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**IDEAS • INN**

Times-Advocate

6-29-93

# PAGE 2 INSIDER

*Compiled by Melissa Bauman*

## CALL US

■ To offer story ideas, ask questions, give comments or just get information about the Options section, call **Melissa Bauman**, at **745-6611, ext. 155.**

## COMPUTERS

### USD agency takes on electronic privacy issues

■ Computer users who want to protect their personal privacy can find out how through the Privacy Rights Clearinghouse at the University of San Diego.

The nonprofit consumer education and research project has just launched a free computer bulletin board service that deals with that and other technology-related privacy issues.

"People who use computers are aware that while the technology brings enormous advantages, it can also be extremely intrusive," said Beth Givens, project director of the clearinghouse. "That makes the computer bulletin board a great way to reach people who are interested in privacy."

"A computer bulletin board is a little like wandering through a library or attending a conference, only information is gathered electronically," Givens said. "People with computers and modems can use the phone lines to access all types of information and even talk to others through the computers. Our bulletin board provides up-to-date information on privacy and technology issues."

The clearinghouse bulletin board provides:

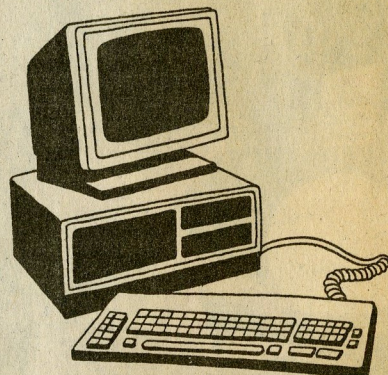
■ Instant access to the Privacy Rights Clearinghouse's consumer brochure.

■ Summaries of privacy-related state and federal legislation with weekly updates on the status of bills.

■ A suggestion box for users to register their comments and concerns.

The clearinghouse also operates a free consumer hot line to answer questions on technology-related privacy issues.

For information on accessing the bulletin board or on privacy issues, call



1-800-773-7748. The hot line is staffed from 10 a.m. to 3 p.m. Monday through Friday and is accessible by voice mail otherwise.

The clearinghouse is funded by the California Utilities Commission's Telecommunications Education trust. It operates under the auspices of the University of San Diego School of Law's Center for Public Interest Law.



S.D. Daily Transcript 6-25-93

## The Local Scene

Continued from Page 1A

telecommunications firms in the nation, but pointed out that relationship was not disclosed in the application.

\* \* \*

Some civic leaders were stunned when they learned that the Lafayette Hotel might be turned into housing for the homeless, as reported yesterday in the *Transcript*. They said that St. Vincent de Paul Village did not approach them about its plans to acquire the hotel, which is on Tuesday's City Council agenda.

"The community is going to get slamdunked and we didn't even know about it," said Brent Clingman, president of the El Cajon Boulevard Gateway Business Improvement Assn. He said his group is suspicious that CCDC, which normally pays for downtown redevelopment, wants to contribute \$930,000 to help Father Joe create a homeless hotel on the boulevard. Said Clingman, "The fact that CCDC is funding outside their area looks like they just want to pay to relocate the problem."

\* \* \*

Ernest Dronenburg Jr., member of the State Board of Equalization, will hold a press conference at 10 a.m. today to discuss the impact of the Legislature's action affecting the sales and use tax rate that is due to expire on June 30. The conference will be held at 110 West C St., Suite 1709.

\* \* \*

more information.

\* \* \*

John Hartley's Citizen Patrol was ranked as the third best policing program in the U.S. by *Mother Jones* magazine. Described as a "friendly vigilante system" to protect neighborhoods from gay bashers, the patrol received a five-donut award. Only two cities — St. Louis and Newport News, Va. — had police programs that ranked higher.

\* \* \*

SuperShuttle reports that it is the largest airport ground transportation operator at Lindbergh Field, carrying 57 percent of all passengers who use such vans. Still, only 4.8 percent of the airport travelers use the service. Lots drive and leave their cars, paying the daily parking rate of \$18, among the highest in the nation.

\* \* \*

\* A grant for \$369,958 has been approved by the PUC for the Center for Public Interest Law at the USD. The grant, over a 20-month period, will help continue the center's Privacy Rights Clearinghouse and enable it to launch a statewide outreach program. The center researches privacy issues, releases privacy fact sheets and operates a privacy information hotline (800-773-7748). USD was among 37 California organizations receiving grants totaling \$3.3 million from the PUC.

\* \* \*



6-24-93

## **RICHARD YORK FUNSTON**

*Law professor, 49*

Attorney Richard York Funston, an internationally recognized expert in constitutional law who taught at San Diego State University, California Western Law School and University of San Diego Law School, died of cancer Monday at Baptist Hospital East in Louisville, Ky. He was 49.

Mr. Funston, the son of Raymond York and Betty Sargent Funston, was born and reared in Winfield, Kan. After graduating from St. John's Academy and St. John's College, he moved to California in 1963.

Mr. Funston earned his bachelor's, master's and doctoral degrees from the University of California Los Angeles. He also completed graduate studies at New York University and the Universite de Paris.

After earning his doctorate, he went to work at SDSU, where he was a special assistant for faculty relations and later acting dean of faculty affairs.

While at SDSU, he attended USD School of Law, graduating magna cum laude in 1982.

He went into private practice as an attorney in La Jolla while continuing his work at San Diego State. He served in many positions at SDSU, including a political science professor and associate dean of the College of Arts and Letters. In 1988, he was appointed associate vice president of academic counsel.

Mr. Funston was also a law professor at USD and California Western, and a visiting political-science professor at UCLA and University of California Davis.

During his career, he wrote several books and numerous articles.

"I think his greatest contribution

was to the field of constitutional law," said his wife, the former Linda J. Hill.

Mr. and Mrs. Funston wed a year and a half ago. They had been high-school sweethearts, and after a 28-year separation the two resumed their romance.

After the two wed, Mr. Funston carried on a long-distance marriage from San Diego. His wife is a psychotherapist in Louisville.

He was making plans to move to Louisville when he had a stroke in October, the first sign of illness, Mrs. Funston said. Very ill, her husband moved to Louisville in December.

He was a member of the American Association of University Professors, the American Political Science Association, the American Bar Association, the American Management Association, the Academy of Political Science, Western Political Science Association, American Legal Studies Association and the Supreme Court Historical Society.

Besides his wife, he is survived by a daughter, Saskia Anne Funston of El Cajon; a son, Ronald Y. Funston, of El Cajon; his mother, Betty Shivers of Costa Mesa; and a brother, Eric Funston of Las Vegas.

Funeral services will be held at 10:30 a.m. tomorrow at Highland Cemetery in Winfield. Plans are being made for a memorial service in El Cajon but a date has not yet been set.

The family suggests donations to memorials in Mr. Funston's name at the Hospice of Louisville and the Juvenile Diabetes Foundation. Contributions may be made through Miles Funeral Service, P.O. Box 720, Winfield, KS 67156.



S.D. Union-Tribune

6-23-93

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## Local Briefs

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### Old Sockers, USD alums back again

The Sockers announced five more player signings to bring their roster to 15, one short of the Continental Indoor Soccer League limit on the eve of their opening game.

The signees: Sockers veterans David Banks, Waad Hirmez and Cha Cha Namdar, plus former University of San Diego standouts Chugger Adair and Tom Crane.

Banks, a 25-year-old native of Wigan, England, was the Major Soccer League Rookie of the Year in 1990-91 and a member of the 1991-92 championship team. He has played in 114 straight games.

Hirmez, 31, ranks sixth on the team's career scoring list with 243 points in seven years. Namdar, 34, was a member of three San Diego championship teams from 1982-87 and has 10 years of professional indoor experience.

Adair (Hilltop High) and Crane (Poway) made the team via a tryout process.





Photo by Don Liebig

Local community leaders honored for outstanding service in '92: From left, Carl Poirot, executive director of San Diego Volunteer Lawyer Program, "Legal Professional of the Year"; Noreen Walsh and Pat Smith, friends of Sister Antonia Brenner, "Distinguished Citizen"; Steven Cologne, "Service to the SDCBA"; Philip Gianscinti, Jr., "Service to the Community"; Sister Sally Furay, "Service to Legal Education," and Luis Aragon, "Public Lawyer of the Year."

## Taking Legal Service to the Next Level

From Commerce Press Reports

**T**aking time from his busy schedule, California State Bar President Harvey Saferstein made his first visit to the San Diego County Bar Association last Monday, serving as keynote speaker at a reception to honor the recipients of the annual Outstanding Service Awards. Seven attorneys, one social leader and one community organization were recognized for their contributions to the community.

David Noonan, president of the SDCBA, was in San Francisco for trial, so awards were presented

by president-elect Adrienne Orfield (see related story).

"It is through outstanding service, such as these individuals have offered, that raises the sights of the legal profession as a whole," Orfield said.

Who are they, and what have they been doing?

For the past six years, Philip Gianscinti, Jr. a partner at Procopio, Cory, Hargreaves & Savitch, has been an active volunteer with the San Diego Children's Convalescent Hospital. Each day, before he goes to his busy practice as a bankruptcy attorney, he helps to dress, feed and

See BAR, page 2

## Bar

Continued from page 1

care for the children who are afflicted with permanent disabilities and require constant care. Gianscinti received the award for Service to the Community.

"Phillip's desire to serve the community has truly helped make San Diego a better place to live for many young children," Orfield said, as she presented the award.

Steve Cologne, a partner with McInnis, Fitzgerald, Rees, Sharkey & McIntyre, was awarded for Service to

S.D.  
Commerce  
6-22-93



he SDCBA. He has served as chairperson of the Insurance Benefits Committee since 1990, and was instrumental in negotiating competitive individual and group health plans for members with the SDCBA's insurance provider. He is currently vice president of the San Diego Defense Lawyers, serves as coeditor of the bar's monthly newsletter *Bar Briefs* and is a member of the American Bar Association's Committee on Professional Liability and the Southern California Defense Counsel Association.

Public Defender Linda R. Brown was recognized for Service to the Legal Profession. Brown currently serves as president of the Criminal Defense Bar Association and has been a member of the organization's Board of Directors for six years. Additionally, she is a member of the Domestic Violence Council and was appointed by former mayor Maureen O'Connor to serve as chairperson of the City's Commission on the Status of Women.

