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# USD student fund helps ease tuition squeeze

By JEFF RISTINE  
Staff Writer

When Thomas Vertetis, president of the University of San Diego student body, confronted the institution's trustees with a passionate plea for boosts in financial aid, the reply provided a mixture of disappointment, hard facts and inspiration.

"There's only so much the board of trustees can do," Vertetis remembers being told. "There's only so much the government can do. It's up to you and your fellow students to start helping yourselves."

So he did.

Vertetis created a student-organized and mostly student-funded fellowship that will award its first \$1,000 checks next year.

With some of the money literally coming in nickels and dimes, the unusual fund has raised slightly more than \$3,200 since September, targeted for students who have tried to contribute something to the campus themselves.

"What we want to do is make sure that those people who make a difference can stay here," said Vertetis, a senior studying business.

The fellowship is called SMILE, an abbreviation for Students Making It a Little Easier.

Even a little help is welcome at the private university at Alcalá Park, where full-time undergraduates face tuition bills of more than \$12,800 annually.

No one accuses the university of being stingy — its steadily growing contribution to financial aid reached \$13.6 million in 1993-94. Nor is the need for USD students to work while attending college likely to raise any sympathy at San Diego State, City College or any other campus.

But USD students say one problem for those receiving financial aid is an unexpected decline in the amount of support provided as they draw closer to graduation.

Michelle Watson, a senior studying accounting, said she received \$10,500 in scholarships and grants in her freshman year, covering most of her costs.

But in the "sophomore year, my financial aid dropped in half — probably more than that," she said.

Watson left for a semester, attending a community college in Mesa, Ariz., while holding a full-time job. When she returned to USD, she sought a residence-assistant position and a job in the student government office that carries a stipend. She thought the money would sup-

plement her USD scholarship, but it wound up being deducted from that award.

The result is that after an all-but-free freshman year, Watson will graduate with student loans of about \$20,000 to pay off.

"I have freshmen women in my dorm, and I warn them this is going to happen," Watson said.

USD officials said about 67 percent of their freshmen receive some form of financial aid, compared to 56 percent of their undergraduate continuing students.

Vertetis said the pattern can lull some into a false sense of financial security, forcing them to drop their involvement in extracurricular activities or other USD programs when they learn they must shoulder a bigger share of tuition.

"What we're trying to ... say is, anyone who comes to USD has a right to get their degree here," he said. "No one should have to leave because they can't afford the university."

Much of the money has been raised by filling students' stomachs.

Fund-raising events have included a spaghetti feast at a soccer game, and the fund earns some change from sales of popcorn and beverages at a dining room in the

student center.

This month, the fellowship earned about \$200 from treats sold at a one-hour traveling show sponsored by Ben & Jerry's ice cream.

Other funds are expected from the sale of prints of a campus scene painted by a student's mother and from an early-December concert by choral scholar Katie Wilson.

Financial need and involvement in USD programs, not scholastic ability, will be the main factors in awarding fellowships.

"So many people make a difference at this university, whether it's the person that drives the tram or serves a meal or (is an) English tutor," Vertetis said. "We didn't want (them), just because they didn't have a high grade-point, not to apply for this."

Applicants will need to write a two-page essay explaining how they make a difference at USD. The recipients will be selected by a mostly student panel that will include an athlete and representatives of student government, a multicultural coalition, the Greek-letter fraternities and sororities and professional fraternities. An alumnus also will be asked to serve.

Current plans call for the awards to be announced in May.



# Currents

THE SAN DIEGO UNION-TRIBUNE • TUESDAY, NOVEMBER 30, 1993

**Peter Rowe**

## They'll pass the plates to help kids



Suppose, for the sake of argument, that you are possessed by the spirit of the season — and the spirit of the Mormon Tabernacle Choir.

"Peace on Earth," you warble in perfect harmony, dreaming of buying the world a Coke.

Suppose that, after passing out the refreshments, you are seized by the desire to give California's children something of more lasting value.

"Goodwill toward all," you croon, stuffing an enormous box with ways to prevent child abuse, to supervise neighborhood playgrounds, to save kids from accidental poisoning, to ensure safe and healthy child-care centers.

Suppose, further, that Santa's accountant elves estimate that your benevolence would run \$15 million to \$20 million a year.

"Fa la la la," you carol, reaching for your checkbook.

And that's where this sugarplum fantasy usually ends, with your checking account limping like Tiny Tim.

Suppose, then, that we chat with Robert Fellmeth.

Fellmeth is an unlikely St. Nick. For one thing, he's a lawyer. For another, the real Santa — red-cheeked, jelly-bellied, white-bearded — has proven much more effective at public relations.

"We're grunges," Fellmeth says of his colleagues at the Children's Advocacy Institute, a statewide nonprofit agency with offices in Los Angeles, San Francisco, Sacramento and here at the University of San Diego. "We're nerds. We're not very good at getting publicity."

### Dogs and kids

Maybe not, but Fellmeth is handy with a talent all would-be Santas should master: leveraging money.

In fact, the institute has shown flashes of P.R. brilliance. Earlier this year, the group campaigned for a law requiring annual inspections of child-care centers.

A non-nerd adviser called a press conference at a dog kennel, noting that state law more closely supervises these animal centers than the businesses that take care of our kids.

Legislators, embarrassed, acted. But while Democrats and Republicans joined to support a new tax on child-care businesses, they cut funds for programs designed to curb child abuse, combat the accidental poisoning of kids and help run safe, healthy playgrounds.

Fellmeth objected and found that just about everyone in Sacramento agreed that these programs, rolling in guillotine-bound carts, are worthy.

"This," Fellmeth says, "keep in mind, is the 'children's legislature' and the 'children's governor.'"

This children's legislature and children's governor are also, keep in mind, broke.

### LUVKIDS

So the Children's Advocacy Institute proposed a fund-raiser. A special license plate, a "kids' plate," bearing the regulation numbers and letters, plus a heart or a star or a plus sign or a hand print.

The cost: an initial \$20, with annual renewal fees of \$15. A customized Kids' Plate at \$50 for starters, and \$40 each year thereafter.

## Rowe

### Money will go to a kids' health and safety fund

Continued from Page E-1

All funds would land in a "Child Health and Safety Fund." Half of that money would go toward the licensing and supervision of child-care centers; 25 percent would research the causes of child abuse and combat those causes; and 25 percent would fund programs to prevent childhood accidents involving firearms, bicycles, poisons, pools and playgrounds.

Great, said the children's legislature. Swell, said the children's governor. Sell 5,000 of these by the end of the year, they told Fellmeth, and we will order the Department of Motor Vehicles to offer Kids' Plates throughout the state.

"The DMV would put the Kids' Plates in their booklets, in their mailings, in their renewal notices," Fellmeth says.

"A conservative estimate is that

this would raise \$15 million to \$20 million."

So Fellmeth the nerdlike grunge and his equally media-savvy colleagues called friends and peers and kid-friendly businesses.

They've had some successes — Disneyland ordered 300 Kids' Plates — and the effort has been endorsed by the state PTA, the Girl Scouts, the Junior League, the Consortium for the Prevention of Child Abuse and other do-gooding outfits.

Still, Fellmeth enters the campaign's final month with only 3,500 orders. He has 31 days to sell 1,500 more, or Kids' Plates is history.

If you are interested, contact:  
Kids' Plates  
926 J St., Suite 709  
Sacramento, CA 95814  
(916) 444-3896

Or call Fellmeth at the Institute's USD office, 260-4806.

"It's a great Christmas present," Fellmeth says.

He didn't burst into song, but that wasn't necessary. Even without carols, this nerd honors the spirit of a season that began with a child.



## Alan Bersin To Take Office As U.S. Attorney

By SUSAN GEMBROWSKI  
*San Diego Daily Transcript Staff Writer*

University of San Diego Law School visiting professor Alan Bersin will be sworn in today as the new U.S. attorney for San Diego and Imperial counties.

Bersin, who previously joked that the U.S. attorney traditionally takes office here in November, called the timing of the ceremony "a photo finish."

Initially, all current personnel will remain in place, including acting U.S. Attorney James Brannigan in the No. 2 spot, Bersin said. However, he plans to make periodic announcements during the next six weeks regarding personnel and policy changes.

The new U.S. attorney, to be sworn in at 8:30 a.m. in Judge Gordon Thompson's courtroom at the U.S. Courthouse downtown, acknowledged immigration and border issues dominate the prosecutions in the district, but stressed his emphasis on local concerns.

"We will concentrate on violent crime and white-collar crime, including an emphasis on consumer fraud," Bersin said. "Because the border (problems) dominate this district, consumer and bank fraud, environmental enforcement and health-care fraud have gotten short shrift."

Bersin is in agreement with U.S. Attorney General Janet Reno's push to prosecute environmental violators.

"We want to ensure that the environment, which is critical to San Diego and Imperial counties, is protected," he said. "We need to deal with environmental violations in our backyard."

He noted that the North American Free Trade Agreement "provides some ways to regulate environmental activities in Mexico."

Local law firms have held recent seminars to educate business people regarding the increased emphasis of federal prosecutors on corporate environmental violations.

"Often companies have no idea that their actions push them into liability," said attorney Richard Oppen of McKenna & Cunneo.

Besides an emphasis on prosecution, Bersin plans to involve his staff in the community. He will open a satellite office in Imperial County, he said.

"One of the potential problems of law enforcement is that you become isolated from the community you serve," he said. "Many lawyers in the U.S. attorney's office already have an active role in the community and I want to encourage that as much as I can."

Bersin also wants to work with Mexico's prosecutors to solve border problems.

"I want to focus on ... binational cooperation," he said. "We need to revisit our traditional law enforcement attitude toward Mexican law enforcement. We treat Mexico with extreme skepticism; that there is hopeless corruption. I suggest that is an outdated notion. There are some highly proficient people in President Salinas' administration; people we can and should work with."

Today's swearing-in ceremony will be followed with a more formal observance in mid-December, Bersin said.



## Burl Stiff

# Priest blessed with skills at piano proves entertaining



The Rev. Paul Donovan guided Keith Cline's 4-year-old fingers from note to note on the piano keyboard.

"Kids like to play 'Jingle Bells,'" Father Donovan said. "It's all on the white keys."

The piano-playing priest provided a musical backdrop for the opening of "Christmas de Alcala," the fourth annual holiday showcase and boutique staged by the University of San Diego Auxiliary.

He and the grand piano were stationed in Jenny and Sid Craig's living room while 125 patrons grazed on fancy fare and browsed among the handmade gifts.

Another 225 guests dropped by the following afternoon in search of out-of-the-ordinary decorations and comestibles.

The two-part event netted something like \$25,000 for the USD scholarship fund.

Rita Waters and Karolen Muhlke were the women in charge.

First-nighters at the Craigs' beach-front house included Marge and Art Hughes (he's USD president), Jill and Don Fellows, Annette and Joe Fritzenkotter, Pat and Ed Keating, Deborah and Dale Lepper (she's president of the USD Auxiliary), Alison and Jon Tibbitts, Margie and Phil Ward, Eileen and John Waters, Rita and Joe Neeper, Jeannette Maxwell, Mary Walker and Sister Virginia McMonagle.



**'Jingle Bells':** The Rev. Paul Donovan helps 4-year-old Keith Cline play the piano at the "Christmas de Alcala" party.

continued  
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Union-Tribune photos / JOHN R. McCUTCHEN

**'Christmas de Alcala':** USD Auxiliary president Deborah Lepper (left) with committee chairs Rita Waters (center) and Karolen Muhlke at the Christmas bazaar held in the beach-front home of Jenny and Sid Craig.

Mary and Dan Mulvihill were there, and so were Minnie and Dean Ninteman, Phyllis Parrish (John was in Chicago, stymied by the airline strike), Elaine and Walter Steidle, Maria and Paul Stanley (she wore Victor Costa's short, flared cocktail coat), Angela and Gilbert Sabus, Jeannette and George Rigsby, Jean and Kenneth Miller, Barbara and James Covey, and Flora and Gordon Wiram.

Because the party was under Jenny Craig's roof, caterer Mary Kay Waters said she had lowered the calories and cholesterol in the tray-passed treats.

She offered, for example, asparagus-radicchio-goat cheese-and-sundried-tomato tacos. There was chicken with a jalapeno and guava glaze. There were crab cakes with a lime-chile salsa. And even the Christmas goose had been

given the low-cholesterol treatment.

Professional designers decked the house with yuletide trappings that ranged from the dazzling to the whimsical — and most of the decorations were on sale to benefit the university.

The Craigs bought some of the more spectacular pieces, including a starfish and sand-dollar Christmas tree created by Belle Fleur.

Other guest designers included Botanica, Dupuis, the French Garden Shoppe and I. Magnin. (Toddlers modeled Magnin's holiday fashions for wee ones at the opening party.)

