

University of San Diego

Digital USD

---

Print Media Coverage 1947-2009

USD News

---

2001-04-01

## University of San Diego News Print Media Coverage 2001.04

University of San Diego Office of Communications and Marketing

Follow this and additional works at: <https://digital.sandiego.edu/print-media>

---

### Digital USD Citation

University of San Diego Office of Communications and Marketing, "University of San Diego News Print Media Coverage 2001.04" (2001). *Print Media Coverage 1947-2009*. 289.

<https://digital.sandiego.edu/print-media/289>

This News Clipping is brought to you for free and open access by the USD News at Digital USD. It has been accepted for inclusion in Print Media Coverage 1947-2009 by an authorized administrator of Digital USD. For more information, please contact [digital@sandiego.edu](mailto:digital@sandiego.edu).

## USD NEWS PRINT MEDIA COVERAGE – APRIL 2001

### College of Arts and Sciences:

Judgement Calls: USD Ethics Bowl Team (San Diego Union-Tribune).....	1
Young Lives at Risk [Hendershott] (San Diego Union-Tribune).....	5
The Paper Trail of Tears [Hayne] (San Diego Union-Tribune).....	8
Readers, editors respond to issues [Bonn] (San Diego Union-Tribune).....	12
History of New Zealand and its inhabitants [Gump] (Choice).....	14
Fyi: James B. Stockdale Symposium on Ethics and Leadership (San Diego Union-Tribune).....	15

### School of Business Administration:

Go-getter's Dilemma [Hunsaker, Ridge] (San Diego Union-Tribune).....	16
Management and leadership are not the same [Hunsaker,Ridge] (Trenton Times). ....	19
Universities get down to a business battle royal (San Diego Union-Tribune).....	21
County's economic signs take turn for the worse [Gin] (San Diego Union-Tribune).....	23
Is the chamber's forecast too optimistic? [Gin](San Diego Union-Tribune).....	24
Downturn could put wealth effect into reverse [Gin] (San Diego Union-Tribune).....	25
Cash, Benefits, Work Environment All Play Major Role in Retaining Younger, Hi-Tech Employees (Savannah Business Report and Journal).....	26

### School of Education:

Bail me out! [Galloway] (San Diego Union-Tribune).....	27
--	----

### School of Law:

California's electricity monster [Smith] (San Diego Union-Tribune) .....	28
Outfront: Perennial Patents [Rai] (San Diego Union-Tribune).....	30
The Importance of Information: Biotech Patents [Rai] (Forbes).....	32
President's Report [Fellmeth] (Action Report, Medical Board of California).....	35
PUC Official's Investments Questioned [Fellmeth] (San Francisco Chronicle).....	39
Board backs Route 125, but with strict conditions [Minan] (San Diego Union-Tribune).40	
UT College of Law wins 2 <sup>nd</sup> moot court title in row (Nashville Tennessean).....	41
College of Law wins competition (University of Tennessee Daily Beacon).....	42
Firm adds 4 attorneys [Coury] (Arizona Business Gazette).....	43

### School of Nursing:

5 Minutes with Mary T.Sarnecky, Army Nurse Corps chronicler (Nurseweek).....	44
--	----

### Athletics:

USD tops USF in WCC baseball (San Diego Union-Tribune).....	45
Elliot pitches PLNC to 4-0 win (San Diego Union-Tribune).....	46
Bulletin Board: Commitments (San Diego Union-Tribune).....	47
Nugget topples Toreros (San Diego Union-Tribune).....	48
Bulletin Board: Honors (San Diego Union-Tribune).....	49



USD slugs 12 homers (San Diego Union-Tribune).....	50
Local colleges: softball (San Diego Union-Tribune).....	51
Local colleges: USD beats Santa Clara (San Diego Union-Tribune).....	52
Its an unheated rivalry (San Diego Union-Tribune).....	53
Harris honing in on history (San Diego Union-Tribune).....	54
Harris bat streak hits 20 as USD roars past Lions (San Diego Union-Tribune).....	55
USD makes it a clean sweep (San Diego Union-Tribune).....	56
Aztecs salvage split with USD (San Diego Union-Tribune).....	57
Waves crash down on USD- doubleheader is a wash (San Diego Union-Tribune).....	58
Big inning lifts USD over Pepperdine (San Diego Union-Tribune).....	59
Local profile [Rizo] (San Diego Union-Tribune).....	60
Bulletin Board: Baseball (San Diego Union-Tribune).....	60
Saint Mary's gains coach with S.D. ties [Bennett] (San Diego Union-Tribune).....	61
Women's tennis (San Diego Union-Tribune).....	62
Women's tennis (San Diego Union-Tribune).....	63
Softball (San Diego Union-Tribune).....	64
Tennis (San Diego Union-Tribune).....	64
Women's crew (San Diego Union-Tribune).....	65
Fitness Fanatics (San Diego Union-Tribune).....	66
Spirit figures to get charge out of opener (San Diego Union-Tribune).....	68
Home Field Advantage (San Diego Union-Tribune).....	69
Spirit plans to take care of their fans (San Diego Union-Tribune).....	70
Revolutionary Spirit (San Diego Union-Tribune).....	71
Spirit's seating powered down (San Diego Union-Tribune).....	78
Spirit starts countdown to opener (San Diego Union-Tribune).....	79
WUSA starts off with all the world's best players (Albany, GA, Herald).....	80
Paying the price (San Diego Union-Tribune).....	82
A league of their own (Montgomery Advertiser, Athens,GA, Daily News Westminister,MD, Carroll County Times).....	85
Women taking their best shot at making soccer succeed (San Diego Union- Tribune).....	86
Hamm is first U.S.-born WUSA scorer (San Diego Union-Tribune).....	88
You have to be there, but 'Pick-flip' is a crowd-pleaser (San Diego Union-Tribune).....	89

**Other USD Related Articles :**

Author of <i>God's Photo Album</i> to Speak at USD May 15 <sup>th</sup> (The Final Word).....	90
Series of University Partnerships With CyberU Brings World-Class Education to Every Computer (Business Wire).....	91
Hammond rambles, roars in USD set (San Diego Union-Tribune).....	93
Third Annual Character Education Academy (San Diego Union-Tribune).....	95
Charger Girl auditions at USD March 24 (San Diego Union-Tribune).....	96

**COLLEGE OF ARTS AND SCIENCES**



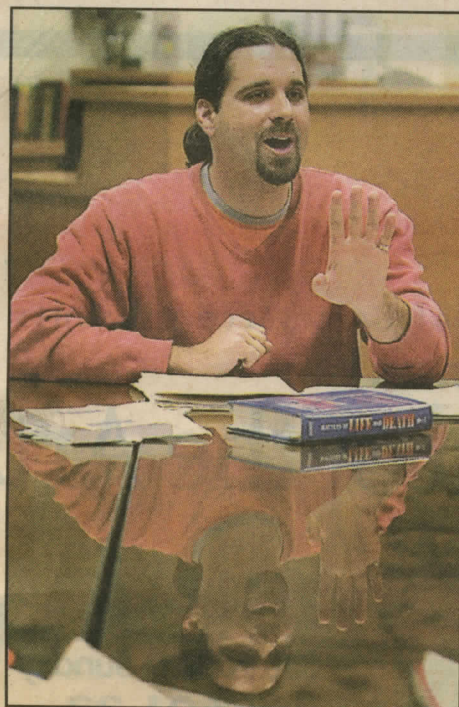


# Judgment calls

## ETHICAL QUESTIONS DRAW STUDENTS INTO EXAMINATION OF RIGHT AND WRONG

4154  
By Sandi Dolbee, RELIGION & ETHICS EDITOR

Marc Camras teaches the Jewish after-school course, which offers college credit. In a separate program at the University of San Diego, four students recently competed in a national Ethics Bowl.



They are two groups, separated by distance and age and theology, yet sharing a common quest for right and wrong. One is a biomedical ethics class for teen-agers enrolled in the High School of Jewish Studies, a supplementary education program whose goal is to continue Jewish education. The other is a team of four graduating seniors and their professor-coach at the Roman Catholic-affiliated University of San Diego.

The Jewish school teen-agers meet in an upstairs library at the Lawrence Family Jewish Community Center in La Jolla, where they spend their Wednesday evenings wrestling with the morality of genetic screening, abortion, euthanasia and other questions born of this brave new world of technology. Would they, or wouldn't they? Should they, or shouldn't they?

Across town, on the USD campus, the four students and their coach have completed their wrestling over such questions, after competing last month in the national inter-

collegiate Ethics Bowl. They practiced by arguing the rights and wrongs of cases they would be tested on, with scenarios ranging from whether to separate conjoined twins over the parents' objections to what a friend should do about a fiancé who cheated on his bride-to-be.

These teen-agers and these college students have come to learn that ethics is something worth thinking about. And they've learned something else: They like it.



## The USD team made it to the final four

This semester's biomedical ethics class offered by the High School of Jewish Studies is taught by Marc Camras, a ponytailed doctoral student at the University of California at San Diego.

Camras' style is conversational. He doesn't lecture. He doesn't tell. He probes and cajoles in a setting that is more like a seminar than a classroom.

During a discussion on genetic manipulation, Camras prodded the students to think about what can happen when genetic intervention turns diabolical, to shades of what Hitler attempted in his cruel quest for a master race.

"What is the word for that?" he asked.

"Bad?"

"Playing God?"

He shook his head. "Eugenics."

The 11 teen-agers at the table on that particular evening nodded in momentary silence. In their history, eugenics is more than a word.

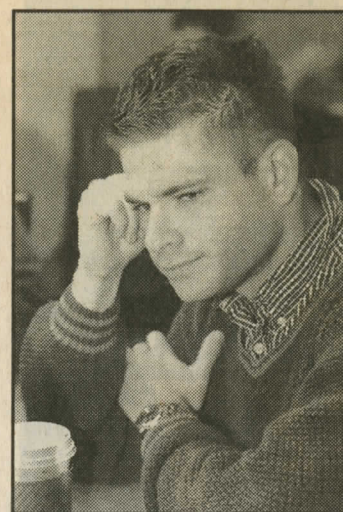
At one point, Camras broke the class into three groups and gave each a scenario. In one group, they were pregnant with a fetus that had a serious genetic malady. Fetal surgery could fix this malady, but it also could result in other conditions, such as retardation.

Three of the four in that group agreed that they would have the surgery and take their chances. Then, they would have the baby and value that new life.

But the group's fourth member dissented.

"Personally, I don't think I could handle it," said Danielle Smith, a 17-year-old from La Jolla. She conceded that she was being selfish, but she also wanted to be honest.

"I don't think I could look at this child every day and just be happy," she said. Her voice dropped off, and she said softly, "I don't think I could devote my life to something that's going to



**USD's Ethics Bowl team (from left): R.J. Martin, Larry Huynh and Matt Gagliardi. They, plus teammate Allison Dushane, competed in the intercollegiate event in Cincinnati. Says Martin: "It was the best learning experience I had this whole semester."** Roni Galgano / Union-Tribune photos

cause this much pain."

Camras listened as others joined in the debate. He stepped in with questions. "Are we playing God here? Are we trying to control destiny to a degree beyond right and wrong? Where does Judaism fit in?"

For several of these students, their religion is a major factor in forming their ethics decisions.

Sam Lerner, who is 17 and lives in University City, said he relies heavily on Judaism's teachings — from the biblical Torah to the rabbinical Talmud. And based on his readings, he would not do genetic testing.

"I don't want to know that," he said. "I don't think it's necessary to know all that."

But Amanda Miller, who is also 17 and from University City, agrees with genetic screening — if for no other reason than to prepare for the birth of a child that may need some extra care.

Where does she get her ethics? "I think it's just intuition and just observation."

Students also cited their parents with giving them a foundation for deciding what's ethical and what's not. "I just know how they basically feel," said David Gruenberg, 17, of Poway.

Principal Mickie Targum said this is the second semester that this class, which offers college credit, has been offered. "We surveyed our kids last year and that's what the kids wanted," she said. "This is their choice."

Danielle Cohen, a 17-year-old from Tierrasanta, gives it high marks. "A lot of these things are more important than what we learn in school," she said. "A lot of these things actually come up in life."

...

Last year, a colleague approached Mark Woods and wondered if the assistant philosophy professor would be willing to coach USD's first entry into the national Ethics Bowl.

His response was typical for a teacher. He'd do it because it would be good for the students.

Woods' team trained by poring over the case studies presented by the Ethics Bowl, discussing the various sides in each scenario and researching the background of the issues.

He provided the framework and then watched them work. The professor would prod and question, but like his colleague in the Jewish program, Woods wouldn't dictate answers.

"He really made us think harder about our arguments but never gave us what to say," said Allison Dushane, the team's only woman.

Unlike her three colleagues, who are budding philosophers, Dushane is an English major, a self-described pragmatist who is 22 and from Albuquerque, N.M.

"I tend to take a real practical approach — how are we going to solve this problem, instead of what should or shouldn't be



done," she said.

For the philosophers on the team, this was where theory met application. "I think the Ethics Bowl offered us an opportunity to use the ideas acquired in class," said Matt Gagliardi, who is 21 and from El Cajon.

Larry Huynh, a 22-year-old student from San Diego, enjoyed how the team had to look at several sides of an issue. "You just can't think about what you believe in. You have to think about what others believe in," he said.

In the competition, two teams at a time face off against each other. Each team is presented with an ethical problem based on the case studies they received. After that team gives its answer, judges get to ask questions and then the opposing team gets to respond. In the case of the cheating fiance, it became clear that one judge had something in mind other than what the USD team argued.

In that scenario, the fiance confided to a friend that he had a brief affair with a woman and that his bride-to-be didn't know about it. That friend soon found herself in a moral tug-of-war because she also was friends with the bride-to-be.

The USD team decided the greater good was for the friend to try to persuade the fiance to tell his bride-to-be before the wedding. If he refused, the friend should do it.

Marriage is too important a step, reasoned Huynh. Besides, this affair could foreshadow a pattern of infidelity.

But one judge questioned them about the virtuous qualities essential to friendship. After all, the friend had assured the bridegroom-to-be that she could keep a secret.

"Which was not exactly how we approached it," admitted Gagliardi.

Gagliardi cites religion as one of the factors that helps him shape his opinions. He and Huynh are Roman Catholic, while the other two have no specific religious ties.

Huynh says he also leans on what he calls common sense. "I just think it through, basically."

Dushane said she gets her grounding from "a combination of values that come from my family and things that I picked up."

One thing they agree on, however, is that schools ought to teach ethics.

"I think every student should take ethics classes because in our everyday life we're going to have to decide between right and wrong," said Huynh.

How soon should students get this education?

"You'd hope that taking good action should be taught from the first day of school until the last," said teammate R.J. Martin, who, like Gagliardi, is 21 and from El Cajon.

The seventh annual intercollegiate Ethics Bowl was held March 1 in Cincinnati at the meeting of the Association for Practical and Professional Ethics. The USD team made it into the final four among 32 teams. Not bad, Woods figured, for a first-time effort.

But the team came away with more than a ranking on a list. Here's how Martin put it: "It was the best learning experience I had this whole semester."

Woods is not surprised. Students often learn more from each other than they do from teachers, he said. And like his team, he believes that ethics ought to be taught in schools — at all age levels.

"We can't avoid making ethical judgments," he said. "We make ethical judgments every day of our lives. We need to be explicit about it."





A biomedical ethics class brings Jewish high school students together on Wednesday nights, including (from left) Danielle Smith, Pascal Bortz, Sarah Israel, Stephanie Hall and David Gruenberg. *Crissy Pascual / Union-Tribune photos*



**YOUNG LIVES AT RISK: A SEARCH FOR ANSWERS**

# Out of place

4154

## Moving leaves many teens feeling rootless and alienated

**By John Wilkens**  
STAFF WRITER

America is a nation founded by people who moved from one place to another. Relocating is part of our heritage.

But moving can be unsettling, too, and in some situations becomes a painfully potent ingredient in a toxic stew that leads to tragedy.

Charles "Andy" Williams, the accused shooter in the Santana High School carnage of March 5, was a recent transplant. In the days leading up to the deadly outburst, he talked about how much he missed his old home in Maryland and how alienated he felt in Santee.

One of the Columbine killers, Eric Harris, had difficulty adjusting after a move. So did Barry Loukaitis, who shot up his school in Moses Lake, Wash., in 1996.

"New kids tend not to bond easily, especially if they are not sufficiently bonded at home," said **Anne Hendershott**, a University of San Diego sociologist who has studied the links between moving and alienation for 15 years.

"And kids who do not feel attached or bonded to a community or a school will not be constrained by rules or morals or anything else."

Of course, families have always moved in this country, and the overwhelming majority of children don't pick up guns and shoot people. They find a way

SEE **Moving, E4**

**SAN DIEGO UNION-TRIBUNE**

SAN DIEGO, CA  
THURSDAY 372,643  
APR 12 2001



**Burrelle's**  
INFORMATION SERVICES

580  
.XZWA0

25

.A...X

2

QH

### MOVING

CONTINUED FROM E1

## Child felt a deep sadness with each move

K

to fit in and deal with their anxieties.

Still, "moving is very traumatic, even in the best of cir-

cumstances," said Joanne Langan, a Navy wife and mother of four who has moved with her children nine times in the past 23 years.

It is especially hard on teenagers.

"This is the time in kids' development when they are working on separating from their families and parents, trying to establish independent personalities and transferring some of

their attachment to their peers," said Adrienne McFadd, a San Diego psychologist.

"Then the family says, 'You are going to have to leave your peer group and come with us and start over in a new place.' That's hard, and it's common for teens to get depressed and angry when it happens."

Maurice Elias, a psychology professor at Rutgers University and co-author of the book

cont.



"Raising Emotionally Intelligent Teenagers," said that adolescents tend to "catastrophize" things.

"They are likely to conclude they will never, ever, ever find friends like the ones they are leaving," he said. "Some will not hold this belief for long, but others will, even when they seem to be welcomed."

He likens moving to uprooting a tree.

"If we use that analogy, we will never underestimate how hard it can be for kids," he said. "They miss their comfortable soil. We have to work hard to plant new roots, to give them extra attention, to take time for them to get established."

"The idea is that moving is a long transition process, with many emotional components, and a lot is happening below the surface that matters a great deal. That's why things can look OK from the outside but really be decaying."

...

Hendershott, the USD sociologist, began looking at the connection between alienation and moving in the mid-1980s, when she was a counselor in a school system in Connecticut.

During that time, there were group and cluster suicides among young people in Connecticut, Texas and New Jersey, and Hendershott studied them. More often than not, she said, the victims were kids who moved.

The kids were not psychologically predisposed to end their own lives, "they were sociologically predisposed — alienated kids who had failed to bond in the new location," she said.

Further research led to a survey in Texas that showed kids who had moved recently had significantly lower scores on a variable called "mastery over the environment." They felt that life wasn't something they could control, that it just happened to them.

Her studies are continuing, but she suspects many of the school shooters had a similar lack of mastery over their environment. One thing, however, is different.

"Troubled suburban youth have now learned to blame others instead of themselves for their despair," she wrote in

an article after the Columbine shootings. "Raging against a society that has ignored them has inspired cluster homicides instead of cluster suicides."

Hendershott believes it is harder now on kids who have to move than it used to be.

"There are no Newcomers Clubs anymore, no Welcome Wagon," she said. "And worst of all, for many of the kids, no parents available at the end of a bad day. And there are always bad days for kids."

Elias, the Rutgers professor, agreed that modern society's fast pace and the need in many families for both parents to work have undermined closeness, a key inoculator against all kinds of distress.

"Families are too busy now, so kids have to take on a lot more of the burden of adjusting to moves," he said. "In the past, it was more a pulling together time for the family, or else people were moving to be with family. Now, it tends to be more about economics or moving away after some disruption or tragedy."

But he also believes that in some ways moving is easier today. "In the good old days, when you were leaving, you were really leaving," he said. "Now, with e-mail and even video conferencing, it's easier to stay in touch."

Dr. Eve Dreyfus, a child psychiatrist and medical director of the San Diego Center for Children, said even in these fragmented times, a child who is relatively well adjusted and emotionally stable should settle into a new city within a few months of moving.

But there are variables with each child, of course. "Extroverted kids tend to do better," she said. "If a child is introverted, it may be more difficult. If the child is predisposed to mental problems, or has a hard time reaching out and building new relationships — those are all factors, too."

"In general, if parents take an interest in their children, if they are available to them, tuned in to their needs, they can make a new home in a new city a welcoming environment."

Navy wife Joanne Langan, the mother of four children ranging in age from 12 to 23, would know. Her family has moved nine times.

Langan remembers a time,

about a decade ago, when the family was getting ready to move again. Their oldest son was in the eighth grade. On the day before they were to leave, he shoplifted a pack of baseball cards.

"It was totally out of character for him," Langan said. "It was a sign to us that he wasn't OK with the move."

She and her husband, John, sat the boy down and got him to talk about his feelings, to express his fear and his anger and his sorrow.

"Kids internalize so much, especially boys," she said. "Girls will cry and scream. But boys are quiet and will keep it in."

The last move the Langans made was in July, from Virginia, where they had been for nine years, to Missouri, which for the parents is home. Langan is an assistant professor at the St. Louis University School of Nursing.

They put their 12-year-old boy in a private parochial school, and it took him three months before he felt like he belonged, she said. Even then, there were rough spots.

"He took a standardized test, and he did well, but he said, 'I wasn't so sad, I could have done better,'" Langan recalled. "That just broke our hearts."

Her 17-year-old daughter took the move hard, too. "She was angry. She left a strong circle of friends," Langan said. "At that age, friends are everything."

But the family has learned over time to depend on each other, "because that's a constant." She believes that bonding has helped them survive the upheavals.

Langan said she recently asked her oldest child, now 23, what he thought about all the moves while he was growing up.

What he talked about mostly was an overwhelming sadness, a feeling of loss every time he had to uproot. "We never really knew the extent of that sadness," she said.

"He talked about how he recognized that no matter how hard he tried to fit in, and no matter how successful he was at it, he would never have the bonds that the kids who had been buddies since kindergarten had. He always felt like an outsider."





Tylia (left) and Tyra Albertie watch the movers at Bayview Hills military housing in Paradise Hills. Their mother, Petty Officer 3rd Class Stangela Albertie, has moved with the family three times in five years. She is being transferred to Florida. *Nadia Borowski Scott / Union-Tribune*





Burrelle's  
INFORMATION SERVICES

5800  
.XZW88

25

.a...n

# THE PAPER TRAIL OF TEARS

Library collections are under assault — by librarians;  
Nicholson Baker is fighting back

Reviewed by Victoria Hayne

**E**xplosions. Ex-spies. Newspapers printed on Egyptian mummies. Who knew library work could be so exciting? Or so tragic, according to Nicholson Baker's impassioned and sure-to-be-controversial account of the American library profession's systematic destruction of newspapers and books.

"Double Fold" is a literary triple play. It's an extensively researched history of the development of the technologies

## DOUBLE FOLD

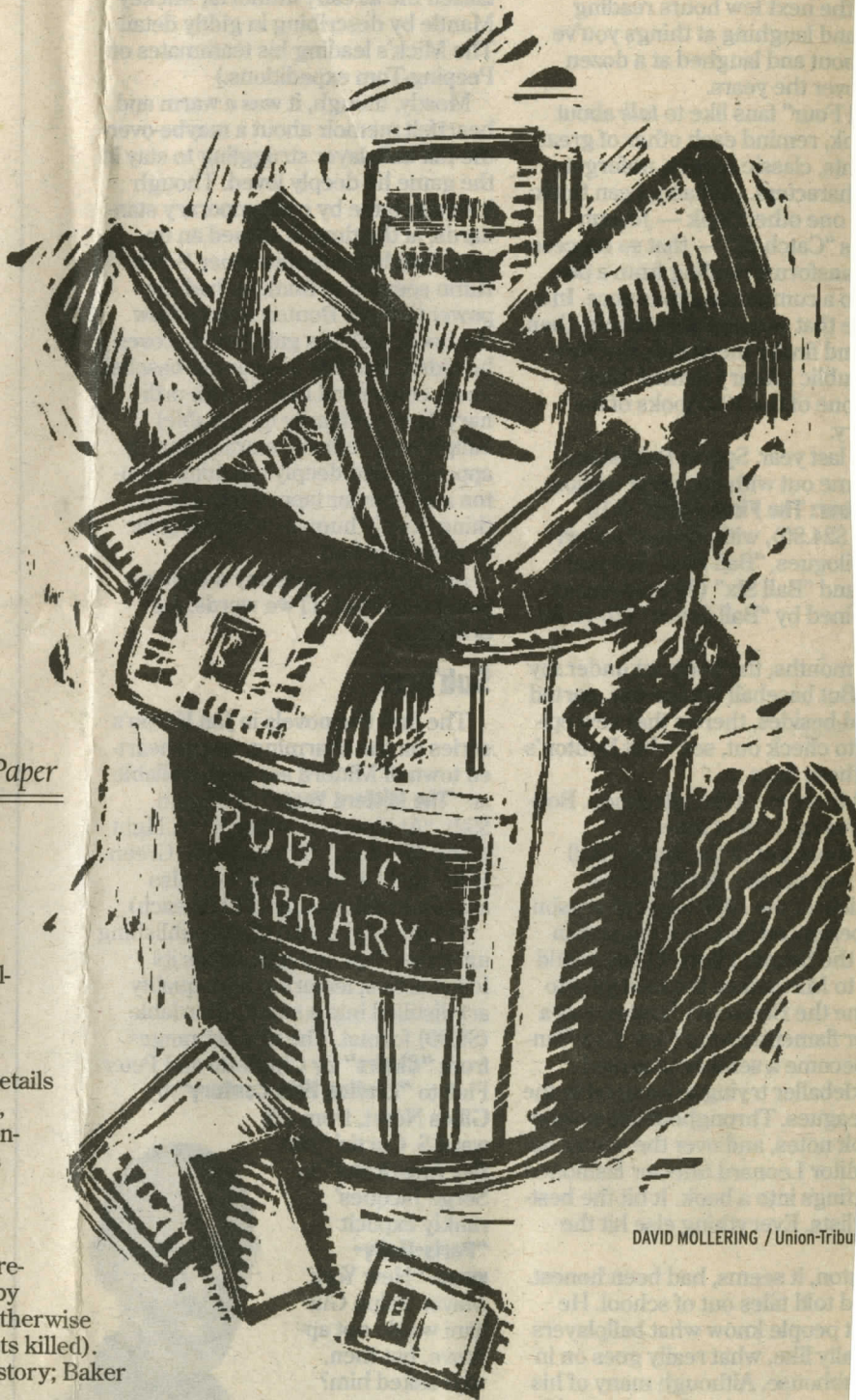
*Libraries and the Assault on Paper*

Nicholson Baker  
Random House, 288 pages, \$24.95

libraries use to record and disseminate copies of printed material in other formats, principally microfilm so far, though various computerized versions are around the corner.

It's packed with fascinating details and digressions — for example, the story of how an American entrepreneur imported mummies to make newsprint from their wrappings, and the astounding, hilarious account of the Library of Congress' attempts to reduce damaging acids in books by gassing them with a chemical otherwise used for rocket fuel (nobody gets killed).

But this is not an objective history; Baker




DAVID MOLLERING / Union-Tribu

Continued on Page 4



# DOUBLE FOLD

Continued from cover 

clearly feels himself a Cassandra, looking upon destruction he is largely helpless to prevent. Knowing that books and newspapers he regards as irreplaceable are ending up in Dumpsters, he has penned a vehement indictment of a profession he portrays as pointlessly infatuated with technological bells and whistles and, with some laudable exceptions, led by librarians who make their careers by destroying their collections.

Finally, it's a memoir of what happened when Baker ("Vox," "The Mezzanine"), a writer with a fondness for libraries, found himself apparently the only person in the world who cared that the British Library was about to trash its collection of American newspapers.

Among Baker's main villains are the wonderfully-named Fremont Rider and Verner Clapp (could fiction do better?). In 1953, Rider, head librarian at Wesleyan University, had a bright idea for cost-cutting. As he wrote in a library journal, "... every research library would actually save money if it absolutely threw away almost all of the volumes now lying on its shelves — volumes which it has already bought, bound and cataloged, and would save money even it had to pay out cold cash to acquire microtextual copies of them to replace them! This is the startling fact which most librarians are not yet really aware of."

But they soon would be. Rider envisioned a library without books. Instead, the card catalog (remember them?) would contain microcards on which the contents of books had been photographed in miniature, readable on a machine. Fortunately, the quality of microcard images was so poor that Rider's vision made small headway. But books were unbound, photographed, and thrown away to feed the 1,600 microcard readers possessed by libraries across the country in the 1950s.

Rider's vision of the bookless library remains unrealized, but today virtually newspaper-free libraries are the norm. For that, Baker accuses Rider's contempo-

rary Clapp, the second-in-command at the Library of Congress for more than 30 years.

Clapp appears to have been bored by books, but he loved gadgets and energetically promoted microfilm technology, in which pages of text are reproduced on strips of film that, like microcards, are read on machines stationed in libraries. Himself a consultant for the CIA (the records of his consultancy were microfilmed and are now completely unreadable), Clapp hired ex-CIA and defense industry scientists to develop new reproduction technologies, most of which failed. But, supported by studies asserting that paper manufactured after the 1870s is in imminent danger of acidic self-destruction (a claim Baker disputes) and by librarians' desire to save space (a motive Baker emphasizes), microfilm succeeded in the library marketplace.

It succeeded so well that, for many newspapers, no originals exist. Even the Library of Congress, the country's library of record, has scrapped its newspaper holdings. Baker reports that in 1950, the Library of Congress possessed 67,000 bound volumes from more than 600 newspapers;

by 1998, only a few thousand volumes remained. The rest had been microfilmed and shredded. (Or sold to those outfits that sell you a newspaper published the day you were born. Odd, isn't it, that something supposedly too fragile for library shelves makes a fine novelty keepsake?)

If the information on the microfilm is the same as on the old printed pages, what's the problem? To begin with, reading microfilm is a nasty business. Baker's descriptions echo my own experiences of sitting hunched over a microfilm reader in a dim basement room (despite their popularity, microfilm readers always seem to be in basements), threading the roll of finicky microfilm, feeling woozy as the speeding film flashes and sputters to my reference, and finally squinting at the blurry black print and indecipherable illustrations against the glare of the flat white screen.

OK, so maybe library readers don't have an inherent right to a modicum of comfort as they use its resources. But, though the text may be the same, Baker argues that much valuable information isn't. Researchers and even casual readers (but few people read microfilms casually; see above) may also want to know



Nicholson Baker

what the newspaper's original reader experienced. How wide was the page? How did the article being read relate to the other articles,

pictures, and advertisements around it? What details and colors were used in illustrations? What kind of paper was it printed on? Only the originals can answer these and similar questions.

As well, the quality of microfilm reproduction is not very good, and production standards have not been high. Baker reports that, in the 1970s, a Library of Congress study examined incoming shipments of microfilm and found that about half of the films had defects affecting legibility, but in most cases the films were accepted anyway by librarians eager to clear their shelves. For the reader these defects mean unreadable pages, missing pages — sometimes months of a newspaper run.

And, ironically, microfilm is proving to be less durable than the paper it replaced. It fades, it bubbles, it develops blotches obscuring the print, it sprouts fungus. With no originals remaining, what the fungus eats may be gone forever.

American libraries have just about completed the process of eliminating newspaper stacks. But they still have very expensive microfilming laboratories, for which work must be found. After newspapers go, books are what's left.

