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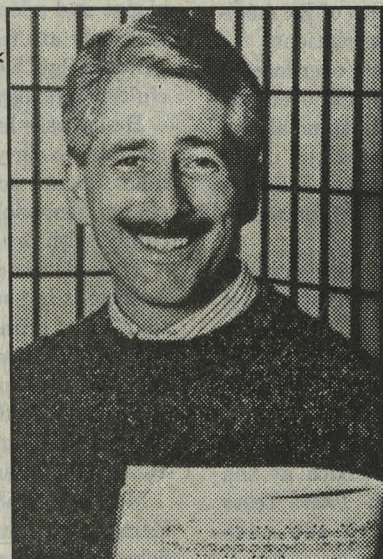


# San Diego Opera Names New Director Of Education

By JOLEY M. MESSINA  
San Diego Daily Transcript

Dr. Nicholas Reveles has been named the new director of education and outreach for the San Diego Opera.

Reveles has been affiliated with the opera since 1979 and has served as the company's primary lecturer since 1991. He also acted as an accompanist for the world tour of Mikhail Baryshnikov's White Oak Dance Company in 1993. Reveles has served as the director of music at the Sacred Heart Church in Escondido for four years. He also has held the position of associate campus minister and associate professor of music at the University of San Diego.



Nicholas Reveles

Reveles is an active member on the board of trustees for the Civic Youth Opera and holds affiliations with the Music Teachers Association of California and the California Association of Professional Music Teachers. Reveles will replace Adam Eisenberg, who is leaving the opera to pursue career opportunities in London.

The San Diego Opera was founded in 1965 and is supported in part by the City of San Diego Commission for Arts and Culture, the County of San Diego Community Enhancement Program, the California Arts Council and the National Endowment of the Arts.

## Art Exhibit

Amnesty International USA and photographer Phil Borges will present the "Enduring Spirit" exhibit at the Studio Gallery Old Town this week.

The "Enduring Spirit" features 50 framed art portraits that represent the cultures of the tribal people of Indonesia, Irian Jaya, Kenya, Ethiopia, Thailand, Peru, Mexico and North America. The photo exhibit is designed to commemorate the 50th anniversary of the signing of the Universal Declaration of Human Rights.

The exhibit is scheduled to tour nine cities in the United States this year. The "Enduring Spirit" also will visit Chicago, Santa Fe, Philadelphia, Atlanta, Washington D.C., New York and Los Angeles. "Enduring Spirit" is scheduled to run through June 18 in San Diego.

The Studio Gallery Old Town is located on San Diego Avenue in downtown San Diego and is open Sunday through Wednesday from 10 a.m. to 6 p.m. and Thursday through Friday from 10 a.m. to 8 p.m. Call 294-9880

for more information.

## Bugs Bunny Festival

The Bugs Bunny Film Festival-North American Tour will open May 22 at the AMC Mission Valley 20 Theaters. The festival features two programs, "Fest of The Best" and "Taz Gone Looney." Animated cartoon classics such as "A Wild Hare," "What's Opera, Doc?," "Rabbit of Seville" and more will be presented. The festival celebrates the 75th anniversary of Warner Bros. The Bugs Bunny Film Festival-North American Tour is a limited, one-week engagement. Call AMC Mission Valley 20 Theaters at 296-6400 for ticket information.

## Museum Celebration

The Mingei International Museum is celebrating its 20th anniversary May 22 with a special showing of Niki De Saint Phalle's "Insider/Outsider World Inspired Art."

"Insider/Outsider World Inspired Art" is composed of more than 100 sculptures, paintings, reliefs, graphic works and maquettes created by Niki de Saint Phalle.

This is the most extensive collection of his work ever shown in the United States.

Members and their guests will be invited to attend preview showings of the new exhibit through May 23. The opening event will be co-chaired by Joanne C. Warren and Dr. Roger Cornell. "Insider/Outsider World Inspired Art" will be open to the public May 26. Admission for the museum is \$5 for adults and \$2 for children and students with identification.

The Mingei International Museum is located in Balboa Park and is open Tuesday through Sunday from 10 a.m. to 4 p.m. Call 239-0003 for more information.



"Temperance" by Niki de Saint Phalle

## Jazz Concert

Eric Griswold and the Clocked-Out Orchestra will give a live performance at the Spruce Street Forum on May 24 at 7 p.m.

The jazz concert will feature pieces influenced by Duke Ellington and Sun Ra as well as pieces that have been influenced by hard funk and swing. Tickets range from \$7 to \$10. Call 295-0301 for reservations and more information.

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# Not Your Average MBA

*Specialty advanced degrees are growing as graduates seek to separate themselves from their also-highly degreed brethren*

San Diego Metropolitan Magazine

BY EILENE ZIMMERMAN

In the old economy, an MBA in marketing, management or finance was really all you needed to break ranks and move ahead. But that other economy — the one that existed before lap-top computers, before the Internet, before the stock market hit 9,000 — wasn't as technologically sophisticated or globally integrated as the one that exists today. Ten years ago being "high-tech" meant you had a 286 computer and a fax machine.

Moving toward the 21st century in business requires more specialized preparation than ever before. Just getting an MBA with a general business focus may no longer be enough, especially with the growing prevalence of MBA-degreed professionals themselves. What to do? Easy — pick a specialization.

For example, at the **University of California Irvine's** Graduate School of Management, executive MBA students can choose to focus in health care management or information technology. The health care focus is usually undertaken by health care professionals, but that doesn't mean only doctors and HMO reps. "We have health care lawyers, dentists, and people from the insurance and pharmaceutical industries, too," says Ann Lightbody, assistant dean, marketing admissions.

"Our executive MBA program is taught largely by the case-study method and for health care, 30 to 50 percent of those cases come from the health care

arena." Lightbody says UCI draws students from all over the country, largely because of the positive press the program received when it began in January 1996. After getting a health care management MBA, many doctors move into the lucrative consulting field. "Other professionals see administrative or management opportunities that they didn't see before participating in the program," says Lightbody.

The information technology focus reflects the increased importance of IT in business, says Vijay Gurbaxani, associate dean of academic degree programs at UCI's Graduate School of Management. "It's still an MBA in the sense that we want people to be managers, but we want to enhance their understanding of how technology can improve job performance. Information technology is transforming the practice of management," he says.

The program employs the use of electronic classrooms and lap-top computers; each seat is equipped with network and power connections and homework assignments can be downloaded daily. Students learn how to use technology in today's business world. "We were

one of the first business schools in the country to introduce SAP/R3, which is an enterprise resource planning system developed by a German company called SAP. It's being implemented by most large organizations today. The job market for people who understand this technology is phenomenal," says Gurbaxani.

The **University of Phoenix** in Murphy Canyon offers its own version of the IT MBA, a combination focus in technology management and information systems. But Charlita Shelton, director of academic affairs at the school, says that focus changed the degree to an MS/CIS. "It's a business information system-based graduate program," she says.

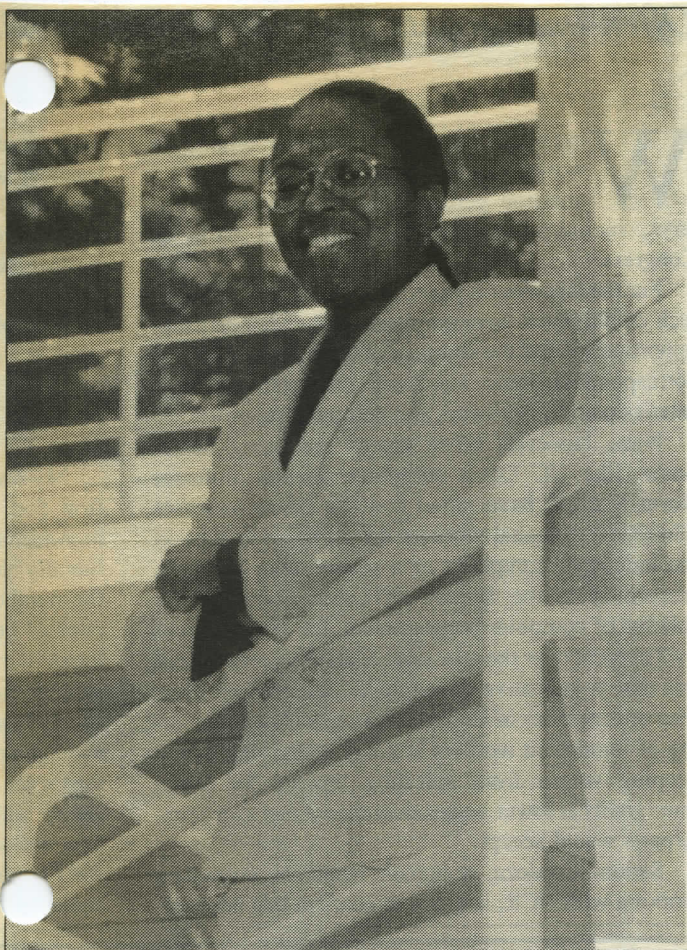
The school's other MBA spe-



Mink Stavenga, dean of business administration at USIU, has tailored the MBA according to industry needs.

Cont'd...





Greg Lambert

Charlita Shelton, director of academic affairs at the University of Phoenix, says the focus of the school's MBA offerings has changed.

cializations include health care management and global management, though the latter isn't fully in place yet. The health care management MBA is a kind of hybrid, says Shelton. "There are a number of traditional business courses but many of the other courses deal with health care, like health care finance, for instance, or negotiation and conflict resolution in health care. Sixty-five percent of the courses are business-based and the rest are health care-based," she says.

Mink Stavenga, dean of the college of business administration at **United States International University**, says his school will offer an MBA concentration in information and technology management in fall 1999. "This program was created in response to industry, particularly here in San Diego. We held focus groups with industry experts to see if we were on the right track with course development, and they said they would like to have graduates from the program tomorrow," says Stavenga.

The school's strategic management focus boasts world-famous management expert Egor Ansoff, who Stavenga says is known as "the father of strategic management." This specialization looks at business from a resources standpoint — human and otherwise.

But USIU probably is best-known for its international programs, and its business school is no exception. For those interested in taking a global-oriented approach to business, the school's MIBA — Masters of International Business Administration — offers just that. Stavenga says the MIBA degree didn't have name recognition until the mid-1980s, although it's been available at USIU since 1972. Especially in the 1990s, he says, the MIBA degree is recognized worldwide.