Sister Sally Furay, vice president and provost of the University of San Diego, received the award for Service to the Legal Education. Furay, who holds her law degree from the USD School of Law, is a frequent speaker on women's civil and legal rights. She is a board member of the San Diego County Bar Foundation and a past vice president of the SDCBA.

Luis M. Aragon, deputy district attorney in the special operations division, received this year's Public Lawyer of the Year Award for his work in the civil rights prosecutions in San Diego. Aragon has been recognized for his innovative prosecutorial program in prosecuting hate crimes, and helped author the state hate crime bill that was recently upheld by the state appellate court. He is the vice chairperson of the SDCBA's Superior Court Committee and a chairperson of the District Attorney's Task Force on Hate Crimes.

Carl Poirot, executive director of the San Diego Volunteer Lawyers Program, was recognized as the Legal Professional of the Year. Poirot has received many national and local awards for his coordination of many

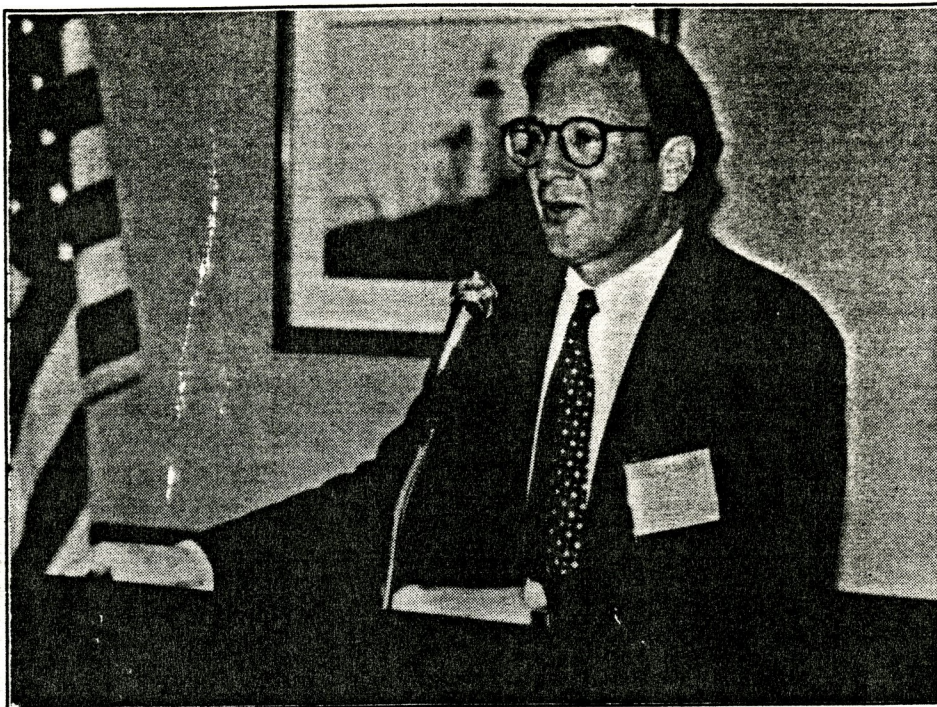


Photo by Don Liebig

*In his first visit to the San Diego County Bar Association, California State Bar President Harvey Saferstein served as keynote speaker at a special presentation of outstanding service awards to community attorneys and leaders.*

successful pro bono legal programs for the San Diego Community.

Since 1977, Sister Antonia Brenner has been a positive force with prison inmates at the La Mesa State Penitentiary in Baja California. She ministers to the inmates, assists them with their court appearances and procures medicine for their illnesses. Brenner was named Distinguished Citizen for her efforts, but was unfortunately unable to attend. Two of her coworkers accepted the award in her place.

The Coalition for Equality was formed last spring after the Los Angeles riots. The Coalition, through its various committees and task forces, aims to reach out to all San Diegans to help acknowledge the visible divisions in our society, and work to gain a greater unity throughout San Diego. The SDCBA recognizes the outstanding leadership of the coalition, stands behind its ideals and looks forward to a continued strong presence of the group in the San Diego Community. To commemorate their work, the Coalition for Equality received the Distinguished Organization of the Year Award.



S.D. Commerce

6-22-93

Vol. 5 ♦ No. 50 ♦ \$1

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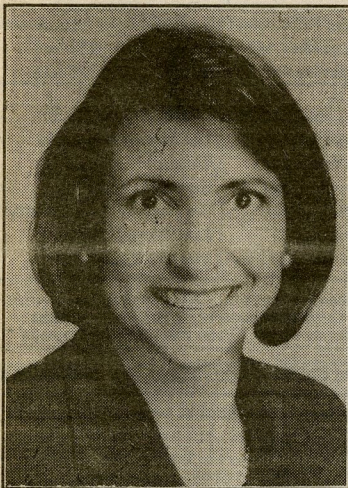
## Orfield Elected Bar President

■ *Third woman president in Bar history.*

By JOE WAYNE  
Editor

**I**'ve been president for, oh, six days now," said Adrienne Orfield, newly elected president of the San Diego County Bar Association, as she prepared to distribute awards for outstanding legal service.

The duties of office may have come a bit sudden for her, since the awards were supposed to be presented by the current president, David Noonan.



Adrienne Orfield

Noonan, however, was in San Francisco for a trial. But Orfield was ready, with the eagerness to accept responsibility that attorneys say is the reason she was unanimously elected.

A partner with Ault, Duprey, Jones & Gorman, Orfield was elected by the board of directors last Tuesday night. She is the third woman president in the 94-year history of the Bar. The first, Melinda Lasater in 1985, became a Superior Court

See ORFIELD. page 2

## Orfield

*Continued from page 1*

Judge. The second, Virginia Nelson in 1990, has established a very successful private practice.

"And all three were (University of San Diego School of Law) graduates," said Sister Sally Furay, the USD provost.

The SDCBA president is elected from the third-year vice president class and serves a fourth year on the board as president. The attorneys on the 16-member board represent the diverse range of specialty areas of legal practice in San Diego.

"Adrienne has exhibited a tremendous amount of dedication to the association and the profession through her service as a board member these last three years," said current president David Noonan in a press release.

A partner with Ault Duprey since 1987, Orfield practices civil litigation with an emphasis in personal injury. She was admitted to the bar in 1979.

Orfield's many activities in the San Diego legal community include serving as a past treasurer of the SDCBA, Judge Pro Tem of the San Diego County Superior Court and a founding member of the San Diego Defense Lawyers, where

she was the founding editor of the organization's quarterly newsletter, The Update. She has also acted as president of the University of San Diego's Alumni Association and is a member of the board of directors of the Victims's Crime Fund.

"My focus next year will be to continue to be responsive to members needs, as well as encourage their support and participation in the bar's various activities and programs," Orfield said. She added that she would like to strengthen the various specialty committees and sections of the association, while promoting a strong feeling of collegiality among all members.

Orfield resides in Rancho Santa Fe with her husband, Municipal Court Judge Michael B. Orfield, and their 17-month old daughter, Sara.

*A press release from Heying & Associates was used in composing this article.*



FYI -

N.Y. Times 6-21-93

## ***Catholic Schools Enter New Age Of Fund Raising, Corporate-Style***

By DAVID GONZALEZ

Special to The New York Times

NEW YORK, June 20 — Brother Anthony Iazzetti's latest excursion into the world of raising money for his school in the north Bronx was far removed from the candy sales and raffles that have long been a staple of Catholic fund-raising drives. To be exact, it was 2,786 miles away in Los Angeles.

As the president of Mount Saint Michael Academy, he recently traveled to the West Coast to meet with a select handful of alumni whom he hoped would become major contributors to the school's \$6 million capital campaign. He had already done his research, thanks in part to a computerized data bank that provided him with details about the lives and careers of the school's alumni.

Although such efforts are not unusual for private colleges or universities, a growing number of Catholic high schools, and some grammar schools, have had to turn to an array of aggressive and sophisticated fund-raising techniques.

Through a combination of cultivating alumni, writing proposals to corporations and foundations and marketing their institutions to prospective students and donors, they are fighting for survival in ways that were virtually unheard of a decade ago.

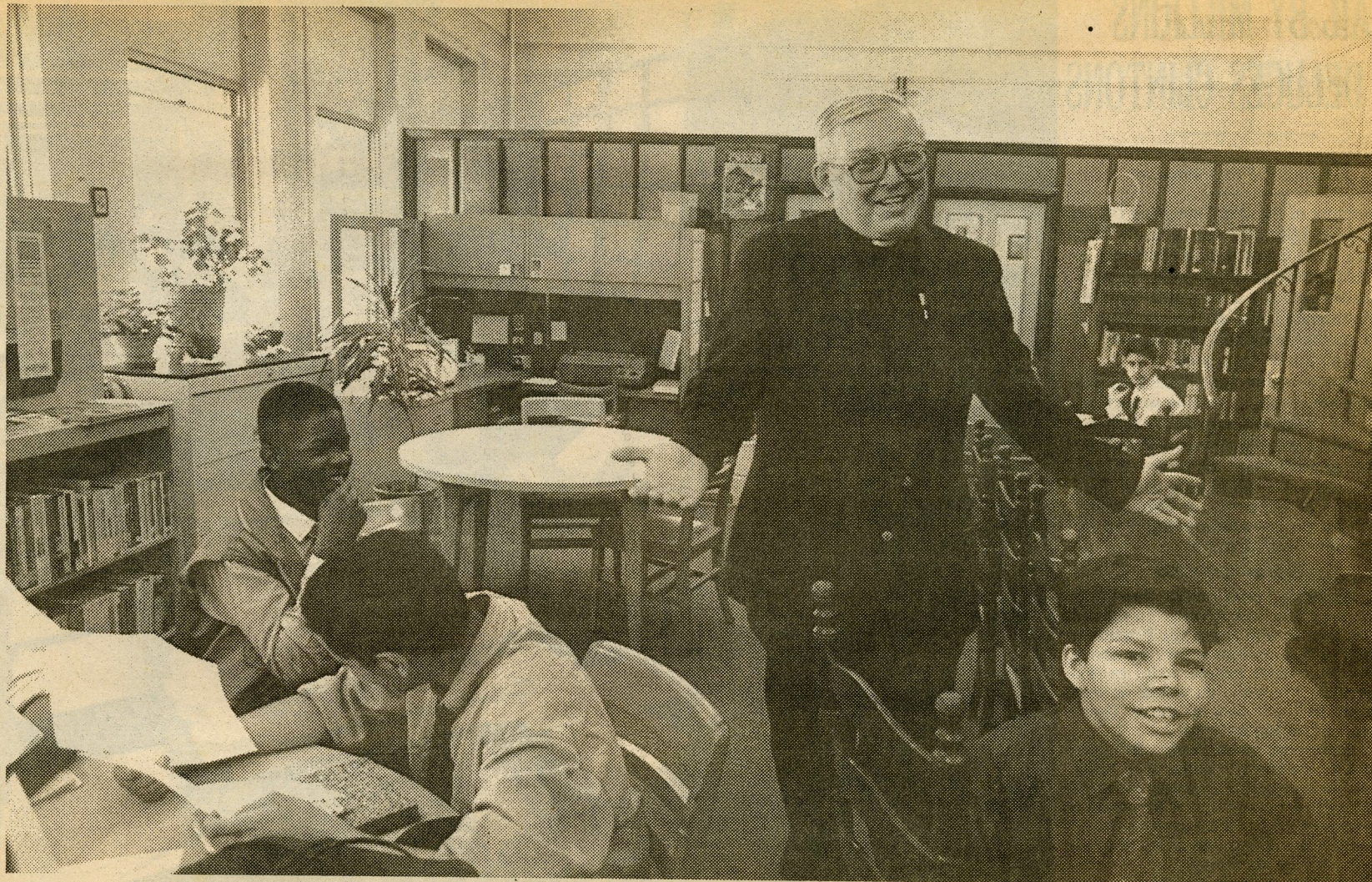
"I don't think we were as aggressive as we are today," said Brother Iazzetti. "We used to set up appeals and wait for

