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USD NEWS PRINT MEDIA COVERAGE

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An Era of Expansion

Alice Hayes Keeps Funds Coming to USD to Fuel the New Projects on Campus

BY DENISE T. WARD
Staff Writer

When Alice Hayes took over as president of the University of San Diego seven years ago, it wasn't unusual for her to move into the office of outgoing president Arthur Hughes. The only thing is Hughes' office was in the freshman boys' dormitory, Maher Hall.

"It was a beautiful office, but it was just the placement of it," Hayes says from her new office in the Hughes Administration Center, across from Maher Hall. "Our taste in music wasn't the same, and I probably heard some things they probably preferred that I didn't hear."

The president stayed in the boys' dorm for more than a year because the office she now has was occupied by the school's bishop. Hayes, 63, didn't make a fuss about her first office; those days were quite amusing, she recalls.

It's not unusual for Hayes to be in unfamiliar situations. The Chicago native is the first female president of the university in its present format. (USD was chartered in 1945 as a college for women, a college for men and a school of law. In 1972, the university was restructured and all colleges became one with Hughes as its single president).

Hayes is a part of the small percentage of women college presidents. According to the American Council on Education, women make up 19 percent of university presidents nationwide. During her interview for USD job, she was asked how she planned to fill the shoes of the president—a position held previously by a man whose wife helped with fund-raising efforts.
Although she doesn’t wear a lab coat or spend her days in a biology lab, Hayes still focuses on the advancements of science and technology.

Since 1969, she has mixed science with academia. She came to USD after six years as executive vice president/provost and professor of biology at Saint Louis University. Hayes spent 27 years at Loyola University of Chicago, where she served as vice president for academic affairs, associate academic vice president, dean for the natural sciences, and chairperson of the department of natural science. From 1950 to 1962, she conducted mycology research for the Municipal Tuberculosis Sanitarium.

She continued to teach and do research until she took the post of vice president for academic affairs in 1987. That’s when she put her lab coat away for good, but her interest in research and science never ended.

“You don’t ever stop,” she says. “You continue to have ideas. I still feel I’m a teacher and an educator, but I don’t do research anymore.”

Expansion Mode

Her love and passion for science is evident in her work at USD. The campus has a high concentration of science curriculum and soon will have a new $46 million Center for Science and Technology.

There are more than $100 million worth of projects under construction at USD, including new dormitories, and the $25 million Joan Kroc Center for Peace and Justice, which will open in the fall. The science building, however, holds a special fondness for Hayes.

“it’s a very significant project for us,” Hayes says. “It will bring all the sciences together in one building.

“I see this as a benefit to our economy. We’re helping train the work force.”

It’s fair to say Hayes has been successful in leading the school’s fund-raising efforts. She has witnessed completion of the $17 million Jenny Craig Pavilion sports facility, and raised a portion of the money needed for the science building.

“People don’t just run to the campus and say, ‘Can I give you money?’” she says. “The community is very responsive and gets involved in what we’re doing here. We do very little here alone. We need help for everything.”

Hayes says there is no way they could charge a tuition to cover the cost of the school’s operations, so asking the community for money is vital.

“I would have a hard time asking people to give money to me. But to the university? Not at all, because these projects are very worthwhile,” Hayes says. “They are things the community can be proud of making happen.”

Board Member

Hayes’ work with the local business community hasn’t gone unnoticed. She was asked to join the board of directors of Jack In The Box because CEO and Chairman Robert Nugent felt she would bring the missing link to the group.

“I was looking for someone in academia who I thought would provide a good skill set that was missing on our board,” Nugent says. “We also wanted more diversity on the board, so a woman would certainly satisfy that objective.”

Hayes has been on the Jack In The Box board for two years and is the only woman and educator.

Nugent says Hayes’ “intelligence and her wonderful grasp for the larger issues that society faces” benefits the board.

He says she has helped format his company’s training and development programs.

Hayes also sits on boards for the Globe Theatres, the San Diego Foundation, Catholic Charities, and is an advisory member for the Timken Museum of Art, the Mingei Museum and the San Diego Opera.

Those involvements depict her second love of the theater and music. Hayes said she catches every opera and symphony performance that she can.

She also has a compelling passion for gardening. Since her house sits on USD’s campus, she doesn’t get a chance to actually get her hands dirty in her garden. The school has grounds crews for that.

But she does make it habit to drive around the campus every Sunday to admire and photograph everything that blooms on the campus.

“I don’t know what they all are, although I’m a botanist,” she says. “I know Midwest flowers, but I know this campus is truly a botanical garden.”

Hayes says she is not planning to retire anytime soon, but when she does she wants people to look at the university and see the quality of students, faculty and facilities she left behind.

“This was a good university when I came here, and I’m not trying to change what it is, but I want to enhance the quality so everything we do have is better.”
A Homecoming: Sacred Heart Sisters Gather at University of San Diego

By Vincent Gragnani

SAN DIEGO — Society of the Sacred Heart Sister Nancy Morris served as president of USD’s College of Women from 1966 to 1971. She recently returned to the campus for a meeting of her order’s U.S. province July 25-29.

When Sister Morris first came to the university 35 years ago, it consisted of a law school, a College of Men and a College of Women. But Sister Morris set out to change that.

“We needed to bring ourselves into the present age academically,” she says. “I think that though separate education is very, very good and wise in many instances, I think women now are in a position of equality. We say that theoretically but this gives them a chance to prove it.”

“I just think it was natural,” she added. “We were on the same campus. Together we were stronger than separate.”

Sister Morris met with other university officials at least twice a week during most of her tenure as president to make the merger a reality.

Since Sister Morris left her post as president in 1971, she says that academically, the school has improved. But she thinks it was always pretty good. Because of her order’s emphasis on education, the College of Women had a solid academic foundation and was a very strong partner in the 1972 merger.

After serving as president of the College of Women, Sister Morris became director of schools for the Sacred Heart at Menlo Park, a post she held for 18 years.

She currently works for her order’s U.S. province, doing grant writing and consulting with her order’s poverty-based ministries. Using her experience in higher education, she seeks to connect the ministries that don’t have a voice with alumni that do.

Sister Morris was in town for the Society of the Sacred Heart’s national assembly, which brought more than 350 women religious to USD, some serving from places as far away as Japan, Indonesia and Uganda.

Themes discussed at the conference included the Society’s commitment to transforming people and societies through education, collaboration with outside groups who share the Society’s mission and expansion of its understanding of belonging to a multicultural community.

The Southern Cross
COLLEGE OF ARTS AND SCIENCES
Amid sacrifice, a way of life is put to the test

By Richard Louv

We saw the jet approach the tower. We saw it then and will see it always. In the stop-time, frozen-scream moments that followed, we watched all our illusions of security crumble into a cloud of dust that seemed to roll across the country and never stop, not ever.

The cloud rolled clear to San Diego, and it touched us. People were talking about the probability of war. They worried about the erosion of precious rights. They asked whether core questions will ever be addressed, and why so many people hate our country. They talked about revenge and justice, about the certainty of action and the uncertainty of where action leads. But Americans also talked about how the tragedy had transformed their personal priorities.

Virginia Lewis, a professor of political science at the University of San Diego, now feels a... what can we call it... a new solemnity? "It feels like leaving young adulthood and the exuberance of adolescence, and reaching adulthood finally, and confronting death," she said. Strangely, the properties of that rolling cloud did not obscure her vision, but clarified it. "It put my life in perspective. It made me recognize not only how vulnerable I am, but that this incredible life that I'm privileged to live — that we're all living — is an accident of birth, and that most people around the world live with this fear all the time." Today, she understands more profoundly what they feel every day.

Gary Shiebler, an author and songwriter in Fallbrook, spoke about how the events of Sept. 11 had jolted him out of his self-absorption. "Anyone who is creative can be a pain to live with," he said, "because we're essentially narcissistic. A couple days ago I was standing in a deli line, growing increasingly angry at the wait, and then I thought of the towers. And I said, 'Gary, you're not the center of the universe. Gary, life isn't all about you.'" That has become his mantra.

We have passed through at least two decades in which our values mirrored our obsessions: stock options, square footage, megahertz, quality time, fat, nonfat, short, tall, grande. Suddenly, those values are deflated.

"This week, I saw a look in people's eyes I had never seen before," Shiebler said. "But then I remembered that I had seen it before." Traveling in Europe a few years ago, he had seen eyes filled with veiled wariness and something like sadness. He had seen these eyes on buses and subways, on the street and in the theater. "I didn't comprehend what that look was about, but now, this week, I get it. I understand."

It's the look of people who have experienced invasions, wars on their soil, horror in their history. Some Americans have experienced those things, too. Ask the immigrant survivors of Buchenwald. Or those who survived at Pearl Harbor. Ask any Native American. But for the American nation, there has never been anything quite like this.

What will we see with these new eyes?

Perhaps, as Lewis believes, American culture may again value sacrifice — the giving that comes with teaching or doctoring or firefighting or soldiering or giving birth or devoting one's life to writing the novel that finally tells a truth, no matter the personal cost. In countless stories this week, we saw that sacrifice — we saw the better angels of our nature, in Abraham Lincoln's famous phrase. If you looked closely, you could see the better angels standing in the long lines of volunteer blood donors; you could see them working in the rubble, wearing yellow slickers and hard hats and nurse scrubs, their grime-caked faces bleeding sweat and tears.

And you could see other things, at home and abroad. Darker forces continued their work. Somewhere, in their dim little workshops, the agents of misery and death made their plans. The germ of that darkness is loose on our streets, too. A few Americans... undeserving of the name... firebombed a mosque in Texas, threw a bag of blood at an immigration office in San Francisco, tried to run down a Paki-
Firefighter David June hung a 17-by-25-foot American flag on the side of the San Diego City Operations building Friday morning. Nadia Borowski Scott / Union-Tribune

A woman with a car, fired an assault rifle at a gas station attendant of Yemeni descent and pulled Arabic taxi drivers from their cabs and beat them. They did this ignoring or ignorant of the facts: Arab-Americans have fought and died in all our wars, hundreds of Muslims were interred in the rubble of the World Trade Center.

In the same week, Iranian officials requested a minute of silence before the World Cup qualifier against Bahrain to honor those killed in the terrorist attacks in the United States—a suspect gesture, given Iran’s coddling of terrorists and its holding of U.S. hostages for 444 days two decades ago. Nonetheless, in Iran, 60,000 spectators sat in what appeared to be respectful silence for 60 long seconds. Meanwhile, Russians — our former enemies — knelt and wept as they placed roses in front of the U.S. Embassy in Moscow. In unexpected places around the Earth, people honored our dead. It was as if the innocents of the towers still lingered, and for a moment they had become the world’s better angels.

We have not seen such a moment before, and we may not again.

With new eyes we see a new truth cast in stone made of drywall dust and rain, hardening in the sun: Something has changed in America, forever and perhaps for good. When John Kennedy died, the country came together for a weekend and a thousand days, and then it flew apart. This time, one senses that the world—or some of it—may come together and stay together for a longer time.

In the coming weeks and months and perhaps years, the world will be gripped by, as Kennedy once said, “a long twilight struggle.” This contest will not be between Muslim and Christian, Afghan and American, but between humanity’s better angels and its most malevolent spirit. That will be the real contest. Already this past week, you could see Americans and people around the world struggling with their opposing natures. Maybe the cynics are right, that nothing is horrible in America for more than 10 days, or that we will be no better in our response than our shadowy enemies. Or perhaps the falling towers drove a deeper understanding of what is important, and what is just, into our common ground.

The coming struggle will be on land and sea and in the air, but mainly it will be in our hearts.

On Friday, after a cloud of fog had rolled on, a friend was walking around Miramar Lake. She was grappling with these questions, with all the feelings of rage and confusion that most Americans experienced during the week that stood still, the week in which $3 lattes didn’t seem nearly as important. She wants our country to do what is right, but like most of us, she does not know exactly what that should be. As she walked, she saw a woman approaching, a woman she had seen before, but never spoken to. The woman walked with dignity, chin up, eyes locked straight ahead. She wore a Muslim shawl.

“I should go over to that woman and tell her that I admire her courage for walking alone this week,” my friend said beneath her breath. “But, of course, I won’t.” What she did do, as the Islamic woman came abreast, was slow her pace slightly, smile and say, “Good morning.” The woman’s eyes flickered in surprise, and the two continued to walk, in opposite directions.

Richard Louv writes about the future on Sundays. He can be reached by e-mail at rlouv@cts.com
Security worries, freedoms clashing | Other nations are far more restrictive

The San Diego Union - Tribune; San Diego, Calif.; Sep 30, 2001; Greg Moran;

Abstract:
"It is much more liberal here, and I prefer to keep it that way," said Hermann Zillgens, Germany's honorary consul in San Diego. "But I think, sadly, a few things might have to change."

San Diegans who have spent considerable time in those countries have experienced a different national mood about security matters, and can offer a glimpse of the shape of things to come in America. For example, in Germany all citizens are required to register with municipal authorities every time they move. "It has always been that way," said Zillgens, who was born and raised in Germany and is now a U.S. citizen but still travels back to his native country.

Americans have long resisted most measures that smack of government intrusion into their private lives. Fuller said the sheer breadth and diversity of American society makes duplicating many of the measures in place in Israel and Europe difficult.

Full Text:
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FOR THE RECORD | The first name of Russell Fuller, a religion professor at the University of San Diego, was misstated as "Robert" in a story Sunday comparing security measures in the United States with other countries. The Union-Tribune regrets the error. (10/02/2001, A-2)

In Germany, the government always knows where you live.

That's because the law says you have to tell it. In Israel, a half-century of living in the shadow of terrorism conditions your eyes to watch for certain things: a bag left alone on a sidewalk, unattended luggage.

In France, everyone carries a national identity card. England has a network of closed-circuit television cameras quietly whirring away in public places, from train stations to pubs.

Check into a hotel in some countries, and be prepared to hand over your passport to authorities. Getting into a shopping mall in Ireland could mean waiting while a stone-faced, uniformed officer methodically goes through your bags.

In the wake of the World Trade Center and Pentagon attacks, calls for tighter security measures in America have been coupled with worries over how our freewheeling, come-and-go national lifestyle may unalterably be changed.

"It is much more liberal here, and I prefer to keep it that way," said Hermann Zillgens, Germany's honorary consul in San Diego. "But I think, sadly, a few things might have to change."

Many countries in Europe and elsewhere have been balancing security with the tenets of an open, democratic society for decades.

San Diegans who have spent considerable time in those countries have experienced a different national mood about security matters, and can offer a glimpse of the shape of things to come in America. For example, in Germany all citizens are required to register with municipal authorities every time they move.

"It has always been that way," said Zillgens, who was born and raised in Germany and is now a U.S. citizen but still travels back to his native country.
The registration requirement allows the government to quickly trace people, he said. It is a requirement that Germans accept with little complaint.

"It is part of your existence, and part of your life," he said. "You don't ask questions."

The notion of heightened security is also part of daily life in Israel.

"It is a whole different awareness level," said Robert Fuller, a religion professor at the University of San Diego who has lived in Israel and travels there frequently to do research.

Fuller said that when he returns home from these trips, one of the first things he notices is the prevalence of unattended bags and parcels.

In Israel, citizens are carefully tuned to be alert for such packages, which sometimes contain bombs.

"None of my friends here have ever had the notion that those could be a problem," Fuller said. "I think we're now only starting to realize in this country that, 'Oh, people might plant a bomb in there.'"

Fuller said Israelis have come to accept "adaptation to the necessity of security" as part of their daily lives. They carry proper identification, and acknowledge the possibility they could be stopped and questioned at any time.

Americans have long resisted most measures that smack of government intrusion into their private lives. Fuller said the sheer breadth and diversity of American society makes duplicating many of the measures in place in Israel and Europe difficult.

Still, he said, "we've lost to some extent the naivete that it can't happen here."

The debate over how much things will change has already begun in Congress. Last Monday, the first hearings on a proposed new anti-terrorism bill drew critical comments from some legislators — from both the left and right.

Credit: STAFF WRITER

Sub Title: [1,2,3 Edition]
Column Name: ATTACK ON AMERICA
Start Page: A-7
Personal Names: Fuller, Robert

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Gibbons Promotes Nine Staffers

By Jennifer Yacbnin

The departure of senior staff member Jack Victory from Rep. Jim Gibbons' (R) office created a ripple effect in the staff roster that reached all the way to the lawmaker's Nevada district offices.

Victory, who hails from Carson City, jumped to the office of Majority Whip Tom DeLay (Texas) at the beginning of the summer to become a policy analyst. He was hired as a senior legislative assistant in 1997, Victory had served as the office's legislative director.

The 30-year-old also put his talents to work for two years in the office of Rep. Richard Pombo (R-Calif.), beginning in 1994 as a legislative correspondent and later as an LA.

He is a 1993 graduate of the University of the Pacific, with a bachelor's in pre-law and communications.

Stepping up to fill the legislative director post is Robert Uithoven. The Reno native has worked for the Silver State lawmaker since 1997, when he joined the staff as a legislative correspondent and later as an LA.

He is a 1993 graduate of the University of the Pacific, with a bachelor's in English from the University of Nevada at Las Vegas in 1996. He then worked for a year as a manager at Bank of America in Las Vegas.

Amy Spanbauer takes over duties as communications director and senior legislative assistant. The 25-year-old was hired as a staff assistant and legislative correspondent in 1998, was promoted to legislative assistant and then, in 2000, to deputy press secretary.
er’s office in 2000 as a Las Vegas district representative and transferred to the D.C. office in May.

Demma, who is studying for his bachelor’s in finance, also did a one-year stint as communications director for Nevada state Sen. Jon Porter (R).

After serving for one year as legislative correspondent, Margaret Black has been tapped to serve as a legislative assistant.

Black, who hails from Jacksonville, Fla., graduated from the University of Florida in 2000 with a bachelor’s in history. She is studying for her master’s in political management at George Washington University.

The 23-year-old made her debut on Capitol Hill in 1997 as an intern in the office of then Rep. Tillie Fowler (R-Fla.). The following year she interned in the legislative affairs division of the law firm Holland & Knight.

Also marking his one-year anniversary in the office is Andrew Servais. The 24-year-old, who is a legislative correspondent, tacks on the titles of systems administrator and legislative aide.

Servais, who hails from Seattle, served as staff assistant for the past year. He graduated from the University of San Diego in 2000 with a bachelor’s in English and interdisciplinary studies.

While in college Servais was a summer intern in 2000 for both then Rep. Brian Bilbray (R-Calif.) and Rep. Ed Royce (R-Calif).

Lindsey Ann Brooks, 21, makes her debut on the Hill as staff assistant.

A member of the University of California at Los Angeles class of 2001, she has a bachelor’s in political science.

Originally from Huntington Beach, Calif., Brooks recently was a law clerk at the Beverly Hills-based firm Egerman and Brown. She completed a six-month stint in March as campaign coordinator for Beverly Hills Mayor Mark Egerman’s successful 2001 re-election bid.

The domino effect continues in the lawmaker’s Nevada district office, where Jean Rice, 46, takes over as district director.

Since 1997 the Ogden, Utah, native has been a field representative in southern Nevada.

Before joining the lawmaker’s staff, Rice spent 27 years as a Congressional problem-resolution liaison for the Treasury Department.

Filling the southern Nevada field representative post is Judy Ray, who will work out of the Las Vegas office.

Ray has served since 1997 as a district constituent service representative. The Covina, Calif., native also has four years’ experience as a staff assistant in the district office of Rep. Christopher Cox (R-Calif.).

Tina Marie Burke, who was hired for the district office as a staff assistant in November, has been promoted to field representative and caseworker. Burke, 35, hails from Reno.

BART IS BACK:
Bart Chilton joins the office of Senate Majority Leader Thomas Daschle (D-S.D.) as a legislative assistant. The 41-year-old from Portage, Ind., will work on issues related to agriculture.

He most recently came off a seven-month stint as senior vice president at New York–based Bion Environmental Technologies.

Before heading to the private sector, Chilton worked for six years at the Agriculture Department. He served for two years as senior policy director for rural development at the agency before taking over as deputy chief of staff and senior policy director in 1998.

Chilton is also a Capitol Hill veteran. He filled the post of legislative director for then Reps. Earl Pomeroy (D-N.D.) in 1995, Jill Long (D-Ind.) from 1989 to 1994, and Jim Jontz (D-Ind.) from 1987 to 1988. He also served in 1985 as a legislative assistant for then Rep. Terry Bruce (D-Ill.).

Following his graduation from Purdue University in 1983, where he received a bachelor’s in political science, Chilton served as regional field director for Walter Mondale’s failed presidential bid.
Richards named to Dean's List at USD

Jason Richards, a Three Rivers High School graduate, made the Dean's list for the spring semester of 2001 at the University of San Diego.

Richards, who will be a junior this fall, earned First Honors with a grade point average of 3.65 or higher for the semester.

His stepfather and mother are Rick and Peg Yoakam of Three Rivers and his father is Jack Richards of Benson, Minn. He is a 1999 graduate of Three Rivers High School.

The University of San Diego is an independent Catholic institution of higher learning overlooking San Diego's Mission Bay. Chartered in 1949, the school enrolls more than 6,800 students and is known for its commitment to teaching, the liberal arts, the formation of values and community involvement.
HONORS

Danika Ramberg

Danika Ramberg, a 1999 graduate of Roseburg High School, made the Dean's List for the 2001 spring semester at the University of San Diego.