"Every single course has an international — or transnational, as the business community terms it — component. We also emphasize multicultural and multinational components," says Stavenga. And with 75 percent of USIU's student body hailing from countries overseas, students get the opportunity to learn from one another as well as from their instructors. "Last year's *US News & World Report* said that among colleges in the United States we have the largest percentage of international students. Over 80 nations are represented."

**San Diego State University's** Graduate School of Business also offers an MBA concentration in international business management, aimed at those who work for international firms. "Given our location in San Diego, it makes a lot of sense, with our proximity to Mexico and the Pacific Rim," says Ken Marino, associate dean and director of the Business School. "This is the largest of the four specializations we have and is supported by our Center for International Business Education and Research, CIBER."

SDSU's other specializations include entrepreneurship, with courses focused on new product development, financing an emerging enterprise and developing business plans. It is aimed at those interested in self-employment or planning to work as a service provider to entrepreneurs, such as lawyers, accountants and venture capital-

Cont'd. next page



ists.

The health services administration specialization is geared toward those working at hospitals and insurance companies. Marino says students take many of their courses through the school's College of Public Health. "That's how our specializations usually work — four or five courses through a particular college," he says. And for real estate brokers and those involved with development, urban land use or land planning, there's a concentration

in real estate.

Marino says the school hopes to develop a specialization in regulatory affairs by next year, in conjunction with SDSU's chemistry department. "Those courses would focus on FDA compliance and regulation, in terms of marketing and manufacturing. This is especially appropriate for San Diego, with its pharmaceutical and biotech industries," he says.

At the **University of Redlands'** Friars Road campus, MBA students

can choose the information systems specialization. San Diego campus Associate Dean Judi Myers says, "This concentration deals with organizing and handling information, how it flows. For example, what to do after the accounting is done. How will the information be used?" Courses include applied software development, database management and design, system analysis and design for management. In fall 1998 the school begins a con-  
*see next page*

centration in international business, involving economics, banking systems, global strategic planning and marketing.

A plethora of MBA specializations are available at **National University**, such as technology management, global management, health care administration and international business. Some less common specializations include electronic commerce, environmental management and law.

Electronic commerce teaches MBA students about commerce on the Internet and the World Wide Web, as well as online marketing strategies, Web site construction and programming languages. The environmental management focus is designed for students wanting to specialize in the field. Courses deal with environmental law compliance, air pollution and control management, quality water and treatment management and solid waste and hazardous materials management.

The MBA with a law specialization is aimed at those interested in exploring the wide range of legal issues facing business today. Within this area, students can hone things even further by focusing on a particular area of law,

such as human resources, health care or technology.

The **University of San Diego's** School of Business has four areas of specialization: project management, real estate finance, supply management and venture management. The real estate option focuses on the management, financial and legal issues associated with real estate. Supply management applies to industry, government and nonprofits, says Charles Teplitz, the school's dean. "The focus here is on procurement, and companies are clamoring for these students. In fact, the average student graduating from this program gets offers from five or six Fortune 500 companies. The degree enables them to deal with suppliers and vendors in a way that ensures quality and timeliness of delivery," he says.

The venture management specialization emphasizes the various roles in managing a start-up business and is aimed primarily at entrepreneurs or those employed by a company undergoing rapid expansion. And the project management option provides students with the skills to lead a project team, says Teplitz. "Traditional management courses teach students how

to keep a business ongoing. We focus on how to close out a project by a certain date. This is particularly good for engineers and those who work on a per-project basis, and it stretches across virtually every industry. Everyone treats everything as a project these days," he says.

At **California State University San Marcos**, MBA students can tailor the program to their needs. "We group our students into cohorts of 25 to 30 people with similar backgrounds. So depending on the pool of students, they can make the program fit their needs," says Kiera Friedrich, MBA program coordinator. If a group of students wants to focus in on health care or decisions-support systems, the school will arrange it. "We look at industry sectors rather than disciplines and try to take a holistic approach," she says.

Choosing a specialization doesn't mean you'll spend more time in class. All schools reported the length of time to complete an MBA does not change because of a specialization and neither does the cost. In fact, the only change appears to be in a graduate's marketability. That, all the business school experts agree, is a change for the positive. ♦



# Feed Your Brain

*While the rest of the world relaxes this summer, local colleges offer courses that stimulate thinking and advance careers*

BY EILENE ZIMMERMAN

Summertime. The word brings to mind images of picnics on lazy afternoons, sailboats floating by on the bay and vacations in Europe. But holidays aren't the only thing summers are about. In many industries the pace of business slows, and that translates into time for brushing up on professional skills. Most area colleges and universities offer business and professional courses in the summer, as well as courses for teachers earning state credentials or a master's degree.

**San Diego State University** has two types of summer programs. One is the regular summer school program at the main campus for graduate and undergraduate work. Within this program, says Dale Bonifield, the school's marketing director, are courses for teachers, including classes for credentialing or for a master's degree. The school also offers a special summer reading institute for teachers.

"It is a week-long program that teaches them how to better implement reading strategies within their classrooms. And we have a summer writing institute which works the same way," says Bonifield.

The university's College of Extended Studies proffers a variety of extension courses, from astronomy and biology to business management. Bonifield says Extended Studies also has classes specially geared to small-business owners. "These deal with basic marketing methods and computer courses, stuff like Introduction to The Web, Intermediate Web Page Design and day-long classes for learning Windows

95, Excel and word processing programs," he says. Also for professionals is the Global Program Development, with an emphasis on international business and a language institute.

Anyone can take an SDSU class, and there are 700 of them available. The cost (not including various university fees) for an undergraduate class is \$130 per unit, with a course usually consisting of three units. Graduate courses are \$155 a unit, and extended studies classes cost \$125. One-day workshops run between \$69 and \$79.

**University of San Diego** has two business-certificate programs with classes offered year round, including the summer, and participants can enter the program at any time. It isn't necessary to enroll in the program to take a course — individual classes can be taken as well.

The first is a certificate in International Business, with a new class offered each month and meeting one night each week. Seven courses are needed to obtain the certificate, and the summer courses this year focus on international decision making and researching international markets. Each course in the international program is \$240.

The second certificate, in direct marketing, is offered in a different format from the first. Courses are elective and last two nights each — or one week. "They are more like workshops, that's the format," explains Jodi Waterhouse, manager of corporate and professional programs at USD. "They include direct

response media, copyrighting, design, database management, things in that vein." That certificate requires one core course and eight electives, and can be completed in less than four months. Direct marketing courses are \$125 each.

Waterhouse says in conjunction with San Diego Gas & Electric and the city of San Diego, USD also is offering a free, five-week course called Competitive Skills For Small Business Owners Training Program. "This program is not a how-to-build-your-business course. It takes existing business owners and moves them up a bit so they can compete with the big guns, teaching management skills, physical control systems, marketing, selling and how to write contracts," she says.

The summer session begins June 18; the next begins Aug. 14. To sign up, prospective participants must call the Division of Continuing Education at USD.

Teachers can take extension classes at USD to fulfill professional growth or credential requirements. Credential courses are offered in computers, mainstreaming and health education. Rennie Block, manager of education programs at the school, says USD also has an intensive language study program in Spanish, both for teachers and the general public. Professional development courses for teachers start at \$75 per unit and vary from one to three units, says Block. Credential courses are \$295 for a three-unit class. For teachers, the Spanish program costs \$325, and for those who take it but aren't interested in receiving credit, it's \$205.

At **United States International University**, undergraduate and graduate courses are offered in the summer, which is considered a complete academic quarter. The university maintains a full academic calendar in the summer and in addition to matriculated students, there is an opportunity to audit classes — at a cost of \$300 — for those interested in gaining the knowledge or skills without the college credits.

USIU offers a multitude of business courses — everything from accounting and management to principles of macroeconomics — with several focused on international relations. Anita Gomes, public relations director at the school, says one particularly popular



course series with several summer classes is industrial organizational psychology. "It's management-oriented but from a psychology perspective," she explains.

The university's teacher education program begins in the spring and runs through the summer, enabling students to be student teaching in the classroom by September. "We see a lot of people making changes in their career entering this program. Those who have been stay-at-home moms for some years and are interested in going back to work, or people who just want to change careers," says Gomes.

The **University of Phoenix's** summer schedule contains six courses beginning mid-May and running through July. The six are part of the school's certificate programs in Human Resources Management, Case Management, Purchase Management, Call Center Management, Contingency Planning and Financial Planning. Each program begins in the summer, and, except for Financial Planning, which runs one year, lasts from eight to 12

weeks. The cost is between \$895 to \$1,200, depending on the program. Individual courses can be taken without enrolling in the certificate programs, and vary in price from \$250-\$500.

Mary Johnston, director of the Center for Professional Education, says the certificate programs are geared for those seeking to enhance their careers. "Students tell us they want to build their skills and make themselves more promotable. Or they want to learn more about their chosen fields, perhaps make transitions," she says.

**University of California San Diego** has a wide array of summer programs offered through its Extension. The Engineering, Science and Environmental Studies Department offers what it calls "the best of their evening classes" during the summer, condensed into short, intensive formats ranging in length from a half day to four days. The education department offers intensive-format classes for teachers interested in professional

development, everything from Education Technology to Bringing Latin America into the K-12 Classroom to a certificate program for Teaching English as a Second Language. Extension courses and short programs also include career development classes; an audit "boot camp" for CPAs needing to obtain audit hours; and a three-session program in sports marketing and sponsorships, with guest speakers from professional teams, sports facilities and the sports news media. The price range is wide, from \$60 for some short courses to \$2,500 for certificate programs, but the average price for a course is less than \$500.

**National University's** School of Education and Human Services gives teachers and school administrators an opportunity to work towards their master's degree or state credentials, or just polish their professional skills during an eight-week, daytime summer intensive program. Courses are two weeks long and meet for four hours each day, at a cost of \$825 per course. Students can complete up to four courses during the program.

The University Extension at **University of California at Irvine**

offers hundreds of courses during their summer quarter, everything from science and technology to liberal arts and education. Jan Reichenberg, director of marketing for the UCI Extension, says the cost of classes ranges from \$20 for those in career management to \$480 for information system and computer design courses. "We also have nearly forty certificate programs in all disciplines," Reichenberg adds, most of which can be initiated during the summer.