The title "Double Fold" refers to the library method of testing the durability of old books. "Anyone can do it," Baker reports. "Open a book to a random page and fold its lower right corner in toward you, forming a triangle against the paper, until you feel it crease under your thumb. Then fold it back in the opposite direction until it folds against the far



Continued from 4

side of the page. That is one double fold." Repeat a few times. If the corner breaks, a library book would likely be declared "brittle" and ready for discard.

Don't try this at home. Baker did, double-folding pages in his own perfectly readable older books, until his wife protested the sacrifice of their corners. Baker quotes paper-science specialists who say that the fold test is not a valid measure of the useful life of books. Certainly, early predictions based on double fold tests — that only 3 percent of the books published between 1900 and 1949 would be usable in the year 2000 — have not come to pass. Yet libraries across the country still employ minimally-trained nonprofessionals to fold page corners and determine the fate of books.

Knowing this, Baker explodes: The double fold test "is of course utter horse (blank) and craziness."

The road to this fury began innocently enough, with Baker's plan to write an amusing essay on library card catalogs. Soon enough, this became his 1994 *New Yorker* article critical of libraries for getting rid of card catalogs. In re-

searching "Double Fold," Baker learned that the British Library was about to auction its runs of American newspapers. He could not bear the thought.

Nor could he convince the library to reconsider. So, prepared to cash in his retirement funds if no other money materialized, he bought everything he could, by bid or later purchase from a birthday-newspaper company. Thus Baker saved extensive runs of the *Chicago Tribune* (apparently now the only complete copy in existence), *The New York Times*, the *New York Herald Tribune* and *World*, and some 90 other newspapers. Now, he stores "this majestic, pulp-begotten ancestral stockpile" in a warehouse near his home, hoping some enlightened librarian will someday want it.

By the way, should you be thinking that online archives will soon remedy the technical failings of microfilm, Baker offers this admonitory thought from a print article, as scanned into Cornell University's Web archive: "As intimated in our editomnial remmarks last month, the gm-eat subtermanean convusmision imi, Java gmoxxvs mom-c appalling as time facts relating to it become better kumouvum."

And he's not kidding.

Victoria Hayne is a professor of English at USD.

## Excerpts

from DOUBLE FOLD

Real historians of the late nineteenth and early twentieth centuries aren't reading the old newspapers very much anymore, though — not page by page and month by month, for pleasure — and the texture and content of historical writing has, one suspects, undergone subtle changes (thinings of specificity, losses of groundedness) as a consequence. Historians don't read the old papers because their libraries don't keep the old papers to read, and microfilm is a brain-poaching, gorge-lifting trial to browse. When you try to survey a series of filmed issues methodically, you miss things that would be obvious to an eye-reader; it's oddly difficult sometimes to do the equivalent of turning the page, especially when you're handling heavily scratched or faded microfilm and must crank up the magnification to make out the words.



## Excerpts

from DOUBLE FOLD

Amid the general devastation, there are some librarians of courage and foresight whose accomplishments are as yet unsung. The Boston Public Library, owing to the belief of Charles Longley, the recently retired curator of microtexts and newspapers, that his institution's accumulated newspaper files are "part of the City's own heritage and the Library would be remiss in not retaining them," not only has held onto all its existing collections but has continued to lay away all the recent output of Boston and selected Massachusetts papers. ...

At Ohio State [University], a librarian named Lucy Caswell, who wears quiet silk scarves and directs the Cartoon Research Library, is almost single-handedly attempting to rebuild a bound-volume collection of national scope – buying back for scholarly use material offered by dealers and collectors, most notably the lifetime harvest of Bill Blackbeard and his San Francisco Academy of Comic Art.

Several years ago, Caswell bought some volumes of the *Chicago Tribune* (from a dealer, who bought them from another dealer); two of them, one from 1899 and one from 1914, were out on a trolley at the Cartoon Research Library when I visited – four-inch-thick, buckram-backed bulwarks, with heavy pull-straps triple-riveted to the binding in order to assist the frowning researcher in hauling their massiveness from the shelf. Their exteriors are scuffed and battered, but they are things of beauty nonetheless; they made me think of Mickey's book of broom-awakening spells in "Fantasia." I opened the volume from 1914. The inside boards displayed the seal of Harvard University, and below it I read:

FROM THE BEQUEST OF  
ICHABOD TUCKER  
[Class of 1791]  
OF SALEM, MASS.

The paper wasn't crumbling – it was easily turned and read. I called Harvard's microform department and asked if they had the *Chicago Tribune* on paper from 1899 and 1914, just to be sure that the Ohio volumes weren't from a duplicate set they had sold. A sincere-sounding reference woman in the microforms department said, "Oh, we would never have hard copies going back that far – they just don't keep." They don't keep, kiddo, if you don't keep them.





**Burrelles**  
INFORMATION SERVICES  
580 .XZWae 25 .a...X QH

**Gina Lubrano** READERS REPRESENTATIVE

# Readers, editors respond to issues

4154  
**U**tah's "porn czar" would be treated more gently by readers than by *Union-Tribune* editors when it comes to her acknowledgment in an interview that she's a virgin. In an ethics poll of readers and editors Feb. 19, readers were asked whether they would leave a reference to her virginity in the first paragraph of a story on her appointment as the nation's first "obscenity and pornography complaints ombudsman."

Of the 341 readers who responded, 218 voted to delete the reference, saying they questioned its relevance. Of the 34 *Union-Tribune* editors who participated, 24 would leave the story intact. Two of the 10 editors who would eliminate the virgin angle commented on their reasoning. "Her sexual experience, or inexperience, does not have a bearing on her morals or intellect," wrote one. "The link between pornography and virginity is spurious," wrote another.

Among those who said they would leave it in, one editor said he might have taken it out of the first paragraph and put it later in the story.

Ron Bonn, a former television journalist who teaches communications at the University of San Diego, said his students were almost evenly split. Eight would leave it in; nine would take it out. As a veteran of television, he said he would leave it in because "the woman's self-proclaimed virginity does raise a legitimate issue for readers to consider — to make up their own minds as to whether she is qualified for the job."

Journalism students in Dave Feldman's ethics class at San Diego State University split 9-to-9 on whether the information was pertinent. Wrote Omar Ruiz, "I don't think that if the Drug Enforcement Agency needed to appoint a new head they would name someone with a drug history. Therefore, her virginity should have nothing to do with her job."

But at least one other student, taken by the sensational aspect of the admis-

sion, dismissed ethics in favor of selling newspapers. She noted that sex and sensationalism drive Americans to read news stories. That may be true for some readers, but I would be stunned if a *Union-Tribune* editor or any mainstream professional would deliberately sacrifice the newspaper's ethical principles for sensationalism.

The students were among 345 readers and 35 editors who responded to the non-scientific poll (not every participant answered each question). In addition to Feldman's and Bonn's students were Roman S. Koenig's students at SDSU, Adrian Vore's class at Palomar College and Linda Reeves' students at Mesa College.

Among high school students who participated were Eric Johnson's class at Christian High School, Susan Oxford's class at El Cajon Valley High, Sharon Appenzeller's students at Granite Hills High, Suzanne Emery's class at Mira Mesa High and Matt Pruden's students at Patrick Henry High.

Editors rarely agree on anything, but 100 percent of the editors who responded to the question about paying sources said he or she would remind reporters that the newspaper does not pay for news tips.

Most readers agreed, but some of the dissenting responses were disturbing. Wrote Don Wylie: "I can't believe that reporters don't routinely pay relatively small amounts (\$100 or less) for information or evidence." Vengrai P. Sarathy wrote: "No news reporter will be hamstrung by ethics if a big exposé (or) personality is involved."

They would be hamstrung at this newspaper. Every *Union-Tribune* reporter and editor knows that sources are not compensated for information.

Readers and editors agreed that the president should be quoted verbatim, although some readers said it is permissible to fix quotations so they make sense. "If it's the paper's policy to mock and humiliate the president, go ahead," wrote reader John Gilbertson. "If it is to report on the message,

summarize and ascribe it to him."

But reader Michael-Leonard Creditor sided with quoting him verbatim. "I would sooner alter the quote of an ordinary citizen who doesn't speak English well before I would alter one of President Bush's malaprops. That's messin' with history in the making."

On the story about Cruz Bustamante and the racial slur that slipped out while he was speaking at a Black History Month event, readers and editors agreed that the word should not be inserted.

The key here, as far as journalists are concerned, is that no one had the exact quotation. And when it comes to racial slurs, the policy of this newspaper and others is to use them only in direct quotations if they are essential to the story.

Readers and editors also agreed they would ask for a rewrite on the story and headline about an Olympics hopeful who is described as a hunk and a Brad Pitt look-alike.

Wrote Shawn St. Michel, a student of SDSU's Koenig: "Honor him for his athletic accomplishments and Olympic dreams, not the women who dream about him." Kyra Zensen, a student in Emery's class at Mira Mesa, said describing him as a hunk is a matter of opinion and others might not agree. Reader John McFarland noted: "If a story about a female athlete mentioned her 'fabulous chest' and men ogling her, it would be considered offensive and improper. This is no different."

...

Gina Lubrano's column commenting on the media appears Mondays. It is the policy of The San Diego Union-Tribune to correct all errors. To discuss accuracy or fairness in the news, please write to Gina Lubrano, readers representative, Box 120191, San Diego, CA 92112-0191, or telephone (619) 293-1525. Send e-mail to: readers.rep@uniontrib.com.



## RESULTS OF READER/JOURNALIST POLL

### CASE NO. 1

A news service article about the newly appointed "porn czar" in heavily Mormon Utah is budgeted as a possible story for the A-section. The newspaper has had articles about the new position, but this is the first story available on the woman who has agreed to take the job of the nation's first "obscenity and pornography complaints ombudsman." The appointee is a 40-year-old attorney whose assignment will include finding a way to "root out child pornography on the Internet."

The story opens: "Utah's new porn czar said she's a virgin who rarely watches R-rated movies and has prosecuted only five pornography cases in her 15-year legal career."

Although she says her personal life is irrelevant, the story notes "critics say her lack of personal sexual experience disqualifies her from passing judgment on what constitutes pornography. Others say moral judgments are best made by those who are above reproach."

A. You wonder why she answered the question about whether she's a virgin, but she apparently did, and it is, in your eyes, relevant to the story. You leave it in.

Readers: 36% Editors: 71%

B. You question what her virginity has to do with monitoring pornography and find nothing to support its relevance except references to critics. You take out "virgin" in the first paragraph and later statements about her "lack of sexual experience." You conclude that to mention her virginity is irrelevant to the story and an invasion of her privacy.

Readers: 64% Editors: 29%

### CASE NO. 2

A reporter tells you she has a contact at a retail store who tells her that in exchange for \$100 he will provide her with evidence to show that a government credit card was used improperly.

A. You remind the reporter that the newspaper's ethics do not permit payment for news tips.

Readers: 85% Staff: 100%

B. You're afraid the tipster will go to a competitor, so you talk to the reporter and give permission.

Readers: 15% Staff: 0

### CASE NO. 3

The new president of the United States sometimes does-

n't say exactly what he means, which results in misstatements that while humorous to some may also be embarrassing.

A. You make sure all quotations from him make sense, even if it means they have to be rewritten to correct inaccuracies or to make them less embarrassing.

Readers: 15% Staff: 3%

B. The whole point of quoting someone is to use his or her exact words. That includes the president of the United States and other politicians. If it's a quote, the words must be exactly as spoken.

Readers: 85% Staff: 97%

### CASE NO. 4

Lt. Gov. Cruz Bustamante, the state's highest ranking Latino, uses a racial slur to refer to African-Americans during a Black History Month speech. When called to task, he apologizes and says he deeply regrets the slip of the tongue.

In an interview with *The San Francisco Chronicle*, Bustamante said he was "mortified" for using the 'N-word' and offered no excuse. A later news service article about the incident does not spell out the word although there is no question what it is.

A. You insert the word in the story. Why leave the readers guessing?

Readers: 24% Staff: 11%

B. You leave the story as it is. It is quite plain what Bustamante's slip was. Although he apparently acknowledged using the word, there is nothing in the story indicating his exact words.

Readers: 76% Staff: 89%

### CASE NO. 5

Headlines with an article about an athlete who is trying out for the Olympics describe him as a "hunk," and "Brad Pitt look-alike." The story also says he is shirtless, notes his "sweaty body" and the women who ogled him.

A. You leave the headline as is and the references intact. This is a handsome man who gets a lot of attention. Why not let readers know about it?

Readers: 20% Staff: 27%

B. This is a story about his athletic ability. You take out the sexist references in the story and send the headline back for a rewrite.

Readers: 80% Staff: 73%



## CHOICE

MIDDLETOWN, CT  
11-TIMES/YEAR 4,000  
APRIL 2001



**Burrelles**  
INFORMATION SERVICES

-1417  
txze..

JX  
bl....

38-4616 4154 DU420 P.1515 MARC  
Vaggioli, Dom Felice. **History of New Zealand and its inhabitants**, tr. by  
John Crockett. Otago, 2000. 340p index ISBN 1-877-13352-3 pbk, \$49.95

Vaggioli, an Italian Benedictine monk, served as a missionary in New Zealand from 1879 to 1887. His *History*, initially published in 1896 and now translated into English for the first time by John Crockett, represents a perceptive bicultural history of New Zealand with a distinctively anticolonial point of view. Vaggioli's insights on the Treaty of Waitangi, the New Zealand Wars, the machinations of Governor George Grey, and the millennial movements that accompanied the wars of the 19th century anticipate modern histories by

such accomplished scholars as James Belich and Claudia Orange. While predisposed to take a jaundiced view of Protestantism and Britain's imperial project, he succeeds nonetheless in presenting a sensitive, nonracist interpretation of Maori culture and society as well as a frank appraisal of the exploitative nature of colonialism. As Vaggioli observes, settlers and the colonial government provoked the wars of the 1860s because they "had no intention of observing the Treaty of Waitangi." On the other hand, the wars "showed that the tactics, daring and valor of the Maori were far superior to their opposing forces." Lower division undergraduates and above.  
—J. O. Gump, *University of San Diego*



# fyi

San Diego

## Miscellany

**Book sale**, 8 a.m. to 3 p.m. today, 6506 El Cajon Blvd., in the Rite-Aid drugstore parking lot. Sponsored by the Rolando Community Council. Book donations are welcome. Information: (619) 583-7321.

**Redwood Bridge Club** is seeking duplicate players. Games are from 12:30 to 3:30 p.m. every day except Sundays at 3111 Sixth Ave., Balboa Park. Guests: \$1. Information: (619) 296-4274.

**Bilingual reading and discussion series**, 6:30 p.m. Mondays, San Diego Central Library, Wangenheim Room, 820 E St. Beatrice Pita from the University of California San Diego will conduct the English/Spanish program. The first book will be "Pilgrims in Aztlan," by Miguel Mendez. Registration or information: (619) 236-5817.

**James B. Stockdale Symposium on Ethics and Leadership**, 7 p.m. Tuesday, Shiley Theatre, University of San Diego. Albert C. Pierce, director of the Center for the Study of Professional Military Ethics at the U.S. Naval Academy, will present "The Cost of Moral Leadership: The Ethics of Casualties." Information: (619) 260-4682.



# **SCHOOL OF BUSINESS ADMINISTRATION**



SAN DIEGO UNION-TRIBUNE

SAN DIEGO, CA

MONDAY 372,643

APR 9 2001



Garry Ridge, CEO of WD-40, is a student in the University of San Diego's first two-year graduate program in executive leadership. Dan Trevan/Union-Tribune



# Go-getter's DILEMMA

Moving  
up the  
corporate  
ladder  
is one thing;  
getting  
employees  
to follow  
is quite  
another

2154  
By Michael Kinsman  
STAFF WRITER

Garry Ridge always thought of himself as an ambitious go-getter, but the self-assured chief executive at WD-40 says he felt a bit uneasy when he was catapulted into the company's top job three years ago.

One of his primary responsibilities was to be a leader, yet he wasn't really sure what that meant. Sure, he'd been a leader of sorts for years, but he was operating more on intuition than from a theoretical blueprint.

"I wanted to confirm what I thought I knew, and learn what I didn't know," says Ridge, who joined WD-40 in 1987 and held management jobs in international sales and marketing. "I thought there was a difference between management and leadership and knew I didn't want to go back and get an MBA."

After exploring his options, Ridge made his move in the fall of 1999: He enrolled in the first class at the University of San Diego's two-year graduate program in executive leadership. The program was developed with the assistance of management guru Ken Blanchard, co-author of "The One Minute Manager" and other books that have sold more than 12 million copies worldwide.



The class has 27 students who are working nights and weekends on their master's degrees in leadership. The students hail from Kyocera America, Cymer, the U.S. Marine Corps, Amor Ministries and other area employers. The students are not alone in their desire to learn.

Increasingly, executives are searching for the secrets of leadership. They say it is no longer enough to be a capable manager, and those who scale the corporate ladder are finding that they must be leaders in order to be effective once they reach the top rungs.

"It's the vision thing," says Gervase Bushe, a professor of business administration at Simon Fraser University in British Columbia and author of the new book, "Clear Leadership."

"Everyone wants someone to be able to see clearly through the chaos and the confusion. Leadership ability is the thing that distinguishes executives."

Philip Hunsaker, a business professor at USD who helped develop the curriculum for the school's leadership program, says the university was trying to fill a void for the executive world.

"Leadership is really the thing that makes the difference in the corporate world," Hunsaker says. "But most MBA programs don't pay much attention to it. To figure out how

SEE Leaders, C2



# The real challenge is getting people to follow

to lead may be your most valuable asset in business today."

Leadership is defined simply as an ability to provide inspiration for others to work toward a common goal. It can be more easy to define than accomplish, however.

Workers in companies want to look up to leaders, and they perform better when their manager truly demonstrates leadership, Bushe says.

"Some people are natural leaders," he says. "But the drive to be a leader and the ability to lead are two different things."

Leaders are able to articulate goals in a clear manner that leaves no doubt what they want to accomplish, he says. They also show a willingness to appreciate the role of other workers in helping to attain those goals.

"Leaders must display a willingness to listen to what others are saying and evaluate that for what it might contribute," he says. "That is a very powerful thing."

Bushe is convinced that true leaders genuinely put the best interests of the group ahead of their own. They also appreciate the efforts of those around them and form structures that allow them to share in the wealth, he says.

"Most executives haven't thought a lot about what it will take to get people to follow them," he says. "But if you can't figure out how to get people to follow you, you can't lead."

Ridge says his vision of leadership was based on the theory that WD-40 would have to outsmart its competitors if it is to thrive.

"I knew that passion was a key component of achievement," he says. "I knew that I had passion for what I was doing and thought that if I could create an environment that promoted passion, maybe others would be passionate too."

At the outset, the USD leadership program forces participants to conduct a self-analysis, based on the premise that those who truly understand themselves will be better able to help people find clarity in their own lives and careers.

"You can't pretend to help others understand themselves if you don't understand yourself," Ridge says.

Ridge says introspection made him reflect on how his actions impacted others. It drove him to decide whether he needed to be a coach or more imposing in his everyday business dealings.

"What I figured out is that if you can create a learning organization, everyone wins," he says. "I wanted to create an environment where people could ... pursue their ideas."

According to several employees at WD-40, Ridge has built a framework that is demanding, yet forgiving when individuals fall short.

"We now know it is OK to make mistakes and OK to acknowledge mistakes," says Mike Irwin, vice president of marketing for WD-40. "It is inherently part of American culture that acknowledging a mistake is a sign of weakness."

"Garry doesn't think like that. He would rather have us making mistakes from trying, rather than not making mistakes by not trying."

Irwin says that doesn't mean Ridge doesn't hold people accountable. When mistakes are made, he wants people to explain why they occurred and how they can be avoided in the future.

"We call these 'learning moments,'" Irwin says. "Part of what he recognized is that people are willing to step up and take responsibility for the way things turn out if they are supported."

"In some companies, you are just told to bear down and work harder. Well, working harder isn't always the answer."

Irwin says he believes that Ridge's leadership is enhanced by his willingness to listen to other employees when things are going both right and wrong. He says this instills a sense of ownership

in workers.

Ridge has made some daring moves at WD-40 during his tenure as CEO. He recently engineered a \$69 million acquisition that will broaden the San Diego company's product line to seven items, but also increases WD-40's debt load dramatically.

"I want to take the company from a brand fortress to a fortress of brands," he says. "Our challenge is transitioning the mindset from a one-product company to a multi-product company without losing focus on the golden egg. You have to be willing to try these things."

Bushe says such efforts cannot be accomplished unless employees buy into the chief executive's vision.

"Every person is the hero of his own story," Bushe says. "Leaders understand that, and they figure out ways of connecting with people in that way."

But the effort to be a leader often collides with negative public sentiment, Bushe notes.

"In our society, we totally distrust leaders of all sorts," he says. "Corporate executives, govern-

**"What I figured out is that if you can create a learning organization, everyone wins," he says. "I wanted to create an environment where people would . . . pursue their ideas."**

*Garry Ridge*

ment officials and anyone associated with a traditional institution (have) great difficulty being leaders.

"In my mind, these people deserve a fair shake. Nearly all of these people I have seen really do want to be good kings. They have the best interests of others at heart, but the public attitude tears them down before they can be effective."

Hunsaker says one of the unexpected offshoots of the USD leadership program is the way students have bonded.

"They are bonding in a very open and intimate way," he says. "They are sharing personal dilemmas with each other because they trust each other and value each other. In a lot of ways, I think these individuals are finding something that is not available in the corporate world because of the politics or other barriers."

Bob Gauthier, a senior program manager at Dura Pharmaceuticals and one of the students in the USD leadership program, says the uncertainty that comes with exploring values is the very thing that has helped to build those bonds.

"Everyone in the program has some idea of leadership," he says. "Some have done it intuitively, but I think everyone can benefit from an expansion of the techniques they have been using."

"Early in the process, when we were faced with the magnitude of change that we would have to go through to become better leaders, I think we realized that we needed each other."

In his studies of leadership attributes, Bushe says he has found that the most effective leaders are those who amplify the strengths of their companies.

"You see a lot of executives who are concerned with problems all the time," he says. "But leaders pay attention to what's working and seek more of it. They know that this is a better investment than to concentrate on problems."

Michael Kinsman's e-mail address is michael.kinsman@uniontrib.com. His phone number is (619) 293-1370.



TIMES

TRENTON, NJ  
WEDNESDAY 85,047  
APR 25 2001



**Burrelle's**  
INFORMATION SERVICES

243  
.XZebv

4

NC  
XX...b

# Management and leadership

4154  
By MICHAEL KINSMAN  
Copley News Service

## are not the same

Garry Ridge always thought of himself as an ambitious go-getter, but the self-assured chief executive at WD-40 says he felt a bit uneasy when he was catapulted into the company's top job three years ago.

One of his primary responsibilities was to be a leader, yet he wasn't really sure what that meant. Sure, he'd been a leader of sorts for years, but he was operating more on intuition than from a theoretical blueprint.

"I wanted to confirm what I thought I knew, and learn what I didn't know," says Ridge, who joined WD-40 in 1987 and held management jobs in international sales and marketing. "I thought there was a difference between management and leadership and knew I didn't want to go back and get an MBA."

After exploring his options, Ridge made his move in the fall of 1999: He enrolled in the first class at the University of San Diego's two-year graduate program in executive leadership. The program was developed with the assistance of management guru Ken Blanchard, co-author of "The One Minute Manager" and other books that have sold more than 12 million copies worldwide.

The class has 27 students who are working nights and weekends on their master's degrees in leadership. The students hail from Kyocera America, Cymer, the U.S. Marine Corps, Amor Ministries and other area employers.

The students are not alone in their desire to learn.

Increasingly, executives are searching for the secrets of leadership. They say it is no longer enough to be a capable manager, and those who scale the corporate

ladder are finding that they must be leaders in order to be effective once they reach the top rungs.

### CLEARING THE CHAOS

"It's the vision thing," says Gervase Bushe, a professor of business administration at Simon Fraser University in British Columbia and author of the new book "Clear Leadership."

"Everyone wants someone to be able to see clearly through the chaos and the confusion. Leadership ability is the thing that distinguishes executives."

Philip Hunsaker, a business professor at USD who helped develop the curriculum for the school's leadership program, says the university was trying to fill a void for the executive world.

"Leadership is really the thing that makes the difference in the corporate world," Hunsaker says. "But most MBA programs don't pay much attention to it. To figure out how to lead may be your most valuable asset in business today."

Leadership is defined simply as an ability to provide inspiration for others to work toward a common goal. It can be more easy to define than accomplish, however.

Workers in companies want to look up to leaders, and they perform better when their manager truly demonstrates leadership, Bushe says.

"Some people are natural leaders," he says. "But the drive to be a leader and the ability to lead are two different things."

Leaders are able to articulate goals in a clear manner that leaves no doubt what they want to accomplish, he says. They also show a willingness to appreciate the role of other workers in helping to attain those goals.

"Leaders must display a willingness to listen to what others are saying and evaluate that for what it might contribute,"

he says. "That is a very powerful thing."

Bushe is convinced that true leaders genuinely put the best interests of the group ahead of their own. They also appreciate the efforts of those around them and form structures that allow them to share in the wealth, he says.

"Most executives haven't thought a lot about what it will take to get people to follow them," he says. "But if you can't figure out how to get people to follow you, you can't lead."

Ridge says his vision of leadership was based on the theory that WD-40 would have to outsmart its competitors if it is to thrive.

### PROMOTING PASSION

"I knew that passion was a key component of achievement," he says. "I knew that I had passion for what I was doing and thought that if I could create an environment that promoted passion, maybe others would be passionate too."

At the outset, the USD leadership program forces participants to conduct a self-analysis, based on the premise that those who truly understand themselves will be better able to help people find clarity in their own lives and careers.

"You can't pretend to help others understand themselves if you don't understand yourself," Ridge says.

Ridge says introspection made him reflect on how his actions impacted others. It drove him to decide whether he needed to be a coach or more imposing in his everyday business dealings.

"What I figured out is that if you can create a learning organization, everyone wins," he says. "I wanted to create an environment where people would ... pursue their ideas."

According to several employees at WD-40, Ridge has built a framework that is demanding, yet forgiving when indi-



# TIMES

TRENTON, NJ  
WEDNESDAY 85,047  
APR 25 2001



**Burrelles**  
INFORMATION SERVICES

243  
.xzebv

4

XX...b

MC

Cont.

viduals fall short.

"We now know it is OK to make mistakes and OK to acknowledge mistakes," says Mike Irwin, vice president of marketing for WD-40. "It is inherently part of American culture that acknowledging a mistake is a sign of weakness.

"Garry doesn't think like that. He would rather have us making mistakes from trying, rather than not making mistakes by not trying."

Irwin says that doesn't mean Ridge doesn't hold people accountable. When mistakes are made, he wants people to explain why they occurred and how they can be avoided in the future.

"We call these 'learning moments,'" Irwin says. "Part of what he recognized is that people are willing to step up and take responsibility for the way things turn out if they are supported.

"In some companies, you are just told to bear down and work harder. Well, working harder isn't always the answer."

Irwin says he believes that Ridge's leadership is enhanced by his willingness to listen to other employees when things are going both right and wrong. He says this instills a sense of ownership in workers.

Ridge has made some daring moves at WD-40 during his tenure as CEO. He recently engineered a \$69 million acquisition that will broaden the San Diego company's product line to seven items, but also increases WD-40's debt load dramatically.

"I want to take the company from a brand fortress to a fortress of brands," he says. "Our challenge is transitioning the mindset from a one-product company to a multiproduct company without losing focus on the golden egg. You have to be willing to try these things."

Bushe says such efforts cannot be accomplished unless employees buy into

the chief executive's vision.

"Every person is the hero of his own story," Bushe says. "Leaders understand that, and they figure out ways of connecting with people in that way."

But the effort to be a leader often collides with negative public sentiment, Bushe notes.

"In our society, we totally distrust leaders of all sorts," he says. "Corporate executives, government officials and anyone associated with a traditional institution (have) great difficulty being leaders."

## THE GOOD KING

"In my mind, these people deserve a fair shake. Nearly all of these people I have seen really do want to be good kings. They have the best interests of others at heart, but the public attitude tears them down before they can be effective."

Hunsaker says one of the unexpected offshoots of the USD leadership program is the way students have bonded.

"They are bonding in a very open and intimate way," he says. "They are sharing personal dilemmas with each other because they trust each other and value each other. In a lot of ways, I think these individuals are finding something that is not available in the corporate world because of the politics or other barriers."

Bob Gauthier, a senior program manager at Dura Pharmaceuticals and one of the students in the USD leadership program, says the uncertainty that comes with exploring values is the very thing that has helped to build those bonds.

"Everyone in the program has some idea of leadership," he says. "Some have done it intuitively, but I think everyone can benefit from an expansion of the techniques they have been using."



SAN DIEGO UNION-TRIBUNE

SAN DIEGO, CA  
SATURDAY 372,643  
APR 7 2001



**Burrelles**  
INFORMATION SERVICES

580  
.xzwae

25

.a...x

QN

# Universities get down to a business battle royal

By Frank Green  
STAFF WRITER

4154  
**R**odd Miller's company, Universal Soap & Detergent, was careening yesterday down a slippery slope.

It seems that demand for the firm's household products had drastically declined, blackouts had crippled production at its main plant and a strike by its workers loomed.

So why was Miller smiling?

"We're going to have the biggest market share, the highest earnings and the best stock price when this is all over," said the upbeat business student from the University of San Diego.

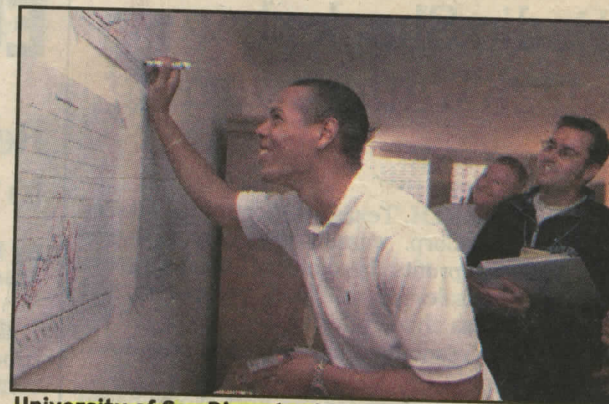
The 37th Annual International Collegiate Business Strategy Competition was under way yesterday, pitting student teams from 34

universities worldwide in a computer-simulated race for corporate dominance.

Among the schools participating in the cut-throat battle at the Doubletree Hotel in Mission Valley through today are San Diego State University, the University del Valle de Mexico, the University of Windsor and Western Kentucky University.

It all has to do with putting 200 or so students at the helm of mock corporations, where a single misstep can bring profit losses, takeovers and bankruptcy. At least on paper.

