development of marinas, hotels, and resorts, with a strong possibility of concessions being granted to foreign investors for the development of certain Mexican islands. In a lively exchange of opinions from the floor during the morning session, one conferee rose to make the point that "the philosophical background of the U.S.-Mexican situation must be considered if we are to understand "their attitudes" and reactions which otherwise might defy conventional logic." Tom Moore, a San Diego manufacturer of electronic components, went on to say: "We have to learn to roll with the punches and survive; we can either be practical or we can be ideological." The implication that being "ideological" is not practical from a business viewpoint.

While politics perse were not scheduled as a topic of discussion, several references were made by various speakers and attenders of the effect of the PRI and PAN rivalry, especially in the border area. Barney Thompson, a recognized authority on Mexican politics, and publisher of the respected Mexican News, commented that several state gubernatorial elections being held in July, in addition to some key city elections, may be crucial in that they could determine the fate of the PAN party, and while he did not say it in so many words, the implication was that the outcome of these elections could determine whether Mexico was ready to accept a "true multi-party political system. The PRI has not lost a state gubernatorial election in any state it was founded in 1929."
David Boies, attorney for CBS in the Westmoreland case, joins a USD Law School and City Club conference on the "Press, Libel & American Freedom" at the Hilton April 27. Also speaking will be New York Times columnist Tony Lewis, and constitutional authorities on the press and libel Dr. Marc Franklin of Stanford Law School and Dr. Frederick Schauer of the University of Michigan Law School.
Church/State Separation Report at USD

Dr. Robert Maddox, Executive Director of Americans United for Separation of Church and State, will speak at the University of San Diego Manchester Center, on Monday, February 25, at 7:30 PM. An author, Southern Baptist minister, and religious activist, Dr. Maddox provides unique insight into the current controversies involving religion and politics. For more information, call 233-8473.
Meese returns $75,000 check for legal bills sent by San Diego lawyer

Meese, who served as counsel to the president during Reagan's first term, rolled up more than $720,000 in legal expenses during his 13-month battle to win Senate confirmation as attorney general.

Schaefer, who refused in an interview last month to confirm that he had sent the check, acknowledged it yesterday after being told of Chapman's comments. He said that although he had written the check, he had intended to get most of the money back.

"I have 75 people that I work with that were ready to spring for $1,000 each," Schaefer said.

Schaefer said he sent the check directly to Meese, unsolicited, along with a letter offering to help him with his legal expenses and explaining the plan to raise the funds from associates.

Meese returned the money "with a very gracious letter," Schaefer said. He declined to reveal the contents of Meese's letter.

Reagan nominated Meese to be attorney general in January 1984, but confirmation was held up while a court-appointed independent counsel investigated a variety of allegations involving Meese's financial affairs.

Among the matters investigated was Meese's receipt of loans from several people who later obtained federal jobs.

The independent counsel said in September that his five-month investigation had cleared Meese of criminal wrongdoing, and Meese finally won Senate confirmation Feb. 23 on a 65-34 vote.

Meese's lawyers, Leonard Garment of Washington, D.C., and E. Robert Wallach of San Francisco, have submitted their bills to the government for payment, but it is not known exactly how much the government will pay.

Amendments enacted in 1983 to the Ethics in Government Act provide for taxpayer payment of legal expenses of federal officials who are investigated under the act but subsequently not charged.

Meese told the Senate Judiciary Committee in January that Garment and Wallach will consider whatever amount of legal expenses is awarded to be payment in full, meaning Meese will owe nothing.

Schaefer, a landlord, former member of the San Diego City Council and unsuccessful candidate in frequent subsequent campaigns, said yesterday he sent Meese the check because it was "an ideal opportunity for somebody to indicate that the private sector would like to take care of Meese's legal expenses."

"My interest was to have it handled by the private sector rather than by the U.S. Treasury," he said.

"I'm financially independent. I like to help people I like, causes I like." In the earlier interview, on Feb. 14, Schaefer alluded to his own past legal expenses soared.

Please see MEASE, A-14
*Meese*

scrapes with authorities, in particular the indictment of him and other members of the 1967 City Council on charges of conspiracy and bribery in the so-called Yellow Cab scandal. Schaefer and the others were ultimately acquitted or had their cases dismissed.

He said his legal expenses then exceeded $10,000, while council members at the time were paid just $5,000 a year.

Schaefer described himself as a "soft touch" for public officials— even those he may not support politically—who find themselves in legal difficulty and facing huge expenses for attorneys.

While not acknowledging at that time that he had sent any money to Meese, Schaefer said,

"I want no favors. I'm not looking for any federal jobs. I have no cases pending before the federal government."

He said he had also contributed $100 or $200 to Mayor Hedgecock's legal defense fund and had donated to many other individuals and causes.

"I'm a soft touch for any cause that comes along like that," Schaefer said.

He said Meese, a former La Mesa resident and law professor at the University of San Diego, "has been nice to me" over the years. "I'd like to do something to help Ed Meese," he said.
Lucas will face trial in multiple slayings

By Ann Krueger
Tribune Staff Writer

David Allen Lucas today was ordered to stand trial in Superior Court for the murders of a University of San Diego woman, a 3-year-old Lakeside girl and her babysitter and the attempted murder of a Seattle woman.

Municipal Court Judge Wayne L. Peterson also ordered Lucas to continue being held without bail and set a March 22 date for further proceedings.

Peterson found special circumstances of multiple murders, and found that the slaying of University of San Diego student Anne Catherine Swanke took place during a kidnapping.

If convicted under a finding of special circumstances, Lucas could be sentenced to death.

At the conclusion of a preliminary hearing today, Peterson held Lucas to answer for the June kidnapping and attempted murder of Jody Santiago of Seattle, and the October murders of Amber Fisher, 3, and 24-year-old Rhonda Strang, who was babysitting Fisher.

Lucas also was held to answer for the kidnap and murder of Swanke, who was last seen alive Nov. 20 in La Mesa.

Deputy District Attorney Daniel Williams told Peterson that Lucas had scratches on his face shortly after the disappearance of Swanke. Frank Clark, Lucas' partner at a carpet cleaning company, testified that Lucas had "bad scratches on the left side of his face" when he returned to work on Nov. 23.

Williams said Santiago had unusual choke marks on her neck that matched a chain found at Lucas' house.
Attorney, Judge Honored At Dinner

The USD School of Law Alumni Association will honor U.S. Attorney Peter Nunez and North County Superior Court Judge Gilbert Nares. The Distinguished Alumni Awards Dinner will be held at the Kona Kai Club on March 8 with cocktails beginning at 6:30 p.m.
Toreros close their season on sour note

By Michael Canepa
Tribune Sportswriter

To begin with, it wasn't exactly how USD's Anthony Reuss would have liked to close out his college basketball career anyway. There was no conference crown on line, no NCAA tournament bid at stake.

In this particular case, however, Reuss gladly would have settled for a simple win over lowly Loyola Marymount. And considering the fact that the Lions came into the regular season finale tied for last place in the West Coast Athletic Conference standings, the task appeared well within reach.

But the Toreros fell short. Again. Last week, it was a bitterly disappointing 57-54 loss to league champ Pepperdine. Last night, the score was 66-64 in favor of Loyola.

"It's a little hollow ... there's definitely some sadness there," Reuss said after the Lions held off a late Torero rally in front of 1,244 fans at the USD Sports Center. "But I can think of all the good times I spent here. I spent the last four years in this gym.

"So right now, sure, I'm a little sad. Who wouldn't be? You always want to go out with a win. But I'm sure tomorrow there will be a smile on my face."

In truth, Reuss has little reason to be discouraged. The 6-7 forward came

Please see TOREROS, E-7
ON CATHOLIC THOUGHT, ECONOMY

Pastoral letter rapped for omitting Jesus

By Robert Di Veroli
Tribune Religion Writer

A critic of the letter on the U.S. economy issued by a 31-member self-constituted committee of Roman Catholic laymen says the letter purports to be Christian, but never mentions Jesus Christ.