And **California State University San Marcos** has an Extended Studies program in the summer. The program features education courses for teachers, as well as a host of liberal arts, computer and business courses. A number of Professional Certificate Programs are available, such as Paralegal Training, Nonprofit Leadership, Human Resources, Medicare Coding and Web Page Design. In addition, CSU's offerings now include online courses, a study-abroad program and evening and weekend courses. Summer session classes are \$105 per unit, plus a \$15 student fee.

So how will you spend your summer? ♦

SAN DIEGO METROPOLITAN MAGAZINE, MAY 1998



## Leading Indicators Up

USD's Index of Leading Economic Indicators for San Diego County rose 0.1 percent in March, the 36th consecutive monthly increase in the index.

As in the previous three months, a positive performance by initial claims for unemployment insurance sparked the gain. There were smaller increases in local stock prices, consumer confidence, help wanted advertising, and the outlook for the national economy. All these combined to offset a significant decrease in building permits.

March's gain in the index was the smallest since January 1996. The rate of increase for the positive components has slowed, and is being hurt by a poor performance in building permits.

The apparent drop in building permits, which seems to contradict reports of booming construction that has resulted in a shortage of construction workers, is the result of the way in which changes in the different components are calculated.

Residential units authorized by building permits are up almost 40 percent in the first quarter of 1998, compared to the first quarter of 1997. However, changes in index components are calculated on a month-to-month basis, not on a year-to-year basis.

Thus, while building permits for 1998 are up when compared to the first three months of 1997, they are down when compared to the torrid pace set at the end of the year.



# Economists wonder when boom will bust

By Penni Crabtree, STAFF WRITER

Personal income is rising. Unemployment is falling. Borrowing costs are low. Inflation is a no-show.

No doubt about it, the United States is savoring a heady brew of economic news.

Whether this potent economic punch is due for a watering down is anyone's guess. Right now, the only sobering sight on the horizon is Alan Greenspan — the Federal Reserve's own Carry Nation — who is wielding the threat of higher interest rates like an ax, economists said. But no one is sure when — or even if — the Fed is going to intervene.

"At some point, Alan Greenspan's patience will run out and he'll start jacking up the interest rates," said William Cheney, chief economist at John Hancock Mutual Life Insurance Co. in Boston. "And the evidence suggests he is going to do it if the economy doesn't slow down pretty soon."

So far, the Federal Reserve has left borrowing costs unchanged for more than a year, expecting Asia's

■ Economy grows at blistering pace in first quarter—A-26

See **BOOM** on Page A-26

## Boom

Economists wonder how long it can last

Continued from A-1

financial crisis to cut into U.S. exports and put the brakes on economic growth. And while that export decline has materialized — yesterday's report on gross domestic product showed the largest drop in net exports ever — Asia's woes seem unlikely to trip the U.S. econ-

omy.

Though the Fed is expected to leave interest rates unchanged when its rate-setting Federal Open Market Committee meets May 19, it is more likely to intervene come June if Asia or other economic forces don't cool an economy some fear may overheat, said some economists.

In California, where the shadow of the national recession lingered longest, talk of *intentionally* slowing down a rebounding economy may strike the average consumer with a dull thud. Why meddle with a boom?

Because the flip side of a boom is a bust, which begins with inflation and deflates into recession, said economists. And the warning signs, though faint, are already there.

A fundamental concern nationally is job growth, because it is rapidly outpacing growth in the labor pool. A few years ago, some economists predicted massive inflation if U.S. unemployment dropped below 5.5 percent. In March, the latest month for which figures are available, it hovered at 4.7 percent.

Economists need look no farther than San Diego for a peek at potential problems. In March, San Diego

County's unemployment slid to its lowest level in years, dipping to 3.4 percent, well below the 4.3 percent the previous March.

Though the county gained an impressive 33,500 jobs from March 1997 to March 1998, local companies are clamoring for more workers. The San Diego Regional Economic Development Corporation estimates that in the high-tech sector alone there are about 3,000 high-tech job vacancies, and an additional 1,000 openings for skilled technicians, that can't be filled. And despite vigorous recruitment drives, the problem is growing.



If the labor shortage gets much worse, businesses could be compelled to pay higher wages, salaries and benefits to woo workers. Unless those higher payroll costs are offset by productivity gains or falling input prices, they'll be passed on to consumers, sparking an inflationary spiral that could force the Fed to raise borrowing costs.

"No one wants to turn the hose on the party, but no one wants to drive the economy into a recession," said Tom Lieser, an economist at the University of California in Los Angeles. "All booms run out of steam sooner or later, and these growth rates will ease off real soon. We *will* get higher interest rates, and that will lower growth rates."

The latest economic indicators confirm a hot economy, though economists are divided about whether it is too hot. Just yesterday, the Commerce Department said the U.S. economy grew at the fastest pace in a year during the first quarter, while a smaller-than-expected increase in labor costs helped push down inflation to levels last seen when Dwight Eisenhower was in the White House.

Earlier this week, a report on consumer confidence showed it close to its highest level in 30 years during April, suggesting Americans aren't likely to slow the spending that is helping to drive the economy.

In March, orders and shipments for big-ticket items also rose. And a glimpse at the housing market confirms that the economy is not only on its feet, but racing toward prosperity.

That's the picture here, too. San Diego's economic indicators surged for the 35th month in a row in February, fueled by strong consumer confidence and a positive outlook for the national economy, and March will almost certainly be a repeat performance, said University of San Diego economist Alan Gin, who compiles a monthly survey.

"The problem people are worried about is inflation, but I do think it is too early at this point to put the brakes on the economy," said Gin. "It is a tight labor market, but there are no signs of inflation picking up, so this is a Goldilocks economy — not too hot, not too cold, just right."

Yet with indicators like this, it's only a matter of time, and perhaps not much time, before the economy hits a snag, some caution.

From a national perspective, the United States is enjoying one of the longest economic expansions in modern history. Only two periods of economic momentum, from 1961-1970, and during the Reagan-Bush years of 1982-90, have lasted longer, said economists.

The most recent recession stalled in 1991 — in New England it was earlier, in California later — and things have improved steadily since, economists generally agree. That's good news, or bad news looming, depending on how the tea leaves are read.

"My forecast wouldn't include a recession through the year 2000," said Cheney. "But when recessions come they are usually a surprise — a war in the Middle East, for instance, and all bets are off."

"On the other hand, if this economic expansion goes on another two years, it will be the longest in modern U.S. history," said Cheney. "And that is a little sobering."



# San Diego jobless rate 3.3% in April

FROM STAFF AND WIRE REPORTS

SACRAMENTO — San Diego County kept up its furious pace of job growth in April, setting the fourth lowest unemployment rate in the state, according to the Employment Development Department.

The lowest county jobless rates reported by EDD were Marin County, 2.2 percent; San Mateo County, 2.3 percent; Orange County, 2.7 percent; and San Diego and Sonoma counties, 3.3 percent each — all well below the state's unemployment rate of 5.9 percent in April.

"Anything under 4 percent is an indication that the labor market is booming," said Alan Gin, an economist at the University of San Diego.

"The potential problem is companies won't be able to find the people they need, and that will cause upward pressure on wages. But if you're a worker, it's a great situation."

In San Diego, the services industry added 2,200 jobs over the month, primarily due to the seasonal increase of 1,300 jobs in the amusement sector. Hiring was also observed in the business services and health services categories. Retail trade posted an additional 700 jobs, primarily due to gains in restaurants.

Other industries that posted payroll gains were wholesale trade (up 200 jobs), transportation and public utilities (up 100 jobs), high-technology manufacturing (up 100 jobs) and government (up 100 jobs).

Both construction and the finance, insurance and real estate industries recorded slight declines over the month.

The state's 5.9 percent unemployment rate in April was down from the March rate of 6.0 percent and from 6.4 percent in April 1997, the report said. The national rate for April was 4.3 percent.

However, the jobless news was not all good for California. The rate was lower in the high-tech San Francisco Bay and Southern California coastal areas, but soared in rural farm counties.

The number of payroll jobs in the state grew over the month by 32,000 to 13,517,600. That is an increase of 1,497,800 since May 1993, the lowest point of the recession.

See **EMPLOYMENT** on Page C-3

## Employment

### Payroll jobs surpass pre-recession peak

*Continued from C-1*

sion. The new total is also 977,000 more than the pre-recession peak of July 1990.

Statewide, the largest job growth over the month was in services, particularly business and amusement-recreation services. The former includes advertising, credit reporting, mailing, court reporting and equipment rental. The latter includes health clubs, bowling alleys, golf courses and similar places.

The number of people employed, including farm and nonpayroll jobs, was 15,252,000 in April. That number set a record for the third consecutive month.

The ever-increasing employment has provided good news for state government this month. Income tax receipts are coming in at higher-than-estimated levels, and Gov. Pete Wilson this week announced that the state has a \$4.4 billion surplus because of it.

"The state's employment growth is outpacing the nation by a considerable margin, with each of the major private-sector industry groups growing faster in California than throughout the nation," Wilson's Finance Department said in its revised budget plan this week.

Wilson's fiscal experts predicted that the state's jobless rate would fall to 5.6 percent by the end of 1998, then climb to 5.8 percent in 1999.

There were 952,000 people unemployed in April, the lowest total since September 1990, before the

recession.

Because of unusually heavy spring rains, the number of agriculture jobs was down 9,300 compared with the month before and down 8,400 from the year before.

The highest unemployment rates were in Imperial County, 23.8 percent; Colusa County, 20.2 percent; Sutter County, 19.4 percent; and Merced County, 17.2 percent.

Staff writer Penni Crabtree and the Associated Press contributed to this report.



SAN DIEGO DAILY TRANSCRIPT TUESDAY, MAY 12, 1998

### ***Leading Indicators Up***

The University of San Diego's Index of Leading Indicators for San Diego County rose 0.1 percent in March to 142.8, the smallest gain since January 1996. As was the case in the previous three months, a positive performance by initial claims for unemployment insurance sparked the gain. There were smaller increases in local stock prices, consumer confidence, help-wanted advertising and the outlook for the national economy. All these combined to offset a significant decrease in building permits to yield the 36th consecutive monthly increase in the Index.