Ramberg, who will be a junior this fall, earned second honors with a grade point average between 3.33 and 3.64 for the semester. She is majoring in chemistry, marketing and communications, and she will study in Spain this fall.
Waynesboro

ON DEAN'S LIST: Jessica Marie Beck, daughter of J. Edward and Marie Lanser Beck, Waynesboro, attained the dean's list for the spring semester of 2001 at University of San Diego, Calif.

A 2000 graduate of St. James School, Maryland, Beck, a sophomore this fall, earned first honors with a grade point average of 3.65 or higher.
SCHOOL NOTES

Dean’s list student Alison Calcoterra of Severna Park recently graduated from Salisbury State University with a bachelor of science degree in biology. She is currently pursuing graduate studies in education at Johns Hopkins University and plans to teach science.

A member of the Salisbury varsity swim team all four years, she holds SSU records in several freestyle events and held the Capital Athletic Conference record in the 100-yard freestyle. She also held NCAA national qualifying times in the 50-, 100-, and 200-yard freestyle. She was selected Most Valuable Woman’s Swimmer in 1998 and 2000, and won the Coach’s Award in 1999 and 2001 in lieu of consecutive most valuable swimmer awards. She was team captain from 1999 to 2001.

Active in her community, Ms. Calcoterra served as a religious education instructor at St. John the Evangelist Catholic Church and participated in many charitable events.

A graduate of Severna Park High School, she was active in local swim clubs, including the Naval Academy Junior Swim Club and the Annapolis Swim Club. She was coached by Ken DeGruchy at both clubs. In addition to competitive swimming, she worked as a life-guard, swimming instructor, and pool manager during her summers.

Elizabeth Herman, daughter of Paul Herman of Annapolis and Jan Hayes of Stuttgart, Germany, has been named to the dean’s list for the spring semester at the University of San Diego in California. A math major, she is a 2000 graduate of Annapolis High School.

Navy Lt. Cmdr. Ben Eugene Solis Torreon, son of Mr. and Mrs. Ben Torreon of Annapolis, recently graduated from the Naval War College non-resident program.

Towson University student Michelle Noren, daughter of Nancy and Dave Noren of Crofton, has accepted membership in the National Society of Collegiate Scholars and will be inducted this fall. The NSCS recognizes first and second year undergraduates who excel academically. Ms. Noren is a graduate of Arundel High School.
Jessica Marie Beck made the dean's list for the spring semester of 2001 at the University of San Diego.

Beck, who will be a sophomore this fall, earned First Honors with a grade point average of 3.65 or higher for the semester.

Her parents are J. Edward and Marie Lanser Beck of Waynesboro. She is a 2000 graduate of St. James School.
Lauren Gausden was named to the dean's list for the spring semester at the University of San Diego. Her parents are Tom and Cindy Gausden of Mequon. She is a 2000 graduate of Homestead High School.

Becky Bruss of Mequon has been named to the dean's list for the spring semester at Concordia University, St. Paul.

Marquette University recent graduates include Daniel Huhn of Cedarburg, Carla Nightingale of Grafton and Thomas Buestrin Jr. of Mequon.

The Highlander, Homestead High School's student newspaper, was recently awarded a First Place Award when evaluated by Quill and Scroll, an international society of high school journalists. The co-editors last year were Ashley Balestrieri and Elaine Martin. Mrs. Jean Lokker serves as advisor to the publication.
SCHOOL OF BUSINESS ADMINISTRATION
By Liz Swain

Albert Renteria is a member of the National University capstone team now doing business as Independent Network Consultants. (Photo/Greg Lambert)

MBA student Jimmy Thai tackled a work-related issue for his final project at California State University, San Marcos. Thai, who was a systems engineer at SpaWar (Space and Naval Warfare Systems), analyzed the cost effectiveness of military use of satellite telephones. Thai was allowed to spend up to 25 percent of work time on the project. In addition to looking into technical aspects, Thai met with Wall Street analysts. Using low earth orbital satellites, the phones provided users with connections anywhere on the planet. But each phone cost $1,000 each, and calls ranged from $2 to $5 per minute.

In an MBA capstone report, Thai concluded that the system “wasn’t practical” for the military. He also predicted that the company would be out of business by summer. It was.

Thai’s MBA report attracted attention off-campus, and he presented it at an international conference in France last April. The Pentagon still is interested in satellite communications, but Thai won’t be taking his findings to Washington: he was promoted.

In Torrance, O’Leary Logan’s early morning search for his car keys inspired a final graduate project and a new business. Logan was enrolled in the master of information systems management program at Keller Graduate School of Management in Long Beach. Logan wanted to accelerate getting the degree, so he attended the final class known as a capstone course in Atlanta.

He had a 6 a.m. flight at Los Angeles International Airport. As Logan searched for his keys, he wished he could open his laptop and refer to a 3-D spatial location program to find them. Instead he retrieved his keys the old-fashioned way. But he decided to research the use of electronic tags and the Global Positioning System to track items inside a building.

“I presented it to the class and several people asked if it was available,” says Logan. He earned his degree last September and received the Gateway Information Systems Management Capstone Award for his project. In addition, Logan elaborated on his research and started Ping2Find, a “hands off” inventory tracking system.

Capstone Courses — which often involve a “real world” research project — generally are taken near the end of the master’s program. Students in San Diego Metropolitan
Diego State University's executive MBA program frequently work on job-related projects, says Candace Williams, director of executive management programs. Final projects have included business plans, new systems and development of new products. Turning to the job for a capstone project also acknowledges employers who provide tuition assistance. "It's a way to give back something tangible," says Williams.

Completing a work-related project is logical for students enrolled in some of SDSU's off-site programs at workplaces like Qualcomm. For full-time MBA programs, an individual or team works on a final project for a local company, says Williams.

A capstone project could be the springboard for a new business. At National University, one e-commerce capstone project sought a Web site designer for the business where team member Carol Fagan worked.

The team wanted to take its project outside the classroom, says Albert Renteria, one of the leaders. The team matched up Pan Pacific Retail Properties with Alta Global, a Web site design business. Although Pan Pacific hasn't yet committed to the new designer, a Pan Pacific representative praised the project. "What was good about the project was the attention to detail," says Carol Merriman, Pan Pacific director of investor relations and marketing.

National team members are now doing business as Independent Network Consultants — just in time. This summer, the company signed its first contract with pointivity.com, says Renteria.

At the University of San Diego the "Strategy Simulations" capstone course culminates in an intraschool competition involving computer-simulated businesses. Students are divided into teams that develop business plans and work on business concerns like salaries, stocks and an annual report. This year, Firat Ozkan served on a seven-member team that created U/Light Serpentine Design, a lighting design firm. In April, teams from USD and 33 other campuses participated in the 37th annual International Collegiate Business Strategy Competition at the Doubletree Hotel in Mission Valley.

"We learned about the aspects of doing business (such as) if you don't increase the salaries of marketing people, they quit," says Ozkan.

The makeup of his team also provided a lesson in international business. Ozkan is from Turkey. Also on the team were a Japanese student, one from China, another from Thailand, a Canadian and two Americans. "Everyone has their own culture and background. We discussed and expressed ideas. If the ideas didn't match, sometimes we voted," says Ozkan.

U/Light Serpentine Design took third place in the competition. Ozkan earned his MBA degree and expects to finish USD's master of e-commerce program this December.

Competition also is part of the capstone at Alliant International University, formerly known as United States International University. Competing in business strategy comprises half of the capstone course that

How To Get Graduate Program Details

Alliant International University: (858) 635-4615.
California State University, San Marcos: (760) 750-4267.
Chapman University: (619) 296-8660.
Keller Graduate School of Management: (619) 683-2446.
National University: (800) NAT-UNIV.
San Diego State University: (619) 594-5217;
Executive MBA: (619) 594-6010.
University of Phoenix: (800) 473-4346.
University of California Irvine: (949) UCI-4MBA.
University of San Diego: (619) 260-4840.
University of Redlands: (619) 284-9292.
UCSD Graduate Studies and Research: (858) 534-1193.
students take toward the end of the graduate program, says adjunct professor Jon Kingsbury. Kingsbury shares instructional duties for the 11-week course with associate professor Louise Kelly. Kingsbury is known as the "game god" because he administers the computer-simulated game.

Each week of the course represents a year in the life of global footwear businesses formed by student teams of about four members each. As students do business, Kingsbury adds challenges like a drop in the demand for products. Students spend at least 10 to 15 hours each week on the project, which may be divided among team members.

This is the ninth year that the game has served as the university's capstone. Winners' names are on a plaque in the business department office, a tribute that alumni consider prestigious.

At the University of Phoenix, the type of capstone project depends on when a student enrolled. A mini-thesis business plan is required for students who began classes last year or earlier. This January, the university revised its MBA program, and students graduating from the new program will address a problem and propose a solution, says Michael Reilly, business department chair.

"Every time they come to class, they would be faced with a problem they have to solve. Then they choose a problem. It could be from work, a hypothetical problem or one from another organization," says Reilly. "They build a business case, write a significant paper and propose a solution."

Bruce Williams, vice president and director of San Diego UOP campuses, says the new program enables students to further develop their problem-solving skills by directly applying knowledge acquired in the classroom to their current jobs.

At Chapman University, Carlin Beal has taken on several projects while studying for her master of organizational leadership. Beal, accounts payable manager at GenProbe, assessed procurement cards for a research course. While Beal found her employer was on track with the use of business credit cards, she found ways the use could be improved.

Research led to ideas such as designating one card for a piece of equipment such as a copier. That way, the total cost could be assessed, says Beal. For another project, she turned to TV and focused on the program "Survivor" as a reflection of corporate America. "Parallel things happen on the show," she says. As people were voted off the show, some were devastated. The same is true in the work world. "If you are your job, the layoff is worst," says Beal. And for those still on the scene, survivors wonder, "Am I next?"

The University of California Irvine Graduate School of Management doesn't have a capstone requirement. However, projects are required in some courses. This year, teams of first-year MBA student spent a day at the beach trying to build sand castles while facing challenges such as layoffs of team members.

In the marketing principles course, Diana Lai served on a six-member team that studied fast food in terms of In-N-Out Burger and Burger King. Team members developed a survey, posted it on the Internet and then analyzed the results from 200 respondents. In terms of customer satisfaction, "In-N-Out was more successful, people like the fresh ingredients," says Lai.

UCI courses for fully employed MBAs include Lisa Barron's negotiation course. Students write a negotiation plan, do the negotiation and write an assessment. Like many educators, Barron strives for project assignments that provide relevance outside the classroom.

For graduate students, business projects can provide experience in strategic management. The capstones can be the foundation of a new business. ✷

As a student of the USD "Strategy Simulations" course, Firat Ozkan's seven-member team created a lighting design firm. (photo/Greg Lambert)
U.S. Stock Markets To Reopen Monday

Local Economists Say Delay May Help Calm Jittery Investors

By TIM COFFEY
San Diego Daily Transcript

Local financial experts applauded the decision to reopen the largest U.S. stock markets on Monday instead of Friday.

The anticipated opening next week of the New York Stock Exchange, the Nasdaq Stock Exchange and the American Stock Exchange comes four days after three hijacked planes destroyed the twin towers of the World Trade Center in New York City and a side of the Pentagon outside Washington D.C. A fourth plane, which officials say also was hijacked in conjunction with the plot, crashed outside of Pittsburgh, Pa.

San Diego economists and See Stock Markets on 6A

World markets react to WTC attack

Share prices advanced on key European markets Thursday, but exchanges in Thailand, Taiwan and Malaysia, which were closed Wednesday in response to the attacks on the World Trade Center, plummeted.

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SOURCES: Yahoo.com; compiled from AP wire reports
financial planners said by opening the markets Monday the anxieties and fears of a full-blown national, and perhaps worldwide, recession would be lessened. Most believed the attacks could act as a catalyst to weaken an already vulnerable U.S. economy.

"On Monday the response might be more subdued," said Nikhil Varaiya, chair of the finance department at San Diego State University. "Simply because people will have a chance to rethink selling their stocks.

"Everything is in place to be as it was on Tuesday morning," said Alan Aiello, principal of La Jolla-based Evergreen Wealth Management, alluding to the last day shares were traded on the exchanges.

Still, most expect an early sell-off when the markets open.

"I can see the Dow opening down several hundred points, maybe in the 400 to 500 point range," said Alan Gin, a professor of economics at the University of San Diego. "But after that initial sell-off, I think things will come back somewhat. That's what the experience of the Asian stock markets have been." An indication of investor fears next week was expected on Thursday when the bond market opened. It was the first time the market for buying and selling U.S. Treasury bonds and other securities had reopened since the attacks.

Although both two-year and 10-year Treasury bonds closed higher, neither surpassed Monday's closing prices. Had they ended higher, it would have been a clear indication that investors were ready to dump their stocks for the relative stability of bonds.

"If bond prices had gone crazy today it would have been a real warning to me that people were rushing towards fixed income investments," Aiello said.

It also indicates that investors believe the Federal Reserve is likely to cut key interest rates for the eighth time this year. The Fed is scheduled to meet next week.

"I had questions about whether or not they would lower interest rates again, but now I think the attack increases the possibility that they will," Gin said.

A rate cut by the Fed now could support the domestic and world economies as the U.S. financial sector struggles to its feet, he added.

If more money becomes available to U.S. consumers there is no certainty it will be used, said SDSU's Varaiya.

"The debt levels on personal debt are so high, it's not clear how these consumers are going to spend money," he said.

Even projecting how consumers will react is a gamble, said Karen Brassfield, executive vice president of San Diego National Bank. The bank specializes in large loans for real estate and construction projects — currently, the strongest of San Diego's economic sectors.

"I'm the eternal optimist so I think people will be a little more conservative, but not much," she added.

In the advance of the unknown, financial planners, including Aiello, have recommended clients not place any new orders when the market reopens.

Although neither the NYSE, Nasdaq or Amex's trading abilities were directly harmed by the attack and most big financial firms have backup facilities where they can do business, extensive logistical issues still exist before the markets reopen on Monday.

The NYSE's trading floor is in the financial district, meaning that the area has to be cleaned up and safe enough for its traders, specialists and the staffs of other businesses to get there.

Nevertheless, restoring confidence in the country's financial system means reopening the symbolic trading floors at the New York Stock Exchange.

"The right thing to do for America and certainly for those who are in the midst of this great tragedy ... is to resume trading," New York Stock Exchange chairman Richard Grasso said at a news conference. "We are very confident we will have the right number of people on campus here and in the community required to bring up the world's most admired markets."

The Fed also decided to make $50 billion in cash available to European banks with subsidiaries in the United States.

The Fed's decision followed Wednesday's joint statement from the world's seven richest countries, pledging that their central banks would coordinate activities to make sure emergency withdrawals did not destabilize any of their banking systems.

A separate Fed report showed that banks had taken the Fed up on its offer to supply emergency loans to banks facing cash crunches because of heavy withdrawals. The amount of loans outstanding totaled $45.6 billion for the week ending Wednesday, a sharp increase of $45.4 billion from the level of the previous week. The heaviest demand for loans came at Fed regional banks in New York and Richmond, Va., which serves the Washington area.

The Associated Press contributed to this report.

tim.coffey@sdut.com
Source Code: 20010913tbf
Attack: Economic Impacts of NYC Disaster to Be Felt Locally

Continued from Page 1

consecutive quarters of economic decline (the actual definition of a recession)."

Dipak K. Gupta, a professor at SDSU’s School of Public Administration and Urban Studies, said the terrorist attack “cannot be good for the economy and (will) likely have a deleterious impact because it shakes consumers’ faith.”

In times of uncertainty, consumers are less likely to spend on big-ticket items such as cars and houses, and they sometimes revert to saving money and putting it into less risky investments. At the extreme, this behavior could lead to liquidity problems, he said.

One potential upside from the attacks is the possibility gas prices will actually decrease, he said.

Gupta predicts moderate Arab oil producing nations will increase production to show their solidarity with the largest oil consumer nation, and to stave off a global recession.

Certainly one of the region’s largest industries, tourism, could feel negative affects because of the latest tragedy, said Ross Starr, a UCSD economist.

“If there’s significant disruption of air travel, you can expect a reduction in convention business for the city. Our newly expanded Convention Center will have a lot of excess capacity,” Starr said.

One positive may be a possible increase in military spending and military presence here, which might stimulate local spending, he said.

The Sept. 11 attack will certainly clear the path for an increased national defense budget, which will benefit the local economy in the form of greater spending on high-tech, intelligence systems such as the ones developed by the San Diego-based Space and Naval Warfare Systems Command, the Navy’s main technology contracting office, several analysts said.

“We’re going to see a scaling up of the military industrial complex,” said Bruce Ahern, a local high-tech analyst. “There will be increases to all sides of the military, the weapons, the manpower, but also on the intelligence side, for things like communications, hardware, computer systems, and command and control. All these things are done here.”

But Gin downplayed any increased military spending, saying it would have minimal impact locally.

“San Diego doesn’t have the big defense manufacturing role that we did in the past. We have about a quarter of the jobs in those areas that we had about 10 years ago. If there’s an expansion (of the defense budget), San Diego won’t benefit a lot from it.”

Several analysts said the latest attacks would result in decreased economic growth for the current and succeeding quarters and usher in a dismal shopping season to end the year.

“I think it’s going to be a tough buying season this Christmas,” Gin said.
Companies Ride Shockwave As Market Reopens
Sept. 18, 2001

The jury returned to Wall Street on Monday and its verdict didn't surprise anyone.
Decliners topped advancers, the Dow Jones Industrial Average recorded its largest one-day point loss ever and the Nasdaq narrowly avoided one of its worst percentage losses in a single day.
In San Diego, few public companies escaped the pounding that experts warned jittery investors would unleash on the shaky economy. Almost every local public company traded lower save for defense contractors and some drug makers and network storage companies.
The San Diego Stock Index dropped 4.91 percent, or 46.7 points, to close at 896.8 on Monday. One hundred fifteen of 177 local companies closed lower. Thirty-one companies closed higher and 69 were unchanged.
The Dow Jones Industrial Average, a collection of the largest U.S. corporations, dropped 7 percent, or 685 points, and the Nasdaq Composite Index, a tracker of large technology companies, dropped 6.8 percent.
Monday was the first full day of trading on the Nasdaq stock market, the New York Stock Exchange and the American Stock Exchange since terrorists attacked New York City and Washington, D.C. last Tuesday.
Alan Gin, an economics professor at the University of San Diego, said the Nasdaq and the New York Stock Exchange got off relatively light.
"At some point (Monday) the Asian markets fell off 10 percent in the day (after the previous close)," he said. "So, we got a 7 percent drop here and I think that's fairly reasonable although (the Dow Jones average) was the largest one-day point drop ever."

Source Code: 20010917tba
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"But after that initial sell-off I think things will come back somewhat. That's what the experience of the Asian stock markets have been."

Source Code: 20010913tbf
SIOR Chapter Here Awards Scholarships To Graduates Of USD

Eric Northbrook (left), president of the San Diego chapter of the Society of Industrial and Office Realtors, or SIOR, presents the society's scholarships of $1,000 each to Patricia Ann Areias (center) and Jenay Llewellyn. Both women are May graduates of the University of San Diego. Llewellyn was a dean's list scholar with a business administration degree. She is pursuing a commercial real estate career. Areias was a business administration major and is currently with A.W. Arendsee Commercial Real Estate.
SCHOOL OF EDUCATION
Beckman appointed first CAO of university consortium

CLAREMONT – John F. Beckman has been appointed as the first chief administrative officer of the Claremont University Consortium.

Beckman officially begins Saturday. He will be responsible for coordinating responsibilities both within the consortium and between consortium services and the seven individual colleges, intercollegiate committees and the CEO of the consortium.

Beckman joins the CUC from the senior administrative staff and faculty of the Southern California University of Health Sciences/Los Angeles College of Chiropractic, where he has been since 1980. Most recently he served as the vice president for administration and planning/chief operations officer.

Prior to 1980, Beckman served in several student affairs positions at Cal State Bakersfield.

He received an undergraduate degree in psychology from the University of San Diego in 1969, a master's degree in counseling and guidance from the University of San Diego in 1972, and a doctorate in higher education from the University of Southern California in 1979.

- Will Matthews (909) 483-933
SCHOOL OF LAW
Pollution violations at the border

By John H. Minan

Development along the U.S.-Mexico border is a topic of critical importance to California. The management, control, and treatment of waste water must be part of the discussion about this development. The reason is simple: The quality of life in our region is directly affected by cross-border waste water pollution.

The United States International Boundary and Water Commission (IBWC) is the federal agency responsible for the operation of the South Bay International Wastewater Treatment Plant (SBIWTP). Since the plant opened in the late 1990s, it has discharged approximately 23 billion gallons of toxic sewage from Mexico through the South Bay Ocean Outfall Pipeline. This effluent discharge consistently fails acute and chronic toxicity tests.

The federal and state water quality standards that apply to this discharge are designed to protect the public’s health and safety. But the sewage effluent being discharged from the plant does not meet federal "secondary treatment" standards or the effluent standards contained in the waste discharge permit issued by the San Diego Regional Water Quality Control Board. While there are many reasons and explanations for this unacceptable reality, the sewage effluent is already operating in clear violation of federal and state law. Moreover, it is not certain when compliance with secondary treatment will occur.

One option is to require that the plant be shut down. This option would make matters worse. It would compromise Tijuana’s already overburdened waste water treatment system and exacerbate water pollution problems on the coastline from Rosarito Beach through Imperial Beach and beyond. It also would increase the health and environmental problems in the Tijuana River Estuary.