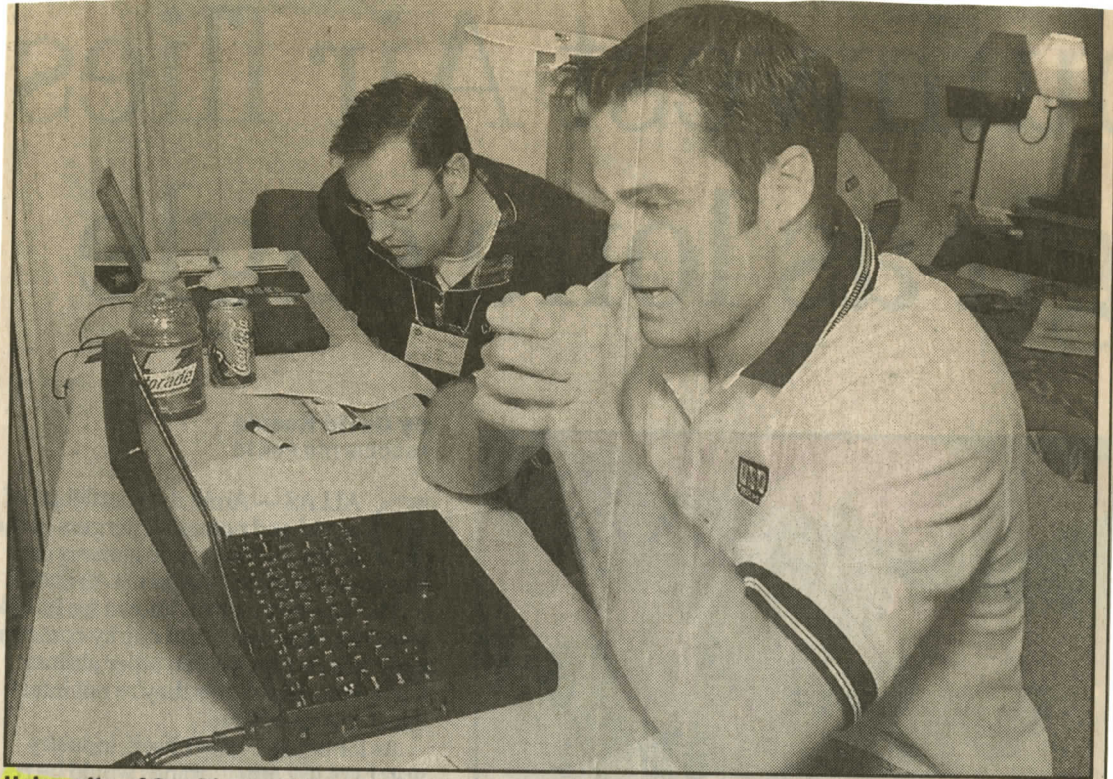
"We try to create an environment which replicates the situation in a real corporate boardroom," said David Fritzsche, a professor of management and organization at Penn State and one of the faculty advisers oversee-



University of San Diego business students Vincente Robinson (left), Rodd Miller and Doug Henson chart the declining fortunes of an opposing team in the competition. Fred Greaves photo

SEE Contest, C2





**University of San Diego student Bryan Mass** considers what steps his team should take in the next business "quarter" during a contest pitting 200 students from 34 universities in real-life corporate situations. *Fred Greaves photos*

## ► CONTEST

CONTINUED FROM PAGE C1

# Students learn ups and downs of business world

ing the event. "It can get very hard, very intense for the students."

The competition began in late January, when students composed business plans for their prospective companies.

Teams subsequently worked within a computer-generated model of the corporate world, reacting to such real-life predicaments as stock dips, minimum-wage rates and natural disasters.

They are also responsible for writing management reports and delivering formal oral presentations to the board of directors, which is made up of senior business executives.

Each week's work was the equivalent of a corporate quarter.

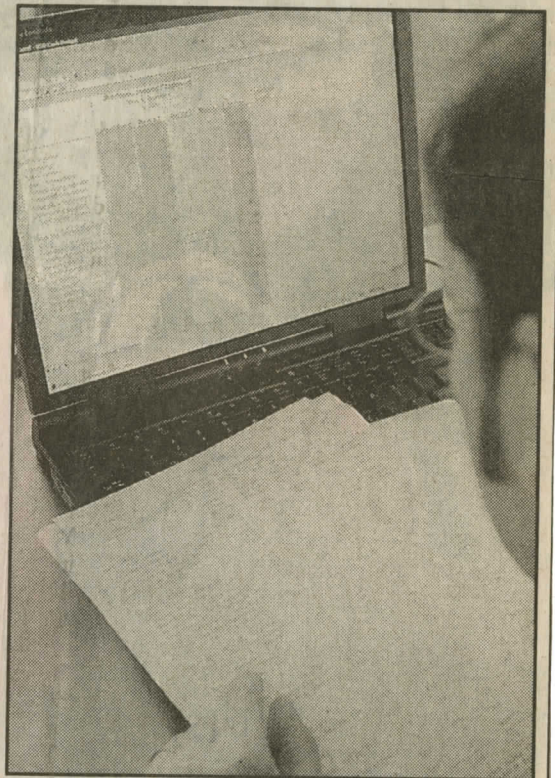
"We've even incorporated California's energy crisis into the model this year," said Fritzsche, stressing that all of the teams are thrown the same curves by the computer.

However, the contest's pace increased markedly yesterday, as the final nine quarters were compressed into 90-minute segments in which teams had to quickly decide whether to buy new equipment, invest in overseas operations and make new hires.

The winning team — which judges will select today — will receive a trophy, a seemingly modest payoff for its labor.

But Stacy Travis, the chief operating officer of Beeline Inc., said participating in the event would add impressive substance to her resume.

"I've also learned more from the hands-on experience (of the competition) than almost any-



**Doug Henson, a University of San Diego business student**, examines profit margins and stock prices of his team's mock company at an international student business competition.

thing I've done in school," said Travis, part of the team from Bryant College in Rhode Island.

**Frank Green's** e-mail address is [frank.green@uniontrib.com](mailto:frank.green@uniontrib.com). His phone number is (619) 293-1233.





**Burrelle's**  
INFORMATION SERVICES

580  
.XZW40

25

.A...X QH

# County's economic signs take a turn for the worse

**By Dean Calbreath**  
STAFF WRITER

After a one-month respite, San Diego County's economic indicators returned to their downward track in February, dragged down by sharp drops in consumer confidence, local stock prices and the increasingly gloomy national economic outlook.

Except for January, when economic indicators were flat, the index of leading indicators maintained by the University of San Diego has been on a downward spiral since July.

USD economist Alan Gin,

who compiles the index, predicted continued weakness through the second half of the year, although he said he continues to believe that the year as a whole will be positive.

The sharpest drop came in consumer confidence, according to polls taken by *The San Diego Union-Tribune*. Confidence has fallen in 11 of the last 12 months, with a minuscule gain in December breaking the string. Consumer confidence is now 21 percent lower than it was a year ago.

Nose-diving stock prices on Wall Street have helped contribute to the decline in con-

sumer confidence.

Local stock prices have decreased for nine months in a row, cutting into the wealth of local shareholders and limiting their companies' ability to expand.

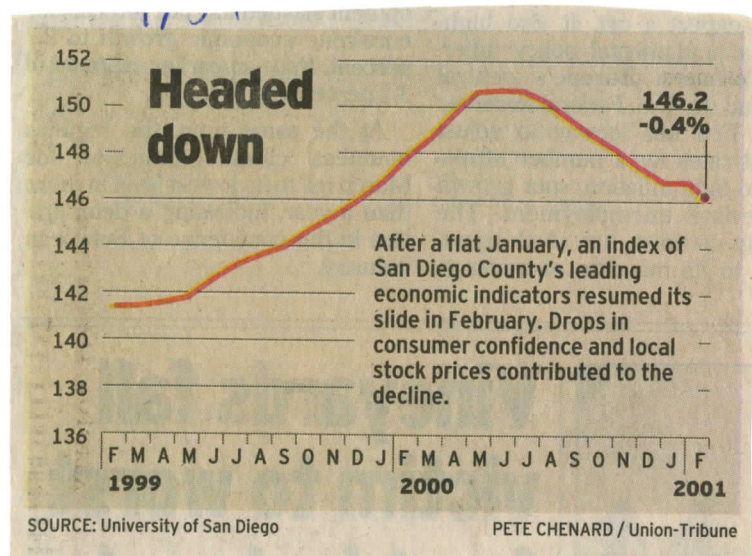
The brightest spot in the local economy is a surge in home building. And unemployment claims dropped again.

In January and February, the number of building permits for residential units jumped 44 percent over the same period of 2000 — the strongest performance since 1990.

A rise in building permits adds to the payrolls of local

construction companies and helps reduce the shortage of housing. But if too many units are introduced during an economic downturn, it could result in a substantial drop in home values, such as occurred after the 1990 boom.

Among other positive signs, the local labor market remained strong in February, with initial claims for unemployment insurance continuing to drop and help-wanted advertising rising. Unemployment claims have now decreased for six months in a row, with the unemployment rate falling to 2.6 percent in February.





SAN DIEGO UNION-TRIBUNE

SAN DIEGO, CA  
FRIDAY 372,643  
APR 6 2001



Burrelle's  
INFORMATION SERVICES

580

.XZV40

25

.A...X

QN

Don Bauder

Is chamber's  
forecast too  
optimistic?

4154



The San Diego Regional Chamber of Commerce's forecast that economic growth here this year will

come in at 3.5 percent may be — er, uh — a little Chamber of Commerce-ish, or somewhat suffused with the aura of Little Mary Sunshine.

In particular, it may be too optimistic on business and consumer travel, certain high-tech sectors and the effect of electricity and gasoline prices on inflation and, consequently, on business generally.

However, many applaud it. "I would be comfortable with 3.5 percent growth," says Alan Gin of the University of San Diego.

His index of leading indicators of the local economy dropped from July to December and rose a slight one-tenth of a percent in January. The February index comes out next week and "is probably going to be down," he says.

Overall, he is looking for "continued positive growth."

Kelly Cunningham, economist for the chamber's Economic Research Bureau, admits that the forecast could be toppled by unforeseen events. The 3.5 percent is down from the 6.5 percent average annual growth of the last four years.

Last year, tourism spending was \$5.2 billion, up 7.1 percent, says Reint Reinders, president of the Convention & Visitors Bureau. This year, he thinks the growth will be 2 percent to 4 percent. Being conservative, Cunningham is going with the 2 percent.

However, delegate attendance in January was down a stunning 53.4 percent from a year ago, as convention delegate expenditures fell 27 percent. For the full year 2000, delegate attendance dropped to 262,000 from 320,000 in 1999, and delegate room nights dropped to 477,000 from 563,000.

Business travel always drops in an economic downturn. Airlines are complaining

B

SEE Bauder, C8

BAUDER

CONTINUED FROM PAGE C1

B

Convention attendance  
has dropped considerably

of it; researchers see it.

Reinders says part of the blame here lies in the delay of the convention center expansion and says that business travel is only 20 percent of total local tourism.

"We have already seen in the first quarter of 2001 a drop in commercial business and cancellation or downsizing of many meetings," says hotel consultant Jerry Morrison of Morrison & Co.

San Diego hotels had a very good year last year; Morrison looks for a slight drop this year but may have to revise that down further because of national economic unsteadiness.

Cunningham says that when the national economy slumps, consumer travel to San Diego from California and Arizona picks up. True enough, but Gin points out that the Bay Area, in particular, is feeling woes and so is Los Angeles.

Reinders says that skyrocketing gas prices could also worsen leisure traveling, "but it is not a clear picture."

High-tech and biotech contribute 13 percent to 14 percent of San Diego's employment. On the national level, almost daily, there are gloomy corporate reports in the personal computer, telecom and semiconductor industries.

Cunningham says that a high percentage of our jobs in these areas are in research and development, known for job stability. Because high-tech unemployment is extremely low, we should be insulated.

"We are a bit more sheltered," agrees Gin. "We are less prone to be caught up in a big downturn in the national business cycle."

That's true, but we do have a lot of high-tech employment — some of it part-time — that has been vulnerable in the past.

Cunningham forecasts that San Diego inflation will drop to 4.8 percent this year from the average 5.8 last year. The forecast was made before there was talk of \$3-a-gallon regular gasoline. It's true that electric rates will go up, but the percentage gain won't be as high, he feels.

"If your electric bill goes from \$50 to \$100, that is a 100 percent gain, but if you get another \$50 increase, it only goes up 50 percent," says Gin, who doesn't argue with Cunningham's inflation forecast. Housing prices will not go up at double-digit rates, as they have been doing, he says.

Don Bauder's e-mail address is don.bauder@uniontrib.com. His phone number is (619) 293-1523.



**Ann Perry**

# Downturn could put the wealth effect into reverse



When the market was going up, investors succumbed to the wealth effect — spending more because

their assets had increased in value.

But with the loss of more than \$4 trillion in shareholder wealth over the past year, investors have yet to shift into the “reverse wealth effect.”

Economists believe that when individuals have assets such as stock and real estate that grow in value, they tend to spend \$3 to \$5 for every \$100 of appreciated wealth. Thus the \$8 trillion in riches created by the stock market between 1995 and 2000 should have generated at least \$240 billion to \$400 billion in consumer spending.

“In the 1990s people felt wealthier,” says Alan Gin, professor of economics at the University of San Diego. “They borrowed more, they spent more.”

Now imagine the wealth effect in reverse. For every \$100 lost in the market, consumers cut their spending by \$3 to \$5. Remember, too, that consumer spending represents two-thirds of the nation’s gross domestic product.

When and if the reverse wealth effect does take hold, consumers will change their buying habits and postpone major purchases, says David W. Stewart, professor of marketing at the Marshall School of Business at the University of Southern California.

“People become less confident about the future,” Stewart says. “But I don’t see it playing out just yet. Consumer confidence is up.”

No doubt that’s because many investors’ stock market losses are on paper, in their retirement plans. And although employers have announced many thousands of layoffs in response to falling profits, employment remains robust.

But smart consumers might want to adopt a personal wealth-tightening stance, trimming debt and spending less, until the economy stabilizes.

While it’s too early to call officially, some economists are saying we’re in a recession, which is defined by two consecutive quarters of falling gross domestic product.

One of those economists is Gary Shilling, president of A. Gary Shilling & Co. of Short Hills, N.J., who believes we will never again in our lifetimes see such a period of prosperity as the past 18 years.

It might take a little time, Shilling predicts, but consumers will pull back from their “20-year borrowing and spending spree.” Savings rates, not including homes, have dropped in that period from 12 percent to minus 1 percent.

He believes that a recession will induce a tremendous wave of saving, which will have the impact of dragging out the recession.

When will investors begin to

SEE Perry, H4

## ► PERRY CONTINUED FROM PAGE H1 Downturn could put the wealth effect in reverse

feel poorer because of what they’ve lost in the market? It depends on the investor.

Some could well be in it for the long term, Stewart says, while others might see the downturn as temporary. If stocks stay down for months, however, the belt-tightening could begin.

Curt J. Welker, managing director with Pannell Kerr Forster in San Diego, says some clients with big stock losses feel depressed, “on the edge of panic almost.”

Others seem to be in denial, hoping to make the money back up somehow. “They keep thinking the market’s going to turn,” Welker says.

Shilling says that markets have to fall far and stay there before investors concede their shares aren’t going to bounce back up quickly.

“It takes a lot of punishment to disabuse people of that conviction,” he says.

Even when investors accept their losses and the reverse wealth effect finally hits, it won’t do any major damage to the economy, says Ross Starr, UCSD professor of economics. Oh sure, he says, “the dot-com centa-millionaires will spend less than they did in January 2000.”

But, even if consumer spending drops by 4 percent in one year, “it’s nothing the Fed can’t handle,” Starr says.

He’s more concerned about a bigger drag on the economy, which could be called the “Nasdaq bubble” effect.

The tens of billions of dollars that had been flowing into new-technology companies have dried up — and so have new jobs and sales of technology equipment and services. High-tech companies will find their growth limited because they no longer can obtain financing by going public.

That could have a significantly negative impact on the economy.

“Financial bubbles have real consequences,” says Starr, who notes that in Northern California, rents are starting to decline in areas where dot-coms had flourished.

Dot-com employees are returning to their former employers, and some who had left college MBA and other professional programs are coming back, says USC professor Stewart.

“A lot of people went into these dot-coms hoping to get rich real fast, work 18 hours a day and sleep on the floor,” he says.

When the first didn’t happen, the rest of the package didn’t seem so appealing. “It’s back to regularly scheduled programming,” Stewart says.

What can Americans do to protect themselves in an economic downturn?

“The average person is not going to lose their job,” Gin says. Those who do lose jobs in San Diego have the safety net of a low unemployment rate that’s below 3 percent.

He predicts that, in contrast to the stock market, housing will continue to appreciate, although at a slower rate than in the past few years. What’s keeping prices aloft? The demand for homes is outstripping what the market produces.

Gin advises paying down debt and keeping it down. Start cutting back on luxury or unneeded purchases. And as interest rates fall, refinance debt to a lower rate — whether a mortgage, credit card or car loan.

Ann Perry can be reached at moneyperry@aol.com.

SAN DIEGO UNION-TRIBUNE

SAN DIEGO, CA  
SUNDAY 456,527  
APR 15 2001



Burrelle's  
INFORMATION SERVICES

5800  
.XZWA0

25 .A...N QH



## Cash, Benefits, Work Environment All Play Major Role in Retaining Younger, High-Tech Employees

By Betty Darby  
Managing Editor

4154



With the struggle on to retain valued employees — especially those with sought-after technical skills, who tend to be younger — companies must decide how to structure their

"total rewards package."

That was the message of **Karen C. Collins**, a principal with Palmer and Cay Consulting Group, at a recent seminar on new compensation trends.

That "total rewards" package is a mixture of base salary and incentives/bonuses, benefits, and the work environment.

"To management must make a commitment before they make a change, a full commitment to a total rewards strategy.

They must decide 'What is our philosophy, what are we going to value when it comes to our people,' Collins said in a telephone interview after the Savannah seminar. "once top management decides what that mix is going to be, they must get accurate data to back it up, and then they must put a plan into place that supports that philosophy and then consistently apply it. Inconsistency in compensation and benefits is very demoralizing."

The importance of finding the right mix of cash/benefits/work environment is driven home by the difficulty of finding and retaining valued employees in a full employment environment — a problem which will continue even in a softening economy for technical positions.

"Right now, there's an extremely tight labor market for talent and there is a premium on technology, compounded by the fact that we're in an era in which the average tenure of our new employees is one to three years. They focus on job versus career," Collins said. "When you are dealing with a whole new workforce, and

there's a high value on technical knowledge, the focus is how do you keep them longer than one to three years."

"There's a new philosophy among younger workers. There used to be a general feeling that you paid your dues, you worked incredible hours, insane hours, and you worked your way up."

Work environment has become extremely important, and has resulted in the expansion of the previously radical "casual Friday" to the increasingly common "business casual week-round," she noted.

If you are unhappy when you come to work and you don't like the people you work with and you have a very tyrannical work environment where you are getting beaten down every day, and you aren't getting paid enough — you are going to leave," Collins said.

Other factors in work environment are career opportunities, how interesting a job is, the culture in which employees work, and a clear career path.

Starting salaries have gone up significantly, as younger employees demand —

and get — higher entrance salaries. This leads to pay compression among highly tenured employees and new employees, causing lots of friction and demotivation, Collins said.

"The second most important thing employees are worried about is what they are making, the most most important thing is what other people are making," she said.

Paid time off — vacation days, sick days, holidays — is one of the larger expenses in benefits borne by employers, Collins said. A popular trend is personal leave, a catch-all category into which all paid time off falls instead of splitting it off separately as sick leave or vacation, she said.

Employees vary by age on what type of benefits are most attractive to them, although the ability to choose among benefits is popular, she said. Younger workers focus on cash, those in their 30s are interested in benefits impacting their health and welfare, and those in their 40s and older are concerned about retirement plans, she said. She noted employees particularly like ben-

see **Cash**, page 25

### Cash

continued from page 23

effits they can take with them, such as 401k plans.

In boom times, employees expect to share in the rewards, she pointed out.

"If your company is having a banner year, your employees should have a banner year in compensation. If you are not having a banner year, your employees should understand they might not be getting bonuses that year," she said. "Employees can see a link between their day-to-day life and their job there, and how the company does. You can't post record earnings and then have the lowest across-the-board raises in the company's history — that makes employees crazy."

Collins holds an MBA from the University of San Diego. Her work with Palmer and Cay is primarily in the areas of analyzing, designing and implementing effective compensation programs and performance management systems. Prior to joining Palmer and Cay, she was a senior manager at Arthur Anderson LLP, a senior manager at KPMG Peat Marwick LLP, and the designed job training programs targeted at minorities for the City of Seattle.

**BUSINESS REPORT & JOURNAL**

SAVANNAH, GA

26-TIMES/YEAR 7,500

APR 9 2001



0947  
**Burrelle's**  
INFORMATION SERVICES

HM



## **SCHOOL OF EDUCATION**



## CHOICE

MIDDLETOWN, CT  
11-TIMES/YEAR 4,000  
APRIL 2001



**Burrelle's**  
INFORMATION SERVICES

-1417  
txze..

JX  
bl....

### ■ Education

38-4587 4154 LA217 99-50787 CIP  
Bracey, Gerald W. **Bail me out!: handling difficult data and tough questions about public schools.** Corwin, 2000. 213p bibl afp ISBN 0-7619-7602-7, \$65.95

During the last decade, an increasing amount of public attention has focused on the merits of charter schools and voucher programs as instruments of public school reform. Unfortunately, the discussion to date has been long on political rhetoric and short on high-quality statistical analysis. In this methodologically insightful book, Bracey provides a statistical roadmap for interpreting the data pertaining to the achievement of US schools. The book itself is divided into three parts—basic principles of data interpretation, aspects of achievement, and handling the tough question. It should serve as an indispensable resource for those interested in making sense of the conflicting claims of both the political right and left. Although at times the author appears to have a political axe to grind (particularly in the introductions), his insights into the way data are manipulated and presented is worth reading by all those really interested in the state of US schools. For example, his chapters on “seeing through graphs” and “other indicators of achievements,” as well as his discussion of the Simpson paradox are essential reading for both consumers and producers of educational research. Recommended for graduate students, researchers, professionals, and general readers.—*F. Galloway, University of San Diego*



# **SCHOOL OF LAW**





**Burrelles**  
INFORMATION SERVICES

5800  
.xzwae

25

.a...n QN

# California's electricity monster

4154  
By Thomas A. Smith

Who invented communism?", the old *samizdat* joke goes, "the politicians or the scientists?" Answer: "The politicians: If scientists had invented it, they would have tried it on dogs first."

Our politicians have given us our current electricity crisis, and we are the dogs in their failed experiment in redesigning the power industry. As we sweat through the hot, un-air-conditioned nights to come, we shall have time to wonder how it happened, who is to blame, and what, if anything, can be done

Smith is a professor of law at the University of San Diego and served as a senior counsel and economist in President Reagan's Council of Economic Advisers.

about it.

The currently popular villain, of course, is "deregulation" and "out-of-control markets." After two decades of successful utility deregulations in Britain, Australia, and various American states, not to mention numerous other triumphs of economic freedom around the world, the folks who never met a market they really liked think they finally have something to point to.

But criticizing deregulation by pointing to what the politicians did to the electric power industry in California is like criticizing human reproduction by pointing to Dr. Frankenstein's monster. He was not made in the usual way, and is hardly typical of the outcome.

Like Frankenstein, the story of how we got to the point where the Public Utility Commission had to approve, as it did last week, the largest electricity rate hike in California history, is so complex and distasteful that it hardly bears repeating.

Of course, we all know that Gov. Gray Davis had absolutely nothing to do with this rate hike — more than 40 percent for the electricity portion (but 26 percent of the bottom line because transmission and

other fees are not affected) for some Southern California Edison and PG&E customers. (San Diego Gas & Electric customers cannot take comfort; a similar rate increase for them has not been taken up yet.)

The rate increase for the state's other major private utilities was done by the Public Utilities Commission, three of whose members — including chair Loretta Lynch, were appointed by Davis.

One can only imagine the behind-the-scenes conversation between Davis and Lynch where she learned she would raise rates now, and take the blame for the decision.

Clearly, Davis does deserve the credit — and it is credit, not blame — for these massive rate hikes, though this may be like giving a man credit for fleeing a burning house. The rate hikes are necessary because without them, consumers would go on consuming so much power that it would drive the big private utilities such as SCE and PG&E deep into bankruptcy.

This is because under the wonderful system bequeathed to us by the California pseudo-deregulation, the more power the utilities

SEE Smith, G6



I

## Deregulation plan forced generators to buy high, sell low

sell, the more money they lose. If this seems not to make sense, it's because it doesn't.

The way deregulation usually works is that utilities are freed to go out and buy power, transportation, or whatever, in the best market they can find, for the best price they can find, and then turn around and compete to sell it to us consumers at some profit. The geniuses who designed the California electricity monster instead decided utilities should pay deregulated market prices for power, but then be required to sell it to consumers at capped prices, and sell us, moreover, as much as we want. By thus buying high and selling low, the utilities have racked up some \$14 billion in debt in the last few months, debt that will be paid off by ... well, that part hasn't been figured out quite yet.

If this buy high, sell low feature of the California electricity monster seems like the stupidest thing you have ever heard of, wait. It gets worse. When the politicians were putting their creature together, they decided that they did not really trust markets, and especially not the sort of long-term contracts utilities and power generators might enter into. After all, markets are strange and mysterious. Much better to have a "market" regulators could monitor and manage. So they invented the Power Exchange or PX. This was the highly regulated, entirely artificial — and now defunct — market where

until recently the utilities had to buy all the power they needed for their customers, having been all but forced to sell much of their own generating capacity (yes, another stupid mistake).

The PX was a market only politicians could invent. It was a mandatory spot market with no long-term contracts. The energy equivalent of having to buy all your food from only one store, and never more than you need for one day.

Sounds expensive, no? But it gets worse still. Under the exchange's curious auction system, utilities didn't even get to pay the lowest price they could bargain for. Nope, the generators made offers, then the highest price of the last bid necessary to satisfy the short-term demand was what everybody had to pay.

In a supply shortage, the system was a formula for power generators charging just about whatever they wanted. And, as we have seen, they did, with catastrophic results for the utilities.

Perhaps all this was not foreseen by John Bryson, a founder of the Natural Resources Defense Council, former PUC chair, and now president of the parent company of SCE. Holman Jenkins of the *Wall Street Journal* identifies Bryson as the motive force behind the baffling PX approach. He should have tried it on dogs first.

Indeed, the populists of left and right who cry illegal conspiracy and price-gouging, sound silly when one realizes that the legally mandated PX was a scheme for fixing prices better than any conspirators could ever put together on their own. It was much better organized than your average conspiracy, and it not only was legal, it was required.

Part of the Davis plan, now that the folly of a mandatory spot market is clear to nearly everyone, is to try to buy more power using long-term contracts. The problem, under current circumstances, is that it is like going out

to buy insurance when your house is on fire.

Davis deputized the state Department of Water Resources to negotiate these long-term contracts. Since these state employees have little experience or qualifications to deal in this complicated market, they may not save us a lot of money. And as the contracts they make are being (perhaps illegally) kept secret, it may be a long time before we find out how their on-the-job training is proceeding. It would have been better to let the utilities bargain for themselves, but the spirit of the

**The rate hikes are necessary because without them consumers would go on consuming so much power that it would drive the big utilities into bankruptcy.**

times is that the state knows best.

The electricity monster has not, however, been mean to everyone. Take the Los Angeles Department of Water and Power, for example.

Because LADWP is a public municipal utility, it gets to go to the front of the line to buy ultra-cheap power from federal agencies such as the Bonneville Power Administration. Then, being one of those public-spirited public sector monopolies, it can turn around and pass all these savings on to its customers. Or instead, it can do what it actually is doing, which is to sell that cheap public power on the PX for huge profits, and then strut around saying that it isn't having the problems

that the private utilities are having.

S. David Freeman, the general manager of the LADWP, has introduced legislation to set up a state power authority that would build public power plants and have authority to seize private ones through eminent domain. You've got to hand it to the LADWP for seizing the opportunity. But it would seem only fair that if they are going to preach the evils of deregulation, they should at least give the public back some of the millions they have made off it.

But what are a few million in the scheme of things? It's chicken feed compared to the billions the state, the ratepayers or whomever is going to have to come up with to pay the debts the utilities and the state treasury are running up buying power. The state treasury reportedly is spending some \$50 million per day buying power. And it's only April. The state is going to the bond market, where the PUC has authorized selling some \$12 billion in bonds, the largest issue of its kind in U.S. history. But the state could need a lot more money before we are through. Retail electricity rates may have to go much higher, to reduce demand, pay for power we already have used, and make state and utility power buyers creditworthy enough to buy more.

And what monster story would be complete without the torch-bearing peasants, who don't know much about science, but know evil doings when they see them?

We have various foundations, self-styled consumer advocates and the like, who threaten to launch a ballot initiative to stop rate hikes, re-regulate the power industry, or otherwise attempt to repeal the laws of supply and demand.

It's no wonder, with all this, that some people are speaking of desperate solutions, like suspending all environ-

mental and other regulations to speed the building of new power plants, or handing the entire California industry over to the Federal Energy Regulatory Commission to run. Both situations seem most unlikely now, but who knows how things will look after a few hundred, or a thousand hours of rolling blackouts?

The best course now would be to legalize free contracting between the utilities and generators — perhaps backing utilities' credit with a qualified state guarantee, get the amateur Department of Water Resources out of the electricity buying business, make the muni's sell federal power into the grid at cost (they've made enough profits for a while), accelerate approval, construction and operating of new plants; and phase in the unfortunate, huge but inevitable additional rate increases necessary for conservation and increases in supply, among other things. The rate hikes, as painful as they will be, are a step in the right direction.

Davis and many Democrats, not to mention the muni's and some private utility players, want to move back to a more regulated industry for reasons both of ideology and self-interest. But Wall Street and FERC, not to mention the Bush administration, will push hard to move the California industry toward real deregulation, and they may hold the ultimate financial and political trump cards. That would mean higher rates, at least until the transition to a truly deregulated industry is complete. Then real competition should push rates down. How much in rate hikes California consumers — and voters — will tolerate until that fine day comes will loom as one of the key political questions. This will be a major power struggle, and its outcome is unpredictable. But for now the monster is loose, and I fear it may be a long, dark summer.



## Perennial Patents

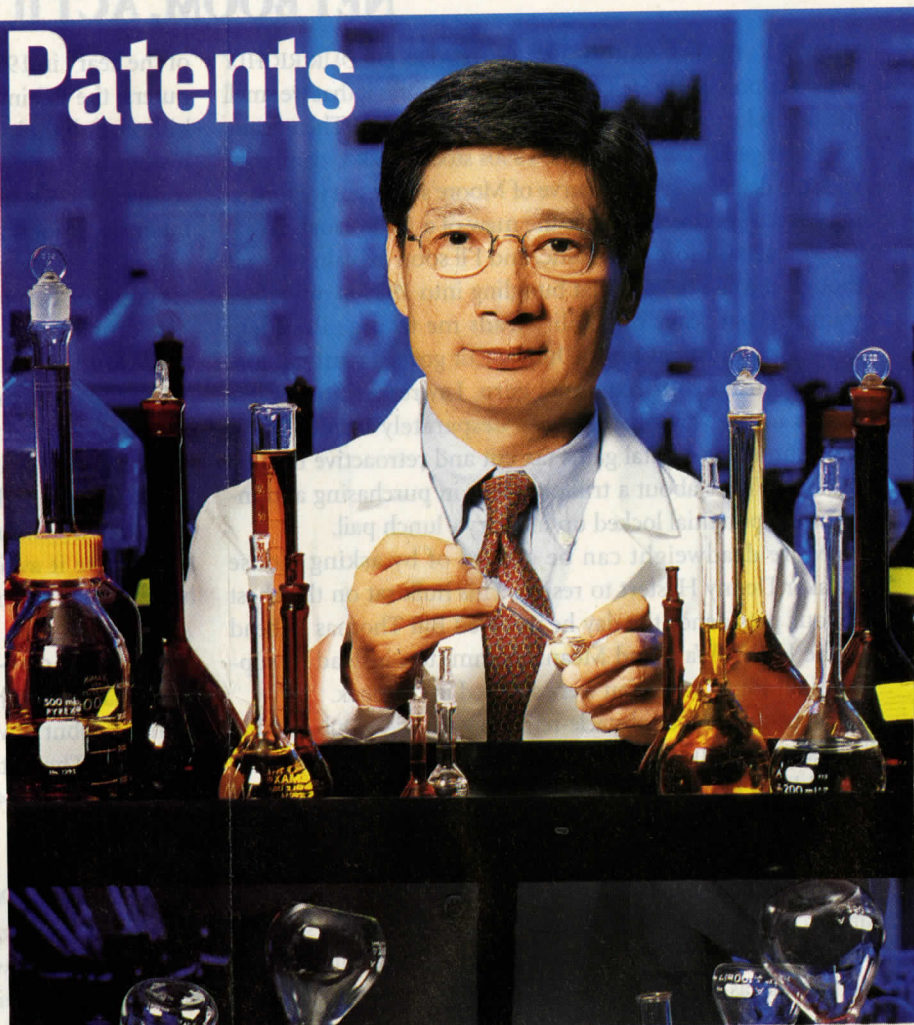
**DRUGS** | Big pharmaceutical houses are using dirty tricks to keep generics off the market.