## World Trade Day Symposium Slated For May 21

SOURCE: World Trade Center San Diego

The World Trade Center San Diego, with more than 1,200 local members, is dedicated to promoting local access to global markets. In support of World Trade Day, Thursday, May 21, the World Trade Center of San Diego is presenting Passport To Opportunity: An International Symposium. The day and evening event will present those in the know who can help your business go global. The event will be held at the San Diego Princess Resort Convention Center, 1404 West Vacation Road. Here's the schedule. For registration information, please call (619) 685-1450.

7:30 a.m.- Registration

8:00 a.m.- Breakfast w/Ambassador Francis Chung-Ru Lee; Director General, Taipei Economic & Cultural Office (TECO)

9:15 a.m.- Morning seminars

(Seminar 1A) Business Opportunities and Challenges in the Eurasian Market-

Exciting new markets are opening up in India, the CIS and Eastern Europe but not without risk. This seminar will feature speakers who are intimately familiar with these markets and will discuss how their companies have succeeded in these markets.

Moderator: Janelle Butler, International Business Consultant

Speakers: Tim De Marco, Sales Manager, Solar Turbines Inc.; Stephen Khan, Manager, Business Development CIS & Baltic Countries, Qualcomm Inc.; T. Jefferson Straub, President, Profit Management Consultants and Chairman, Kharkov-California Network.

(Seminar 1B) International Trade on the Internet

The exploding growth of the Internet has provided small- and medium-size companies with an unprecedented low-cost opportunity to expand their business into foreign markets. Finding buyers and new suppliers, marketing intelligence and improved communications with customers is within the reach of all companies and intermediaries. Learn how to increase your sales, find and develop new markets or suppliers or develop an import/export business on the Internet. Attendees will receive a list of key web sites to start their direct searches for markets and buyers.

Moderator: Bernie Weiss, International Trade Specialist, Southwestern College

Speakers: Jonathon Lee, President, Excel Soft; Robert Latko, CEO, World Trade Internet Communications; Don Novotny, Marketing Director, Elgar Corporation

(Seminar 1C) The Changing Face of Manufacturing in Mexico

Recent events unfolding in the maquiladora industry are changing the complexion of manufacturing in Mexico. Labor union activities, continued increasing investment by major global corporations, the Year 2001 problem and the tremendous growth of the textile industry are just a sampling of the topics that will be discussed.

Moderator: Dr. Dinese Dimon, Professor of Economics and Director for the Americas, The John Ahlers Center for International Business at the University of San Diego \*

Speakers: Luis Alvarez, Director, Manufacturing/Operations Consulting, McGladrey & Pullen LLP; Tony Ramirez, Executive Vice

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"The World Market", San Diego Business Journal, May 7, 1998

## World Trade Day

Continued From Page C4

President, Made in Mexico Inc.

(Seminar 1D) Importing: Tricks of the Trade

This seminar will cover the strategies of sourcing products overseas, the logistics of getting the products delivered as well as the regulations and documentation necessary to move your goods across international borders.

Moderator: Sylvia Casas-Jolliffe, President, Casas International Brokerage

Speakers: Alan Borwey, Strategic Sourcing Manager, Proxima Corporation; Leslie Pembroke, Customs Broker and Manager, Paxton, Shreve & Hays Inc.; Pat Talese, Trade Compliance Process Owner, U.S. Customs

12:00 p.m.- Lunch w/Don Ings

President, Solar Turbines Inc. — Vice President, Caterpillar Inc.

9:15 a.m.- Afternoon seminars

(Seminar 2A) Asian Tigers in Crisis and Latin American Dynamism

The past year has seen great upheaval in the Asian markets and strengthening of the Latin American markets.

What does this mean to your company? This seminar will focus on identifying opportunities available in Asia and Latin America and how to safely do business in these volatile markets.

Moderator: Dr. Van Whiting, Senior Fel-

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## World Trade Day

Continued From Page C5

low, University of California at San Diego

Speakers: Glenn Robins, Trade Credit Manager, AIU North America Inc.; Fred McClintock, President, RDS Global Ltd.; Edward Richard, Vice President, USA Operations, Orbis Industries Inc.

(Seminar 2B) Sources of Services to the Exporter

In this competitive global environment, just having an extraordinary product is no longer enough. This seminar will focus on services, such as developing new markets, innovative financing, foreign sales corporations and getting those products delivered to keep the exporter on the cutting edge.

Moderator: Pat Miller, Vice President, International, WorldTrans Services Inc.

Speakers: Matt Andersen, District Director, U.S. Department of Commerce; Caroline Brown, Acting Director, California Export Finance Office; Robert Gellman, Director, FSC Services of California, Principal, Nation; Smith Hermes Diamond, CPAs

(Seminar 2C) Effective Strategic Alliances

Today's exporter needs to be able to develop strategic alliances that result in increased sales. This seminar will focus on using distributors, joint ventures and licensing to expand your business.

Moderator: Pat Hall, City Manager, Fritz Companies

Speakers: Carrie Brooks, International Sales Manager, Eudora Group, Qualcomm Inc.;

Mary Delmege, District Director, Southern California and Arizona, U.S. Department of Commerce; Andrea Migdal, Attorney at Law, Gray Cary Ware & Freidenrich; Charlie Robins, Chairman, The Robins Group

(Seminar 2D) Competitive Intelligence (CI)

Today's business environment is increasingly aggressive, particularly for expanding internationally. Business competitors now use every available means to increase their competitive edge. Companies in today's global economy must perform CI to remain competitive. This seminar will explore the resources available to companies as well as the business ethics of CI.

Moderator: Susan Lee and Jeanne Driscoll

Speakers: Dr. Craig Dunn, Associate Professor, San Diego State University; Gregory Estevane, President, Global Strategic Holdings Inc.; Manuel Gutierrez, President, Interpoint Group Inc.; Benjamin Harroll, Gaslamp Quarter Investigations

5:15 p.m.- Passport To Opportunity Evening Reception: Caribbean Style

*This program is supported in part by AIU North America Inc., Casas International Brokerage Inc., Center for International Business Education and Research at San Diego State University, Graduate School of International Relations & Pacific Studies at UCSD, Gray Cary Ware & Freidenrich, The John Ahlers Center for International Business at the University of San Diego, McGladrey & Pullen LLP and San Diego Daily Transcript.*



## Campaign Provides a Real-Life Experience

Twenty-one USD students are getting a jump start on their futures by participating in a nationwide General Motors Marketing Internship.

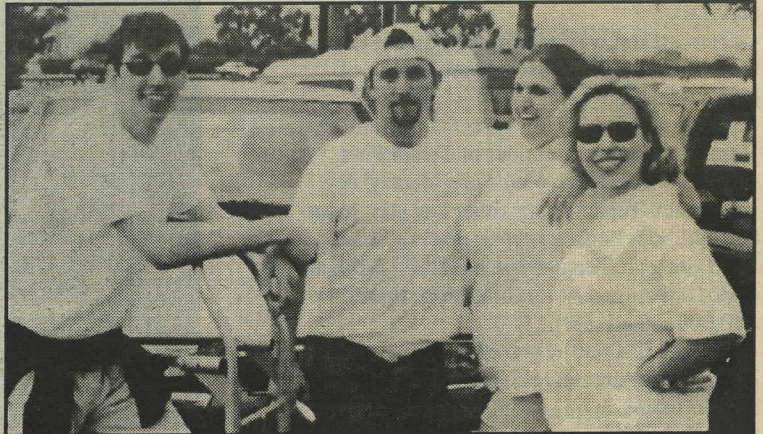
Offered through USD's school of business, GMMI is an academic course which provides marketing students the opportunity to gain real-life work experience by developing and implementing a full promotional campaign for one local GM dealership, **City Chevrolet**.

The internship, which is being offered for the fourth time to USD students, is centered around a promotional event. This year's festivities, **Cruisin' San Diego Chevy Style**, were held at the dealership last month.

"We wanted to get the surrounding commu-

nity of Clairemont familiar with City Chevrolet," said Victoria Romano, public relations director for the group. "We wanted to get people who need car repairs and washings to remember that City Chevrolet is an option."

Hosting close to 400 people, the event featured refreshments and en-



Adam Ulrich, Geoff McAdam, Erica Registrato, Victoria Romano

tertainment, more than \$2,000 in raffled prizes, and an appearance by Trevor Hoffman of the San Diego Padres.

Local sponsors included **Office Depot**, **24 Hour Fitness** and the **Mission Market**.

GMMI, which comes with a working budget of \$2,500, involves everything from market research to client presentation to the production of a publicity event.

"In this course students learn project management, group interaction and the integration of several marketing tools and concepts," said Seth Ellis, GMMI student adviser and USD professor. "These students create a real product, using real money for a real client. The standard college class does not provide that kind of experience."

The students also received guidance from the Long Beach promotional agency **EdVenture Partners**.

— Nevada Smith



## CLOSE-UP

Legal Affairs ▼

By KIM PETERSON  
*San Diego Daily Transcript*

Daniel Rodriguez just as well may be talking about himself when he describes the University of San Diego School of Law, the institution of which he will become dean July 1.

"It has always been associated in my mind as young and ambitious," Rodriguez said. "A law school that is very much on the move with a diverse group of faculty members."

At 35 years of age, Rodriguez will be the youngest law dean in USD's history and one of the youngest in the country. He says his age will be an asset more than anything else, allowing him to reach students better and bring the school into the next century.

Colleagues say Rodriguez' ambition nearly matches his extreme intellect — his sense of humor and down-to-earth style make him perfect dean material.

"He has the ability to deal with all kinds of constituencies," said Jessie Choper, dean of the Boalt Hall School of Law, where Rodriguez has taught classes since 1988. "I think he will come across as a regular guy and not a stuffy academic."

# Education's New Leadership: Young, Smart, Ambitious

Rodriguez may need all the style and public relations savvy he can muster; USD and law schools throughout the state are in the midst of some heady and controversial times. As affirmative action strategies continue to fall out of favor in California, post-graduate schools are scrambling to decide what minority outreach programs they should have, if any.