Members of the USD Auxiliary decorated the kitchen and stocked it with gifts. Shoppers swooped up the homemade jellies, vinegars and seasoned oils; the wreaths, garlands and baskets; the cakes, candies and cookies.

Hand-painted tree ornaments — personalized on request and on the spot by artist Claudia Engstrom — were among the bazaar's best-sellers.

A cat named Bart will find one decorated with his name and image at Christmas time, and lots of infants will discover their names inscribed on "Baby's First Christmas" baubles.

"I just finished one in Spanish," Claudia confided. "I'm not sure what it said."



Daily Californian  
November 28, 1993

### Christmas de Alcala

SAN DIEGO — The refreshments served at the "Christmas de Alcala," presented by the Auxiliary of the University of San Diego in the home of diet mogul Jenny Craig, were anything but dietetic. They did however set the festive holiday mood.

The Craigs opened their home for a gala evening on Friday, Nov. 19, with a catered dinner and for tours Saturday afternoon for the benefit of the university's scholarship fund.

This fourth annual event, chaired by Rita Waters and Karolen Muhlke, raised \$25,000.

Each room was dressed for the holidays by designers and all the items were for sale.

Botanica designed a golden Christmas tree to greet guests at the entryway, Belle Fleur graced the living room coffee table with giant angels, Dupuis placed elves round a small decorated tree on the coffee table in the entertainment area, the French Garden Shoppe set out a bounty of stuffed animals and wreaths, I. Magnin set a dining table fit for a king and the auxiliary took over the kitchen with beautiful bottles of vinegars and salad dressings.

The dining and sitting area were separated by a toy filled sleigh pulled by reindeer.

Musical entertainment was provided as one entered by Music for All Occasions, the Waites of St. Mark regaled in Elizabethan costume were stationed poolside, playing throughout the day, with a brief intermission when the USD Choral Scholars sang.

Arla Meyer of La Mesa served as hostess in the living room and K.K. Hubbard, of La Mesa, joined her mother-in-law, Betty Hubbard of Point Loma, hostessing the entry.

La Mesans enjoying the decorations were Louise Dail, Reyna Hart, Kathy McMay, Phyllis Olmstead and Mary Jo and Mary Lou Wilson. Those from El Cajon included Linda Jansen, Camille Nielsen, Vicki Burnett and Ruth, Charlie and Rene Van Vechten. Joan and Cichelle Lea Cockayne of Alpine were also there. (mju-cr)



# Student-organized USD fund will help ease tuition squeeze

By JEFF RISTINE  
Staff Writer

When Thomas Vertetis, president of the University of San Diego student body, confronted the institution's trustees with a passionate plea for boosts in financial aid, the reply provided a mixture of disappointment, hard facts and inspiration.

"There's only so much the board of trustees can do," Vertetis remembers being told. "There's only so much the government can do. It's up to you and your fellow students to start helping yourselves."

So he did.

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This month, the fellowship earned about \$200 from treats sold at a one-hour traveling show sponsored by Ben & Jerry's ice cream.

Other funds are expected from the sale of prints of a campus scene painted by a student's mother and from an early-December concert by choral scholar Katie Wilson.

"We know that we're not going to raise \$1 million and keep everyone at this university," Vertetis said. "What we want to do is shed a ray of hope and show the whole nation that (while) everyone's complaining about this problem, we're trying to do something positive about our frustrations."

Financial need and involvement in USD programs, not scholastic ability, will be the main factors in awarding fellowships.

Applicants will need to write a two-page essay explaining how they make a difference at USD. The recipients will be selected by a mostly student panel.



Calendar  
LOCAL EVENTS

# Boiled Down Into Three Secrets

Discussion and book signing by  
Ken Blanchard

**O**rganizational behavior. Transformational leadership. Least Preferred Coworker Scale. These are the buzz words of the business world, the modern lingo for what was once simply called "management." Being the Boss is now a science, a métier, a burgeoning enterprise of researchers, consultants, and seminar-givers. And riding the crest of that commerce is local author Ken Blanchard.

Blanchard's first megaseller, *The One Minute Manager*, was published eleven years ago. It told the story of a young businessman searching for the keys to effective management. He learns them from an affable veteran manager who imparts three crucial secrets: set goals that can be stated in one minute, give one-minute praise, and deliver one-minute reprimands. The young man, now a One-Minute Manager himself,

goes out into the business world to spread the word.

*The One Minute Manager* was unlike the typical business manual. The language was simple, the type was large, and the page margins were generous. At 106 pages, it could be read at one sitting.

It sold seven million copies.

"The ideas are easy to understand," says Dennis Briscoe, a management professor at the University of San Diego business school. Are there any criticisms of the book among his peers? Plenty, according to Briscoe. "It's not research-based. It doesn't say anything that anyone else hasn't already said. It's too simplistic. It doesn't address reality." But, he adds, "Most academics are jealous. They'd like to sell that many books."

Blanchard, a college professor himself, came to San Diego on a sabbatical and never left. The year



Dr. Ken Blanchard

was 1976. Four years later, he and Spencer Johnson, who developed the "One-Minute" concept, sent

their first draft to 300 high-level managers and company presidents for feedback. The response

was so positive that they made very few revisions.

"The key to writing is timing, timing, timing," said Blanchard in a telephone interview. *The One Minute Manager* was published in 1982, the same year as *In Search of Excellence* and *Megatrends*. "Suddenly, there were three business books on the best-seller list," he recalled. "That had never happened before."

Blanchard followed *The One Minute Manager* with a catalog of variations on the same theme: *Putting the One Minute Manager to Work*, *Leadership*, and *The One Minute Manager Builds High Performing Teams*, and so on. Like the original *One Minute Manager*, each book was co-written with an expert from another field. All follow the easy-to-read parable format.

"When you write a regular book, [readers] ask, 'Where's the research?' But when you write a story, people just get into it," Blanchard explained.

Blanchard believes that his one-minute management techniques can be employed in everything from child-rearing to staying fit — and has written the books to prove it. He even applied his theories to corporate golfers by opening Golf Univer-

sity Inc. at the Pala Mesa Resort near Fallbrook. After a falling out with his business partners — who claimed, among other things, that golf was not made for one-minute improvements — Blanchard moved his operation to the Rancho Bernardo Inn. He and his wife also run Blanchard Training and Development, an Escondido human-relations consulting business.

A friendly, plain-spoken man, Blanchard travels around the country giving seminars and lectures. His latest writing venture, *Raving Fans: A Revolutionary Approach to Customer Service*, imparts the secrets to developing loyal customers who will help your business grow. Once again, the essence can be boiled down into three secrets: decide what you want; discover what your customer wants; deliver the combination plus one percent.

The only alternative, according to Blanchard, is watching a competitor destroy your business because they go the extra mile. "Today, everybody is in everybody else's game," he observes. "You can't treat customers the way they've been treated in the past. Because somebody else will come along and treat them better."

— Brae Canlen

**Discussion and book signing  
by Ken Blanchard  
Friday, November 26,  
7:00 to 9:00 p.m.  
Barnes & Noble Bookstore,  
1066 West Valley Parkway,  
Escondido  
Free, 738-7168**



November 24, 1993

S.D. Union - Mike

# USD women sweep SDSU in volleyball

**Nikki Wallace** had 14 kills to lead the University of San Diego women's volleyball team to a 15-12, 15-8, 15-7 sweep over San Diego State last night at the USD Sports Center.

USD (24-5), which defeated SDSU 15-7, 3-15, 15-7, 15-14 in the finals of the San Diego City Championship earlier this season, now trails 2-17 in the series between the two. **Kim Lester** led the Aztecs (22-11) with 14 kills.

Wallace, a senior middle blocker, was one of three USD players recently named to the All-West Coast Conference team. Wallace and junior outside hitter **Jennifer Wrightson** were selected to the first team and junior setter **Amy Boyer**, a Poway High alumna, was named to the second team.

The Toreros earned another honor as head coach **Sue Snyder** was selected WCC Coach of the Year. Snyder, in her fourth season at USD, led the Toreros to a record-setting 23 victories and a school-best third-place finish in the conference. USD finished 1992 with a 17-14 record.

SDSU senior middle blocker **Stephanie Riley**, a Patrick Henry High alumna, was named to the Western Athletic Conference first team and senior setter **Stacy Bollinger** was selected second-team. Freshman outside hitter **Juliana Cezar** was named WAC Freshman of the Year.

**Women's basketball:** USD coach **Kathy Marpe** received national letters-of-intent from high school seniors **Michol Murray** and **Nailah Thompson**. Murray, a 5-foot-8 guard from Garden Grove High, chose USD over Long Beach State and Arkansas. Thompson, a 5-foot-11 forward from Lowell High in San Francisco, averaged 18 points and 11 rebounds last season. She was second team all-league.

"Michol is a defensive standout with really quick feet, which is what we have lacked in the past," Marpe said. "Michol is a good one-on-one, full-court player who can drive to the basket. Nailah is a scorer who can play a variety of positions. She

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## Local Briefs

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can post up, but is money inside and can drive to the basket — she knows the game well."

USD will open its 1993-94 season with a non-conference game at Cal Poly Pomona Friday at 7:30 p.m. . . .



# USD men ousted in soccer playoffs

By ED GRANEY  
Staff Writer

The USD men's soccer team prides itself on being offensive-minded, on attacking an opponent's goal box as Shaquille O'Neal does an open basket, on creating chance after chance by continually pushing forward.

**Fullerton 3**

**USD 2**

Yesterday, in an NCAA second-round match, the Toreros lived with that philosophy.

And died with it.

Cal State Fullerton made USD pay for its all-or-nothing style, scoring three times on counterattacks in a 3-2 victory before 3,615 at Toreros Stadium. The only area in which USD didn't dominate the Titans was the scoreboard.

"Hey, this game gives you gray hairs," said USD's 14-year head coach, Seamus McFadden. "Look at me."

Fullerton (15-6) countered USD's aggressive play by packing its defense inside the box and repulsing several early Toreros chances. USD's field is an NCAA-minimum 110 yards by 65, which McFadden thought benefited Fullerton more than his side.

"I positively disagree," said Fullerton coach Al Mistri. "No way. We would have given anything to play at home, where our field is wider."

The winner came in the 84th minute on a free kick just outside the box after USD freshman Matthew Geske fouled a Titan from behind.

"A silly foul," McFadden said, "because we had a lot of momentum at that point."

The Toreros (14-7) set up a seven-man wall in front of CSF's Ken Hesse. USD goalie Scott Garlick positioned himself to cover the right side. A small window in the upper-left corner was afforded Hesse. It would take a near-perfect



Union-Tribune / SEAN M. HAFEEY

**Quick hands:** Cal State Fullerton goalie Mike Ammann grabs the ball as USD's Matthew Geske moves in on a corner kick.

kick.

Hesse approached, kicked, watched the ball deflect up off a USD defender's head and land right in the small window. Perfect.

Where was Hesse aiming?

"Where it went in," he said.

"A great goal," said Garlick.

Questions arise among many penalty-kick chances, and it was no different just minutes before halftime, when Garlick left the box to fend off a counterattack, only to be called for tackling an oncoming Titan. A questionable call, at best.

Garlick went right to make the save, Titan Tony Jaime kicked left, scored and it was 1-1. Fourteen minutes into the second half, Titan Eddie Soto lobbed a perfect ball 40 yards to a streaking Paul McDonnell on, yes, a counterattack for a 2-1 lead.

USD scored first in the 27th minute when Toby Taitano found Doug Barry, who jammed it in from 12 yards out. The Toreros tied the game with about 18 minutes left when Geske's header off a corner

kick found net.

But the Toreros will remember all those early chances that went for naught, including a penalty kick from Taitano. Fullerton goalie Mike Ammann guessed right. Taitano kicked right.

So there will be no return to the NCAA final for USD, something that seemed more and more possible as each seeded team fell from this year's bracket. The road to Davidson, N.C., was not a bumpy one.

Fullerton, meantime, advances to the quarterfinals for the first time, in which it will play San Francisco. What does it all mean?

Mistri shook his head.

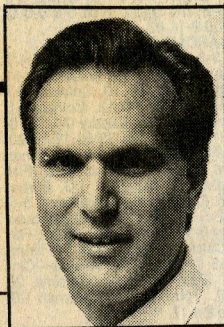
"The last time we won a big game, they cut our budget," said Mistri, referring to Fullerton's 1986 league title. "They said what you did with a dime, do on a nickel. Put in that perspective — I don't know what it means."

This game, it'll give you gray hairs.



## Steve Dolan

Sportswriter



# Taitano helps USD soccer team gain respect

No matter how well the University of San Diego soccer team performs, seven letters are still missing: R-E-S-P-E-C-T.