whatever came in. But we saw the writing on the wall two or three years ago. Development has become very critical."

His trip to Los Angeles was in addition to the school's annual drive, whose mail and phone appeals raise enough money to bridge the \$1.3 million annual gap between tuition revenues and the cost of educating the school's 1,200 students. He is helped in these efforts by his school's full-time development officer, and he can tap the professional

*Continued on Page A12, Column 3*





John Sotomayor/The New York Times

Brother Lawrence T. Murphy of All Hallows Institute in the South Bronx presides over a flurry of development efforts that raise \$175,000 to \$200,000 annually for the school. He avoids the hard sell, preferring to lay out the school's importance and financial status briefly.

## *Catholic Schools Turn to Corporate-Style Fund Raising*



expertise of the school's directors.

The efforts of Brother Iazzetti and other leaders of Catholic schools are born of simple math — declining numbers of religious faculty who worked for modest stipends have been replaced by growing numbers of lay teachers who are demanding more competitive salaries. That transition comes at a time when urban parochial schools are enrolling many students whose families are hard-pressed to come up with tuition, which on average covers two-thirds of what it costs to run a school.

Making matters worse, many dioceses are facing their own financial problems, forcing them to cut back, if not eliminate, the subsidies that once kept their schools afloat in lean times. Two years ago, the 11 high schools run by the Archdiocese of New York were told to find ways to cut expenses by half and to work toward operating on balanced budgets.

#### Policy Change Sought

Advocates for Catholic schools would like to see a change in government policy, especially regarding tuition tax credits, and a report by a panel appointed by State Education Commissioner Thomas Sobol last week recommended a limited state tax credit for parents who send their children to parochial schools. School advocates expect such a change would be difficult to accomplish.

"That's a process we have no direct control over," said Sister Mary Burke, the associate executive director of the National Catholic Education Association's secondary school department. "The piece we are capable of acting on is the development and marketing piece."

Since the 1970's, the group has been alerting the nation's 1,249 Catholic high schools of the need to pursue more innovative fund-raising efforts. Ten years ago, the group held its first symposium on development, attracting a handful of people. At its last convention, Sister Burke said, 500 administrators attended about 50 different workshops on fund-raising techniques.

#### A Full-Time Job

According to recent surveys by the organization, 85 percent of the nation's Catholic schools have hired full-time development directors, while 20 percent have split the top administrative job into two positions. At Mount Saint Michael, for instance, the principal tends to the school's academic vitality, freeing Brother Iazzetti to devote his attention to finances and fund-raising.

Most of the fund-raising efforts have low-tech beginnings, with administrators dusting off yearbooks and hauling out long-forgotten school records in their search for alumni. Some use specialized consultants to produce computerized lists of addresses and to design questionnaires that will provide detailed information on the alumni. They pay special attention to where they went to college, where they live, their business titles and whether they

have children in college or about to enter it — all indicators of their ability to contribute.

"A very important part of fund raising is market segmentation," said George Ruotolo, a consultant whose client list includes several hundred Catholic schools nationwide.

#### 'Where the Memories Are'

At All Hallows Institute in the South Bronx, Brother Lawrence T. Murphy presides over a flurry of development efforts that began over a decade ago and currently raise \$175,000 to \$200,000 annually for the school. For the last three months, a weekend has not passed without some reunion, where alumni are grouped by class, occupation and location. He avoids giving potential donors the hard sell, preferring to lay out briefly the school's importance and financial status before stepping out of the way. Follow-up letters and calls go out a few weeks later.

"Our goal with any alumni group is, you want the socialization," he said. "The closer they are to each other, the better for us." The important thing, he said, is to get alumni to the school, where memories of favorite teachers, friends and teammates may get them in the mood to donate.

"This is where the memories are," he said, walking through the school's long corridors.

Corporate and foundation executives have no such memories, but they have been sought out by many schools as a source of money for new programs, even though some have proved reluctant to finance religious schools.

"There is clearly a growing sense within corporate America that their long-term self interest is related to the success of American schools," said Michael Guerra, executive director of the National Catholic Education Association's secondary schools department. "The question is, do you talk only about public schools, or do you talk about others?"

When promoting Catholic schools to corporations and foundations, administrators emphasize how they educate large numbers of non-Catholic students whose parents see the schools as alternatives to public schools.

"Most of our pitches is to show them what we do in the community," said Paul Krebbs, director of educational development for the Archdiocese of New York, who links the schools with corporate donors. "The kids are learning, they can read and write and will become their employees. We play that up as much as we can." Advocates for Catholic schools also contend that they are able to educate students at less cost.

#### Computers and Science Labs

Such approaches have helped secure money for computer rooms, science labs and humanities programs — not to mention Mr. Krebbs' own job, which is

paid for by the Center for Educational Programs. The center, which is part of the Foundations of the Milken Families, has given \$3 million for school programs, fund-raising workshops and seminars for administrators. The foundation helps 43 Catholic schools and a small number of public schools.

"They're ready to learn and do whatever they have to to stay alive," said Mariano Guzman, the Center's executive director, who said the foundation's money has been used to help generate about \$15 million in other contributions. "With public schools it was harder to get to an individual school where you could make a difference. The greatest change happens on a local level."

Administrators and consultants emphasized that the involvement of the school's top administrator, be it principal or president, is crucial to the success of any development efforts. The adjustment has not been easy for some of them, who are more at ease with textbooks and grade sheets than with proposals and spreadsheets, but they are being urged to look at themselves as the school's chief executive.

#### A Corporate Analogy

The analogy to the corporate world is not accidental, and is also reflected in the newfound emphasis on marketing the schools to both donors and prospective students through brochures, ad-

vertisements and recruiting videos. Cardinal Spellman High School in the Bronx plays up the even mix of ethnic groups in its coeducational student body. St. Pius V focuses on its educating at-risk students in the South Bronx's only all-girls high school.

There was a time when such efforts were not needed. When Rice Memorial High School opened in Harlem in 1938, it did so on \$50 and classrooms filled with the sons of Irish and Italian immigrants. During the heyday of Catholic education, students were plentiful and tuition covered most costs.

Brother John W. Casey, the principal of Rice, Harlem's only Catholic high school, visits elementary schools to tell his school's story to youngsters in sixth and seventh grade. He also hosts open houses, which have proved effective in drawing about half of the incoming freshman class.

His selling point is small — with 400 students in the compact building that once housed a Y.W.C.A., personal attention is a given.

"It's an easy sell," he said. "You can't get lost here. I live here."

He feels just as much at home in pitching his school to donors, joking that he'll even "talk to a pillar" about the virtues of Rice. He is not standing still waiting for students or donors to stream through his doors.

"The 'Our Father' says, 'Thy will be done,' and I think it will be," he said. "Hopefully, we'll be helping it."



Southern Cross

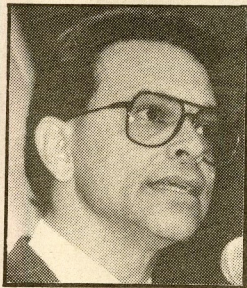
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2 • La Cruz del Sur • jueves, 17 de junio de 1993

## LA CRUZ DEL SUR

### NOTICIAS BREVES

**HONRADO:** San Diego — El Dr. Orlando Espín, profesor asociado de estudios teológicos y religiosos de la Universidad de San Diego, fué honrado por U.S. Hispanic Theologians. A finales de mayo el Padre Espín se enteró que en la Academia lo habían escogido para ser honrado con el galardón "Virgilio Elizondo" por sus sobresalientes contribuciones a la Teología Hispana Americana. El galardón "Virgilio Elizondo" es la máxima distinción para los Teólogos Hispanos", dijo el Dr. Espín. "Es una satisfacción porque nuestro departamento ha desarrollado un programa excelente de Teología Hispana".





## PASTORAL FOCUS

# Three Honored for Furthering Christian Unity, Interreligious Understanding

Bishop Robert H. Brom presented the Annual Diocesan Unity Award May 26 to three individuals whose efforts over the years have helped to promote Christian Unity and Interreligious understanding and cooperation. Sponsored by the Diocesan Commission for Ecumenical and Interreligious Affairs, the Unity Award has been a way to honor men and women for their outstanding work in this ministry of the Church. This year the Unity Award was presented to **Msgr. I. Brent Eagen**, Sister Mary Jo Anderson, and Mr. Morris Casuto.