BY ROBERT LANGRETH  
AND VICTORIA MURPHY

**L**AST NOVEMBER WATSON PHARMACEUTICALS was all set to market a generic knockoff of a popular anti-anxiety drug made by Bristol-Myers Squibb. The Corona, Calif. generic firm had waited years for Bristol-Myers' main patent on the drug, called BuSpar, to wind down. It had manufactured 50 million copycat pills and packed them into cases at a Chicago-area warehouse, ready to be loaded onto tractor-trailers for delivery the moment approval came.

Today those pills are collecting dust in that warehouse. On Nov. 21, one day before the main patent on BuSpar was to expire after 14 years on the market, Bristol-Myers triumphantly announced it had just received a new patent covering how BuSpar is digested. Regulators, as called for by law, froze approval of Watson's generic (and another generic version from Mylan Laboratories) while the parties squabbled in court. Now a knockoff version may not come to market until as late as 2003.

That leaves consumers paying up to \$2 per pill for BuSpar. They could have bought Watson's generic for about a 25% discount, and paid even less as other copycats hit the market. The delay, of course, works wonders for any anxiety Bristol-Myers might have been feeling. Analysts estimate that each year the generic is blocked Bristol-Myers gains at least \$350 million in revenues.



**All dressed up and nothing to sell:**  
Watson's Allen Chao vows to fight on.

"It's more than frustrating," says Watson Chief Executive Allen Chao. "We can't win."

Drug giants are finding ever more creative ways to delay knockoffs of their big moneymakers. There are ways, in effect, to get double patents on a drug. Pfizer, for example, bought a new lease on life with an additional patent for its popular Neurontin epilepsy drug, whose basic use patent expired in 2000. Its new patent has little to do with the drug's medical use; it is merely a way to formulate the drug to prevent degrada-

tion—which generic firms say was already known. It will take a while for the courts to determine who's right about the validity of the new patent. In the meantime Pfizer's top line will be fattened by another \$1.5 billion this year alone, predicts analyst Neil Sweig of Ryan, Beck.

But if the big drug houses can fight dirty, so can the knockoff artists. They are calling in the politicians for help. This spring senators Charles Schumer (D-N.Y.) and John McCain (R-Ariz.) plan to introduce a bill that would limit automatic delays of generic drugs in cases of contested patents. It would also

ALAN LEVENSON FOR FORBES



## Playing Monopoly

Big drug companies use all sorts of legal and regulatory maneuvers to protect their lucrative properties.

Drug Company	Main patent expires/expired	Stalling tactic
<b>Premarin</b> American Home Products	decades ago	Used citizens' petitions to FDA to successfully block generic.
<b>Prilosec</b> AstraZeneca	October 2001	Asserting new patents on Prilosec formulation. Suits pending.
<b>Claritin</b> Schering-Plough	December 2002	Has lobbied for law giving possible "patent relief."
<b>Cipro</b> Bayer	December 2003	Has paid Barr Labs \$28 million a year to drop patent challenge. <sup>1</sup>

<sup>1</sup>Barr able to sell generic by July 2003 at latest. Sources: companies; Forbes.

curb another generic blocker: deals in which brand companies, such as Abbott Laboratories, reportedly have paid generic firms millions to discourage the introduction of knockoffs of their big sellers.

The current drug-patent law, passed in 1984, aims to encourage generic competition, and has done so. When the law works, inexpensive copycats flood the market days after the patent on a drug expires and sales of the brand-name version plunge at least 50% in a year.

But some brand companies have found a loophole. Usually, when a company feels a competitor is infringing its patents, it must convince a judge to block sales of the competing product. For pharmaceuticals the legal burden is reversed. When there is a patent dispute, the Food & Drug Administration must freeze approval of the generic for up to 30 months unless the matter has been settled in court before then. The law protects brand-name companies from frivolous patent challenges by generic firms.

Now brand firms are using this clause to gain extensions. Typically a company applies for and gets a new patent on some aspect of the drug's production, storage, packaging, route of administration or action in the body. "It's a sweet deal," says intellectual-property professor Arti Rai of the University of San Diego. "You can get 30 months of exclusivity without having to prove anything to anybody."

In the case of BuSpar, Bristol-Myers' new patent isn't strictly on the

drug but rather on a chemical called a metabolite produced when BuSpar is broken down in the liver. Bristol-Myers has argued in court that this patent also protects BuSpar, apparently on the theory that a generic would violate the patent when it's digested. Sounds like hairsplitting to us.

Bristol-Myers also staved off generic competition for its Taxol cancer drug for nearly three years. Several months before its original exclusivity period expired in 1997, it got patents covering how Taxol is administered. Generic firm Ivax finally got approval in September, though not before Bristol-Myers had sold an estimated extra \$1

billion of Taxol in the U.S. The pharmaceutical companies complain that, because it takes so long to get a drug approved, a 20-year patent shrinks to 12 years of exclusive sale versus about 18.5 years for other products.

But there ought to be a better way to help the drug inventors than to let them concoct do-it-yourself patent extensions. One compromise being talked about: Give drug patents a shorter term, say, 15 years, but don't start the clock until the FDA licenses the drug.

Where should consumers stand on this debate? Generics save you money now, sure. But imagine this: You are destined to get cancer in 2015, and Bristol-Myers is just now contemplating whether to put another \$1 billion into anticancer research that would save your life. Don't you want Bristol-Myers to have lucrative patents? **F**

## FORBES

NEW YORK, NY

27-TIMES/YEAR 765,000

APR 2 2001



# Burrelle's

## INFORMATION SERVICES

75 EAST NORTHFIELD ROAD / LIVINGSTON / NEW JERSEY 07039 / (973) 992-6600 / (800) 631-1160

### World Wide Web Edition

Law.com - Washington

Date of Publication: 04/11/2001

Account Number: 4154



**Headline: The Importance of Information: Biotech Patents**

Source Website: <http://www5.law.com>

The following discussion thread excerpt is from an ongoing law.com online seminar, "The Life Science Revolution and the Law: Emerging Controversies in Biotechnology," produced in conjunction with the University of San Francisco Law Review. For information on this program and other law.com seminar offerings, please visit [www.law.com/seminars](http://www.law.com/seminars).

PANELIST DR. ARTI K. RAI, PROFESSOR, UNIVERSITY OF SAN DIEGO LAW SCHOOL, SAN DIEGO

Hi. I am Arti Rai, a professor at the [University of San Diego](#), and I have been asked to launch the topic for today.

The role of the DNA molecule as information -- that is, as a code for creating proteins -- is, of course, a fact of which we have been aware for quite a while. Only recently, however, with the advent of bioinformatics, have we begun to see DNA (and proteins for that matter) being treated as solely information, and not as a molecule.

Thus, for example, Human Genome Sciences has filed a patent application on the DNA sequence of H. influenzae that claims the sequence not as a molecule but as information stored in a computer-readable medium. With the advent of computer-based protein modeling, it should not be long before we see patent applications on computer-based protein models.

The recently issued PTO utility guidelines indicate that the PTO may not grant such patents. According to the PTO, molecular information stored in computer-readable form is descriptive, not functional, and therefore fails the utility requirement. However, the PTO's argument may be in tension with Federal Circuit opinion such as *In re Lowry*, which have upheld the patentability of data structures. Moreover, to the extent that it was used to search DNA databases, or to perform other functions, a DNA sequence in computer-readable form could be "functional descriptive material." Under the PTO's own guidelines, functional descriptive material is patentable.

Even if patents on DNA and proteins as pure information are not allowed, the process of drug development has become increasingly reliant on the informational role of these molecules. Increasingly, research that was formerly conducted in vitro or in vivo can be conducted "in silica."

One salutary effect of this convergence of information science and biotechnology may be a reduction in the cost of preclinical and clinical research. If such reductions in time and cost are realized, we might begin to think about the system of biopharmaceutical patenting that we currently have in place and whether the biopharmaceutical industry should be treated any differently from other information-based industries in terms of the structure of patent protection available to it. Currently, because of the Hatch-Waxman Act, a sui generis type of protection is available to the pharmaceutical industry.

ATTENDEE JEREMY MANNING, INTELLECTUAL PROPERTY ATTORNEY, KENYON & KENYON, NEW YORK



## *World Wide Web Edition*

What do you think the grounds would be to support such different treatment for in silica bio/bioinformatics applications, algorithms and information?

PROFESSOR ARTI K. RAI

My initial post may have been unclear. I think that bioinformatics applications should be treated in the same way as other applications on information. I do think, however, that if the process of pharmaceutical development becomes faster and cheaper as a consequence of genomics, we may want to think about whether special protections for pharmaceuticals (e.g. some of the provisions of the Hatch-Waxman Act that allow pharmaceutical companies added protection based on marginal patent applications) are warranted.

PANELIST DR. MARGARET R. MCLEAN, DIRECTOR OF BIOTECHNOLOGY AND HEALTHCARE ETHICS, MARKKULA CENTER FOR APPLIED ETHICS AT SANTA CLARA UNIVERSITY, SANTA CLARA, CALIF.

This is Margaret McLean -- not an expert in law, patent or otherwise. However, I do want to raise a concern that I hear regularly from people interested in "the new genetics" and "genetic information." In the minds of many, "patenting a gene (or base sequence)" is equated with "owning the essence" of what it means to be human. There is an unspoken concern for slavish ownership when one considers DNA as "information" unique to individuals. Public reaction to gene patents in my experience is frequently not of a positive nature based -- at least in part -- on the equating of "patent" with "ownership." Clarification of the relevant complexities of patent law for the public would enhance our ability to think through the ethical and policy considerations of genetic biotech.

PANELIST DR. THANE KREINER, VICE-PRESIDENT, CORPORATE OPERATIONS AND COMMUNICATIONS, AFFYMETRIX, INC., SANTA CLARA, CALIF.

This is Thane, like Margaret not an expert in law. I concur that some public education on the complexities of patent law is warranted, since the public (or at least the media) appears to equate gene patents with "patenting life."

Further, technology patents are sometimes inappropriately grouped with gene patents in media discussions and depictions of biotech patents. These trends can lead to the erroneous conclusion that all biotech patents are patents on life.

A first priority, then, is to distinguish patents on technology from patents on genes or portions of genes. When considering patents on genes or pieces of genes, it seems we are struggling with how to optimize the public good. Enabling broad scientific access to primary genetic information fosters basic research, which helps us all. However, without some incentive such as that provided by a patent, few firms will invest in developing a new therapeutic compound based on a particular gene or set of genes because the development is still an expensive and lengthy process.

ATTENDEE PHILLIP JONES, SENIOR PATENT ATTORNEY, ZYMOGENETICS INC., SEATTLE

It seems that an article on the "evils" of gene patenting appears at least two or three times a week. Several months ago, "60 Minutes" had a segment on this topic. I remember the interviewer asking why the scientists cannot realize that it is unethical to patent genes.

The reality of gene patenting is pretty mundane. That is, to obtain a claim on a nucleotide or amino acid sequence, the claimed invention must meet certain criteria set by the patent offices; obtaining a patent has nothing to do with slavery or ownership of bits of humans; having the rights to a "gene patent" gives the owner no right to practice the invention (in the U.S., this may be dictated by state or federal law), etc.



# **Burrelle's**

**INFORMATION SERVICES**

75 EAST NORTHFIELD ROAD / LIVINGSTON / NEW JERSEY 07039 / (973) 992-6600 / (800) 631-1160

## *World Wide Web Edition*

But until journalists become convinced that the mundane true story can sell as much air time or advertising space as the sensational stories, I am not too hopeful about the advancement of public education on this issue.

Editor's Note: Please be advised that the panelists and attendees are expressing their own opinions and not necessarily those of their companies, firms or clients.

University of San Diego School of Law Associate Professor Arti Rai

Provided by law.com Seminars



Anna  
Carr

# Action Report

## Medical Board of California

April 2001

Vol. 77

A Quarterly  
Publication

www.medbd.ca.gov

President's Report 2

Medical Board Expert  
Reviewer Program 3

Registration as a PA  
Supervisor Eliminated as  
of July 1, 2001 3

IN THIS  
ISSUE

Law Seeks to  
Protect Foster  
Children  
from Over-  
Medication 4

Reducing  
Antibiotic  
Resistance:  
The Child  
Care  
Connection 5

Online  
Resource: Visit  
www.ddhealthinfo.org 6

Varicella Immunization  
Required Starting July 1,  
2001 For School and  
Child-Care Entry 7

News From the U.S. Food  
and Drug Administration 8

Asthma in California: An  
update on available  
resources 9

Administrative  
Actions 10-15

### Medical Board of California Meeting Dates & Locations 2001

May 10 - 12 Sacramento

May 26 - 28 San Francisco

Nov. 1 - 3 San Diego

All meetings are open  
to the public.

## Board Moves to Curb Unlicensed Activity With Operation Safe Medicine

In response to instances of patient harm and death resulting from the growing number of illegal and unregulated "medical clinics," the Medical Board has created a special unit composed of trained investigators who seek to protect a significant portion of the population by reducing access to individuals who are incompetent and unlicensed to provide medical care. Dubbed

"Operation Safe Medicine" (OSM), these Medical Board investigators exclusively handle the identification, investigation and referral for prosecution of the operators of illegal clinics and the personnel who hold themselves out to the public as qualified medical practitioners. OSM investigators work closely with the Health Authority Law Enforcement Team (a task force composed of the L.A. County Health and Sheriff's Departments and the L.A. Police Department), the Food and Drug Administration, and other law enforcement agencies.

OSM began its work in January 2001. The staff of four investigators, one supervising investigator, and one clerical work out of the Board's Cerritos district office, targeting the known areas where illegal clinics flourish in Orange County and the greater Los Angeles area. The investigators are also detailed to other areas of the state as needs are identified and to provide training to other Medical Board enforcement staff in how to spot and respond to suspected illegal clinic practices.

Historically, the Medical Board has been informed of the occasional dispensing of controlled substances at swap meets or in other similar environments.

These events frequently result in a Board

investigator confirming the activity and taking steps to prevent continued sales. It was previously believed that this was adequate to enforce the most blatant situations of unlicensed medical practice, as these were profit-driven enterprises, and the risk of prosecution was an effective means of terminating the practice.

However, a different type of enterprise is growing in many California locations — back-room clinics serving specific communities from the back of legitimate business locations, or from a "practitioner's" home. These clinics usually provide various medical treatments by an unlicensed individual.

Frequently, the consultation results in the dispensing of a dangerous drug which may not be manufactured under FDA

guidelines or even approved for use in the United States. In increasing numbers, the results of these practices have been untreated disease, health complications and death. In 1998, there were tragic deaths of toddlers who were treated at such clinics, and emergency room workers and doctors report an increase in dangerous reactions from faulty diagnoses made in these illegal and secretive clinics. As these events were brought to the attention of the Medical Board of California, this agency recognized that public safety required a focused approach to the emerging danger. As part of that approach, the Medical Board also has begun an educational campaign that encourages the public to confirm they are receiving health care from licensed physicians.

(Continued on page 4)

In increasing  
numbers, the results  
of these practices  
have been untreated  
disease, health  
complications  
and death.

### THE MISSION OF THE MEDICAL BOARD OF CALIFORNIA

The mission of the Medical Board of California is to protect consumers through proper licensing of physicians and surgeons and certain allied health professions and through the vigorous, objective enforcement of the Medical Practice Act.



## Law Seeks to Protect Foster Children from Over-Medication

On January 1, 2000, Section 369.5 of the Welfare and Institutions Code, became effective relating to psychotropic medications ordered by a physician for dependent children of the court. This law aims to protect foster children from over-medication by removing a noncustodial parent's right to consent to psychotropic medication, and by placing that authority with the Juvenile Court. This law states that "only a juvenile court judicial officer shall have authority to make orders regarding the administration of psychotropic medications for that child" (child adjudged a dependent child of the court under Section 300 of the Welfare and Institutions Code). The section continues, "Court authorization for the administration of psychotropic medication shall be based on a request from a physician, indicating the reasons for the request, a description of the child's diagnosis and behavior, the expected results of the medication, and a description of any side effects of the medication."

The Judicial Council has developed an appropriate form for the implementation of this law. Physicians are advised to adhere to these requirements and submit the form as indicated. The form may be found at [www.courtinfo.ca.gov](http://www.courtinfo.ca.gov), click on "forms" and copy form JV-220. A physician may get a copy of the legislation or law by going to the Internet site [www.leginfo.ca.gov](http://www.leginfo.ca.gov), clicking on "BILL INFORMATION," selecting "1999-2000 prior" and "SB 543," or clicking on "CALIFORNIA LAW," selecting Welfare and Institutions Code and selecting the appropriate code sections.

## President's Report (continued from page 2)

Osteopathic Medical Board, to review the emergence of holistic health and examine if the two boards should redesign their systems of operation to meet the needs of patients seeking emerging modalities of healthcare. The Board will face many challenges in the next few years dealing with these and related issues.

### Balancing Physician Discipline and Rehabilitation

The Board's primary charge of protecting California residents will remain a constant, but the question of *how* this is most fairly achieved is a matter of debate, most sharply drawn into focus by consumer groups that on occasion claim the Board is not vigorous enough in its efforts, and organized medicine, that maintains we are too aggressive. Is physician rehabilitation incompatible with the physician's role? No, it is a balance, one confirmed in law. But it is difficult to determine where to draw the line, because one must consider the unknown consequences of actions. The Board must strive to meet the public's and the profession's needs, and this can be a complicated challenge.

Finally, I wish to point out a new feature in this *Action Report* which will become a regular addition — the inclusion of articles with valuable clinical information from the U.S. Food and Drug Administration (FDA). The first submission, on page 8, deals with prescription drug labeling and buying drugs online. I thank the FDA and look forward to their contributions.

## Safe Medicine (continued from page 1)

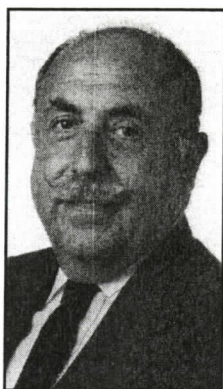
The clinics have grown in number as California's immigrant population has grown. These so-called "medical clinics" are almost always located in areas with large immigrant populations and offer medical care that caters to the population which seeks the service. Since healthcare coverage can be scarce among this population, these illegal clinics offer a cheap alternative without requiring the provision of extensive identification and documentation. The offer of familiar, discreet and more affordable medical care is very attractive to the communities where it is provided. Unfortunately, the lack of qualification of the individuals practicing medicine means that this healthcare is also very dangerous.

To affirmatively address this ongoing threat to patients, the Medical Board sought and received the required resources to create the OSM. Early actions prove that the response to the problem was well-founded; in the first three months of operation, OSM has seven criminal cases pending — three arrests and four cases filed with the district/city attorney. Arrests have been made for practicing without a license and dispensing dangerous drugs, presentation of false credentials, and use of medical equipment by non-licensees.



## President's Report

I am proud to note that the Medical Board of California has completed its 125th year. We certainly have come a long way during that time, but we continue to look forward for ways to improve our services to both consumers and physicians. With this in mind, I just returned from the Medical Board's Educational Retreat in Santa Rosa, March 16-18. This was the Board's first retreat since 1994, and held at a most opportune time, since we have eight members who are quite new, and three who are fairly new, to our 19-member Board. The purpose of the retreat was to establish a common starting point—to educate our newer members so that they may go forward and build the proper system of physician licensure and regulation for today's climate.



**Ira Lubell, M.D., M.P.H.**  
*President of the Board*

The agenda of the retreat was ambitious and included extensive staff presentations carefully geared toward educating members about their role in the diverse functions of the Board's many programs (e.g., licensing, enforcement, diversion, public information), and putting these myriad functions in a historical context. To assist in this challenging project, the Administrative Director of the Center for Public Interest Law, **Julie D'Angelo Fellmeth, J.D.**, and Marie Kuffner, M.D., Immediate Past President of the California Medical Association, both spoke extensively about the involvement of their respective organizations in the activities of the Medical Board during the last decade. My thanks to both of these dedicated, longtime advocates for their contributions to our understanding of the impact of their groups in the evolution of the Medical Board.

Of particular interest to our licensees, I believe, are some of the "topics promising to be on the Board's horizon," discussed at the retreat. The current Board will face many challenges, including:

### **Strategic Planning**

Strategic Planning is the formal, internal process by which the Board periodically reassesses its priorities, systems, and resource allocation to improve its efficiency as a public service agency. Board members and staff will be embarking on this project in the near future.

### **PREPS Program**

Stemming from the Institute of Medicine's report last year, "To Err is Human," which asserted that up to 98,000 Americans die each year from preventable medical errors in hospitals, the Citizen Advocacy Center, with funding from the Health Resources and Services Administration, has proposed the creation of a number of pilot projects around the country. These

projects would seek to identify practitioners in need of remedial training and direct them to effective providers of such training and education. The goal of the program is to improve patient safety and the quality of care through this education and training. The Medical Board approved the request of its staff to examine the feasibility of conducting such a pilot project in California. This could be a substantial project, since 2/3 of the over 10,000 complaints about physicians received by the Board in FY 1999-00 dealt with alleged negligence or incompetence. A meeting of a wide range of constituencies was held last February to explore the potential for such a project, and the consensus was to support a pilot project in California, the working title of

which is the "Practitioner Remediation to Enhance Patient Safety Program (PREPS)." Additional meetings will be held over the next few months with interested constituencies, and reports on the progress of the program will be presented at upcoming Board meetings.

### **Physician Profiling**

This is the information the Board is mandated by law to make public about each of our licensees. While the Medical Board of California has one of the broader information disclosure policies in the nation, it does not provide as much as some states, e.g., Massachusetts. Of particular controversy in the area of physician profiling will be the consideration of making public additional malpractice information, and whether it is practical to maintain accurate information concerning which panels a physician is on and where he or she has privileges.

### **Specialty Licensure/ Post-Licensure Assessment**

Licensing physicians by specialty has been the subject of a great deal of conversation over the past few years among medical boards and specialty societies. The American Board of Medical Specialties certifies up to 90 percent of U.S. physicians, and almost every board now requires recertification. Could this function suffice for our Board's interest in post-licensure competence assessment? And, if so, what of the 10 percent of physicians who are not board certified?

### **Complementary and alternative medicine**

This continuing public-policy issue was formally recognized by our Board in November 2000 with its first meeting of our Alternative Medicine Committee. This year a new law became effective which requires the Medical Board, along with the

*(Continued on page 4)*



## Law Seeks to Protect Foster Children from Over-Medication

On January 1, 2000, Section 369.5 of the Welfare and Institutions Code, became effective relating to psychotropic medications ordered by a physician for dependent children of the court. This law aims to protect foster children from over-medication by removing a noncustodial parent's right to consent to psychotropic medication, and by placing that authority with the Juvenile Court. This law states that "only a juvenile court judicial officer shall have authority to make orders regarding the administration of psychotropic medications for that child" (child adjudged a dependent child of the court under Section 300 of the Welfare and Institutions Code). The section continues, "Court authorization for the administration of psychotropic medication shall be based on a request from a physician, indicating the reasons for the request, a description of the child's diagnosis and behavior, the expected results of the medication, and a description of any side effects of the medication."

The Judicial Council has developed an appropriate form for the implementation of this law. Physicians are advised to adhere to these requirements and submit the form as indicated. The form may be found at [www.courtinfo.ca.gov](http://www.courtinfo.ca.gov), click on "forms" and copy form JV-220. A physician may get a copy of the legislation or law by going to the Internet site [www.leginfo.ca.gov](http://www.leginfo.ca.gov), clicking on "BILL INFORMATION," selecting "1999-2000 prior" and "SB 543," or clicking on "CALIFORNIA LAW," selecting Welfare and Institutions Code and selecting the appropriate code sections.

## President's Report (continued from page 2)

Osteopathic Medical Board, to review the emergence of holistic health and examine if the two boards should redesign their systems of operation to meet the needs of patients seeking emerging modalities of healthcare. The Board will face many challenges in the next few years dealing with these and related issues.

### Balancing Physician Discipline and Rehabilitation

The Board's primary charge of protecting California residents will remain a constant, but the question of *how* this is most fairly achieved is a matter of debate, most sharply drawn into focus by consumer groups that on occasion claim the Board is not vigorous enough in its efforts, and organized medicine, that maintains we are too aggressive. Is physician rehabilitation incompatible with the physician's role? No, it is a balance, one confirmed in law. But it is difficult to determine where to draw the line, because one must consider the unknown consequences of actions. The Board must strive to meet the public's and the profession's needs, and this can be a complicated challenge.

Finally, I wish to point out a new feature in this *Action Report* which will become a regular addition — the inclusion of articles with valuable clinical information from the U.S. Food and Drug Administration (FDA). The first submission, on page 8, deals with prescription drug labeling and buying drugs online. I thank the FDA and look forward to their contributions.

## Safe Medicine (continued from page 1)

The clinics have grown in number as California's immigrant population has grown. These so-called "medical clinics" are almost always located in areas with large immigrant populations and offer medical care that caters to the population which seeks the service. Since healthcare coverage can be scarce among this population, these illegal clinics offer a cheap alternative without requiring the provision of extensive identification and documentation. The offer of familiar, discreet and more affordable medical care is very attractive to the communities where it is provided. Unfortunately, the lack of qualification of the individuals practicing medicine means that this healthcare is also very dangerous.

To affirmatively address this ongoing threat to patients, the Medical Board sought and received the required resources to create the OSM. Early actions prove that the response to the problem was well-founded; in the first three months of operation, OSM has seven criminal cases pending — three arrests and four cases filed with the district/city attorney. Arrests have been made for practicing without a license and dispensing dangerous drugs, presentation of false credentials, and use of medical equipment by non-licensees.



# PUC Official's Investments Questioned

Group already filed suit,  
charging conflict of interest

4154  
By Todd Wallack

CHRONICLE STAFF WRITER

504  
A consumer watchdog group, which filed suit last year to oust one of the state's top utility regulators for investing in a mobile phone company, is now questioning some of his other holdings.

The Foundation for Taxpayer and Consumer Rights in Santa Monica said six of Henry Duque's other investments may pose serious conflicts of interest — including one in a company involved in the current energy crisis.

Duque, appointed to the California Public Utilities Commission by former Governor Pete Wilson in 1995, put money in:

■ A trust that received much of its proceeds from selling natural gas to Duke Energy, one of the key electricity suppliers in California. Duque owned shares in the San Juan Basin Royalty Trust from April 7, 2000 to Sept. 20, 2000.

Foundation lawyer Pamela Pressley said the investment was worrisome because Duque was in a position to vote on policies that might favor maintaining higher wholesale energy prices.

■ Telewest Communications, a British cable and phone company that is owned largely by utilities regulated by the PUC.

The company was originally a joint venture of TCI and US West, which are both registered with the agency as telecommunications carriers. AT&T acquired a significant interest in the company after it purchased Media One, which was split off from US West. Duque owned stock in Telewest from April 6, 2000 to Sept. 25, 2000.

■ Loral Space and Communications, which began a satellite-based telephone company in San Jose called GlobalStar Telecommunications. Duque owned shares from September 14, 1999 to June 16, 2000.

■ NTL, a British cable television oper-

► DUQUE: Page B2 Col. 1

SAN FRANCISCO CHRONICLE

SAN FRANCISCO, CA  
THURSDAY 482,268  
APR 12 2001



Burrelle's  
INFORMATION SERVICES

593 .XZWA 5 .A...n QB

## More Investments Criticized

► DUQUE

From Page B1

ator, which acquired Cable & Wireless Communications' consumer arm. Cable & Wireless' U.S. arm is subject to regulation by the PUC, the foundation said. Duque sold his stake in the firm on Sept. 20, 2000.

■ Two firms that supply equipment to AT&T and other telecommunications firms regulated by the PUC. Paradyne makes DSL equipment, which helps provide high-speed Internet access. Vertel develops software called "middleware" for the telecommunications market. Duque owned stock in both companies at the end of the year.

"If these allegations are true, Mr. Duque should resign," said Robert Fellmeth, director of the Center for Public Interest Law at the University of San Diego.

Duque's attorney has already acknowledged that the investment in the wireless company was an oversight, but dismissed the latest complaints as unfounded.

"It's silly," said attorney Joseph Remcho. "It's no wonder they (the foundation) are not being helpful" in solving the energy crisis.

Pressley, the foundation attorney, first raised the issue in a letter to PUC President Loretta Lynch yesterday, and provided a copy to The Chronicle. In light of the findings, Pressley said the PUC should reverse its decision to pay Duque's legal fees to fight a suit to remove him from office. PUC lawyer Gary Cohen declined comment, adding that the agen-

cy hasn't had a chance yet to review the complaints.

In December, the foundation asked a San Francisco Superior Court judge to oust Duque because he bought 700 shares in Nextel Communications, the nation's fifth-largest wireless phone company. State rules bar PUC commissioners from owning stock in companies regulated by the agency.

Nextel is registered with the PUC as a utility, and Duque has voted on several matters involving either Nextel or the cellular phone industry as a whole. A hearing has not been scheduled so far in the case, Remcho said.

Another consumer advocate said he didn't think the latest investments would make much difference.

"He has already violated the law (by investing in Nextel) and refused to resign," said Michael Shames, executive director of the Utility Consumers' Action Network.

Unlike the Nextel investment, Shames said he didn't think the other investments were illegal. But he thought the law should be changed to bar commissioners in the future from investing in industries they regulate, even if the specific company isn't registered as a utility with the PUC, he said.

"These are examples of the interconnectedness of this industry," Shames said. "All the companies within the industry are connected, so whether they have come up before the commission shouldn't matter."

E-mail Todd Wallack at  
twallack@sfchronicle.com.



# Board backs Route 125, but with strict conditions

By Jennifer Vigil  
STAFF WRITER

Highway developers received a crucial clearance yesterday when a state clean-water agency reversed itself and approved a permit for a southern branch of state Route 125.

The Regional Water Quality Control Board voted 5-1 to approve the Caltrans permit — but only after adding several conditions to the already strict testing standards staff analysts had negotiated with the state Department of Transportation.

With three of the six board members poised to vote against issuing the permit, chairman John Minan called for additional monitoring of metal and pathogen levels in South Bay waterways likely to be affected by the tollway.

Minan's move persuaded two of those concerned about the highway construction, Wayne Baglin and Gary Stephany, to join Minan, Laurie Black and Terese Ghio in voting to approve the permit. Janet Keller cast the dissenting vote.

The approval allows Caltrans to obtain a permit from the Army Corps of Engineers by early summer, the final step before construction can begin. Under the Clean Water Act, the agency could not receive the federal permit until a local water board had accepted the plan.

Developers expect construction of the \$370 million highway, linking state Routes 54 and 905, to begin this year, with the opening scheduled for 2004.