The letter speaks of "co-creation," meaning that God gave men and women stewardship of the world for their earthly needs, but that's about the sum of the letter's theology, says Joseph Colombo, associate professor of theology at the University of San Diego.

"I find it amazing that in a document allegedly dealing with Catholic social thought Jesus of Nazareth is not mentioned once," Colombo, who discussed the letter this week in a USD lecture, said in an interview.

"Although you have lengthy and highly significant quotations from John Adams, Thomas Jefferson, Alexis de Tocqueville, Adam Smith, John Stuart Mill, etc., not once does the notion that Christianity has something to do with Jesus of Nazareth enter in."

The letter, "Towards the Future: Catholic Social Thought and the U.S. Economy," was issued as an advance response to the first draft of American bishops' proposed pastoral letter on the U.S. economy released after November's general elections. The lay letter's principal authors were Michael Novak of the American Enterprise Institute, and former Treasury Secretary William E. Simon.

The bishop's draft, "Catholic Social Teaching and the U.S. Economy," complimented capitalism for its accomplishments, but generally recommended government solutions to the problem of poverty. The lay letter acknowledged the role of government, but endorsed a free-market economy as the best way to lift the poor out of poverty.

Colombo said that in contrast to the bishops' draft, the lay letter is weak on the issue of what it means to be a Christian in the economic sphere — a specific application of the New Testament call to Christians to be disciples of Christ and champion the cause of the poor and oppressed.

The bishops' draft also speaks of co-creation, but clearly delineates the Catholic's obligation to imitate Jesus in standing up for the poor.

The only significant New Testament quotations cited in the lay letter are those of the talents and of the wise and foolish virgins, parables that Novak "has lifted horribly out of context into illustrations of bourgeois thrift," Colombo said.

Colombo said the parables are actually meant as a warning to Jesus' followers "to be ready for the advent of God's kingdom at any given time."

"I would say the lay letter operates with a theology which is nothing more than warmed-over deism, a God who is a co-creator and that's it," Colombo said.

"I might be wrong, but I thought Jesus of Nazareth had something to do with Christianity in general and Catholicism in particular... If I find a letter that seeks to articulate the principles by which we approach concrete matters and it makes no reference, or any significant reference to Jesus of Nazareth, then I'm rendered a little bit skeptical," he said.

Colombo said the reason could be that Alexander Haig, Claire Boothe Luce, J. Peter Grace and other members of the lay committee "don't have much theological expertise, or they have as much theological expertise as the bishops have economic expertise."

Colombo said the reason could be that Alexander Haig, Claire Boothe Luce, J. Peter Grace and other members of the lay committee "don't have much theological expertise, or they have as much theological expertise as the bishops have economic expertise."

Colombo, who said he did not feel competent to judge the nuts-and-bolts recommendations made by either document, said he found the lay letter "difficult and elusive," guilty of "rhetorical excess, if not doublespeak" and "flag-waving."

Colombo said it is also often unclear about such basic notions as "capitalism" and "profit."

"After a while you begin to wonder whether 'Toward the Future' has looked closely enough at the language it's using when it comes to specifying a system as capitalist," Colombo said.

He said one of the letter's worst passages is one that says a free-market system is ultimately no regarder of race, creed, color, ethnicity or sex. The operative word, Colombo said, is "ultimately."

He said one good thing that could come out of both documents is that more Catholics will begin thinking about the economy and how it works. "Probably nothing affects us more on a day-to-day basis than the economy," Colombo said.
Trial ordered for Lucas

David Allen Lucas has been ordered to stand trial in Superior Court for the kidnap and murder of a University of San Diego student, a 3-year-old Lakeside girl and her babysitter and the kidnaping and attempted murder of a Seattle woman.

A March 22 date was set for further proceedings in Superior Court.

Municipal Court Judge Wayne L. Peterson found special circumstances of multiple murders, and found that the slaying of University of San Diego student Anne Catherine Swanke took place during a kidnaping.

If convicted under a finding of special circumstances, Lucas could be sentenced to death.

Lucas was held to answer for Swanke's murder in November, the June kidnaping and attempted murder of Jody Santiago of Seattle, and the October murder of Amber Fisher, 3, and 24-year-old Rhonda Strang, who was babysitting Fisher.
University of San Diego is showing an art exhibit of "Horsefeathers," an American Indian satire, by Bill Flores, in the Founders Gallery, Founders Hall. Gallery hours are noon to 5 pm, weekdays. Call 260-4600, ext 4261. E9.
WAVES ROLL— Chad Kreuter went 2-for-4 and accounted for his team’s only run batted in as the Pepperdine Waves nipped the USD Torero baseball team 4-2 yesterday at Alcala Park.
The Toreros’ Paul Vanstone had a hit and accounted for his team’s only RBI.
IT'S A MASSACRE — Use to
come out on the short end this
season, the USD women's softball
team received a thorough
pasting yesterday at the hands of
Cal State Dominguez Hills (8-4).
The scores were 11-0 and 10-0 in
games at USD.
USD (0-4) made eight errors
during the day.
Jim Deaver, Jr. of Escondido has been named harvesting manager for Cal Flavor, a packer of avocados and other produce products.

Deaver, a former semipro baseball player, holds a degree in business administration from the University of San Diego.
Affordable housing to be seminar topic

"Affordable Housing for the '80s: A Conflict of Rights" will be the subject of a two-day conference March 29-30 at UCSD. The conference is sponsored by the University of San Diego School of Law and Natural Resources.

Speakers will include members of President Reagan's Commission on Housing, which recommended that local and state zoning regulations be largely eliminated "unless their existence or adoption is necessary to achieve a vital and pressing governmental interest."

William McKenna, chairman of the commission, will moderate one panel on the legal aspects of the "vital and pressing" governmental standard. Richard Carver, mayor of Peoria, Ill., will participate on a panel covering environmental and social aspects of the issue.

Bernard H. Siegan, law professor at USD and an advocate for deregulation of land-use controls, will deliver the keynote address.

The conference announcement notes that 42 million Americans will reach the age of 30 this decade and look for an opportunity to buy their own home.

"Much economic deregulation has occurred in recent years," the announcement said. "This is particularly evident in the transportation and financial industries. Land use has not followed this trend. Controls have remained in place or even been intensified. Yet arguments favoring land-use deregulation are no less persuasive than in the past."

It adds, "Most agree that regulation without public purpose or social utility should be removed. The problem is defining the line between regulation which serves the public interest and that which does not."

Peter Herder, last year's president of the National Association of Home Builders, will present an introductory address on affordability in the 1980s. Three panels will deal with legal, economic and environmental and social aspects of the "vital and pressing" standard.

Two debates will be held, one on the "taking issue"—whether or not zoning regulations are tantamount to taking away a property owner's development rights—and the other on "inclusionary zoning"—the requirement that developers include housing for low- and moderate-income families in their projects.

Registration for the conference is being handled through the UCSD Extension office. Kathryn Ringrose is the conference coordinator.
Lucas: 3 new murder charges

By Roy Schneider
Staff Writer

Prosecutors today charged triple-murder defendant David Allen Lucas with three more threat slashing deaths, including two once attributed to a Kentucky man released following Lucas' arrest last December.

Lucas, 30, was charged with two new counts of murder in connection with the slayings of Suzanne Camille Jacobs, 31, and her son, Colin, 3, and district attorney's spokesman Steve Casey. The third new murder charge involves the 1983 slashing death of real estate agent Gayle Roberta Garcia, 29, he said.

Lucas was to be arraigned on the new charges this afternoon. The new charges - as do the previous charges - allege the special circumstance of multiple murder, thus allowing prosecutors to seek the death penalty. Casey said.

The Jacobs' bodies were found May 24, 1983, in their Normal Heights home. Horse's body was discovered Dec. 20, 1981, in the back bedroom of a Spring Valley home she had been showing to prospective renters.

