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Pacific Review

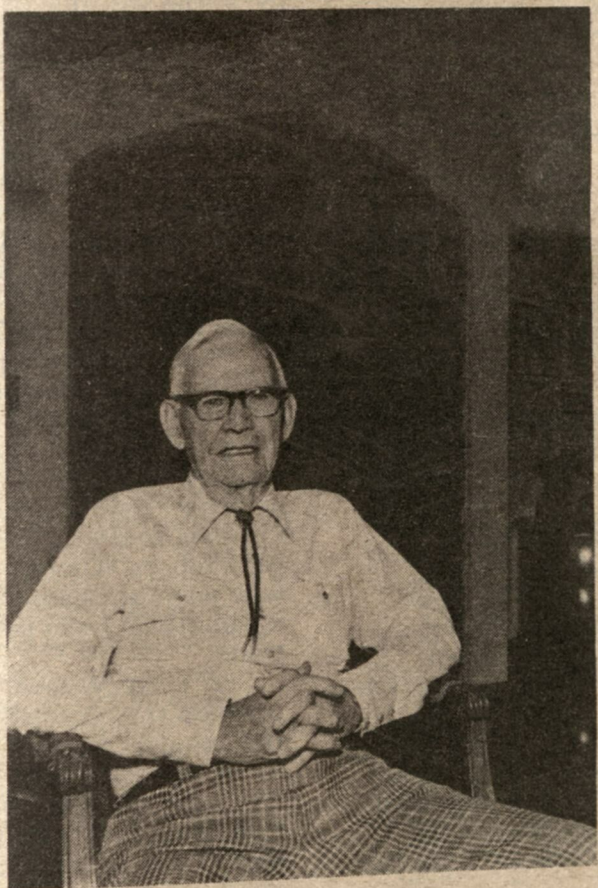
VOLUME 69, NUMBER 2

THE UNIVERSITY OF THE PACIFIC

OCTOBER 1981

George Wilson

Agricultural Statesman



Four Decades Of Service As UOP Regent

One day in 1941, COP President Tully Knoles drove up the Sacramento River road and onto the Wilson Ranch in Clarksburg, California, where he invited George Wilson to join the College Board of Regents.

Wilson, a farmer and an active member of the Farm Bureau Federation, says, "I haven't any idea why they selected me."

He admits he wasn't able, at that point in his life, to make a sizable contribution to the School, but he was willing to donate his time. He was known throughout the state as an agricultural statesman, and more than one farmer contributed to the School once it was learned Wilson sat on the Board of Regents. About his influence Wilson modestly acknowledges, "Oh, it may have helped alright."

Clearly, President Knoles made a good selection.

This year Wilson, 89, will have completed his 40th year on the Board of Regents, making him the longest serving active member. He presently sits on the Finance Investment and the Academic Affairs Committees. In addition, he chairs the subcommittee on Farm Management, which is responsible for the management and eventual sale of any properties given the University by outside donors.

Wilson is frequently seen on campus attending meetings, touring visitors or enjoying campus concerts and events.

UOP Financial Vice President Robert R. Winterberg says about Wilson: "There's no question that by his work on the Finance Investment Committee, and particularly as the chairman of the subcommittee on farm management, he has done an outstanding job and helped the University receive maximum return on its properties."

The management of farm properties, and just farming generally, is something Wilson has been doing most of his life.

George Wilson was 14 when his father, a Methodist minister, moved the family out west in 1906. He vividly remembers the time when he was walking through the train station in Chicago and glanced at a newspaper headline which read: "Los Angeles Rockin' Like A Boat." The story told about the aftershocks that struck Los Angeles just one week following San Francisco's great earthquake and fire.

"We were practically the only people on this 18-car passenger train," Wilson recalls. "They were bringing cars—sleepers—west in order to bring the people out (of the devastated areas)."

Wilson spent the next few years of his life growing up near Los Angeles.

Later he attended the College of Agriculture at the University of California in Berkeley, where he witnessed the birth of the California Agricultural Extension Service and the Farm Bureau.