Another option is a federal waiver of the Clean Water Act. This also makes little sense. First, there is no factual basis for such a waiver. Second, even with a federal waiver, California law would still be violated. In short, there are plenty of bad options.

What is required is decisive political leadership in Congress to expedite approvals by the Office of Management and Budget and the U.S. State Department bureaucrats. Logjams must be breached. Without a change in policy and better planning, one does not need a crystal ball to see continuing troubled times ahead for water quality in our region.

The federal government must commit to a firm schedule for compliance. It cannot continue to delay by offering assurances without an accompanying commitment. As citizens start receiving their “tax refund” checks from the budget surplus in the coming weeks, the idea that funding is not available should not be taken seriously. It is time for solutions and leadership, not bureaucratic explanations.
Our region needs repurified water

By Robert Simmons

In a letter to his brother in Missouri, Mark Twain wrote: "Here in California, whiskey is for drinking and water is for fighting over."

Nothing has changed. The fighting may not now be between bare-knuckled miners, but it is just as intense in courtrooms, legislative offices, farms, urban water districts and politician spinning wheels. The emotions stirred by these fights are sometimes so inflamed by sound-bite demagoguery and political grandstanding that needed water projects are lost to us.

An example of a needed water project killed by opportunistic means is the "Repurified Water Project" at the city of San Diego's North City Reclamation Facility. This facility was built with a mix of local ratepayer money and federal funds. It is the most modern plant of its kind in the world and is capable of recycling, for public uses, 30 million gallons of waste water each day. This volume represents approximately one-sixth of all the indoor-use water consumed by the 2.7 million people within our metropolitan region.

City and county water planners intended that all of the recycled water from the North City facility would be used. We would benefit in two ways. First, an equal volume of expensive imported water would not have to be purchased and paid for by local ratepayers. Secondly, such a substantial supplement to our water supply would protect us against the imminent drought.

Under the plan, most of the North City water would be purified through a sophisticated filtration system to drinking water quality. The planned project was extensively tested and approved by the state's Department of Health Services. It was applauded by local environmental and business organizations (e.g. Sierra Club and the Chamber of Commerce) as a significant step towards solving our chronic water shortages.

But in 1999, several local Libertarians and politicians up for re-election killed this project. They accomplished this by means of the colorful, but deceptive, phrase, "toilet to tap." This slogan so frightened the then San Diego City Council that the reclamation project was put on the planning shelf, where it remains today.

The pejorative "toilet to tap" phrase is no more accurate a description of the repurified water than is "teat to table" an accurate description of milk. It is intended to frighten, rather than enlighten and to conceal these facts:

- The repurified water is twice treated to the state's drinking water standards and, in between, mixed with Colorado River water in a local reservoir. Thus, the safety redundancy is so large that the risk of illness from the water we presently drink is greater.
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Simmons, a retired professor of law at USD, is a member of the California Water Reuse Foundation's Advisory Committee.
The INS Targets Farm Workers, Not Hijackers

BY RAOUl LOWERY CONTRERAS

Leave it to those among us who hate immigrants and Mexicans to rise from the ashes of the World Trade Center tragedy with calls for an American police state targeted at Mexicans.

A national identification card has always been a demand of theirs, as is a stop to almost all immigration into the U.S. as we know it. They demand the closing of the Mexican border, despite not one shred of evidence that these terrorists crossed into the USA from Mexico. They demand that President Bush abandon his call for legalization of Mexicans already in the United States. They see Mexicans as criminals and murderers who must be stopped at the border, by the Army, if necessary.

These people and their demands are wrongheaded. Some, me included, might say these people are the true enemies of freedom and liberty, not young men who, to support their families, want to work as busboys, pick lettuce or paint houses.

Facts: Not a single Mexican immigrant, legal or illegal, hijacked a plane on September 11th and crashed it into the World Trade Center or the Pentagon. Not a single identified or alleged hijacker has been tracked as having come through Mexico into the United States to commit their massive crimes.

Facts: According to studies at the University of San Diego, when Mexican immigrants, legal or illegal, do commit crimes, they are usually, crimes of property, not violence or armed robbery, murder or rape and pillage.

Facts: Mexicans who apply for visas to come to the United States may wait months and years for permission to come to the United States to study or work while the alleged hijackers were granted visas with few problems and no wait.

Given these irrefutable facts, why, then, are American extremists turning their ire south instead of to the American officials in the Middle East who hand out student and visitor visas like pancakes at a pancake breakfast? Why do they insist on Americans giving up liberty for identification cards that are useless except when checked on a basis of skin color or ethnic appearance? Why, other than bigoted spite, do they call for closing the border with our second largest trading partner, our next door neighbor and treaty ally?

What good will that do when the terrorists come in easily and legally though the JFK airport in New York City?

If American officials abroad simply sit on visa applications for six months while each applicant is checked out properly by police and intelligence agents, the number of potential terrorists flying into the country will dwindle.

As for those already here, California Congressman Darrel Issa was quoted by the Associated Press as saying, if “the Border Patrol spent its time chasing terrorists instead of Mexican farm workers,” there might not be a problem.

Raoul Lowery Contreras is a freelance writer and radio host from San Diego.
Get Connected To Housing in San Diego County:

Steve is at the forefront of land development and homebuilding activity in San Diego and Riverside Counties. As president of Brookfield Homes' local division he is building new homes in Carlsbad, Scripps Ranch and Corona. Headquartered in Del Mar, the company employs nearly 100 people and is building new homes in Carlsbad, Scripps Ranch and Corona.

Steve Doyle, President
San Diego/Riverside Division of Brookfield Homes

With years in the building industry, Steve has been involved in the development of the Otay Ranch New Town Plan, the Del Mar Highlands Community as well as directing public works and private contract construction projects. Steve's impressive credentials include a BS in Engineering, JD from USD Law and engineering licenses. He is the current president of the Building Industry Association (BIA). Our Get Connected Speaker for September Steve Doyle will get you connected to San Diego's hot and exciting building industry.

Before joining Brookfield Homes in 1993, Steve was Vice President of Facility Planning and Engineering for The Baldwin Company, where he directed the infrastructure planning and engineering for the 23,000-acre Otay Ranch New Town Plan. Prior to that, he spent five years as Vice President/Project Manager and Assistant Legal Counsel for Pardoe Construction Company, managing the Del Mar Highlands Community and the surrounding 2,500 acres of agricultural lands. Steve also has seven years experience with a civil engineering company, Nasland Engineering, directing public works and private contract construction projects. Steve received a Bachelor of Science Degree in Civil Engineering from San Diego State University and a Juris Doctorate from the University of San Diego School of Law. He is a registered engineer and licensed attorney in the State of California.

Steve is a board member for the Greater San Diego Chamber of Commerce, is chair of the Housing Committee and is serving on both the Transportation and Infrastructure Subcommittees. He is active in the local Building Industry Association (BIA) and now sits as President of that organization and he still manages to find time volunteers his time to assist with youth sports and education programs.

He will share his insights to one of the most critical issues in our area today as the featured speaker for this month's Get Connected Breakfast.

Each month, the Get Connected Breakfast begins and ends with networking! Tabletop exhibitors have the opportunity to verbally advertise their products and services for the over 100 attendees. To take advantage of either the networking, the tabletop advertising, or the sponsorship venues join us, and see how the Emerging Business Center and the San Diego Regional Chamber of Commerce can help you grow and compete in today's competitive business world.

The Get Connected Breakfast will take place at 7:30am on Wednesday, July 18, 2001, in the Quality Resort, Mission Valley. For more information regarding event sponsorship and Get Connected Tabletop Exhibits call 619-544-1365, fax: 619-744-7454 or email the EBC at ebcregistration@sdchamber.org For additional information on this and other programs please see our web site at www.sdchamber.org.
University of San Diego School of Law

and the

St. Thomas More Society of San Diego

Invite you to

The Red Mass

Celebrated by

The Most Reverend Robert H. Brom, Bishop of San Diego

Monday, October 1, 2001
5:30 p.m.

Founders Chapel ~ Founders Hall

University of San Diego
5998 Alcala Park
San Diego, California

A reception will follow in the Founders Foyer & Patio and the French Parlor

There is no charge for the Mass or Reception but a response is requested so we may obtain an accurate catering count.

Please respond by September 26, 2001:
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- Law Offices of Finkelstein & Finkelstein
- Lisa Kay Baughman, Criminal Defense Attorney
- Nell M. Marangi, Attorney at Law
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- Thomas A. Matthews, Attorney at Law
- University of San Diego
- Paralegal Program

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Internship completed

Mollie Loeffler, daughter of Dr. and Mrs. Dennis Loeffler, Bettendorf, completed her internship at the Department of Justice, Environmental Division, on Aug. 1. Loeffler is a student at the University of San Diego School of Law, San Diego, Calif. and will graduate on May 25, 2002. The 1995 graduate of Bettendorf High School is pictured with U.S. Attorney General John Ashcroft.
Institute For Peace
And Justice Comes
At The Right Time
Sept. 21, 2001

Conflict resolution and human rights should be inseparable. Most often, though, one is sacrificed to achieve the other, said Joyce Neu, director of the Institute for Peace and Justice at the University of San Diego.

The new $30 million facility, which opens in December, aims to attract international leaders to San Diego for discourse on ethics, mediation and cross-cultural peace.

With the recent terrorist attacks in New York and Washington, the institute's mission of crisis management is timely and fitting.

"These people hate the U.S. We need to understand why," Neu said. "How do we develop a culture of peace?"

Source Code: 20010920tbd
USD's Institute For Peace And Justice Comes At The Right Time

Center Focusing On Conflict Resolution To Open In December

By MICHELLE CADWELL BLACKSTON
SAN DIEGO DAILY TRANSCRIPT

Conflict resolution and human rights should be inseparable. Most often, though, one is sacrificed to achieve the other, said Joyce Neu, director of the Institute for Peace and Justice at the University of San Diego. The new $30 million facility, which opens in December, aims to attract international leaders to San Diego for discourse on ethics, mediation and cross-cultural peace. With the recent terrorist attacks in New York and Washington, the institute's mission of crisis management is timely and fitting. "These people hate the U.S. We need to understand why," Neu said. "How do we develop a culture of peace?" She said nobody deserves what happened and hopes the United States doesn't retaliate for the attacks by killing other innocent people. "People look to the U.S. as a great savior," she said, and the institute hopes to unite heads of state and international leaders to mediate peaceful solutions to conflicts around the world. The institute will be a "think tank" environment for research and discussion on conflict resolution in a mix of social dynamics. Some of the areas of study include cross-border and third world vs. first world relations, Neu said. The institute also will offer an undergraduate minor and a master's degree with emphasis on international affairs, ethics and mediation. Neu said the facility is attempting to influence national as well as world policy and bring about change. USD President Alice Hayes, in her state of the university address Thursday, said the institute will educate the next generation to understand peace in a conflict-filled world. USD scheduled its first conference on peacemaking policy for December and leaders attending include former President Jimmy Carter, former Secretary of Defense William Cohen, U.N. Undersecretary General Lakhdar Brahimi and President of the World Bank Group James Wolfensohn, among others. The conference will discuss effective means of securing sustainable peace. Also in her address, Hayes touted the university's recent successes. Construction is under way for a $46 million science and technology center that will train students for work in the local biotech and high-tech industries. USD has more than 7,000 students enrolled, 1,000 of which are incoming freshmen, and 50 new professors. The school also is building a 360-resident student housing project with an underground parking garage. The university's endowment, despite stock market volatility, is more than last year at $150 million, Hayes said. She also said the university recently started promoting its ethics projects to recruit students and faculty. "We strive to be an honorable university," Hayes said. "We need to come together and reach out to each other."
A question of vengeance
or building of peace

By Joyce Neu

In the last decade, I have seen firsthand the consequences of armed conflict in Bosnia, Congo, Georgia, Rwanda, Sudan and Uganda. As a professional in the field of conflict resolution, I have met with government and rebel leaders who argued eloquently, in the words of Bob Dylan's famous sixties song, that "God was on their side."

While each conflict may be different in its history and causes, each conflict is the same in causing the deaths of innocents. Of the several million people who have been killed in wars in the last decade, estimates are that 80 percent to 90 percent of these are civilians. No matter how just the cause, these people did not deserve to die.

As a result of the tragic events of Sept. 11, our government is examining possible responses, including military action. Polls show that most Americans favor military action; but there are those of us who believe the United States is capable of being held to a higher standard. If we believe, like the terrorists who struck the World Trade Center, the Pentagon, and a field in Pennsylvania, that our cause is just, and that innocent lives may have to be lost to extract "justice," then we become moral cowards, defining justice in terms of retribution and revenge and we perpetuate a cycle of violence all too familiar to those who perpetrated the brutal actions of Sept. 11.

The tragic loss of life of Sept. 11 has torn the mask of civility off many of our faces. We are justifiably angry and frustrated at our inability to have predicted or prevented the deaths on our soil of so many good people, Americans and others from around the world.

What kind of response can we have that will demonstrate to the world that we mean business in fighting this campaign against terrorism? Rather than look to military might as our answer, we might seek more creative, sustainable ways to ensure justice is done and that the causes for such violence are extinguished. As patriotic Americans, we may want to demonstrate to the world the power of a free society by acting internationally the way we see firefighters, police officers, and volunteers acting in response to the World Trade Center destruction — with perseverance, generosity and concern.

Why would we choose to respond magnanimously instead of militarily? Would this be seen as weakness? While military power serves as a deterrent to the threat of war between nations, it clearly has not served as a deterrent to terrorism.

Children growing up in the developing world look to the developed world, particularly the United States, as a model. Will Afghan and Iraqi children, having been subjected to hunger, disease and oppression, look at the United States as a model of what they want for their country or as the enemy on whom to seek revenge? This is within our power to decide. Responding magnanimously will sow the seeds of friendship; striking their homelands will give rise to a new generation of terrorists.

Perhaps just as importantly, if we respond militarily, what does it say about us as people? Does it say that because we have the power to destroy, we must do so? That faced with an attack against us, we have no recourse but to respond in similar fashion? Wouldn't restraint reveal our true nature better?

That our ability to develop sophisticated weaponry does not mean that we are eager to use it? We should be clear that no matter how powerful our military is, it cannot guarantee that we can go into Afghanistan or Iraq without incurring the deaths of our own troops and those of innocent civilians.

We are a nation of the people and by the people, and we are facing difficult choices: do we rationalize the deaths of innocents abroad as the cost of fighting terrorism? Do we make clear to the world that we hold human life sacred only if it is American life? Or do we find ways to safeguard our lives and property in a way that honors the foundations of our society: rule of law, human rights, and the dignity of each person?

The reactions of families whose loved ones were killed or are still missing seems to be that they do not want a military action taken in the name of their loved ones. They do not see that violence will get anything but more families torn apart in grief.

Americans should demonstrate that we are not like the terrorists and do not take the lives of innocents. We need the strength of character and moral authority to pursue a campaign to eradicate the causes of terrorism. While it may involve determining those responsible, routing them out and seeing that they are given ways to safeguard our lives and property in a way that honors the foundations of our society: rule of law, human rights, and the dignity of each person.

We must begin a campaign of inoculating people against despair by taking on the economic and social disparities that give rise to hopelessness and frustration, whether in our country or outside. Americans are a generous people. The TV images of the work of firefighters, police officers and volunteers in New York City make us all proud to be Americans. We need to take this selflessness to those in need in our own country as well as outside our country.
Neu is executive director of the Joan B. Kroc Institute for Peace and Justice at the University of San Diego.

Just as we export goods, so should we export our know-how, our decency, and our conviction that working together, we can make a difference. One part of our covert campaign against terrorism therefore should consist of rebuilding schools and hospitals, providing training and skills for responsible leadership, and in the short-term, making sure that there are refugee camps ready with food and shelter to accept people fleeing from the feared U.S. military attacks.

Another part of the campaign is to make clear the distinction between religion and fanaticism. Just as many wars are supposedly waged in the name of religion, there are usually other, more material reasons for the violence. Islam is not the enemy just as Arab countries are not the enemy. These acts were the acts of terrorists. Not Islamic terrorists, not Arab terrorists — just terrorists. Our leaders have started to make this clear and we need to continue to emphasize that these acts had nothing to do with any religion or belief system. God was not on their side just as God is not on the side of anyone who perpetrates the killing and destruction of innocent people.

The United States should also re-engage in the dialogue to establish a permanent International Criminal Court. Although discussions in the United Nations and other international arenas often take positions that the U.S. government believes are antithetical to ours, if we are not part of the debate, then we cannot complain when we do not like the outcome.

The United States has gained a reputation for walking out of difficult discussions, as we did at the recent U.N. Conference on Racism and Related Intolerance. We should have stronger stomachs and stay engaged. These terrorist acts are abundant evidence that if we won't deal with the problems in the world, they will come to us.

Without an International Criminal Court, we will have to create ad hoc tribunals for people like Osama bin Laden. The world deserves a permanent, standing court where terrorists and war criminals, regardless of country or conflict, can be tried.

Finally, we need to take time to mourn the dead and the missing. Before we react in a manner that undermines our character as a strong and proud people who believe in the rule of law and justice, our leaders should take the time to remember the lessons of U.S. involvement in Japan and Germany post-World War II.

By helping those countries and peoples rebuild and develop, we gained loyal allies that are still with us today. Let us create new allies out of enemies so that our children and grandchildren will remember Sept. 11, 2001 and its victims as giving rise to new understandings and tolerance, not to more violence and death.
Meeting will aim at understanding

People representing a range of cultural and religious backgrounds will gather at the University of San Diego tonight in hopes of promoting understanding in the wake of the terrorist attacks in New York and Washington.

In what is billed as a "family town meeting," the participants will make statements and respond to questions.

Free and open to the public, the event lasts from 5:30 to 7 p.m. in Room 168 of the Joan B. Kroc Institute for Peace and Justice on the campus.

Christians, Jews, Muslims and Buddhists will be among speakers in the event, which is intended to increase understanding and tolerance, a spokeswoman said. Sponsors include the Afghan Women's Association of San Diego.

San Diego Union-Tribune

Sept 28, 2001
OTHER USD RELATED NEWS
University's Holy Spirit Mass Becomes Memorial in Wake of Attack

By Ann Aubrey Hanson

UNIVERSITY OF SAN DIEGO — On Sept. 14 at noon, the University of San Diego inaugurated its new school year with the annual Mass of the Holy Spirit. The Mass had been planned for months. The fact that it fell on a newly declared national day of prayer and mourning was grace.

Students, faculty, staff and visi-

tors crowded into The Immaculata Church, filling the pews and lining the walls.

"I've been coming here for three years," said a student standing along the wall of The Immaculata Church before the start of the Mass. "I've never seen it this jammed. It's got to be the whole terrorist thing," she said, referring to the Sept. 11 attacks on New York and Washin-
gton, the reason for the declared day of prayer and mourning.

She, like many others in the church, wore ribbons of purple and white on her chest. "The white is for peace, and the purple is for bravery," explained another student, who wore the ribbon in memory of those who died in the attacks.

Bishop Robert H. Brom presided over the Mass.

During the Penitential Rite and the Opening Prayer, Bishop Brom acknowledged the terrorist attack three days earlier and directed his prayers towards those who died, those who mourn, and the living, asking for God's mercy, blessings and protection.

Msgr. Dillabough, vice president of Mission and Ministry on cam-
pus, gave the homily.

"As a nation founded under God, it is truly right and fitting that we have a national day of prayer and mourning at this time. It is not untimely," said Msgr. Dillabough, "that we also celebrate our annual Mass of the Holy Spirit at USD, a university where we have just opened a new academic building and center where the pur-
suit of peace and justice is central to our mission.

"As a Catholic university, prayer is the first and indispensable expression of the kind of compassion we ought to have ... precisely because prayer is the first expression of human solidarity.'

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suit of peace and justice is central to our mission.

"As a Catholic university, prayer is the first and indispensable expression of the kind of compas-
sion we ought to have on this day of mourning, precisely because prayer is also the first expression of human solidarity. ... To pray for others is to make them part of our-
selves," said Msgr. Dillabough.

"This day indeed, may God bless and heal America."

Following the Closing Prayer, the new student body officers were installed and blessed by Bishop Brom.

"We need you. Be not afraid," the bishop told the congregation as he dismissed them from the Mass.

The church emptied to the music of "God Bless America."
The Small Family Business Winner: Arcoa Industries

C. Guy Warfel and his partner Arthur Traber purchased Arcoa Industries in 1982. Both partners had retired from successful careers and were looking for new interests and opportunities. Each party received 7,500 shares of stock in the acquired company. Arcoa's major product, the E-Z Reacher pick-up tool, was sold in two different markets, the industrial and medical. At that time and today, Arcoa employed senior citizens as its main workforce.

The company was reorganized in September 1996. The restructuring was the result of the company's growth, differences in family values, and the differences in marketing strategies required for industrial and medical sales. The medical division was split off to form a new corporate entity headed by Mr. Traber. Arcoa and the Warfel family acquired the rights to manufacture and market the E-Z Reacher in industrial markets, including hardware, sanitary supply, grounds maintenance/highway clean-up and industrial supply. Under the leadership of the Warfel family, Arcoa concentrated on sales of the E-Z Reacher in these industrial markets. Four new products were developed and marketed as additional tools for "simplifying everyday chores." Arcoa products are sold nationwide and in many foreign countries.
The Medium Family Business Winner:
The Caster Family Enterprises

The Caster Family Enterprises' mission is to remain an industry leader by providing conveniently located, safe and clean self storage stores. The company was founded in 1958 by developing a small strip center and then a 42,000 square foot industrial park. That was followed by the development of four large apartment projects. After building mobile home parks and other small shopping centers Caster moved into the self storage business. The first A-1 Self Storage facility was completed 18 years ago and today the company has developed 30 facilities. The family has acted as its own general contractor, utilizing the basics of construction passed down by the family patriarch Bert Caster.