Garcia had made arrangements to meet spring people at the house that afternoon. However, after interviewing those people, detectives came up with no clues. The case was reopened after Lucas was arrested and similarities between the killings he was charged with and the Garcia murder surfaced.

All three victims had their throats slashed, as did the other people Lucas is charged with killing.

Lucas on March 9 was ordered to stand trial in the slaying of Anne Catherine Swanks, a University of San Diego-house student, and of a Lakside woman and a 3-year-old child she was baby-sitting. The bodies of Rhonda Strang, 24, and Amber Fisher were discovered in October in Strang's Lakside home. Swanks was murdered in November.

Lucas was also ordered to stand trial in the June kidnapping and attempted murder of Jody Santiago, 30, of Seattle, who survived a severe slash wound to her throat after being abducted from the parking lot of an El Cajon nightclub.

Santiactions identified Lucas as the assailant who forced her at knife-point into a sports car, then drove her to an East County house where she was choked into unconsciousness.

During Lucas' preliminary hearing on three murder charges and the attempted murder, she identified Lucas' house as the site of the attack.

Please see LUCAS. A-9

San Diego, CA
(San Diego Co.)
Evening Tribune
CA. D. 127 454
MAR. 1985

Lucas

The Jacobs killings were once attributed to Johnny Masingale, an illiterate Kentucky man who spent 10 months in county jail awaiting trial before he was released in January because of new evidence developed after Lucas' Dec. 16 arrest. Masingale has since returned to his hometown of Harlan, Ky.

Prosecutors remain puzzled about Masingale's involvement, saying he confessed to killing the Jacobses to a Kentucky state trooper and two friends, both of whom testified as prosecution witnesses at the preliminary hearing.

However, unexplained evidence at the murder scene - a handwritten note and strands of blood hair - could not be linked to Masingale and came under new scrutiny after Lucas' arrest. Masingale has dark hair; Lucas is a blond.

Sources close to the case say recent laboratory tests linked the handwriting and hair to Lucas.
Inconsistencies Stopped USD From Returning to NCAA Tournament

BY TONY COOPER

SAN DIEGO—Mention the University of San Diego's 1983-84 basketball season to Hank Egan, and his reply will be delivered with a glare usually reserved for reference.

"I don't give a hoot about last year," Egan, who replaced Jim Bovell last spring, "I can't stand talking about it."

Maybe so, but to anyone associated with USD basketball, last season was worth mentioning because the Toreros won their first ever West Coast Athletic Conference title thus went on to the NCAA tournament.

The Toreros weren't able to match those feats in 1984-85. USD finished fourth in the WCCAC with a 5-8 record, 10-11 overall.

"Compared to last year, this is a letdown," said senior guard Chris Carr. "Especially after you look in the paper and see the pairings. Last year, we were one of those teams."

Said forward Anthony Reuss, USD's other senior. "It's a little letdown, to be honest. We had one great year. It's something we'll always cherish."

Inconsistency hurt the Toreros. USD had early-season victories against Nevada-Reno and San Jose State, but dropped four of their first five WCCAC games. USD bounced back to win four of its next five league games before losing the final two games to Pepperdine and Loyola Marymount.

"We lost games against people we should've beaten," said Egan.

The last game (a 66-64 loss to Loyola Marymount at the Sports Center) left a bad taste in my mouth. What tilted our season (besides our 6-6-1 season) was lost to Santa Clara and Loyola Marymount.

"We lost games against people we should've beaten," said Egan.

The last game (a 66-64 loss to Loyola Marymount at the Sports Center) left a bad taste in my mouth. What tilted our season (besides our 6-6-1 season) was lost to Santa Clara and Loyola Marymount.

Another contributing factor to the disappointing season was the combination of a new coach and new players.

Newcomers Kiki Jackson, James Knight and Peter Murphy all played significant roles this season and the Toreros also had to do without Mike Whitmarsh, their leading scorer and rebounder last season and guard Mark Bostic. Whitmarsh graduated, Bostic was kicked out.

"It took us a real long time to get those guys (at the beginning)," said Reuss. "With the new coach and new players, it was the second half of the season before we started playing together."

By last time, it was too late to make a serious run at the WCC title. But Egan considered 1984-85 to be a decent season.

"We couldn't have done a lot worse," said Egan. "We were 6-6-1, I'm not going to hit rock-bottom."

Egan is looking for Jim Pelton, a 6-foot 6-inch transfer from Kansas to step in and help the Toreros next season. "He's a big kid and a good athlete," Egan said. "He'll help us."

Egan also is expecting better things from Murphy, Steve Kralman, Nile Madden and Jackson.

But the key to USD's fortunes is probably 6-11, 250-pound sophomore center Scott Thompson. Thompson averaged more than 11 points and 8 rebounds per game this season for the Toreros.

"We took a little bit of a slide—"I'm not happy about that, but we're not going to hit rock-bottom," Egan said. "I'm not happy about that, but we're not going to hit rock-bottom."

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But the key to USD's fortunes is probably 6-11, 250-pound sophomore center Scott Thompson. Thompson averaged more than 11 points and 8 rebounds per game this season and has improved tremendously since his freshman year. Egan says Thompson will spend time in the weight room during the offseason to build his strength, particularly in his legs.

The Toreros appear to have a nucleus that should make them competitive in the WCC next season. But before USD entices the hopes of unseating Pepperdine, Egan will have to find a point guard. Signing a point guard has to be Egan's top recruiting priority.

When it comes to existing prep players to USD, Egan is at a disadvantage. Not only is USD's 2,300-seat Sports Center not the site of a basketball showplace, but USD has stringent academic requirements. A prospective high school graduate must have a grade-point average of 2.8. For college or junior college transfers, it's 2.3.

"The quality of the education, the campus and the city are pluses," Egan said. "There's a problem. It's the gym. The kids are interested in more concern about the education than the gym, but the gym is going to be a factor."

Said Father Patrick Cahill, USD's athletic director. "It (the academics) is one factor that eliminates a lot of people. Another is the facility. If it is a blue-chip player and pictures himself playing in a Pauley Pavilion, then comes to our facility, he'll figure he won't get the exposure."

But USD may have a new home in the future. There is talk of building an on-campus arena on the northeast end of Alcala Park.

Egan is used to requirements even tougher than the ones he faces at USD. He spent 13 years as head coach at Air Force, where prospects could look forward to no less than a five-year career in the service after college. So much for the National Basketball Assn.

"They recruit for nine years, not four," said Cahill. "Reuss believes Egan will be able to attract high-caliber players to USD because of his background."

"He's a master at getting the type of player he wants," Reuss said. "He did it 13 years at Air Force. If he can do it there, he can do it here. It's twice as easy to do it here. He'll handle it."

The Toreros will have a tougher schedule to handle next season, USD will travel to tournaments at New Mexico, Montana and Texas, and has non-conference games against Cal State-Pullerton, Nevada-Reno and Montana State. Also in the works is a possible appearance in a tournament at Indiana University and a game against DePaul. The latter would take place in 1984-85, when the Blue Demons are on a West Coast swing.

"I think the program is on the rise," Carr said. "They'll continue to get better players and will have a better season next year."
Arraignment of Lucas
delayed by defense move

By Mike Konon
Tribune Staff Writer

Arraignment of triple-slaying defendant David Allen Lucas on three additional murder charges has been delayed until tomorrow to allow argument on a defense motion to close the hearing to the public.

Lucas' new attorney, William Saunders of the Public Defenders Office, moved for the secret hearing, saying it was necessary to keep from prejudicing any eyewitness identification of Lucas.

Municipal Judge Laura P. Hammes continued the hearing to allow attorneys representing The Tribune and The San Diego Union to oppose closure.

Saunders reminded Hammes that Municipal Judge Wayne L. Peterson had closed Lucas' preliminary hearing to photographic coverage and for a time to all press coverage. That hearing was opened to press coverage after Lucas' previous attorney withdrew his objections.

Saunders also will argue that allowing extensive press coverage of the new case would prejudice Lucas' right to a fair trial.