Continued

Pacific Review

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At Berkeley, Wilson assisted B.H. Crocheron, the man who organized and led the extension service. The newly funded federal program had been designed to provide farmers with university sponsored information and advice about agricultural matters. The Department of Agriculture soon realized that it was necessary to create a vehicle to allow the university to reach the farmers. Hence, the county-wide system of Farm Bureaus was established.

In 1914 the University of California began sending out advisors to organize Farm Bureau centers throughout the state. Upon his graduation from Berkeley in 1915, Wilson joined the extension service. He was sent to Imperial Valley to help organize the county Farm Bureau.

It was in Imperial Valley that Wilson began his career in farming. He raised hogs and corn. There he also met his future wife, Isabelle. They were married in 1921.

After serving in World War I as a first lieutenant, Wilson joined the faculty at Davis, where he was responsible for organizing and operating a range cattle experiment station in Shingle Springs, El Dorado County. In 1922 he decided to once again pursue farming on a full time basis, and he and his wife moved to Clarksburg, in Sacramento County.

"The thirties were hard," says Wilson, "but, see, we didn't spend anything for food or living. That was the main difference between a farmer and a fella in the city."

Wilson's choice of farmland could not have been better. The Holland area behind Clarksburg where he farmed had been a tule swampfield. When it was plowed it produced a fertile, rich soil. Wilson managed to make a payment on 53 acres, leased the same amount, and then spent the last bit of his money on a team of horses, a harness, a bean planter, a cultivator and cutting sled. "That \$300 was my total capital investment. It was all I had," he says.

From the following harvests Wilson made "a small amount of money." With his income he began to buy nearby acreage. "You could buy a valuable piece of farmland for several thousand dollars down," he explains.

During the depression years Wilson's farming interests showed profits. "The thirties were hard," he says, "but, see, we didn't spend anything for food or living. That was the main difference between a farmer and a fella in the city. Consequently, you saved what you made."

In 1934, when a number of banks were foreclosing on farms, Wilson was elected to the Farm Credit Board, representing the Western District which included California, Nevada, Arizona, and Utah. "That was really an exciting era," he says, "because we were working to save farms for farmers, by getting financing for them."

That same year Wilson also served as chairman of the California Farm Field Crops Department, and he was elected to be a California delegate at the annual American Farm Bureau Federation (AFBF) meeting. Then, in 1938, he was elected to be one of three Western Regional representatives who serve on the AFBF Board. He maintained that position for 20 years.

Wilson reached a pinnacle in his farming career, when, in 1939, he was the largest individual producer of sugar beets in the nation. From 1,000 acres of leased property he brought 25,000 tons to market.

Wilson was not one to shy from hard work, and this led to a number of unique experiences.

He helped Jess Rudkin form the Rural Church Research Project at Pacific. The project consisted of 15 farmers and 15 church personnel from all faiths who were to carry out research to determine how to develop and expand church memberships and effectiveness in rural areas.

The results of that project, says Wilson, were incorporated by churches throughout Northern California in future planning.

In 1949 Wilson participated in a global goodwill tour that featured a 33-member American delegation which visited 17 foreign capitals. Called the Town Hall's "Round the World Town Meeting," this public affairs program was part of a popular weekly broadcast program, "Town Hall of The Air." Originating from New York, the program was hosted by George Denny. It featured two proponents and two opponents in debate, followed by questions from the audience.

Represented on the world tour were members from women's groups, financial institutions, labor, education, business and civic organizations. Denny had invited Wilson to be the agricultural representative. "It was a most fantastic thing," Wilson says about the tour. The delegation spent one week in each foreign capital. During that time seminars were held between the American representatives and their foreign counterparts.

One night each week the public was invited to attend the Town Hall style debate. On a rotating basis two Americans shared the platform and debated with members from the host country on matters concerning current political, economic and social issues confronting the world. The programs often were broadcast worldwide.