### Just The Facts

**Company:** University of San Diego School of Law  
**Boss:** Dean Daniel Rodriguez  
**Address:** 5998 Alcala Park, San Diego, Calif., 91367  
**Phone:** (619) 260-4207  
**Fax:** (619) 260-4753  
**E-mail:** jdinfo@acusd.edu  
**Number of students:** 1,093  
**Number of faculty:** 102  
**Accreditation:** ABA, Order of the COIS

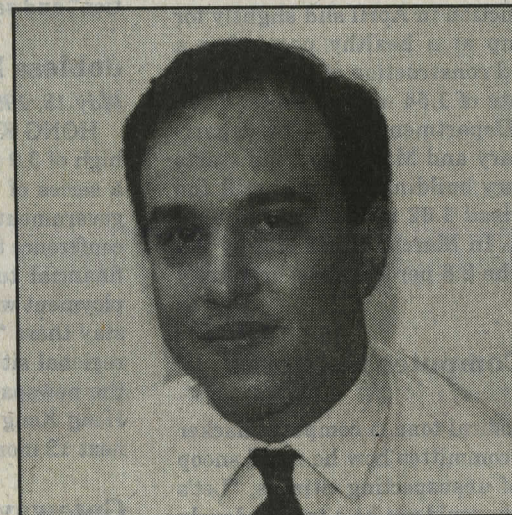
In addition, Rodriguez may need to deliver a pick-me-up message to graduating students. Attorneys have been the brunt of jokes for years, and California lawyers are further weakened by the struggles of the state bar and the backlash against high-profile celebrity trials.

"I fear that students have become very defensive," he said. "There's not a lot of articulated pride about saying, 'Yes, I'm a lawyer, I'm a lawyer in California.'" Rodriguez said he will encourage his students not

to be prideful or boastful, but not to be defensive, either.

### Seasoned Academic

Rodriguez brings a wealth of experience to the job in addition to a top-drawer resume. He worked his way through college at California State University, Long Beach, taking classes at



Daniel Rodriguez

night and working by day in jobs as diverse as clerking for an insurance company and writing for a motorcycle magazine called *Cycle News*.

He majored in political science, but said he didn't decide to become an attorney until late in his college career. Most of his classmates in night school were older and firmly entrenched in professions, he said. It wasn't an environment where students switch majors every semester and frequently discuss lofty career goals.

Rodriguez finally decided on law school, and

*Please Turn to Page 14A*



# Education's New Leadership —

*Continued From Page 1A*

from there his career seemed to take off with a mind of its own. He graduated *cum laude* in 1987 from Harvard Law School, where he was the Supreme Court editor for the *Harvard Law Review*.

From there he was called to apply for the judicial law clerk position for Judge Alex Kozinski at the Ninth Circuit U.S. Court of Appeals. Don't let the "clerk" title fool you — it was a high-profile job for one of the most-respected and well-known judges in the ninth circuit.

Rodriguez said he probably would have practiced law after that if it were not for a call from Boalt Hall asking him to apply as a professor. Boalt Hall School of Law at University of California, Berkeley, is almost always ranked in the top 10 law schools in the country, and Rodriguez could not pass up the opportunity.

"I took the chance to be a law professor at Berkeley with a feeling in my mind, I thought to myself, 'I'll give this a chance, and if I'm both not good at it and don't enjoy it, I'll practice law.'"

He was good at it. By 1994 Rodriguez was promoted to full professor with tenure, specializing in teaching administrative law, state and local government law and constitutional law.

He spent time as a visiting scholar and professor at the McGeorge School of Law, Stanford University, the University of Virginia and the University of Amsterdam.

Rodriguez published research often and made presentations throughout the country, and even commented for radio and television programs like "The MacNeil-Lehrer News Hour."

He said he became more and more interested in local government law and politics, including the rules that govern how communities interact with one another.

## Examining Democracy

At first, Rodriguez describes his research in the obtuse, scholarly language, in which professors seem to specialize. "I'm interested in the way in which communities of citizens come together to carry out their policy goals in a democratic system," he said.

But further explanation reveals Rodriguez loves to study the fabric of government, looking beyond the glitter of politics to the very foundation on which the idea of democracy is built.

He talks of a movement called "new urbanism," an umbrella term that brings together urban planners, politicians, attorneys and scholars interested in recreating urban environments. New urbanists reflect on how to maintain a large metropolitan area and keep it from spinning out of control.

"The question is, how do we turn inward to see ways in which we can maintain those parts that are effective and change those that are not?" Rodriguez said. He cites the development of Horton Plaza as a perfect example of new urbanism in action.

There were objections, Rodriguez said, by some that Horton Plaza would obscure the traditions and personality of downtown.

"On the other hand, you have a number of new urbanist scholars who say that it was an opportunity to re-create an urban environment," he said. "To make it user friendly and more available to segments of the population, to groups and to individuals."

Rodriguez knows he's moving to a city that in recent years has become a hotbed of government controversy, where community activists and private interests seem to be pulling different strings of a puppet that ends up going nowhere. The city is characterized by many analysts as stagnant in its indecisiveness; *Sacramento Bee* columnist Dan Walters recently devoted an entire column to the city's problems. "San Diego is very much a city in search of a 21st-century identity," Walters wrote.

Rodriguez said he wants to jump right into the issues and contribute to the public dialogue.

"I would love to be as involved as the community would wish me to be involved in policy debates," he said. "I would regret it if I came to San Diego and felt that my role precluded by being involved in both academic work and policy-related work, given the nature of my interest."

## Educational Issues

As dean, Rodriguez will have management and administration issues he rarely dealt with as a professor. But if any school is preparation enough to address controversial administration decisions, it is Boalt Hall.

The school made headlines in 1997 when it announced that not one of the African-American students admitted for the fall decided to enroll. University of California officials expected a downturn in minority enrollment when the UC regents voted to do away with affirmative action, but few predicted the actual figures would be so severe.

There is a fear that admitted students of color will feel less welcome at the University of California and places like Boalt Hall, Rodriguez said.

"I think that's a real fear, but it's disheartening that they feel that way," he said. "The challenge for this school, like the challenge for the University of California, will not just be a public relations challenge, but part of it will be to persuade admitted students that this is not only an amenable place but a productive place."

Rodriguez said he has thought "long and hard" about how to pursue minority recruitment and outreach, and to make sure the pool of applicants is well qualified. Law firms have not done as much as they can to stimulate minority development, he said, nor have law schools done enough for minority students once they have enrolled.



In San Diego the argument presently is moot, he said, because USD has been able simultaneously to enroll and maintain a substantial number of minority students who achieve high admissions scores. USD also is a private institution and not part of the UC system.

Boalt Hall faculty also made the news in November by throwing out an admissions policy that gave greater weight to grades of students from prestigious colleges and universities. Rodriguez was in favor of disbanding the policy.

"It just sent the wrong sort of message to students who, for whatever set of reasons, had not gone to Princeton or Yale or MIT but instead had gone to Cal State Long Beach or Cal State Fullerton," he said. "It sent the message that their achievements were less valuable, less weighty." USD does not have a grade-weighting policy.

Rodriguez is finishing out his last semester at Boalt, preparing to move to an as-yet-undecided area of San Diego and saying his goodbyes. He said he is getting cards and phone calls from former students, hearing about what they have gone on to in life and how school helped them get there.

It is a time for reflection, and although Rodriguez joins an elite group of law school leaders, he said he has not yet reached the pinnacle of his career. That time, he said, will be when he can accomplish all the professional goals he has set out for himself. Many of those are related to research and public policy.

"A great part of being an academic is having a chance to have a legacy," he said. "I'd like to think that is part of a legacy of being a dean, even more so."

**peter@sonoma.edu**



## Bar association honors media, student winners

*KGTV, U-T among ones cited for legal coverage*

UNION-TRIBUNE

The San Diego County Bar Association honored local media outlets, lawyers and others who have made outstanding contributions to the community at the annual Law Day luncheon yesterday at the group's downtown headquarters.

Marti Emerald, J.W. August and Jeff Barrett of television station KGTV won best of show among media entrants for coverage of legal issues. They also won two awards in the television category.

"It is unfortunate there is no Pulitzer Prize for television," the contest judges said. "This is the best."

Leslie Wolf of *The San Diego Union-Tribune* won first place in the newspaper category for a single story, followed by Joe Naiman of the *Santee Star* and David Hasemyer and Joe Cantlupe of the *Union-Tribune*.

*Union-Tribune* staff members Anne Krueger, Wolf, Susan Gembrowski, John Wilkens, Bill Callahan, Greg Moran, Barbara Fitzsimmons and John Gastaldo won first place for a newspaper series.

Hasemyer and Cantlupe won second place in the category.

Lynne Carrier of *San Diego Metropolitan* won first place in the magazine category, while second

place went to Caroline Tobias for the University of San Diego Law School's *Advocate*. Genie Thompson of *Senior World* magazine won a certificate of merit.

Gloria Penner and Kate Concannon of KPBS won two awards in the radio category.

Student award winners were Alex Shu Li of La Jolla Elementary School in the poster contest, Sydni Scheidel of Twin Peaks Middle School in the essay contest for Grades 6-8, Tiffany Hallman of Grossmont High School in the essay contest for Grades 9-12 and Jenny Truong of Grossmont High School in the oratory contest.

The law firm Gray Cary Ware & Freidenrich and attorney Betty Santohigashi were honored for community service, and attorney James McElroy was recognized for service to the legal profession.

Judy Keim was honored for service to legal education, and Claudia E. Smith was recognized for service by a public attorney.

Escondido Youth Encounter won the distinguished organization award, and Morris Casuto and Emerald Randolph won the distinguished citizen award. Steven Cologne and Anton Gerschler won for service to the county bar association, and federal Judge Judith Keep and Sharon Kalemkarian each were named legal professional of the year.



CITY EDITION

# San Diego

THE SAN DIEGO UNION-TRIBUNE • SATURDAY, MAY 23, 1998

DIANE  
BELL



## A top U.S. beach is endangered

### On the graduation front

SDSU President Stephen Weber is a man for all ceremonies. This weekend he'll be attending eight of nine San Diego State graduation exercises. The only one he'll miss is in Saipan in the Northern Marianas Islands where 25 students will be awarded master's degrees . . . Addressing USD Law School grads today will be valedictorian Robert Gleason, grandson of actor Robert Young ("Marcus Welby," "Father Knows Best"). Gleason, CFO of Evans Hotels, will wear a watch given to him by his granddad, who he says is not well enough to attend.