Msgr. Eagen served as chancellor of the diocese and pastor of the Mission San Diego de Alcalá for more than twenty years. During that time Msgr. Eagen was an avid supporter of the San Diego County Ecumenical Conference. His leadership has been recognized by the Conference with formal presentations on two occasions. Under Msgr. Eagen, the Mission San Diego had an active ecumenical outreach and educational program, leading parishioners to a greater awareness of the unity of the Church. For many years he has served on the Board of Directors and as a national trustee of the National Conference of Christians and Jews. He was also a founding member of the San Diego Interreligious Council. As chancellor, Msgr. Eagen supported the work of the Diocesan Commission for Ecumenical and Interreligious Affairs. He recently began a new aspect of bringing this message to the Church as the Director of Campus Ministry and Church/University Relations at the University

of San Diego. He has already been instrumental in assisting the ecumenical awareness of the USD community.

**Sister Mary Jo Anderson**, CHS, has been actively involved in the ecumenical work of the Church for many years. Currently she serves as vice-president for Community Relations of Mercy Hospital, a job which brings her in contact with diverse peoples, cultures, and faiths in San Diego. Sister Mary Jo has served on the Diocesan Commission for Ecumenical and Interreligious Affairs and on the Board of Directors of the San Diego County Ecumenical Conference where, until recently, she served on the executive committee in the Office of Vice President. During this time Sister Mary Jo has brought an awareness of the needs of greater San Diego to both the Diocesan Commission and the Ecumenical Conference and, with her expertise, has helped both organizations to strive to meet those needs. In her position at Mercy Hospital, Sister Mary Jo has been instrumental in enabling the Church to stretch forth the hand of the Divine Physician to heal not only physical but spiritual ills in San Diego.

**Morris Casuto** has lived in San Diego since 1981 where he has served as the Regional Director of the Anti-

Defamation League of B'nai B'rith, an organization committed to increasing understanding among all people and defending the rights of those who cannot speak for themselves. Under Casuto's leadership, Catholic/Jewish relations have grown in many areas. It was he, along with the late Bishop Leo T. Maher, who developed the

formal exchange of leaders and greetings between Catholic and Jewish Communities in 1987. Casuto has also been instrumental in organizing in-service occasions for the teachers of the Diocesan Parochial and Hebrew Day Schools to combat racism and prejudice, as well as encouraging

the implementation of the ADL series, "A World of Difference." Casuto has been in the forefront of combating the threat of racism and prejudice in our society, and has been actively involved in bringing a greater awareness of these evils to the entire community.

The Diocese of San Diego, through the Office for Ecumenical and Interreligious Affairs, honors these three individuals for their efforts of greater understanding, peace and harmony within our human family. In this age when so many agonize over a perceived "winter of ecumenism," they demonstrate that such a pessimistic view is far from real.

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*In this age when so many agonize over a perceived "winter of ecumenism," they show us that such a pessimistic view is far from real.*

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## PRACTICAL VIEW

# Junk Mail: Guess Who's Giving Out Your Address?

By CONNIE KOENENN  
TIMES STAFF WRITER

Nobody was prepared for the rush when the Privacy Rights Clearinghouse launched its consumer hot line last November.

Minutes after a kickoff news conference, the phones lighted up in the offices at the University of San Diego's Center for Public Interest Law.

"At times, we were getting two and three calls a minute," says project director Beth Givens.

Although the calls have leveled off to 300 to 500 a month, the leading consumer question hasn't changed: "How do I get rid of junk mail?"

Close behind: "How do I get rid of telemarketing calls?"

(For some answers, see the accompanying story.)

"It was clear to us we had struck a nerve," Givens says.

The new hot line had tapped into the bottled-up anger and confusion of consumers caught in a marketing revolution that began to explode in the 1980s.

Direct marketing, which refers to the selling of merchandise by mail or telephone, is as old as the Sears, Roebuck catalogue. But two factors have driven recent growth:

- The development of mini-computers and specialized software allows any business or individual to match names and addresses and merge additional data. The results are mailing lists that identify individuals by address, sex, age and credit-card purchases—a far cry from the 1970s when the best a retail company could do was send mailings based on ZIP code.

- The American consumer is increasingly willing to shop from home. More than half the adult population ordered merchandise by mail or telephone in 1992, according to the Direct Marketing Assn.

There is a plus side. Precisely targeted consumers are getting mailings about items they might want. "All I did was order a composter and now I get about a dozen organic gardening catalogues a month," says a Valley homeowner.

However, there's a downside. Not only is the sheer volume of junk mail starting to look like too much of a good thing, but there is growing suspicion about invasion of privacy.

Says Givens: "People are concerned about the technology—who has access to their credit reports, how personalized junk mail ends up in their postal box."

What the hot-line callers express, she says, is a "rather fuzzy notion that their name and address somehow get sucked out of the atmosphere into a computer."

To educate the public, her staff of five has developed the hot line, a computer bulletin board and a sheaf of fact sheets on privacy issues.

Want to know how telemarketers get your number? A Clearinghouse fact sheet explains that any time you dial 800 or 900 numbers, your own number may be revealed through Automatic Number Identification and sold to other marketers.

When you sign up for a contest or a drawing, "such giveaway promotions may have less to do with gifts than they do with obtaining your number for a sales pitch," says the Clearinghouse.

"The most common way of information getting out is that we simply give it out, very naively, without further thought as to where it might end up," says Givens.

Other Clearinghouse fact sheets deal with direct mail, cordless and cellular phones, harassing phone calls, credit reporting, medical records privacy, and federal and state privacy protection laws and regulations.

Funded by the California Public Utilities Commission's Telecommunications Education Trust, the Clearinghouse is believed to be a first. Its immediate role is to educate consumers about the impact of technology. Its long-range function is to compile research on what concerns Californians regarding privacy and technology and recommend privacy legislation.

Givens' observation—the naïveté of most consumers—is echoed by Eric Larson, whose new book, "The Naked Consumer: How Our Private Lives Become Public Commodities," describes links between data collection and direct marketing.

Larson, a Wall Street Journal writer, got interested in the subject the week after his daughter was born, when Procter & Gamble delivered a sample package of diapers to his doorstep. How did they know he was a new father?

"Someone out there was observing my little family and gauging its progress through time," he writes. "But who?"

Larson's book traces a series of changes in marketing during the '80s as computers got smaller and faster and software more sophisticated.

"There's a lot of very sly stuff going on," Larson says. "If you're pregnant and buy a maternity outfit and the store invites you to fill out a little guest book with your due date, that information will be shared. New mothers are one of the hottest targeting areas around."

Other top targets, he says, are people getting credit cards for the first time (the presumption being that you'll go on a spending spree), people who just bought a car and people who have bought their first house.

Larson advises consumers that when you fill out a warranty card or postal change-of-address form or subscribe to a magazine or order anything via 800 or 900 services, your personal data will be passed on to marketing companies.

Larson looks ahead to the merging of intelligence technologies and foresees a "cyberspace" era of computers, fiber-optic superhighways and interactive cable television invading our lives.

One example is the checkout scanner first installed by supermarkets and other retailers to track inventory. It has become "an electronic window on our consuming soul," says Larson, with the potential to record every purchase. "Your secrets are known: You have hemorrhoids, arthritis and a nasty case of hay fever every spring. . . . The marketers have discovered things about consumers they never could have known before."

Larson recommends a major overhaul of the nation's privacy laws. In the meantime, his advice is brief: "Stay low and pay cash."

Direct-marketing proponents point out they are offering a service. "More than 101 million Americans last year shopped direct. They want the extended shopping hours and immediate delivery," says Deborah Zizmore at the Direct Marketing Assn.'s New York headquarters.

Marketers are concerned about privacy, she says. "We have a privacy task force and a set of ethical guidelines. Direct marketers don't want to send anything to you unless they think you want it."

Michael Esh, a Sausalito, Calif., house painter and writer and founder of the Stop Junk Mail Assn., became active two years ago

Los  
Angeles  
Times

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when he returned from a vacation and couldn't open his front door because of the junk-mail pile that had been delivered through the slot.

His organization encourages consumers to get their names off mailing lists by writing to the Direct Marketing Assn., but that's only part of the solution, he says.

His nonprofit organization lobbies on privacy issues and offers a \$17.50 membership, which includes a name-deletion service.

Esh's immediate concern is the U.S. Postal Service, which licenses direct-mail companies to update lists from the cards consumers fill out to register new addresses. According to a report last November from the U.S. House Committee on Government Operations: "Few people now realize the Postal Service shares new address information with the nation's largest mail-list companies and that these companies in turn sell it to thousands of mailers."

Esh has lobbied for legislation (pending in Washington) that would require a box on address-change cards allowing people to indicate whether they want their names and addresses passed on.

At the Privacy Rights Clearinghouse, part of the staff's work is to prepare a report to the state Legislature and Utilities Commission suggesting legal reform. Says Givens: "At the end of our first year of

hot-line operation, we will analyze hot-line data, see what Californians' concerns are, compare that with existing laws and regulations, and make observations about where personal protections are lacking.

"We don't have the types of laws that European countries have, either on state or federal level, that say both private and government entities must tell you if they are collecting information about you and allow you to give your consent for additional uses of information," she says.

"What we do have is the privacy act of 1974, which deals with federal government agencies and a hodgepodge of single-issue regulations."

The more than 50 personal-privacy bills pending in Sacramento (including caller identification, credit, criminal records, government records, medical records and telemarketing) indicate that this is a pressing issue.

"We'd like to see omnibus privacy protection considered on the state and federal levels establishing the principle that information collected for one purpose cannot be used for another purpose without the permission of the subject of that information," Givens says. In the meantime, she advises: "We simply need to become more watchful and more aware of how we give our information."

# How to Help Put a Stop to Junk Mail and Calls

Americans receive 62 billion pieces of junk mail yearly and 18 million telemarketing solicitations daily. Here is a guide to stemming the flow. The following companies, which compile and sell information about consumers, say they will remove names from their lists on request.

• **Source of Junk Mail:** Mailing-list companies purchase and collect information from public records, telephone books and other sources and sell it to marketers.

• **The Escape:** Write Direct Marketing Assn. Mail Preference Service, Box 9008, Farmingdale, N.Y. 11735, to be put in the "suppress" file. You can also write the major companies that rent or sell mailing lists to direct marketers: R.L. Polk & Co., List Compilation and Development, 6400 Monroe Blvd., Taylor, Mich. 48180-1814; Donnelley Marketing Inc., Data Base Operations, 1235 N Ave., Nevada, Iowa 50201-1419; Metromail Corp., List Maintenance, 901 W. Bond, Lincoln, Neb. 68521; Database America, Compilation Dept., 100 Paragon Drive, Montvale, N.J. 07645-0419; Dunn & Bradstreet, Customer Service., 899 Eaton Ave., Bethlehem, Pa. 18025.