Currently the company has 35 locations and 120 employees. They have developed more than $300 million in construction for their own management and ownership. The family started its own non-profit corporation 20 years ago, Serving Hands International, that provides help for the needy with food, housing, medical supplies, transportation and education. They purchase more than 1 million meals annually for the needy.
In 1906, Tom Roel, then 16, was brought to the United States from Norway by his parents. The immigrant family settled in Fargo, North Dakota. By 1917, Tom had established his own business building barns and outhouses. Tom's son Paul, born in 1913, joined his father in the business as soon as he was old enough to work. During the 1930s the outfit came to be known as Roel & Sons.

Paul eventually bought out the homebuilding business from his brothers when they objected to taking the business into the commercial market. In the early 1950s, when Paul's son Stephen was still a very young lad, Paul Roel started what was the first associated general contractors' chapter in North Dakota.

The Roel family's move to California was quite unexpected. Paul had a dentist friend who told him of the great opportunities to be had in Southern California. It was an extraordinary decision for a conservative and practical father, but Paul flew his five-seat piper apache to California, moving his family and staff of three.

For nearly 20 years, they nurtured the business, focusing on building churches, senior housing facilities, and schools throughout San Diego County, specializing in heavy concrete projects.

Paul, who was experiencing health problems, wanted to keep the business within the family, but at the time Stephen was more interested in surfing and skiing than swinging a hammer. It wasn't until 1976, after two years of surfing in Hawaii that Paul and his son sat down to talk over the future of Roel Construction. Stephen decided that his considerable "people skills" could be put to use for the benefit of the firm.

In 1992, at a time when the downturn was at its lowest, Kevin Elliott presented the board with an opportunity to buy E.F. Brady's very small general contracting business, specializing in tenant improvement work. This was a perfect fit for Roel as the tenant improvement market tends to be anti-recessional and Roel had not previously participated in that arena. The purchase paid off. The tiny group, which was doing three small jobs when they came to Roel, completed more than $40 million in tenant improvement and specialty project work in 2000.

These days, Roel construction is the largest private construction firm in the county, with satellite offices in the La Quinta, Las Vegas, and Tempe areas. Stephen remains involved with the company as an owner, director, and senior advisor. Kevin Elliott, great grandson to founder Tom Roel and nephew to Stephen Roel, is leading the company into the future.

Winners continued on Page B6
The Family Business Longevity Winner: Ecke Ranch

Family Business Longevity Winner: Ecke Ranch

In 1923 Paul Ecke Sr. began growing poinsettias, mostly for cut flower sales in fields in Encinitas. He had the vision to think this could be a national crop, and spent time teaching growers back east to grow poinsettias for Christmas. By the 1960s, Paul Sr. had become very active in the business and began promoting potted plant use with such innovative ideas as giving Johnny Carson poinsettias for the set of "The Tonight Show" - showing millions of Americans how attractive poinsettias looked at Christmas. He also led the charge as the company evolved out of field production into greenhouses.

By the 1990s it was Paul Ecke Jr.'s time to move into different crops to compliment their production. Paul's charge is to keep the greenhouses full of plants year-round, not just at Christmas. The Flower Fields, the company's newest program, gives consumers around the country a taste of San Diego color, while supporting a North County attraction.

In the future, Paul Jr. sees flowers being used as ambassadors for the biotech industry, which has been beaten up on food issues, and should turn to flowers to prove to consumers the technology is safe for people and the environment. Paul Jr. thinks we will see a new generation of Americans move to flowers faster and in greater numbers than previous generations. As we move to a high tech world, we begin to crave a return to things natural and Ecke Ranch makes the best possible product to connect to nature.

Ecke Ranch has 300 employees in the United States and 1,000 in Guatemala and Mexico.

The Emerging Family Business Winner: Wild West Kettle Corn

Emerging Family Business Winner: Wild West Kettle Corn

When Terry and Kacy Magnett saw kettle corn, a slightly sweet, lightly salty popcorn, being made in Arizona, they thought it would be a perfect fit for San Diego. It is extremely easy to get addicted to!

Recently married, they felt they didn't have much to lose so they purchased a kettle and off they went. Terry and Kacy were accepted into the La Jolla Farmer's Market soon after. Six months later, the Magnett's were so busy that they both quit their jobs.

They landed some large annual events like the Pacific Beach Block Party and they signed a one-year contract with SDSU. In May of 2000 the Magnett's purchased a house in Alpine, and decided to call the Viejas Outlet Center. Soon they were setting up a booth at the Outlet Center each weekend, a move that has helped their bottom line tremendously. Terry and Kacy feel very blessed to be doing what they love, they are working together toward a common goal of growth for their business. Oftentimes while working at a busy concert or sporting event, they share a smile and say, "Can you believe we make popcorn for a living?"
## 2001 Finalists

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**B8 FAMILY OWNED BUSINESS AWARDS - SEPTEMBER 24, 2001**
Publisher's Letter

Family-owned businesses play a crucial role in San Diego County's economy, a role too frequently overlooked in today's fast-paced environment of start-ups and mergers. They represent a commitment to family values through multigenerational involvement. Family businesses are trailblazers in providing business leadership opportunities for both women and men. Family firms rival their 'big business' counterparts in devising competitive strategies and innovative business solutions that stimulate growth and generate profits. These firms often leave lasting impressions on their employees and customers. Family companies also share a commitment to the community, making significant contributions to the quality of life in San Diego.

To emphasize the tremendous positive impact provided by family-owned businesses, the San Diego Business Journal and USD's Family Business Forum have collaborated, with the support of our Diamond Sponsor, Union Bank of California, and our Platinum Sponsors, Luce Forward, First American Trust and Nation Smith Hermes Diamond, to host the inaugural Family-Owned Business Awards on September 19, 2001. We recognize and honor all of the nominees and winners in the following categories: Small Business (1-50 employees), Medium Business (51-250 employees), Large Business (more than 250 employees), Emerging Business (newer business with significant early accomplishments), and Longevity (established firms with a history of success).

Our event is a true celebration of the tremendous positive impact family-owned businesses have on our economy and community. We salute all of our finalists who participated in the inaugural event — they are all winners.

Ted Owen
President and Publisher
Bearing the Odds: Taking Your Family Business to the Next Generation

By Mary A. Curran

Every family-owned business has different goals—and different financing, investment, cash management, and foreign exchange needs. One of the most important factors in beating the odds against multi-generational success is the challenge of finding the proper mix of financial strategies.

Many companies miss effective financing options or lucrative business opportunities due simply to lack of awareness. I believe the most important thing a bank can offer is the expertise of bankers who act as your consultants. By keeping your strategic plan uppermost in their minds, they can suggest solutions that help you reach your goals by answering these key questions:

- What type of financing is best at your stage of growth and/or family life cycle?
- How can you protect the company against foreign exchange exposure or interest rate increases?
- What investment options will contribute to meeting your objectives in the current and future marketplace?
- What cash management solutions are most efficient for your business?
- What tools will help you to plan for your successor generation?

Traditional Financing

Several types of traditional financing offer low cost and flexibility. These include "senior debt," such as term loans, working capital, lines of credit, and letters of credit. The key is to use them in the right combinations with your strategic plan. Sometimes that means terming out debt over several years rather than facing a large balloon payment on revolving line of credit debt.

One type of senior debt — asset-based financing — is supported by a company's accounts receivable, inventory, equipment, or real estate.

Another type, leveraged financing, is structured on multiples of operating cash flow. The latter is often used by companies involved in rapid growth, acquisitions, or recapitalizations. This type of debt structure is generally secured, relying on a combination of cash flows to repay debt and assets to support refinancing.

Additional Types of Financing

Commercial Mortgages: With interest rates at historic lows, this type of financing has never been more attractive. Owner-occupied commercial mortgages enable companies to acquire buildings or expand business by using the equity in their real estate. Most banks offer fixed and adjustable term loans up to about $20 million for the purchase or refinance of an existing facility and combination construction-permanent loans that enable you to pay interest only during the construction period, and then convert to standard term loans.

SBA 504 Loans: These fixed-rate loans offer 90 percent financing with 10 percent down and long terms for the purchase, remodel or construction of commercial or industrial buildings.

Making Your Funds Work for You

Balancing risk and reward is the challenge of using your company's funds optimally. Your bank should provide direct and immediate access to professional account executives and traders who can assist you in developing and executing an investment strategy/portfolio based on your specific risk tolerance. You need access to a wide variety of high-quality investment vehicles, including government/agency securities, mortgage-backed securities, money market and bond instruments, corporate and tax-exempt securities, and derivative products. Features to look for include:

- Technologically advanced trading facilities
- The ability to act as a broker or dealer
- Competitive prices
- The strength of a worldwide network
- Quick response and efficient processing
- Highly experienced staff
- Regular asset/activity statements.

Protecting Your Money

If you do business internationally, protect your company against losses due to sudden shifts in foreign exchange currency or interest rates. Risk management products can help you hedge against these changes by locking in your costs. If you are not using foreign currency, you may be missing sales opportunities that could drive substantial additional revenue.

Beyond global capability and trading flexibility, it's important to select foreign exchange advisors who provide timely market forecasting, overnight access to currency markets, advice on developments of special interest to you, and notice of strategic opportunities that may arise. Your bank can also help you avoid payment delays due to discrepancies in documentation, a problem common even to established international traders.

Closer to home, it's important to safeguard your funds against the increasing problem of fraud—both internal and external—using various techniques, from online check imaging services to extra precautions with check storage and signature verifications.

Cash Management

Choosing the right banking services can streamline your collections and disbursements, making your entire operation more efficient. Service quality is a key variable among cash management providers. In addition to a full range of services, you should be able to expect responsive staff in servicing centers and relationship management who are knowledgeable about your industry and your company, and who place a high priority on service quality.

For round-the-clock convenience and better control over payables, you'll want to select a bank that has made a real investment in Web-based cash management. This includes not only online balance reporting, but also a full range of options—from stop payments and check inquiries to V-wires, account transfers, and file transmissions.

Balancing Family and Business

Family-owned businesses that have flourished through several generations share the ability to balance the needs of family and business. A contributing factor to many unsuccessful attempts is the failure to put the business first. Developing formal, written policies covering the employment of family members can be an effective tool for reducing family conflict and
Continued from Page B6
improving the overall quality of leadership. Careful planning can also help you navigate the challenging succession process.

One of the founders of the Institute for Family-Owned Business at the University of San Diego, Union Bank of California has helped many companies meet this challenge over the years. Your banker should customize services to meet your company’s specific needs for trust and estate planning, investment management, and employee benefit plans, as well as basic services such as credit, checking, savings, and home mortgages for you and your employees.

Where Do You Want to Go?
Choose your banking partner as carefully as you chose your accountant, your attorney and other key business partners. Ask yourself, “When was the last time my banker suggested an idea that helped us reach our financial goals?”

Your banker should look at your strategic plan, find out where you want to be in three years and longer, and offer ideas to help you get there. Whether you need leasing, bank lines of credit, subordinated debt, or asset security to bring more money into your company, your banker should either provide that or locate sources for you. He or she should be able to discuss the optimal capital structure, cash management or international solutions that meet the unique needs of your company now and in the future.

Author Mary A. Curran is senior vice president, Union Bank of California. To find out how Union Bank of California has earned its reputation for outstanding service, call (619) 230-3374.
Who’s Talking and Who’s Listening in the Family Business

By Peggy Eddy

In any business environment, a clear and concise exchange of information is crucial to the success of the enterprise. Everyone acquires information in different ways. Whether individuals are visual, auditory, or kinesthetic learners has a bearing on how successful they are in integrating written and verbal directions. When parents and children work together in a business, being clear on expectations, job qualifications, job descriptions, and business objectives is even more crucial. However, when a parent is supervising a child in a business environment, learning skills developed earlier in life often cease to serve adult children very well.

The fear of failure, the stress of lofty expectations from a parent, and the lack of clarity of expectations can contribute to erratic responses or performance from a child-employee. For instance, if a son should ask, "Dad, when will I take over the business from you?" a father-president might respond, "As soon as you're ready, son." If the son is 20 or 30 years old, he may easily understand that more experience and knowledge is required before he can succeed the father as president of the company. However, if the son is 45 or 50, the same statement could insinuate that the father does not yet feel that the son is competent or capable of succeeding him.

Often, parents feel that their children should understand any nuance, or that they can hear and read "between the lines." In light of the overwhelming information explosion that faces all of us today, it is too much to assume that an adult child-employee readily understands what a parent-president is saying.

An excellent example of this is the "silent praise" technique practiced by parent-founders in many family business environments. In this case, the daughter or the son has consistently done an excellent job in her or his position; however, the parent very rarely expresses verbal praise to the child for their great performance. The child is completely stymied, as he or she sees other non-family employees receiving verbal kudos, physical pats on the back, bonuses, notes or awards of appreciation. The child wonders, "Why is it that my parent-boss doesn't recognize my efforts in this same way?"

When I've asked parents this same question in a consulting context, the frequent response I receive is, "My child should understand that she is doing very well - after all, I'll tell her when I see things she is doing wrong." This lack of clarity and solid communication on the parent's part can completely bewilder children working in a family business, regardless of their age.

If in fact, communication is the biggest challenge facing our world today, parent-founders would do well to study their communication skills to see how they can transmit clearer direction, expectations and appreciation for their children who work with them in the family business.

No human being can operate well in an environment without nurturing, appreciation, constructive feedback and concise information. Isn't it time that you communicated more clearly with family members working in your business?

Peggy Eddy is a Certified Financial Planner practitioner and president of Creative Capital Management Inc., a fee-only financial planning and investment management firm in Mission Valley. She also co-founded the Family Business Forum at the University of San Diego.
Family Matters: Forever the Family Business?

By Peggy Eddy

Although the emphasis of many family business publications is on perpetuating the family firm by handing down the business and its heritage to successive generations, some families might find this process impossible to implement for a myriad of reasons.

The ideal business succession case is one in which an heir apparent obtains an appropriate education and gains expansive work experience outside the family enterprise. Later, with accomplishments of his or her own, he or she comes into the family business in a timely manner, taking over the reins of leadership from an older family member and not missing a beat. Flash-forward several years and we see that the business flourishes, the family grows bigger and closer and the business passes smoothly to the next generation.

This "Norman Rockwell" process of business succession is far from the norm. For many families in business together, sometimes the sale of the business is the ONLY alternative available. If there are no family members interested in either entering the business or remaining in the business after the founder's retirement, and no key employee aspires to the leadership position, perhaps the sale of a family firm is an appropriate strategy to entertain.

It is important to recognize that the sale of a family firm does not signify failure on the part of a founder to continue the business in some fashion. If a sale should occur, one would hope that the founder has sought wise counsel to assess options and made the decision for him or herself, the family members, and the employees.

With the capital gains tax rate now lower than Federal income tax rates for many successful family business owners, selling the business outright might be more appealing from a tax standpoint. If conditions are not conducive to continuing the business for the next generation, selling might be the best strategy.

The sale of a family business doesn't always arise with the first generation. Some families find that as businesses move into the second and third generation, more divergent financial needs develop with more shareholders' interests at stake. At times it is not possible to successfully accommodate all of the shareholders' needs. In cases such as these, the best and only decision is to sell the company.

The sale of a family enterprise need not signal the demise of a dynasty or the passing of a business presence. In many communities, families have used the proceeds from the sale of their business interests to found and fund family foundations. Family members still work with each other as members of the board of the foundation, spending time evaluating funding requests and awarding grants to worthy projects. By putting children and grandchildren to work on a grant committee, parents and grandparents can involve many generations in the guiding and gifting of the family wealth for years to come. What an excellent way to financially educate your progeny about community responsibility and the sharing of the family's good fortune with the less fortunate.

In summary, the sale of a multigeneration firm does not always mark the family as having failed to pass the baton. Rather, it might be the beginning of yet another family enterprise or the start of charitable activities that promote more well-being than the original family business provided to its community and its owners.

Author Peggy Eddy is a Certified Financial Planner and president of Creative Capital Management Inc., a fee-only financial planning and investment management firm in Mission Valley. She also is co-founder of the Family Business Forum at the University of San Diego.
Creating a Dialogue for Family Businesses

By Jodi Waterhouse

The greatest part of America's wealth lies with family enterprises. More than 75 percent of businesses in the United States are family owned and it is estimated that 1 million are located here in California. It is obvious that family-owned businesses are one of the top contributors to the U.S. economy.

Unfortunately, few family enterprises will succeed in transferring the business to subsequent generations. Nearly 70 percent of family enterprises will not see the second generation take over the reigns, 88 percent will fail taking the family enterprises to the third generation, and 97 percent of third generation business owners will not succeed in passing the company to the fourth generation.

It is estimated that within the next four to five years, the founder of the family business will either retire or die, and family enterprises will be potentially faced with upwards of $12 trillion in wealth to be transferred from one generation to the next. Family business owners that do not pay attention to the future health and well-being of the family enterprise are going to become one of the failing statistics.

Promoting Interaction

In 1991, Peg Eddy, co-owner of Creative Capital Management, brought the concept of a Family Business Forum to the University of San Diego. She and her husband had extensive experience working with closely-held companies, and yet were concerned that there was not a local university-based resource hub for family business owners to gather each month and discuss issues facing their family enterprises. The University of San Diego, Division of Continuing Education, felt the Forum concept matched perfectly with its mission of being the community-outreach arm of the university, bringing business professionals on-campus, and offering educational professional development workshops in an executive conference center setting. To date, hundreds of family businesses have passed through the doors of USD to participate in USD Family Business Forum Executive Programs.

The USD Family Business Forum meets for an executive breakfast 10 times per year, on the last Wednesday of the month. Program presenters will vary from experts in the field of family business, to panels of top management from family businesses that will share testimonials about issues they have faced within their companies. Owners are given the opportunity at each executive breakfast to network and have a dialogue with each other to promote interaction between family business owners. Often family business owners feel isolated because colleagues and peers that are not involved in working with family members cannot relate to the struggles that family business owners deal with. The Forum provides a safe, confidential environment for this type of dialogue.

Strength in Numbers

The USD Family Business Forum is membership based, and offers three levels at which to join. Membership consists of monthly executive breakfasts for an unlimited number of company members; a national and local family business newsletter; a member and sponsor resource directory; access to the USD internship program; monthly access to industry leaders specializing in family business issues; and participation in a quarterly Affinity Group.

Affinity Groups are a concept where members of family businesses join together to share problems and issues of similar interest during a two-hour meeting. Generations are divided into separate rooms, one for the founder generation and one for the successor generation, so issues can be discussed freely. The Affinity Groups are one of the many value-added benefits of belonging to the USD Family Business Forum.

The USD Family Business Forum benefits from a strong advisory board made up of business leaders representing four different industry segments. These leaders provide a resource for the membership by providing expertise in the areas of banking, law, insurance and accounting. The business leaders’ companies include: Union Bank of California, Luce, Forward, Hamilton & Scripps, Barney & Barney and RSM McGladrey.

It is very exciting to be involved with the 10th Anniversary of the USD Family Business Forum. For years, family-owned business needs were clumped with other non-family-owned companies, and the specific issues faced by family enterprises were often overlooked. It is my pleasure to announce Family Owned Business Day on September 19, 2001, as declared by Mayor Murphy’s Office. Congratulations to all San Diego family-owned businesses that have successfully transferred the reigns of your business from one generation to another. I look forward to another 10 years of promoting health and well-being among San Diego’s Family Enterprises!

Author Jodi Waterhouse is director of the USD Family Business Forum. For more information, please call (619) 260-4231 or visit www.acusd.edu/fbf.
AS YOU LOOK TOWARD THE FUTURE...

Planning for the future takes more than clear vision, it takes innovation, ingenuity and a little help from your friends. University of San Diego President Alice B. Hayes embraces this philosophy. Her leadership in developing new kinds of business partnerships has expanded educational programs, increased student benefits and secured a bright future for the 50-year-old university.

Luce Forward is USD's trusted counsel for traditional legal issues: labor, compensation, pensions, trusts, tax, real estate, financing and general business. In addition, when negotiating its innovative business alliances, USD looks to Luce Forward as a partner and adviser.

Whatever the future holds — if you're breaking out of an ivory tower, breaking into a new business venture, or structuring a family business — "partnering" with Luce Forward will turn your vision into reality.

...WE'LL PARTNER WITH YOU TO MAKE YOUR DREAMS REALITY.
The **Mission** of the USD Family Business Forum is to enhance the well-being and the survivability of San Diego family businesses. This mission is accomplished by providing education and training designed to assist businesses in functioning more effectively and planning more strategically for the continuity and health of the family enterprise. Our strategy is to work as a catalyst to stimulate interest, discussion, interaction and networking around family business issues and create a community-based family business strategic partnership.