## COLLEGE

## SOCCER

The Toreros advanced to last year's NCAA finals, yet they remain a mystery to the soccer public in general.

Take last Sunday, when USD was beating UCLA in the first round of the NCAA playoffs, 4-2. In near-by Mission Viejo, the U.S. National Team was playing the Cayman Islands.

"In the NCAA soccer playoffs, San Diego State has beaten UCLA, 4-2," it was announced during the game at Mission Viejo.

San Diego State? The Aztecs didn't finish .500 this season, much less make the playoffs.

But such oversights as the one made at the U.S. National game have become commonplace for USD.

"Funny you say that," said USD midfielder Toby Taitano, a product of Valhalla High. "That's very degrading. It makes us sad and upset."

"Last year at Davidson (for the NCAA finals), some of the papers had us as San Diego State. That not only ticked us off, it made our sports information department angry. That helped get us ready."

If that wasn't bad enough, now the Toreros find they can't even be identified correctly in Southern California.

But that's the way it is when, for whatever reason, some people seem to think SDSU is the only major university in San Diego.

"Who would've ever thought that little USD would do anything with soccer?" Taitano asked. "We were never known before my class."

"We've sure come a long way. Going to the NCAA tournament three out of four years is something special. Not a lot of teams can say that."

And not a lot of teams can say they have beaten UCLA two straight years in the NCAA playoffs.

If anything, the second-seeded Bruins should have been out for revenge Sunday against USD. Last season, the Toreros had upset UCLA in the second round.

By virtue of beating UCLA this time, USD will play host to Cal State Fullerton at 1 p.m. Sunday in second round play.

"I was actually almost sad after we played UCLA," Taitano said. "I lost a lot of friends. I played against a lot of those guys since we were under 14."

"I actually had a good cry with some of those guys on UCLA. Better me giving them a hug than them giving me a hug."

After last season, a lot of tears could have been shed for USD's prospective future.

After all, the Toreros were going to have to do without star player Chugger Adair in 1993. While Adair was playing for the San Diego Sockers, the Toreros were going to rely on a core of six seniors led by Taitano.

During the regular season, Taitano led USD in scoring with eight goals and 13 assists. He also added an assist against UCLA.

Taitano already had established West Coast Conference records for career assists (44) and assists in conference games (14).

"Toby is having a great year," Toreros coach Seamus McFadden said. "You hope somebody will step up when you lose a very good player like Chugger Adair."

"Toby has really stepped up. He had an outstanding game against UCLA. They gave him a lot of room and he took advantage of it."

Taitano has always been one to succeed when given his space.

That lesson was learned at Valhalla when he played under George Logan, who formerly coached SDSU.

"He meant a lot more to my career than maybe I realized," Taitano said of Logan. "I can honestly say he taught me more about how to think than about techniques or tactics."

"Playing the game; he left that up to me. I

## DOLAN

continued from Page B1

I have to thank him for that."

After Valhalla, Taitano's top two choices were Yale or Duke. For a while, it appeared certain he was going to Duke.

Then the team's coach visited him.

"I didn't hit it off with the Duke coach," he said.

But once Taitano went to USD, he became an immediate hit. He has been starting since his freshman season, even earning the nickname "Magician of the Midfield."

Little did he know that the magic would ever include three trips to the NCAA playoffs — much less one to the finals.

"We're definitely not any worse of a team than last year," Taitano said. "In spells, this is an inconsistent team."

"When we're on, we're a lot better than last year. When we're off,

we're horrible."

Unfortunately for the Toreros, they were off earlier this week in practice.

That has Taitano concerned about the Fullerton game.

"It makes me dubious about this weekend," Taitano said.

"I think a lot of guys might be overlooking Cal State Fullerton. I think that will change as the week goes on."

No matter what happens this weekend, Taitano's future plans won't change.

He's already had some feelers from teams in foreign countries. If that doesn't work out, he'll probably try out for the Sockers next season.

But the nicest thing is that he has a job waiting if his soccer career does not continue.

If all else fails, he has a job lined up at an accounting firm.

That's only appropriate for a player the USD soccer team has counted on for years. (sdd)



**Tom Blair**

More than  
you want  
to know

San Diego  
Mim- Tribune  
November 19, 1993

□ **Items infinitum**

In its December issue, *College Sports* magazine picks the top 10 football bowl games of all time. And San Diego's Holiday Bowl — a relative upstart — captures two of the top 10 spots. No. 3: the 1980 Holiday Bowl, when Jim McMahon led BYU to a stunning 46-45 win over SMU. No. 6: the 1984 Holiday Bowl; BYU again — this time 24-17 over Michigan. (No. 1 goes to the '84 Orange Bowl, Miami over Nebraska, 31-30.) . . . San Diego teacher and homeless champion Sandy McBrayer, who earned her credential at National University, returns to her alma mater Sunday as something of a hero. McBrayer, who'll keynote the school's teacher graduation ceremony, was California's choice Monday to be national teacher of the year . . . Michael A. Armacost, the former U.S. ambassador to Japan and the Philippines, comes in today to address the fall luncheon of USD Corporate Associates at the Hahn University Center . . . Love-hate relationship: Luis Aragon, SD's Deputy DA in charge of the hate-crimes unit, is in San Francisco this week for a convention and a reunion. Aragon's attending the National FBI Conference on Hate Crimes. And so is Aragon's sister, Ellen, who's from the DA's hate-crimes unit in LA.

San Diego Union-Tribune  
November 19, 1993

## USD focusing on fitness more than fundamentals

By ED GRANEY  
Staff Writer

USD's men's basketball team had just finished its second preseason scrimmage, and coach Hank Egan didn't care for what he saw.

"I took the tape home, watched it, and it ruined my weekend," said Egan.

So he called for a 6 a.m. workout. Instead of practicing jumpers or defensive footwork, the Toreros went through conditioning drills. The ones that make you breathe heavily and sweat a lot.

"I figured if I couldn't teach them basketball," said Egan, "I could get them in shape. After all, I might be a track coach in my next life — you never know."

This much he knows: One week and a better scrimmage later, USD opens its season with an exhibition against High Five America tomorrow night at 7:30 at the USD Sports Center.

Seven of USD's top eight scorers return from a 13-14 team. Egan hasn't decided on a starting lineup, but it's a safe bet two spots are open. Solid are junior guard Doug Harris, senior forward Joe Temple and senior forward/center Brooks Barnhard, whose chronically bad back appears healthy.

"We've been beating on one another, competing for spots," said

Egan. "Everyone is trying to claim some territory."

Youth is in at USD, where several non-seniors could have an impact. A few:

■ Sophomore guard David Fizzle, a point man who can free Harris to the wing, where he'll shoot and shoot often.

■ Redshirt freshman forward Brian Bruso, a 6-foot-7, 220-pounder who was fighting for a starting spot last year before a stress fracture ended his season after four games.

■ Sophomore guard Sean Flannery, who at 6-5 can play three positions.

■ Freshman center James Black (6-10, 245), who Egan says "has a bit of nasty in him (down low)."

■ Junior guard Chris Kostoff, who led the state in three-pointers last season at Irvine Valley Community College.

"We're putting the foundation into what will, hopefully, be a productive season later on," said Egan. "I'd really like to go after (exhibitions), but we need to see what we have."

USD will be High Five America's sixth opponent in seven days. High Five lost at Duke, 112-87, on Wednesday and plays at Montana tonight. The Rle Nichols-coached squad includes former Kearny High and Colorado standout Randy Robinson.



# Business

THE SAN DIEGO UNION-TRIBUNE • FRIDAY, NOVEMBER 19, 1993

## S.D. index up, though off from July, August

By **DONALD C. BAUDER**  
Financial Editor

The leading indicators of the San Diego economy rose 0.2 percent in September, down sharply from two previous months but still portending a very mild recovery next year, according to University of San Diego economist Alan Gin, creator of the index.

"This (September index) is optimistic, but there are clouds in the report," said Gin.

For one thing, the index had risen 0.6 percent in July and 0.4 percent in August (revised from 0.5 percent), Gin pointed out.

Also, three components of the index — building permits, initial unemployment insurance claims and help-wanted advertising — declined in September. The index of initial claims for unemployment insurance had been favorable for many months.

Housing permits had come back in recent months after spending considerable time in the doldrums.

The index that showed the biggest gain — local stock prices, up

0.88 percent — is suspect, Gin said.

"In the past, if stock prices were up, it indicated companies were doing well and might be hiring more people. But now a lot of companies are boosting stock prices by cutting employment, so therefore stock prices may not be indicating better employment news (ahead)," he said.

If stock prices had been eliminated from the September index, it would have been flat, said Gin.

Building permits, after a few months of recovery, were down again in September. Year-to-date, they are running 20 percent below 1992. Last year's total — under 6,100 — was the lowest since 1947, when the county's population was less than one-fourth its current level.

The bright spot was the index of tourism, up 0.52 percent in September. "September is usually a bad month, as people go back to school," said Gin.

See San Diego on Page C-2

## San Diego

### September index off; weak recovery still seen

Continued from C-1

"In the beginning of next year there may be a recovery in San Diego, but it won't be a big recovery."

Lynn Mohrfeld, research manager of the Convention & Visitors Bureau, said that September tourism was about equal with Septem-

ber of 1992 but that August of this year had been off from August 1992. ConVis plans to release September numbers today.

Gerald Bongard, San Diego affiliate of Berkeley's Economic Sciences Corp., also sees a mild turnaround beginning early next year. "This will be a slow upturn, but we are in the process of reversing a three-year downtrend," he said.

Bongard doubts the validity of using stock prices as a predictor of economic future. "Corporate profits and, hence, the incentive for investment come at the expense of employment at some times," he said.



San Diego Daily Transcript  
11/19/93

# Economic Index Reaches Record

*USD's Indicator Gauge Up  
For Sixth Straight Month*

By ANDREW KLESKE

*San Diego Daily Transcript City Editor*

The University of San Diego's Index of Leading Economic Indicators continued its uphill run in September, reaching another record high.

The index, compiled by Alan Gin, professor of the USD School of Business Administration, rose 0.2 percent to 117.8. This marks the 11th consecutive month the index has not declined, the last time being October of 1992, and the sixth straight month the index has inched up.

"There's a positive trend but there's still some clouds," Gin said yesterday, noting the smaller advance made in September than the 0.6 percent jump in July and the 0.4 percent rise in August.

Gin noted a negative trend may have begun in building permits and initial claims for unemployment insurance. For the past 13 months, initial claims were down, but for September, the claims figure turned up again, rising 0.25 percent.

"Initial claims had sort of been bottoming out for several months now so that's not a good sign," Gin said, noting help-wanted advertising, down 0.57 percent in September, also was off for the sixth consecutive month. "Combined with the help-wanted advertising news, the labor market looks pretty weak."

Residential building permit activity, a gauge of strength or weakness in the construction industry, also took a turn for the worse, dropping 0.25 percent after showing gains for the last two months.

Gin said it is too soon to call the turnaround a trend, and added permits may be up again for October given the preliminary data.

On the plus side, once again local stock price gains, as gauged by the *Daily Transcript's* San Diego Stock Exchange, served as a driving force for the index. Stock prices rose 0.88 percent for the month.

But Gin said those figures may be presenting a different picture than in past years, when a rising stock market indicated job growth as companies expanded.

"I'm beginning to have some questions as to the leading capability of the stock market to forecast what's been going on," Gin said. "It looks like these days the companies with the rising stock prices are the ones who have been laying off people."

Economic growth on the national level, as indicated by the 0.61 percent climb on the U.S. Department of Commerce's Index of Leading Economic Indicators, also helped the local index.

But the big surprise for the month was increased tourism activity, which rose 0.52 percent.

"Tourism was strong in September, which is surprising because September traditionally is a bad month," Gin said.



# One Harris has meant a lot for Toreros

San Diego Union-Tribune  
November 16

By ED GRANEY  
Staff Writer

**T**he Baden Street Settlement is a recreation center in Rochester, N.Y., that helps keep children from low-income families off the streets. You must be at least 8 to use its gymnasium.

Twin brothers Doug and David Harris, then 6, had different ideas.

"They lied," said their mother, Carol Caroline. "We knew some people there, so the boys said they were 8 and they let them play. Every Saturday morning. I couldn't keep them in the house."

"Finally, I gave in and bought them a basketball."

Doug Harris is four days from beginning his junior season as USD's starting point guard. He is 6 feet, 180 pounds, a top three-point shooter and is driven to succeed.

His brother lives with the family in Arizona, where Carol moved her five children several years ago. Doug is the introvert, David the extrovert. Doug is focused, David a free-thinker. Doug has a set plan for his life; David is still searching for one.