"This still seems impossible for me to believe, yet it was true," says Wilson, "but we (the delegation) were the first Americans to visit those capital cities after World War II." During their visits they met with and were entertained by many leading dignitaries.

It was an experience he has never forgotten.

"He is a real dirt farmer who is interested in the improvement of agricultural tools and methods of production."

Then, in 1951, Wilson was appointed to fill the vacancy of President of the California Farm Bureau Federation (CFBF), the statewide organization he helped form some 35 years previously.

During his two-term administration, which ran through 1955, Wilson was responsible for the passage of a bill through Congress which lifted government restriction on the state's cotton production. It was the first cotton bill to have originated outside the South, and it was a great aid to California agriculture.

"Because of his position with the AFBF," says Charles A. Rummel, "he was very effective at the national level in carrying forward policies that were enunciated in California." Rummel, a Berkeley attorney, held the position of Legal Counsel to the CFBF from 1945-1970. He remembers Wilson "as a real dirt farmer, who was interested in the improvement of agricultural tools and methods of production."

In 1954, Wilson was part of the trade mission that formed the groundwork for the great expansion in recent years in farm exports. President Eisenhower sent five Agricultural Trade Missions to seek new markets for American farm products and to determine what would be needed in the way of financing, grading, and packaging. Wilson was a member of the mission to Asia.

Also, during his administration, Wilson was instrumental in securing agreements with the Mexican government over the issue of farm labor, otherwise known as the bracero program. He calls this the greatest humanitarian program ever devised by the United States, including the food airlifts to a beleaguered European continent after World War II. Wilson says the bracero program gave Mexican farm workers exposure to American farm methods and the income with which to start small businesses. "This was the biggest reason for the increase in the middle-class population in Mexico," he says.

By the time he left office, Wilson had retired from active farming, choosing instead to sell his business to his two sons, David and Richard. However, he remained quite busy.

In 1956 he was selected to go to India where he could advise and study the Farmers' Forum of India, the general farmers organization. The Wilsons spent three months visiting farms and villages in India, and they were told they had visited more Indian villages than any other Americans.

In 1958 the Wilsons toured South America as part of the second Town Hall of The Air Citizen to Citizen Tour.

Then, in 1959, Wilson formed a company, along with several other partners, mostly Mexican, which purchased land in the Vizcaino desert in Baja, Mexico. Due to a Mexican law which forbids foreigners to own land, Wilson's company was chartered under the name of one of his associates, a Mexican named Ramos.

Their goal was to develop the arid land into a virtual oasis, then subdivide the property into smaller farms which could be sold to industrious young Mexican farmers.

Burnell Harlan, a Woodland, California farmer, and Wilson's partner in this and another farming venture, says "George always thought he had been given a good break in agriculture, so he felt he owed it to society to give some of it back."

Wilson and his wife moved to the Mexican desert to oversee the project.

Two hundred acres of the choicest land were cleared and leveled. The company sunk a well 200 feet into the ground, where the water was plentiful. For tools the company brought a "rain machine," a tractor and a land plane; an operation considered primitive when compared with those in California, but one that was intriguing to the Mexicans. "They would come and sit for hours watching the rain machines," Harlan remembers. "They had never conceived of such things."

Corn, sweet potatoes, wheat and many kinds of fruits and vegetables flourished under the hot desert sun. The soil produced "the best watermelon I ever tasted!" exclaims Wilson, and sweet potatoes that were "just fantastic."

The experimental farm appeared to be a success. But after three years, just when the farm was beginning to show a profit, the Mexican partner claimed the project for himself. Wilson discovered Ramos never used the money originally given him to purchase the deed and title to the land. The project had been sabotaged.

But they had proven the desert provided adequate water and excellent soil and climate to grow field crops or vegetables. The Mexican government had watched their operation, and asked them to stay on and develop a government farming project. Wilson's group declined.



George Wilson has spent much of his life actively farming and producing such crops as alfalfa, beans, corn and sugar beets.