## INTERNATIONAL GATEWAY OF THE AMERICAS

By FRANCINE PHILLIPS  
San Diego Daily Transcript

C. Samuel Marasco, founder of LandGrant Development, has a vision. A homegrown success story, Marasco went to college at San Diego State University and University of San Diego and then got his juris doctorate degree from USD, where he is co-founder of the California Public Interest Research Group and the U.S.-Mexico Legal Institute.

While many community-minded developers have enhanced the community with creative low-income housing or public-school partnerships, Marasco's vision is the International Gateway of the Americas, a stunning pedestrian border crossing that combines beauty and commerce — a giant leap forward from air-polluting lines of cars and children selling Chicklets. The vision includes broad landscapes of flowers and sculpture, with retail shopping and food vending adding a celebratory ambiance. It's a project that makes more sense to our region than a golf ball on a stick or even, dare I say it, a downtown ballpark.

Below are excerpts from the International Gateway of the Americas' vision statement:

•North American free trade and the vigorous economies of San Diego and Tijuana are creating an extraordinary new binational city. The International

Gateway is a celebration of the remarkable past and future of the Americas. The unprecedented binational planning and construction of a new pedestrian, transit, road and border infrastructure expresses the spirit of our times.

•The current link between our two metropolises is without dignity. It symbolizes a politic of exclusion and separation rather than inclusion and integration. The present pedestrian border crossing is bifurcated by the Interstate Highway System, forcing pedestrians to compete with vehicles and to use inefficient and inadequate walkways and ramps. The circumstances no longer are tolerable. Our children, our families and our businesses deserve better. The time has come for a private-sector-driven comprehensive development plan to be initiated.

•The San Diego/Tijuana border crossing is the busiest international border crossing on the planet. It is projected to get substantially busier. The premise for this Binational Community Plan is that the present facilities for the major crossing requirements are so physically constrained that they are, at this time, not able to cope with the demands upon them and are unable to accommodate projected future pedestrian, vehicular and mass-transit demands. Furthermore, the

current facilities are undignified and insulting to Mexicans, Americans and world travelers visiting the Californias. They no longer represent the contemporary relationship manifested in NAFTA, nor do they embrace the spirit of connection demonstrated by our Asian colleagues through the maquiladora program of Mexico.

•Planning for the future success of the border crossing area requires a bold move that breaks out of the current constrained thinking and site. Moving the primary pedestrian mover crossing...will provide sufficient space and flexibility for all the present and future crossing requirements.

•We ask that the bureaucracy not usurp private leadership and capabilities, but help it by creating an atmosphere of open dialogue, the purpose of which is to solve logistical and mechanical problems now.

•It is anticipated that the Plaza Las Americas will become one of the most significant tourist and visitor destinations in the Californias...In essence, in addition to efficiently processing the millions of people wishing to cross the border, the International Gateway of the Americas is a regional-, national- and international-scale symbol, a place of high-value tourist activity and a place of significant employment.

phillips@sddt.com



# Chamber Calls On Officials to Solve Price of Gas Mystery

BY NEVADA SMITH  
Staff Writer

The Greater San Diego Chamber of Commerce has called for help from all levels of government to find out why local motorists traditionally pay more per gallon of gasoline than their Los Angeles counterparts.

Following an informational hearing last week, the Chamber voted unanimously to "request that our local, state and federal elected officials take all reasonable steps to rectify the inequities that exist in San Diego County to ensure a fair and competitive market."

Richard Ledford, senior vice president of

public policy for the Chamber, said, "We invited individuals to come and explain what was going on out there.

"We could understand the retail market and the transport costs affecting things. We could

ing market conditions are the reason behind the discrepancy in gas prices.

Bernard Iegan, a USD professor of law, said, "International price and location are the two determining factors which control gaso-

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*Oil industry representatives said ... market conditions are the reason behind the discrepancy in gas prices.*

---

also understand the price of land, and the time it takes to get permits to build a station in San Diego, affecting things. We couldn't see where the difference in the wholesale value came from."

Oil industry representatives said at the meet-

line prices. I don't believe San Diego's gas prices are being affected by anything other than market forces."

Ledford said Chamber members didn't feel the price difference was explained fully and

they felt the best chance in securing answers was at the federal, and not local, level.

At the local level, divorce legislation, which would require oil companies to franchise or sell company-owned stations, has been adopted by five cities and the county. Supporters of the legislation feel it would promote competition, leading to lower prices.

County Supervisor Ron Roberts, who first introduced the ordinance, said the Chamber action was exactly what he had asked for.

"I wanted them (Chamber) to acknowledge that we have a problem," said Roberts. "The second thing I wanted is more help from the state and federal level."



## USD player in semis of women's NCAAs

FROM STAFF AND WIRE REPORTS

**U**SD sophomore Zuzana Lesenarova advanced to the semifinals of the NCAA women's tennis championships yesterday by defeating Kristina Kraszewski of Washington 6-2, 7-6 (8-6) in South Bend, Ind.

Lesenarova, a native of the Czech Republic, will play Ania Bleszynski of Stanford today in one semifinal. Kraszewski routed Amanda Augustus of Cal 6-1, 6-0 in the quarterfinals.

It is the first time two unseeded players will play each other in the singles semifinals of the women's championships.

"I did not play as good as I would have liked to, but I played good enough," said Lesenarova. "Kristina was dictating the match for a good portion of the time during the second set and I decided to step my game up a bit to win. I played well enough to win this match, but I will have to play better to continue on in the tournament."

The other semifinal will pit Stanford's Julie Scott against fourth-seeded Vanessa Webb of Duke. Scott upset No. 1 seed Mirela Vladulescu of Alabama-Birmingham 6-4, 4-6, 7-5.

### COLLEGE TENNIS

In doubles, Florida's top-seeded and two-time defending NCAA champion team of Dawn Buth and Stephanie Nickitas won in straight sets. The No. 2-seeded team of Webb and Karen Goldstein of Duke also won in straight sets.

#### NCAA men

In Athens, Ga., Oklahoma State's **Pavel Kudrnac** came within two points of being only the third No. 1 seed to lose in the first round of the NCAA men's championships but escaped with a 6-7 (5-7), 7-6 (7-5), 6-2 victory over Texas Christian's **Esteban Carril**.

All eight seeds advanced to the second round of the 64-player, single-elimination tournament. It was the first time since 1993 that all of the top eight seeds advanced.

Michigan's **MaliVai Washington** in 1989 and UCLA's **Justin Gimelstob** in 1996 were the only No. 1 seeds to lose in the first round.

San Diego State's **Alex Waske** lost in the first round, 6-3, 3-6, 7-6 to **Tom Chicoine** of Minnesota.

Waske and teammate **Frank Morgan** begin doubles play today.



## Homers in ninth ruin Cunningham finale

**U**SD baseball coach John Cunningham's final regular-season game switched from a victory to a defeat in two pitches.

Scott Asan and Joel Miller hit back-to-back solo home runs in the ninth inning to give Gonzaga (16-34 overall, 10-20 conference) a 5-4 victory over USD in the West Coast Conference regular-season finale for both schools yesterday in Spokane, Wash.

Cunningham, who coached the Toreros for 35 years, retires after 1,700 career games and a record of 843-839-18. USD closed the season with a 29-30 record overall, including 18-12 in the WCC.

### LOCAL COLLEGES

#### CC softball

Right-hander Jordanna Barrack improved to 25-3 by leading **Palomar** (27-5) to a 9-0 shutout of **Golden West** (23-16) in the championship game of the Southern California Regionals at Palomar.

#### Women's tennis

**UCSD's** Kirsten Olsen was defeated by Caryn Cuthbert of **Kenyon** (Ohio) 6-3, 6-4 in the quarterfinals of the NCAA Division III

Singles Championship in Lexington Va. Olsen defeated Brook Hartzell of host **Washington & Lee** 6-0, 6-1 in the second round.

#### Women's water polo

Nicole Garzon and Rachel Scott each scored twice to help fifth-seeded **San Diego State** (23-14) to an 8-3 win over No. 7 **Massachusetts** (30-6) in the seventh-place game of the National Collegiate Championships in Los Angeles. Scott was named to the All-Tournament second team. Top-seeded **UCLA** (35-1) defeated No. 3 **Cal** (27-6) 7-3 to win its third straight title.



# USD goes outside to find successor for Cunningham

It was apparent things would be changing at USD when head baseball coach John Cunningham announced in January that the 1998 season would be his last.

But Cunningham and others closely associated with the team had hoped the program would remain headed in the same direction Cunningham had taken it the past 35 years.

Cunningham envisioned a smooth transition with Jake Molina, his assistant coach the past 13 seasons, assuming command of the Toreros.

Molina's coaching résumé included head coaching stops at Santa Monica City College and San Diego City College in the mid-1970s through the early 1980s. He also managed the Spanish national team for six summers and was head coach for Spain's Olympic team at the 1992 Games in Barcelona.

"I think (Molina) can be as good as anybody in the country in terms of teaching, responsibility, work ethic and just plain being darn good at what he does," Cunningham said in a *Union-Tribune* story earlier this year.

USD has chosen to go in another direction, however.

USD athletic director Tom Iannacone announced yesterday that University of San Francisco coach Rich Hill has been hired to replace Cunningham. Hill, 35, has coached USF the past five years and coached Cal Lutheran for six years before that. Hill played at San Diego State in 1981-82 before transferring to Cal Lutheran, where he graduated in 1984.

## AREA BASEBALL

KIRK KENNEY

"I believe that Rich Hill has the experience, energy and work ethic to build upon the success of the current program," said Iannacone in a statement released by the school. "Most importantly, he understands the mission and values of the university."

Hill has established a record of success, compiling a 333-220 career record. He guided the Dons to three straight winning seasons and a school-record 34 wins this past year. At Lutheran two of his teams made appearances in the College World Series in Division III.

Molina was informed Saturday that he did not get the job.

"I'm really disappointed in the whole program and for John," Molina said. "All the years we've put in. It all meant so much to us."

Molina, who teaches at San Diego City College, indicated he would not be part of the coaching staff next season even if he were to be offered a job. At this point, he doesn't know what his coaching future holds.

"I'm just going to let the wounds heal right now," he said.

Cunningham, who was not a part of the search committee for a new coach, had not yet heard about the announcement when contacted early yesterday afternoon.

"If it's not from within, then I would be really disappointed because it's setting the trend that assistant coaches should start looking out for themselves instead of the program," Cunningham said. "What does an assistant coach at USD have to look forward to there? The answer, which I would hate to see, is zero. What does that do for loyalty?"