For more information about membership and participation in the USD Family Business Forum please contact:

Jodi Waterhouse, *Director, USD Family Business Forum*

619.260.4231

jodiw@sandiego.edu

www.sandiego.edu/fbf

Congratulations to all Nominated San Diego Family Businesses. The USD Family Business Forum salutes the commitment to your family and community.
Boards of Directors Provide Special Opportunities for Family-Owned Businesses

BY ROBERT G. COPELAND, ESQ.
Partner, Business Practice Group Chairman
Luce, Forward, Hamilton & Scripps, LLP

If the business of America is business, as Calvin Coolidge observed, then the business of San Diego is small business and at its heart is the family-owned business.

The overwhelming majority of family-owned businesses in this region -- as well as the majority of the business enterprises in San Diego County -- meet the Small Business Administration's definitions of "small business." The SBA employs a number of defining factors, most frequently combining industry type and either the number of employees or average annual receipts, in creating its periodic "Guide to Small Businesses Size Standards," and the majority of family-owned businesses in San Diego are therein described.

"Small" family-owned businesses, like small businesses that aren't family-owned, are by definition independently owned and operated. The importance of such businesses should not be underestimated. Congress would not have created the SBA in 1953 -- nor states, municipalities and institutions of higher education followed suit with special program for small and family-owned businesses -- if these didn't comprise a most important facet of the economy.

Whether their enterprises are considered "New Economy" or "Old," families that own and operate businesses can turn to a number of resources with support systems already in place for guidance and assistance. The University of San Diego's Family Business Forum, a program of the USD's School of Business, is an excellent resource for families owning companies, as are the SBA and local chambers of commerce. Indeed, we so value USD's Family Business Forum that Luce Forward has been an active supporter and participant in the program since 1996.

For both taxation and liability reasons, many families owning businesses choose to incorporate once their enterprises reach certain sizes. Those that do so must have a board of directors, and this is a legal necessity that family business owners can exploit to provide special value to their enterprises.

Boards of directors of family-owned businesses are usually comprised of members of the family, possibly with board representation by such "outsiders" as loyal employees and/or non-family partners or investors. A point that family-controlled boards of directors might consider is the value that outside, non-partisan, non-family directors can bring to direction and deliberations, and ultimately to the business' success.

Regardless of how hard the members try to stick to business issues and discussions, it is often easy for a family-only board of directors to become more enmeshed in family rather than business issues. Often with such family-only boards it is easier to avoid, rather than deal with a prudent business decision that could hurt of offend some family members. Strong non-family, non-partisan representation on a board of directors can be a valuable asset in the guidance of a company's fortunes by helping focus family directors on issues and decisions that are rooted in the business and not in the family or personalities. In addition to helping family-directors set and maintain boundaries between business and family issues, effective outside members of the board also provide auxiliary management ideas, financial input, answers to difficult accounting issues, and other valuable perspectives.

Naturally, the ultimate value of outside directors on the board of the family-owned business will be determined by the knowledge, experience and efforts of the "outsiders" invited to join a board, and the degree to which the business' family owners really allow them to participate.

The members of a board of directors are expected to work to the best of their individual abilities in guidance and decision-making for a company. Some families owning businesses might seek "yes-men" as outside directors, but usually this will not serve the best interests of a company.

Outside directors should understand business, particularly the family-owned business, and be versed in broader business and economic issues. Outsiders who can make the most valuable contributions to the family-owned business' board tend to be people who will accept such an invitation, or remain on the board, only if they know that such activity is worth their time and that the company's management is keeping them fully informed on the business and its issues.

Among the non-family professionals who might be invited to join a family-owned business' board of directors are a family attorney, an accountant, a banker, a long-time vendor or customer, or business professionals with whom relationships have been established in the practice of the family's business. In some cases, professional liability insurance may make it impossible for an attorney to join a specific board as a director, but the same attorney is usually able and willing to serve as a non-voting advisor to the board.

"Fit" also is an important consideration. A board needs to be made up of members who are able to, and will work together with mutual respect and for the common good of the business. If the majority of the family members of a board of directors dislike or have little respect for a candidate for an "outside" seat on the board, a candidate with whom all can work should be sought. Ideally, the agreed-to candidate will not only have knowledge of the family's business, but also may be able to contribute specialized knowledge, such as marketing, product development, technology, introductions to financing sources, etc.

Scheduled meetings of a board of directors are up to the company and should serve its specific needs. Most boards of family-owned businesses meet at least annually to elect (or reelect) officers. Many such boards meet far more frequently. It is not unusual for the board of a family-owned business to meet on a monthly basis.

The ultimate value of these meetings, however, may not be determined as much by frequency as by the work accomplished by the board of directors. It is reasonable to expect that boards whose directors are kept fully informed can work more efficiently and more effectively than boards whose outside directors need to be "brought up to speed" at the onset of each meeting. Most often this is accomplished through the advanced distribution of an agenda, current financial information and other information relevant to agenda topics to all directors.

The most valuable members of a board of directors are those who know at any given time what is happening with the business and can thus remain alert for new perspectives, new directions and new opportunities.

Robert G. Copeland is a Partner and Chairman of the Business Practice Group of Luce, Forward, Hamilton & Scripps, LLP. He practices in the areas of business, corporate, finance, real estate and mergers. He can be reached at 619.549.2197 or copeland@lucf.com. Founded in 1873, Luce Forward is a national full service law firm with offices in San Diego, Carmel Valley/Del Mar, Los Angeles, New York, San Francisco and West Los Angeles.
He Was the Poet Laureate of the U.S. from 1997 to 2000, and on Tuesday, October 2, Robert Pinsky will read from his works. Pinsky is the author of more than ten books, and a book signing and reception follows the reading. Admission is free, but call 619-260-6890 to make the required reservations. The reading starts at 7 p.m. in Manchester Center at the University of San Diego (5998 Alcalá Park), (LINDA VISTA)
Tuesday, Oct. 2

San Diego Metropolitan
Sept. 2001
IBD's 10 Secrets To Success

In a recent interview, Linda Thompson, director of student support services at Harding University of Cincinnati Honors College, said that students who get involved do very poorly, while students who don't get involved do very poorly. Dave Meredith, director of enrollment management for the University of Cincinnati Honors Scholars program, said in a recent interview.

1. **HOW YOU THINK IS EVERYTHING**: Always be positive. Think success, not failure. Beware of a negative environment.
2. **DECIDE UPON YOUR TRUE DREAMS AND GOALS**: Write down your specific goals and develop a plan to reach them.
3. **TAKE ACTION**: Goals are nothing without action. Don't be afraid to get started now. Just do it.
4. **NEVER STOP LEARNING**: Go back to school or read books. Get training and acquire skills.
5. **BE PERSISTENT AND WORK HARD**: Success is a marathon, not a sprint. Never give up.
6. **LEARN TO ANALYZE DETAILS**: Get all the facts, all the input. Learn from your mistakes.
7. **FOCUS YOUR TIME AND MONEY**: Don't let other people or things distract you.
8. **DON'T BE AFRAID TO INNOVATE; BE DIFFERENT**: Following the herd is a sure way to mediocrity.
9. **DEAL AND COMMUNICATE WITH PEOPLE EFFECTIVELY**: No person is an island. Learn to understand and motivate others.
10. **BE HONEST AND DEPENDABLE; TAKE RESPONSIBILITY**: Otherwise, Numbers 1-9 won't matter.

Leaders & Success

7. Focusing On Campus

Shorter days, red treetops. The roar of a football crowd. Must be fall, and that means a slew of students are going away to college. Perhaps, a time for making the most of hours and cash, this is it.

Being successful in higher education isn't just about brainpower; it's also vital to focus your time and money. So if you - or one of your kids - are going off to school, the following are hints for using campus time wisely. On Sept. 19, this column will continue with ideas for how students can stretch that dollar.

First of two parts

“When students get to college, they find it's a whole new ballgame when it comes to managing how they will spend their time,” said Linda Thompson, director of student support services at Harding University in Scarry, Ark.

“There's a world of new activities involved in college,” he said, “but don't have teachers looking over their shoulders reminding them of the reading or assignment that's due tomorrow, nor do they have mom and dad asking if they've done their homework.”

That newly won freedom, combined with loads of new things to do and people to see, can cause even the best student to become distracted and deliver less than awesome results.

Merrick Marino is director of the Student Resource Center at the University of San Diego and author of “College Undercover: What Every Student Needs to Know.” He works with a lot of top students who fail behind in school for one simple reason: “The one thing that consistently comes up as to why (students) struggle is poor time management,” he said in a recent interview.

Here are a few pointers:

- Pick extracurricular activities wisely. "Students who don't get involved do very poorly, Students who get overly involved do very poorly," Dave Meredith, director of enrollment management for the University of Cincinnati Honors Scholars program, said in a recent interview.
- Carry notes with you. Not to cheat, Meredith advises, but to keep time. Think about it: You get to class with five minutes to kill. If you have a 3-by-3 card scribbled with chemistry notes, then those five minutes become a valuable chunk of study time.

By Amy A. 

Investor's Business Daily

Wednesday, September 5, 2001
Group to present award

Women in International Trade will present its first Woman of the Year Award and announce the winners of two scholarships from 6 to 9 p.m. today at the University of San Diego's Manchester Center. The networking and educational group, which has 50 members, is the local chapter of the Organization of Women in International Trade.
The University of San Diego's Cooperative Association for Internet Data Analysis (CAIDA) reports that a significant number of IT professionals failed to protect their servers from a second round of the Code Red worm (Mike Gannis, “The Worm Returns: CAIDA Researchers Track New Infestations of ‘Code-Red’,” 8 Aug. 2001, NPACI & SDSC Online, http://www.npaci.edu/online/v5.16/wormreturns.html). The virus, which first appeared in July, infected more than 350,000 systems around the world, according to CAIDA estimates.

Despite the installation of patches by many organizations, active, infectious copies of the worm survived in computers with incorrectly set dates, according to CAIDA researchers. This set off another round of infection on 1 August.

"This [second] time around we saw the worm infect 85,000 systems in only four hours. By the day after the outbreak, it had infected a total of more than 182,000 hosts, with as many as 142,000 hosts active at any given time," said David Moore, SDSC senior network researcher and a principal investigator at CAIDA.

The researchers monitored this new activity with the backscatter analysis technique developed at UCSD. This technique estimates the number of packets sent in an attack and an attack’s duration by monitoring unsolicited responses from the victimized site to spoofed IP addresses.

Plots of backscatter data indicate that the number of infected systems is decreasing—presumably because system administrators are installing the protective patches. The data also shows that the number of infected systems appears to vary with time of day.

"We’re studying these periodic variations, and we hope that we’ll be able to identify the reason for this odd effect," Moore said. "One hypothesis is that they are related to home machines on DSL or cable modems. The dips at midnight and noon GMT are suggestive, as is the relative stability on Sunday—perhaps they result from groups of machines in various time zones being turned on and off with the business day."

Researchers warn that although the Code Red worm hasn’t seriously impaired network operations, it exploits a "potentially devastating" security hole that attackers could use to severely damage information systems.

Infestations started on 1 August 2001. The periodic variations may correlate with business hours in Europe, North America, and East Asia.
Terrorist attacks silence a message that needs to be heard

Peter Rowe

The goodwill ambassadors had a tight, carefully constructed schedule.

Last Sunday, 2:20 p.m.: Three delegates — Kenji Tamiya, a former president of Sony Corp.; Mieko Takenobu, a reporter with Asahi Shimbum; and Masao Kikuchi, a graduate student at Tokyo’s Meiji University — flew into Lindbergh Field.

2:50 p.m.: Greeted outside Balboa Park’s Japanese Friendship Garden.

Monday, 9:30 a.m.: Spoke at San Diego State University.

Noon: Lunch at the University of San Diego.

2:10 p.m.: Spoke at San Diego City Hall.

Tuesday, 11:05 a.m.: Departed Lindbergh for events in Cincinnati and Washington, D.C.

Note the timing. Last Sunday marked the 50th anniversary of the peace treaty between Japan and the United States. This delegation, and the 14 others that journeyed from Japan, intended to visit 35 American cities last week. They wished to express a nation’s gratitude for a durable and generous peace.

But their words were overshadowed, and the rest of their itinerary scrapped, by Tuesday’s terrorist attacks. Reeling from what was quickly dubbed “another Pearl Harbor,” Americans may not have been able to hear Japanese messages of peace.

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The A50 Project — A as in “Appreciation”, A as in “America” — was derailed by appalling timing. But its message is more important than ever.

Ghosts and gratitude

Earlier this month, I visited San Francisco to learn more about our relations with Asia’s leading democracy. While government, industry and academic honchos met inside a hotel to discuss “An Enduring Partnership in a Changing World,” protesters outside demonstrated that some wounds are still raw.

The “issue of war guilt hovers over all events that Japan attends, like Banquo’s ghost,” acknowledged Orville Schell, the conference’s co-chairman and the dean of UC Berkeley’s Journalism School. “The past, particularly when the past includes injustice and brutality, is very difficult to come to terms with.”

In fact, even as Schell spoke, a separate conference was convening across town, “Fifty Years of Denial: Japan and its Wartime Responsibilities.”

“The abuses of POWs, ‘comfort women,’ slave laborers — they have swept that all under the rug,” said Ling-Chi L. Wang, “Denial’s” organizer and one of Schell’s colleagues. Wang chairs Berkeley’s Asian American Studies Department.

Takenobu understood this anger, having been the Asahi Shimbum’s correspondent in Singapore, where the scars of the Japanese occupation are still visible.

“Terrorist attacks silence a message that needs to be heard.”

Generosity hasn’t been forgotten

“One used to covering these things, being out there with the protesters themselves,” she said. “I’m a journalist. This is my first experience of being protested.”

But she wanted to pass on a personal message.

“My mother always told me that we were lucky because we were occupied by the U.S. Army,” said Takenobu, who was born in Tokyo in 1953. “The U.S. Army was very generous.”

Building the future

Almost 60 years ago, the Japanese Empire brutally assaulted Pearl Harbor. The United States reacted with tenacity and fury — as we will, no doubt, respond to the perpetrators of Tuesday’s cowardly attacks.

While we must remember the tragedy of Pearl Harbor, we cannot forget its triumphant aftermath. “The war was over,” Secretary of State Colin Powell said, marking the treaty’s anniversary. “Now we would make a friend and an ally.”

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Peter Rowe welcomes calls at (619) 293-1227 or e-mail at peter.rowe@uniontrib.com.

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An Impassioned ‘Champion of Design’

MaeLin Levine Also Displays Business Sense, Gift for Teaching

BY TANYA RODRIGUES
Staff Writer

The story turned out to be even more similar to that of her mentor. Along with co-owning local studio Visual Asylum with her sister, Levine teaches design at City College.

Levine is well regarded in the local community. She’s known for her involvement in the local industry, organizing conferences to bring in top speakers, and for her firm’s creative pro bono work. Levine was president of the local chapter of the American Institute of Graphic Arts until her term ended in June.

“She is an impassioned champion of design, more so than maybe anybody else in town that I have seen,” said David Conover, who owns design studio Conover in San Diego. “She’s at the forefront of trying to make everyone recognize its power, that’s for sure.”

Conover’s known Levine since she moved to San Diego from Denver in 1987.

“Obviously, we were all about 15 years younger, and knowing less about the business of design maybe that we do now,” he said. “Certainly, she had the same sort of personality and the same sort of passion for design as she does today. She’s pretty consistent.”

He later added, “She has a great laugh.”

That sound rings good-naturedly as Levine, now 41, recalls her years as a business student, before earning a bachelor of fine arts degree in graphic communications design.

Talented Designer

When MaeLin Levine was a business major at the University of Denver, a statistics class proved to be her undoing.

It came after falling asleep through the same 7 a.m. accounting class for three semesters, and going through other courses such as business law and economics, she said.

“I ended up changing my major and dropping statistics because I couldn’t get it. Statistics just broke me,” Levine said.

It took only one design class to change her perspective. “It was just so creative,” she recalled. “I felt right at home.”

professor, who quickly became a mentor, owned her own design firm. Levine decided she wanted to follow the same path.

“It became a tangible career choice that was sort of in between both worlds — business and being a creative person,” Levine recalled.

Keen Business Sense

Her business ability turned out to be sharper than she would have guessed. However, as a creative person, she had to come to it from a more tangible, real-life perspective, Levine said.

Visual Asylum, which designs identities, interiors and marketing materials for companies, had sales of $1.3 million last year. Levine is expecting similar figures for 2001.

Considering the current economy, she’s pleased her company is holding steady.

Seated in the conference room of Visual Asylum’s Little Italy offices, a place that seems to bloom with colors like lime green and an orangey shade of red, Levine was taking a break between projects.

It was a Monday morning, and Levine was working on a presentation for Palomar Pomerado Health for a community newsletter that’s part of an extension to the company’s current identity program.

According to Conover, Visual Asylum’s work is distinctive. “They have a lot of whimsy and a lot of color to them,” he said.

Levine’s influence is as identifiable, “just with the way she lives,” Conover said, mentioning Levine’s house, painted a deep “passion fruit”-red hue, and what he calls her “fashionably eclectic” style of dress.

“She’s got a lot of character in the way she designs her life,” Conover said.

Another project Levine’s working on is the University of San Diego’s fundraising campaign for a new science building.

Esther LaPorta, USD’s executive director of development, asked Levine to design a corporate brochure.

With Levine’s help, however, the project evolved into creating a journal of what the university’s science department had accomplished.

“We discovered along the way that they needed actually more than a corporate brochure that would go out and tell people about the building itself,” Levine said.

“…. The story was really about the work that’s being done in these less-than-desirable facilities, that they have very powerful professors and students are doing really well,” she said.

“Those stories were revealed to us the more we dug.”
Attention To Detail

For LaPorta, the shift toward a more creative approach was a surprise. She's been hiring Levine for projects since 1990. "MaeLin becomes a partner in what you're doing on the project," she said. "It also elevates your creativity because she asks very probing questions that help you arrive at the core of what you want to say."

While still in school, Levine worked at a design firm in Denver as a fill-in receptionist. It was a firsthand view of how a design firm was operated, a chance to see how meticulous the leadership had to be to satisfy clients and succeed, she recalled.

At the time, the firm's principal was president of the area's art directors club, so Levine also learned the value of becoming part of the design community.

She joined the group herself after graduation. Levine then worked for an advertising agency in the city for two years and found that that kind of marketing work wasn't for her.

It was then, in 1987, that Levine quit and decided to move to San Diego. She didn't know anyone in town except for a classmate who was moving here at the same time.

The classmate, David Jervis, became her first business partner. They started Visual Asylum.

For four years, they struggled to build the business. In the meantime, Levine's sister, Amy, who had moved to San Diego and was working at Conover, joined the firm.

In 1991, MaeLin and Amy bought out Jervis. A little more than a year ago, a business consultant helped Levine and her sister create strategic plans. Among those plans was a concerted effort to better market the firm itself.

Since then, Visual Asylum has begun sending out examples of their work — the work they'd like to do more of — and distributing it through a mailing list of businesses. The campaign succeeded in revitalizing interest in the firm, she said.

Eye-Opening Experience

One area Levine would like to further develop as a Visual Asylum specialty is women-to-women marketing.

She first encountered the niche when working for client Women's First Healthcare, a company that sells products and services for women in mid-life.

The client first wanted to do a newsletter, and had planned to use stock photos. Levine was surprised to find that while women in their 30's were photographed as young, vibrant and working, it wasn't the same for women in their 40's or 50's.

She had to hire a local photographer and style a set of images for the client.

"What we learned in that process was that there's a real need for effort, thought, concentration being put into how these particular women are marketed to," Levine said. "It was great to learn about this demographic."

At Home In The Classroom

As Levine and her sister continue to hone Visual Asylum's focus, Levine continues to distinguish herself in the classroom, where her interest in design was first sparked.

According to Candice Lopez, a City College professor, Levine is a popular teacher. Many of her students' projects are recognized in prestigious competitions, Lopez said.

She said Levine has helped increase the quality of graduates from the program.

"She has a gift for teaching and she makes students rise to a higher level of expectation," Lopez said. The same is true with Levine's employees and other members of the design community, she said.

"You just pull yourself up by the bootstraps when you're around her," Lopez said. "You just really want to have a vision and go beyond ... She really instills that vision in people, that belief. That's a really rare quality to have."
Cayetanos shop for colleges

Gov. Ben Cayetano and first lady Vicky Cayetano spent their recent vacation touring potential colleges for their daughter, Marissa.

The Cayetanos spent time in San Francisco, Los Angeles and San Diego looking at schools.

While no final decision has been made for Marissa, one thing is certain: She won't be following in the governor's footsteps.

Asked if she wanted to attend UCLA, where Cayetano obtained his undergraduate degree in 1968, the governor says Marissa has no interest in going to a state school.

The University of San Diego, University of Santa Clara, University of San Francisco and Loyola-Marymount University (where Cayetano graduated law school) seem to be the main choices, in part because of their small class sizes and Jesuit-based education philosophies.

"For our purposes, a Jesuit-type of school with smaller classes" is what the family is considering, the governor says.

One thing that makes these schools attractive is that students get taught by professors, not teaching assistants.

"Everyone who teaches has a Ph.D. They don't have any teaching assistants because they don't do as much research," Cayetano says. "Go to Manoa and you get a professor for one lecture. The rest of the time you're getting teaching assistants who are about two years ahead of you."
By Diana Saenger

The East County Californian

EL CAJON — Cox Communications recently announced its East County list of the 2001-2002 Cox Heroes Scholarship recipients. Students receiving the scholarships are: Alicia Corrales, Priscilla Corrales, Kerry Dunn, Frederick Grand Jr., Sarah Hernandez, Jesse Houze and Allison Truong.