Yet as different as they are, they are similar. The bond between brothers is a strong one, especially so when you enter the world eight minutes apart. These two?

"It's like they're one," said Carol.

Doug transferred to USD after a freshman season at Fresno State, a decision his mother says was based on "not having the best chemistry with the coaches."

He spent his high school years trading positions with David. Whoever got the ball first played point guard that night and the other shooting guard. Next game, they switched.

"He still gives me advice," said Doug. "He sees things I can't. He's like a second coach to me."

In basketball terms, Harris is a shooter, which means he has the confidence to pull up anywhere past half court and then some. At Tempe's Corona del Sol High, Harris had the freedom to run and gun, to sacrifice defensive skills for scoring. He averaged 25 points his senior season, earning honors as Arizona Player of the Year.

"He played in a system in high school



Union-Tribune / JIM BAIRD

**Playing for two:** USD junior Doug Harris left a twin brother in Arizona to pursue his college basketball career.

where they pressed and everything was about gambling and open-court situations," said USD coach Hank Egan. "We've had him work hard on his defensive technique. He's not there yet, but he's close."

"I'm not so sure I'd label him a point guard because the terminology of that position has progressed into somebody who runs the show and sacrifices himself. He's more a lead guard who scores, as well as doing other things."

Harris proved his worth midway through last season, when he replaced senior Geoff Probst in the starting lineup. He would start the final 13 games, average a team-high 15 points in West Coast Conference play and make 47 percent of his three-pointers.

But, still, the hunger lives. The instinct to push the ball and forgo discipline. The drive to drive.

"(College basketball) was a big adjustment for me," said Harris. "It was tough. I'm an open-court player. (Egan) doesn't restrict us from running, but when you need a good shot, you have to set things up."

"I've learned what my role is. Shoot

the ball, create and set up the other guys."

Harris credits his mother's decision to move after her divorce for his success. The Rochester neighborhood he hails from wasn't the best. There was trouble to be found. Through it all — the divorce, learning about life on the streets, the heading west — David protected Doug. Now, like it was just another ballgame, roles have reversed.

"He watched my back, now I watch his," Doug Harris said. "I worry about him all the time. He will be a success one day, I know it. He just needs time to find his thing. I miss him a lot. I love him. We're both each other's biggest fan."

USD opens its season with Saturday night's home exhibition against High Five America at 7:30. On Dec. 29, the Toreros play at the Seton Hall tournament. In attendance that night will be William Harris. It will be the first time father has seen son play. Ever.

"We didn't talk for almost six years after we moved," said Harris. "I started calling him last year. I've always wanted him to see me play."



## Wayne Lockwood

# Toreros sure took the bull by the horns in first season of Division I-AA play



As a leap of faith, this one had an Indiana Jones quality about it.

In one year, with little advance preparation, the University of San Diego football program attempted to elevate itself from its comfortable Division III niche to become a Division I-AA player.

And that wasn't even the hard part. The hard part was that the Toreros were doing so by joining a league in which the other five teams are based in the Midwest.

Further, one of those teams, Dayton, has been one of the most successful in the country at Division III. Further still, two other schools — Butler and Valparaiso — previously offered football scholarships and still had two classes of scholarship athletes on their rosters. USD offers no football scholarships.

Finally, the Toreros would play three league opponents on the road during one four-week stretch of late September and October. Nice baptism.

That's what coach Brian Fogarty was looking at as his team began this grand experiment.

"Yeah, I was concerned," he admits now. "I was just hoping we wouldn't go back there and get blown away and wonder why the heck

we ever got involved in this thing."

Instead, Fogarty found his team belonged. The air of Division I-AA was more rarefied, to be sure, but the Toreros could breathe it.

### Look at the scores

While the Toreros tied Valparaiso for last in the Pioneer League's inaugural season, with a 1-4 record, they could as easily have been 4-1.

Three of their losses came by three, six and 10 points.

Overall, the Toreros finished 6-4 — Fogarty's seventh straight winning season. USD closed its year Saturday with a 44-14 rout of Wagner, a traditional power at the Toreros' previous Division III level.

That, as much as anything, serves to measure how far this program has come in one season.

The Toreros have discovered that they can play with anybody on their schedule and be competitive. At the beginning of the year, they hoped that was the case, but weren't certain.

"Going into that Dayton game, we really weren't sure," Fogarty says of his Pioneer League debut. "Plus, we were opening with the best team in the league."

Dayton, whose winning streak ended at 46 on Saturday, beat the Toreros, 30-7, but it

was a football game, not a rout.

"The score was disappointing, but I think we found out that we really weren't out of our league, and that's what we needed to know," Fogarty said. "I kind of felt going into the season that Dayton and Butler were the two teams we had to see how we measured up against."

"We hung in there with Dayton, and we beat Butler (28-27), so I think those questions were answered."

After its first season, the feeling is that the Pioneer League features five evenly matched teams and one, Dayton, that is a step above.

"Dayton, physically, is not a dominant team," Fogarty said. "They're just probably the best-coached team I've ever seen."

"That's why they're as successful as they are. That's who we're all going to be chasing. But, in our ability to get the same kind of players, I think we're all going to be about the same."

Fogarty already is getting better players than he did previously, and he expects that trend to continue.

"It was gradually getting better anyway," he said. "We had gotten to the point where we had become, along with Redlands, the dominant Division III teams in California."

Fogarty says the step up to Division I-AA has enabled him to recruit a level of player previously unavailable to a small private school in California.

"We're going to get better every year because of the fact that we're now I-AA," said the coach. "All of us have agreed that it's

helped our recruiting in the first year, and we anticipate that it will continue to do that until hopefully, we reach the same level as the Ivy League in four or five years. That's where we'd like to be."

Ivy League? That's what the map said.

"With our playing in the Midwest and the East (at Wagner next season), we think that the idea of being kind of an Ivy League school in the West is something we can push a little bit," Fogarty said.

"You hope to get the kids who are kind of on the fence and who are good students and have thought about playing in the West, but there was no school at the level of football they wanted to play."

Fogarty should be helped in his quest by the fact that Santa Clara has dropped football.

"I hated to see it happen," he said, "but it will help us in Northern California because right now St. Mary's and ourselves are the only two Catholic schools playing football in the West."

"The type of kid Santa Clara was getting is the type of kid we want to get."

With the type of kid they have, the Toreros made it through a tough transition season without embarrassment.

"We went 6-4 in our new situation, and that's about what I thought we might do," Fogarty said. "The wins and the losses weren't exactly the ones I expected. They didn't always come against the right people."

"But, overall, it came out about the way I expected."

And a lot better than he feared.



(FYI)

# Bishops hope to meet in peace

■ **RELIGION:** *On this week's agenda are statements on families and the social responsibilities of parishes*

PETER STEINFELS / N. Y. Times News

This week's gathering of the nation's Roman Catholics bishops in Washington was supposed to be different, a relief from recent meetings that dealt with explosive issues of sex and politics. But it may not work out that way.

Meeting in Washington a year ago, the bishops faced a showdown over a pastoral letter on women's issues that they had debated for almost a decade. Under the gaze of the news media, the bishops failed to approve the document, which had become increasingly conservative as it went through successive drafts.

At their meeting last June in New Orleans, the bishops set up a special committee to deal with sexual abuse of minors by priests.

In contrast, on this week's agenda are statements on families and the social responsibilities of parishes, topics that are like motherhood and apple pie for most of the bishops — the everyday stuff of church life, they say, that never gets media attention. And a proposed statement calling on the United States to maintain an active international role in the post-Cold War era would probably stir more debate in Congress than among the bishops, where it appears to enjoy broad acceptance.

Until a few days ago, the most controversial item on the agen-

da might have been a large number of new English translations from Latin proposed for minor prayers in the Mass. Besides these prayers, which vary from Sunday to Sunday, the bishops are also being asked to approve "an inclusive language version" of the Psalms for use in church services.

Conservative Catholics are campaigning strongly against any new translations that depart from traditional usage of "man" and "men" for the human race or de-emphasize masculine terms for God.

If other recent controversial issues showed up on the agenda, they were simply matters to be mentioned in committee reports. These included questions on such subjects as abortion, health care and sexual misconduct by priests.

But the last-named issue now threatens to overshadow the bishops' other concerns. Attention has already been focused on a closed meeting Saturday between a small group of people who have accused priests of misconduct and the special committee of bishops set up last June to address the issue.

The news media have descended on the Washington gathering because of a lawsuit filed last Friday charging that Joseph Cardinal Bernardin of Chicago sexually abused a teen-ager in the mid-1970s. Bernardin, a leader in recent efforts to root out sexual abuse by priests, has categorically denied the charges, which the plaintiff, now 34, said were based on memories recovered last month.



# NURSEWEEK

Vol. 6, No. 30 • November 15, 1993

See page 12 for CE options

WHERE RNS FIND THE LATEST NEWS, RESOURCES AND OPPORTUNITIES

## USD adds Spanish to family NP program

By Christina Sponselli

Because of San Diego's proximity to the border, some healthcare providers are learning to speak at least a little Spanish and to understand the Mexican culture. At Philip Y. Hahn School of Nursing at the University of San Diego (USD), language skills are part of a migrant healthcare subspecialty in the family nurse practitioner program.

The U.S. Department of Health and Human Services (HHS) funds this subspecialty program—and another one like it at Arizona State University in Tempe—with a three-year contract.

"Everyone would agree there needs to be more bilingual nurses," said Thomas Phillips, PhD, RN, FAAN, chief of the advanced nurse education branch of the division of nursing at the HHS. "For many years Americans have not been interested in learning other languages."

Students in the USD program come to it with a range of language skills, said Louise Rauckhorst, EdD, RN, coordinator of the program. They then take a 30-hour intensive language course.



During her migrant healthcare clinical, student Franz Spiegelberg, RN, performs an abdominal exam on a migrant worker at a roadside clinic near a hiring hall in Carlsbad.

In addition, last June students and faculty members spent one week at the Center of Languages in Ensenada, Mexico, and Rauckhorst hopes to make such trips an annual part of the program. In Ensenada they lived with local families and studied the language for six hours each day, Rauckhorst said.

To help students learn more about Mexico's culture, the language center also sponsors a visit to a

See "Learning," page 8

8

NURSEWEEK

NOVEMBER 15, 1993

## Learning Spanish enhances migrant healthcare NP clinicals

Continued from "USD," page 1

holistic healer at an herb shop. "I realize there are two coexisting healthcare beliefs in Mexico," said Scott Shuford, RN, one of the students in the program. "It is a culture deeply rooted in folklore and religious beliefs, but [Mexicans] also go to traditional physicians and obtain medication."

Shuford, who had no experience speaking Spanish, began listening to Spanish tapes one month before going to Ensenada. In September, he returned on his own to the language center for another week-long visit, and he plans to make his third trip in January.

The students had their first migrant clinicals the week after returning from their studies in Mexico, said Rauckhorst. At the suggestion of the program's advisory board, students also held weekly meetings with their language teacher at USD and asked her questions based on their experiences providing health care to migrant workers and homeless immigrants at places such as roadside clinics, migrant camps, and health clinics.

"Students have the stress of learning the basics of becoming NPs and the added stress of developing language fluency and trans-cultural communication," Rauckhorst said.

To alleviate the stress, Rauckhorst secured funding for a faculty member to work with the students during clinicals with migrant workers and homeless immigrants upon their return from Ensenada. Nurse practitioner Renée McLeod, MSN, RN, helped students in the clinical setting and talked to them about the cultural and social issues they faced.

McLeod, who has worked with a predominantly Spanish-speaking patient population as a nurse, most recently at the Bonsall Health Center in Bonsall, north of San Diego, began learning Spanish in 1991. Last year, she took an intensive 10-day language course sponsored by the Hispanic Health Alliance, which is offered to healthcare professionals whose practice includes migrant workers.

Speaking Spanish has helped her to understand the culture and its influences on her patients, she said. Translators are helpful

but they cannot substitute for the ability of the healthcare provider to talk directly to the patient or to understand what information is being translated, said McLeod.

For Shuford, his Spanish skills have paid off. As a critical care nurse at Scripps Memorial Hospital-Encinitas, he often cares for Hispanic patients and their families. □

19



# USD goes out with a roar — a rout of highly respected Wagner

By ED GRANEY  
Staff Writer

Saved the best for last. Definitely. *Literally.*

If the adage is true that you can build for the future off an impressive season finale, USD's football team will awake this morning an

**USD 44**  
**Wagner 14**

optimistic bunch. The Toreros dominated a team loaded with tradition and pride last night, running to a 44-14 victory over Wagner College before 2,351 at Toreros Stadium.

Notice the word run. In more than two seasons, in 20 games, no opponent had rushed for 200 yards against Wagner, which entered the game leading Division I-AA in rushing defense.