The government, however, proceeded with their plans and drilled 25 wells to provide water for 3,500 acres of figs, grapes, alfalfa, cotton, wheat and vegetables.

After years of time, interest and money, Wilson pulled up stakes in 1961 and moved back to Clarksburg.

During his stay in Mexico, Wilson received two noteworthy awards. In 1959 he was given the Distinguished Service Award by the California Farm Bureau Federation, and in 1960 he received the Award for Distinguished Service to American Agriculture from the American Farm Bureau Federation.

Six years later Wilson embarked upon another foreign farming project, this time in the Middle East.

He and a group of California farmers formed a corporation for the purpose of leasing foreign land to increase agricultural production in an underdeveloped country.

They selected Iran, a country which offered, in their opinion, the ideal economic and political environment.

The corporation sold stock to Bank of America, John Deere Tractor and Dow Chemical, hoping these groups, with offices throughout the Mid East, would handle the financial and political risks, leaving the Californians to concentrate on farming. Also, the latter two companies were contracted to provide their products.

Finally, in 1968, the corporation signed a 30-year lease agreement with the Iranian government for 25,000 acres of desert. "There was no question from 1968 to 1972," says Wilson. "The Iranian officials wanted to have us involved."

But then trouble developed.

The John Deere Tractor Company, which was in the process of building a new factory in Iran, lost the project, including all control over distribution of their equipment and parts in Iran. To Wilson's corporation that meant much needed parts and services couldn't be delivered as planned. However, the project continued.

Then suddenly the political and economic stability of that region was rocked, when OPEC discovered there was no limit to the prices they could charge for oil. Iran supported this price increase to drum up the necessary income it would need to purchase expensive American military hardware, as well as for steel

mills, communications networks, railroads and other things. As a consequence of their skillful negotiations, Wilson says, the Iranians began to question the need for any American advice—including farm advisors. "Those developments completely changed the attitude towards our presence in Iran."

Realizing the Iranian government no longer wanted their business, Wilson's group pulled out in 1977, just prior to the Shah's overthrow.

Returning to the United States, Wilson devoted much of his time to the Board of Regents at Pacific. It was his idea to establish the Alumni-Fellows Day, a tradition started three years ago. Wilson's feeling was that the alumni are a valuable resource and should be invited to share their views and advice with students on campus.

More recently, as an outgrowth of his international experience, Wilson began formulating a project which, he says, if completed will be his greatest achievement. He foresees at UOP the establishment of a school for foreign service: one that would greatly differ, in his opinion, from other foreign service schools.

He believes that the curricula at those schools fails to adequately prepare American diplomats for their mission away from home. "They're only prepared to pick up and report gossip, some of it factual, some of it not so factual, back to Washington. It's information that comes to them largely from cocktail parties or the papers in the capital city." As a result, the U.S. government is faced with political surprises in countries like Iran or El Salvador.

Wilson contends that any problem with a foreign country should be worked out through a thorough study and analysis of facts, leading to negotiation of a satisfactory solution, prior to the intervention of U.S. troops. Wilson so strongly believes this that he recently made an endowment of property to the University valued in excess of one million dollars, with the expressed wish to have the money begin a program devoted to foreign service studies at UOP. Eventually, he hopes, the program will develop into a full-fledged school for foreign service.

Continued on page 13

New General Education Program To Begin Next Fall

What basic skills should a University of the Pacific graduate possess? What knowledge should he or she have obtained while studying at the University?

The faculty at UOP, and at many other colleges and universities across the land, have been wrestling with answers to questions like these for several years.