• **Source:** Records such as birth certificates, marriage licenses, Post Office change-of-address forms and property transfers are open to the public and to mailing-list compilers.

• **Escape:** Since government records usually can't be made confidential, you must contact each company that puts you on a mailing list compiled from public records.

• **Source:** Credit bureaus receive information from companies with which you do business on how much you owe, how promptly you pay your bills and the type of purchases you make. The credit bureaus in turn sell your name to marketers.

• **Escape:** Notify two major credit-reporting firms that you want to be removed from their marketing mailing lists: Trans Union, 555 W. Adams St., 8th Floor, Chicago, Ill. 60661; TRW, Target Marketing Services Division, Mail Preference Service, 901 N. International Parkway, Suite 191, Richardson, Tex. 75081. (A third major credit bureau, Equifax, no longer sells such information).

• **Source:** Warranty or product registration cards (asking about hobbies, household members, etc.) usually go to the National Demographics and Lifestyles Co., which compiles buyer profiles and sells the information to marketers.

• **Escape:** Disclose minimal or no information on warranty cards. Ask to be deleted from its list by writing National Demographics and Lifestyles, List Order Department, 1621 18th St., Suite 300, Denver, Colo. 80202.

• **Source:** Phone books and street-address directories.

• **Escape:** Get an unlisted number or list your phone without your address. Write to the major directory companies and request that your listing be removed: Haines & Co., Criss-Cross Directory, 2382 E. Walnut Ave., Fullerton, Calif. 92631; R.L. Polk & Co., List Compilation and Development, 6400 Monroe Blvd., Taylor, Mich. 48180-1814; Rueben H. Donnelley Corp., 287 Bowman Ave., Purchase, N.Y. 10577.

• **Source:** Checkout counter scanners may link your name and address to purchases and feed the information into databanks, especially if you use store "buyers club" cards.

• **Escape:** Pay cash at businesses that use scanners. If you join a buyer's club, indicate on the application form that you do not want your purchase information used by marketers.

• **Source:** Be aware that every time you dial 800 or 900 numbers, your number may be recorded in a database and sold to telemarketers.

• **Escape:** When calling 800 and 900 numbers tell the representative you don't want your number rented or sold. Also, send your name, address and telephone number (including area code) to Telephone Preference Service, Direct Marketing Assn., Box 9014, Farmingdale, N.Y. 11735, for inclusion on its "don't call" list.

• **Just one more:** Among the coupons and flyers distributed to "resident" or "occupant" that clog your mailbox, look for the postcard that accompanied the material. Write or call the company listed. Many come from ADVO Inc., whose postcards have pictures of missing children on them. Write ADVO Inc., List Service Supervisor, 239 W. Service Road, Hartford, Conn. 06120.

## Other Sources of Help

• **Privacy Rights**  
Clearinghouse hot line for questions and free brochures on privacy issues: (800) 773-7748.

• **Stop Junk Mail Assn.,** 3020 Bridgeway, #150, Sausalito, Calif. 94965; (800) 827-5549.

• **"Stop Junk Mail Forever,"** a 16-page booklet, is available by sending \$2 to Good Advice Press, P.O. Box 78, Elizaville, N.Y. 12523.

• **Free brochures** on direct-marketing practices may be ordered from the Direct Marketing Assn., 11 West 42nd St., New York, N.Y. 10036-7748.

—CONNIE KOENENN

*Compiled from Privacy Rights Clearinghouse*



# Local Economic Index Points Up

*USD Gauge Shows Increase, But It's A Weak Signal*

By ANDREW KLESKE

*San Diego Daily Transcript City Editor*

It may just be a case of the economy being down so long it looks like up to San Diego.

Be that as it may, most of the numbers in USD's April Index of Leading Economic Indicators for the county are pointing in the right direction, resulting in a 0.2 percent increase in the index and returning its performance figure to 115.8, a level last seen in May 1992.

"That's continuing the trend of positive changes that we've been seeing," said Alan Gin, the USD economist who compiles the index.

Gin said the numbers do not indicate a robust rebounding for the local economy but do foreshadow a bottoming-out by the end of the year, followed by a sluggish recovery.

"Although five out of the six components in the index were up, the changes were relatively small," he said. "There's not a lot of strength in any of the components."

Slight improvement in the national economic picture was one positive in the index, with the U.S. Department of Commerce posting a 0.09 percent rise in the national Index of Leading Economic Indicators.

But Gin believes that small jump is not enough to convince companies to begin growing their businesses and taking chances again, a step he deems necessary for substantial recovery.

"Some people have said the recession is over and the economy has turned around," he said. "We've seen growth, but it's much weaker than we would expect coming out of a recession."

Gin said the predicted 2 percent increase in gross domestic product for the year is way off the usual post-recession increase of 6 to 8 percent.

S. D. Daily Transcript

6-16-93

The big plus in the local index was a 0.63 percent rise in local stock prices as listed in the *Daily Transcript's* San Diego Stock Exchange.

"It looks like investors are feeling good about the prospects for San Diego companies," Gin said.

Initial claims for unemployment insurance were off 0.46 percent, registering as a plus for the ninth straight month.

The Convention and Visitors Bureau's index of tourist activity in the county increased 0.04 percent, a moderate rise as the summer

*Please turn to Page 16A*

## Index ———

*Continued from Page 1A*

holiday season had yet begun in April.

Making a rare appearance in the plus category was construction activity, based on residential building permits pulled from the county, which increased 0.35 percent following 11 consecutive months of decline.

The only negative for April was the level of help-wanted advertising, posting a decline of 0.34 percent.

The index indicates six straight months of level activity or modest growth following the revision of March's 0.01 decline to a level on par with the prior month's activity.



6-15-93

## OBITUARIES

## E. Jane Hett, 38; dean of UCSD's Fifth College



**E. Jane Hett:** *Students were her foremost concern.*

E. Jane Hett, dean of Fifth College at the University of California San Diego, died Friday of cancer at her home in Leucadia. She was 38.

Ms. Hett is credited with helping get the college started in 1988.

"Unforgettable was her unswerving commitment to the vision of Fifth College and its students," said Fifth College Provost James K. Lyon, who added that her commitment was reflected in dozens of ways.

"I shall also remember Jane's deep concern for her students, over whom we laughed, rejoiced and sometimes almost cried together," he said. "She knew their foibles and follies and loved them in spite of, or perhaps because of, them."

Close friends describe her as a person with drive, tenacity and a very strong commitment to international education. But it was the students who won her time and energy. Friends say she never stopped fighting to make the college a place where they could be nurtured and grow.

Ms. Hett came to UCSD in 1983 as assistant resident dean at Revelle College. She became founding resident dean at UCSD's internationally focused Fifth College in time to welcome the first students in the fall of 1988.

She developed the residence-life program for the

college in addition to helping establish and administer the university's International House, a residence hall and program for students and faculty from other countries.

In July, she was appointed dean of students.

A native of British Columbia, Canada, she received a bachelor's degree from the University of California Santa Barbara. During college, she spent one year studying at the University of Bordeaux in southern France, through the UC Education Abroad Program.

Ms. Hett earned a master's degree in education from Oregon State University and a doctorate in education in 1991 from the University of San Diego.

Survivors include her husband, Dallas Boggs; her parents, Ross and Penelope Hett of Dana Point; sisters Jennifer Hett and Mary Hett, both of Laguna Beach, and Caroline MacKenzie of Anaheim; and brother John Hett of San Diego.

A memorial service will be held to celebrate her life at 3:30 p.m. tomorrow at the UCSD Faculty Club.

Before her death, Ms. Hett and her family established an endowment fund to help Fifth College students study abroad. The family suggests contributions to: E. Jane Hett Fund, c/o Fifth College Provost's Office, UCSD, 9500 Gilman Dr., La Jolla, Calif. 92093-0069.



1993

# A nightmare year full of uncertainty

*Bosnian Muslim immigrants  
anguished for their homeland*

By URI BERLINER, Staff Writer

**F**or years, Ibrahim Kulauzovic listened to Bosnian folk music called Sevdah whenever he drove the freeways of Southern California. Like a connective tissue, the strains of accordion, guitar and clarinet transported him, at least in spirit, to the rolling hills of his youth.

But he can't listen anymore.

"It's just too painful," says Kulauzovic, a Temecula resident who was born and raised in the Bosnian town of Bihac. The Sevdah tapes are out of the car and stashed in a closet.

For Bosnian Muslim immigrants like Kulauzovic, the past year has been a nightmare of grief, helplessness, anger and dashed hopes.

He cannot be really certain that his 80-year-old mother, his brother, sister-in-law or any of more than a score of other relatives are still living.

Through a ham radio operator, he received word that the Kulauzovic family was all right, but that was about a month ago. Now Bihac is deluged by refugees, water and food are scarce, some people survive on seeds, the shelling continues — and second-hand radio reports aren't always reliable anyway.

See Muslims on Page E-3

## Muslims

The war in Bosnia takes its toll even in San Diego

Continued from E-1

hand radio reports aren't always reliable anyway.

"I feel guilty, very guilty," says Kulauzovic, 49, a pharmaceutical company sales representative. "I don't know who from my family is alive and who isn't. And there's nothing I can do about it."

Only a year ago, Yasmina Kulauzovic thought of herself as a typical American college student, absorbed by career prospects, social life and her graduation from the University of San Diego.

"Now there isn't a day I don't cry," she says. It might happen when she's driving to work or getting ready for bed, but especially when she picks up the paper.

Her colleagues at work — the 23-year-old sells photocopiers for Pitney Bowes in San Diego — are sympathetic but confused.

Where is Bosnia? On the Mediterranean? Somewhere in Asia? Near Iran?

Only her family and a few Bosnian friends truly understand.

## Friend and foe

Her father Ibrahim nods with approval when Yasmina says she would like to fight with the Bosnian Muslims against the Serbs.