Opponents of the 125 project, however, said they likely will appeal yesterday's decision to the State Water Resources Control Board. They also have a civil case pending against the project, and have announced

plans to file another suit alleging violations of the Endangered Species Act.

The regional board members peppered Caltrans representatives with demands during the five-hour hearing yesterday, attended by about 100 people.

They were particularly concerned about the Sweetwater Reservoir, which is near state Route 54, several hundred yards east of where Route 125 is to be built.

In December, similar concerns prompted the board to unanimously deny the water permit to Caltrans. Among their concerns were the potential for highway runoff and airborne contaminants to harm the reservoir, a source of drinking water for South Bay residents.

Caltrans and California Transportation Ventures, the agency's private partner on the Route 125 project, agreed to make meeting the water board's standards their first financial priority during construction and operation of the highway.

Kent Olsen, president of the group working with Caltrans, said the conditions would make construction costs rise, but said it was too early to estimate by how much.

"This is without a doubt the most stringent (conditions) that we've seen in terms of monitoring and detail," said Gary Gallegos, who oversees Caltrans' operations for the San Diego region.

Before the meeting, Caltrans had agreed to regular testing of water quality at 18 sites along the route, which will run through Bonita and Chula Vista on its way to the border.

Results of the tests will be submitted to the board annually for five years after the highway opens, along with maintenance and repair records of the monitoring equip-

ment.

Measures to prevent erosion and runoff pollution include extensive landscaping during construction and the installation of detention and filtration basins along the highway.

Gallegos balked, however, at taking sole responsibility for water quality in the reservoir, which he argued can be polluted by a number of sources, not just vehicle emissions.

Instead, he agreed to urge state and regional leaders to commit to a study of how vehicle emissions affect waterways.

Baglin, a former water board chairman and a Laguna Beach resident, led the offensive for stronger regulations. He was joined by Keller, also of Orange County, who expressed concern that the project could end up like Orange County's troubled state Route 73. That toll road, which has failed to meet ridership projections, is suspected of polluting Laguna Beach.

Still, the conditions were not enough for critics of the Route 125 extension, including some Bonita and Chula Vista residents and several area environmental groups.

Resident Jo Holehouse cried "Shame!" when the board voted in favor of the permit. Another, Ray Ymzon, moaned, "No, no, no."

Supporters of the highway, who include Chula Vista leaders and members of the Otay Mesa business community, say Route 125 is needed to ease traffic on surface streets in the growing eastern neighborhoods of Chula Vista and to allow better access to state Route 905, near the border.

The central branch of Route 125 is under construction in Lemon Grove. The southern branch, which would operate as a tollway, would run from Spring Valley to Otay Mesa.



## TENNESSEAN

NASHVILLE, TN  
THURSDAY 190,000  
APR 12 2001



**Burrelle's**  
INFORMATION SERVICES

114  
.xzeag

30

PF  
.b...b

### TENNESSEE

## UT College of Law wins 2nd moot court title in row

The University of Tennessee College of Law won the national championship in evidence moot court for the second year in a row, an unprecedented feat.

Second-year law students Brent Cobb, Preston Hawkins and Dawn Rivera went undefeated March 29-31 in the Jerome Prince Evidence Moot Court competition at Brooklyn Law School in New York. They defeated teams from Cornell, Georgetown and New York universities and the universities of Kentucky and San Diego. In all, 32 law schools participated.

The competition "addresses issues at the forefront of evidentiary law," according to Brooklyn Law School's Web site. In the past nine years, UT has participated in the event seven times, winning three national championships and finishing second once and third once.

— MICHAEL CASS



DAILY BEACON  
(UNIVERSITY OF  
TENNESSEE)

KNOXVILLE, TN  
MONDAY 16,500  
APR 16 2001



Burrelles  
INFORMATION SERVICES

70  
xzedi

63

LZ  
sc.,c.

# College of Law wins competition

4154 Univ. of San Diego  
UT is first school to ever win consecutive titles

RODNEY ARNOLD  
Academics Editor

National championships continue to pour into the University of Tennessee. The latest crown, however, is not thanks to an athletic team.

In March the University of Tennessee College of Law became the first team in the history of the Prince Evidence Moot Court competition to win back-to-back national championships.

Second-year law students

Preston Hawkins, Dawn Rivera and Brent Cobb went undefeated to win the competition, which was held at the Brooklyn Law School in New York. The competition was broken down into two categories.

FRONT PAGE

"Two factors decided the national champions," said law professor and coach Neil Cohen. "40 percent of the overall score was based on a written brief explaining why their side should win, and 60 percent of the score was based on a half-hour oral argument."

Please see **Champs** on page 3 A

## Champs

continued from page 1

Both portions of the competition were judged by professionals. A panel of experts reviewed the written briefs while a panel of three judges scored the oral arguments.

The team competed in six head-to-head oral arguments and was judged by a different set of judges each time. Teams were required to present both sides of the argument.

"Before each argument they had a coin toss to decide which team was going to argue which side of the issue. It just so happened that we argued both sides three times," Cohen said.

Preparation for the competi-

tion is what Cohen said led the team to success. The three-member team began writing the brief in December and spent two months working on the oral argument, including 14 practice rounds.

"These guys worked so hard and are very smart," Cohen said. "They are driven to succeed and are what I call 'money players,' meaning they succeed through incredible pressure. They are the ones that would want to be

shooting the free throw with their team behind by a point and one second left on the clock."

The UT team beat out 31 other teams to earn the title of national champion, including teams from Georgetown University, New York University, Cornell University, the University of Kentucky and the **University of San Diego, the competition's runner-up.**

"This says a lot for our law school," Cohen said. "It says we

are producing lawyers who can compete with anyone from any other law school in the country. It shows they are well trained, intelligent and eager to compete."

This was the third time UT came home with the championship, the first in 1993. Of the seven times UT has entered the competition, the team has placed five times including three national championships, a second and third place finish.



## ARIZONA BUSINESS GAZETTE (ABG)

PHOENIX, AZ  
WEEKLY 16,215  
APR 12 2001



**Burrelle's**  
INFORMATION SERVICES

-484  
exzw.e

17

x FL  
bc....

# Firm adds 4 attorneys

<sup>4154</sup>  
**Gallagher & Kennedy** has added a shareholder and three associates.

**Jay Dushoff**, shareholder, practices in eminent domain and condemnation. A founding partner of Dushoff & McCall, he has a law degree from Harvard.

**Anthony Coury**, practicing civil litigation, has a J.D. from Notre Dame and an MBA from the University of San Diego.

**Jennifer Houde**, practicing employee benefits and executive compensation, has a J.D. from Boston College.

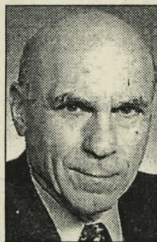
**Winton D. Woods III**, practicing civil litigation, has a J.D. from the University of Arizona.

...  
**Elizabeth A. Fox** has joined **Biskind, Hunt & Taylor** as an associate.

Most recently with Snell & Wilmer, Fox practices in transactional real estate and finance. She has a law degree from St. John's University.

...  
**Mary Beth Phillips** has

## Law



Dushoff



Coury



Houde



Woods

been appointed to the board of **Business Volunteers for the Arts**, a non-profit management consulting organization.

A director at **Fennemore Craig**, Phillips practices in commercial litigation, labor and employment law. She has a law degree from Harvard.

...  
**Mary Bruno** has joined the **Maricopa Association of Government's Employers Against Domestic Violence Task Force**.

A shareholder at **Greenberg Traurig**, Bruno is working on an employer alert that will be sent to the firm's attorneys,

clients and potential clients discussing domestic violence and its effects in the workplace.

...  
A seminar about prenuptial agreements will be from 1:30 to 5 p.m. April 20 at the Arizona State University Downtown Center, 502 E. Monroe St., Phoenix.

"With This Prenup I Thee Wed!" will provide a comprehensive guide for prenuptial agreements from initial consultation to signing of agreements.

Information: (602) 257-4200.

Report law notes to Eileen Henry, (602) 444-7353, or fax (602) 444-7363.



## **SCHOOL OF NURSING**



## NURSEWEEK

SUNNYVALE, CA

26-TIMES/YEAR 125,000

APR 9 2001



**Burrelles**  
INFORMATION SERVICES

A37  
txzw..

JU  
ns....

### 5 MINUTES WITH...

# Mary T. Sarnecky, Army Nurse Corps chronicler

4154  
by Heather Stringer

## Why did you join the Army Nurse Corps?

I originally joined for the travel opportunities and educational benefits. The Army supported the final two years of my baccalaureate studies. In return, I agreed to serve as an Army Nurse Corps officer for a stipulated time.

I continued my career in the military because I liked the people, loved the lifestyle and considered it a privilege to serve my country.

I can honestly say that I have never regretted my decision.

## What made you return to school for your doctorate?

Many factors motivated me to return to school.

Most basic among these motivators was that part of myself that has always nudged me to expand my intellectual horizons as much as possible.

Being an Army officer added to the mix. I am of the opinion that the Army Nurse Corps values education more than any other comparable organization. I couldn't be an effective officer and ignore that core value.

Finally, I always have loved history. In order to conduct historical research, I knew that I had to have the appropriate credentials. In this case, that meant a doctorate.

Fortunately, the Army decided to subsidize my doctoral education. I chose to attend the University of San Diego because Irene S. Palmer, Ph.D., a preeminent nursing history scholar, agreed to serve as my mentor there.

## In researching your book, you discovered many ways nurses adapted to the lack of proper supplies in war. How did they improvise?

In the Revolutionary War, Mary Slocumb used heart-leaves to dress wounds when she had no bandages.

In World War II, Army nurses in the United Kingdom demonstrated their creativity when they used metal crates formerly used to ship bombs as bedside tables. They rigged a teapot and a funnel for steam inhalations. Capt. Peggy Adams, a gallant Army nurse in the Vietnam War, shaped and polished aluminum rods from a boat repair detachment on a lathe and used these impromptu devices as replacements for glass rods for bowel surgery.

## How did you collect the data to write your book?

Over a decade, I collected information from a variety of sources.

I interviewed a number of the key players in the Army Nurse Corps. I sought

input from less high-profile but representative Army nurses as well. Of course, many are no longer living, but fortunately a number of them left a variety of evidence, such as journals, notes, papers, publications, oral histories and pictures.

I found many of these materials in my travels to archives across the country—most notably, the Army Nurse Corps History Archives in Washington, D.C., and the U.S. Army Medical Department Museum in San Antonio.

The story that evolved from the evidence is pretty awe-inspiring.

## What is one of the biggest challenges of writing a book?

The first big hurdle is to begin. It doesn't matter too much how you begin or what the first words are that you write, but it is important to get your first ideas on the screen.

After that, the task is not so daunting. Then you can edit to your heart's content.

The second challenge is to set a certain time each day, if possible, to read, think and write. If you make it a daily ritual, it is ever so much easier. In fact, I not only find writing easier with each day, I also find it more enjoyable. ■



**Mary T. Sarnecky, DNSc, FNP, RN, CS**, is a retired

Army Nurse Corps colonel and author of *A History of the U.S. Army Nurse Corps*. She won the Lavinia L. Dock award for her book's exemplary historical research and writ-

ing. Sarnecky, 59, worked as an Army nurse for 12 years before she earned a doctorate in nursing science.

After completing her doctorate, she went back to work for the Army and later began to research her book, which covers the history of the U.S. Army Nurse Corps from the Revolutionary War to the end of the Vietnam War in 1972. Now she's working on a sequel that will span 1972 to 2001.



# **ATHLETICS**



**SAN DIEGO UNION-TRIBUNE**

**SAN DIEGO, CA**  
**SUNDAY 456,527**  
**APR 1 2001**



**Burrelles**  
INFORMATION SERVICES

5800  
.XZW88

25

QN  
.a...n

**Local Colleges**

**USD tops USF  
in WCC baseball**

**U**SD beat San Francisco 7-5 yesterday to take the first two games of a three-game West Coast Conference baseball series at Cunningham Stadium.

Freshman Aaron Wilson pitched six innings, allowing only three runs en route in earning the win for the Toreros (20-12, 7-4).

Right fielder Joe Lima went 2-for-4 with two RBI and third baseman Greg Sain went 2-for-3 with two runs to lead the USD offense. Tom Caple added two hits and picked up his second pitching save in two days.

David Seccombe finished 3-for-4 with an RBI and a run for the Dons (14-14, 4-7). Jeremy Kinney suffered the loss.

The series concludes today at USD starting at 1.



**SAN DIEGO UNION-TRIBUNE**

**SAN DIEGO, CA  
THURSDAY 372,643  
APR 5 2001**



**Burrelle's**  
INFORMATION SERVICES

580  
.XZW40

25

QN  
.A...X

**Local Colleges**

**Elliot pitches PLNC to 4-0 win**

**J**eremy Elliot pitched a three-hitter to lead Point Loma Nazarene University to a 4-0 victory over The Master's College yesterday in a Golden State Athletic Conference baseball game at Carroll Land Stadium.

Brad Vericker provided the offense for the Crusaders (15-18, 6-13), going 2-for-4 with four RBI, including a home run and a double.

Matt Mamula went 3-for-4 for PLNU and Matt Thorne finished 2-for-3.

Jeremy Griffin went 1-for-1 with two walks for the Mustangs (15-17, 7-11).

Loser Matt Berry struck out 10.

**Softball**

**UCSD** swept a nonconference doubleheader from **USD** 7-2 and 3-2 at UCSD.

In the first game, Leea Harlan hit a grand slam and pitched a complete game for the Tritons (18-11-1). Amy Mettee and Kim Aggabao added two hits each for UCSD.

Christi Martinelli pitched a three-hitter to get the win in the second game.

Kristina Anderson was 2-for-3 with an RBI to lead the Tritons' offense.

Jennifer Delpit had a home run and Anne Skidmore had a hit and an RBI for the Toreros (12-26).



**SAN DIEGO UNION-TRIBUNE**

**SAN DIEGO, CA  
THURSDAY 372,643  
APR 5 2001**



**Burrelle's**  
INFORMATION SERVICES

580  
.XZWAO

25

QN  
.A...X

**Bulletin Board**

1154  
■ **COMMITMENTS:** El Cajon Valley High volleyball player **Karen Adams**, a third-team Union-Tribune all-county selection this season, has given an oral commitment to Nevada . . . Three-sport standout **Michael Bass** of Santana has made an oral commitment to play baseball at USD . . . All-Western League defensive end **Mike Mauger** of St. Augustine has signed a football letter of intent with Norfolk (Va.) State, an NCAA Division I-AA school. Mauger is a 6-foot-5, 230-pounder who was a full-time starter on the basketball team as well.



SAN DIEGO UNION-TRIBUNE

SAN DIEGO, CA  
SATURDAY 372,643  
APR 7 2001



**Burrelles**  
INFORMATION SERVICES

580  
.XZWae

25

QN  
.a...x

**Local Colleges**

**Nugget topples Toreros**

4/54  
**T**rying to strike gold in the West Coast Conference baseball standings, USD instead was struck by Gold yesterday in Spokane, Wash.

Nate Gold, that is. The junior first baseman clubbed his third consecutive game-winning home run to rally Gonzaga to a 5-3 win over the Toreros, who trailed Pepperdine by a game in the WCC West Division heading into this three-game series.

USD (22-13, 8-5) jumped on top 3-1 on a two-run homer by Greg Sain and a sacrifice fly by Luis Diaz-Miron. But Gonzaga (14-15, 6-7) starter Barry Matthews (4-1) yielded just two hits the rest of the way. Gold had a three-run homer in the sixth

and a run-scoring double in the eighth.



**SAN DIEGO UNION-TRIBUNE**

**SAN DIEGO, CA**

**MONDAY 372,643**

**APR 9 2001**



**Burrelle's**  
INFORMATION SERVICES

580  
.xzwae

25

QN  
.a...x

**Bulletin Board**

4/54  
■ **HONORS:** USD sophomore second baseman **Mike McCoy** (Grossmont High) has been selected Rawlings/West Coast Conference Player of the Week after sparking the Toreros to four straight wins last week. McCoy went 10-for-18 at the plate, including a 4-for-4 performance in a 9-3 win over UCLA . . . UCSD's **Christi Martinelli** has been named the CCAA Softball Pitcher of the Week. Martinelli threw back-to-back no-hitters over Vanguard and San Francisco State en route to a 3-0 record last week.



SAN DIEGO UNION-TRIBUNE

SAN DIEGO, CA  
SUNDAY 456,527  
APR 8 2001



**Burrelle's**  
INFORMATION SERVICES

5800  
.XZWae

25

QN

.a...n

**Local Colleges**

# USD slugs 12 homers

4154  
**U**SD set a West Coast Conference record and fell one home run short of an NCAA record as the Toreros pounded out 12 home runs in yesterday's 20-12 victory over Gonzaga in Spokane, Wash.

Mike McCoy, Greg Sain, Joe Lima, Joey Prast and Tom Caple each had two home runs for the Toreros (23-13, 9-5 WCC). Luis Diaz-Miron and Jason Marian added a home run apiece for USD.

The Toreros hit five bombs in the first inning alone, and added six more in the top of the sixth. They scored eight runs in each of those innings. USD finished the game with 25 hits.

Sain, the WCC home run leader, hit both of his home runs in the sixth inning and finished 4-for-6 with four RBI and three runs.

Jason Marian went 4-for-5 with an RBI and Prast 4-for-6 with two RBI and two runs. Lima also added four RBI on two hits for USD.

Gonzaga (14-16, 6-8) responded with seven runs in the bottom of the first off USD starter Patrick Lucy. However, the Toreros bullpen would limit the Bulldogs to four runs after the second inning as Mike Oseguera (2-1) pitched five strong innings for the win.

Danny Evans finished with a game-high five RBI on three hits for the Bulldogs. Nate Gold hit a solo shot for Gonzaga in the fourth inning, his fourth consecutive game with a home run. Kyle Nearhood picked up the loss for the Bulldogs.

The teams will play the final game of their three-game series today at 1 p.m.

SAN DIEGO UNION-TRIBUNE

SAN DIEGO, CA  
MONDAY 372,643  
APR 9 2001



**Burrelles**  
INFORMATION SERVICES

580  
.XZWae

25

QW  
.a...x

## Local Colleges

# San Diego State tied for first in MWC baseball

4154  
**S**an Diego State rallied for six runs in the final two innings to beat Air Force 9-5 yesterday in Mountain West Conference baseball play in Colorado Springs, Colo.

The Aztecs led 3-0 after the top of the first but fell behind 5-3 after seven innings. In the eighth SDSU scored four times, thanks to two ground-outs, an RBI single by Darrell Bowles and three errors.

The Aztecs (21-14, 10-5), tied for first with BYU in the MWC, added two runs in the ninth on back-to-back homers by Rielly Embrey and Sean Pierce. Rory Shortell (5-1) won and Royce Ring struck out five in two innings to earn his seventh save. Air Force fell to 18-19, 5-10.

### More baseball

Reliever David Dunn moved to 4-0 as **USD** beat **Gonzaga** 5-3 in a West Coast Conference game in Spokane, Wash. Jason

Marian hit a three-run homer in the first inning and Josh Harris and Joe Lima had two hits each for USD (24-13, 10-5). The Bulldogs dropped to 14-17, 6-9.

### Softball

Host **UCSD** swept California Collegiate Athletic Association leader **Cal State Stanislaus**, ranked 13th nationally, 2-0 and 3-2.

Leea Harlan (10-5) pitched a three-hit shutout and drove in both runs for the Tritons in the first game. UCSD (20-11-1, 13-8-1) came back from a 2-0 deficit in the second game as Jeanine Cordero's bases-loaded single in the third tied it and her sacrifice fly in the fifth scored Amy Mettee with the winning run. Christi Martinelli (10-6) got the win. Stanislaus fell to 30-13, 15-7.



**SAN DIEGO UNION-TRIBUNE**

**SAN DIEGO, CA**  
**SUNDAY 456,527**  
**APR 15 2001**



**Burrelle's**  
INFORMATION SERVICES

5800  
.XZWA0

25

QN  
.A...N

**Local Colleges**

# Aztecs win but fall out of first

**S**an Diego State got another strong performance from its starting pitcher and pummeled UNLV 11-1 last night at Tony Gwynn Stadium.

But, momentarily anyway, the Aztecs slipped from atop the Mountain West Conference.

Even before Rory Shortell shut down the Rebels on three hits over eight innings, Brigham Young swept a doubleheader from New Mexico. The Cougars (13-5 in the MWC) lead the Aztecs (23-15, 12-5) by a half-game, at least until SDSU finishes its series with UNLV today at 2 p.m.

A night after Marcos Mendoza threw a complete game against the Rebels, Shortell allowed just one run and struck out nine before giving way to Mike Moat in the ninth.

Over their past seven starts, Shortell and Mendoza have combined to go 4-0 with a 1.91 ERA.

## USD beats Santa Clara

**Tony Perez** and **Tom Caple** took turns on the mound and in center field to lead USD to an 8-2 West Coast Conference victory at Santa Clara.

Perez started and allowed two runs on one hit before Caple came in from center to start the sixth inning, allowing just three hits the rest of the way.

Joe Lima was 3-for-5 and drove in three runs for the Toreros.

By taking two of three from the Broncos, USD (26-14, 12-6) remains in second place in the WCC's West Division, 2½ games behind Pepperdine.

## Track and field

SDSU captured eight of the 19 events contested and combined for a total of 168 points as the Aztecs cruised to victory in the five-team All-Women Invita-

tional at the Aztecs' Sports Deck. Senior Promise Mose ran a season-best 24.81 in the 200 meters and 55.0 in the 400. SDSU also went 1-2 in the 100-meter hurdles as Daveetta Shephed (13.75) and Marisa Robinson (13.83) clocked their fastest times of the year.

■ **UCSD's** James Nielsen swept the 1,500 (3:50.3) and 5,000 meters (15:01.72) at the UCSD Invitational won by the Tritons men with 189 points. UCSD also captured the women's team title (217 points).

## Women's water polo

No. 7 SDSU (18-13) won two of its three matches in the final day of the Long Beach State Invitational. The Aztecs defeated **UC Santa Cruz** 9-1 and **Cal State Bakersfield** 17-6 after losing to No. 3 **USC** 12-6. Amber Prestegard led the Aztecs with nine goals in the three games.



SAN DIEGO UNION-TRIBUNE

SAN DIEGO, CA  
WEDNESDAY 372,643  
APR 18 2001



**Burrelle's**  
INFORMATION SERVICES

580  
.XZw60

25

QNH  
.0...X



USD's Jason Marian connects for a two-run double in the first. *Jim Baird / Union-Tribune*

# It's an unheated rivalry

SDSU, USD keep mutual respect while playing to win

By Kevin Acee, STAFF WRITER

It is often difficult to truly gauge the significance of the outcome when San Diego State and USD meet in baseball.

They meet midweek, in the middle of their respective conference races. Both coaches start players who are otherwise pinch hitters and pitchers who are otherwise relievers.

But yesterday at Cunningham Stadium on USD's campus, the two teams saw pretty much every player the other squad had in uniform.

The Aztecs used one of their weekend starters and their No. 1 closer in relief. All of USD's weekend starters saw action, and Greg Sain braved a strained oblique muscle to pinch hit in the ninth.

Mike McCoy finally ended it in the 11th inning, after four hours and 16 minutes of cross-town-rival baseball. His one-out, bases-loaded single sailed into the gap in left field, giving USD an 8-7 victory, its fifth in the last six games between the city's only Division I programs.

"They were just a better team today," Aztecs coach Jim Dietz said as he hurried to the team bus, politely requesting the interview end before it began.

That was the consensus on both sides of the field after the teams met for the first of two consecutive Tuesday games.

"I don't think necessarily we're the better team," said USD center fielder Tom Caple. "I

don't think you can say that, because we haven't faced their No. 1 starter and they haven't faced our No. 1."

The Toreros (27-14) won it against an SDSU pitcher making his first appearance in almost two months.

Erik Fiedler, the Aztecs' sixth pitcher, started the 11th and walked Joe Lima before returning to left field in favor of Mike Garber. After Garber walked Jason Marian, Dietz summoned Fiedler back to the mound. Caple then laid down a perfect bunt on the right side and beat Fiedler's throw to load the bases.

Fiedler struck out David Lembo before allowing McCoy's game-winner.

Matt Coy, a freshman making his seventh appearance, pitched himself into and out of a jam in the top of the 11th and got his first victory of the season. He was USD's ninth pitcher.

The Aztecs (23-17) actually outscored USD 7-3 from the time the outs started.

The Toreros scored five runs on four hits, two walks and a hit batter before SDSU starter Chris Hartshorn got an out. Hartshorn never did get an out as John Skinner relieved him and escaped the first without further damage.

Cody Haven put SDSU on the board with a home run in the second. The Toreros scored two more runs in the third. SDSU scored two in the third, fourth and fifth.

But no one scored again for 5½ innings as the teams played the 17th game in 22 meetings between them since 1992 to be decided by three runs or fewer.

"We respect them," said SDSU closer Royce Ring, who pitched the ninth and 10th. "They were a better team today. We'll get them again next week at our place and see what happens."

53





Burrelle's  
INFORMATION SERVICES

580  
.XZW40

25

QG  
.A...X

# Harris honing in on history

4154  
Shortstop ties USD record  
with 19-game hitting streak

By Kevin Acee, STAFF WRITER

Josh Harris took it a game at a time right into the University of San Diego record book. His team is trying to take the same approach right into the postseason.

It's trying.

The talk around Cunningham Stadium after yesterday's 7-2 victory over Loyola Marymount was about staying in the moment — even as reality seeped into the conversations.

"You break it down to each game," Harris said. "But, really, you're hoping for a sweep. Pepperdine (has) been sweeping everybody, so we have to sweep to stay with them."

Harris played a part in USD (28-14, 13-6) gaining a half-game on WCC West Division-leading Pepperdine. In the process, the senior shortstop tied a school record by hitting safely in his 19th consecutive game.

His seventh-inning triple tied him with John Mullen, who hit in 19 straight in 1983, and led to a run that gave USD a 4-2 lead.

The victory, as many have this season, included a loss. Right fielder Tony Perez (Eastlake High) lost a third-inning fly ball in the sun and suffered a likely broken nose when the ball hit him flush in the face.

Perez, who has six hits in his last 11 at-bats and was scheduled to be tomorrow's starting pitcher, will become the fourth key Toreros position player to miss significant time this season due to injury.

"We're losing people left and right," Harris said. "Everyone keeps picking everyone else up,

though."

Two games remain this weekend against the Lions. Next weekend brings a trip to Pepperdine, which did not play yesterday and is now 2½ games ahead of USD.

"Everyone is thinking about Pepperdine," said USD starter Ricky Barrett, who allowed just one earned run in eight innings and improved to 8-2. "We need to sweep this series, so we go into Pepperdine strong."

## Aztec throws two-hitter

Marcos Mendoza had a no-hitter broken up by the first New Mexico batter in the seventh inning but went on to pitch his third consecutive complete game as the Aztecs beat visiting New Mexico 3-1 last night.

Mendoza has allowed just one earned run during his complete-game streak.

"It feels awesome," said Mendoza, who struck out the first seven batters he faced and finished with 17 strikeouts, second in SDSU history. "I can't be greedy and say 'Oh, I wanted the no-hitter.'"

John Hemmerley set the Aztecs single-game strikeout record with 18 in 1988.

A junior left-hander out of Grossmont High, Mendoza did not walk a batter, hitting corners all night with his fastball and slider.

"That was just dominant," pitching coach Rusty Filter said of Mendoza, who until this season was a reliever. "With him, it was never a lack of confidence; it was a lack of consistency. Now, he's in total command."

Because of that, the Aztecs (24-17, 13-6) were able to eke out a win despite turning 11 hits into just three runs. Sean Pierce did extend his hitting streak to 12 games, the longest of the season for the Aztecs.





Burrelle's  
INFORMATION SERVICES

5800  
XZWA0

25

Q.N  
.a...n

## Local Colleges

# Harris bat streak hits 20 as USD roars past Lions

Josh Harris spent last Friday night in a Bay Area emergency room listening to doctors tell him there was a good chance he had appendicitis and should have the organ removed.

That would have meant not only the end to a season but an impressive hitting streak. Harris decided to wait, the pain in his right side subsided and now he is the University of San Diego's record holder for consecutive games hitting safely.

The senior shortstop singled in his second at-bat during the Toreros' 8-5 victory over Loyola Marymount yesterday, extending his streak to 20 games and surpassing the 1983 record set by John Mullen.

"It's like one of those things you don't try for, it just kind of happens," Harris said. "To break a school record, that will always be with you. Now it's out of the way. Now it's kind of like: see how far I can take it."

Harris, who is batting .330 (30-for-91) during the streak, has gone hitless just four times this season and started the season with a 14-game streak. The game he missed at Santa Clara while at the hospital was his first in two seasons at USD.

The Toreros (29-14, 14-6) got home runs from Joey Prast and Luis Diaz Miron to hand Loyola its 13th consecutive defeat. San Diego, which trails first-place Pepperdine by three games in the WCC's West Division, goes for the sweep today at 1 p.m.

## More baseball

The storm that hit San Diego yesterday morning left Tony Gwynn Stadium's field unplayable and forced postponement of

the Aztecs' game against New Mexico. The teams will play a doubleheader today at 10 a.m.

## Softball

Cheryl Bolding set a PLNU single-season record for RBI with 38 when she drove in four to lead the GSAC-leading Crusaders (33-6, 16-4) to a doubleheader sweep of visiting Concordia 6-1 and 6-0.

## Golf

A win at BYU by a team from SDSU is to be savored, no matter the sport. But the Aztecs men's golf team scored a particularly sweet victory in Provo, Utah, yesterday. Led by sophomore Lars Johansson, who won his second straight tournament, SDSU routed a field of 16 teams to win the Ben Hogan Cougar Invitational at Riverside Country Club.

SDSU coach Dale Walker said it is the first victory ever for the Aztecs on the Cougars' home course. And the timing couldn't be better. SDSU begins play in the MWC championship a week from Monday in Sun River, Ore.

"This is something really special," Walker said.

Johansson shot 68 in the final round to overtake teammate John Lepak and win by two strokes at 7-under 209. Lepak was second — his best finish of the year.

The SDSU team held a 19-shot lead after 36 holes on Friday and cruised to a 15-shot win over runner-up UC Santa Barbara. The Aztecs finished at 16-under 282. BYU was fourth.

— TOD LEONARD

SAN DIEGO UNION-TRIBUNE

SAN DIEGO, CA  
SUNDAY 456,527  
APR 22 2001



SAN DIEGO UNION-TRIBUNE

SAN DIEGO, CA  
MONDAY 372,643  
APR 23 2001



Burrelle's  
INFORMATION SERVICES

580  
.xzwae

25

QN  
.a...x

# USD makes it a clean sweep

## Toreros now get shot at Pepperdine, first WCC title

By Kevin Acee, STAFF WRITER

The USD baseball team has reached this point, helping itself despite hurting in so many places.

An 11-1 rout of Loyola Marymount accomplished with a patchwork lineup completed a three-game sweep of the West Coast Conference's worst team yesterday. Ahead is a three-game series against its best.

"We knew we had to sweep going into Pepperdine," said USD first baseman Jason Marian. "Pepperdine has been unbelievable against everyone else in the conference."

No, help has not been forthcoming from any of the other WCC teams.

News of the latest letdown came yesterday afternoon when San Francisco blew a three-run lead in the ninth to allow Pepperdine an 11-10 victory and retention of its three-game lead over USD in the West Division.

A two-game deficit with nine to play would have been more favorable. But the Toreros expected to sit where they do. They are pleased to have not blown it here against a Loyola team that has no visible strengths.