### Sanchez taking time off

Kevin Hazlett has been named the head coach at Mesa College on a one-year interim basis. Hazlett served as pitching coach at Mesa for the past few years. Mike Sanchez is taking a one-year hiatus.

### Around the horn

■ Tryouts for San Diego's entry in the Area Code Games will be held June 6-7 at Poway High. Four teams of players — representing the North, South, East and City — will be given skill tests, timed in the 60 and play games both days. The team selected from the tryout will play in the Area Code Games in August at Long Beach's Blair Field.

■ The annual all-star game pitting two teams of the county's seniors will be played June 8 at USD's Cunningham Stadium. Time remains to be determined.

*Items for the Area Baseball column may be faxed to (619) 487-5614 or e-mailed to kirk.kenney@uniontrib.com*



## Aztecs upset USD in NCAA women's tennis

**U**nseeded San Diego State won four of six matches en route to upsetting third-seeded USD 5-2 in first round action at the NCAA women's tennis regional at UNLV.

It was sweet revenge for the Aztecs, who lost to USD 5-4 last month.

"The difference today was that we played with conviction and came out more intense," said SDSU coach Peter Mattera.

The Aztecs notched wins from Dorota Wozniak, Sarah Donovan, Whitney Wells and Merete Lindahl to take a 4-2 lead after singles play. The No. 3 doubles team of Wells and Wozniak clinched the match with an 8-4 win over Steffi Hesse and Krista Manning.

### LOCAL COLLEGES

"There are two reasons for losing," USD coach Sherri Stephens said. "San Diego State played aggressive, clean tennis. And we backed off and tried to force it and made too many errors."

#### Golf

UCSD shot a team 293 total on the final day of competition and finished fifth overall at the NCAA Division III National Championships at Jekyll Island (Ga.) Golf Club. Four-time defending champion **Methodist (N.C.) College** made it

five straight and eight titles in the last nine years with a 1143, nine under par. UCSD's top player was James Donahoe, who finished tied for seventh with a one-over-par 289.

#### CC baseball

Pat Edwards tossed a five hitter and retired 20 of the last 22 batters but it wasn't enough as **Palomar** (30-7) fell to **Santa Ana** (32-13) 4-0 at the Southern California Regionals at Riverside City College.

#### CC softball

**San Joaquin Delta** (44-11) defeated **Palomar** (37-6) 2-1 after Kelly Brooks singled in Becky DiCicco at the State Championships in Fresno.



San Diego Metropolitan Magazine



*"The most beautiful thing in the world is the conjunction  
of learning and inspiration."*

— Alice Wanda Landowski

The University of San Diego is deeply grateful to  
**PAMELA GRAY**  
for her diligence, her wisdom, and her inspiration.



University of San Diego

CONGRATULATIONS TO ALL TWIN HONOREES

MAY 1998



# Job market hot for '98 college grads

**By Cliff Edwards**  
ASSOCIATED PRESS

CHICAGO — At a recent recruiting conference, Northwestern University placement director William Banis casually mentioned a college freshman he had hired to maintain his office computer network. He was astonished when dozens of companies asked for the student's name.

For college students, this is the hottest hiring market in almost three decades.

With the economy booming, employers expect a whopping 27.5 percent increase in job openings for 1998 college graduates, according to an annual

survey by Michigan State University.

Employers competing for an unusually small pool of graduates this year are offering stock options, tuition reimbursement and, for some top law and business graduates, starting salaries of more than \$100,000. One company offered a chance at door prizes such as a TV set just to get students to fill out job applications.

"This year is really a very fine year to be graduating," said Patrick Scheetz, author of the Michigan State study.

The prizes in this cutthroat competition are

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See **JOBS** on Page A-19



# Jobs

## Salaries make biggest increase in 10 years

*Continued from A-1*

young men and women who have grown up with their hands on a computer, giving them an edge in the increasingly technology-based corporate workplace.

"We've seen much more aggressiveness on the part of employers that has led to the class of '98 doing very well and doing very well a lot earlier, with large salary increases and bonuses," Banis said.

Average starting salaries jumped 4 percent to 5 percent, the biggest increase in 10 years, according to the survey, which contacted 497 companies this year. Starting salaries are up for a fifth consecutive year and will rise as much as 15 percent in some undergraduate fields.

Last year, the number of job openings rose about 6 percent. This year's increase represents the biggest in the survey's 27-year history. The previous biggest increase in openings was 9.2 percent for the class of 1985.

The recruiting competition is fierce in part because the number

of college graduates this year and next is expected to be lower than in previous years because of a drop in the number of U.S. births years ago.

Rebecca Ingis, a University of Pennsylvania psychology major, chose a marketing job with Chicago-based Quaker Oats Co. over three other offers, all promising salaries in the middle five figures. Location determined her choice.

"I know people who've gotten six offers, eight offers," she said. "It's been pretty difficult to decide."

While everyone agrees the job market is strong for graduates, not everyone agrees that they can command exorbitant starting salaries.

"I think it's a little like the big fish story," said Julie Ross, human resources manager at Accel Technologies in Sorrento Valley. "The story gets inflated a couple of thousand dollars each time it is retold."

Ross said her recruiting experience recently has shown electrical and software engineers naming their starting price from \$45,000 to \$55,000 a year.

"I tell them if they can get that somewhere else, that's great. But we don't pay that much," she said. "Most people then come back to reality and we've been fortunate to hire people at the levels we've wanted."

The survey noted average starting salaries of \$44,557 for chemical engineering, up from \$42,758. For electrical engineering, it was \$41,167, up from \$39,811.

For graduate students, the picture is better. MBAs in investment banking and consulting are receiving offers of more than \$100,000, up from \$88,000 last year. And law school graduates in major cities for the first time are seeing their salaries top \$100,000.

College placement directors say recruiters are pressing to come to campus as early as October instead of January, and are working to secure new hires through junior-year internships. Recruiters are also increasingly pressing students to accept an offer quickly or lose it.

"It has been an absolutely fantastic recruiting season for SDSU students," said Judith Gumbiner, director of San Diego State University's career office. "It's the best in over a decade."

"I think we've definitely seen an increase in on-campus interviews offered to students this year," said Judy Stevenson, recruiting specialist at the University of San Diego's career services office. \*

"They're getting a lot more job offers than, say, graduates would have five years ago," she said.

Now the most common questions

she hears are along the lines of how much time does one have to decide whether to accept an offer or when is it OK to ask about salary. Five years ago, she said, more students came into her office asking a different kind of question, such as how do you get someone to offer you a job.

Employers are stressing perks and resorting to gimmicks to get recruits. GE Capital Auto Financial Services, trying to hire 250 new employees for a new installation in Barrington, Ill., said those submitting applications would earn a chance at door prizes, including a television, Chicago White Sox tickets and a \$100 Ticketmaster gift certificate. The company also touted its large cafe and health club and complete dental and eye package.

While corporations still are making thousands of layoffs, graduating students are highly prized, said John Challenger, general manager of job outplacement firm Challenger, Gray & Christmas.

"Technology is a part of the way companies operate today, everywhere and in every field," he said. "Older people have a hard time adapting to it, but these kids have been doing it since they were 10. That's a very powerful force."

Staff writers Chris Moran and Michael Kinsman contributed to this report.



## USD Dedicates Serra Statue

By ELIZABETH HIMCHAK

*Special to The Southern Cross*

ALCALA PARK— The University of San Diego dedicated a statue in honor of Blessed Junipero Serra in front of Serra Hall on April 29.

William Hannon, president of the William H. Hannon Foundation, commissioned the sculpting of the life-size bronze statue in honor of his late mother, Eugenie B. Hannon. He has donated more than 70 statues to missions, schools and churches throughout California.

said to the numerous administrators, faculty, staff members and students in attendance.

Franciscan Brother Thomas Thing, associate university minister, gave the invocation and joined USD Board of Trustee's Chairman Peter J. Hughes in blessing the statue.

Brother Thing said he is very happy there is now a second statue honoring Franciscan contributions to California and the world on the university campus. The other statue is of St. Didacus, San Diego's namesake, located in front



**GIFT STATUE:** William Hannon (left) and Franciscan Brother Tom Thing dedicate the new Blessed Father Junipero Serra statue.

Sculptor Dale Smith has sculpted most of the statues donated through the Hannon Foundation.

At the dedication ceremony, Hannon said his admiration of Father Serra began in his childhood when he and his family visited the missions. "It [is] a joy to give you the statue and I wish you all the luck in the world," Hannon

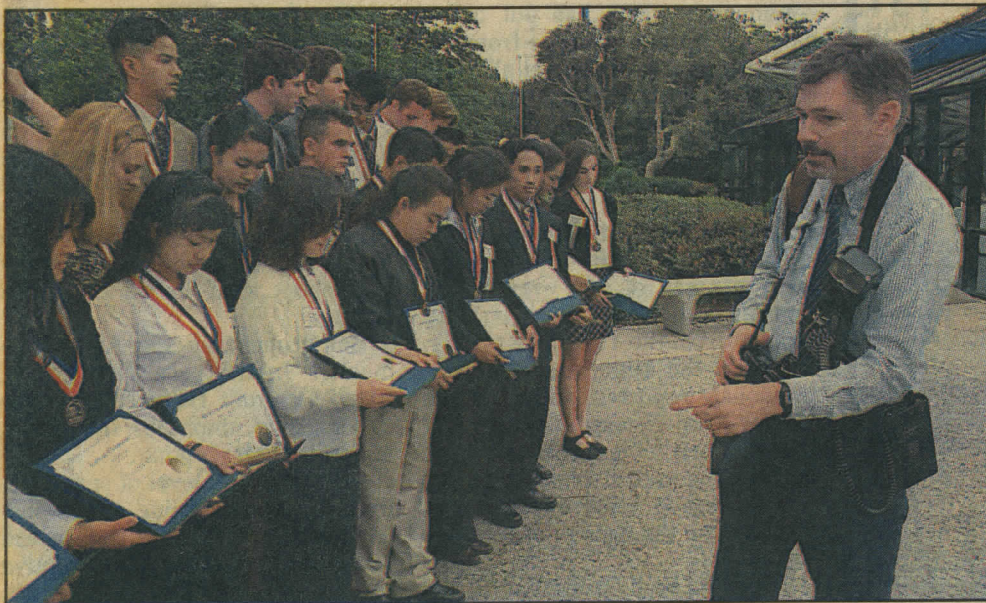
of Copley Library.