USD and the Wing-T: 50 rushes, 299 yards, three touchdowns.

Its seventh straight winning season already clinched, USD ended its inaugural Division I-AA campaign on a major high, watching senior Scott Buccola return his second interception of the game 95 yards for a TD as time expired.

Senior John Lambert also made

his last game count, taking his final collegiate carry for a 21-yard TD.

"The (seniors) played with a lot of emotion," said USD coach Brian Fogarty. "This was a great win for us. By far our most complete game of the season."

All Wagner (8-2) has done is roll off 14 straight winning seasons, advance to postseason play seven of the past nine years and win the NCAA Division III national championship in 1987. The boys from Staten Island, N.Y., can play the game.

And it wasn't even close: 24-14 at halftime, 31-14 with 9:31 left,

38-14 five minutes later.

"I think the level of talent of their players was better than some of the teams we've faced," said Wagner coach Walt Hameline. "They wore us down."

The future? USD (6-4) returns seven of its top eight rushers, four of its top six receivers and its quarterback. But the offensive line — by far the team's most consistent facet this season — loses all but junior tackle Matt Taylor.

"We'll have to rebuild the line," said Fogarty. "But we had a good recruiting class come in, and I'm

looking forward to having them back."

One such talent is freshman running back Jermaine Rucker, via Rancho Bernardo High. He led USD in rushing this season with 490 yards, gaining a team-best 87 last night.

"The senior linemen didn't want to leave anything on the field," said Rucker, whose 16-yard TD run made it 21-14 late in the first half.

"We proved we can play at this level. We competed with everyone we played. The future is bright for USD."

## PIONEER

	Conference			Overall		
	W	L	T	W	L	T
Dayton	5	0	0	9	1	0
Drake	3	2	0	8	2	0
Butler	3	2	0	4	6	0
Evansville	2	3	0	6	4	0
<b>USD</b>	<b>1</b>	<b>4</b>	<b>0</b>	<b>6</b>	<b>4</b>	<b>0</b>
Valparaiso	1	4	0	5	5	0

### Yesterday's Games

USD 44, Wagner 14

Indianapolis 34, Butler 21

Alabama-Birmingham 27, Dayton 19

Drake 29, Evansville 27

Northern Arizona 55, Valparaiso 13

End, regular season



San Diego Union-Tribune November 11, 1993

CITY EDITION

# San Diego

## Sell stadium, legalize hookers, city urged

*Citizens give advice on cutting waste*

By KATHRYN BALINT, Staff Writer

Advice to the city of San Diego on how to cut government waste:

- Sell San Diego Jack Murphy Stadium to the Padres and the Chargers.
- Sell the San Diego Convention Center to the tourism industry.
- Legalize prostitution, particularly on Midway Drive.
- Quit spending money on frivolous studies, such as the city's \$10,000 study on female nude dancers and other sexually explicit entertainment.

Those were just some of the suggestions made by citizens last night at a special City Council meeting on what San Diego government can do to become more efficient and effective.

About 200 people, including city employees, former city officials, political party representatives and students, turned out for the nearly two-hour meeting at Hahn University Center at the

University of San Diego. \*

At the beginning of the meeting, Mayor Susan Golding announced that she has convened a group of 11 San Diego business leaders to offer suggestions on how San Diego can be run "more efficiently, more like a business."

The committee began meeting about two months ago and expects to complete its report by April 15, said its chairman, Don Grimm, who is chairman of Hybritech Inc., a biotech firm in Torrey Pines.

After the meeting ended, Golding told reporters about her own proposal — cutting the city's business tax in half for businesses with 12 or fewer employees — a move she said will lower city revenues by about \$2 million yearly, but which she believes will stimulate economic growth. All businesses currently pay \$125 a year, plus \$5 per employee. The proposal is slated to be heard by the council Nov. 29, she said.

*Continued →*



# Waste

## Citizens advise San Diego on ways to cut the fat

Continued from B-1

Lawrence Ludlow, who moved to San Diego from New York City, warned the council that if San Diego doesn't start taking big bites out of its budgets, it will go the way of the Big Apple. He said he sees people allowing their homes to deteriorate so they can pay ever-increasing taxes.

"The city (San Diego) is getting fat, and people are letting their maintenance (on their homes) go," said Ludlow, who used to relocate major companies from high-priced cities to low-cost cities. "Why don't you do what all these Fortune 500 companies did and cut your staff 30 percent?"

Ludlow was among four speakers who said the city should legalize prostitution. He said police time spent arresting prostitutes and their solicitors could be better spent on investigating serious, violent crimes.

Also advocating legalized prostitution was Elizabeth Meyers: "Tomorrow morning, when murdered and maimed bodies are picked up off the street, please get the vice-squad members off the prostitution task force and out there to protect us," she said.

Meyers, speaking for Citizens Against Government Waste, also said a \$10,000 survey on sexually oriented entertainment was frivolous, characterizing it as a study that determined whether female nude dancers should cover their nipples. The study she referred to was a San Diego Police Department survey that asked the public such questions as whether the sexually oriented entertainment industry is menacing enough to justify expensive and vigorous enforcement by police.

The key to controlling the city's spending is to reduce salaries, said Dick Rider, speaking for the Libertarian Party of San Diego.

Rider said he reviewed city salary levels, finding that the lowest-level city bookkeep-

er makes almost 52 percent more than the average entry-level bookkeeper in San Diego's major firms, and city groundskeepers make 73 percent more than the average privately employed groundskeeper.

Golding pointed out that the city has already cut salaries. Earlier this year, city employees agreed to take seven days' unpaid leave, which amounts to a 2.4 percent salary reduction.

Mark Dice, a member of Neighbors Against Graffiti, told the council that the city's fight against graffiti is becoming exorbitantly expensive.

He said the city spent \$180,000 to erase graffiti in the 1992 spending year; spent \$438,000 in 1993; and plans to spend \$986,000 for the 1994 spending year.

Instead, Dice said that citizens should get more involved in wiping out graffiti.

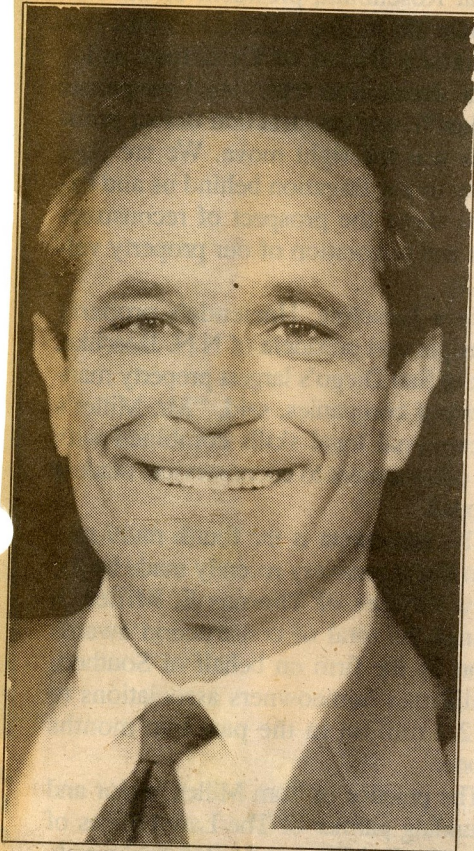
Former City Councilman Bruce Henderson told the council that among the biggest money wasters are federal- and state-mandated programs.

Henderson, who while in office initiated a crusade against the federal government's order that San Diego upgrade its sewage treatment, said the federal mandate for a multibillion-dollar sewage-treatment upgrade is a prime example of an unnecessary expenditure. Marine scientists and other experts have said upgrading sewage treatment would not benefit San Diego's environment and could harm it.

Golding invited the public to call or write with their suggestions on how to streamline city spending.



Tuesday, November 9, 1993



U.S. Attorney nominee Alan D. Bersin

## Bersin wins nomination as U.S. Attorney for San Diego

■ *Visiting USD professor would lead Southern District of California.*

Daily Journal Staff Reports

WASHINGTON — Alan D. Bersin, who took a sabbatical from a prestigious Los Angeles firm to teach in San Diego, has been nominated for U.S. Attorney for the Southern District of California.

President Clinton made the nomination based on a recommendation by Sen Barbara Boxer, D-Calif. The next step will be a Senate confirmation.

A visiting law professor at the University of San Diego School of Law, Bersin has also taught at the University of Southern California and Occidental College, taking sabbatical leave from Los Angeles-based Munger, Tolles & Olson. As a senior partner with the firm, Bersin has managed complex litigation, specializing in securities, commercial and insur-

ance work, with particular emphasis on RICO lawsuits.

Bersin has been honored by the mayor and city council of Los Angeles for his pro bono legal services, and by the California State Bar and the Hispanic Urban Center.

He served as chairman of the Inner City Law Center Board of Directors from 1987 to 1990, as special counsel to the Los Angeles Board of Police Commissioners in 1974, and as a Board member of Public Counsel from 1982-1984.

Born in Brooklyn, N.Y., Bersin earned his A.B. degree from Harvard in 1968, attended Balliol College at Oxford as a Rhodes Scholar, and earned his law degree from Yale in 1974, a year behind Bill Clinton and Hillary Rodham Clinton.



# He was a star in high school; now Joe Temple's a player

By ED GRANEY  
Staff Writer

**R**on Loneski used to tell his Lincoln Prep basketball team stories about what it took to be a *player*. Brought up in the Hoosier state, Loneski talked of former Indiana University star Steve Alford shoveling snow from his driveway during brutal winter months. Anything to shoot those 500 jumpers.

Loneski doesn't coach at Lincoln anymore, but his words still live in former Hornets like Joe Temple. About to begin his final season at USD, Temple no longer is satisfied with just being a better athlete than the rest.

He has a jump shot.

He can pass.

He moves his feet to defend.

He boxes out.

"Coming out of Lincoln, I was just an athlete who could jump well and run the court," said Temple. "Now, I'm still not a complete player, but I am a *player*."

No one ever questioned Temple's athletic prowess. His is a Division I body. He actually

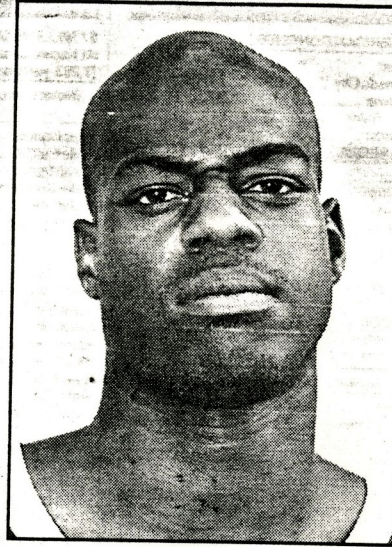
gave an oral commitment to play tight end at San Diego State before opting for hoops.

Six-foot-3, 205 pounds. The body fat of an anvil. Legs chisled in granite, torso crafted from marble.

But basketball is not a fashion show. No points for flexing perfect muscles. It is a game of fundamentals, of understanding X's and O's and having the know-how to execute them.

"I don't know if Joe ever really believed deep down that he could become a great player," Loneski said. "He was intense and when we needed something big, he was there. Joe was the kid who wanted the ball when it counted most. He has always had the talent, but he needed to realize how to get to that next level."

Joe Temple, meet the basketball court. His life became hours and hours of sweat, of shooting daily jumpers, playing countless pickup games, learning proper technique, realizing that lifting weights and running miles and possessing an NBA-caliber vertical jump doesn't always cut it.



**Joe Temple:** *The Toreros are depending on his leadership this season in the WCC.*

Temple started all but one of 27 games last season, averaging a team-best 12.8 points with a career-high 30 against San Francisco. This past summer, he convinced his mother, Edna, that his game needed work more than he needed a job. Mom obliged. Back to the gym.

USD coach Hank Egan says Temple will get the ball, that he's counting on his swingman to score both inside and out.

"Joe has always been able to cover a lot of ground," said Egan. "He's very quick and can finish off plays. What we need most from him is leadership. That doesn't necessarily mean a verbal leader. We need a leader who can use his natural ability in a way that makes others around him better. Joe can do that."

An education major who expects to graduate in May, Temple learned more at USD than how to cut off passing lanes. He's involved in many campus activities, most notably black issues. He aspires to return to Southeast San Diego as a teacher.

He has grown up, on and off the court.

"I came with a goal and will complete it,"

said Temple. "I want to graduate and help my community. There's a bad reputation that goes along with Southeast San Diego. To me, it's like every other community. It has its problems. I'd love to go back and help solve some."

When Loneski was coaching at Lincoln, he hung a list on the wall of his office. He called it his Gentlemen's Team. Players who made it excelled in the classroom, were praised by teachers and parents for their generous nature, were respected by teammates, were solid citizens. In Loneski's 10 years coaching the Hornets, five players made that list.