The defendant is to be arraigned on charges of murdering Suzanne Camille Jacobs, 31, and her son, Colin, 3, May 24, 1979, at their Normal Heights home, and of murdering real estate saleswoman Gayle Roberta Garcia, 29, Dec. 8, 1981, in a bedroom of a vacant Spring Valley house.

Lucas, 29, already has been charged with murdering University of San Diego student Anne Catherine Swanke, 22, Nov. 20, 1984, and Amber Fisher, 3, and her babysitter, Rhonda Strang, 24, Oct. 23, 1984.
Summer camps offered

The University of San Diego is offering a Summer Sports Camp program during June, July and August. The camp is held at the USD campus, set on a mesa overlooking San Diego's Mission Bay.

Day and resident sessions are offered in girls and boys basketball, girls softball, girls volleyball, football, competitive swim, tennis and a special soccer camp featuring instruction by the San Diego Sockers.

For more information about these camps for boys and girls ages 8-18, call or write for a free brochure: University of San Diego Sports Camps, Sports Center, Alcala Park, San Diego, CA 92110, (619) 260-4803.
Folk concert planned

Folk singers Gordon Bock, Ed Trickett and Ann Mayo Muir will appear in a special "Year of the Ocean" concert March 19 at 8 p.m. at the University of San Diego's Camino Auditorium.

The performance is sponsored by KPBS Radio, the San Diego Friends of Old Time Music, and the USD Music Department.

Performing traditional and original music on a number of instruments, these musicians often work independently. They've come together from the East Coast for this joint concert which will benefit the San Diego Folk Festival. Their previous combined concerts have resulted in four albums, including the recently released, "All Shall Be Well Again."

Advance tickets for the concert can be obtained at Folk Arts Rare Records, 3611 Adams Ave. For reservations and information, call 282-7833. The San Diego Friends of Old Time Music is a non-profit organization.
This is the stuff of dreams

By Barbara Herrera

What's the stuff of dreams?

Three women minority students at USD—whose dreams start with their determination to get an education—were introduced to some other stuff of dreams yesterday by their mentor Jeanne Lawrence.

In the Crown Room of Hotel del Coronado, the intelligent eyes of freshmen Gina Carrasco, Nichelle Raras and Linh Huynh took in the china, crystal and gold paper-lace doilies of theirimiento and rose-tinted table. They lunched on chilled avocado soup, their flint Cobb salad and a dessert concoction of chocolate cake, raspberries and custard. And they discovered that their hostess, bright and beautiful in red mohair and blue silt, is a pretty good role model.

"I want my parents to be proud of me," said chemistry major Huynh, a Linda Vista resident whose parents live in Saigon. "I want to study hard so I can get a good job and help my parents."

"I want this education not just because I could have a career but because I know it will give me maturity, awareness and my best friends for life," said Raras, a math and computer science major from Salinas.

"I wonder why I didn't see that opportunity sooner!"

"May I ask how you met your husband?" Raras politely inquired of Lawrence, who was a teacher of computer science at the College of San Mateo when she met her husband Larry Lawrence, chairman of the board of the hotel.

"He was the friend of a friend. I always thought I'd like to meet a man like him, but we knew each other two years before he asked me out," explained Lawrence. Then, remembering her advice about walking through open doors, she added:

"It sounds like a romance novel," sighed Raras.

Such is the stuff of dreams.
Folk singers Gordon Bok, Ed Trickett and Ann Mayo Muir will perform in "Year of the Ocean," a concert benefiting the San Diego Folk Festival, at 8 p.m. Tuesday in the Camino Auditorium, USD. Tickets: general, $6; students and seniors, $5. Reservations: 282-7833.
Author cancels USD lecture

Author Michael Harrington has canceled his scheduled March 28 lecture at the University of San Diego because of impending cancer surgery and will be rescheduled in the fall, USD has announced.

Harrington was to have been the fourth and final lecturer in a series on the first draft of the American Roman Catholic bishops' proposed pastoral letter on the U.S. economy.

Harrington is author of "The Other America" and other books and director of the Institute for Democratic Socialism in New York.
Swanke parents file suit against murder suspect

A Superior Court civil suit has been filed against David Allen Lucas, charged with murdering University of San Diego student Anne Catherine Swanke, by the woman's parents.

The suit, filed by John W. Swanke and his wife Kathleen, seeks damages in an undisclosed amount.

Attorney Gershon Greenblatt, who filed the suit on behalf of the Swankes, said any damage award in the suit will be contributed to the University of San Diego Anne Swanke Scholarship Fund.

Swanke, 22, disappeared Nov. 20, and her body was found five days later.

Lucas also is charged with the Oct. 23 murders of Amber Fisher, 3, and her baby sitter, Rhonda Strang, 24, in Strang's Lakeside home, and the June 9 attempted murder and kidnapping of Jody Santiago, 30, a Seattle woman.

Lucas will be arraigned Monday on three new murder charges at a public hearing, a judge ruled yesterday. Municipal Court Judge Laura P. Hammes denied a defense request that the public be barred from Lucas' arraignment to prevent further publicity about the case.

Hearing Closed on Lucas’ Closed-Hearing Plea

By H.C. REZA, Times Staff Writer

The arraignment of David Allen Lucas on three new murder charges was postponed until Monday after a judge ordered a Friday hearing closed so a defense attorney could argue for a closed-door arraignment.

After three hours of arguments, Municipal Court Judge Laura Palmer Hammes decided that Lucas’ arraignment will be open to the public and the news media, but cameras will not be allowed inside the courtroom.

Lawyer John Allcock, representing the Los Angeles Times, the San Diego Union-Tribune and two local television stations, called the closed hearing to argue for a closed arraignment “slightly unusual.”

An arraignment is a short and routine hearing where a defendant appears before a judge and enters a plea to the charges against him.

Lucas’ arraignment has been postponed twice. He was supposed to be arraigned on Wednesday but Hammes continued it until Friday so attorneys could argue the defense motion to hold the arraignment in secret.

Arraignments are rarely closed to the public and press, but William Saunders, Lucas’ public defender in the new case, worried Monday’s arraignment closed because he claimed that press coverage would prejudice his client’s case. Earlier this month Lucas saw ordered to stand trial for three other slayings after a widely publicized preliminary hearing.

Hammes denied Saunders’ petition for the closed arraignment but granted his request to exclude cameras from the courtroom. After the ruling, Saunders said that the judge had ordered Friday’s hearing closed because she was concerned that facts about the new murder charges would be discussed by the attorneys and reported prematurely by the press.

Lucas is charged with killing four women and two children by slashing their throats with such force that each victim was nearly decapitated. He is also charged with the attempted murder of Jody Santiago, 30, of Seattle, Wash., who survived a slashed throat.

Lucas will stand trial for the slayings in Lakeside of Rhonda Strang, 24, and Amber Fisher, the 3-year-old child she was baby-sitting in October. He will also be tried in the killing in November of Anne Catherine Swanke, 22, a University of San Diego honors student, and the slashing of Santia-

On Monday, Lucas will be arraigned on charges that he killed Suzanne Camille Jacobs, 31, and her son Colin, 3, in their Normal Heights home on May 4, 1979. He is also charged with killing real estate saleswoman Gayle Robert Garcia in Spring Valley on Dec. 8, 1981.

Friday’s hearing was fraught with confusion when Hammes, after ordering the press and public to leave, ordered the media attorneys not to tell their clients what was discussed in the closed session. She later lifted the gag order.

Saunders said he was afraid that extensive media coverage of the new murder charges against his client would prevent Lucas from being tried by an impartial jury.
USD Defeats Nevada-Reno, 14-8

SAN DIEGO—The University of San Diego scored five runs in the second and fifth innings to beat the University of Nevada-Reno, 14-8, in a West Coast Athletic Conference baseball game at USD Friday afternoon.

Torero right fielder Paul Van Stone had a double, triple and four RBIs, and shortstop Robbie Rogers went 3 for 4 with two runs scored and two RBIs. Third baseman Dave Rolls also had three hits, and Shawn Baron and Bill Ismay had two hits each for the Toreros, who collected 15 hits. The Wolf Pack made six errors.