"We've given ourselves a chance," said short-stop Josh Harris, who extended his school-record hitting streak to 21 games. "When we've battled to this point, why give it up? This is how it should be, the best team against the best team."

The Toreros (30-14, 15-6) know it will likely take a sweep at Pepperdine, in the series that features a doubleheader Saturday and one game

Sunday, to give them a shot at their first WCC title. Even two victories in Malibu would leave USD two back with six to play. And a Waves team currently on a 10-game winning streak would have to implode to not carry the division.

"It's understood now that we've got to win every game," said second baseman Mike McCoy, who doubled in a run and scored during a six-run sixth inning that turned a 2-1 game into a laughter.

The Toreros handed Loyola its 14th consecutive loss with a lineup they had never used before. Just five regular starters played, and even that number is misleading for a USD team plagued by injuries all season.

Third baseman Greg Sain sat out his fourth consecutive game with a strained oblique muscle. Right fielder Joe Lima, who had been filling in for Sain at third, sat out for a second day after hurting his left wrist checking a swing on Friday. Tony Perez, the scheduled starting pitcher, was in street clothes after suffering a broken nose when he lost a fly ball in the sun in right field on Friday.

"It was amazing to see how these guys came out and got it done," said Sain, who expects to play tomorrow night at San Diego State and will definitely play at Pepperdine.

Lima and Perez also expect to play against the Waves.

The Toreros will appreciate being back close to full strength at Pepperdine. They have kept on winning all season despite injuries that robbed them of starting pitcher Aaron Wilson, first baseman Luke Wennersten and catcher S.C. Assael.

Said Marian: "Even with all the people being out, we never once thought we wouldn't win. We've been out here since Day One wanting to have a chance to win this. Now we have a chance to do it ourselves."



# Aztecs salvage split with USD

## Both teams rest top pitching for conference foes

By Kevin Acee  
STAFF WRITER

A freshman making his first appearance started for one team. The other team finished the game under protest.

**Aztecs 10**

**Toreros 5**

And in the nearly four hours between the first and last pitch of San Diego State's 10-5 victory over the University of San Diego, as both teams trotted out pitcher after pitcher and played to a split of the season series for the second consecutive year, it was a fair question to ask.

In fact, many around and within both programs have queried of late: Why don't these teams play a three-game series?

They could do it early in the season, save money on travel and face each other's best pitchers, offering a truer representation of which team is better in a given season.

"I would love to entertain that idea," USD coach Rich Hill said. "Maybe we can take a look at that down the road."

Not while Jim Dietz is at SDSU.

"It doesn't make any sense," the Aztecs coach said. "We can always play them on Tuesday. If we play them (in a three-game weekend series) early in the season, we will have to drive a long way to play someone on a Tuesday later in the season."

Dietz used as an example SDSU's game at UCLA next Tuesday night. The Aztecs will bus back to San Diego late that night and have to be at the airport the following morning for a flight to Utah.

Today, first-place SDSU (27-17) also heads for Utah to begin a three-game Mountain

West Conference series at second-place Brigham Young.

The Toreros (30-15) are in the second place in the West Coast Conference's West Division and play at first-place Pepperdine this weekend.

Neither team's collective concentration was completely in Tony Gwynn Stadium last night.

The Aztecs, in particular, could not waste pitchers it might need just two days later in a conference game. Thus, Drew Jensen started.

Shortly after Jensen departed in the top of the second after giving up two runs, SDSU took the lead with a four-run second inning off USD starter Tony Perez, who pitched with a protective mask on his face four days after a fly ball broke his nose.

The Aztecs scored three more times in the third inning, although therein lied the genesis of Hill's protest.

With Sean Pierce on second base and no outs, SDSU's Cody Haven hit a sharp grounder up the middle that caromed hard off umpire Robert Francesciello and rolled to second baseman Mike McCoy, who threw out Haven at first.

The umpires called Pierce back from third and awarded Haven first base, which brought Hill out of the dugout to lodge his protest and make the result unofficial until the succession of events is reviewed and a decision is made to determine whether the game's outcome was affected. There is some question, however, if there is anyone to hear such a protest from a nonconference contest.

The disputed play gave Haven his seventh hit in seven at-bats, a streak that was broken when he struck out in the fourth.

Another streak continued, as USD shortstop Josh Harris hit safely for the 22nd consecutive game.

SAN DIEGO UNION-TRIBUNE  
SAN DIEGO, CA  
WEDNESDAY 372,643  
APR 25 2001



# Waves crash down on USD — doubleheader split is a wash

By Kevin Acee  
STAFF WRITER

4154  
MALIBU — They won't say it's over because the math isn't done.

"I know it's amazing," USD short-stop Josh Harris said in the chilly early evening after a lost game and a lost opportunity. "But we still feel we have a chance."

But even these players, who have persevered through so many injuries just to make it count this late, know what they

must now overcome is most improbable.

A doubleheader split at Pepperdine yesterday — a 4-0 victory followed by a 9-7 loss — left the Toreros three games behind the Waves in the West Coast Conference's West Division.

That is the same deficit the Toreros faced at the start of the day, but now there are just seven games in which to make it up. Even if USD (31-16, 16-7) wins the series finale today, it will have to rely on Pepperdine (32-13, 19-4) losing two of its final six.

"We're the only team that

can beat them," USD junior Greg Sain said, referring to Pepperdine's 16-2 record against the rest of the WCC.

The Toreros said coming into this weekend that they needed a sweep to have a shot at denying Pepperdine its third consecutive division title.

The goal has been modified. "We have to win tomorrow," Sain said last night. "Even if we won today, we would have had to win tomorrow."

The way junior Joe Lima explained it before boarding the bus to the team hotel, it sounded plausible.

"We can win tomorrow," he

said, "and we're two back. We could sweep the next two (series) and they could win two of three (in each series), and we're tied."

In that event, a tiebreaker system that can't be calculated until the season is finished would determine which of the teams would play the Coast Division champion in a best-of-three series. The winner of that series receives the conference's automatic berth in the NCAA Regionals.

With scheduled starter Tony Perez out due to complications from the broken nose he suffered on April 20, USD will start

Tom Caple (1-3, 2.25) against Pepperdine's Jay Adams (4-2, 3.75) in today's 1 p.m. finale.

Caple, who has a WCC-leading nine saves, was primed to go into either of yesterday's games if needed. He wasn't — for different reasons.

Sophomore left-hander Ricky Barrett pitched a two-hit shutout in the first game. He retired the final 16 batters he faced, and only a second-inning walk and two fourth-inning singles separated him from a perfect game.

Barrett had a 3-0 lead before he took the mound, courtesy of

Harris' leadoff home run and then four singles.

The Toreros handed second-game starter Patrick Lucy a 4-0 lead — Lima's three-run homer providing the bulk of it. But Lucy was unable even to get out of the second inning.

Pepperdine tied the game 4-4 in the second and went on to score in every inning except the third and seventh, taking a 9-4 lead into the ninth. The Toreros scored three runs on three hits and an error in the ninth and had the tying run at the plate in Lima before he grounded out.

SAN DIEGO UNION-TRIBUNE

SAN DIEGO, CA  
SUNDAY 456,527  
APR 29 2001



Burrelle's  
INFORMATION SERVICES

5800  
.XZWae

25

QN  
.a...n

SAN DIEGO UNION-TRIBUNE

SAN DIEGO, CA  
MONDAY 372,643  
APR 30 2001



**Burrelle's**  
INFORMATION SERVICES

580  
.XZW80

25

QN  
.a...x

## Big inning lifts USD over Pepperdine

4154  
**U**SD's baseball team kept its hopes alive for a West Coast Conference West Division championship yesterday with a 9-6 win over Pepperdine in Malibu.

The Toreros (32-16, 17-7 WCC) trail the front-running Waves (32-14, 19-5) by two games with six to play.

The Toreros sent 14 batters to the plate in an eight-run seventh inning, erasing a 4-1 Pepperdine lead. Pepperdine reliever Greg Ramirez gave up a two-run home run to pinch-hitter David Lembo and Jacob Barrack allowed a grand slam to Jason Marian.

Although he gave up 15 hits, USD pitcher Tom Caple went the distance to improve his record to 2-3. USD had 10 hits, including a double by Josh Harris, whose hitting streak is at a school-record 25 games.

The Toreros play USC, ranked No. 8 by *Baseball America*, today at 3 at Cunningham Stadium.



# SAN DIEGO UNION-TRIBUNE

SAN DIEGO, CA  
TUESDAY 372,643  
APR 10 2001



**Burrelle's**  
INFORMATION SERVICES

580  
.xzwae

25

QN  
.a...x

## LOCAL PROFILE / Ricardo Rizo

4154  
**Background:** Rizo is a 21-year-old junior at the University of San Diego. The Business Administration major attends USD on a tennis scholarship. Born and raised in Guadalajara, Mexico, he began playing tennis at age 5. He lives on campus.



**Goals:** He would like to crack the top 25 in the Intercollegiate Tennis Association rankings. His long-term goal is to play Davis Cup for Mexico.

**Favorite subject in school:** Business Management.

**Favorite book:** La Casa de los Espiritus. (House of the Spirits).

**Favorite place to relax:** "Any beach in Mexico."

**Favorite musical artist:** Electronic pop artist Robert Miles.

**Favorite tennis player:** Andre Agassi. "He's very determined. He knows what he wants. I like his confidence."

**Personal note:** Rizo says if he hadn't become a tennis player, he would probably be working as a bartender.

— J. FRED SIDHU

**Team ranking:** He plays No. 3 singles for the USD men's tennis team. Rizo also plays doubles in the No. 1 and No. 2 positions.

**Coaches:** USD head coach Tom Hagedorn and assistant coach Ron Jenkins.

**Best result:** Rizo has played in the junior division at the U.S. Open, Wimbledon and French Open. In 1997, he reached the U.S. Open junior doubles quarterfinals.

# SAN DIEGO UNION-TRIBUNE

SAN DIEGO, CA  
TUESDAY 372,643  
APR 10 2001



**Burrelle's**  
INFORMATION SERVICES

580  
.xzwae

25

QN  
.a...x

## Bulletin Board

4154  
■ **SOFTBALL:** UCSD pitcher **Leea Harlan** has been named the California Collegiate Athletic Association Player of the Week. Harlan went 2-0 with two complete games and a shutout — and hit .333 in 12 at-bats.

■ **BASEBALL:** USD pitcher **Ricky Barrett** has been selected West Coast Conference Player of the Month. The sophomore right-hander went 5-0 with a 2.00 ERA and struck out 31 in 36 innings.

SAN DIEGO UNION-TRIBUNE

SAN DIEGO, CA  
MONDAY 372,643  
APR 30 2001



**Burrelle's**  
INFORMATION SERVICES

580  
.XZwae

25

QN  
.a...x

## USD Basketball Report

# Saint Mary's gains coach with S.D. ties

4154  
Bennett paid dues  
as former aide  
to Egan, Holland

By **Hank Wesch**  
STAFF WRITER

**W**hat might be the most significant offseason development so far for the USD men's basketball program was definitely the most significant offseason development for one of its West Coast Conference rivals.

Earlier this month, former USD assistant **Randy Bennett** was hired to fill the opening at Saint Mary's created by the firing of coach Dave Bollwinkel after the Gaels' 2-26 season.



**Randy Bennett**

Bennett, who most recently was the top assistant at Saint Louis University, promptly enlisted another former No. 1 USD assistant, Kyle Smith, to be his right-hand man. Smith left Brad Holland's staff a year ago for a similar position at Air Force.

"Kyle and I always liked working together; he's my best friend and we'd talked about doing something like this if there was an opportunity," Bennett said. "There were only a few situations that I thought would be a good fit for me, and this is one."

Before finally being chosen for a head coaching position, Bennett spent 16 years paying assistant dues — 11 in the WCC to which he now returns. Eight of those seasons were spent under Hank Egan at USD. Bennett was considered the top in-house candidate to take over when Egan left for an assistant's job with the NBA's San Antonio Spurs and, despite disappointment about being passed over for Holland, Bennett stayed on for two seasons.

"I was a little disappointed, but I was never frustrated and ultimately at ease with the situation," Bennett said. "At the time I was 31, quite young, I

could understand the reasoning. Brad's a good man and I was comfortable working for him."

Bennett played two seasons for his father, Tom, at Mesa College in Arizona and completed his college career at UCSD, graduating in 1986. He was a volunteer coach at USD for two seasons and an assistant to current Chicago Bulls coach Tim Floyd at Idaho for two seasons before returning to USD as an assistant from 1988 through 1996 season.

Bennett spent the last five years — three at Pepperdine and two at Saint Louis — under Lorenzo Romar. Now he has his own team.

"It will be interesting being able to go ahead and do things you think will work rather than just suggesting them to the head coach," Bennett said. "But Hank, Brad and Lorenzo were all very good about being open to suggestions."

### Notes

■ The Toreros have eight returning players on scholarship, three fall signees and two scholarships available. Recruiting efforts have been directed at filling one with a front-line player to replace graduating seniors **Tyler Field**, **Cameron Rigby** and **Nick Greene** in that area. The other scholarship could be used on a newcomer or might be awarded to junior walk-on **Scott Boardman**, whose persistence was rewarded with starting assignments.

■ Junior point guard **Roy Morris** (Bonita Vista High) broke his left foot in a pickup game. The recovery period projects to approximately six weeks.

■ Junior guard/forward **Matt Delzell** underwent surgery in Dallas last month to repair knee damage in his right knee that had hampered his lateral movement all last season. It's a projected 4-6 month recovery period.

■ Five of the six home games in the 2001-02 season are set — USC, Washington, San Diego State, Boise State and UC Irvine.

■ Senior guard **Dana White** was presented the Most Valuable Player and Best Defensive Player awards at the team's 2000-2001 season banquet. Other awards presented included: Miller Lite Student Athlete of the Year — **James Borrego**; Bully's East Most Improved Player — **Nick Greene**; Bugelli Leadership Award and Zable Athletic Excellence Award — **Tyler Field**.



SAN DIEGO UNION-TRIBUNE

SAN DIEGO, CA

FRIDAY 372,643

APR 27 2001



**Burrelle's**  
INFORMATION SERVICES

580  
.XZWao

25

QN  
.a...X

### Women's tennis

4154  
No. 2-seeded **San Diego State** defeated No. 7 **Air Force** 4-0 in the opening round of the MWC championships at Fort Collins, Colo. The Aztecs (16-7) face No. 6 **Colorado State** in today's semifinals.

■ **USD** will attempt to unseat 12-time champion **Pepperdine** when the Toreros host the West Coast Conference Tournament today through Sunday. USD has finished second the past 11 seasons.



**Burrelle's**  
INFORMATION SERVICES

580

.XZWA9

25

QN  
.A...X

### Women's tennis

<sup>4154</sup>  
No. 2 SDSU advanced to today's finals against No. 1 BYU in the Mountain West Conference Championships with a 4-0 drubbing of No. 6 Colorado State at Fort Collins, Colo.

■ No. 2 USD won every set in a 7-0 rout of No. 7 Saint Mary's in the first round of the West Coast Conference Championships at USD.

**SAN DIEGO UNION-TRIBUNE**

**SAN DIEGO, CA  
SATURDAY 372,643  
APR 28 2001**



# SAN DIEGO UNION-TRIBUNE

SAN DIEGO, CA  
MONDAY 372,643  
APR 30 2001



**Burrelle's**  
INFORMATION SERVICES

580  
.XZWae

25

.a...X QN

## Softball

4154  
USD (33-19) lost twice to visiting Loyola Marymount by identical 1-0 scores. The Lions (17-31) needed eight innings to win the first game. In the second game, Anne Skidmore had two of the Toreros' six hits... UCSD (32-15) and Western New Mexico (32-8) split a doubleheader, with UCSD (32-15) winning the opener 3-2 in eight innings and losing 3-0 in the second game.

# SAN DIEGO UNION-TRIBUNE

SAN DIEGO, CA  
MONDAY 372,643  
APR 30 2001



**Burrelle's**  
INFORMATION SERVICES

580  
.XZWae

25

.a...X QN

## Tennis

4154  
Pepperdine (17-7) claimed its 11th consecutive WCC men's team title, defeating USD 4-2 at the WCC Championships in Malibu. Juan Cerda and Ted Burghardt were the lone winners in singles play for the Toreros (13-9)... In women's WCC championship play, host USD (12-9) took third place with a 5-0 win over Portland (12-11).

**SAN DIEGO UNION-TRIBUNE**

**SAN DIEGO, CA**  
**SUNDAY 456,527**  
**APR 1 2001**



**Burrelle's**  
INFORMATION SERVICES

5800  
.XZWae

25

QN  
.d...n

**Women's crew**

4154  
The SDSU women's rowing team retained its bragging rights over in-city rivals USD and UCSD for another year by sweeping the city championships at the Patty Wyatt Cup in Mission Beach.

The Aztecs have won the Patty Wyatt Cup six consecutive years.



SAN DIEGO UNION-TRIBUNE

SAN DIEGO, CA  
FRIDAY 372,643  
APR 6 2001



**Burrelle's**  
INFORMATION SERVICES

580  
.XZW80

25

QN  
.A...X

WEEKLY SPOTLIGHT ON ENDURANCE SPORTS

# Fitness Fanatics

SO WHAT IS THE APPEAL OF ROW, ROW, ROWING YOUR BOAT?



**"I like the training aspect."**

TERESA BOND



**"That's a creative way of letting your mind go."**

ISAAC SMEAD



**"You're watching the world waking up on the water."**

BARAK SMITH



SDSU stroke Teresa Bond carries coxswain Robyn Weiss from their boat after a practice on Mission Bay. John Gastaldo / Union-Tribune



# PART OF THE CREW

## Rowing an emotional as much as physical experience for the athletes

4154  
By Don Norcross, STAFF WRITER

Rowers don't need publicists. Cal's men's heavyweight varsity eight boat is the two-time defending national champion. The Bears return six Olympic rowers.

Yet according to Cal assistant sports information director Mike Schowback, "Nobody writes about us."

San Diego State rower Teresa Bond figures the Daily Aztec features the rowing team about once a year. "Last time they wrote something," said Bond, "they ran pictures from a couple of years ago. I'm like, 'What's with that?'"

At least Bond is on scholarship. Male rowers at San Diego State, USD and UCSD are not. They throw the alarm clock against the wall at 4:45 a.m., fall asleep in class, miss out on some serious late-night partying and push their bodies to physical fatigue, for what?

So defeated opponents might hand them the sweaty jerseys off their backs, a rowing tradition?

All of which begs the question: Why do college athletes row?

Bond came to San Diego State with a complex about her height. At 5-foot-11, she never wore heels at Southwest High. Then, one day on Montezuma Mesa, Bond was walking out of the Aztec Center and women's rowing coach Scott Steckel took a look at Bond's physique and visualized a woman seated in a shell.

It did take a bit of a sales job with Bond. "I had never heard of rowing," she said. "But Scott's persistent. He's got a lot of charisma."

Bond could say she liked rowing from the start, except she'd be lying.

"Hmmm, I liked the training aspect," she said. "But not necessarily the early morning."

College rowers train from late summer through May. They're typically in the water

### Crew Classic

**What:** 28th annual regatta unofficially kicks off the collegiate season. There are also juniors and masters races. More than 3,500 athletes will compete in more than 90 events.

**When:** From 7 a.m. to 5 p.m. tomorrow and 7 a.m. to 2:30 p.m. Sunday.

**Where:** On Mission Bay. Best viewing is on Crown Point Shores.

**Fast facts:** Races are 2,000 meters.

Washington's women will be aiming for their 10th straight Whittier Cup. Cal's men are the two-time defending Copley Cup champions.

**Cost:** \$5. Youths 13 and under will be admitted free of charge.

two hours a day, six days a week. Double workouts are the norm for January. Throw in two weightlifting sessions a week, plus two rowing-machine workouts a week and the body turns ripped. With that physical muscle comes emotional strength.

Bond always wanted to try snowboarding, wakeboarding and surfing.

"Before, I wanted to," Bond said. "Now, I go do it."

At many colleges, particularly the nontraditional rowing powers, it's common for students who have never rowed to work themselves into a varsity boat. It's even common for students who weren't high school athletes to try the sport, like it and excel.

UCSD's Barak Smith tried the shot put his sophomore year in high school, made the JV team and that was the end of his prep athletic career.

But growing up in Visalia he loved to hike, mountain bike and jump cliffs. Rowing, he figured, "Symbolized the prep-school college sport."

He tried it. He likes it. Even the 4:45 a.m. wake-up calls.

"You're watching the world waking up on the water," he said. "It's just so amazing to

see the sun rise every morning. Even when it's foggy and the sun's not out it seems like you're surrounded by this white blanket and you can't tell where the water is or where the sky is. It's serene."

Regarding the time commitment and painful workouts, Smith said, "People see it almost as an elitist thing, like we're in the Army or are Navy SEALs."

Rowers wax eloquent about the bond that develops from enduring the physical and emotional sacrifices. About the rowers' high when all eight oars are driving into the water and lifting out at the same time and the boat glides across the water.

Said Smith: "There's a reason they call it crew."

When San Diego State's women's team won the Cal Cup two years ago, becoming the first local women's crew to win the race in 13 years, the Aztecs celebrated by getting tattoos. A band of roses encircles Bond's left ankle.

USD's Isaac Smead says what he'll take away from rowing are the competitive memories. Such as when the Toreros won the lightweight fours last year in Philadelphia, a city that appreciates rowing. When the Toreros lugged their huge cup to a restaurant that night, they were greeted with applause.

An art major, Smith loves to sculpt and paint. To an outsider, rowing's repetitive stroke seems to run counter to an artist's creativity. Not to Smith.

"At the risk of sounding stereotypical," said the UCSD sophomore, "I think art is so much a process, not just a final outcome. I think of a scientist as a creative genius. I can't fathom how they come up with a cure for a disease, working in a lab for hours and hours."

"But it's the same with rowing. You find that's a creative way of letting your mind go. It's freeing. You let it flow, kind of like music."

Don Norcross can be reached at (619) 293-1803 or don.norcross@uniontrib.com





# Spirit figures to get charge out of opener

**By Mark Zeigler**  
STAFF WRITER

New bleachers. New lights. New sound system. New press box. New field. New video board.

New team.  
New league.  
New dreams.

The Women's United Soccer Association makes its debut here tonight when the San Diego Spirit hosts the Philadelphia Charge at sold-out Torero Stadium, and it's difficult to tell for whom it will be more monumental: the players, or the thousands of young girls in the stands screaming their lungs out for them.

It is a practical reality for the players; now they can make a living in professional sports. It is something more profound for a county of soccer-playing girls; now they have a very real goal to shoot for.

The league's inaugural game was in Washington, D.C., last weekend, and Spirit midfielder Julie Foudy was there. During pre-game festivities, she looked down the row of founding players. They were all crying.

"I know it's a cliché to say it's a dream come true," said Foudy, 30, who sits on the league's board of directors. "But it's a dream come true."

Shannon MacMillan grew up in Escondido and attended San Pasqual High, and now — she has to pinch herself every time she thinks about this — is the starting forward on her hometown team. Yesterday afternoon she stood on the rim of revamped Torero Stadium, looked out across the new bleachers sparkling in the sunlight and tried to imagine what it will be like when they are full.

"It's going to be a pretty emotional night," MacMillan said.

Foudy and MacMillan have played in Olympics and World Cups in all corners of the planet. They know the feeling. The rush. The tingles cascading down the spine. The goose bumps as big as walnuts.

"I was telling (defender) Kim Pickup, 'I'm just so excited for you to feel what you're going to feel when you walk down the ramp onto the field,'" MacMillan said. "Kim said, 'I've been to (NCAA) Final Fours. Is it like that?'"

"And I was like, 'No. There's not going to be just your rooting section with a couple hundred fans. This entire crowd is going to be for us.'"

Torero Stadium is the league's smallest, and also may be its loudest. As recently as a few months ago, it seated 3,000 with bleachers all on one side. Now there are bleachers in the east end zone and VIP seating on the opposite bank.

Tonight it will seat about 6,200. Plans to close the bowl with bleachers in the west end zone — bringing the capacity to 7,100 — were temporarily shelved when San Diego Gas & Electric voiced safety concerns over power lines running overhead. Spirit general manager Kevin Crow said he hopes to

## SPIRIT TONIGHT

### Spirit vs. Philadelphia

**Site/time:** USD's Torero Stadium, 7.  
**TV:** 4 San Diego.

**Outlook:** Many people looked at Philadelphia's roster and immediately projected it to be the league's worst team. After the preseason tournament, people aren't saying that anymore. The Charge has a potential superstar in England's Kelly Smith, and USDHS alum Mandy Clemens was not the '99 College Player of the Year by accident. The Spirit is urging fans to arrive early.

**Charge roster:** #1 Melissa Moore (GK); #2 Lorrie Fair (M/D); #5 Doris Fitschen (D); #6 Jenny Benson (D); #7 Erin Martin (F); #8 Kelly Smith (F); #9 Michelle Demko (M); #10 Liu Ailing (M); #12 Kalli Kamholz (M); #13 Heather Mitts (D); #17 Margaret Olafsdottir (F); #18 Saskia Webber (GK); #19 Rebekah McDowell (M); #21 Laurie Schwoy (M); #22 Mandy Clemens (F); #25 Jennifer Tietjen (M).  
**Coach:** Mark Krikorian.

— MARK ZEIGLER

field, and not because it's new as well.

There is Philadelphia forward Mandy Clemens, who makes her pro debut across the street from her high school (USDHS).

Or the Tietjen sisters, San Diego's Margaret and Philadelphia's Jennifer, identical twins on opposite sides of the field for the first time in their lives.

Or 36-year-old Spirit midfielder Trudi Sharpsteen, who is the oldest player in the league and carries the torch for all those women who just missed Title IX.

Or Spirit forward Mercy Akide, the league's only African player who carries the torch for an entire continent.

"For the majority of these players, it will be the most meaningful and most important moment of their soccer careers," Spirit coach Carlos Juarez said. "We've talked about that a lot this week. It's going to be emotional, but they need to make sure they keep their feet and head cool."

"What I told them is, 'The reason why you're here is because you have passion and love for the game, and the best way you can express that is to go out and play well.'"

have the stadium at full capacity by the next home game, May 5 against Mia Hamm's Washington Freedom.

The stadium also has been outfitted with new lights, new speakers and a giant video board.

But all eyes will be on the



69

# SAN DIEGO UNION-TRIBUNE

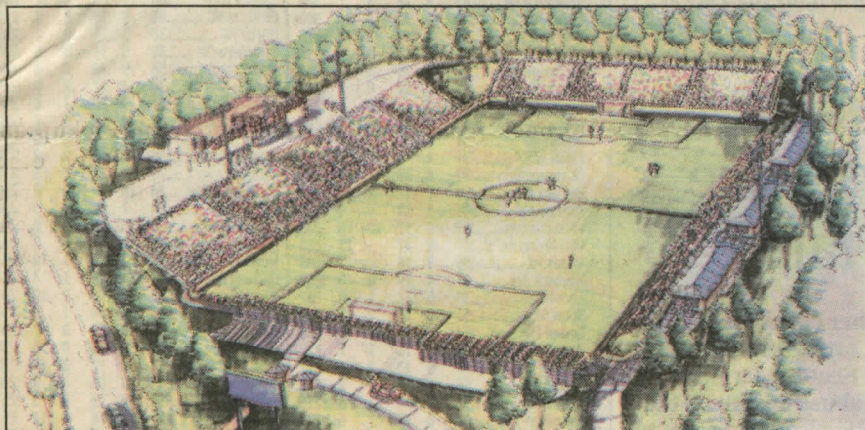
SAN DIEGO, CA  
SUNDAY 456,527  
APR 22 2001



**Burrelle's**  
INFORMATION SERVICES

5800 .xzwae 25 .a...n QN

## Home Field Advantage



University of San Diego's Torero Stadium, celebrating its 40th anniversary, will be the home of the Spirit. The stadium, which is slated for two phases of renovation over two years, is a perfect venue to create an electric soccer atmosphere inside its cozy confines.

Cox Communications, Inc., the investor-operator of the Spirit, is spending \$2.5 million on the renovations which will boost capacity from just over 3,000 to over 7,000 seats. The month of February saw excavating and grading of the grounds, the removal of the existing sod and the leveling of the field.

The stadium is also home to University of San Diego football and soccer. Torero Stadium is adjacent to the new Jenny Craig Pavilion, which opened in October 2000. Affectionately known as the JCP, the facility houses the locker rooms and media work rooms for Spirit home matches.

**Torero Stadium General Information**  
Location: 5998 Alcala Park,  
San Diego Ca, 92110

Capacity: 7,000  
(approximate after renovation)

Surface: Natural Bermuda Grass,  
Length-110 yards, Width-66 yards



SAN DIEGO UNION-TRIBUNE

SAN DIEGO, CA  
SUNDAY 456,527  
APR 22 2001



Burrelle's  
INFORMATION SERVICES

5800 .xzwae 25 .a...n QN

# SPIRIT PLANS TO TAKE CARE OF THEIR FANS

The Spirit's relationship with their fans is of the utmost importance to this professional sports team. San Diegans can expect to see plenty of fan interaction after the game as well as entertainment before the game.

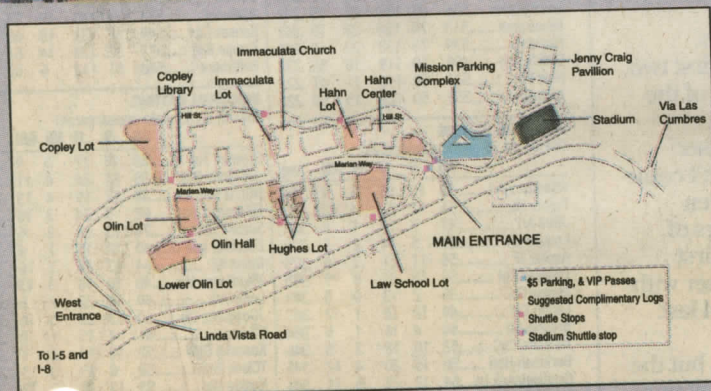
The Spirit will present more than just a soccer game, they will offer an "event". As fans arrive at USD, they will be directed to the parking lots where a shuttle will pick them up and whisk them to the gates of Torero Stadium. While enjoying the short ride, fans will listen to "hosts" informing them of what to expect when they enter the stadium. Music will fill the air as fans pass through the gates and encounter a carnival-like atmosphere for "kids of all ages" to enjoy in the Fun Zone.

This unique approach to fan development is not so unique when you consider the source. To the Spirit players this is not just their job, it is their dream. Toni Palafox, co-owner of Mission Hills Nursery in San Diego and local sponsor said "...We like the team's enthusiasm and the fact that they play as much for the thrill of the game as the money. To the women, it's a game. It's what sports is supposed to be."



## FUN ZONE

Before the serious soccer takes place on the field, come early and enjoy the pre-game carnival in Eagen Plaza at the main Entrance of Torero Stadium, known as the "Fun Zone." The melodic music of steel drums will permeate a scene filled with jubilant characters on stilts, balloon artists, face-painters and jugglers, coloring the air with their display of artistry and aerial props. Visit our tattoo booth to get you and your kids in the "Spirit" with a temporary tattoo. Try your accuracy at the penalty shot inflatable goal and check out all the other game booths put on by our sponsors. Open to all ticket holders, starting at 5:30pm.



## PARKING IS FIRST CLASS

The USD campus offers easily accessible parking for all spectators in EIGHT different parking lots, with complimentary shuttle service to the stadium gates. VIP pass holders can park free of charge in the parking structure adjacent to Torero Stadium. Paid parking will also be available with convenient access to the parking structure adjacent to the field for \$5.00.