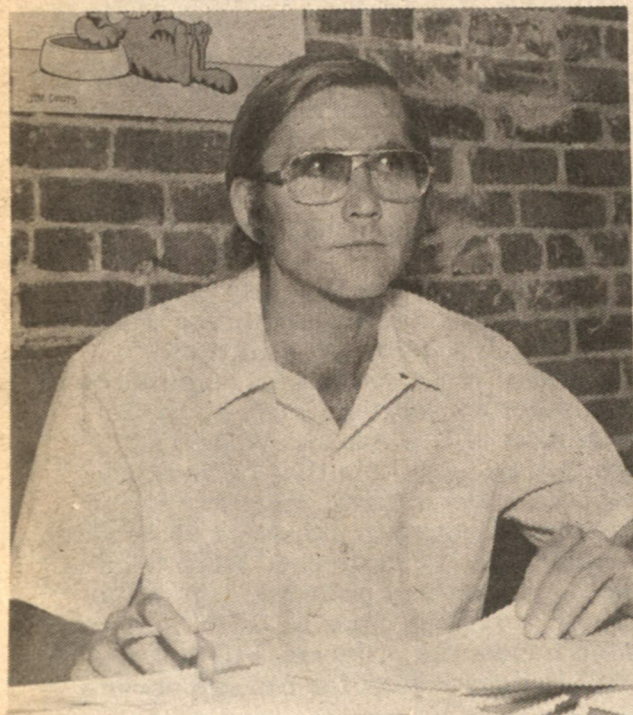
The heart of the issue here is determining a basic course of study that all students — whether they be in pharmacy, engineering, COP or any other school or college — must complete while enrolled at University of the Pacific.

The issue is termed "general education," and a new program is scheduled for implementation on the Stockton campus next fall. A major step toward this goal was taken last spring, when 70 percent of the faculty voted in favor of such a plan.

There are two sections to the program, one being the development of fundamental learning skills and the second a liberal learning program. Both of these have been approved in concept; now comes the time to complete the detail work.

Dr. Michael L. Davis, the recently appointed general education coordinator for the Stockton campus, says, "What we are trying to achieve with this general education program is to provide the students with the opportunity to develop some fundamental skills and attitudes that will lead them to be productive as citizens and in their professional career. And we want them to achieve this in a flexible way, through various options that are characteristic of the personalized instruction that is Pacific."

"One of the things the faculty have to accomplish this fall is to identify the



"I'm not interested in what I call 'cocktail party knowledge,'" says Ray Sylvester.

courses that will be applicable to the liberal learning program," explains Davis. There are three main categories — the individual and society, human heritage, and the natural world and formal systems of thought, plus subdivisions within these categories.

Davis, who also is an assistant professor of psychology and assistant to the academic vice president, feels the work that remains in the development of the fundamental learning skills is more complex than the liberal learning section because the requirements still have to be clearly defined.

Under the program, students with deficiencies in fundamental learning skills will be identified early and will be directed to a course of study designed to improve their learning skills. Components of this section will be written expression, quantitative skills, library skills and, tentatively, oral skills.

"These are some basic competencies we are interested in having all students meet," comments Davis, "and I feel the committee is not far away from defining these in written expression and quantitative skills, which means writing and math."

Dr. Ray Sylvester, a professor and assistant dean at the School of Business and Public Administration, is chairman of the University-wide general education committee. The group is comprised of 12 faculty and administrative members.

"The words University of the Pacific on the diploma don't go far enough in expressing a common educational experience," says Sylvester. "We need to more clearly identify what our program is supposed to do for the students. There needs to be a common educational experience; not that everyone takes the same classes, but that everyone has a common learning experience."

"College should teach a student how to think, and we want general education classes which expose the student to a variety of approaches to learning and knowledge."

Sylvester continues, "I'm not interested in what I call 'cocktail party knowledge' where, for example, someone can recite the dates of 10 significant battles. I'm interested in having the student, in this example, see an approach to learning through the eyes of a historian."