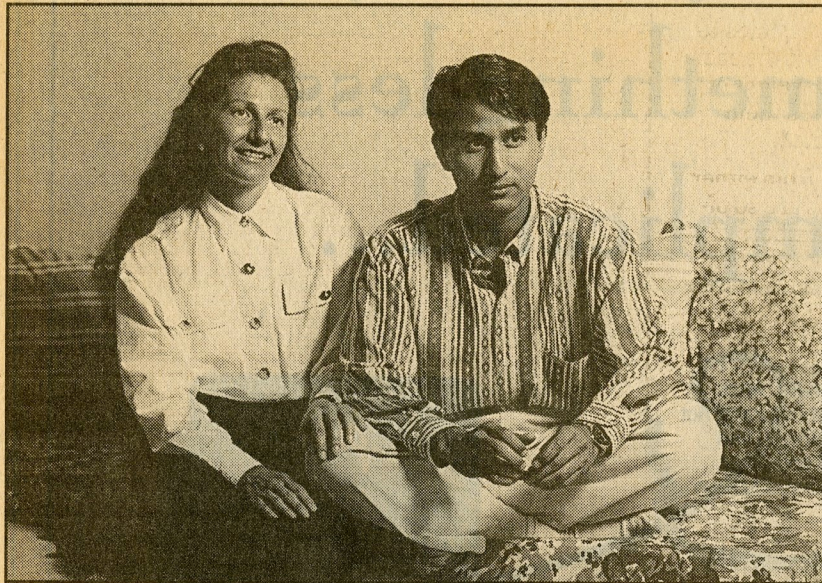
"I would go if I could," says Yasmina, who visited her family in the former Yugoslavia three times before the fighting began last year. "The women in Bosnia are soldiers. If you don't fight, you could be raped and killed anyway." The 14-month-old war has left more than 138,000 people dead or missing, including great numbers of civilians, mostly Muslim women and children.

Once, and now it seems like a lifetime ago, Yasmina had the best friend she could ever imagine, Andrea. They attended Western Michigan University together (Yasmina later transferred to USD) but their deepest connection was their

(cont'd) →



(cont'd)



Union-Tribune / JAMES SKOVMAND

**Common bond:** *Hassina and Syed Albukhary share their Islamic faith, and seek to dispel stereotypes about Muslim fanaticism.*

common south Slavic background; Andrea is Serbian.

"We were like sisters," says Yasmina. "I went to her family's house for Serbian Christmas and she stayed with me at Eid, a Muslim holiday."

When Bosnia declared independence from Yugoslavia last year and, in retaliation, Serb forces began seizing Bosnian territory, the bond between friends was shattered. "We last talked about six months ago and we tried to avoid the issue," recalls Yasmina. "I knew where she stood and she knew where I stood. If she would have just said, 'I disagree with what's going on over there,' we would still be best friends. So now we don't talk. It's very hard."

There are few Bosnian Muslims in San Diego County — no more than two dozen, says Hassina Albukhary, a French-born Muslim with family in Bosnia who is affiliated with the Islamic Center of San Diego.

They have been unified by the war, by their struggles to locate family members and by their sense of dread and isolation as the prospect for allied action against Serbian aggression seems to dwindle by

the day.

The Kulauzovic family feels especially betrayed by President Clinton, who endorsed a strategy of lifting the arms embargo against Bosnia and air strikes against Serbian targets, only to backpedal from military intervention. Instead, a U.S.-European peace initiative would create six Muslim safe areas, including Kulauzovic's hometown of Bihac, that would be guarded by European peace-keeping troops.

Zlata Kulauzovic, Yasmina's mother, does not restrain her contempt for the plan. "They will be ghettos, or reservations, like they made for the Indians."

Albukhary, who teaches French at Kearny High School, believes that part of the West's reluctance to move on Bosnia stems from inaccurate perceptions of Bosnian Muslims.

"There is so much hype about Muslims being radical fundamentalists. In Bosnia, they are far from it. The women don't wear the chador (veils and tentlike robes)."

Bosnia-Herzegovina, whose population is nearly half Muslim, enjoyed a reputation for ethnic tolerance before the war, with high rates of intermarriage, especially in

the sophisticated, cosmopolitan capital of Sarajevo.

### Sorting it out

Ibrahim, who escaped from Communist Yugoslavia in 1965, not surprisingly blames the war in Bosnia on former Communists such as Serbian President Slobodan Milosevic, who turned to virulent nationalism after the collapse of Communism. And the victims, he says, are Muslims, the world's new pariahs.

"If we have to attack a Muslim country (Iraq), we all go," says Ibrahim. "But if we have to defend Bosnia, we don't go."

Although nations have been hesitant to intervene, scores of individuals, Muslims and non-Muslims alike, have volunteered to help the Bosnians defend themselves, according to Albukhary. Her husband, Syed, 27, a Kurdish Muslim who grew up in Malaysia, would like to join the fighting.

"My people have been through the same thing," he says, referring to Iraq's persecution of its Kurdish population. "It doesn't matter if you're Bosnian or Kurdish, we're all Muslims."

Each week, a group called the Bosnia Task Force meets at the Islamic Center to raise relief funds, organize forums, write letters to lawmakers, and to vent anguish about the brutal civil war. Composed of members from various religious and ethnic backgrounds, the group is banded together by the call for memory and conscience issued by Jewish survivors of the Holocaust, "Never Again."

But in recent days, with the civilian death toll climbing and prospects for allied action against the Serbs apparently fading, Albukhary can only conclude that the phrase falls on deaf ears.

"The worst part of this is to see people who don't learn from history. You would think that after all the genocide and massacres of this century, it would stop. We say that we value information, and the truth is right there on TV and the newspapers, but it doesn't seem to make people more aware or willing to act."

Says Zlata Kulauzovic: "We will never forget this. We will be like the Jews. We will never forget."





# Sacred Heart Alumnae San Diego Newsletter

Editor: Bonnie Mc Gregor Rush  
Publisher: Graphic Communications

Summer 1993

## **COR UNUM AWARD WINNER & USD ADMINISTRATOR OF THE YEAR SISTER VIRGINIA MC MONAGLE**

The Cor Unum Awards were established in 1990 to begin to pay tribute to "excellence in one's life work"; loyalty to Sacred Heart values; and the "gift of self in service to others".

Sr. Virginia recently received this well-deserved tribute at the 60th AASH Conference in Arizona. Along with this award she also was named Administrator of the Year at USD where she has worked since 1978.

What accomplishments have led to such recognition?! Those of us who have interacted with Sr. Virginia are filled with examples of her heart's worth. But let's take a moment to look at some of her prodigious works:

- She built a secondary school for girls at Forest Ridge in Bellevue, Washington (1943-57).
- She was founding principle at Convent of the Sacred Heart El Cajon (1957-63).
- She was the principle and Director of Development at Forest Ridge (1963-77).
- In 1978, after traveling to 37 countries to study other Sacred Heart Schools (a gift from Seattle parents), she joined USD as Assistant to the Vice President of University Relations.
- In 1988 she went to Haiti for one year and helped to establish an orphanage, hospice, and school.

- She then returned to USD, and to us.

What led to her excellence of spirit? According to a reliable source, in returning home from first grade in public school in Seattle,

she expressed some unladylike sentiments. Her mother would have none of this, and so began her education by the nuns. Upon graduation from Lone Mountain, she joined the Religious of the Sacred Heart, and following her path, her sister became a religious, and her brother a Jesuit.

Throughout her life humor has held a prominent place in Sr. Virginia's life. To her father's concern over lack of grandchildren, she declared, "Well dad, if you can stand the scandal, I'll see what I can do!"

How could one resist such a wit!

Her efforts at fundraising are notable, her awards numerous, (including San Diego's Woman of Distinction Award), her friendships' longstanding, her volunteerism unparalleled, and her dedication unquestioned.

It is a privilege to know her, and in closing, let it be said, Sister Virginia McMonagle is one great "friend raiser".



*Contributed with the insight of Author Hughes  
President, University of San Diego*



## FROM OUR PRESIDENT A MESSAGE OF SUPPORT

Dear Fellow Alumnae,

As a political pundit recently opened, change seems to be a "common thread" running through our society in 1993. As we watch new democracies struggle to find their identities on the international level, a new administration grapples with the menaces of national problems; and a new mayor embraces the challenges of local opportunities, I am constantly reminded how often we contemplate this ever-changing panoply of events relative to our personal values. Our values, in combination with our traditions and experiences, make up the internal yardstick by which we measure the effectiveness — the very "goodness" of our changing world. Never have I appreciated my Sacred Heart instilled values and traditions more than today!

The Alumnae of the Sacred Heart exist for the primary purpose of supporting the continuing work of the Religious of the Sacred Heart in a changing world where values and traditions are more vital than ever before.

**"Support" is a many faceted word. We support through our prayers and physical help, but also through financial contributions that allow our organization to continue.**

I ask that you remember "support" as you contemplate the work of our Religious and our Alumnae family. **Our dues enable the Alumnae of the Sacred Heart to continue as an organization in a constantly changing, constantly challenging world.**

**Please respond with generosity.**

With love and prayers,

*Maureen Pecht King  
President, Sacred Heart Alumnae, San Diego*



## BISHOP BUDDY AWARD WINNER A "REAL BUDDY"

Founders Hall resounded with applause following the December 8th Alumnae Mass, (interesting experience applauding in Church). The cause of such enthusiasm was **Noel Hall** (USD '64), a man of great humility and Christian commitment. For over 20 years Noel has made his career one of joyful participation in the mental and physical education of our youth, currently teaching at Mira Mesa High School. A gifted musician, he utilizes his talents to the benefit of the parish as the leader of the Sunday Folk Group. Along with his brother and friends he offers his love of music to benefit various charitable organizations. The father of three sons, he met his wife, Diane, at a dance of the College for Women. Together they have made a Christian haven for those that come to their home. Noel has taken the gifts that God gave him, nurtured them through devotion to his Church, family, and community, and gives generously to all who come in contact with him. According to many of his friends and students, Noel is the cheerleader of their lives, truly exemplifying the spirit of a

Bishop Buddy Award Winner. Congratulations, Noel!

## IN MEMORIUM

Our heartfelt sympathy to Lynn Sawade Fiori (EC '62) and her daughter, Christy on the loss of Lynn's husband, Michael and son, Bill on March 14th. Michael and Bill Fiori were lost in a plane crash near Denver, Colorado. The family had recently moved to Colleyville, TX.