Award criteria included students' scholastic achievement, financial need, strong ties to the community and personal perseverance. Scholarships of $2,500 were awarded to high school seniors planning to attend a four-year college or university, and to adult re-entry students planning to attend a two-year college, four-year university or trade/vocational school. Scholarships of $1,000 were awarded to high school students entering a two-year college.

Spring Valley's twin sisters Alicia and Priscilla Corrales were both selected to receive scholarships. Alicia is a student of the month and will attend San Diego City College where she hopes to earn a bachelor's degree in computer science or computer analysis. She headed her school's Adopt-a-Child program during the holidays and serves as the secretary of the Spanish Club.

Priscilla Corrales will attend Cuyamaca Community College in pursuit of becoming a bilingual instructor. A volunteer for Adopt-a-Child and Women's Legal Suffrage Center, Priscilla helped organize a food drive and assists needy children across the border.

Kerry Dunn, 18, of El Cajon plans to attend San Diego State University as a liberal studies major. She hopes to become a middle grade school teacher of English or history. "I was excited and pleased to receive the scholarship," Dunn said. "I though it was a very personal scholarship and came from a good company whose employees are very generous." Dunn is a member of Christian Youth Theatre and enjoys singing, dancing, acting and mentoring musical theater to children, and will teach the fall session of CYT for six and seven year olds because, "I think it's one of the most important things I can do. I love the people involved and they were all a positive example to me and I hope to be one as well to the kids I help."

Frederick Grand Jr., 18, from La Mesa plans to attend California State University San Marcos and study business administration and psychology. Grand lost his father two years ago from cancer but he gets his inspiration from his mother, who suffers from Multiple Sclerosis and is now bedridden. "My ultimate goal is to someday own my own Fortune 500 company," Grand said. "My parents made me who I am and taught me to shoot for the moon and maybe I'll at least land in the stars." Grand is excited to have received the scholarship. "It's awesome to know that there are people who will help kids like me and ease the struggle to continue my education."

Sarah Hernandez of Alpine will use her scholarship to study health and human services at San Diego State University and plans to attend California State University San Marcos and study business administration and psychology. Grand lost his father two years ago from cancer but he gets his inspiration from his mother, who suffers from Multiple Sclerosis and is now bedridden. "My ultimate goal is to someday own my own Fortune 500 company," Grand said. "My parents made me who I am and taught me to shoot for the moon and maybe I'll at least land in the stars." Grand is excited to have received the scholarship. "It's awesome to know that there are people who will help kids like me and ease the struggle to continue my education."

Allison Truong of El Cajon will study electrical engineering at San Diego State University and plans to one day "make a difference in our technological community," she said. A member of her school's swim team, Truong has been involved for the past four years in the service club Interact, volunteering her time for projects such as St. Vincent de Paul Village and Alzheimer's Walk. She helped organize a school-wide coin-a-thon to raise funds for schools in Tijuana.

Since it was established in 1999, the Cox Kids Foundation has raised nearly $400,000 through employee's donations, which are matched 100% by Cox Communications. The Cox Kids Foundation expects to contribute $1 million to the San Diego community in the next five years. A philanthropic fund of Cox Communications, the Cox Kids Foundation supports local education by awarding grants and scholarships to children and schools throughout San DiegoCounty. The foundation is dedicated to helping kids communicate.

"About 10 percent of all children suffer from undiagnosed hearing loss caused by congenital problems, illness or injury," explained Judith Morgan Jennings, media and public relations manager for Cox Communications. "In an effort to address hearing loss in children, the Cox Kids Foundation provides funding to the Children's Hospital Speech and Hearing Center through grants designated for hearing screenings for newborns, speech therapy, and equipment such as hearing aids for children without financial resources."
Finally, Tony went back to church, but Jillanne and her church friends judged him and turned their back on him, which I think is hypocritical and wrong.

When Tony came to the bake sale I was the only one who would talk to him. We went for a walk. That is when he explained the whole sad story to me. I felt so bad for him. We've e-mailed and phoned each other every day since the bake sale and now we're very close. Tony says I'm the only one who understands him.

He invited me to a party this weekend. I want to go with every fiber of my being. But if I tell my parents who I'm going with, they will check out Tony's background and get the wrong impression, and then they won't let me go.

I asked Jillanne to please cover for me by saying that I'm spending the night at her house. Not only did she say no, she said if I go with Tony she'll tell my parents. I'm no longer speaking to her. I feel betrayed at every turn. Believe me, Tony is a wonderful person, Cherie. I think I'm falling in love with him. I write long letters to him and think about him all the time. He says he thinks about me all the time, too. But how can we be together when Jillanne plans to tell lies about us?

Please give me excellent advice, really fast.

— Love Will Find a Way

Hey, Love!

Here is my really fast and excellent advice, which you are going to really hate: Do not go to the party with Tony. Tony may or may not be the great guy you think he is, I don't know. The point is, you don't know, either. It's so o-o-o-e-e-easy for a girl to fall for a sob story from a hot guy. You want to kiss it and make it all better. You're the only one who truly understands ... yeah, yeah, yeah. I have so been there.

I suggest you proceed with caution. That means inviting Tony to your turf, with other people you know around, not lying and going to his party alone. Don't confuse the romantic thrill of your situation with love, sweetie. Baby-step into this one. Better safe than ... you get the picture.

* Amy Kalna of Greenwich, 18, sophomore, University of San Diego:  
About Tony, believe me, you aren't in love. It seems like you are throwing too many emotions into your relationship with Tony when you barely know him. How long has it been? A few weeks? You don't know him that well.

Please see HEY, CHERIE!, Page B2

Hey, Cherie!

Continued from Page B1

Plus, he's involved in drugs. Uh ... not good! Drugs never lead to love, just more problems. Do good for yourself, don't get too involved with him. Friends is OK, but not things more. Also, Tony is 18! You two are on different levels. Plus, if the friends you've known for so long think he's a bad guy, chances are he is. He has too many problems for you to deal with. Don't waste your time.

Elin Anderson of Greenwich, 18, sophomore, Occidental College, Los Angeles, Calif.:
"Cherie gave a really good answer. The girl really can't be sure of this guy that she only met two weeks ago. And she should believe what her friends say and follow their advice. The most important thing is that the girl should not rush into this relationship -- or whatever -- with this guy and she should hang out with the guy on her turf. This guy that she met only two weeks ago could want something else."

Hey, Cherie!

I'm 14. I want to be a writer. People say my short stories and poems are really good. There's a summer teen literary journal at a college in my area.

I keep submitting my stuff there but they turn everything down. I asked for a reason and they said it's not their policy to critique rejected work. I'm so frustrated. I swear my stuff is better than the stuff they print.

What can I do?

— Writer Guy

Hey, Writer Guy!

Start your own journal. Or 'zine. Or put your stuff up online. Take back the power. Success is the best revenge.

Elin Anderson: "Cherie's answer is really good. If his work is really as good as he says it is, a reason why he might be having problems is because of his age and the people don't believe that at his age he can actually write at the level they may want. If I were him, I would go to other venues to get criticism and then really he will get help and maybe his writing will flourish."

Amy Kalna: "Don't get frustrated. It's not worth your time. Write the teen literary journal director/manager and ask what guidelines you have to follow. If you are doing everything right, then kindly ask the person in charge to critique it. Tell her she is so passionate about what you do and you would appreciate it if she would critique it, so you can learn where you can improve. The only way to get anywhere in life is by patience and a good attitude. Here's something good to do: Find another contest. Don't waste your time there. After so many nos, there is a yes."

Cherie Bennett is a best-selling author of books for teens and young adults. Write to her c/o Copley News Service, P.O. Box 120190, San Diego, CA 92112-0190 and send a self-addressed stamped envelope for a personal reply. Or send copleysd@copleynews.com
ATHLETICS
Foreigners at schools here share shock, pain

By Hank Wesch and Tom Shanahan
STAFF WRITERS

Four young people came to America to get a college education and play tennis or volleyball. They came with ideas about the Land of the Free and the Home of the Brave developed growing up in Denmark, Ireland, Bulgaria and Brazil.

They came to a place dubbed America's Finest City to attend classes and represent USD or San Diego State on the courts.

They absorbed, lived through and tried to comprehend the events of last Tuesday and the days since just like the natives of their host city and country. They came away as shocked and saddened as the natives.

They came away impressed with, but not surprised by, the natives' actions and reactions to the crises.

San Diego State women's volleyball players Zlatina Anguelova of Sofia, Bulgaria, and Angela Verdenacci of Sao Paulo, Brazil, say the World Trade Center towers have long been viewed "as symbols of American power" in their countries.

"Everybody has seen pictures of them in movies or postcards," Anguelova said.

For that reason, they say parents and friends they've communicated with back home through e-mail and telephone conversations expressed...
**STUDENTS CONTINUED FROM PAGE C1**

Foreign athletes salute American togetherness

shock and horror similar to that Americans felt after Tuesday's terrorist attacks that destroyed the twin 110-story towers.

"I still think it's safe here, but when I came here I thought of America as the safest place," Anguelova said. "My country is next to Yugoslavia, where there has been war for a long time. Even though my country is neutral, you are still close to war. (Tuesday's attack) shows you it can happen anywhere."

Anguelova, a 6-foot-1 sophomore outside hitter who is the team's top player, says she has friends who live in the New York area.

"This affected people all over the world," she said. "People from all over the world worked at the World Trade Center."

Stephen Taylor of Dublin, Ireland, is a senior on the USD men's tennis team. Taylor said a cousin of one of his best friends was in one of the World Trade Center buildings. He hasn't heard whether the worker got out or not.

Other Irish friends he knew from Boston, from which two of the hijacked planes flew, have been lost in transit en route to San Francisco and haven't responded to e-mail.

He assumes they are all right. But these times are disconcerting.

"Everyone's in complete shock; no one can believe it," Taylor said. "It's such a weird feeling. I live with three other guys on the tennis team and we're just watching it constantly on the TV."

"It's a bad feeling, really. I can't imagine what it's like to be in New York right now."

Siri Fomsgaard of Copenhagen, Denmark, is a junior on the USD women's tennis team.

"I'd recently been to New York for the first time in my life and I loved it," she said. "I went to the World Trade Center. I went to Washington, D.C., as well."

"My father has been in Washington. He left on a plane for Denmark about five hours before it happened."

Seeing the destruction at those two attack sites really hit home.

"I must say I was very shocked that it happened to America," Fomsgaard said. "I've always thought of America as the top country and an extremely safe country."

"But it's such a psychopathic act that I'm not sure it could have been stopped. I'm very sad that it could happen anywhere in the world. Your whole world picture changes. You can't believe that somebody would do this for real."

The young Dane echoed the sentiments of Bulgaria's Anguelova.

"I think everybody is in shock, Americans as well as foreigners," Fomsgaard said, "it's not just America that they're hitting. It's America as a symbol of democracy, human rights and other things that America represents."

"Also, many Europeans have a strong attachment to New York. Many Europeans live there and practically everybody has been there or knows somebody who lives there."

Taylor noted that Friday was "a day of mourning in Ireland, as it was in America. Fomsgaard knew from communications with her family of the outpouring of memorials and expressions of sympathy in Denmark."

Anguelova and Verdenacci said that for them the chance to attend college and playing volleyball is a dream come true.

"I studied English for a year and a half for this opportunity," said Verdenacci, a 5-11 freshman outside hitter. "The thing I love about American people is how much they love their country. It's so beautiful to see how people are coming together. It's amazing to me."

Said Fomsgaard: "I'm kind of impressed with the way that Americans are keeping up with their normal jobs and the things that they have to do. In my country, a lot of things are shut down everybody was so in shock."

"People are trying to keep up, keep the country going and doing their duties. I'm very impressed with the way that the nation is recovering."

Not that she expected otherwise.

"It's America; it's a working country," she said.

Said Ireland's Taylor: "I've always known that Americans come together in crisis times. It's a very patriotic country. So it hasn't surprised me that much at the response."

The athletes agreed with decisions to cancel sports events for the weekend at both USD and SDSU and on a wide scale at the professional level.

"I think it's a good thing," Taylor said. "People were saying, 'Don't let the terrorists win by shutting sports down.' But I don't think it's letting the terrorists win at all; it's just paying respect to the people who died."
Local Colleges Report

All SDSU, USD events called off

San Diego State and USD have called off all scheduled athletic events through Sunday.

Both schools said it's possible some events may be rescheduled for a later date.

At SDSU, events called off are: Saturday's football game at Ohio State (postponed until Oct. 20); women's volleyball at the Buckeye Classic at Ohio State (tomorrow-Saturday); women's golf at the Dick McGuire Invitational in Albuquerque (today-Saturday); women's soccer vs. Cal State Fullerton tomorrow; men's soccer vs. Hofstra tomorrow; Aztec Invitational cross country meet Saturday; women's soccer vs. Duke and men's soccer vs. Albany on Sunday at the Sports Deck.

At USD, events called off, in addition to the canceled football game Saturday vs. Brown here: USD volleyball tournament (tomorrow-Saturday); men's golf at Air Force Invitational (tomorrow-Saturday); women's soccer vs. Duke (tomorrow); men's soccer vs. Albany (tomorrow) and Hofstra (Sunday); and cross country (at Aztec Invitational).

Community colleges

The Southwestern College football team says it will help promote patriotism and unity by affixing American flag decals to the players' helmets for Saturday's 7 p.m. game against Palomar College at DeVore Stadium.

In a special pregame ceremony, with a United States Marine Corps Color Guard from Camp Pendleton participating, the players from the two teams will place the decals on their helmets.

Fans attending are asked to bring an American flag to hold during the ceremony in honor of the victims of Tuesday's terrorist attacks.

The game matches two of the top community college football teams in the state with No. 2 Palomar (1-0) meeting No. 12 Southwestern (1-0).

Staff writers Tom Shanahan and news assistant Bill Dickens contributed to this report.
Local college teams safe

In the local college sports world, the Seton Hall University women's volleyball team played at a tournament in San Diego over the weekend. The team was supposed to leave the San Diego airport on Tuesday for Newark, but the airport was shut down shortly after the terrible events in New York City and Washington.

“They are all at a hotel in San Diego,” said Seton Hall athletic director Jeff Fogelson. “A lot of parents and relatives of the volleyball players have called the university, and we have assured them that they are all safe and content in their hotel rooms.”

The volleyball team played matches against San Jose State and San Diego University on Saturday and San Diego State on Monday. The Seton Hall men's soccer match at Adelphi today was likely to be postponed. Classes were cancelled Tuesday, but the university was open for business.

Another local program, the William Paterson women's soccer team, was in Redlands, Calif., for a tournament over the weekend. The team was in the process of flying home Tuesday but was rerouted to the airport in Buffalo, N.Y., because of the airport closings.

“They are all in Buffalo now,” said WPU sports information director Brian Falzarano. “Everyone is fine and at a hotel there and we hope to be able to rent a bus to get them home by [today], maybe.”

The team was supposed to leave California earlier Monday, but the heavy rainstorms on the East Coast delayed the flight.

William Paterson had a women's volleyball match postponed at New Jersey City University on Tuesday, and events for today, including a women's volleyball match at home against the College of Staten Island and a men's soccer match at DeSales (Pa.), were likely to be postponed.

Montclair State had no teams out on the road, but its field hockey match at Muhlenberg (Pa.) and its women's volleyball match at Rowan, both scheduled for Tuesday, were postponed.

Ramapo's women's volleyball match at home against Rutgers-Newark scheduled for Tuesday was postponed, and the Ramapo men's soccer match at home against FDU-Madison today was also postponed.

No decision has been made yet about Ramapo sporting events this weekend.

All classes and events were postponed at Fairleigh Dickinson in Teaneck. The FDU women's soccer match today at home against Drexel was also postponed.

The St. Peter's women's volleyball match Tuesday night at home against St. John's was postponed, as was a men's soccer match at home today against Marist.
Toreros go to 3-0, hold off Drake

By Richard J. Marcus
SPECIAL TO UNION-TRIBUNE

If you are a USD fan, you might not have much left of your fingernails this morning.

On a foggy field at Torero Stadium last night in front of 4,211, USD took a 31-10 lead late in the third quarter, then held on for a narrow 31-24 victory over Drake in the opening game of the Pioneer Football League.

In fact, PFL power Drake (2-2, 0-1) had already driven 68 yards toward a tying score when quarterback Ira Vandever was intercepted over the middle at the USD 9-yard line by safety Klye Slusser with 1:53 to play, preserving the victory for the Toreros (3-0, 1-0).

The Toreros' win was only the second in nine tries since 1993 against Drake and gives USD its first 3-0 start since 1990.

USD, which had a three-week layoff coming into the game, finds itself at the top of the North Division standings heading into next week's showdown with perennial PFL favorite Dayton on Saturday in Ohio.

"The layoff clearly affected us," USD coach Kevin McGarry said. "We weren't in game shape."

In the third quarter with USD leading 24-10, the Toreros scored on a 21-yard pass from quarterback Eric Rasmussen (21-of-30, 299 yards, three TDs) to receiver Michael Gasperson to open up what seemed to be a commanding 21-point lead with 4:24 remaining.

Drake didn't fold, however, driving 73 yards in three minutes and scoring on a 6-yard run by fullback LaRon McKinnis. After a successful onsides kick, the Bulldogs marched 48 yards in two minutes and scored on a 1-yard run by Vandever.

"Defensively we were gassed on defense in the end," McGarry said. "It looked as if we had nothing left in our legs defensively in the fourth quarter. Having an experienced defense out there was really the only thing that let us hang on."

USD controlled the first quarter, scoring on a 2-yard run by fullback Kenny Villalobos and on a 27-yard pass from Rasmussen to tight end Matt Guardia, who streaked downfield on a post pattern and found a soft spot in the loose Drake pass coverage.

"I thought Rasmussen at times was absolutely awesome," McGarry said.
Drake at USD

Site/Time: Torero Stadium / 7
Records: Drake 2-1, USD 2-0.

Outlook: This is the Pioneer Football League opener for both teams. Drake holds a 7-1 edge over USD, including last year's 52-12 win in Des Moines, Iowa. The Bulldogs, PFL co-champions last season with Dayton, return 38 lettermen, including 14 starters. Junior quarterback Ira Vandever leads the offense. USD is off to its first 2-0 start since 1993. Because of the Sept. 11 terrorist attacks, plus an open date, the Toreros haven't played since their 21-12 win over Redlands on Sept. 8.

PFL Lineup: The PFL has expanded from five teams to nine. Four new members - Austin Peay, Davidson, Jacksonville and Morehead State - form a South Division. Charter members Butler, Dayton, Drake, Valparaiso and USD form the North. Division winners meet for the championship Nov. 17 on the North champion's field.

North Division outlook: USD must find a way to beat Dayton if the Toreros hope to contend for the title. The Flyers have earned at least a share of the PFL championship six times and were chosen to repeat in a preseason coaches poll. USD was picked to finish fifth.

- RICHARD J. MARCUS
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Hoop MVP catches on
USD's White learning to play football again

By Richard J. Marcus
SPECIAL TO THE UNION-TRIBUNE

Ever wonder what the difference is between dribbling for a layup in basketball and leaping for a touchdown catch in football?

Ask USD senior Dana White. He's done both at the collegiate level.

"Playing the point in basketball, I had the ball all of the time. I was the playmaker," White said. "In football, it isn't easy not knowing when you are going to get the ball. It is something that I will have to get used to."

As a Toreros wide receiver, White has two catches in two games for 17 yards and one touchdown. White's athletic prowess will be on display at 7 p.m. tomorrow at Torero Stadium when USD (2-0) opens Pioneer Football League play by hosting Drake (2-1).

White, who is 6-foot and 180 pounds, had been a three-year starter for USD basketball coach Brad Holland. The communications major ended his final season of eligibility in 2000-01, averaging 8.4 points and 3.1 assists in 29 games. He was named first-team All-West Coast Conference and was the team MVP.

When basketball ended, White said he thought it was the end of his athletic career as a Torero. Then USD football coach Kevin McGarry came calling in March.

"I had the pleasure of watching Dana on the basketball court here for four years. You could tell that he was a natural for football just by his movements," McGarry said. "I approached him and told him what I thought (about joining the team). I think it kind of surprised him. His eyes got big."

White went by McGarry's office later that day to sign up for the team and began spring practice soon after.

"I was garbage when I started spring ball," White said. "I didn't know why the coaches wanted me. I was dropping balls and I couldn't do anything."

Day by day, however, White said he started to regain his old football skills along with a sense that he still belonged on the field.

Although White chose to play basketball, he had a productive football career at Westview High in Phoenix and was recruited heavily by UNLV and Arizona State to play football.

Now was White's second chance to play the sport. However, there were some hurdles that needed to be cleared before the start of football season in September.

Because White was on a full athletic scholarship while playing Division I basketball, he would have to give up his scholarship for his final semester (worth approximately $15,000) to play nonscholarship Division I-AA football.

Not only was there a financial sacrifice to be made, White says he still plans to play basketball at the next level, perhaps with the Continental Basketball Association or in Europe.

White, admittedly tired of school, actually quit the football team for a few days in August and contemplated dropping out of USD to pursue his basketball career.

After consulting family and friends along with Holland and McGarry, White decided to take out financial aid, finish his final semester at USD and rejoin the football team, where McGarry said he is likely to be a major contributor.

"I just didn't know if I wanted to do it (finish school and play football)," White said. "I'm happy with my decision. Everything is cool."