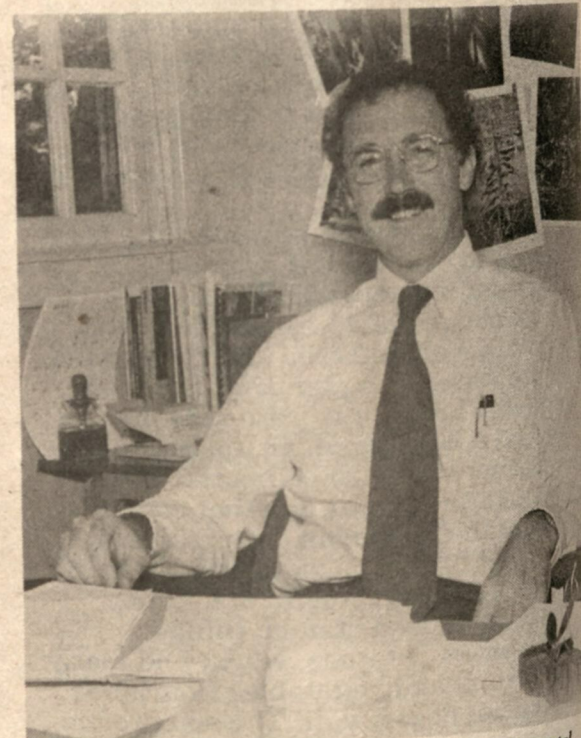
As head of the committee, Sylvester feels the key to the general education success so far is the faculty. "They are enthusiastic about this subject, and they rightly should be because they have the control." He downplays the importance of the committee, per se, by noting the panels of faculty from the different academic fields — and not the committee

— will make the course selections as part of the liberal learning component.

"This is a totally faculty controlled selection process. We (the general education committee) have to make sure the panels get going," he says. Davis adds, "The faculty know they ultimately will make the program successful, and this is a very important issue to them."

According to the faculty vote last spring, the committee is responsible for all policy decisions and for review of the general education program. This vote included faculty okay of a statement on the duties and responsibilities of both the committee and general education coordinator.

Davis feels the committee will play a major role in the future of Pacific. "This group is the only approximation we have to a total University faculty (as opposed to faculty from the individual schools and colleges), as they are dealing with a University-wide academic program. They are consequently going to be much more influential in the destiny of Pacific than the faculty of any single school or college."



"We want the students to develop some fundamental skills and attitudes," says Mike Davis.

The group will not be moving slowly, either, as the work on general education must be complete as soon as possible. This is due to deadlines for the 1982-83 University catalog and to allow the admissions staff to be briefed on the program so they can explain the concepts to prospective students.

Both Davis and Sylvester acknowledge that a substantial amount of work remains to be completed before the general education program can be officially underway. But they agreed that the enthusiasm and excitement of the faculty for this project will make it possible for this general education program to begin next fall.

The spirit of ghosts and goblins will fill the air for this year's University of the Pacific Homecoming, as the annual event is planned for Halloween on Saturday, October 31.

Several traditional events, and a few new ones, will be part of the festivities for the weekend on the Stockton campus.

Among the new events will be a dinner on Friday, October 30, for all former **Block P Society** members. The first **Amos Alonzo Stagg Award** will be presented at the event, which will begin at 6 p.m. at the Prime Rib Inn with a cocktail hour. Any Block P Society member who does not receive an invitation to the event should contact Bud Watkins in the Athletic Office at 946-2472.

The Stagg award will be presented to retired Stockton Superior Court Judge John Cechini, '37, and retired educator James Corson, '27. The award honors those who earned varsity letters for athletics as a student and went on to achieve distinction in their life through the "notable examples of integrity, dedication, idealism, and team spirit that Mr. Stagg personified and to which Pacific is dedicated."