Mark Hawblitzel (2-2) picked up the win for the Toreros, Guy Yamoka (2-4) took the loss. USD is 2-2, 8-15-1, UNR 2-1, 8-8.
USD continues its Business Update Seminars in March with a lecture titled "In Search of Managerial Excellence," by Dr. Dennis Briscoe on March 22. The seminar will be held at 8 a.m. following a continental breakfast at 7:30 a.m. Cost is $15. Contact the school's office of continuing education for information.
Slaying, Rape Force County to Consider Freeway Call Boxes

By MICHAEL A. FAIRLEY, Times Staff Writer

Los Angeles officials restated 30 years ago that when a motorist was stranded, a freeway was as desolate as the Mojave Desert. But only recently, after two violent crimes to stranded motorists, have San Diego County officials awakened to just how dangerous it is to use freeways.

San Diegans first focused their attention on the stranded motorists issue in November when a 22-year-old University of San Diego student was abducted and killed when she returned to her stalled car with a can of gasoline.

Then, in January, a 27-year-old woman, stranded when her car broke down on Interstate 8, waited for help for four hours while police, sheriffs and California Highway Patrol officers passed by without stopping. When the woman finally accepted a ride from a passer-by, she was raped at gunpoint, she said.

The California Highway Patrol last year received more than 400,000 motorists throughout San Diego County who had problems ranging from flat tires, empty gas tanks, and problems ranging from flat tires, empty gas tanks, to broken-down cars.

As the increased workload strains the CHP's ability to respond quickly to emergencies, the agency is looking for a system that will solve the stranded-driver problem without requiring an increase in the number of officers or in the amount of radio traffic.

An emergency freeway call box system could be the answer.

CHP officials have remained neutral in the debate over a freeway call box system, Heaton said, but based on information that he received from CHP officials in Los Angeles, he believes that call boxes would benefit San Diego.

In Los Angeles, call boxes are a quarter of a mile apart and motorists are connected to a central CHP switchboard, which logs in the location of the box.

The motorist can ask the operator to call a tow truck, notify a friend or relative or send an officer.

Most of the calls received from call boxes do not require an officer to respond, Heaton said. In addition, the call boxes are “a more timely way of reporting accidents,” Heaton said.

City and county officials are studying the possibility of installing a similar system in San Diego. Although no one is quite sure where the money will come from, officials seem to agree that any call box system should be financed on a regional basis.

The San Diego County Board of Supervisors is awaiting a study from the Department of Public Works on the pros and cons of freeway call boxes which is expected to be released April 15.

The least expensive box system, one that does not automatically alert the police, would cost about $5.0 million to install at half-mile intervals along the county's 323 miles of freeway, county officials estimate.

The other point of view is that it's very costly and it may not be as cost-effective an expenditure as road maintenance.

— Ralph Thielke
County transportation specialist

Stuart Harvey, chief of the Caltrans traffic safety branch, said his office would “cooperate with any local agency that wants to provide the call box system.” But proposals that the state agency fund the system, as some people have suggested, “are not likely under the current constraints on funds for highway construction projects,” Harvey said.

Officials also are exploring the possibility of a mobile telephone system which, according to preliminary information, appears to be more expensive because the other systems being considered because no telephone cable have to be laid.

Linda Bomskis, assistant public relations manager for Pacific Mobile Access, said that a cellular (mobile) communications system should be available in San Diego County by late June or early July.

Calls made from a cellular telephone are sent to a receiver which is connected to a regular telephone network, Bomskis said. The calls are sent to a mobile telephone switching center and relayed. But, Bomskis said, it's too early to tell whether a cellular call box system is more economical. Because this is the first attempt to place a mobile cellular telephone in a fixed location, she said, "The equipment is still in the testing stages and prices haven't been set.

The freeway call box system is popular with motorists in Los Angeles, Thielke said. But, he said, "The other point of view is that it's very costly and it may not be as cost-effective an expenditure as road maintenance. It's just one more thing competing for a limited amount of money."
A two-day conference, "The Economics of Health Care: Challenges and Imperatives for Nursing," will commemorate the 10th anniversary of the University of San Diego's Philip Y. Harms School of Nursing on March 28 and 29.

The conference, headed by Dr. Maryann Fralic, senior vice president for nursing at Middlesex General-Community Hospital in New Brunswick, N.J., will address how economics affects health care and the nursing profession. Topics will include: "The Future of Hospitals: Trends and Strategies," "Ripple Effect of Prospective Payment on Home Health Care," and a reaction panel discussing "Nursing Imperatives for 1985 and Beyond."

Registered nurses attending the conference can earn nine units of continuing education credits from USD. Registration is $120. The conference is open to the public.
The San Diego Chapter of Romance Writers of America will present a panel discussion at USD on romance writing. The five-member panel, which includes romance authors LaVyrle Spencer and Sandra Brown, editor and publisher Vivien Lee Jennings, writing instructor Marilyn Lowery and publishing consultant Jennifer McCord, will discuss how to break into the romance market, hints on writing a best seller and romance market trends. The seminar, costing $3, will be held at 7 p.m. in the Douglas F. Manchester Executive Conference Center. For more information, call the USD office of...
USD plans undergrad marine degree

By Joseph Thesken
Tribune Education Writer

In a rare collaboration between a university and a research organization, the University of San Diego and Hubbs-Sea World Research Institute will offer what is believed to be one of only a few undergraduate marine studies programs on the West Coast.

The academic partnership was announced during a news conference yesterday at the Sea World Marina, where USD President Author E. Hughes and Hubbs' President William E. Evans signed the agreement.

"I keep getting requests from high school students, asking where they could do undergraduate work in this field," Evans said.

"Up to now, if they wanted to get into marine studies, they probably would have to go to the East Coast, or Ohio, where they do have such undergraduate programs.

"There are a few marine biology programs on the West Coast, at University of California-Santa Barbara and UC-Berkeley, but they are for marine biology majors only.

"What makes this program unique on the West Coast is that it is for both science and non-science majors.

"USD's outstanding academic reputation and the uniqueness of this program should be especially appealing to students, who will now have a superb opportunity to consider a career in this field."

Hughes said the degree program, which will begin in the fall, has been under consideration by USD and Hubbs for three years.

"We specifically chose the undergraduate program because the graduate program is very well covered by Scripps Institution of Oceanography (a part of University of California at San Diego)," he said.

San Diego State University has a Center for Marine Studies, where a variety of marine courses can be taken, but it is not a degree program.
Undergraduate marine science course created

By Michael Scott-Blair

One of the western United States' first undergraduate courses in marine sciences was launched here yesterday with the formal signing of a joint agreement between the University of San Diego and the Hubbs-Sea World Research Institute.

"San Diego is a major national oceanographic and marine research center, yet for years we have turned away hundreds of young students interested in the field because there are no undergraduate studies courses here," said William E. Evans, president and executive director of the institute.

The joint venture brings together what USD President Author E. Hughes called the "perfect combination" of the university's academic facilities, the Hubbs research work and the marine expertise of Sea World to give students "an outstanding environment for study in a growing and exciting field."

"The only thing that could possibly improve the arrangement would be a $10 million endowment," said enthusiastic Hughes.

Letters outlining the program will go out soon to 1,000 graduating high school seniors across the nation, and the course will open in the fall with an estimated 30 to 60 students, according to C. Joseph Pusateri, dean of the USD College of Arts and Sciences.

Evans said that high school students seeking an undergraduate degree in marine or ocean sciences at present must go to the East Coast, or to a few offerings in the Ohio and Minnesota area, because there are no such undergraduate programs in the West.

USD: Marine science program offered

Continued from B-1

Students will be able to choose between a marine science major that will require a second major in a "hard" science such as chemistry, biology or physics, or an ocean studies major, which will require an additional non-science major such as anthropology, history, economics or international relations.

"There is no question, we all gain— the students, the university, Hubbs and the people who are going to teach and do research here," Evans said.