"The statue is a living memorial to the commitment of Franciscans to education and to the continued preaching of the Gospel of our Lord Jesus Christ," Brother Thing said.

Father Serra, founder of California's earliest missions, is currently a candidate for sainthood.



## Top this: 42 valedictorians at one school



JOHN GASTALDO / Union-Tribune

**Lookin' good:** Barry Latwig, photographer for the San Diego Unified School District, lined up the 42 Scripps Ranch High School valedictorians yesterday at Sea World for picture to be used at an honors ceremony.

**By Maureen Magee**  
STAFF WRITER

A beaming Erich Eminhizer, this year's valedictorian at Scripps Ranch High School, proudly accepted a medal yesterday during a ceremony honoring San Diego's top graduating high school seniors.

So did the other 41 Scripps Ranch valedictorians.

Look in the dictionary and the definition of valedictorian is clear — "the one ranking highest in the class in scholarship." But look at the program for yesterday's ceremony and it's apparent that each campus in the San Diego Unified School District interprets the term differently.

Why does Scripps Ranch High have 42 valedictorians, while Mission Bay High has one? And how can Mira Mesa High bestow the honor on a dozen students, while Hoover

See **SPEAKERS** on Page A-25



# Speakers

Valedictorian honors diluted at schools?

*Continued from A-1*

High has chosen only two?

"The philosophy around valedictorians always gets debated," said Joe Ogilvie, chief counselor at Patrick Henry High School, which prefers to name a single top student.

"We stick to tradition," he said. "But it always looks like Patrick Henry is a horrible school compared to the one with 30 valedictorians."

High schools across San Diego County have their own method of rating students and computing class rankings. Some campuses give the title to any student with straight A's — whether they are in remedial courses or college-preparatory classes.

Others are intent on keeping the tradition of naming the single best student in a graduating class the valedictorian.

In East County's largest high school district, the number of valedictorians on each campus ranges from one to several.

"I personally don't have a problem with there being more than one ... as long as the standards (to choose them) are firm and high," said Bob Stein, an assistant superintendent with the Grossmont Union High School District, where valedictorians are selected based on grades, citizenship and the depth of a student's academic program.

Torrey Pines High School in Carmel Valley avoids class rankings and naming a valedictorian altogether.

"We don't want to get into that whole thing because that becomes so competitive and so nasty sometimes," said Marie Grey, principal at Torrey Pines.

Advanced classes with weighted grades make it possible for students to earn grade-point averages well above the once-tops 4.0, making it more and more difficult to determine which student has the single-best academic standing.

Add student government, athletics and even college courses to the mix and things become even more complicated.

"Kids are so motivated these days that it's really tough to rank them," said Rachel Flanagan, principal at Mira Mesa High School, which had double-digit valedictori-

**"This may have gotten out of hand. This may be an outgrowth of some self-esteem programs out there."**

*Michael Price, principal of Point Loma High School, on the large number of valedictorians*

ans this year. "Why exclude students from this honor?"

Spreading the wealth eliminates some of the intense competition among high school seniors — and their parents, said Principal David LeMay, defending this year's brigade of Scripps Ranch valedictorians.

"Personally, as an educator I like to celebrate student success," he said. "And maybe this defuses the angst among students."

But the traditionalists snicker at schools that dole out valedictorian honors like hall passes.

How is it possible that 10 percent of the graduating class at Scripps Ranch High School can be valedictorians?

"I think it's confusing," said Shirley Peterson, principal at Morse High School, which named two valedictorians this year because of a tie.

"If you are really going to say that a valedictorian is the best, you have to narrow the playing field," she said.

Michael Price, principal of Point Loma High School, shares Peterson's concerns. School officials already have started revamping their policy on valedictorians.

This year the school named 21 for the honor — likely the last time the pool is so large, he said.

"This may have gotten out of hand," Price said. "This may be an outgrowth of some self-esteem programs out there."

Ron Keeler, a counselor at Hilltop High School in Chula Vista, is pleased that the Sweetwater Union High School District limits the number of valedictorians to one per school, unless there is a tie.

"It means something different to be valedictorian when there are so many," he said. "It's sort of like

being an honor student; it's an elite group. But (the valedictorian title) certainly doesn't mean they are the top student in their class."

Eminhizer, who is the top student at Scripps Ranch, doesn't begrudge any of his classmates the honor. But he said he can't help but feel just a little cheated.

"I am very proud to be a valedictorian, but I do feel that the honor has been diluted," said Eminhizer, whose 4.7 grade-point average has been ranked the best in his class. "I think it's important to honor students who do well, but they shouldn't call them all valedictorians."

Any Scripps Ranch senior with a 4.0 grade-point average — regardless of the difficulty of his or her coursework — is named a valedictorian.

"It's kind of neat that a kid in special education who may be struggling to do their best can be honored just like the kid taking advanced-placement classes," said Sharon Duffy, head counselor at Scripps Ranch. "But personally, I think we may be going too far with this."

Although competition can be fierce for high school honors, colleges and universities look beyond grades when accepting a student.

But adding "valedictorian" to a resume can make a difference when a student is applying for special programs or internships, said Linda Scales, an administrator at the University of San Diego who helps students craft their resumes.

"Being a valedictorian carries weight on a student's resume — but it's not all that is looked at," she said.

Robert Infantino, a professor of education at the University of San Diego, was unaware of the trend to name more than one valedictorian.

"I think there is some expectation that it means that student is the best in their class," he said. "I think the criteria is important."

Faye Jaffee, the lone valedictorian at Madison High School, was surprised to see schools with so many "top students" at yesterday's ceremony. So was Javier Aguilera, who tied for the spot at Morse High School.

"I mean if all 42 of the Scripps Ranch kids really worked their butts, they all deserve it," he said. "But I don't know. It seems strange."

Staff writers Lillian Salazar Leopold, Steve Schmidt and Chris Moran contributed to this report





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Recipients of 1998 Arthur E. Hughes Career Achievement Awards at **USD** are, from the College of Arts and Sciences, **Sister Mary Jo Anderson**, senior v.p. of hospital operations at **ScrippsHealth**; from the School of Business Administration, **Michael Magerman**, the founder of **Odyssey Golf**; School of Education, **George Cameron**, superintendent of the **National School District**; School of Law, U.S. District Court Judge **Judith Keep**; and Philip Y. Hahn School of Nursing, Navy Capt. **Kathleen Martin**, who in August will become director of the Navy Nurse Corps at the **Bureau of Medicine and Surgery** in Washington, D.C.

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## Kimley-Horn Awarded Feasibility Study

The civil engineering firm of Kimley-Horn and Associates Inc. has been awarded the feasibility study and project analysis to construct Olympic Parkway (East Orange Avenue), from I-805 to one mile east of State Route 125 by the city of Chula Vista. The feasibility study is to include the identification of project constraints in terms of funding, traffic needs, timing, phasing and environmental requirements. The feasibility study will be completed by January 1999.



### Construction Notebook By David Berl-Hahn

#### Pacific Interior Finishes Reno Air Baggage Facility

Pacific Interior Systems has completed the construction of a new baggage service facility for Reno Air in Terminal 2 at San Diego International Airport, according to Greg Rogers, president of Pacific Interior Systems.

Pacific Interior Systems' Leon Benham was responsible for the \$20,000 project. Key contractors involved in the project included Saturn Electric, Courington Millwork and Seacoast Sheet Metal. This is the fifth project Pacific Interior Systems has completed for airlines at San Diego International Airport, including Delta, Alaska, United and American.

#### Ninyo & Moore Expands Capabilities

Ninyo & Moore has expanded its geophysical services capabilities companywide. Ninyo & Moore's Geophysical Services Group provides subsurface exploration services utilizing state-of-the-art geophysical equipment and methods, including ground-penetrating radar seismic, magnetics, terrain conductivity and electrical resistivity. These geophysical exploration methods have a wide range of applications to assist our clients, including preconstruction/preblasting baseline distress surveys and geotechnical damage claim analysis. These services are offered to various entities, including developers, contractors, public agencies, insurance companies and building owners to assess the effect of construction and blasting operations on nearby structures.

#### C.D.M. Working On Port District Building

C.D.M. Construction Inc. has started work on the San Diego Unified Port District Building. The project

consists of installing 19 windows on the fifth story of the port building. All of the work will be done at night, so that the daily traffic caused by work and the airport will not be interrupted. Subcontractors for this project included La Mesa Glass, Minshew Bros. Steel Construction and Western Gunite. Rudy Ledbetter was the estimator and Peter Curto was the superintendent.

#### Ocean West To Complete TI For A.G. Edwards

Ocean West Builders was hired by Tooley and Co., for Hyundai Precision America Inc., the owner, to complete tenant improvements to the A.G. Edwards suite, in the Rio Vista Tower at 8880 Rio San Diego Drive on the 11th floor. The occupied retrofit was performed in phases to accommodate the tenant's needs to maintain daily business functions. The \$121,494 full-floor project was completed in six weeks and was designed by Howard•Sneed Interior Architects.

#### Zigman/Shields Awarded U.S.D. Engineering Contract

Zigman/Shields General Contractors has been awarded a contract to construct two engineering laboratories located at 5384 Linda Vista Road for the University of San Diego.

The Optoelectronics and Lasers Laboratory includes optical tables, optical positioners and mounts, laser diodes, optical power meters and an atomic force microscope. This laboratory will allow students to explore the interdisciplinary field of optoelectronics, which involves performing useful functions with light. This laboratory also will support engineering faculty and student research projects in optoelectronic materials and devices.

The Computer Vision and Image-Processing Laboratory will be used to perform research in computer vision such as stereo and trinocular vision, three-dimensional surface reconstruction, active vision and improved methods for camera calibration. The equipment will include optical tables, computer vision cameras, laser projectors (structured light) and hardware and software for image processing.

The Sony Corp. has donated equipment that will be used in the laboratory. Funding for this laboratory has been provided by the University of San Diego, as well as two grants from the National Science Foundation. Completion of the project is scheduled for June 7th.

The project architect is U.S.D. The project manager for Zigman/Shields is Angelo Paone, and the project superintendent is Dave Rex.