San D. Panda



SAN DIEGO UNION-TRIBUNE

SAN DIEGO, CA  
SATURDAY 372,643  
APR 21 2001



Burrelle's  
INFORMATION SERVICES

580  
.XZW80

25

QG  
.A...X

# Revolutionary Spirit

Women's soccer players realize the goal of having a pro league of their own

By Mark Zeigler  
STAFF WRITER

FRONT PAGE

**F**all 1999. A conference room at an Anaheim hotel.

A half-dozen players from the victorious women's World Cup team had gathered to meet with representatives of U.S. Soccer, the sport's national governing body, to discuss the future of their contract — and, in a broader sense, the future of their sport.

The subject of a women's professional league was eventually broached, and Alan Rothenberg, the federation's chief negotiator, outlined their options: They could piggyback with Major League Soccer, the men's pro league, in much the same way that the WNBA has in basketball with the NBA, or they could strike out on their own. He strongly suggested the former.

Julie Foudy, the captain of the national team, said players wanted a league of their own, free of the



Sherrill Kester, a San Diego Spirit midfielder, gave an autograph to Allyson Jones, 10, from Trenton, N.J., after a recent practice. Allyson was in San Diego visiting her aunt.

constraints — real or imagined — that had held back the development of women's sports for so long. Rothenberg, long a proponent of women's soccer, shook his head. It would never work. It was hard enough finding investors for a men's league; how were the women going to find them?

The players held firm. It was then, Foudy says, that Rothenberg became agitated and uttered four now-infamous words: "Show ... me ... the ... money."

Foudy left the meeting and called John Hendricks, the creator of The Discovery Channel and a



• The teams:  
Atlanta Beat,  
Bay Area CyberRays,

Boston Breakers,  
Carolina Courage, New York Power, Philadelphia Charge, San Diego Spirit and Washington Freedom.

• The season: Runs from April 14 to Aug. 12. Four of the eight teams make the playoffs, and the championship game is Aug. 25 at a site to be determined.

• The owners: A group of cable-TV companies, including Time Warner, Cox and Comcast. The league founder is John Hendricks, who created The Discovery Channel.

• The concept: A single-entity business plan, whereby players actually sign a contract with the league and not a team.

• Salaries: An \$825,000 salary cap for a 20-player roster. Individual salaries range from \$25,000 to \$85,000.

• TV: 22 games shown nationally on TNT or CNN/SI. All but one Spirit game will be televised locally. Cox Channel 4 will show 15 Spirit games.

SEE Soccer, A21



**"The little girls looked down on the field and saw themselves.  
We were them. They were us."**

MIA HAMM, on the popularity of the World Cup team



Kristin Bengtsson (left) of the San Diego Spirit got to a loose ball before a defender during a recent scrimmage against UC Berkeley. The Spirit opens its season tomorrow night at the University of San Diego. John Gastaldo / Union-Tribune photos



## ► SOCCER

CONTINUED FROM PAGE A1

### Eager investors lined up to kick in funds for league

pioneer in cable television. He had shown interest in a women's pro soccer league. Maybe he could help.

"I told Julie I'd make some calls," Hendricks says.

In 72 hours, Hendricks had raised \$40 million for what became the Women's United Soccer Association — a league so different from anything else on the sports landscape.

A league built on personalities and smiles and youthful insouciance. A league where the only tattoos will be the temporary variety that you can get in the "Fun Zone" outside stadiums before games, and a league where players will stick around afterward to sign autographs until their wrists cramp.

A league with a milk mustache.

The WUSA played its inaugural match last weekend before 34,148 people in Washington, D.C., and San Diego's team, the Spirit, opens the season tomorrow night at the University of San Diego. Foudy is its starting midfielder.

"After I called John, I wasn't sure what would happen," Foudy says. "Well, John calls me back less than a week later and tells me: 'Jules, we've got eight teams. People were so interested that I had to turn them away. You go tell Alan: Show... me... the... money.'"

Spring 2000. The Prado Restaurant in Balboa Park.

The charter investors of the WUSA were in town for a news conference announcing which teams the founding players would play for, and at dinner afterward Foudy and Mia Hamm stood to speak.

"They both said essentially the same thing," says Dan Novak of Cox

Communications, the cable-TV company that serves as investor-operator for the San Diego franchise. "They said: 'We've won two World Cups and an Olympic gold medal. But make no mistake, the formation of this league is the most important event in our lives.' The investors all sort of sat back and said, 'Whoa, this is big stuff.'"

"We all realized that this is bigger than just sports. This isn't just another new sports league. It has culture-changing potential."

The other startup pro league this year is football's XFL, and the similarities end there.

The XFL signed a group of second-rate players and tried to capitalize on the pumped-up pro wrestling audience — on sex, steroids and rock 'n' roll. After a big opening night on NBC prime time, the wax wings melted and the league rapidly headed for Earth. There are murmurs that the league might not live to see next season.

The WUSA has two things the XFL does not: the world's best players, and the most wholesome. It has college degrees and eloquent interviews and Mia, Mia, Mia; it does not have attitude.

Or as one WUSA executive puts it, "You won't see a Cleavage Cam at our games."

The XFL has a player with "HE HATE ME" on the back of his jersey. The WUSA has Foudy, 30, a biology major at Stanford, the president of the Women's Sports Foundation, and someone who got on a plane to personally investigate allegations that her shoe sponsor was buying soccer balls made in Pakistan with child labor.

"In professional sports, I think there's a huge void among kids, and I think we have a chance to fill that," Foudy says. "When you looked at the stadium in Washington last week, 90 percent of it was kids under 12. You just felt that they had this sense of empowerment among them. You don't see that at NBA or NFL games."

There are also the historic consequences. Longtime national-team defender Carla Overbeck grew up worshipping Roger Staubach. Foudy wanted to be Kareem Abdul-Jabbar. Hamm played peewee football and dreamed of one day wearing a Washington Redskins uniform.

"I think that's why people fell in love with us (during the World Cup), because we were real," Hamm writes in her book, "Go for the Goal."

"The little girls looked down on the field and saw themselves. We were them. They were us. We won together."

Hendricks was attracted to all that, and something else. He looked at the players and he saw kindred spirits. They also had been told no.

"There are a lot of parallels," Hendricks says of his attempts to launch The Discovery Channel in the early 1980s. "I think I counted once that I went to 200 meetings without anyone being interested. All the experts in television were just certain that a Discovery Channel wouldn't work."

"I saw some of the same things happening with a women's soccer league. They told me many of the same stories."

The only difference was that it didn't take 200 meetings for Hendricks to sell WUSA. He called his buddies in the cable





## SAN DIEGO SPIRIT

● **Schedule:** A 21-game regular season, with 11 home games. The opener is tomorrow at 7 p.m. against Philadelphia.

● **Stadium:** USD's Torero Stadium. It has been expanded from 3,000 to 6,200 seats with the hope of adding another 867 seats once they get clearance to add bleachers in the west end zone.

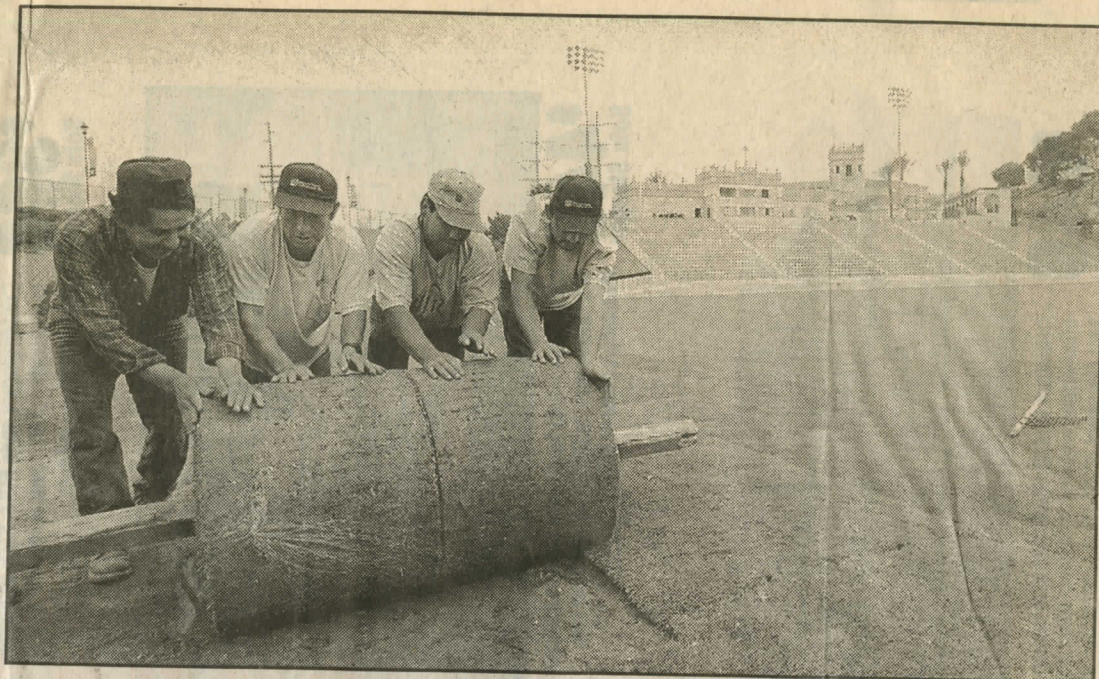
● **Founding players:** Julie Foudy, Shannon MacMillan, Joy Fawcett. (Fawcett is on pregnancy leave until August.)

● **Foreign players:** Mercy Akide (Nigeria), Kristin Bengtsson (Sweden), Fan Yunjie (China), Ulrika Karlsson (Sweden).

● **Coach:** Carlos Juarez.

● **General manager:** Kevin Crow.

● **Tickets:** \$10 to \$25. For more information, call (877) 476-2237 or log on to [www.sandiegospirit.com](http://www.sandiegospirit.com)



Workers from Brookwood Landscape Inc. roll sod onto the playing field at Torero Stadium on the campus of USD, where the San Diego Spirit will play its home games. *John Gastaldo / Union-Tribune*

television industry, Time Warner and Cox and Comcast, and pitched a single-entity league where they would ante up \$5 million per team.

He also told them he expected to lose money for at least four years.

"The response," he says, "was immediate and overwhelming."

The beauty of Hendricks' plan is that he started with television. Most sports form a league and then beg for TV coverage (Exhibit A: men's Major League Soccer). The WUSA is essentially owned by TV companies, meaning every minute of every match will be televised somewhere.

The XFL also had TV, but not a total package like this. Cox has an inventory of commercial time on 40 cable channels and the obvious incentive to promote its own team.

The result: Since February, Cox has run 4,500 30-second promotional spots for the Spirit. That, in turn, allows the Spirit to spend precious marketing dollars in other areas such as billboards or newspaper ads.

Few understand the importance of television more than Spirit general manager Kevin Crow, who spent nine seasons playing with the San Diego Sockers in an alphabet soup of indoor soccer leagues that kept folding.

"Anyone who knows anything about pro sports knows it's driven by TV," Crow



Since February, Cox has run 4,500 30-second promotional spots for the Spirit, allowing the team to spend marketing dollars elsewhere, such as billboards. *John Gastaldo / Union-Tribune*

says. "You have to have a strong TV package, both regionally and nationally, to have any chance at being successful. If you don't have those resources, you're knocking on doors and pleading your case that you should be on."

Hendricks knows the feeling. Two hundred meetings, nothing.

"Every time I see Ted Turner," Hendricks says, "at some point during the conversation he says: 'I should have started The Discovery Channel. It's so obvious.' I think that's what people will say

10 years from now about us: A women's soccer league — it's so obvious.

"I think we're really on to something here."

...

The national cable rating for last weekend's inaugural match on TNT between the Washington Freedom and Bay Area CyberRays was 0.5. Barely on the radar.

"We look at it as, we've got room to grow," says Kerry Tatlock, the league's vice president for television and new media. "We know it's going to be a long process. We



never said it's going to be an overnight success."

The strategy is clearly one of slow, modest, measured growth. The attendance target for the first season is 7,500 per game, followed by 8,200 next year and 9,000 the year after. The goal for TV is an average national rating of 0.7. There are tentative plans for expansion, but nothing firm.

What makes navigating the future so treacherous, though, is there are no past charts to learn from.

There is the WNBA, of course, which debuted in 1997 and drew 9,074 per game last season. But the WNBA is largely the conscience of the NBA, bankrolled by its owners to fill otherwise-empty arenas during the summer and televised by NBC as part of its deal with the NBA.

"We don't have the financial backing of the NBA, but we have pretty solid backing," says April Heinrichs, coach of the U.S. women's national team. "But we have the independence that the WNBA doesn't have. . . . No one can hold us back internally. We don't have a ball and chain.

"Potentially, the NBA is a ball and chain to the WNBA."

When the WUSA's investors were formulating their agreement with the founding players (the 20 members of the '99 World Cup team), they did something quite remarkable in modern sports. They offered them a \$50,000 lump-sum payment or an equity stake in the league.

All but one or two players took the equity stake, meaning they now sit on the WUSA board of governors. Executives from other sports leagues were aghast: The chickens had just invited the fox into the coop.

"That's not the case at all," says John Langel, a Philadelphia attorney who represents the players. "That's not the spirit that has driven the foundation of this league. Everyone works together. . . . I mean, there have been some instances (in negotiations) where the players have gone to the investors and given something back, saying they thought it was too generous."

Take player salaries. Hamm, who recently was rated the most marketable female athlete in a poll of U.S. marketing experts, could have demanded millions. Instead, she agreed to play for what every other top-line American player makes: \$85,000, or barely double the league's average salary of \$41,250.

Making this league a success means more to them than money. A legacy is their currency.

"They keep telling us it can't be done," says Heinrichs, a member of the 1991 World Cup champions. "They keep saying that people won't watch women's soccer, that people won't sponsor women's soccer, that people won't come to the games, that it just won't work.

"All we keep saying is, 'Watch us.' These women absolutely will not be told they can't."





Julie Foudy signed autographs after a news conference announcing the formation of the WUSA. Foudy played an integral role in the formation of the league. *Union-Tribune file photo*



Shannon MacMillan, who played for Team USA in the 2000 Summer Olympics, will play for the Spirit. *Union-Tribune file photo*

**"We all realized that this is bigger than just sports. This isn't just another new sports league. It has culture-changing potential."**

DAN NOVAK, investor-operator for the San Diego Spirit





The San Diego Spirit played a scrimmage recently for fans at a UCSD practice field. All but one or two of the players in the WUSA took an equity stake in the league, meaning they now sit on the league's board of governors. *John Gastaldo / Union Tribune*



SAN DIEGO UNION-TRIBUNE

SAN DIEGO, CA  
THURSDAY 372,643  
APR 19 2001



**Burrelles**  
INFORMATION SERVICES

580  
.XZWA0

25

QN  
.A...X

## Spirit's seating powered down

4154  
The WUSA's smallest stadium just got a little smaller.

The San Diego Spirit learned earlier this week that it could not put bleachers in the west end zone of USD's Torero Stadium for Sunday night's opener against Philadelphia, meaning it has 867 fewer seats than it initially expected.

The plan was to expand Torero Stadium to about 7,100 seats. It will now hold about 6,200 after San Diego Gas & Electric indefinitely nixed the bleachers because they sit underneath a 138-kilovolt power line and on top of a gas pipe.

"For us, it's a safety issue," SDG&E spokesman Ed Van Herik said. "We were concerned this might present a potential danger to a crowd of people sitting in metal bleachers. We want to do some testing to determine if it is safe."

Consequently, Sunday's opener is approaching a sellout. As of last night, the Spirit had sold 5,200 tickets.

"We're hoping to get the bleachers in before our second home game (May 5)," Spirit general manager Kevin Crow said. "We're working hard to reach a compromise with SDG&E."

— MARK ZEIGLER



**SAN DIEGO UNION-TRIBUNE**

**SAN DIEGO, CA  
FRIDAY 372,643  
APR 6 2001**



**Burrelle's**  
INFORMATION SERVICES

580  
.XZWB

25

QW  
.A...X

## **Spirit starts countdown to opener**

4154  
FROM STAFF REPORTS

The WUSA's San Diego Spirit resumed practice yesterday after a four-day break and now begins final preparations for its April 22 opener, with four pre-season games against college teams.

The Spirit plays Nebraska tonight at 7 at UCSD's RIMAC field. The next two games are at USD's practice field (not Torero Stadium), Sunday at 7 p.m. against USD and April 13 at 6 p.m. against Utah. It closes the preseason April 14 at 8:30 a.m. against Cal at UCSD's Warren Field (across from the Canyonview Pool).

The Spirit is 2-4 in the pre-season, but one of those wins was against the Philadelphia Charge, its opening-day opponent at Torero Stadium.

The WUSA opens April 14 with a nationally televised (TNT) game between Mia Hamm's Washington Freedom and Brandi Chastain's Bay Area CyberRays.



# WUSA starts off with all the world's best players

New pro league opens Saturday

By BARRY WILNER  
AP Sports Writer

## PUBLIC OPINION

CHAMBERSBURG, PA  
THURSDAY 21,842  
APR 12 2001



## ALBANY HERALD

ALBANY, GA  
WEDNESDAY 32,210  
APR 11 2001

Nearly two years after the most successful sports event for women in U.S. history, a professional soccer league of their own is here. Based on its talent base, it has a terrific chance to succeed.

"Hey, we've got all the best players in the world," says Julie Foudy, co-captain of the U.S. squad that won the 1999 World Cup and one of the leaders in getting the Women's United Soccer Association off the ground.

Unlike the WNBA, which has succeeded on the coattails of the NBA, there is no men's league backing the WUSA.

"We want to do this on our own," Foudy said. "With that is great risk, but also great opportunities. Hopefully, when we pull this off, it will give other sports and other investors the courage to make this step."

Unquestionably, the NFL, NBA, NHL and major league baseball have the world's best players. Just as certain: Nearly every premier soccer league outside the United States has the superior athletes.

While the men's Major League Soccer has been increasing its talent base for a half-decade — witness the recent success of the national team, led by a corps of MLS-based players — it still is trying to measure up to leagues abroad. The WUSA, which begins its inaugural season Saturday in Washington, has no such challenge.

From Foudy, Mia Hamm, Brandi Chastain and the other heroines of the U.S. team that won the 1996 Olympics and '99 World Cup to the stars of China, Norway, Brazil and Germany, the WUSA stands above. In the recent history of U.S. pro sports, no league in its debut season could make such a boast.

"What is amazing is you grow up as a kid and all we watched was men's leagues," Foudy says, "and we'd say, 'That would be so cool to be a professional,' but it was never realistic for women in team sports. There was nothing."

"And that is now the neatest thing. Now it actually is happening, with the very best players from all the big soccer countries. It's something the national team in the last 10 years said needs to happen. It's a necessity and it's here."

Along with the on-field talent, the league has a significant financial commitment from some powerful investors, beginning with John S. Hendricks, chairman and CEO of Discovery Communications.

Hendricks, who has backed development of the WUSA since just after the 1999 World Cup, is joined by Amos B. Hostetter Jr., former chairman and CEO of Continental Cablevision, who has a stake in two clubs; Cox Enterprises and Cox Communications; and Time Warner Cable.

The league already has agreements with TNT and CNN/SI to televise 22

There is a distinct audience for women's soccer, and we have the opportunity to cultivate that very distinct audience.



WUSA president Lee Berke

regular-season games. Four of the eight teams make the playoffs, with the semifinals and championship game (Aug. 25) to be shown on TNT.

"I think what we have seen is there is a distinct audience for women's soccer, and we have the opportunity to cultivate that very distinct audience," WUSA president Lee Berke said. "We are not going out here expecting to create the NFL."

What they hope to create — or create — is the homey feeling that accompanied the World Cup. Foudy, who will play for the San Diego Spirit, says that all begins with the players being down-home themselves.

"This year, right off the bat, you have to forge the relationships with the communities, the grass roots, and be accessible and be there with the kids," she said. "We always are there to sign autographs and meet people and do clinics, and we'll continue that."

"We'll play in smaller venues, so it will be a fan-friendly and a family-friendly environment, and dads and moms should feel comfortable bringing out the kids."

In addition to Washington and San Diego, league cities are New York, Atlanta, Boston, Philadelphia, Raleigh-Durham and the San Francisco Bay Area. But only RFK Stadium in Washington is a huge stadium.

That is part of an overall plan to take things slowly, which is why the league did not launch sooner.

"We learned from the establishment of other (leagues) that you will not get it 100% the way you want it in Year 1," says Tony DiCicco, who coached the World Cup champions and is acting as commissioner of the WUSA. "We will not look at Year 1 as anything more than the beginning. We will do some things incredibly well and others that draw criticism. What will distinguish us is what we do in Years 2-5 and beyond."

DiCicco says the lesson learned from the WNBA and MLS is that "you are never going to be as ready as you want to be when you launch."

Foudy hopes strong player recognition and top-level play will mean few empty seats.

"You need the product people want to watch and it has got to be good," she says. "Right away we gain credibility, because all the best of the best in the entire world are playing here. I think that will be a welcome surprise to many fans, how good the level of play is. The level of play will be awesome."

Cont -



## WUSA team by team

A team-by-team look at the Women's United Soccer Association, which begins play Saturday with the Bay Area CyberRays at the Washington Freedom (home sites in parentheses):

**Atlanta Beat (Georgia Tech):** Led by China's top scorer, Sun Wen, the first choice in the draft of foreign players, the Beat should have a strong offense. Sun, FIFA's co-player of the century; U.S. team star Cindy Parlow, Canada's Charmaine Hooper and Japan's Homare Sawe will be the prime scorers in what should be an exciting attack. Briana Scurry is the career leader in wins among U.S. goalkeepers.

**Bay Area CyberRays (San Jose State):** With eight World Cup veterans, the CyberRays should have an edge in experience. World Cup heroine Brandi Chastain anchors the defense and can be expected to join an attack that features two Brazilian standouts, midfielder Sissi and forward-midfielder Katia.

**Boston Breakers (Boston University):** A balanced roster features Kristine Lilly in midfield and Kate Sobrero on defense. Both were key performers for the U.S. team in 1999 and 2000, and Lilly has played more games for her country than anyone. Goalie Tracy Ducar also has nation-

al team experience, as do Germany's Bettina Wiegmann and Maren Meinert and Norway's Dagny Mellgren. Leadership should be no problem.

**Carolina Courage (University of North Carolina):** The Courage have Marcia McDermott, the only female head coach in the league. They also feature veterans in U.S. co-captain Carla Overbeck; Wen Lirong, the career leader in international appearances for China; and Norwegian Olympic champions Hege Riise and Bente Nordby. The top youngsters are Kim Yankowski and Staci Wilson.

**New York Power (Mitchell Field, Long Island):** Tiffeny Milbrett, one of America's prime scoring threats, is joined by Norwegian Ann Kristin Aarones to form a dangerous combination up front. Norwegian defender Gro Espeseth and American Christie Pearce will pace the back line in front of one of the world's top keepers, Gao Hong of China. The rising star could be midfielder-defender Sara Whalen, who played for the national team the last two seasons.

**Philadelphia Charge (Villanova University):** One of the league's youngest teams, the Charge feature midfielder Lorrie Fair, who has become a mainstay with the U.S.

squad after leading North Carolina to three national championships. She will be complemented by Mandy Clemens and Kelly Smith, both also 22. Smith, on England's national team since the age of 16, led the nation in scoring twice at Seton Hall. Clemens won the Hermann Trophy as top college player at Santa Clara.

**San Diego Spirit (University of San Diego):** U.S. co-captain Julie Foudy, one of the leaders in organizing the league, heads the midfield and should be the driving force for a team that also features China's Fan Yunjie on defense and Nigerian striker Mercy Akide. The Spirit will be without top defender Joy Fawcett, who is pregnant. But the team is set in goal with Sweden's Ulrika Karlsson and American Jaime Pagliarulo, a Hershey native.

**Washington Freedom (RFK Stadium):** What could be the WUSA's flagship franchise, the Freedom have Mia Hamm, recently voted the most popular female athlete in America. The career goals leader for the sport, Hamm will have plenty of help in attack from Brazilians Roseli and Pretinha. The club is somewhat inexperienced on defense but has the top keeper for the United States, Siri Mullinix.



SAN DIEGO UNION-TRIBUNE

SAN DIEGO, CA  
WEDNESDAY 372,643  
APR 18 2001



**Burrelles**  
INFORMATION SERVICES

580  
.XZW&0

25

.8...X

QN



Trudi Sharpsteen is much older than some teammates, but Spirit coach Carlos Juarez says she is "incredibly fit." John Gastaldo / Union-Tribune



TRUDI  
SHARPSTEEN'S  
SALARY AS A BUSINESS  
DEVELOPMENT MANAGER  
AT DELOITTE & TOUCHE

\$200,000  
to  
\$300,000

"I'M  
MISSING  
A ZERO."

TRUDI  
SHARPSTEEN'S  
SALARY PLAYING  
MIDFIELDER FOR  
THE SAN DIEGO SPIRIT  
\$25,000



San Diego Spirit  
INAUGURAL GAME  
Sunday, 7 p.m.  
vs. Philadelphia  
at USD

# Paying the Price

Spirit's Trudi Sharpsteen,  
WUSA's oldest player at 36,  
knows the cost of a dream

By Mark Zeigler, STAFF WRITER

Seven months ago, Trudi Sharpsteen was a business development manager in the integrated health group practice of the consulting division of Deloitte & Touche in Los Angeles.

"Now," she says, "I'm a midfielder."

Seven months ago, Sharpsteen was pulling in \$200,000 to \$300,000 a year. Now she makes \$25,000 as a 14th-round draft pick.

Or, as she likes to say, "I'm missing a zero."

Of the 160 players in the Women's United Soccer Association, none may have a more compelling — or inspiring, or meaningful — story than Sharpsteen, a central midfielder for the San Diego Spirit. At 36, she is the oldest player in the league and a solitary bridge to soccer's last pioneering era, the league's lone representative from the days when college soccer was a club sport and the national team only played matches in the state of Minnesota.

"I think you're always trying to prove something to yourself in terms of your level of playing ability," Sharpsteen says of her decision to trade power lunches for two-a-day practices. "But I can also tell you that there is a group of women my age who are living vicariously through me."

"They are patting me on the back and saying, 'Go for it,' because they just missed this. I think I sort of represent that generation and I think they're proud to see someone my age out here in this league."

Sharpsteen began playing soccer at age 6 in the first AYSO girls league in the Palos Verdes area. When Sharpsteen was a freshman at Palos Verdes High, Karissa Hampton, the Spirit's youngest player at 22, wasn't born yet. She went on to become a two-time All-American at Cal and was part of the national-team player pool.

Sharpsteen graduated from Cal in 1986 and had two choices: Get a job or get a job.

There was no women's pro league, not even the slightest dream of a women's pro league, and the national team had been founded only a few months earlier. It wouldn't be until 1991 that the national team played a home match outside Minnesota, and it wouldn't be until the late '90s that national team players could support themselves on the federation stipends.

"I started a career, and you have to make that your priority," Sharpsteen says. "Soccer has to be No. 2."

Sharpsteen continued to play soccer when she could, becoming a Southern California legend in adult women's leagues, and being somewhat of a fitness fanatic she stayed in impeccable shape (running 30-40 miles a week). And when she received a letter last summer inviting her to try out for the WUSA, there really wasn't much of a decision.

She took a three-month leave from Deloitte & Touche last October to train for the pre-draft combine — in case she didn't get picked. She did, in the 14th of 15 rounds, and instantly submitted her letter of resignation with no guarantee of getting her old job back one day.

Why take a 36-year-old midfielder in a draft full of young legs?

It was a no-brainer for Spirit coach Carlos Juarez.

"She takes care of her body," says Juarez, who coached Sharpsteen for five years at Ajax, an adult women's amateur team in L.A. "She's incredibly fit. She might be 36 chronologically, but her body is really in her late 20s. I'm not going to have any second thoughts about Trudi. I made the right choice by drafting her and she proved in preseason that she belongs out here."

"And she brings so much to the team — her leadership, her perseverance, her professionalism, everything. She just has so much passion for the game. She's proved that if you work hard and you have a dream and you keep it alive, that it can come true."

The healthcare industry can wait. She's a midfielder now.

"I'm not a spender," Sharpsteen says. "I put myself in a position to do something like this, to take a bath for a couple of years and do something I love. Do I give up a prosperous career and try to play with the youngsters? I said, 'Hey, it's a once-in-a-lifetime opportunity.'"

Lost: a zero. Found: a dream.

82



# WUSA: In Soccer, They Are the World

By John Jeansonne

STAFF WRITER

File this under "new." And "professional sports." And "women." And "soccer."

The league is called WUSA: Women's United Soccer Association. There are eight teams, including the Mitchel Field-based New York Power, each with a 21-game regular-season schedule stretching from tomorrow's gala opener in Washington, D.C. (matching the Bay Area Cyberrays and Washington Freedom) through August. The Power debut the following Saturday in Atlanta.

Already, the players' skill level is well-established; 20 "Founding Players" — that is, the 20 members of the U.S. national team that won the 1999 World Cup — have been dispersed throughout the league, along with stars plucked from China, Norway, Germany, Brazil and other premier soccer nations. Furthermore, these accomplished athletes will be well paid, each Founding Player earning \$80,000 per year and virtually guaranteed a role for the period covered by the league's five-year business plan, while others on the roster are signed to one-year deals ranging from \$25,000 to \$55,000.

Serious investor backing, totaling \$64 million, and \$15 million worth of league sponsorship, assures a first-class start-up operation. And the most celebrated, most watched of the globe's national teams — the American squad that has won two of the three World Cups and one of the two Olympics contested by women — has cleared the decks to afford an uncluttered stage for the WUSA; only two U.S. national team games are scheduled in the summer, both against neighboring Canada to minimize travel.

The WUSA is holding each team to an \$825,000 salary cap, and to meet marketing and parity needs, the league spread its Founding Players among the eight teams. The best foreign players were identified and signed through the tireless efforts of WUSA player personnel vice president Lauren Gregg, a former U.S. national team player and assistant coach.

"You do it wrong once and the well dries up quickly," Gregg said. "So we took a lot of care in informing the various national federations, to sell them on the fact that we were trying to build the game, not just trying to build women's soccer in this country."

## WUSA TEAMS

### Atlanta Beat

**Home Field:** Bobby Dodd Stadium at Georgia Tech

**U.S. Stars:** Cindy Parlow, Briana Scurry, Nikki Serjenga. **International Stars:** Charmaine Hooper (Canada), Sun Wen (China).

### Bay Area Cyberrays

**Home Field:** Spartan Stadium at San Jose State

**U.S. Stars:** Brandi Chastain, Tisha Venturini. **International Stars:** Katia (Brazil), Sissi (Brazil), Julie Murra (Australia).

### Boston Breakers

**Home Field:** Zimman Field at Tufts University

**U.S. Stars:** Kristine Lilly, Kate Sobrero. **International Stars:** Maren Meinert (Germany), Bettina Wiegmann (Germany), Dagny Mellgren (Norway).

### Carolina Courage

**Home Field:** Fetzer Field at University of North Carolina

**U.S. Stars:** Michelle Akers, Carla Overbeck, Tiffany Roberts. **International Stars:** Silvana Burdini (Canada), Wen Lirong (China), Hege Riise (Norway).

### New York Power

**Home Field:** Mitchel Field

**U.S. Stars:** Tiffeny Milbrett, Christie Pearce, Sara Whalen. **International stars:** Ann Kristin Aarones (Norway), Gro Espeseth (Norway), Gao Hong (China).

### Philadelphia Charge

**Home Field:** Villanova Stadium

**U.S. Stars:** Lorrie Fair, Saskia Webber. **International Stars:** Liu Ailing (China), Doris Fitschen (Germany), Kelly Smith (England).