"There are outstanding graduate degree courses offered in the West, such as those at the Scripps Institution of Oceanography, and high-quality individual courses in marine sciences at San Diego State University and other California campuses," said Evans.

But no Western school offers a full undergraduate course leading to a baccalaureate degree in oceanography, he said.

Most oceanography students in the West are seeking doctoral degrees, intending to go on to teaching or research work, according to Evans.

"This leaves a tremendous vacuum in the growing field of marine technology, where there are many new and interesting jobs opening up," he said.

This work is now done by recent doctoral recipients or by graduate students still working toward their doctorate, but it is an expanding and legitimate field of work for baccalaureate degree holders, said Evans.

Pusateri said the graduated student would have a wide field of interests open upon graduation.

The joint venture is expected to be a mutually beneficial relationship, with the university being able to offer a new baccalaureate program without the investment in expensive research equipment that Hubbs already has, and providing students direct access to experts in the field of both oceanographic research and the marine mammal expertise of Sea World.

For its part, Hubbs—a private, non-profit marine research company partially financed by Sea World—will gain in stature through its affiliation with a university, enhancing its chances of winning substantial research grants from corporations and foundations, such as the National Science Foundation.

Author Hughes, left, and William Evans sign an agreement for a marine science program.

The San Diego Union: Don Kohlhouser
University of San Diego will sponsor Michael Harrington speaking on "The Bishops' Pastoral Letter: A Democratic Socialist's Response" at 8 p.m. Thursday in Camino Theatre on campus. There is no charge.
Seminar to explore link of diet, cancer

How diet is linked to cancer will be discussed at a seminar on April 3 at the University of San Diego.

The public is invited to attend the meeting, which features three county medical and dental experts. The event is sponsored by the American Cancer Society.

The campus seminar will be held in the Rose Room on the northwest side of campus. Registration begins at 8:30 a.m., and the program runs from 9 to 11:30 a.m. Cost is $2 per person.

To register by phone, or for more information, call Rose at the American Cancer Society, 399-4200.
Public, private campuses are in a war for funds

First in a series
By Michael Scott-Baum

Father John J. Schiavo was upset.
He was not angry — that would be unseemly for the priestly president of the University of San Francisco — but he was upset as he recalled:

"We invited UC Berkeley President Michael Heyman over to be guest speaker at our fund-raising dinner. And bless me if he didn't get up and give a pitch for his own campus fund-raiser," said Schiavo, his voice rising with indignation.

It's a simple story that has made campus presidents across the nation laugh. The laughter has a bitter mirth, spreading here and reaching me, the fighting gets deep down and dirty," Brink added.

Across the nation, leaders of public and private universities acknowledge the growing tension as colleges and federal budget policies towards education make it increasingly difficult for campuses to make long-range plans, and as they all turn to private sources for some money to maintain programs.

From 1973 to 1983, the private four-year universities share of voluntary support to higher education nationwide slipped from 60.2 percent to 35 percent.

Support for private men's and private women's colleges, for private need colleges and professional schools all slipped as a percentage of the whole. The offsetting gains went to the public sector, where the percentage rose from 31.1 to 35.2 percent, according to the Council for Financial Aid to Education in New York.

"We're all bumping into each other coming out of the nation's corporate offices. It's embarrassing. National educational leaders agree that nobody wants to talk about the problem in public because, they say, "controversy drives away money."

Speaking to a nationwide conference of campus leaders in Denver recently, Cornell University President Frank H.T. Rhodes forcefully called for a halt to the increasing rivalry and warfare "a stop to the slide remarks" between the public and private sectors, as they compete for money.

A number of other Western presidents have heard little of the conflict and question whether there is a problem. "I don't understand this, and I can hardly believe it at present," said Donald R. Gerth, a veteran campus president of the CSU system and now president of the Sacramento campus.

"Yes, there is war, and it is horrible, brutal, just brutal," said Robert Hens, president of the City University of New York while attending a Washington, D.C., conference.

"A friend in the East is in the business of giving money from qualified sources. What is a qualified source? The source must be legal, the donor must not put restrictions on the use of the money, and the reason for giving the money must be consistent with the goals and mission of the university," said Hens. "But behind closed doors, the fighting is so bad I have stopped attending the meetings. It's vicious. It's warfare. It's horrible."

In California, until recent years UC has been the only public higher education system involved in private fund-raising in any substantial form, and since 1969 UC has been guided by an agreement not to infringe on the private universities' financial turf. That policy was drafted by former UC President Clark Kerr and adopted as the policy of the UC statewide Board of Regents.

It restricted UC campuses to fund-raising among its faculty, alumni and "friends," and, repeated model UC campus chancellors that they must do everything possible to protect the private university sources of funding.

Since 1976 that policy has been freed on, and private campus leaders, as to public campuses have launched ever larger fund-raising drives.

Even UC senior vice president William B. Baker said ruefully, "In truth, anyone who gives us money is a friend."

I'm afraid the campuses are now in the general fund-raising business in a big way. We talk of only going to the "university family," but the definition of that family has certainly become blurred.

At UC's Santa Barbara campus, now involved in a $110 million fund-raising effort, director of development Carl Kearton said, "We only want money from qualified sources."

What is a qualified source? The source must be legal, the donor must not put restrictions on the use of the money, and the reason for giving the money must be consistent with the goals and mission of the university," said Kearton. "That's what"
"At UCLA, which recently launched its own $10 million campaign, Chancellor William E. Young said: "It is clear that the major public institutions are going to be in the fund-raising field in a different way than the rest of the nation."

"If there's any merit of a $200 million field, and our style is not different than that of Harvard or Yale, we are in trouble. It's not just California. It's part of the nation."

"Indiana, Wisconsin, Penn State, Illinois, they are all in there. They are individually tough all over and I honestly believe that within the next 10 years, practically every major university in the nation -- public and private -- will be in the general fund-raising business."

"If President Kerr's policy is still on the books, it certainly is being trampled on," said UC regent Frank L. Hope Jr. of San Diego. "UC and many others are actively pursuing major gifts of private money."

"But there is no question the campuses need this money to retain their excellence. I don't see any way of stopping this now -- there's too much money involved."

"The good campuses will survive. Maybe some of the marginal ones will fall," Hope said. "I think it's now a case of devil take the hindmost. There's no stopping it."

TOMORROW: Raising Money Is Big Business.

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### Colleges and Universities Reporting the Highest Totals

#### 1982-83

##### Voluntary Support*

<table>
<thead>
<tr>
<th>Institution</th>
<th>Total (1980s)</th>
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<tbody>
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<td>Harvard University</td>
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<tr>
<td>Stanford University</td>
<td>91,897,447</td>
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<tr>
<td>Indiana University of Pennsylvania</td>
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<tr>
<td>Columbia University</td>
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<tr>
<td>Cornell University</td>
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<tr>
<td>Massachusetts Institute of Technology</td>
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<td>Michigan State University</td>
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<tr>
<td>Washington University</td>
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<tr>
<td>Johns Hopkins University</td>
<td>43,429,778</td>
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<tr>
<td>Northwestern University</td>
<td>39,234,445</td>
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</tbody>
</table>

Not included are two systems, each comprising multiple units:

- California University of (System)        | 135,551,758   |
- Texas A&M University (System)             | 107,721,719   |

##### Corporate Support*

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<td>Harvard University</td>
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<td>Southern California, University of Arizona</td>
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<td>Illinois University of Chicago</td>
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<td>Northwestern University</td>
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<tr>
<td>Columbia University of Madison</td>
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<tr>
<td>Stony Brook University of Long Island</td>
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<tr>
<td>Duke University</td>
<td>12,688,688</td>
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<tr>
<td>Caltech, University of California</td>
<td>12,476,440</td>
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<td>University of California, Los Angeles</td>
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<td>Texas A&amp;M University</td>
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<td>Pennsylvania State University</td>
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<td>California, University of Berkeley</td>
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<td>Cornell University of New York</td>
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<td>Washington, University of California</td>
<td>8,951,666</td>
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</tbody>
</table>

Not included are two systems, each comprising multiple units:

- California University of (System)         | 39,081,060    |
- Texas A&M University (System)             | 23,154,527    |

*Source: Council for Financial Aid to Education.
The USD fundraising team, from left: back row — Dr. Jack Adams, Elizabeth Stroube, Thomas Martz, and James Sotirov; front row — Kate Walden, Dr. William L. Pickett, vice president for university relations, Dr. Timothy Willard, and Judy Jenkins.