Sacred Heart Alumnae Memorials:

Elizabeth Lundy, mother of Kay Lundy Derengowski  
Paul Bangasser, father of Mary Bangasser Becker and Margaret Bangasser Delaney  
Vivian Miller, mother of Dr. Ken and Jean Miller  
Mary Hoffman Smith, Sacred Heart Alumna  
James Farrell, father of Carol Couture  
John Cutler, son of Constance Cutler  
Carleen Karcher Willard, Sacred Heart Alumna  
Rowena I. Naidl, mother of Rowena Naidl

## HELP SOUGHT FOR ST. PHILIPPINE TRIBUTE

The National Shrine of the Immaculate Conception in Washington, D.C. has recently designated an area to be known as the Hall of the American Saints. Three of America's saints: Elizabeth Seaton, John Neumann, Mother Frances Cabrini, and also Blessed Kateri Tekawitha, already have statues in this basilica. Certainly our own St. Rose Philippine Duchesne should be included with the other saints so honored. A statue of our own special saint would inform others of her unique contributions to the American Church — in religious life, in education, and in outreach to the American Indians in the recently settled West.

A committee has been formed to raise funds for

the endeavor. The proposed cost is about \$30,000, and we have received \$4,100. We have a benefactress who is willing to contribute the final one-third of the cost.

Help us put her there. Please send your tax-deductible contribution to:

St. Philippine Statue  
c/o Mrs. Paul S. Brown  
7331 Kingsbury Avenue  
St. Louis, MO 63130  
(314) 721-1671

Kindly make your check payable to: **St. Philippine Statue.**



## San Diego Forum

## s pinch private colleges, too



**Fred Brooks:**  
*Vice president for  
finance and  
administration,  
University of San  
Diego*



**Val Christensen:**  
*Vice president for  
academic  
affairs, Point  
Loma Nazarene  
College*

the benefit of the privates, just as it has existed for many years in other parts of the country. Private education is prominent in the east. How many people can even name the public institutions in New Jersey?

It appears that these difficulties have affected us in two ways. First, more students are applying here. New applications are running about 25 percent ahead of last year, which was also a sharp increase over the previous year. Last fall, our student body grew by 100 to 2,400, however, we noticed that a great many of them took less than full loads, suggesting they were not accustomed or able to pay full private school tuition. Actually, we have come to expect some growth each year as we have matured on this campus over the past 15 years.

The second way we have been affected by the state's problems is through faculty. The last couple of years have been vintage years for the recruitment of new faculty as well as retention of existing faculty. No doubt, due in part to the lack of hiring in state schools and perhaps, in narrowing of the salary gap, we have been able to be choosy in adding a couple dozen outstanding, articulate new faculty, nearly all of whom have or will receive their Ph.D. degrees.

Yes, we experience budgetary limitations just like everyone else. Belt-tightening and the need for efficient operation seems to be a way of life for us. We are conservatively managed, and consequently, we are probably in the strongest financial position ever as we enter into a major construction program. In the last few years we have sharply increased our academic scholarships, lowered student-faculty ratio and reduced teaching loads to approach that of the state university system. Our tuition has been rising somewhat faster than inflation, but we feel we are underpriced for the quality offered. Improving academic quality has almost been a passion with us for the past 30 years. It has been a steady, gradual climb, which is the only way it can occur.

Do students (or their parents) in private schools pay for their own education? At this school, the answer is: only about 70 percent of it. A school must have generous friends and other benefactors. Our students someday will have the opportunity to contribute the other 30 percent by assisting a new generation of students.

— Compiled by Denise A. Carabet

## Christensen

One can only feel sympathy for state institutions, facing now, for second year, the realities of sharply reduced public resources. The narrowing of the gap in tuition between private and public institutions in California does seem to be working somewhat to

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## The Local Scene

*Continued from Page 1A*

is aimed at minority- and woman-owned businesses. Members will replenish the loan pool this fiscal year by at least \$700,000 and possibly more, depending on the participation of statewide banks, said Jeff Stone of San Diego Trust & Savings Bank. Elected to the CDC's board for two-year terms were Stone, Ernie Ewin from the Bank of Southern California, John McNulty from San Diego National Bank and Tom Ferrara from Valle de Oro Bank. Elected to one-year terms were Paul Rodeno of San Dieguito National Bank, Gary Clem of North County Bank, Mike Cooney of Rancho Santa Fe National Bank and Steve Espino of Manufacturers Bank. The board includes four community members: Villa Mills, Trey Brady, Ira Katz and Linda Stepp.

\* \* \*

igned to non-invasively measure intracranial pressure. First clinical tests are to be conducted by Richard Saunders, M.D., a professor of neurosurgery and member of CytoProbe's medical advisory board.

\* \* \*

**The California School of Professional Psychology** will award 60 doctoral degrees in clinical psychology and three doctorates in industrial organizational psychology in a ceremony at 9:30 a.m. tomorrow in the Don Powell Theatre at SDSU. Augustine Gallego, chancellor of the San Diego Community College District, will present the keynote address, "Connecting Higher Education to Community Involvement."

\* \* \*

**Kyocera and Cadence Design Systems Inc.** of San Jose have signed a partnership agreement

nard, public relations; Janet Appleby, administration; Rod Evans, membership; and Mark Daitch, liaison.

\* \* \*

**\* USD's Orlando Espin** has been awarded the Virgilio Elizondo Award by U.S. Catholic Hispanic Theologians. It is the highest award given to a Hispanic theologian in the U.S.

\* \* \*

**\* The Privacy Rights Clearinghouse** at the USD School of Law has gone bilingual, adding a Spanish-language telephone hotline.

\* \* \*

**Two thousand is a nice** round number; in fact, 33 San Diego firms have that many employees. But only one, Rohr Inc., is losing that amount next fiscal year, which starts the first of August. A maker of parts for jet engines, Rohr is a



6-11-93

# Padres too cheap to host CIF games



Although, as usual, the University of San Diego and baseball coach John Cunningham were gracious hosts last week for the three CIF baseball championship games, the San Diego Padres deserve to be roasted.

CIF commissioner Kendall Webb put the games at USD after the Padres refused to donate the money needed to rent Jack Murphy Stadium for a one-day tripleheader as they have in past years.

Alex Spanos, the owner of the Chargers, annually puts up the \$5,000 for the 2A and 3A championship games in football. They see it as an invest-

*Terry Monahan*

ment in their future. Football players today are potential ticket buyers tomorrow.

Instead of applying that same logic, the Padres just said no.

And as if their fans weren't mad enough about the cost-cutting moves that are an ongoing part of this year's team, the fans from Vista are a little miffed at the Padres.

"I'd never thought about it until we got this far," said Vista coach Butch Smith, whose team eventually beat Monte Vista 5-0 for the 3A crown at USD. "It's nice to be in the championship game. It's something these young men will never forget.

"But think what it would have meant to them to play at the Murph for the title. I'm really disappointed at the Padres."

(FYI)

Blade - Citizen

6-10-93

## College ADs talk of gender equality

SAN DIEGO (AP) — A national organization of college athletic directors ended its annual convention with a tame discussion of gender equality in sports, which likely will be a hot issue at next winter's NCAA Convention in San Antonio, Texas.

"The whole thing will come to a head in January," predicted San Diego State athletic director Fred Miller. "We can't procrastinate on this any more. We tend to study things too much."

Critics of college sports have long pointed to football, saying it commands too much of an athletic department's resources and personnel. At the top level, each school may award as many as 88 football scholarships.

But members of an NCAA task force told the National Association of Collegiate Directors of Athletics that gender equality doesn't have to be achieved at football's expense.

"There shouldn't be anything out of this task force that reduces football. That clearly isn't our charge," said Phyllis Howlett, co-chair of the task force and assistant commissioner of the Big Ten conference.

However, task force member and University of Dayton associate athletic director Elaine Dreidame said football wasn't discussed much at the meeting.

The task force met with representatives from all three levels of NCAA competition. It plans to have recommendations ready by July 1 for the NCAA's association of university and college presidents, which is expected to discuss possible legislation.

"There are some tensions," said UC San Diego athletic director Judy Sweet, another task force member and former NCAA president. "I wouldn't call it a fight, but there are some concerns on what changes need to take place in order to achieve gender equity."



The Times-Advocate  
June 5, 1993

## Herde gets the call from Cardinals

■ **BASEBALL:** *Former San Pasqual, USD standout taken in 38th round*

TERRY MONAHAN / *Times Advocate*

ESCONDIDO — On Friday, Kevin Herde went to the San Diego Zoo with his grandparents. He didn't want to stay around the house all day.

The former San Pasqual High School baseball player who graduated from the University of San Diego hoped to hear a major league team had picked him on the second day of the draft.

Herde's dream came true when the St. Louis Cardinals tabbed him.

The 5-foot-11, 200-pounder

was resigned to not being chosen on Thursday. Until he saw who was picked on the first day.

"I saw that there were four guys from Pepperdine who went the first day and I was kind of upset," said Herde, 21. "Here I was the Player of the Year in that conference (West Coast Conference) and they were chosen ahead of me. I was at least as good as they were."

Finally, the call came around 3:30 p.m.

"I didn't even hear the phone ring, but when my dad told me it was for me and everyone had this funny look on their faces I kind of knew what it was the call I'd been waiting for."

Herde had just been picked by the Cardinals in the 38th

round.

The Cardinals are meeting with Herde on Monday to discuss a contract.

"I'm relieved," said Herde. "It's been a tense couple of days."

Herde believes the Cardinals want him to be a catcher when he eventually reports to either Johnson City, Tenn. or Hamilton, Ontario, two of their Single-A teams.

"I would have been extremely disappointed if this hadn't happened," said Herde, who graduated with a 3.3 grade-point average in business. "I was thinking about breaking out the tie and looking for a job, but baseball was definitely my first pick."



# CHAMBER MEMBERS IN ACTION

## AWARDS

**Travelers Aid Society** "Help on the Move" awards were presented recently to the **Doubletree Hotel at Horton Plaza**, the **San Diego Convention Center**, **Sea World** and **The San Diego Union-Tribune**.

City of San Diego Deputy Mayor Tom Behr has recognized the following Chamber members for their achievements in promoting ridesharing: **Glenda Erdman** of **American Residential Mortgage Co.**; **Kim Rohr** of **Sony**; **Pete Rios** of the **San Diego County Water Authority**; **Ed Pacheco** of **SAIC**; **Laura Rutherford** of **San Diego Trust & Savings Bank**; and **Golden Eagle Insurance Company**.