Joe Temple was one of them.

"They were the kids that I knew deep in my heart would be successful, no matter what happened to them," Loneski said. "Joe was one of the four or five best players I ever had at Lincoln, but if he never plays basketball again after college, it won't matter. His life will mean something. He will amount to something very special. He has been a winner from the very beginning."

San Diego Union-Tribune  
November 7, 1993



Friday, November 5, 1993

# President's small business panel holds first meeting

■ USD law professor Friedman represents San Diego.

BY JOE WAYNE  
Editor

President Clinton's Small Business Commission, formed in September, held its first meeting Monday. The commission includes appointees from five states, with San Diego represented by USD law professor C. Hugh Friedman.

"This administration is committed to the success of small businesses," Friedman said. "It recognizes the contribution to the economy that small businesses make."

"There are all kinds of barriers," Fried-

man said. "The issues range from too much costly regulation, tax policies, liability, capital formation. We need to ease the credit crunch for small businesses. We're going to be looking at securities regulation, banking regulation, and other potential impediments to the facilitation of capital growth."

According to Friedman, harnessing the creative power of small businesses will be a focal point.

"We have data showing that 55 percent of the nation's technical innovations come from small businesses," Friedman continued, noting that the commission

See MEETING, page 3



USD law professor C. Hugh Friedman

## MEETING

Continued from page 1

had proposed one task force dedicated to innovation and technology. "One barrier we will dealing with is maintaining competitive innovation."

But businesses' more mundane aspects will also be of concern.

"The last small business conference in 1986 led to the Paperwork Reduction Act," Friedman said. "We want to pay heed to what small businesses

recommend."

To find out what the small business owners perceive as barriers, the conference members plan to hold open meetings in all fifty states, with larger states such as California and Texas likely to have two meetings in different locations. "We were looking yesterday at tentative reforms," Friedman said in an interview on Tuesday. "But over the next year, we will be fashioning proposed reforms, based on the needs that we hear from small business owners."



Main Tribune

FOOTBALL

# He's not The Man he was

## But Lambert accepts changed role at USD

By ED GRANEY  
Staff Writer

**F**or months, he prepared for it. Thought about the plays, the angles, the cutbacks. Thought about carrying the load. About being The Guy.

John Lambert was ready. Let all defensive fronts step forward and give him their best shot.

"You prepare yourself for crunch time," said Lambert.

Three games into the season, USD's football team played its initial Division I-AA Pioneer Football League game at Dayton. Lost, 30-7. The next practice, a switch was made. Lambert went from fullback to halfback. If you're familiar with the wing-T offense run by USD, you know who's The Guy, and it's not the halfback.

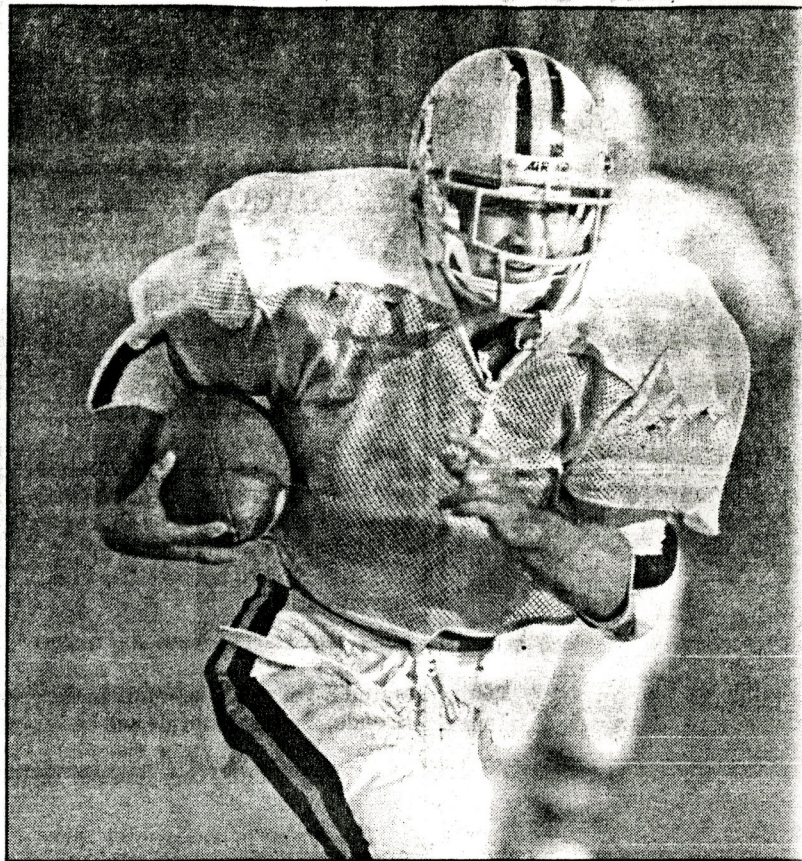
"They wanted to shake the offense up," said Lambert. "We busted our butts as a team to get to this point, to be in this new league. You have to have faith in the coaches. If switching me was the best thing, then there was no second-guessing from me."

Torero teams traditionally have one great back, the kid who shows up to games knowing he is the first option. And second option. And . . .

But 1993 has brought change, not to mention several capable players. Six backs have rushed for more than 100 yards, five for more than 250. Lambert, a senior, is second with 333 yards and three TDs.

But he is no longer about getting most of the carries, about crashing through the line and challenging middle linebackers. He is about blocking, about gaining yards on misdirection sweeps.

The change wasn't really about Lambert. USD (5-3) has one of its



Union-Tribune / JOHN NELSON

**Adaptable:** For the good of the team, USD's John Lambert didn't fight a switch from fullback to halfback.

most talented freshman classes ever. Newcomers like fullbacks Jermaine Rucker (team-leading 387 rushing yards) and Josh Branan (273 yards, three TDs) proved their worth in practice. They needed the playing time. The reps.

"We evaluated some things after the Dayton game and felt it was no time like the present to make the change," said USD coach Brian Fogarty. "We thought it best to give the younger guys time to learn the position. (Lambert) has always wanted what's best for this team. He has a great attitude."

Said Lambert: "This is my fourth year and there are still a lot of things about the offense that are confusing to me. It takes quite a bit of time to get everything down. But the freshmen have picked things up very quickly. A lot of it is because we're in a better league, which means we've upgraded our talent. You could tell they were talented during two-a-days. You knew they

had to be on the field."

For two more weeks, that's where Lambert will be. He talks about the burning sun of that first preseason practice four years ago about hurting so much all he wanted to do was call Mom. This Saturday brings a homecoming game against PFL opponent Drake. The following week, Wagner University visits.

Then it's over. Fullback, halfback, doesn't matter anymore. And Lambert knows it.

"It was an honor being the first class in this new league," said Lambert. "We've been competitive. We've shown teams in the Midwest that we're capable of playing with them."

"You prepare yourself to play (college football) your whole life, and now it comes down to two weeks. I won't miss the practices, but I'll miss the games and hanging out with all these guys. I'll give everything I have the next few weeks. Nothing left on the sideline."



## COLLEGE FOOTBALL

# Big plays by special teams lift USD

By ED GRANEY  
Staff Writer

The wacky, wacky world of USD football:

You knew things were going to be crazy last night when, early in the second quarter, the Toreros had 3 yards, no first downs, eight

**USD 24**

**Azusa 21**

offensive plays, trailed in time of possession by more than 12 minutes and their quarterback was 1-of-6 for 1 yard.

And led, 14-9.

Touchdowns via a fumble recovery, kickoff return and blocked punt were enough to enable USD a 24-21 escape of Azusa Pacific before 1,672 at Toreros Stadium.

"We dodged a bullet," said USD coach Brian Fogarty. "Fortunately for us, this is a team game, and our defense and special teams came through."

Another huge play needed, another answer from senior linebacker Adam Smith. Last week, Smith intercepted a conversion pass to clinch a 28-27 win against Butler. Last night, he scooped up a blocked

### PIONEER

	Conference			Overall		
	W	L	T	W	L	T
Dayton	5	0	0	8	0	0
Butler	3	2	0	4	4	0
Evansville	2	2	0	5	3	0
Drake	1	2	0	6	2	0
USD	1	3	0	5	3	0
Valparaiso	1	4	0	4	4	0

#### Yesterday's Games

USD 24, Azusa Pacific 21  
Dayton 38, Valparaiso 10  
Butler 14, Evansville 12  
Drake 48, Illinois Benedictine 33

#### Saturday, Nov. 6

Drake at USD  
Urbana at Dayton  
Michigan Tech at Valparaiso  
Alabama-Birmingham at Butler  
Cumberland at Evansville

punt with 2:43 left and ran 46 yards for the winning score.

Special-teams coach Bill Dobson put the punt block scheme in this past week. Freshman Evan Hlavecek found a hole and got to the punter.

"If (Hlavecek) doesn't get to it, it

doesn't happen," said Smith. "I was just lucky to be there. It just fell into my hands."

Word had it USD's campus last night played host to some pretty happening Halloween parties. Safe bet someone showed up as the Toreros' offense.

It certainly wasn't at the stadium.

The team that came in averaging 421 yards gained 167. Quarterback Vince Moiso (8-of-25 for 79 yards, one interception) couldn't hit anyone in the first half. He hit them in the second, but five times receivers went drop. USD averages 249 yards rushing. It got 88.

"They put everyone up front and made us throw the ball," Fogarty said. "But it's pretty tough to throw when you can't catch."

Special teams hasn't been a bragging point for USD until now. After Azusa Pacific's Dan Mitchell scored from 2 yards out to make it 9-7 APU early in the second quarter, USD freshman Jeb Dougherty returned the ensuing kickoff 98 yards for a score.

The Toreros had taken a 7-3 lead

a fumble 41 yards.

Not exactly the long pass plays and big runs USD fans have come to know and love and, yes, expect.

"Give Azusa credit," Fogarty said. "Their defense played very well. They were very physical up front."

Fogarty knew going in that Azusa had a fine one in junior quarterback Jack Manu. Like former APU standout and NFL running back Christian Okoye, Manu can hurt you with big-play potential.

He completed 13-of-19 for 131 yards and one TD. The Cougars (2-6) gained 344 yards, but silly penalties twice made them settle for second-half field goals.

Could USD (5-3) have come in a bit relaxed, looking more at Azusa's record than Manu on film?

"I don't think so," said Smith. "All week, we talked about them being better than a 2-5 team. I think we were ready."

Thank goodness, though, for that blocked punt.

"Even if we didn't get it," Smith said. "I thought our offense could have put together a drive to win the game."



## ORANGE COUNTY

## Ex-Mater Dei Player Likes Football's Slow Lane

By SCOTT MILLER  
TIMES STAFF WRITER

SAN DIEGO—He has a normal haircut. There are no funky designs shaved into his scalp, no long-on-top, short-on-the-bottom themes.

He does not wear earrings. No studs in his lobe and certainly nothing dangling down his neck.

Meet Scott Buccola, formerly of Mater Dei and now a starting cornerback for the University of San Diego.

You will not see him on television this fall hamming it up on the bench. But then again, you will not hear about him accepting illegal money from boosters who have to win now.

No, San Diego is a low profile, Division I-AA school, and that's OK. And while third-teamers at top 20 schools think they are definitely NFL material, Buccola simply can't wait to fly to Evansville, Ind., for Saturday's game.

Until this fall, when San Diego joined the fledgling Pioneer Football League, Buccola had never seen the Midwest. Then, a few weeks ago, the Toreros played at Dayton and, the next week, at Valparaiso (Ind.).

This Saturday, it's Evansville. "I hear it's been pouring rain all week," Buccola said, grinning. "The coaches have been watching film and they say that the field is just nothing but a mud bowl."

Hollywood doesn't make movies about Division I-AA programs that offer only need-based scholarships. But sometimes a "Rudy" can be found someplace other than Notre Dame.

Once he saw the San Diego campus, Buccola, a 5-foot-11, 190-pound senior, didn't even bother to take any recruiting visits during his final year at Mater Dei. He briefly thought about going to St. Mary's in Moraga but scotched that idea when he attended a football information session at San Diego with his parents.

"I saw the campus and I was amazed," he said. "It was beautiful."

But here was the twist: Buccola



BRIAN VANDER BRUG / For The Times

By going to San Diego, Scott Buccola got to see Chicago.

was denied admission out of high school.

"When I didn't get in, it just killed me," he said. "I wanted to come here even more."

Determined, he went to Orange Coast College for a year, bumped up his grades and then was admitted to San Diego.

Four years later, Buccola has no regrets.

"I love it," said Buccola, who has been voted by his position group as the hardest-working defensive back. "All four years have been great. The campus is gorgeous, the classes are nice and small. You're able to get a great education and play football at the same time."