USD fund-raising involves the most modern equipment.
Struggle for money is likely to strangle some small colleges

By Michael Scott-Blair
Staff Writer

There is no question that some small liberal arts colleges are going to die as the struggle for donor dollars intensifies between the public and private sector.

The big campuses are not worried, but there is a growing concern among the middle-tier ones, and the small colleges are definitely feeling threatened," said Michael F. Adams, vice president for university affairs at the private Pepperdine University.

With such deaths, the public will lose some of remarkable choice in educational style and environments that has historically been available to Americans, compared with the more rigid university systems in the rest of the world.

The small colleges are "entitled to live," said Adams, and should not be pushed aside in the rush of giants to gather every dollar they can.

"We in the private campuses are more than able to compete educationally with the giants and can prove our value to the state and nation," he said, adding that the private have about the same student population as UC campuses and more of the top people in each field.

But the big campuses have the advantage of having more graduates in more fields. And a higher percentage of minorities than the statewide average.

"All in all, private college and university campuses carry about 20 percent of the state's higher education workload, yet cost the state less than 5 percent of the total dollars it spends on four-year and graduate education," said Adams.

That adds up to only nickels and dimes compared with the benefits the public gets from the dual system of public and private higher education, he believes.

However, UC campus leaders and statewide UC President David P. Gardner insist they are not sowing the seeds of war, stressing that they have not changed fund-raising techniques in recent years. They say they have only become more aggressive in seeking money from their traditional donors.

But many miles away, a private university president gave a short laugh that sounded more like a bark, and snapped, "That's nonsense.

"I really don't want to get into a public fight over this, so please don't identify me."

"But for the University of California to say they are doing the same thing only more so, just is not true," the president said.

"There is not only a difference in aggressiveness, there is a massive expansion in the scope of what they seek, where they seek it, and how they go about it.

"When UCLA alone has 200 people and a budget of $1.1 million a year for public relations and fund raising," including $3 million and 25 members of staff working on fund-raising, "we are talking about more than a larger scope.

"Good heavens, right here in San Diego, your own leading private campus (the University of San Diego) has less than $1 million and a fraction of that staff for the same job.

"And now the California State University system, the community colleges and the elementary and secondary schools are in there pushing for private money. We can't go on ignoring this forever.

"The problem won't go away. We are going to have to sit down and talk about it and the sooner the better, or the future will be a case of the devil take the hindmost," said the president.

Leaders in the public sector are visible shocked and taken aback by such strong feelings.

They are quick to pay tribute to the value of the private sector, saying, for example, that the private can introduce new educational ideas in six months that take three years to get through the state Legislature.

"California would not be the world leader in higher education that it is without the contributions of Stanford and UC Berkeley would not be as good as they are if it were not for the presence of the other. We need each other," said UC President Clark Kerr.

Part of the UC system's own diversity has only been possible because the private campuses could be used as an example of excellence, according to former UC President Clark Kerr.

UC Santa Cruz, where students enroll in one of the campus colleges like England's Oxford and Cambridge Universities instead of in the campus as a whole as at UCLA, would never have gone through the state Legislature as a new idea if I had not been able to point to the private Claremont Colleges (in the Los Angeles area) as an example.

"I think California and the students have benefited from having this choice within the UC system, and we have the private sector to thank for it," Kerr said.

At the University of San Diego, President Austin E. Hughes, normally relaxed, looked firm as he said, "We must protect the diversity that strong private and strong public sectors give us, and this can only be done by protecting their funding sources.

"In the Eastern states, we have seen the public fighting for private money and private fighting for public money, and the result is often a homogeneity in which everyone suffers," he said.

"They have suffered in the East and they know it."

"With that object lesson before us," said Hughes, "we would be crazy to let it happen here."
Colleges' fight for funds could mushroom into a war

By Michael Scott-Blair

The complex fabric of overlapping money sources that has served California's public and private higher education sectors for decades is beginning unravel. Nobody is working to knit it back together for the future, several campus presidents fear.

"A real crisis is looming right over the horizon," said Mary Metz, president of Mills College in Oakland.

"Across the Bay from Metz, University of San Francisco President Father John LoSchiavo shook his head sadly. "I fear we may all be at each other's throats before long if we are not very, very careful," he said.

"This fight will not end," said Arthur Levine, president of Bard College in Massachusetts. "The stakes are too high for each college. This will always be with us. I'm afraid." 

"At present it's like a simmering cancer," said UCSD Chancellor Richard C. Atkinson. "But sadly, it could well develop into war."

The struggle is over private philanthropy dollars and who should have them.

For decades, philanthropy has been the almost private preserve of the private campuses. But now the public campuses — from elementary schools to universities — are openly competing for the available monies.

William McGill, who has served as chancellor of both UCSD and Columbia University, was not optimistic about removing the conflict.

"We tried many times to develop agreements in New York state in order to stem the conflict, but none of them ever worked. It just became increasingly competitive and bitter," he said.

"At least a cold war between the public and private sectors is looming in the near future, we must sit down and talk," said Author B. Hughes, president of the University of San Diego.

"I am concerned about this, really concerned," said UCLA Chancellor Charles E. "Chuck" Young, as he stood brooding, his chin cupped in one large hand.

"There's going to be a lot more fund raising in the very near future. But I honestly don't think our methods are any different than before, nor are we being unfair to the private. I don't think that what we are doing is causing conflict, it's just that more campuses are doing it."

See COLLEGES on Page A-4.

'A tin cup' won't do

"You can't run around with a tin cup in your hands expecting people to give you money because you can prove you need it. You must prove you deserve it.

That's the experiential advice of William F. Brunk, vice president of institutional advancement at Point Loma Nazarene College, who has worked in some of the toughest and most successful East Coast universities.

"Donors don't give, they invest," said Brunk.

"You must give people the chance to be something wonderful that will have an influence on the future."

I have found that people are looking to put their money into something that will take them into the future, something that will succeed, and that will be remembered after they are gone."

"That's what you have to offer," he said. "That's what the colleges must promote."
Colleges: The battle for funds could end up as a bitter war

Continued from A-1

And another danger that public campus leaders say they fear is that if lawmakers see them finding millions of dollars in private sources, government appropriations might be scaled back, or increases might be harder to find.

"I don't think either the federal or state governments will start cutting appropriations in the face of more private money being raised by the public campuses," said Rep. William D. Ford, D-Mich., one of the most influential congressional leaders on educational affairs.

But watch out for the smart legislator who suggests that the state might offer a base budget plus matching money for anything that raises privately," he warned.

"That is already almost upon us," said Garland Peed, chancellor of the San Diego Community College District.

"Last year, the state Legislature agreed to a program for the state's community colleges to get additional state money on a project-by-project basis if they could match the money from the private sector.

"It died when Gov. Deukmejian blue-penciled it. But I believe the only reason it died was because there was no provision for the four-year colleges to be in a similar program, not because he disagreed with the idea," said Peed.

"I am sure it will be reintroduced, and when it is, you will see some competition for private funds," he said.

Such continuing competition must be avoided at all costs, according to Patrice M. Peterson, president of Wells College in New York.

"The public interest is involved, and we need a public policy of some form. We can't just go on handling this on an ad hoc basis," she said.

"It will take some magnanimous people if we are all to agree," said USF's Lo Schiavo.