Newsday Photo / John Keating

Tiffeny Milbrett played in front of sparse crowds in Japan but thinks it will be different in the WUSA.

### San Diego Spirit

**Home Field:** Torero Stadium at University of San Diego

**U.S. Stars:** Joy Fawcett, Julie Foudy, Shannon MacMillan. **International Stars:** Kristin Bengtsson (Sweden), Ulrika Karlsson (Sweden), Fan Yunjie (China).

### Washington Freedom

**Home Field:** RFK Stadium

**U.S. Stars:** Mia Hamm, Siri Mullinix. **International Stars:** Ann Makinen (Finland), Pretinha (Brazil), Roseli (Brazil).

There are other women's professional leagues around the world, but none ever has assembled the collection of talent the WUSA has. And none offered the kind of attention the WUSA ex-

pects, with TNT and CNN/SI signed to televise 22 matches.

Even if WUSA projections for an average attendance of 7,000 are optimistic, as some experts believe, U.S. nation-

al team scoring leader Tiffeny Milbrett has no doubt the atmosphere will far surpass what she experienced during three seasons in Japan's pro league. There, Milbrett said, public interest was "minimal. Women's pro soccer was for community relations and a tax writeoff for the corporations that sponsored the teams. Sometimes there were maybe only 50 people at the games."

For almost a year, Gregg traveled "across the world and back," signing the best players in the world, but for months, meeting after meeting, fax after fax and e-mail after e-mail failed to stir the Chinese, runners-up in the '96 Olympics and '99 World Cup. When the WUSA decided to go ahead with its player draft without them, "That was a big turning point," Gregg said. "Things went ahead after that."

Eventually, with Gregg patiently working thorough layers of bureaucracy — not to mention the language barrier — six Chinese stars came aboard to cement the WUSA's legitimacy as the premier women's league on earth.

Will it fly? Soccer still is not the major sports topic in the United States, and women's spectator sports still are a relatively new piece of the culture. Are expectations too high, based on U.S. attendance figures that routinely surpassed 50,000 for women's games in the '96 Olympics and '99 World Cup? Though the WUSA is based in major metropolitan markets, teams are not necessarily located downtown. (Aside from the Power playing at 9,973-seat Mitchel Field, the Boston Breakers will play at Tufts University, in the northwest suburb of Medford; the Philadelphia Charge will play at Villanova University, a half-dozen bedroom communities west of Philly.)

"I don't think any of us are nervous about making this work," Milbrett said. "I have to tell you, the experience of the '99 World Cup brought all that out: 'How will the public react? How will the World Cup be taken?' It was an incredible experience and we learned how to be professionals, how to deal with everything that came with it."

"We don't have to worry about that anymore. We know we have a responsibility to sell the league and make sure it will stay forever, but we're not nervous about it at all. We want people to enjoy the product."

File it under "experiment." And let's see.

NEWSDAY (NASSAU  
EDITION)

LONG ISLAND, NY  
FRIDAY 463,406  
APR 13 2001



**MONTGOMERY ADVERTISER**

MONTGOMERY, AL  
FRIDAY 65,000  
APR 13 2001



98  
xzebm  
Burrelle's  
INFORMATION SERVICES  
113 XX...b OR

**ATHENS DAILY NEWS**

ATHENS, GA  
FRIDAY 14,000  
APR 13 2001

**CARROLL COUNTY TIMES**

WESTMINSTER, MD  
SATURDAY 23,500  
APR 14 2001

**Atlanta Beat**

(Georgia Tech)

4154  
The Beat should have a strong offense, led by China's top scorer, Sun Wen, the first choice in the league's draft of foreign players. Sun, U.S. team star Cindy Parlow, Canada's Charmaine Hooper and Japan's Homare Sawe will be the prime scorers in what should be an exciting attack. Briana Scurry is the career leader in wins among U.S. goalies.

**Bay Area CyberRays**

(San Jose State)

With eight World Cup veterans, the CyberRays should have an edge in experience. World Cup heroine Brandi Chastain anchors the defense and can be expected to join an attack that features two Brazilian standouts, midfielder Sissi and forward-midfielder Katia.

**Boston Breakers**

(Boston University)

A balanced roster features Kristine Lilly in midfield and Kate Sobrero on defense, both key performers for the U.S. team in 1999 and 2000. Goalie Tracy Ducar also has national team experience, as do Germany's Bettina Wiegmann and Maren Meinert and Norway's Dagny Mellgren.

**Carolina Courage**

(University of North Carolina)

The team has Marcia McDermott, the only female head coach in the league. Also featured are seasoned veterans in U.S. co-captain Carla Overbeck; Wen Lirong, the career leader in international appearances for China; and Norwegian Olympic champions Hege Riise and Bente Nordby.

## A league of their own

A team-by-team look at the Women's United Soccer Association, which begins play Saturday with the Bay Area CyberRays at the Washington Freedom. Home sites are in parentheses.

**New York Power**

(Mitchell Field, Long Island)

Feisty Tiffeny Milbrett, one of America's prime scoring threats, is joined by Norwegian Ann Kristin Aarones to form a dangerous combination up front. Steady Norwegian defender Gro Espeseth and swift American Christie Pearce will pace the back line in front of one of the world's top keepers, Gao Hong of China. The rising star could be midfielder-defender Sara Whalen, who played for the national team the last two seasons.

**Philadelphia Charge**

(Villanova University)

One of the league's youngest teams, it features midfielder Lorrie Fair, who has become a mainstay with the U.S. squad. The quick, creative Fair led North Carolina to three national championships. She will be complemented by Mandy Clemens and Kelly Smith. Smith, a member of England's national team since the age of 16, led the nation in scoring twice during her career at Seton Hall. Clemens won the Hermann Trophy as top collegiate player following her senior season at Santa Clara.

**San Diego Spirit**

(University of San Diego)

U.S. team co-captain Julie Foudy will head the midfield. The fiery Foudy should be the driving force for a team that also features China's Fan Yunjie on defense and Nigeria's colorful striker Mercy Akide. The Spirit will be without top defender Joy Fawcett, who is pregnant, but appears set in goal with Sweden's Ulrika Karlsson and American Jaime Pagliarulo.

**Washington Freedom**

(RFK Stadium)

What could be the WUSA's flagship franchise, the Freedom have Mia Hamm, recently voted the most popular female athlete in America. The career goals' leader for the sport, Hamm will have plenty of help in the attack from Brazilians Roseli and Pretinha. This could be the league's most entertaining club, although it is somewhat inexperienced on defense. In goal is the top keeper for the United States, Siri Mullinix.



Sheril Kester  
San Diego Spirit

Nicole Lamb  
Atlanta Beat



SAN DIEGO UNION-TRIBUNE

SAN DIEGO, CA

MONDAY 372,643

APR 23 2001



Burrelle's

INFORMATION SERVICES

580  
.XZVAB

25

.4...X  
QN

Tom Cushman

## Women taking their best shot at making pro soccer succeed



4154  
It was over lunch at the Hotel Del Coronado during the mid-1980s that Bob Bell offered an obviously painful confession.

Bell then was owner of the Sockers, who in their original form had been a two-headed enterprise. After watching

average attendance slide from 14,000 to 8,000 to 5,000 over three seasons, he'd folded the outdoor team. Bell likened fan response to a movie titled "The Dead Zone." And even though the indoor team was minting championships annually, Bell was concerned about its future.

"With all the youth soccer being played, we were convinced that our fan base would expand dramatically once those young people reached ticket-buying age," Bell said that day. "Instead,

our research shows that they enjoy soccer as participants, but as fans prefer football and baseball."

Bell eventually sold the franchise and after a succession of replacement owners grew weary of bottom lines that resembled nosebleeds, the team followed them out the door.

I was reminded of those developments last night, while watching streams of people funnel toward USD's Torero Stadium. The inaugural effort of the San Diego Spirit, an entry in the Women's United Soccer Association, would be played before a crowd of sellout proportion, and on a crisp evening when dress was jeans and jackets instead of shorts.

So, capacity was only 6,155. That's as it



Melinda Yancey, a high school student from Escondido, shows her team spirit in San Diego's first WUSA game. Dan Trevan / Union-Tribune

SEE Cushman, D16



# CUSHMAN

NTINUED FROM D1

## relationship with fans will be key

ould be. Even when Bob Bell's outdoor Sock-  
s were enjoying peak attendance, 14,000 rat-  
ing around in what then was Jack Murphy Sta-  
um created at least the illusion of disinterest.  
Response to this latest attempt at creating a  
professional-level version of a sport that occu-  
es millions of youngsters on thousands of this  
ation's playgrounds wasn't confined to locals.  
n a short walk through a parking lot I noticed  
ehicles with license plates from North Dakota,  
exas, Virginia and Louisiana.

Could it be that a group of all-American type  
rles have a chance of succeeding after so many  
agues formed for men have drawn a few  
eaths, then settled into an early grave? The  
test, Major League Soccer, still is alive, but  
heezing.

The women really aren't *all* Americans. The  
pirit's roster of 20 includes players from Chi-  
a, Sweden and Nigeria, and that's also as it  
ould be because it assures superior across-  
ne-board quality of play.

Actually, it's the game's international aspect  
at made this venture possible — and also  
aises questions about its viability. The WUSA  
a spinoff of the phenomenal success by our  
omen's national team — gold medalist at the  
996 Atlanta Olympics, silver medalist at Syd-  
est autumn, World Cup champion in 1999,  
h visions of 90,000 fans at the Rose  
owl's finale still fixed in memories.

The U.S. team became a national treasure,  
he players familiar names in households  
here soccer had been little more than a ru-



The fans at Torero Stadium can watch action, replays on video screen. *Dan Trevan / Union-Tribune*

mor. But will the fascination endure with the  
U.S. lineup apportioned among eight league  
teams? The Spirit has Julie Foudy, Shannon  
MacMillan and Joy Fawcett (the latter is preg-  
nant and currently available only as a cheer-  
leader), but teammates will need to sell them-  
selves to potential customers by what they do,  
not what they've done.

Except for the scoreboard, the Spirit has  
shown an early understanding of how to con-  
nect with San Diegans. It has a panda for a mas-  
cot. There are tailgate opportunities in the

parking lots. The team is compelling enough to  
attract the mayor for its opener

The marketing concept seems well-develop-  
ed. Nevertheless, the league's chance for an en-  
during lifeline no doubt is wed to TV ratings.  
The majority of the league's \$40 million finan-  
cial underpinning was provided by cable net-  
works, which will closely monitor viewer num-  
bers for a game that doesn't show its best face  
on a small screen.

In San Diego, the most successful marketing  
concept is to win, and that's even more essen-



Spirit forward Shannon MacMillan (left) tries to escape the grip of Philadelphia defender Rebekah McDowell. *Fred Greaves photo*

tial for an entry in a start-up league. We've had  
so many so-called professional basketball  
teams pass through this city, the Sports Arena  
should have federal designation as an inter-  
state.

So, with last night's 2-0 loss to Philadelphia,  
the Spirit probably did itself a disfavor.

Still, the team is excited, it's exciting and it is  
certainly trying. And if the women who charm-  
ed a nation while representing the United  
States can make this league of their own work,  
it will dwarf any of the accomplishments that  
created the dream.





**Burrelle's**  
INFORMATION SERVICES

5800  
.XZWae

25

QN  
.a...n

# Hamm is first U.S.-born WUSA scorer

ASSOCIATED PRESS

**M**ia Hamm hurt her knee but returned to score on a free kick during injury time, rallying the Washington Freedom to a 2-1 victory over the Carolina Courage yesterday at Chapel Hill, N.C.

Hamm's goal was the first by a U.S.-born player in the inaugural WUSA season. The game drew 6,012 fans, many there to see Hamm, a three-time All-American at the University of North Carolina. She left the game briefly in the first half after a hard tackle by Carolina's Erin Baxter.

Brazilian star Pretinha scored in the 82nd minute off an assist by Hamm. Carolina's Silvana Burtini opened the scoring on a header in the eighth minute.

"Two set plays, two goals. We'll take them any way we can get them," Hamm said. "The most important thing is that we came away with three points."

The Freedom played about eight minutes without substituting for Hamm. She returned to the game wearing a black sleeve over her right knee. The team said she has a slight knee sprain.

Washington will be in San Diego on Saturday to meet the Spirit at USD's Torero Stadium.

## Beat 0, Charge 0

**At Atlanta:** U.S. national team goalies Briana Scurry and Saskia Webber each made six saves. Atlanta's Scurry and Philadelphia's Webber each made game-saving saves in the final minutes. Philadelphia is 1-0-1, and Atlanta is 0-0-2 and has yet to score.

## MLS

### Galaxy 3, Rapids 2

**At Denver:** Cobi Jones scored the 49th and 50th goals of his MLS career to lead Los Angeles' victory over Colorado.

### Fire 1, Mutiny 0

**At Tampa:** Josh Wolff, who scored the only goal for



Washington's Mia Hamm (9) battles Carolina's Sylvia Burtini for the ball in game at Chapel Hill, N.C. Jeffrey Camarati / Associated Press

Soccer results and standings in Scoreboard. Page C10

the United States in a victory over Costa Rica earlier in the week, scored on a 20-yard free kick as Chicago beat Tampa Bay.

## MetroStars 3, Burn 2

**At East Rutherford, N.J.:** Clint Mathis had a goal and an assist to lead New York-New Jersey past Dallas.

## Fusion 1, Revolution 0

**At Fort Lauderdale, Fla.:** Alex Piñeda Chacon scored in the 80th minute to lift Miami over New England. Chacon has scored five of Miami's seven goals this season.

## Wizards 0, Earthquakes 0

**At Kansas City:** Kansas City goalie Tony Meola made a sprawling one-handed save to thwart San Jose's best scoring chance as the Wizards tied the Earthquakes. Meola's 16 shutouts last season set an MLS record and earned him the league's MVP award.

## World Cup qualifying

Xie Hui scored on a header in the 44th minute as China won 1-0 at Maldives in an Asian World Cup qualifier at Male. China is led by former U.S. coach Bora Milutinovic. In an African second-round game at Pointe-Noire, Republic of Congo beat visiting Madagascar 2-0.



## Spirit Report

# You have to be there, but 'Pick-flip' is a crowd-pleaser

By Mark Zeigler  
STAFF WRITER

It is called the Pick-flip, and it is as troublesome for opponents as it is dazzling for spectators.

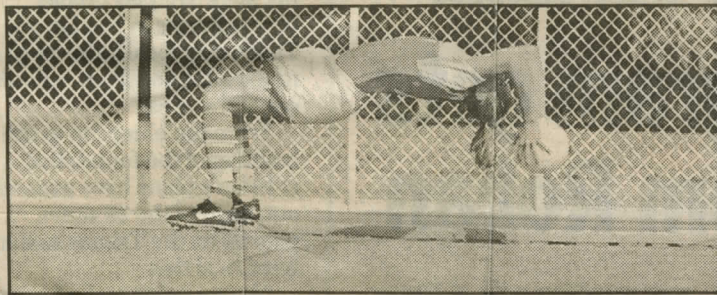
In a quest for longer throw-ins, acrobatic women's soccer players developed what became known as the flip-throw. You get a running start to the sideline with the ball over your head, do a cartwheel and then let the inertia whip the ball deep into the field.

San Diego Spirit defender Kim Pickup is regarded as the master. The "Pick-flip" is her version.

The unfortunate part is that local fans probably won't get to see it. She needs space on the sideline, and USD's Torero Stadium, with walls just yards from the sideline, does not afford that. There is some question whether Pickup can do it on the road — the Spirit plays at New York tomorrow — since most teams ring the field with advertising boards.

"There's one place I might be able to do it at home, but there are boards there right now," Pickup said. "I'm hoping they'll put a space between them so I can do it if we get a throw-in there. But if I do it this season, I'm expecting it will be mostly on the road."

What's the big deal? Pickup's flip-throw is not only long (up to 50 yards), it is also deadly accurate. At one point during her college career at Santa Clara, she had 14 assists — and 10 were from flip-



game.

Few players, male or female, can pull it off. Those who can have a strong gymnastics background, as Pickup does, and a keen sense of balance.

"It's always bothered me that the first thing out of people's mouths is the flip-throw," Pickup said. "I guess it's great to be known for something, but I'd rather just be known as a good player on the field. It's a great weapon to have, though."

tics hosted Santa Clara twice during Pickup's career, and the first time she flip-threw them to death. The next time the Broncos came to Montezuma Mesa, there were signboards surrounding the field.

"Later," Pickup said, "one of their players told me that they put the boards up on purpose, just so I couldn't do it."



Kim Pickup does a "Pick-flip" in a 1998 game vs. SDSU, starting with a handstand (from left, top), lands on her feet (below left) and then flings the ball (above). Fred Greaves file photos

## Tickets and power lines

The next Spirit home match is a week from today, against **Mia Hamm** and the Washington Freedom, and accordingly the Spirit is planning a "Cinco de Mia" celebration. About 1,200 tickets remain for the game in the stadium's current configuration, which seats only

6,200.

The Spirit had planned to expand Torero Stadium to 7,100, but San Diego Gas & Electric said no to bleachers in the west end zone because 138-kilovolt power lines run overhead. Spirit general manager **Kevin Crow** hoped to have the issue resolved in time for the "Mia game"; now it looks as if it could be longer.



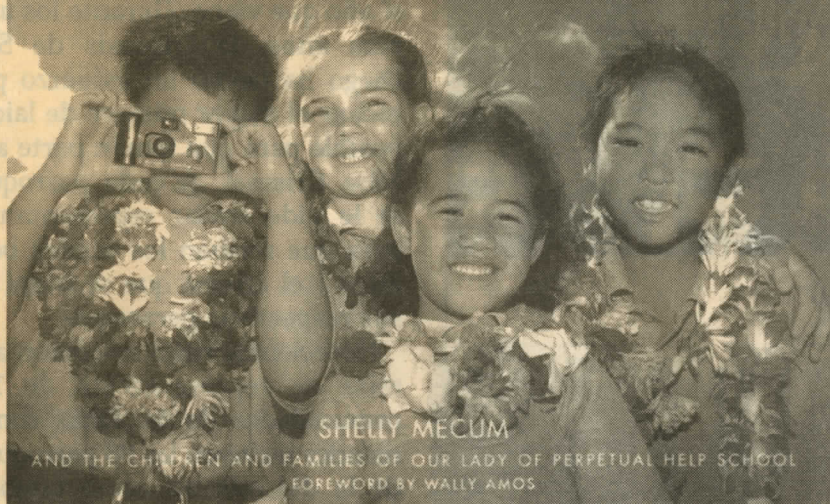
## **OTHER USD-RELATED ARTICLES**



# Author of *God's Photo Album* to Speak at USD May 15th

"A remarkable book that reminds us that God is in everything." —RICHARD PAUL EVANS, author of *The Christmas Box*

## GOD'S PHOTO ALBUM



HOW WE LOOKED FOR GOD AND SAVED OUR SCHOOL

**Shelly Mecum, graduate of USD, will read from the book that saved Our Lady of Perpetual Help School in Hawaii.**

### The Final Word

APRIL 26, 2001

By ANN AUBREY HANSON

*The Southern Cross*

ALCALA PARK — **Author Shelly Mecum** will read from her book, *God's Photo Album: How We Looked for God and Saved Our School*, on Tuesday, May 15, 7 p.m. at University of San Diego's Shiley Theatre. The reading, which is the first stop on her West Coast national book tour, is free and open to the public.

Mecum, a graduate of USD, is a fourth-grade teacher at Our Lady of Perpetual Help School in Ewa Beach on Oahu, Hawaii. During her tenure there, she learned that the school would have to close due to low enrollment and financial troubles. It was then that the idea of *God's Photo Album* dawned on Mecum.

As Mecum recalls, the idea "began as a whisper," and the dream soon became a reality when some 168 young children and their families boarded 14 buses, carrying 300 disposable cameras and 300 notebooks, and went off in different directions to find God and take His

picture and write about the photos.

Each member of the photographic expedition did, in his or her own way, find God that day: in palm trees and koi ponds, on rugged shores, in the Hard Rock Café and in each other.

The result of that one-day field trip saved Our Lady of Perpetual Help School and made Mecum and her students published authors with HarperCollins Publishers.

The book is a collection of their surprising snapshots and inspiring observations, offering unforgettable moments of grace. Proof that no dream is too big, the book will capture the hearts of everyone who wants to know how to find God.

As Malachy McCourt, author of *A Monk Swimming* and *Sing My Him Song*, says, "A confirmed atheist would have to rethink his position after looking at *God's Photo Album*. For a little while, all's right with the world and God has brought His heaven to the earth of Shelly Mecum and her band of angels. Hosanna and hurrah!"

"Surely God is in the gathering place," says Madeleine L'Engle, author of *A Wrinkle in Time* and numerous other novels. "These children and their families have found God in unexpected places and, in return, they give God to us."



# **Burrelle's**

## **INFORMATION SERVICES**

75 EAST NORTHFIELD ROAD / LIVINGSTON / NEW JERSEY 07039 / (973) 992-6600 / (800) 631-1160

### **World Wide Web Edition**

#### **Business Wire (CA)**

Date of Publication: 04/09/2001

Account Number: 4154



**Headline: Series of University Partnerships With CyberU Brings World-Class Online Education to Every Computer**

Source Website: <http://www.businesswire.com>

CyberU Inc., the leading provider of online education and corporate training, today announced a series of strategic partnerships with UCLA and **University of San Diego** (through OnlineLearning.net), UC Berkeley, University of Washington and Syracuse University.

CyberU's award-winning Web site, . is dedicated to bringing online education to individuals. With these partnerships, CyberU is now able to provide over 20,000 online courses from over 600 providers with subjects ranging from art history to software applications.

Together with a campus store, career-planning center, and virtual library, CyberU has made it easier for lifelong learners to reach their educational goals.

"Our goal is to get people comfortable with this new learning environment. Our partnerships with these top-tier universities assure our visitors that they will be receiving the best education available," said Adam Miller, CEO of CyberU. "Because people are familiar with these universities, they can feel confident about the education they are receiving through CyberU."

CyberU delivers quality online education to a global audience. People from around the world can take classes and earn degrees without having to leave their homes. With CyberU's wide variety of courses to choose from, people can obtain world-class education in virtually any subject, at their own time and pace.

"The University of Washington is pleased to collaborate with CyberU in online learning. We feel that the partnership with CyberU will enable us to distribute UW resources to new markets," said David Szatmary, Vice Provost of Educational Outreach for the University of Washington. "As we further develop and implement online degrees, certificate programs and courses, we hope to extend our reach to target areas and populations through a close relationship with CyberU."

"We have seen 200% growth in online students in just the past two years. Online education is growing by leaps and bounds, and CyberU is providing a valuable service to those looking for online programs," said Mary Beth Almeda, Assistant Dean, Online and Distance Education, University of California Extension, Berkeley. "At UC Berkeley Extension, we are delighted to be associated with CyberU. They have already demonstrated results in this very dynamic arena, and we look forward to reaching many more corporations and individuals through CyberU."

About CyberU Inc.

CyberU is the most comprehensive source of online education and corporate training for corporations, small businesses and individuals. CyberU's state-of-the-art Corporate Education System (CES) provides training managers with a comprehensive solution for administering enterprise-wide corporate education.



# **Burrelle's**

## **INFORMATION SERVICES**

75 EAST NORTHFIELD ROAD / LIVINGSTON / NEW JERSEY 07039 / (973) 992-6600 / (800) 631-1160

### *World Wide Web Edition*

CyberU's Small Business Training Center, . provides small businesses with cost-effective access to world-class corporate training. And CyberU's award-winning Web site, . provides individuals with one-click access to over 20,000 online courses for personal and professional development from hundreds of institutions.

The company has formed a number of strategic alliances for content, services and distribution. CyberU is based in Santa Monica, Calif., with offices in San Francisco and New York.



SAN DIEGO UNION-TRIBUNE

SAN DIEGO, CA  
MONDAY 372,643  
APR 23 2001

COMEDY  
REVIEW

# Hammond rambles, roars in USD set

4154  
By James Hebert  
ARTS WRITER

It was Saturday night, and Darrell Hammond was live. Only instead of appearing on multitudes of TV screens, the comic and "Saturday Night Live" cast member was stepping before a college audience that had just been treated to that ever-effective crowd-rouser, the T-shirt raffle.

So maybe it was no surprise that as Hammond took the stage at the University of San Diego's Shiley Theatre, he gave a very good impression of being a performer who felt he was a bit too big for the room.

Impressions, of course, are what Hammond does best, and he indulged early and often during his 50-minute set — offering liberal doses of the Bill Clinton and Al Gore impersonations he made famous on "SNL," but also taking on the personas of everyone from Ted Koppel to Joe Pesci to Jesse Jackson.

At times, the show took on a stream-of-consciousness feel, with Hammond pinballing from bits about sex to anecdotes about his family to meditations on the relative merits of New York vs. California.

"Am I covering all the right top-



Comic Darrell Hammond calls up another impression during his USD show on Saturday. *Sandy Huffaker*

ics?," he asked at one point. "Is this what you want to hear? Because I'm just going to ramble."

For all the rambling, though, Hammond again and again wound up on his pet topic: politics.

Hammond's "SNL" impression of the former vice president earned him major exposure during last fall's election debacle, but it's clear he is bored by Gore, and even less interested in the current White House tenants.

The comic spent years perfecting his Clinton act, and now that Bill is gone, the thrill is gone.

"What is this whole thing with Bush and Cheney showing up on time?," Hammond asked in exasperation. "The Clintons were *fun*. Bill Clinton was fun every day. ... He got in jams even James Bond couldn't get out of."

Invoking Bond served as an opportunity for Hammond to do his dead-on Sean Connery impression. But then he was right back on Clinton again.

No other man in the world, Hammond said, could get away with saying to a woman (in a voice dripping with Clintonian sincerity):

"If only you could take your clothes off and let me see you naked, there would be no more racism in the world."

(Hammond claimed he once tried out that joke on Clinton himself, and managed to render the ex-prez speechless.)

As ad-libbed as it was, Hammond's set was still almost effortlessly entertaining, thanks to his deftness at stepping into characters at the drop of a hat — or, more accurately, a name.

A discussion of the evils of tequila somehow prompted an invoking of



9.4

# HAMMOND

CONTINUED FROM E1

## Comedian jumps from subject to subject at USD

Darth Vader, which then somehow prompted a sharp send-up of Richard Dreyfuss in "Jaws."

One of the funniest moments was Hammond's extended riff on another of his favorites, Jesse Jackson.

"Does Jesse Jackson ever have a casual conversation?" Hammond asked, before launching into a fiery Jacksonian oration over what to have for lunch. The ticks and inflections seemed channeled directly from the man himself.

For all his generosity of material, it was hard to shake a perception that Hammond seemed vaguely irritated.

Maybe it was the raffle thing (which he did not fail to poke fun at when he took the stage), or maybe

it was the fact his faulty mike stand kept drooping. Or maybe it was just the inevitable cynicism of someone who makes his living by documenting the absurdities of both Washington and Hollywood.

Yes, Hammond was game enough to get some audience members into the act. No, they weren't spared his cynicism, either.

"Are you two still learning about each other?" he asked one couple.

"Yeah."

"Doesn't that suck?"

Up-and-coming comic and proud redhead Darren Carter opened with a tight, sharp set rich in hip-hop satire and riffs on his own physical attributes. He once dreamed of forming his own street posse, Carter said, but "a gang of redheads wearing sunscreen" somehow didn't seem properly intimidating.

**James Hebert** can be reached by phone, (619) 293-2040; fax, (619) 293-2436; mail, The Union-Tribune, P.O. Box 120191, San Diego, CA 92112-0191; and e-mail, jim.hebert@uniontrib.com.



Politics is an endless source of comedy and curiosity for "Saturday Night Live" cast member Darrell Hammond, who appeared Saturday at the University of San Diego's Shiley Theatre. *Sandy Huffaker*

SAN DIEGO UNION-TRIBUNE

SAN DIEGO, CA

MONDAY 372,643

APR 23 2001



SAN DIEGO UNION-TRIBUNE

SAN DIEGO, CA  
SUNDAY 456,527  
APR 29 2001



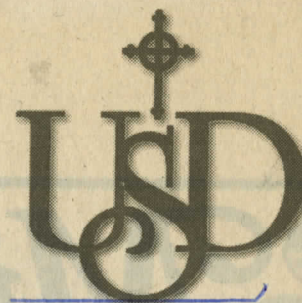
**Burrelle's**  
INFORMATION SERVICES

5800  
.XZWae

25

Q.N  
.a...n

504154



# Third Annual Character Education Academy

*at the*  
**University of San Diego**  
*International Center for Character Education [ICCE]*

**June 25 - 27, 2001**

**Increase student achievement & Reduce violence  
Encourage peaceful resolution of conflict  
Create a safe school environment**

*The emphasis in this years' academy is on how values, ethics,  
and citizenship are taught in the home, school, and community.*

- |   |   |  |
|---|---|--|
| ◆ Best practices and programs by teachers, principals, counselors | ◆ Exhibits<br>◆ 30 focus sessions<br>◆ Interactive 3-hour workshops | ◆ Design individual or group action plans for your school or classroom |
|---|---|--|

## ACADEMY KEYNOTE SPEAKERS

Marvin Berkowitz, Sanford N. McDonnell Professor of Character Education,  
University of St. Louis, Missouri

Edward DeRoche, Co-Director, ICCE, USD

Lawrence Hinman, Director, Values Institute, USD

Michael Josephson, President, Josephson Institute of Ethics

Joyce Neu, Director, Joan B. Kroc Institute for Peace & Justice, USD

Mary Williams, Co-Director, ICCE, US



## Special Newspaper in Education Workshop

**Tuesday, June 26th from 1:15 to 4:15**

**University Student Center, Forums A&B**

Special registration = \$10 materials fee & no-credit!

One-Credit registration for workshop & follow-up Project Implement=\$89

Free newspapers-free teacher's guide "Character Matters"—  
handouts on how to teach values using newspaper content!

Academy attendance not required. Easy, free parking.

DEADLINE FOR REGISTRATION FOR NIE WORKSHOP IS FRIDAY, JUNE 15.

REGISTRATION DEADLINE FOR REDUCED FEE TO THE ACADEMY IS FRIDAY, MAY 18TH.  
STANDARD REGISTRATION DEADLINE (no reduced fees) IS FRIDAY, JUNE 15TH.

Contact ICCE by EMAIL: [icce@acusd.edu](mailto:icce@acusd.edu) or by PHONE: 619-260-5980.

For more information go to: <http://teachvalues.org>

95



## LA JOLLA LIGHT

LA JOLLA, CA  
WEEKLY 31,000  
MAR 22 2001



**Burrelle's**  
INFORMATION SERVICES

269  
.XZW..

25 XX... SE

### Charger Girl auditions at USD March 24

Pro football's hottest dance team, The Charger Girls, will hold auditions Saturday, March 24, 9 a.m., at the University of San Diego Sport Center gymnasium.

A group of 50-55 finalists will be selected this Saturday, and will continue through interviews on March 26 and final auditions on March 27.

Both the interviews and final dance auditions begin at 6 p.m.

The site for the interviews will be held at the Chargers Training Facility, and final dance auditions will be held at the Mission Valley Hilton hotel. The audition process is closed to the public.

Applications for tryouts are available at the Chargers' ticket office at Gate E

at the Stadium, the Chargers training facility at 4020 Murphy Canyon Road, or at the University of San Diego gymnasium on the day of tryouts.

Applicants must be 18 years of age or older by March 24, and upon making the squad, must be available for rehearsals twice a week.

For details, call (619) 246-7009.