## APPOINTMENTS

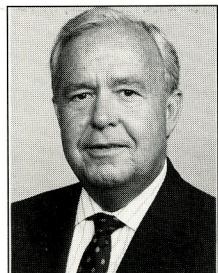
**Pamela D. Van Nort** (*below*) has joined **LaSalle Partners Asset Management** as a management associate.



**Kenneth A. Pickle** has been appointed as vice president/manager of the San Diego office of **Sanwa Bank California**.

**Goldman Ferguson Partners Corporate Realty Advisors** announces that **John W. Jarvis** has joined the firm as an advisor in the research and development, manufacturing and scientific communities.

**Krommenhoek/McKeown & Assoc.** announces that **Mark V. Zimmer** has been named senior associate and that **Gregory J. Castle** has joined the firm as an associate.



**Dr. Mark J. Riedy** (*below*), former president of the **Federal National Mortgage Association**, has been selected as the first holder of the **Ernest W. Hahn Chair of Real Estate Finance** at the **USD School of Business Administration**.

**Glen Burford** has been added to the **Apollo Companies Office Products Group** as a MIS specialist.

## CONTRACTS

**Calderon, Jaham & Osborn** was awarded a \$1 million, five-year auditing contract for the City of San Diego.

**Balboa Travel, Inc.** has retained the firm of **MacCracken & Company** for public relations services.

**Howard♦Sneed Architecture** designed the offices of **Nicholas-Applegate**.

**Televideo San Diego** installed 10 color video systems in F-14 and F-18 aircraft at **NAS Miramar Navy Fighter Weapons School** for taping of simulated air combat.

## ETCETERA

**CASAS International** is developing three acres of land to meet a demand for tractor/trailer parking within walking distance of the Mexican border.

**Laser Express** has expanded its facilities to accommodate a **Hell 3030 imager**, a **Hell 3010 color drum scanner** and an **Agfaproof color proofing system**.

**Lewis Barnes**, vice president for **Epic Enterprises**, has been designated a **Certified Exposition Manager (CEM)**.

**Mullane, Beeler & Associates**, regional **Job Bank USA** rep, has reorganized as **Robert A. Beeler & Associates, Inc.**

**Chessman Career Movers** has created an **Exec-U-Lease Division** to place interim managers and executives in temporary management positions.

**Loews Coronado Bay Resort** hosts a **Farmers Market** each Saturday through **Labor Day** from 9:00 A.M. to 1:00 P.M.

**Hewlett-Packard's** new **DesignJet 650** color and monochrome inkjet plotter was developed, and is manufactured and marketed, at its **Rancho Bernardo** site.

## EVENTS



**June through August 1993—The "Dr. Seuss Collection"**, original drawings and other memorabilia donated by his family, will be on display at the **UCSD** central library during regular library hours. For information call 534-3336.

**June 8 — "Rental Housing Convention & Expo"** will be sponsored by **The San Diego Apartment Association**. "Winning in the West" will be the theme of this 19th annual event, to be held at the **San Diego Convention Center**. Call 297-1000 for information.

**June 9 — Bargain Arts Day** will offer "pay what you can" ticket prices for area theatre, music, dance and museum attractions. For more information on this third annual event, underwritten by **Wells Fargo Bank**, call 238-3810.

**June 18 — "Casual Day '93"** offers workers an opportunity to dress casually for work in exchange for a \$5 minimum donation to the **United Cerebral Palsy Assoc.** Local sponsors include **Kelly Temporary Services**, **Rally's Hamburgers**, **Crown Point Catering** and **Southwest Airlines**. Call 571-5365 to join in.

**Casual Day**  
UNITED CEREBRAL PALSY

**June 24 — "U.S./Mexico Franchising Forum"** will be presented by the **SDSU International Enterprise Forum** at the **Mission Valley Hilton**. Speakers: business leaders successful in franchising joint ventures. Call 594-5659 for details.

**June 28 — "The 10 Billion Dollar Question — Infrastructure Financing and the NAFTA"** will be held from 8:00 to 10:00 A.M. at the **San Diego Marriott Hotel & Marina**. Speakers will include **Charles Nathanson** of **UCSD** and **The San Diego Dialogue**. Co-sponsors include **Luce, Forward, Hamilton & Scripps**, **San Diego Economic Development Corporation** and the **Center for U.S./Mexican Studies** at **UCSD**. For additional information call 453-5560.

4



# NEW CHAMBER MEMBERS

## GIFT SHOPS

**Cynthia's Hallmark Shops**  
16130 W. Bernardo Drive  
San Diego CA 92127  
Mr. Thomas B. Boyd, President  
451-6978

## GRAPHIC DESIGN

**Corporate Graphic Design**  
3335 Piragua Street  
Carlsbad CA 92009  
Ms. Rita Wilkins, Owner  
633-1101

## CWA, Inc.

4015 Ibis Street  
San Diego CA 92103  
Mr. Calvin Woo, President  
299-0431

## INDIVIDUALS

**Mr. F.L. "Rip" Bojorquez**  
6336 Caminito Estrellado  
San Diego CA 92120  
582-3266

**Mr. William Hunsucker**  
5052 Woodyard Avenue  
La Mesa CA 91941  
464-1384

**Mr. James D. Law**  
1466 Pioneer Way, Suite 1  
El Cajon CA 92020  
440-1781

**Mr. Marc Moreland**  
4542 Ruffner Street, Suite 200  
San Diego CA 92111  
278-4171

**Mr. Kenneth R. Rearwin**  
P.O. Box 1355  
La Jolla CA 92038  
454-3648

## INDUSTRIAL EQUIPMENT & SUPPLIES

**Elecom Supply Company**  
3940 Hancock Street, Suite 101  
San Diego CA 92110  
Mr. Alfredo Givannelli, CEO  
223-4294

## INSURANCE

**Curtis Moring Insurance Agency, Inc.**  
3905 National Avenue  
San Diego CA 92113  
Mr. Curtis Moring, Jr., President/CEO  
262-7519

## INSURANCE — CONSULTANTS

**Sylvan Agency, Inc.**  
9115 Brown Deer Road, Suite 1  
San Diego CA 92121-2239  
Mr. Stuart C. Wood, President  
455-0273

## JANITORIAL SUPPLIES

**Padre Janitorial Supplies**  
3444 Tripp Court, Suite B  
San Diego CA 92121  
Mr. Norman C. Francis, CEO  
259-3060

## LANGUAGE TRAINING

**Berlitz Language Center**  
7801 Mission Center Ct., Suite 104  
San Diego CA 92108  
Ms. Jennifer Katz, Director  
297-8392

## LASER CARTRIDGES — REFURBISHED

**Affordable Computer Equipment**  
5440 Morehouse Dr., Suite 3750  
San Diego CA 92121  
Mr. Ben Bohannon, President  
452-7333

## MARKETING SERVICES — SPORTS

**Corporate Sports America**  
4640 Orchard Avenue  
San Diego CA 92107  
Mr. Mitchell Sodikoff, Director of Finance and Marketing  
491-3855

## MEDICAL INSTRUMENTS — MANUFACTURERS

**SKF Condition Monitoring, Inc.**  
4141 Ruffin Road  
San Diego CA 92123-1841  
Ms. Marianne Ericsson, CEO  
496-3400

## MOTELS

**The Richmar Inn**  
3330 Rosecrans Street  
San Diego CA 92110  
Mr. Leo Amendolare, CEO  
224-8266

## NIGHT CLUBS

**Saxx Nite Club**  
6323 Imperial Avenue  
San Diego CA 92114  
Mrs. Karen Brown, Co-Owner  
263-2994

## PET SUPPLY STORES

**Uptown Pets**  
1060 University Ave., Suite 107  
San Diego CA 92103  
Ms. Jeanette Saia, Owner  
688-0770

**RADIO BROADCASTING STATIONS**  
**CaliFormula Radio Group: XLTN Radio Latina; XHTZ 7-90; XHKY Fiesta Mexicana**  
1229 Third Ave.  
Chula Vista CA 91911  
Ms. Deborah Calderon, Vice President,  
Corporate Relations  
426-9090

## RAILROADS

**San Diego & Imperial Valley Railroad Co.**  
743 Imperial Avenue  
San Diego CA 92101  
Mr. Daniel G. Botello, General Manager  
239-7348

## SKYLIGHTS

**Sola-Tube North America**  
5825 Avenida Encinas, Suite 101  
Carlsbad CA 92008  
Mr. David Rillie, CEO  
929-6060

## STOCK & BOND BROKERS

**Probursa International, Inc.**  
600 W. Broadway, Suite 3120  
San Diego CA 92101  
Mr. Gary R. Crump, Vice President  
595-5525

## TELECOMMUNICATIONS — 900 NUMBERS

**New Media Telecommunications, Inc.**  
4225 Executive Square, Suite 1500  
La Jolla CA 92037  
Mr. Jonathan Weisz, President  
558-3333

## TELEVISION CABLE COMPANIES

**Americable International**  
P.O. Box 180807  
Coronado CA 92178-0807  
Mr. Gary W. Babb, V.P./Western Division  
435-8240

## TRACTOR PARTS

**Ymex Tractor & Industrial Machinery Parts**  
524 Calle Primara, Suite 1010  
San Ysidro CA 92173  
Mr. Jeffrey P. Zatarain, CEO  
690-2424

## TRANSPORTATION — PUBLIC

**Metropolitan Transit Dev. Board (MTDB)**  
1255 Imperial Ave., Suite 1000  
San Diego CA 92101-7490  
Mr. Murphy McCalley, Director Finance/  
Administration  
231-1466

## TROLLEY SERVICES

**San Diego Trolley, Inc.**  
1255 Imperial Ave., Suite 900  
San Diego CA 92101  
Mr. Langley C. Powell, President/Gen. Mgr.  
595-4949

## TRUST MANAGEMENT SERVICES

**HomeFed Trust Company**  
625 Broadway, Suite 906  
San Diego CA 92101  
Mr. L. Mark Fingerlin, President/CEO  
699-8695

## WRITING —

## BUSINESS COMMUNICATIONS

**Mr. David S. Nelson**  
9730 Limar Way  
San Diego CA 92129  
484-8012



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