"The important thing," said James J. Whalen, president of Ithaca College in New York, and chairman of the National Association of Independent Colleges and Universities, "is to find a way in which the publics and private citizens can sit down and agree on a rational distribution of the available resources before we strain every fiber of our efforts to compete with the private universities in one public university that will confuse both the public and the legislatures.

"To be honest," he added, "I have no idea when or how this will end. But it is time we got off the dime."
BORDER FARCE: With the Tecate border crossing now open only from 8 a.m. to 4 p.m., hundreds of Mexico residents who work in the U.S. are parking their cars overnight at shopping center lots on the U.S. side. They cross the border, when the gates are closed, through fence holes. Russell Leroy, president of the Tecate, Calif., Chamber of Commerce, is one of the group. But he says he asked for, and received, Border Patrol permission to take the hole-in-the-fence route to his home in Mexico.

CITY BEAT: Mayor Hedgecock's vacation last week was low-budget: He camped at Morro Bay and stayed with his brother at Petaluma. ... Ernest Hahn is in Washington today scheming with Sen. Pete Wilson to bring President Reagan here for opening festivities at Horton Plaza. Hahn's pitch is part of the Reagan line: "It's the only major urban revitalization project in the country built without state or federal funds." ... Mike McDade says the mayor will name a new press secretary by the end of next week. Four candidates are in the running. ... Roger Young is lobbying Washington to make our city the site of the proposed Mexico-U.S. drug summit. We're about equidistant from Washington and Mexico City.

THE NAMES: David Atherton makes his piano debut tomorrow in a Mozart concerto. He'll be conducting the Symphony at the same time. ... University of San Diego, in a bid for national media attention, has hired newsmen John Nunes, and formed an advisory committee. It includes Robin Schmidt, a former Phillips Ramsey PR executive who is now an officer with Sprint in San Francisco. ... Altha Williams, the handsome dean of students at Mesa College, is modeling in TV spots for Pretty & Plump.
Sales pitch crackdown sought

Frazee bill against high-pressure calls gains panel support

By Daniel C. Carson
Staff Writer

SACRAMENTO — The caller would identify himself at the start of the telephone sales pitch as a representative of the Consumer Association Subscription House. Why not keep it simple and make out the check with the initials, "CASH," the gullible victims were asked?

When the business operators disappeared without delivering their product, the checks presumably were easily negotiated, said Assemblyman Bob Frazee.

The Carlsbad Republican yesterday cited such an incident in San Diego County as one reason why for introducing a measure to crack down on high-pressure, boilerroom telephonic sales operations. His bill to do that, AB 776, cleared the Assembly Consumer Protection Committee on a 5-0 vote without any public opposition.

Frazee called fraudulent telephonic sales a growing problem in California.

While fraud is already a crime, explained Deputy Attorney General Jeffrey J. Fuller, law enforcement officials have lacked the authority to shut down shady operators before they create a list of victims and disappear.

The Frazee bill attempts to resolve that problem by requiring telephone solicitors to register with the state Department of Justice at least 10 days before conducting business in California.

If a phone salesman didn't have proof of registration, law enforcement officials would then have authority to close them down immediately, said Fuller.

AB 776 targets boilerroom operators who offer prospective purchasers gifts or prizes if they buy or rent certain goods or services. It also is aimed at firms purporting to sell valuable gems or oil wells, or offering discount office equipment.

All such offerings frequently are misleading or outright fraudulent, said committee consultant Jay Defuria.

The bill exempts businesses which are already under other forms of state regulation or have fixed places of business — such as insurers, franchisers, real estate salespersons, newspapers and cable companies.

In other action, the committee approved, by a 4-0 vote, a controversial measure to eliminate the state Board of Fabric Care. The measure has the backing of a University of San Diego-based organization, the Center for Public Interest Law.

The bill's author, Assemblyman Ross Johnson, R-La Habra, said the board "serves no useful purpose ... It's an agency that richly deserves to be put out of business."

Johnson highlighted the case of a 72-year-old dry cleaner in his district who, for letting his state-required surety bond lapse, was charged and sent to the Orange County jail. Instead of showing compassion over the incident, the board acted as if "he was lucky to get off as easy as he had," recalled Johnson.

Gene Erbin, of the San Diego consumer group, testified that until recently, the panel had revoked only one dry cleaners' license in 35 years of regulation. Rather than resolve consumer complaints, the panel is primarily a means for the industry which dominates it to restrict competition and inflate consumer prices for the service, Erbin charged.

The state Department of Consumer Affairs also backed the bill, calling the board "useless."
UCSD head defends faculty’s dual role

By Michael Scott-Blair
Staff Writer

Despite complaints from students and parents, "the UCSD faculty is not there to teach, but to split its responsibilities almost equally between teaching and research," UCSD chancellor Richard C. Atkinson said to city business leaders yesterday.

"Some of you may not like to hear this," but faculty promotions depend just as much on the quality of research as on the quality of teaching, he said.

Atkinson was joined by San Diego State University President Thomas B. Day and University of San Diego President Arthur J. Howerton in discussing the plight of higher education during the San Diego Chamber of Commerce "Issues 85" symposium here.

All three campus heads praised the state government’s efforts to aid higher education over the past two years, but none had any praise for the federal effort.

Atkinson said that federal support for research had been split almost evenly between defense and non-defense projects through the 1970s, with 51 percent going in defense and 48 percent to non-defense.

But this year, 72 percent of research dollars going to defense and only 28 percent to non-defense contracts, Atkinson said.

While the total research spending under President Reagan has increased, the amount devoted to non-defense efforts has actually decreased in a "dramatic shift of focus that worries me," he said.

He said that federal support for research slipped after the World War II years to only 21 percent of the gross national product. When the Russian satellite Sputnik was launched, research funding jumped to 3 percent of the GNP, but started declining again until Presidents Gerald Ford and Jimmy Carter made efforts to restore it during their terms of office. It has now slipped to about 2.3 percent of the GNP, he said.

Regarding the heavy emphasis on research by the UCSD faculty, Atkinson reminded the business leaders that, unlike other major Western nations, the United States puts most of the responsibility for major research on the university campuses instead of in government-funded laboratories.

He said that over 60 percent of all the basic research done in the United States is done in fewer than 30 of the nation’s leading universities, and that research "develops the base of science and technology that drives this society."

Atkinson said later he is aware that students and parents frequently complain that faculty members spend a lot of time on their research work, but said when seen from the national perspective, the research work is a principal role for faculty members.

Day made a plea for more support in deregulating higher education, which, he said, is being strangulated financially by planning that can "only look backwards and refigure last year's woes over program ideas that might have failed."

Faculty members live and work on the cutting edge of new knowledge in their respective disciplines while trying to prepare their students, he said. That means that a few risks must be taken in trying to develop new programs that will give those students the best chance of success.

But new programs involve gambles and risks, and some of the programs might fail.

"Failure in the public sector is very hard for legislators to explain to the public, so the universities can only get financial support for ideas that are virtually guaranteed to succeed, which rarely are innovative," he said.

Hughes expressed greatest concern over the proposed federal changes in tax laws and reductions in government aid to students.

He said that in the 1986 Higher Education Act, Congress had stressed the importance of providing university access to the maximum number of academically qualified people, and then sought to provide those students with the maximum choice between types of institutions, both public and private.

By reducing student financial aid, the current administration has "basically deleted the choice," Hughes said, adding later that the administration has publicly shown its "indifference to the idea of choice."

He said the current government proposals would cut about $5 billion from spending, which would translate into a loss of 648 students at USD, or 19 percent of its present enrollment.

He said that these direct cuts, plus proposed changes in the tax laws that would make it far less attractive for people to make gifts to their favorite institution, spelled serious financial times ahead.

Day also warned that campuses may see some strife in future years as the colleges and universities increasingly become the melting pots for new waves of immigrant Americans.

He said that the great immigrant wave of the early 1900s brought many new people to the country, mainly from Europe, and their socialization took place mainly in the streets and homes of Boston, New York and other Eastern cities.

The new immigrant wave is from Asia and Mexico and their socialization is taking in the schools and colleges of the West, he said.