Said Holland: "I've seen Dana mature a lot in four years."
USD, young QB flawless in defeating Azusa Pacific

By Richard J. Marcus
SPECIAL TO THE UNION-TRIBUNE

"New and Improved" might be the theme for the 2001 version of the USD football team.

New bleachers to boost capacity, new turf on the field, a new logo on the Toreros helmet — and, for at least one game, new results for USD from last year's disappointing 4-6 season.

In a nonleague game, USD (1-0) defeated Azusa Pacific 34-13 last night in front of a record crowd of 4,435 at Torero Stadium in the season opener. The victory vanquished the curse of the Cougars (0-1), who had narrowly defeated the Toreros in the past three season openers.

"Winning our opener sure beats losing it, and I've been on both sides," USD coach Kevin McGarry said. "I feel at least 100 pounds lighter right now."

In keeping with the new theme, sophomore quarterback Eric Rasmussen (14-of-19, 186 yards with two touchdowns passing and one rushing) started the game with no collegiate game experience. Rasmussen, however, confidently spearheaded a surprisingly potent USD offense.

"Rasmussen did a great job in his first game as a starter," McGarry said. "He wasn't afraid to pull the ball down and run. He made plays for us that led to scores. He took control out there."

On its opening drive, USD put together a 12-play, 80-yard march that took almost six minutes. The Toreros immediately established their running game and scored on a 3-yard rush by running back Bryan Newbrough to give USD an early 6-0 lead.

After a field goal by the Cougars, USD return-man Gavin Ng jetted 98 yards with the kickoff for a score and a 13-3 Toreros lead with 1:02 to play in the first quarter.

Azusa Pacific forged an eight-play, 95-yard scoring drive early in the second quarter to cut the USD lead to 13-10. Tailback Lathan Tyler scored on an 11-yard run.

USD responded by going 81 yards in 12 plays in four minutes to extend its lead to 20-10. Rasmussen showed poise on the scoring play. All of his receivers were blanketed on a rollout, so he scrambled 5 yards and dived into the corner of the end zone.

After a Cougars fumble at the Azusa Pacific 41, the Toreros offense scored again, the TD coming on a 12-yard pass from Rasmussen to wide receiver Dylan Mora to give USD a 27-10 halftime lead.

The task in the second half was simple: Don't blow it. The Toreros ensured that by playing hard-hitting defense and adding a fourth-quarter score on a 5-yard toss from Rasmussen to tight end Jeff Incert to go up 34-10.

The frosting was a third-quarter interception by USD safety Kyle Slusser, giving him 13 career picks and the Toreros' career interception record.
Soph Qb holds key to Toreros' offense

Rasmussen takes first college snaps tonight against Azusa Pacific

By Richard J. Marcus
SPECIAL TO THE UNION-TRIBUNE

USD's Eric Rasmussen sat in the bleachers at Torero Stadium and looked down on the freshly minted sod that is soon to be his testing ground as a college quarterback, and pondered his fate.

"The coaches have done a great job of preparing me," said Rasmussen, a 6-foot-3, 210-pound sophomore. "I am not worried about messing up. It is going to happen, but my teammates will be behind me."

Rasmussen will take his first for-real college snap when USD opens its season against Azusa Pacific tonight at 7 at Torero Stadium in a nonconference game.

Azusa Pacific has defeated USD in the season opener each of the last three years. But with the new season comes new hope at USD and a chance to erase memories of last season's 4-6 record and fourth-place finish in the Pioneer Football League.

Rasmussen is a large part of that new hope.

"It is a tough situation, as nobody wants to begin the season with a sophomore quarterback with no snaps in a game situation," USD coach Kevin McGarry said. "But Rasmussen has a good arm, he's a smart kid and he makes good decisions. He doesn't let minor setbacks get to him."

There is no way around it: Rasmussen is as green as the grass on the Toreros' field, and for the first few games at least, there will be a lot of trial-and-error for USD on offense. Rasmussen's backup, sophomore Ryan Lawrence, also has never taken a snap in a game.

"Because of our inexperience at certain spots, some of the things that we want to do on offense won't happen right away," McGarry said. "Once we get a couple of games under our belt, maybe we will open things up a bit."

A native of the Sacramento area, Rasmussen replaces USD's all-time passing leader, Mike Stadler, who graduated. The Toreros also lost their career rushing leader, Oscar Arzu, to graduation. There are no proven game-breakers in the receiving corps or in the backfield to complement Rasmussen.

One thing Rasmussen can do better than Stadler is scramble out of the pocket.

"It opens the game up that much more if the defense has to worry about the quarterback running," said Rasmussen, whose dad, Terry, was the starting quarterback at Chico State in the early '70s.

It is clear that the experienced Toreros defense, led by four seniors (defensive tackle Anthony Banovac, linebackers Bryan Baxter and Brian Luman and safety Kyle Slusser) will have to carry the day for USD, especially in the first few games.

"Our defense knows that they are going to have to get us good field position and a few turnovers to ease things up a bit for the offense," Rasmussen said.
Mesa finds a new focus and 3-0 start with Moss

The last time San Diego Mesa College began a football season with three consecutive victories was 1983.

Olympians coach Martin Moss was a second-year defensive end for the Detroit Lions back then, when Mesa knocked off Phoenix City College (54-38), San Diego City (28-14) and Grossmont (35-20) before losing at Bakersfield 52-13 in Week 4.

"That long ago, huh?" said Moss, who played with Marcus Allen at Lincoln Prep in the late 1970s before accepting a scholarship to UCLA. Moss launched a five-year NFL career with the Lions as an eighth-round draft pick in 1982.

Moss' focus these days is on resurrecting Mesa College's football program. Consider the project well under way. The Olympians have opened the season with victories over Los Angeles Harbor (16-14), Los Angeles Southwest (33-18) and Victor Valley (52-36).

"This is no doubt the best team I've had and I'm pleased with our progress," said Moss, whose previous four clubs posted a composite record of 10-30.

"Now, we go against an upper-echelon program to see how far we've come."

Moss was referring to crosstown rival Grossmont (2-0), which visits Mesa's Merrill Douglas Stadium at 7 p.m. tomorrow. The Griffins, who reached the state semifinals a year ago, are ranked No. 8 in the state and No. 19 nationally.

"This is a fun level of football," said Mesa quarterback Mike Rathe. "Everybody is out here because they love the game. You can feel the excitement of being 3-0, but we have no reason to get big heads. We've played the weakest part of our schedule. Now we have to prove we can do it against a stronger opponent."
Seamus McFadden hopes his Toreros will be able to live up to heightened expectations, but the veteran coach worries because "we've never been in this position." Nancee E. Lewis/Union-Tribune

HIGHER GOALS

Experienced Toreros aim for Final Four this year
Each year, University of San Diego men's soccer coach Seamus McFadden asks his players to write down their goals for the upcoming season. "Realistic goals," McFadden says.

Most years he gets a stack of "win the West Coast Conference" or "make the NCAA Tournament"—ambitious but attainable pursuits for a small school with limited resources.

But this year was different. This year most players scribbled the same thing: "Final Four."

It makes perfect sense, though. The Toreros went 16-2-2 last year and finished the regular season ranked No. 3 in the nation and beat perennial power UCLA in the first round of the playoffs. And started only one senior, left wing Miguel Suazo.

Everyone else is back, including national Player of the Year candidate Ryan Coiner, which would lead one to believe the Toreros will be as good or better this season.

Which scares McFadden.

"It is a lot of pressure," McFadden says. "We've always been a team in the past that's overachieved. We've never been in this position, where we're ranked in the Top 10 in the preseason polls. Things went our way last season. The calls went our way. The ball bounced our way."

"Yeah, the players are all a year older and wiser. But is everything going to go our way again? You never know. That's how soccer is."

Actually, McFadden does know. This is his 23rd season at USD and he has seen just about everything there is to see in college soccer, including the scenario where you return most of the players off a highly successful team. That happened in 1993, when the Toreros had almost everyone back from the team that lost to Virginia in the '92 NCAA final.

"And we barely got to the playoffs," McFadden says. "I've learned that soccer is not about next year. It's about this year."

Regardless, McFadden's program is fast becoming the flagship team for the USD athletic department. It has won three straight WCC titles and reached the NCAA Tournament in eight of the last 11 seasons. Last year's No. 3 ranking was the highest ever for any USD team in any Division I sport.

The Toreros began the 2001 season ranked 10th in the national coaches poll, ninth by Soccer America magazine and third by College Soccer News. No team, however, might be stronger up the middle — with goalkeeper Justin Neerhof (the only senior starter), sweeper Garrett Turk, central midfielder Scott Burcar and forwards Sy Reeves and Coiner. As a sophomore, Coiner had 17 goals and eight assists and was the WCC's Co-Player of the Year.

The Toreros are already 3-0 and have outscored their opponents 9-1, all on the road. The home opener is scheduled for Friday at 5 p.m. against Albany at Torero Stadium, where USD went 21-2 the past two seasons.

One of those home losses was a 3-0 shellacking by Creighton in the second round of the NCAA Tournament in November.

"We were beaten by a better team, and as a coach you have to realize that," McFadden says of Creighton, which ultimately lost in the NCAA championship game. "They were just better. I told the guys, That's the level you want to be at."

"They listened, and they continue to work hard. They want to get there."

San Diego State
Mountain Pacific Sports Federation

Outlook: Second-year coach Lev Kirshner tries to resurrect a once-proud program that has had six straight losing seasons and hasn't reached the NCAA Tournament since 1989. Seven starters return from a 6-12-1 team, including forward Enrique Tovar, defender Tyler Tinling and goalkeeper Brian Barnes.

UCSD
California Collegiate Athletic Association

Outlook: The Tritons enter their second season in Division II. Among the returnees from an 11-5-2 team are leading scorer Bobby Saadati (10 goals, 4 assists) and goalkeeper Jeremy Cookson.

Alliant International
(Formerly U.S. International) NAIA Independent

Outlook: Junior NAIA All-America defender Jerry Rybak is the top returning performer from last year's 14-3-1 squad. Senior forward Gareth Atkins (9 goals, 3 assists) and sophomore midfielder Johann Carlsson (9 goals, 2 assists) are also keys to the club's success.

Christian Heritage
Golden State Athletic Conference (NAIA)

Outlook: The Hawks will rely heavily upon All-GSAC senior forward Jason Aldous, who led CHC to an 8-11 record a year ago and ranked second in the conference with 18 goals and 42 points. He scored five of the team's six goals in the first six matches this season. Senior goalkeeper Neil Saffer (Bonita Vista High) also returns.

Point Loma Nazarene
Golden State Athletic Conference (NAIA)

Outlook: Senior All-GSAC forward Daniel Salas (Vista High), who scored a team-leading 11 goals and 27 points for last year's 12-6-1 team, returns to guide the Crusaders along with junior Argentina native Adrian Sbodio, an all-conference defenseman.

Alliant International
NAIA Independent

Outlook: Lance Thompson, in his third season as coach of the All men, takes the reins of the women's program this fall after the team struggled to a 2-13-1 finish a year ago. Senior 'keeper Linda Hellberg, last year's team MVP, and senior Tami Colon, a three-year starter at forward, are All-NAIA top guns.

Christian Heritage
Golden State Athletic Conference (NAIA)

Outlook: This is a first-year program coached by Kevin Elwell and consists primarily of freshman and sophomore players. The Hawks split their first four matches, with freshman midfielder Michelle Fry scoring five of the team's 11 goals. Freshman defender Whitney Felix (Escondido High) and freshman 'keeper Tiffany Keener (Christian High) are also key players.

Point Loma Nazarene
Golden State Athletic Conference (NAIA)

Outlook: All-NAIA juniors Kari Wilcox and Kelly Golden return from last year's 11-8 team to lead the Crusaders, who do not have a single senior this season. Wilcox scored 17 points as a sophomore. Sophomore 'keeper Emily Bowles (Point Loma High) is coming off a strong freshman season and should rank with the best the GSAC has to offer.
Men's soccer

Sixth-ranked USD fell to Harvard 2-1 in overtime in the first match of the Loyola Marymount Classic. Colin Eyre scored the winning goal 33 seconds into OT.

Sean Lockhart scored for Cal State Dominguez Hills (9-0, 6-0 CCAA) in a 1-0 win over host UCSD (1-7, 1-5).

Gonzaga (2-2-0) scored two goals in the first half en route to a 3-2 win over San Diego State (1-3-1) in the Diadora Men's College Soccer Classic at Corvallis, Ore.
Local Colleges

SDSU men beat Riverside in soccer

San Diego State’s men’s soccer team started its six-match home stand with a 3-2 victory over UC Riverside yesterday. Enrique Tovar converted on a penalty kick at 17:44, Paul Szefler scored at 45:15 and Eric Wohl got a goal at the 54-minute mark to stake SDSU (2-4-1) to a 3-0 lead. UCR (0-6-1) scored twice late.

More soccer

USD’s Eric Wunderle and Scott Martin scored goals and goalkeeper Justin Neerhof made four saves in a 2-1 win over visiting Brown. Chalise Baysa scored at 45:34 and Oregon (4-1-1) added two late goals to upset the No. 19-ranked USD women 3-0 at Eugene, Ore. Libby Bassett had seven saves for the Toreros (5-2-0). Alliant International’s Rodrigo Souza scored on a direct kick from 35 yards in the first half as the Globerunners (6-4-2) beat visiting CS Dominguez Hills (10-1-1).
Moher will teach and learn at USD

By Tod Leonard

In a 26-year career as a PGA teaching professional, Tim Moher hasn't coached a single college match. In fact, he didn't play college golf, going right to work after high school.

But that didn't deter USD from hiring Moher as its new men's golf coach following the retirement of Frank Cates after 15 years. He has yet to fill out a lineup card, but Moher knows the business of golf, and that could prove to be his most valuable asset.

USD, which never has reached the NCAA regionals as a team, is looking to take a big step forward. It has operated on 1½ scholarships for a long time, but wants to add three by next fall. That can't be done without cash, and that's where Moher comes in.

Moher, 50, who owns the concessions to the pro shop at Del Mar Country Club, was named the PGA of America's national Merchandiser of the Year in 1999. He has been winning similar awards at the local level since 1986.

"We were looking for somebody who had spent time as a professional, somebody who knew the golf community in San Diego," said USD athletic director Tom Iannacone. "He is the key element in the fundraising process... along with some other people both internally and externally. And in the short time he's been here, he has brought in some significant contributions."

Moher, who has stepped down after 10 years as the head professional at Del Mar Country Club, started the USD job on June 1. Already, his local connections are paying off.

Mr. and Mrs. Douglas Pardee, owners of the local construction company, have contributed $30,000 to the USD golf team and Callaway Golf also has given money.

Moher figures he needs about $150,000 a year to keep the program fully funded for scholarships.

"We are at the crossroads of becoming an excellent, nationally ranked team," Moher said. "If we are to compete, especially given the cost to attend USD, we need to raise more money. We need those 4½ scholarships allowed by the NCAA. That's really what it's going to take for us to climb up the ladder."

On the course, Moher will learn as he goes. He figures he's taught 25,000 lessons in his career, "so I've seen it all," he said.

Moher inherits a team that last season posted the best scoring average in school history. But it also lost its best player, Ryan Hanratty, to graduation. It was Hanratty who became the first Torero to reach the NCAA regionals as an individual.

The goal now is to get the entire team there.
Men's teams

SAN DIEGO STATE

Coach: Dale Walker.
League: Mountain West Conference.

Returners: Seniors John Lepak, Brandon Kearney and Scott Henderson; juniors Lars Johansson, Chris Galeski and John Lieber; sophomores Mark Warman and Linus Nilsson.

Newcomers: Junior Charlie Smith; freshman Drew Scott.

Outlook: Lots of peaks, with three tournament wins, but too many valleys for the Aztecs last season. Consistency will be the key, and that should come naturally to a team that returns its top three players – Johansson, Lepak and Lieber.

Blake Schneider, Alan Scheer, Galen Farris, Joe Dolby, Jan Godoski.

Newcomers: Sophomore Nathan White; freshman Scott Balderas.

OUTLOOK: The Tritons moved up to Division II last season and ranked as high as 18th nationally at one point. Still, they didn't reach the national finals for the first time in 19 years, getting beaten out for the last spot by Cal State Bakersfield, which was later found to have used an ineligible player. Wydra said two transfers who sat out last year, Gale (from UCSB) and White (from Oregon), are fired up to get back into the action.

POINT LOMA NAZARENE

Coach: Ben Foster, 28th year.
League: Independent in Region 2 of NAIA.

Returners: Senior Josh Colace; junior Brian Roberts; sophomores Eric Solem, Ethan Potts, Alan Stone and Mark Paulsen.

Newcomers: Freshmen Ryan Doverspike, Daniel Horning, Ryan Imel and Brett Whiteman.

Outlook: The Crusaders were seventh last season in the NAIA nationals – their best finish ever, and they figure only to get better. Four of the top five players return, led by Colace, a senior who can become the first player in school history to be a two-time All-American. Foster likes his freshmen. “All of them are 2-handicappers, so it’s a pretty strong recruiting class,” he said.

CAL STATE SAN MARCOS

Coach: Fred Hanover, 3rd year.
League: Independent in Region 2 of NAIA.

Returners: Sophomores Nick Micheli and Eric Smith.

Newcomers: Freshmen Matt Higley, Ryan Axlund, Ryan Rancatore and Scott Winter.

Outlook: After winning last season's NAIA Western Regional, with Brett Dolch as the individual champion, San Marcos could only finish ninth in the NAIA nationals, a big disappointment for Hanover. Now, with three front-line players leaving school and another three, including Dolch, redshirting to catch up on their studies, Hanover finds himself with a team so young it reminds him of starting the program from scratch three years ago. Among the newcomes, Higley hails from Poway High, Axlund just finished classwork at the Professional Golfers Career College in Temecula and Rancatore is a strong junior player from Northern California.

Women's teams

SAN DIEGO STATE

Coaches: Neale Stoner, Felicia Brown.
League: Mountain West Conference.


Newcomers: Freshmen Brittany Bailey, Frida Englund, Toni Lutz, Brittany Tulao and Jessica Delaney.

Outlook: Brown, the former San Marcos High and University of Arizona player, is essentially trying out as the coach this fall after the retirement of Diana Falar. She will see her team play for the first time today – five weeks before the first tournament. Brown does know this: The Aztecs finished second at the MWC Championships last season, but didn’t come close to contending in the NCAA East Regional. They were way back in the East Regional before weather caused them to withdraw. Among the returners, Rollo had four top-10 finishes and Jankler had two.

CAL STATE SAN MARCOS

Coaches: Fred Hanover, Dan Anderson.
League: Independent in NAIA Region 2.
Returner: Senior Nicole Carnes.

Newcomers: Juniors Jennifer Tunzi, Robin Shaft, Sandy Parlin and Kerry Neely; sophomore Erin Thys, freshman Stephanie Goss.

Outlook: Four of the top five players graduated from a team that finished fifth in the nation, but Hanover is thrilled with his incoming golfers.

“We've got five women who can shoot in the 70s this year, and if they do, we've got a chance to win the national championship,” he said. Two transfers from Orange Coast, Tunzi and Shaft, could battle for the team’s top spot.

— TOD LEONARD
Kristin Jones is among leaders on defending Division II champion UCSD. Jim Baird / Union-Tribune

STYLE POINTS

UCSD revamps to vie for another NCAA title
UCSD women's soccer coach Brian McManus might ponder the possibility of testing his talented Tritons against top-flight Division I teams, but his focus remains on securing a second straight Division II championship.

Achieving that would be something of an "elevation encore" for the Tritons.

UCSD became the first team in any NCAA sport to win back-to-back championships while moving up a division. That is, the Tritons, who won five Division III titles — which included a moving up a division. That is, the Tritons, who sport to UCSD no longer has to scramble for respect. Fact is, the Tritons are a target. Ranked as the No. 1 team in the national preseason ratings, UCSD must prove last year was no fluke.

McManus, in his 15th season at the La Jolla campus, has simply turned to a different page in his victory manual.

"We're playing a completely different style this year," he said. "We're more of a pattern team. We get three or four of our players moving the ball up the field together. We handle the ball more, but we create just as many scoring chances. It's just more edge-of-the-box stuff, rather than blazing down the middle."

The Tritons are off to a 6-1-1 start, which is measurably better than the 3-2 beginning they had a year ago.

Seniors Erika Alfredson and Julia Cuder, and sophomores Kristin Jones (Oceanside High) and Megan Mendoza have assumed leadership roles.

"We're on the same bubble that we were last year," McManus said of this year's team, which won five straight before suffering a 1-0 setback at San Francisco State last weekend. But instead of dropping back-to-back decisions as they did a year ago, the Tritons defeated Sonoma State 2-1 in overtime when Alfredson scored at the 97:29 mark.

Alfredson is UCSD's leading scorer with 13 points (four goals, five assists). Freshman Anne Marie Miklos shares the goal-scoring lead with four. Other standouts include sophomore goalkeeper Kami Poma, senior midfielders Jessica Cordova, Laura Dooly and Elizabeth Hughes and sophomores Kristen Conahan (La Costa Canyon) and Amy Goker (Torrey Pines).

"We might be a better team this year because of the experience and depth that we have," McManus said. "None of these kids came because of the soccer. They're here for the academics. But they know our record and our traditions, and they take a lot of pride in that."