"A lot of schools can't offer that."

Buccola has shown the same determination on the field he did during entrance interviews. He finally became a starter as a junior last fall but then dislocated his shoulder in the second game.

He missed four weeks, rehabilitated and then played in the final four games of the season.

Team trainers warned him that he needed to strengthen the shoulder further, so he spent the summer hard at work.

And then, during fall camp this

August, it popped out again.

"The doctor suggested surgery, the next day and I was thinking my football days were over," he said. "I didn't look at any option other than surgery. The word was, I was out for the season."

"But two days after the injury, I looked at all of my options and one of them was to hold off surgery until after the season and risk popping the shoulder out every time I was hit."

So he did. He has started all five games so far, making one interception—against Dayton—and 17 tackles.

"As far as work ethic, he's where he's at because of it," said Kevin McGarry, San Diego defensive coordinator. "He's not blessed with super athletic skills. He just worked his butt off."

No, Buccola and the Toreros will not be on television this fall, but they have been to Chicago.

"Valparaiso was nice because it was Indiana. We did a lot of busing, got to see a lot of the Midwest. On the way back, we had some time and the coaches asked the bus driver on the way to O'Hare Airport if he could take us through Chicago and he said, 'Sure.'"

"We went by Soldier Field,

Comiskey Park, the Sears Tower, Lake Michigan. All the way through downtown, which was pretty cool because I had never seen Chicago."

And this was after San Diego lost to Valparaiso, 35-25.

"The trips have been really tough, especially on studying," said Buccola, a business administration major. "Sundays are the best days to get your schoolwork done—you can get in five or six hours of studying and be set for the week."

"But when you fly to Dayton, you're tired, you've lost three hours, you get back to San Diego around noon and then we have a 6 p.m. practice. That's been the biggest challenge, keeping your studies up."

One day, Buccola thinks he will take his degree and go into sales. But right now he has a senior year to finish. Yes, there are practices to attend and games to play, but there are also some trips to make and sights to see.

"It's like these guys at San Diego State," Buccola said. "At a big-time school, the third-stringers are so stressed out about not playing that they're never enjoying the game. And they're so worried about the scout team, or running the opponents' offense..."

"At our level, guys know they are not going to play professionally. We're playing for the love of it. It makes it so much more enjoyable."

No, Buccola will not be preparing for the NFL draft in April. He will have that shoulder surgery after the season but, the way he figures it, that's OK. One surgery in eight years of football? For a lifetime of memories? He'll take it.

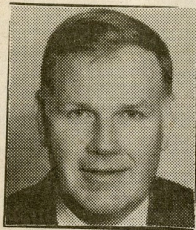
Sometimes, a small school can be as nice as an evening at home with the family.

"Just because you're undersized, or your speed is off a little bit, there is a place where some of these guys can go," McGarry said. "Good football players should be playing football. Not everybody has to go to UCLA or USC."

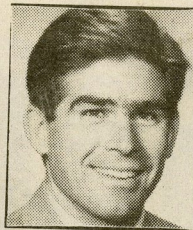
But, just once, everybody should cruise through Chicago and check out the Sears Tower.



*Government & Not-for-Profit*



**Carlson**



**Jenkins**

**Ronald Carlson**, president and CEO of Scripps Bank, has been named chairman of the University of San Diego's Corporate Associates Program. The Escondido Chamber of Commerce has elected **Brian Jenkins**, general manager at North County Fair, to the chamber's board of directors. **Art Letter** and **Robert Lindblom** have been elected president and vice president, respectively, of the Board of Registration for Geologists and Geophysicists.

**PEOPLE**



WELCOME



## Small Business Matters

by Nina Garin

Three new trustees have been added to the University of San Diego's board of trustees for three-year terms effective in the fall 1993 semester. The new members are **Robert H. Baker Sr.**, **Barbara Dawson** and **John A. McMahon**. "With the imminent departure of our president and our provost, USD is entering a period of leadership and transition," said **Daniel W. Derbes**, chairman of the board. "The guidance of our board will be especially critical over the next few years, and we are certain that the counsel of Mr. Baker, Sr. Dawson, and Mr. McMahon will be invaluable to us." Baker is the president and CEO of Bob Baker Enterprises Inc. in which he owns a variety of automobile franchises in San Diego and Imperial counties. Dawson is the newly named provincial for the Society of the Sacred Heart in the United States and McMahon is executive vice president of Johnson & Higgins.



# Insight

THE SAN DIEGO UNION-TRIBUNE • SUNDAY, NOVEMBER 7, 1993

## San Diego needs a strong, local lender

By MARK J. RIEDY

**A**s the sixth largest city in the United States, San Diego needs the support of locally based lenders with two critical attributes: sufficient size to import capital in large dollar volumes, and intimate knowledge and understanding of San Diego's unique economy and financing requirements. The Resolution Trust Corporation's future sale of HomeFed Bank's San Diego-based operation presents this city with its last opportunity to retain at least one large locally based lender.

As a newcomer to San Diego, I am absolutely amazed that this city's business leaders have not rallied behind efforts to keep HomeFed Bank locally owned and managed.

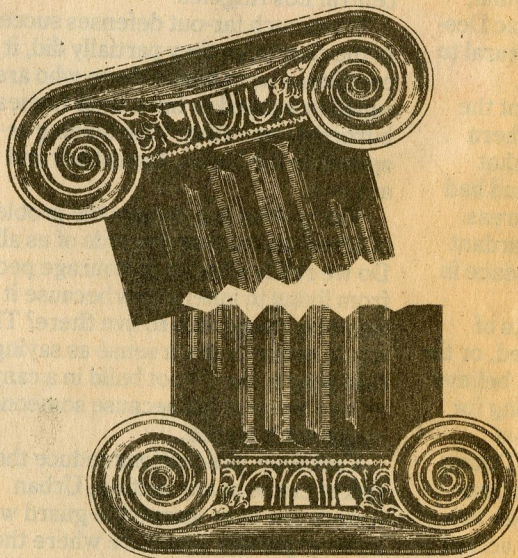
Is our tunnel vision so narrow that we cannot see the tremendous costs of having no large locally based lenders left in San Diego? Do we not understand San Diego's business banking needs and the finance needs of employees well enough to fight to prevent HomeFed Bank from being sold to outside interests, whose key priorities do not include the economic, social, and cultural vitality of this great city?

The Committee on Banking, Finance, and

**RIEDY** is the Ernest W. Hahn professor of real estate finance at the University of San Diego. He was president of the Federal National Mortgage Association (Fannie Mae) and executive vice president of the Mortgage Bankers Association of America in Washington, D.C.

Urban Affairs of the U.S. House of Representatives recently held hearings in the San Diego Convention Center regarding the takeover and coming sale of HomeFed Bank by the federal government's Resolution Trust Corp. (RTC). It is often said that professional golfers "drive for show and putt for dough." These hearings were the equivalent of "driving for show." They provided a political and media showcase for the issues.

Unfortunately, the San Diego business community was conspicuously absent from the hearings, appearing neither among the 11 witnesses, of which I was one, nor in the



DAVID MOLLERING

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audience. Whatever the reasons for their absence, in terms of their looking out for this city's best interests they certainly missed a golden opportunity to "putt for dough."

For the last 15 years I worked in Washington, D.C. at the helm of national organizations dedicated to strengthening the banking and mortgage finance industries in America. I witnessed major cities being devastated by the losses of their large banking and mortgage lending institutions, losses which sorely handicapped those cities' ability to generate sustained economic recoveries.

While San Diego's economy continues to rock along in recession, other cities are busy trying to attract those still-thriving businesses we have left. San Diego's housing prices and the shortage of affordable housing are credible arguments that are being used effectively against us. We need large local lenders to help us regain our competitive strength and support local housing markets.

I applaud the recently announced creation of Team San Diego, a public/private partnership designed to retain existing businesses and attract new employees. Its first goal should be to keep HomeFed locally owned and managed.

San Diego's business community was in the forefront of the campaign that successfully derailed the SDG&E-Southern California Edison merger. San Diegans can fight effectively to preserve the city's best interests when they choose to do so.

Perhaps San Diego's business community doesn't grasp the severity of the problems of this city's financial institutions. The assets of local savings and loans declined more than 98 percent from year-end 1989 through June 30, 1993, from \$46.4 billion to \$854 million. After the sale of San Diego Trust is completed, the local commercial banking industry will consist of approximately 30 small banks competing against giant banks headquartered elsewhere.

Moreover, nearly half of our local banks have been weakened by the local recession to the point that they are of concern to federal regulatory agencies. A weak banking industry is not well-positioned to help lead San Diego out of its recession.

In a situation that I believe may be unprecedented for a major American city, our three largest locally based depository institutions today are credit unions. They are strong and growing, but none even approaches \$1 billion in assets. More importantly, by design they do not serve the business community, do not provide construction financing, and do not serve the general population of San Diego.

To be sure, the small local S&Ls, banks, and credit unions still remaining in San Diego will grow over time, and each of them is important to the future of this city. However, the financial demands of a city the size of San Diego also require the asset base, management talent, and commitment to the lo-

cal community of a multibillion dollar institution. San Diego currently is in a recession. It has a severe housing affordability problem. Without HomeFed it will no longer have a large locally based construction lender, much less a bank large enough to lead San Diego's future economic recovery.

If HomeFed Bank is sold to outside interests, the sale will also damage the strategic significance of San Diego as an international border city.

The RTC will decide who winds up owning the San Diego County branches of HomeFed Bank. In making its decision, it is required by law to minimize the impact on local real estate and financial markets. It also must preserve the availability and affordability of housing for low- and moderate-income people. These criteria work in our favor if we carry the fight to Washington.

Thanks to the good work of Mayor Golding, the City Council, and Rep. Lynn Schenk, Rep. Henry Gonzalez, D-Tex., and his House Banking Committee now are fully aware of San Diego's situation. But the Banking Committee hearing at the Convention Center could not, and did not, go far enough. The business leaders of San Diego have only a matter of weeks left to recoup their losses from not appearing in force at the Banking Committee hearings. Calls, letters, and especially face-to-face meetings with Senators Barbara Boxer and Dianne Feinstein, San Diego's House delegation, and Chairman Gonzalez can make a difference.

We may not succeed because the RTC is indifferent to San Diego's needs. But for San Diego's own business community to be indifferent to the value and significance of preserving HomeFed Bank as a local institution simply is unacceptable. We must try.



FYI

Times-Advocate

MONDAY, NOVEMBER 1, 1993

B3

# Community colleges eyeing overhaul

■ **EDUCATION:** *Closer ties with the private sector are suggested by a key panel*

*The Associated Press*

SACRAMENTO — Community colleges must be overhauled in order to better serve increasing numbers of students at a time when government budgets are shrinking, a commission has reported.

Many of the strategies proposed by the Commission on Innovation, formed by the California Community Colleges Board

of Governors, center on bolstering links between the community college system and the private sector.

In general, the commission suggested a broader array of classes, modernizing operations, and expanding the role of community colleges in economic development.

Proposals on Wednesday aimed at helping California's economy. They include developing centers that would provide one-stop training and employment services to workers who

have lost their jobs, and extending community college services to small and medium-sized businesses.

The changes would require elimination of laws that restrict community colleges in providing courses under contract to businesses and government agencies.

Other suggestions included:

■ Operating community colleges year-round as an alternative to constructing new facilities.

■ Delivering instruction to students at home via television

or electronic information networks.

■ Devising a system of statewide collective bargaining for community college employees.

■ Providing incentives for colleges to become more efficient by adopting the principles of quality management used by many federal government agencies and businesses.

There are 107 colleges in the system, the largest higher education institution in the world, which serves nearly 1.4 million students.



CS MONDAY, NOVEMBER 1, 1993

SHOPTALK

# Officials from 10 countries to take trade questions



Area business owners have a chance Nov. 11 to take part in a question and answer session with trade officials from 10

countries.

The officials will attend "An Evening With the Trade Consuls," a conference sponsored by the San Diego chapter of Women in World Trade and the Univer-

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sity of San Diego.

China, Japan, Hong Kong, Ireland, Austria, Mexico, Canada, Indonesia, Uruguay and Chile will send representatives from their consulates to meet with individuals and to answer questions on business opportunities in their respective countries. Information booths and business packets will also be available.

The conference will take place at Manchester Conference Center on the USD campus. A wine reception will begin at 6 p.m., followed by a buffet dinner at 6:30 p.m. Cost is \$20 for WWT members and \$22 for nonmembers who pay by Nov. 5, or \$24 at the door.

Call 582-0103 or 455-6055 for information.



# Studies agree: economic recovery slow at best

## Predictions run from crummy to crummier

BY LIZ HARMAN  
Staff Writer

The good news is that San Diego's economy may be headed for recovery.

The bad news is that it probably won't be much of one.

A series of recently-released economic reports agree that San Diego won't be experiencing a rapid recovery from the recession any time soon.

The only disagreement among the studies is whether the economy in the near term should be described, as one economics professor put it, as "crummy and getting worse" or "crummy and getting a little better."

The difference is simply a matter of definition, explained another economist.

"It all depends how you define recovery," said Alan Gin, an economics professor at the University of San Diego. "If by recovery, you mean the economy is going to stop declining, that is the situation.

"If you're talking about rapid growth, that is going to take a long time."

In August, USD's Index of Leading Indicators rose by .5 percent, following a .6 percent increase in July.

The news prompted this headline in the October San Diego Chamber of Commerce's *Economic Bulletin*: "San Diego economy appears poised for recovery."

The story went on to say, however, that any turnaround is expected to be mild at best.

### Trying To Be Positive

"I think we're trying to be positive about things," said Dave Nuffer, chamber chairman.

"Poised" means the economy is probably at the bottom and has nowhere to go but up, he said.

The positive gains in USD's index were led by four components—building permits, initial claims for unemployment insurance, local stock prices and national economic indicators. The tourism and help-wanted advertising indicators were down.

While the number of authorized building permits for residential units is still behind last year's slow pace, the trend is now upward, Gin said.

Initial claims for unemployment have fallen by more than a third from their peak during the current downturn, he said.

Gin predicted that the local economy might grow between 1 percent and 2 percent over the next year.

Despite that growth, however, he said the local unemployment rate, now running above 8 percent, could actually go up next year if population growth continues to exceed job growth.

Even that bleak estimate of growth could still be shaky, other forecasters say.

"Any recovery is going to be sluggish," said Derek Thomas, a partner in the San Diego office of Kenneth Leventhal & Co., an accounting and consulting firm.

"The economy is so sensitive that any piece of bad news could wipe out any gains, such as another corporation packing up and leaving town like General Dynamics," Thomas said.

Economists say they don't see much disagreement on economic forecasts for the near term.

### Difference In Forecasts

Any difference in forecasts is "between crummy and getting worse and crummy and getting a little better," said Ross Starr, an economics professor at UCSD.

By 1995, however, Gin and Thomas say the economy should be picking up more steam.

Actions at the state level to create tax incentives and reform the Workers' Compensation system should "help the business climate," Gin said.

While tourism has lagged, convention bookings for 1994 and especially 1995 are "looking good," he said.

By 1995, San Diego should also be benefiting from a national and global recovery, Thomas said.

There's much more disagreement over long-term forecasts for the region.

According to a report prepared by the San Diego Association of Governments (Sandag),

*"If by recovery, you mean the economy is going to stop declining, that is the situation. If you're talking about rapid growth, that is going to take a long time,"*

**Alan Gin, economics professor  
University of San Diego**

the local economy is on a downward slide.

While population growth is continuing, the number and quality of the new jobs being created is continuing to decline, the report said.

It estimates a net increase in the number of high-paying manufacturing jobs by only 4,000

by 2015, and a maximum of 14,000 jobs created each year. At the same time, population is expected to rise by 1.3 million.

### Per Capita Income May Drop

The report, which has yet to be adopted by Sandag, suggests that per capita income in San Diego could drop by 6 percent by the year 2015.

That scenario is far too pessimistic "by a factor of many times," Thomas said. If the economy continues to decline, population growth will decline at some point, he said.

Additionally, the local economy has many strengths as a leader in high technology and biomedical research, he said, and these will spur many jobs in future years.

But according to Sandag spokesman Garry Bonelli, the report is just following current trends.

"We're in a severe recession, yet we still grew by 45,000 people last year," he said.

Sandag's report, however, is accompanied by a "prosperity" strategy that includes infrastructure improvements, such as making plans for a new international airport and world-class telecommunications network, to stop the decline.



NOVEMBER 1, 1993

# Bankruptcy reform gains momentum

BY CATY VAN HOUSEN

Staff Writer

From a Carmel Valley garage to Capitol Hill, frustrated crusaders are taking on the nation's behemoth bankruptcy court system.

The thought of trying to change a frenzied, cumbersome system can be daunting. But the enormity of this task does not stop San Diegan Charlena Alden, who is creating a grass-roots organization to lobby for changes in the bankruptcy code. Nor does it dissuade an Alabama senator who, for the second straight year, has drafted federal legislation that would revamp the bankruptcy system.

As the recession drags on, more and more companies are seeking shelter from creditors in bankruptcy court. And as thousands of cases become mired in a backlogged system, fraud is increasingly slipping through the cracks, say industry insiders.

"There seems to be a general acknowledgement regardless of who you talk to — debtors, creditors, trustees, judges — that there is some level of winking going on over disclosure of assets and making false statements," said Steven Kayser, a local accountant and certified fraud examiner. "The only disagreement is the level of fraud that would justify conviction."

The Federal Bankruptcy Code, adopted in 1978, gives the benefit of the doubt to debtors, allowing the same managers who got the company in trouble to lead it through reorganization on the presumption that creditors will get more money from a going concern than from a liquidated asset.

But, along with saving jobs and businesses, comes years of legal wrangling, boosted attorney fees and frequently unsatisfied creditors. In fact, the Administrative Office of the U.S. Courts estimates only 10 percent of Chapter 11 cases result in a successful reorganization.

At the root of these perceived problems is a bankruptcy court docket swamped with filings of individuals and companies floundering in the abiding recession.

"The system has become so overwhelmed by so many cases in the past few years, and that has created points of tension and frustration," said Mary Jo Newborn, an assistant law professor at USD who specializes in bankruptcy law. "That's what is creating all the fraud horror stories we're hearing."

## CALL To Action

Charlena Alden is a local businesswoman who has been through the bankruptcy mill as both creditor and debtor. Working out of her Carmel Valley garage office, she is forming CALL — Citizens Against Legal Loopholes — a group made up mainly of disgruntled creditors who left bankruptcy court without collecting a dime from their debtors.

The group's first meeting will be held next month at Quiigs restaurant in Ocean Beach, which has agreed to host monthly meetings for CALL. Alden said 50 people have expressed interest in joining, a dozen after hearing her talk recently on the Roger Hedgecock radio show.

Her vision for CALL includes setting up a computer network where people can trade tales of woe and pick up advice. She wants CALL eventually to become a nationwide haven for devastated creditors and to create a large enough support base to lobby for legislative change.

Alden is in the process of applying for non-profit status, writing a manual on how novices can navigate through the bankruptcy court labyrinth, and seeking support from large institutional creditors, such as credit card companies that have lost millions to people who max out their cards immediately before filing for bankruptcy.

Alden is furious and consumed by this issue. She points to the inequity of a system that allows troubled businesspeople to start over with a clean slate, while creditors, through no fault of their own, frequently are buried by soaring attorney fees and end up never collecting what's owed to them.

"Most people get out of bankruptcy court and tell their horror stories at cocktail parties," she said. "I want to do more than that. The system is not working, and it takes the people to say we can't have this."

Her determination is legendary among bankruptcy court aficionados for her relentless

pursuit in gathering incriminating facts about a former business partner who ended up in bankruptcy.

For years, Alden surreptitiously collected the trash of a beach-area restaurateur while the two battled in court. She pieced together scrapbooks of coffee-stained tax forms and other paperwork that she said proves he hid multimillion-dollar real estate deals from the bankruptcy judge while claiming to make only a few hundred dollars a month.

For more than a year, she tried to convince the FBI and the U.S. Attorney's office to take her case, but they repeatedly cited insufficient personnel, she said. Recently, the FBI did refer her case to the U.S. Attorney, but her former business partner has not been charged with any crime, according to a federal prosecutor.

Continued → 6



### Legal Update

Meanwhile, on a national scale, Alabama Sen. Howell Heflin, a Democrat, is sponsoring the Bankruptcy Amendments Act of 1993, now making its way through the corridors of Congress.

The bill recently cleared the Senate Judiciary Committee and is expected to be heard by the full Senate in November. If passed, Congress would appoint a commission to study perceived problems with the bankruptcy court's operations.

It would also make drastic changes to existing law. For example, it would put strict limits on how long a company could tarry in bankruptcy courts. It also would improve the chances for creditors to collect some of the rents paid to landlords who are in bankruptcy proceedings.

The act also creates a separate Chapter 10 bankruptcy section where small businesses could file for protection from creditors while avoiding unnecessary Chapter 11 procedural costs.

The Senate passed a similar bill last year with no dissent, but it later died in conference committee.

### Finding Fraud

Under existing law, management has 120 days to come up with a reorganization plan to pay back creditors while still operating. It is during this time, say bankruptcy experts, that company assets sometimes are transferred to other entities or relatives to hide them from future scrutiny or sale.

This kind of fraud is corroding public confidence and interrupting the court's effectiveness, say critics of the system.

Responsibility for stopping bankruptcy court abuses falls into a number of jurisdictions.

The U.S. Trustee's office, which appoints independent auditors to oversee distribution of assets from bankruptcy estates, administers bankruptcy court. Trustees occasionally stumble onto information about possible fraud, but they are not charged with investigating it further, said Pat Boyle, assistant U.S. Trustee

for the San Diego office.

That is the domain of the FBI, which passes on information it gathers to the U.S. Attorney, who is then responsible for prosecuting cases.

When asked about the problem of fraud slipping through the cracks, Boyle pointed to a shortage of prosecutors in the U.S. Attorney's office. Meanwhile, local U.S. Attorney Jim Brannigan pointed to lack of investigators in the FBI.

For all three, pulling the noose of legal loopholes in cases that can involve numerous dummy corporations is difficult.

"The FBI is just beginning to understand what's involved in this specialized system, although it's still simple lying, cheating and stealing and still an insidious abuse of the system," Boyle said.

He added that progress has been made in the past two years.

But statistics provided by the Attorney General's office in Washington, D.C., tell a different story.

While the number of bankruptcy filings nationwide has jumped from about 200,000 in 1970 to around 1 million last year, the number of criminal convictions for bankruptcy fraud has only increased from 20 in 1970 to 91 last year.

The local U.S. Attorney has one prosecutor working part time on bankruptcy fraud, and more hours will not be dedicated to the issue until the FBI starts referring more cases to his office, Brannigan said.

"Cases don't get investigated as expeditiously as possible because of other priorities," Brannigan said. "But that complaint exists in all areas of law enforcement, and the reason is money, tight resources."

Earlier this year, the FBI put two agents on bankruptcy fraud full time, but it takes hundreds of hours to piece together a paper trail in each case.

Federal budgets are not expected to increase for any of these agencies to beef up support.

"It won't be getting better for any of us anytime soon," Boyle said.

### Numbing Numbers

It won't be getting easier for the local bankruptcy court, either, where staffing levels

have fallen from a 77-person high two years ago to 66 employees now. And federal budget cuts mean an indefinite hiring freeze, said Ken Gardner, chief deputy clerk for the U.S. Bankruptcy Court for the Southern District of California.

"We're still processing data from the past two years," he said.

The heavy workload is the same for the four local bankruptcy judges. According to a federal formula, a new judge should be appointed when a district's workload exceeds 1,500 hours per year per judge. San Diego's caseload hovers around the 1,850-hour mark, Gardner said.

Congress is expected to vote by the end of this year on the creation of 19 more judicial slots in bankruptcy courts nationwide. San Diego is slated to get one of them.

But, even if approved, it could take as long as a typical bankruptcy case takes to wind its way through the lumbering judicial process before another judge is appointed here. Two years ago, Congress approved the hiring of 35 new bankruptcy judges, but the funding has yet to be appropriated.

The frenetic caseload shows no signs of letting up any time soon. The number of Chapter 11 bankruptcy cases has been climbing steadily the past few years, from 233 in 1989 to 338 last year. Already this year, 267 cases have been filed.

Chapter 7 filings are down this year, but still staggering — from 6,320 in 1989 to 10,246 last year. So far this year, Chapter 7 filings have totaled 7,592, Gardner said.

Unlike Chapter 11, which allows a business to reorganize as a going concern, Chapter 7 is designed for individuals and businesses that wish to make a fresh start. All of their assets are sold by a court-appointed trustee, with the money from the sale paid to creditors.

With numbers like these, San Diego activist Alden and Sen. Heflin expect that more people will jump on the bandwagon to streamline the overburdened bankruptcy courts, possibly even make sweeping changes.

"It's taken us 100 years to go from debtor's prison to debtor's heaven," Alden said. "It's time we start turning back the clock."

*"The system has become so overwhelmed by so many cases in the past few years, and that has created points of tension and frustration."*

Mary Jo Newborn  
USD Assistant Law Professor