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**University of San Diego**

*West Coast Conference*

**Outlook:** The Toreros are 3-0 and ranked 18th. They return forward Stephanie Barnier (the WCC scoring leader last season with 14 goals), along with midfielders Alexis Obeji and Claire Currie. The big test comes Friday, when they host No. 2 UCLA at 7 p.m. USD finished 13-7 last season and lost to USC in the first round of the NCAA Tournament.

**San Diego State**

*Mountain West Conference*

**Outlook:** The Aztecs are hoping to reverse a two-year slide, from 19-3-1 in 1998 to 8-13 last year. It could happen, though, with 10 starters returning plus midfielder Danielle Small, who skipped last season to play with the Australian national team in the Olympics. Also back are forward Kim Castellanos (the co-MWC freshman of the year), defender Hannah Garl and goalkeeper Linnea Quinones.

**Alliant International**

*NAIA Independent*

**Outlook:** Lance Thompson, in his third season as coach of the AIU men, takes the reins of the women's program this fall after the team struggled to a 2-13-1 finish a year ago. Senior 'keeper Linda Hellberg, last year's team MVP, and senior Tami Colon, a three-year starter at forward, are AIU's top guns.

**Christian Heritage**

*Golden State Athletic Conference (NAIA)*

**Outlook:** This is a first-year program coached by Kevin Elwell and consists primarily of freshman and sophomore players. The Hawks split their first four matches, with freshman midfielder Michelle Fry scoring five of the team's 11 goals. Freshman defender Whitney Felix (Escondido High) and freshman 'keeper Tiffany Keener (Christian High) are also key players.

**Point Loma Nazarene**

*Golden State Athletic Conference (NAIA)*

**Outlook:** All-NAIA juniors Kari Wilcox and Kelly Golden return from last year's 11-8 team to lead the Crusaders, who do not have a single senior this season. Wilcox scored 17 points as a sophomore. Sophomore 'keeper Emily Bowles (Point Loma High) is coming off a strong freshman season and should rank with the best the GSAC has to offer.

—MARK ZEIGLER and BILL DICKENS

Bill Dickens is a Union-Tribune news assistant.
USD women defeat USC in soccer match at home

The USD women's soccer team defeated USC 1-0 at Torero Stadium last night on an unassisted goal by sophomore Katie Allen in the second half.
Leila Duren made three saves for USD (5-0).
Allen scored in the 68th minute from 20 yards out against USC goalkeeper Shealyn Fernandes. USC dropped to 1-3 with the loss.
USD is ranked 18th in the nation and will face second-ranked UCLA on Friday.

More soccer
San Diego State scored on its first two shots on goal and never looked back in defeating UC Riverside 2-0 at the San Bernardino Blast Soccer Complex.
Kim Castellanos scored the first goal in the seventh minute and Fay DeLeon converted a free kick in the 24th minute for the Aztecs (4-3).

Volleyball
Point Loma Nazarene's women's team defeated visiting Vanguard University 30-24, 30-19 and 30-16 to improve to 11-0 overall, 4-0 in the Golden State Athletic Conference.
attacks left gaps in USD soccer slate

USD women’s soccer coach John Cossaboon expected this season to be a coming-out party for his team. The Toreros would take on all comers but focus on scheduling matches against the nation’s elite.

“We have a team that’s been building for three years,” Cossaboon said. “I’m not predicting anything, but we have a seven-segment team that has the benefit of having played together for three years. We have some major goals.”

Such as wrestling the West Coast Conference championship from perennial powers Portland and Santa Clara after finishing second the past two seasons. The master plan includes qualifying for the NCAA Division I playoffs for the third straight year and advancing beyond the second round for the first time.

The pieces to Cossaboon’s plan were falling into place as the Toreros opened the season with four straight wins. Undefeated USD had achieved a No. 18 ranking and was about to host Duke, No. 6 Clemson and No. 11 Tennessee. Those anticipated showdowns were denied following last week’s terrorist attacks in New York and Washington. With airline service disrupted, games were scrapped. Even after limited service was restored, USD’s East Coast rivals did not feel safe flying across the country.

Understanding their concerns, Cossaboon went into scramble mode.

“If you don’t play the maximum number of games (20), the less chance you have for W’s,” Cossaboon said. “You could be 16-0, and some team that was 19-1 could get the playoff nod over you.”

So the Toreros added a game with USC, which they cashed in with a 1-0 victory Tuesday night. It was an emotional win for USD, which was eliminated by the Trojans in the first round of last year’s NCAA Tournament.

USD also has lined up powerful UCLA for a game at 7 tonight at Torero Stadium. A third replacement match for Sunday afternoon is pending.

“Finding quality opponents at this point in the season is tough,” Cossaboon said. “Playing UCLA and USC is great, but it doesn’t have the same flavor as matching East Coast against West Coast. We wanted those games against the Eastern teams because it would have given us a chance to show the rest of the nation the caliber of soccer we play at USD.”

Only one starter from last year’s 13-7 team was lost to graduation.

“We have more support from our athletic department in terms of increased scholarships,” he said. “That’s enabled us to recruit more and more quality players.”

Despite nagging injuries to key players, the Toreros have hardly broken stride.

“The pace that we play with the players we have gives us the potential to score a lot of goals,” Cossaboon said.

USD’s scoring machine begins with senior forward Stephanie Barnier, who led the WCC with 14 goals a year ago. Casey Loveland (Granite Hills High) and Val Strocco (USDHS) are scoring threats from the flank. All-WCC players Alexi Obedji and Gina Polli, as well as senior midfielder Claire Currie have been slowed by injuries but should be factors when healthy.

Kicking game

Tim Wilson performed multiple tasks during his final two seasons at El Capitan High. A starting linebacker and part-time punter for the Vaqueros, Wilson has found his niche as a sophomore on the Grossmont College football team. No longer is he concerned with tackling totals. His game is about distance and hang time, which is why he ranks No. 2 among the state’s community college punters.

The early returns are impressive. Wilson is averaging 47.9 yards on seven punts.

“Punting is a science, not something that you do a few minutes after practice,” Grossmont College head coach Dave Jordan said. “It’s a lot like golf. If you try to kill the ball, it’s not going to go where you wanted it to. It’s about getting a consistent drop and maintaining a good follow-through. For punters, that means getting off the ground and having their foot above their head once they’ve kicked the ball.”

Wilson has only one punt shorter than 45 yards this season. That was a 38-yarder that deserves an asterisk. After fielding a bouncing center snap in the end zone last week at Saddleback, Wilson avoided two would-be tacklers and kicked a line drive while on the run.

“We’ve had some great punters here,” Jordan said, noting that Grossmont record holder Dan Melville received a scholarship to Cal and punted for the San Francisco 49ers for several years in the 1980s. Grossmont alum Evan Arapostathis punted for the then-St. Louis Cardinals a few years later.

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Underdog UCSD still big fish in water polo

Imagine coaching Division I college football without the benefit of scholarships. Then, consider the odds of taking that pay-your-own-way bunch and finishing among the Top 10 teams in the nation, the other nine of which offer student-athletes a free education.

Utter fantasy, right? Fact is, Rudy had a better chance of starting at Notre Dame.

Meet Denny Harper, coach of the UCSD men’s water polo team. Despite not being able to attract players to Canyonview Pool by dangling athletic scholarships, Harper has taken the Tritons to the NCAA playoffs eight of the last 10 seasons.

Playing in the Open Division (dominated by Division I programs), the Division II Tritons have reached the Final Four each of the past three years. They played for the national championship last year and will have reached the Final Four appearances. “We truly do have great depth.”

Early reviews of the Tritons’ performance this season have been positive. They’re 5-0, including a 14-2 romp over perennial power Air Force.

Unsung hero

When Ian Brennan was a freshman at San Diego Mesa last fall, he was just another name on the Olympians football roster. By the fourth game, the La Jolla High alum was starting at strong safety. He’s been a fixture there ever since.

“He’s not the kind of guy who is going to wow you,” Mesa coach Martin Moss said. “He just makes plays.”

Brennan (5-10, 175) was the key factor in Mesa’s season-opening 16-14 win over Los Angeles Harbor last week. He intercepted two passes, recovered a fumble, blocked a punt and recorded 10 tackles.

“He’s not a big, tough kid, but he doesn’t get caught out of position,” Moss said. “He plays smart, uses angles and technique to beat his opponent.”

Moss says Brennan has a future in football. “I see someone paying for his education.”

“I’d be a good Division II guy, or I-AA if someone out there is smart enough to take a look.”

Notes

Grossmont College quarterback Nick Forston ranks No. 2 among state community college passers, averaging 404 yards per game.

Michelle Fry, a freshman forward for Christian Heritage College’s first-year women’s soccer program, has been named the Golden State Athletic Conference Player of the Week. She is averaging three points per game for the Hawks.

USD, ranked No. 18 and off to a 4-0 start, will host one of the most prestigious women’s soccer tournaments in the state Sept. 21-23 when No. 2 UCLA, No. 6 Clemson and No. 14 Tennessee visit Torero Stadium to compete in the USD Invitational.

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Local Colleges

PLNU women win in volleyball

The NAIA No. 2-ranked PLNU women's volleyball team had few problems at The Master’s College, sweeping to a 30-18, 30-27, 30-23 victory yesterday at Santa Clarita in Golden State Athletic Conference action.

PLNU (16-0) outhit the Mustangs (7-8) and was led by Renata Ferrer (12 kills) and Maribeth Dvorak (11). Sola Del Rio (Rancho Bue- na Vista) had 44 assists and three aces for the Crusaders.

Soccer

PLNU's Hayley Shortidge scored two goals to lead the Crusaders (7-3-1) to a 3-1 victory over visiting Fresno Pacific (3-5-0) in a GSAC game. Fresno Pacific's Anthony Rubio scored an unassist- ed goal in the second overtime period to help the Sunbirds (5-4) eke out a 4-3 GSAC win over host PLNU. Dan Salas scored twice for the Crusaders (4-5)....

USD's Andrea Keesling scored the Toreros' lone goal in a 2-1 OT loss to Oregon State (7-1-1). Leila Kaady's goal for the Beavers in the 95th minute was the game-winner over the Soccer Buzz's No. 19-ranked Toreros (5-2).

Cross country

UCSD graduate James Nielsen, now pursuing a graduate degree at Stanford, finished 10th in the 2001 Stanford Invitational 8,000-meter run in a time of 25 minutes, 20 seconds.
Behind Michelle Carroll's 12 kills and Jamie Jurgens' six blocks, Alliant International beat Hope International 30-26, 30-18, 28-30, 30-16. UCSD's Stacy Dunsmore had nine kills and 18 digs as the Tritons swept host Cal Poly Pomona 30-27, 30-21, 31-29. USD's Noel Frohman had 19 kills and Lindsey Lampert added 14 to lead the Toreros to a 30-28, 30-21, 30-26 sweep of No. 20-ranked Santa Clara.
Women's volleyball

USD came from behind to defeat Wyoming 24-30, 30-23, 30-21, 30-26 at Laramie. Joycelyn Roy had 17 kills for USD (7-2).

Alliant International beat Biola 30-26, 22-30, 20-30, 30-25, 15-11 at AIU. Michelle Carroll had 12 kills for the Globerunners.
King sees tennis in new light

Billie Jean King has this vision: bands playing and cheerleaders doing what cheerleaders do while a college tennis match is being played to an accompaniment of the rah-rah associated with other team sports.

"My dream for college tennis always has been for it to be profit-producing and a big spectator sport," said King.

In a more muted form than King might have preferred, her concept was carried out yesterday at the Barnes Tennis Center when South Alabama and Oklahoma State gained today's final of the World TeamTennis National Collegiate Championships, an event in which players of both genders are teammates.

South Alabama, the defending champion, outplayed BYU 29-16 in one semifinal and Oklahoma State handled Alabama 28-13 in the other. The winners get together at 10:30 a.m. today for the championship.

It's an all-international final. Three of South Alabama's players are from Slovakia, the others from Croatia and South Africa. Oklahoma State's team is made up of players from Slovakia, New Zealand, the Czech Republic and Belarus.

King said her hope is that college tennis will set aside part of its season, January, say, for matches contested in the WTT form.

San Diego State yesterday defeated Santa Clara 30-17 and today plays Texas A&M for ninth place in the 16-team event. USD outscored Winthrop of South Carolina 29-17 and engages Princeton for 13th place.
Tennis

SDSU's Oliver Maiberger won two singles matches and won twice with Ryan Redondo in doubles, but the Aztecs fell to Arizona 24-20 and lost to South Alabama 23-21 in the World TeamTennis Championship at the Barnes Tennis Center. USD lost to BYU 27-18 and to Oklahoma City 20-16.
A historic trip to Gettysburg leaves football secondary

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High School Replay STEVE BRAND

Historic trip to Gettysburg leaves football secondary

Aft er what University of San Diego High School's football team learned on a trip to Gettysburg the day before playing Norristown, Pa., a 35-6 loss was placed in perspective.

Students learned about stories of sacrifice and bravery when players from USDHS and Carlsbad visited the site of the Civil War battle as part of a whirlwind tour of the East Coast.

"The trip was definitely worth it," said USDHS coach Sean Doyle. "Some of these kids have never left San Diego and one of our coaches just got his citizenship, so visiting the Statue of Liberty meant a lot to him."

Stops included Ellis Island, Times Square and Yankee Stadium in New York City, Independence Hall and Gettysburg in Pennsylvania and the Smithsonian, the Tomb of the Unknown Soldier, the Kennedy Gravesite and the Holocaust Museum in Washington, D.C.

USDHS and Carlsbad played Friday night games as part of a doubleheader at Villanova University. USDHS lost to Norristown in the first game, and Carlsbad beat Perkasie Pennridge 31-14 in the nightcap.

On Thursday night, the teams saw Villanova beat Colgate 38-14. Carlsbad alumus Cameron Cross, a junior running back for Villanova, carried five times for 15 yards.

Helix impressive

Winning at Fallbrook has been difficult recently, but Gordon Wood's Helix team — ranked No. 1 in the county, No. 1 in the state in Division II and No. 10 in Southern California for all divisions — defeated the Warriors on Friday, 55-21.

Fallbrook's last home loss came in 1999. Spanning almost 20 years, it was the third time in as many tries that the Highlanders have beaten Fallbrook. Helix won playoff games in '91 (20-10) and '92 (24-6).

Tough opponent

Lincoln, a Division III school that opened the season with a 16-0 win over El Centro Southwest last week, will play the state's top-ranked Division IV team Friday when the Hornets face Ventura St. Bonaventure.

The game was originally scheduled to be played at Patrick Henry, but there is still a question whether the new all-weather surface will be ready. Southwestern College may be used as an alternative site.

St. Bonaventure, 14-0 last year, is led by Notre Dame-bound lineman James Bonelli (6-4, 272) and one of the state's top returning running backs, Lorenzo Booker (5-11, 175). Both are listed as Cal-Hi Sports magazine Top 100 players.

Oedewaldt quits

Helix is looking for a varsity baseball coach after Larry Oedewaldt resigned suddenly Thursday. Oedewaldt, 35, led the Highlanders to two Grossmont South League championships and a berth in the 1999 Division I section final while compiling a four-year record of 75-46.

"There were too many issues, involving things like facility use, teaching schedule and fund-raising," Oedewaldt said. "It was like drawing a line in the sand and having it crossed too many times."

A graduate of Helix and USIU (now Aliant International), Oedewaldt spent two seasons in the Milwaukee Brewers' farm system before serving a four-year record of 75-46.

"I'm going to take a year off, but I see myself coaching again," Oedewaldt said. "It's just a matter of when and where."

Field hockey expands

Field hockey's growth has continued a fourth straight year. There are five schools with new teams this year: Rancho Bernardo, Clairemont, Santana, Chula Vista and Castle Park.

"The excitement level is up, and all the coaches who've been around are doing what they can to help coaches of the new teams," said Scripps Ranch coach Jane Morrill, who guided the Falcons to the 1997 CIF title. "The only thing that's keeping the sport from being as big as it is in the East or Midwest is a lack of coaches and referees.

"Part of that is because there are only three colleges with programs in the West (Stanford, Cal and Pacific). It would be great if San Diego State, USD or UCSD started a program."

Notes

■ Six San Diego County football players are on Cal-Hi's Top 100 list: Mission Bay linebacker Scott White, El Camino defensive back Reggie Grigsby, Hoover all-around athlete Neil Martin, St. Augustine linebacker Mike Silva, Carlsbad linebacker Aaron Singh and Marian Catholic lineman Stanley Daniels.

■ St. Augustine football coach Jerry Ralph and his wife, Sue, are currently standing No. 1 at Scripps Hospital. Their newborn son, D.J., named after Ralph's record-setting quarterback at Santana High, D.J. Busch, topped the scales at 10 pounds, 2 ounces — the largest baby born at that hospital this year, according to Ralph.

Busch is a sophomore starting quarterback at Colorado State.

■ San Diego Section commissioner Dennis Ackerman has introduced a CIF Playoff Pass, good for all postseason contests. The cards are available for $75 each at the section office, 6401 Linda Vista Road, Room 504. For more information call (858) 292-8165.

Staff Writer Tom Shanahan and news assistant Bill Dickens contributed to this report.
Local Soccer

Flash victory keeps playoff hopes alive

SPECIAL TO THE UNION-TRIBUNE

Still in the hunt for a playoff berth with two games remaining in the season, the Flash won 4-2 over the Cincinnati RiverHawks in A-League action last night in front of 971 at Kings Mill’s Galbreath Field in Cincinnati.

The Flash (12-11-1, 59 points), in second place in the Western Conference, got goals from captain and UCSD alumnus Nate Hetherington, Thiago Martins (on a penalty kick), Javier Bustos and former USD standout Kevin Legg.

The RiverHawks (5-19-0, 22 points), the Central Conference’s last-place team, got scores from Simon Lowey and RJ Kaszuba.

The Flash takes on the Indiana Blast in Indianapolis tonight and closes out the regular season against Western Conference foe Portland at 7:35 p.m. Friday at Mesa College.

Sockers 7, Freezz 5

The Sockers, who lead the WISL, finished their season-opening, four-game road trip 3-1 with a win over Utah at Salt Lake City.

San Diego took a 4-3 lead into halftime and survived several Utah comeback tries to hold on.

“We are delighted to be 3-1 after starting the season with four games on the road,” said Sockers coach Brian Quinn.

Carlos “Chile” Farias and David Beltran scored back-to-back goals to begin the second half before Utah countered with two goals to make the score 6-5. With 10 seconds remaining the Sockers’ Mauricio Alegre scored the final goal.
Flash's scheduled opponent never makes it past Dallas

By Mark Zeigler, STAFF WRITER

Mike Balson and the Atlanta Silverbacks minor league soccer team were on Delta flight No. 1969 yesterday morning, an hour into a nonstop flight from Atlanta to San Diego for a Wednesday night playoff game against the San Diego Flash.

They had just finished eating breakfast, and the flight attendants were collecting trays.

"The captain came on the loudspeaker," said Balson, the Silverbacks' general manager, "and said there had been some terrorist activity in New York and all planes had been ordered to land at the closest airport, and we were going to Dallas.

"He didn't say anything else, but we all felt that was kind of strange. We're on our way to San Diego, and this happened in New York. We figured something else had happened, something pretty major."

Exactly what, Balson and the Silverbacks didn't find out until they arrived at Dallas-Fort Worth International Airport. "Then the story started to unfold," Balson said. Shortly after the team's 8:20 a.m. EDT departure from Atlanta, two commercial planes were hijacked from East Coast airports and flown into the World Trade Center. A third jet slammed into the Pentagon near Washington, D.C., and a fourth crashed about 80 miles southeast of Pittsburgh. As a precaution, the Federal Aviation Administration immediately grounded all commercial air travel in the United States.

The Silverbacks were supposed to play the Flash tonight at Mesa College in the first round of the A-League playoffs. The second leg of the two-game series was scheduled for Saturday in Atlanta.

A few hours after the terrorist attacks, the A-League postponed its entire playoff schedule for a week. The Flash, then, will play the Silverbacks a week from today at 7 p.m. at Mesa College and in Atlanta on Sept. 22.

Which means the stranded Silverbacks now must find their way back to Atlanta.

The Flash, meantime, likely would have been without technical director Derek Armstrong if the playoff game had gone off as planned tonight. Armstrong is stranded in Phoenix with the UCSD men's team he coaches.

The Tritons were to face Grand Canyon University last night, and at midday the match was still on. Armstrong ultimately convinced the schools' athletic directors to wait 24 hours until tonight.

The Tritons then were scheduled to fly from Phoenix to San Francisco for matches against San Francisco State (Friday) and Sonoma State (Sunday). Instead they have rented a bus and will drive. Both of those matches may be pushed back a day as well.

Other local events:

High schools

A quarter of the high school sports events scheduled yesterday — girls volleyball and field hockey matches — were called off and other programs curtailed practices.

The San Diego Unified School District gave its members the option of playing games as scheduled. Most activities at public schools in the North, South and East County went on.

"Out of respect for those who died, we canceled our volleyball game (against Mission Bay) and did not practice after school today," said Morse athletic director and football coach John Shacklett.

The CIF-San Diego Section issued a statement saying it supports member schools' decisions to postpone or cancel games without penalty.

USD

USD's home football game against Ivy League school Brown University on Saturday and last night's women's volleyball match against Cal State Northridge were called off.

"We anticipate that due to the national shutdown of airports, that near-future home and away contests will also be canceled," said Tom Iannaccone, USD director of athletics.