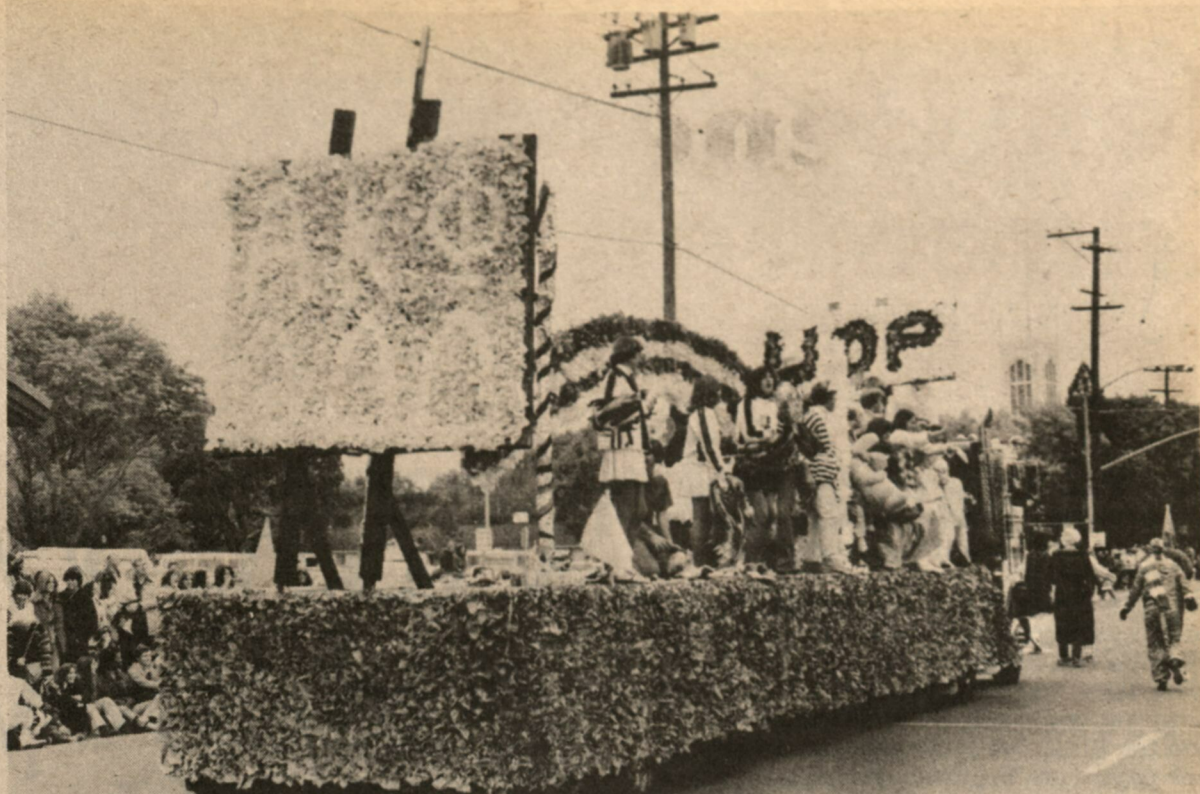
The Stagg award won't be the only honor presented at the Homecoming weekend. The first annual **Alumni Awards Luncheon** on Saturday will feature the presentation of several Pacific Alumni Association honors. The 11:30 a.m. luncheon will be in the Raymond Great Hall.

Honored will be E. Pendleton James, '54 and currently director of personnel at the White House, for Outstanding Professional Service; A. Alan Hill, '60 and chairman of President Reagan's Council on Environmental Quality, for Outstanding Public Service, and Evelyn Berger Brown, '21 and a long-time supporter of the Bishop Miller Lectures and other activities at Elbert Covell College, for Outstanding University Service.

The Pacific Family Award will be presented this year to the Sprague family. Mrs. Claire Sprague, '55, is a retired educator and the mother of four distinguished Pacific graduates: Irvine Sprague, '47, a director of the Federal Deposit Insurance Corporation; Tom Sprague, '56, public relations director for Aerojet General Corporation; the late June Sprague Fergusson, '42, a noted swimmer during her years here, and Norma Sprague Gordet, '47, a Stockton educator. The spouses of all four children of Mrs. Claire Sprague — and a grandchild — also are Pacific alumni.

The awards luncheon will be open to all UOP alumni, parents and friends, and tickets are \$6 per person. For reservations contact the Alumni Office at 946-2391.

Another new event at Homecoming will involve a **sock hop** on Saturday night in the newly completed Spanos Center. ASUOP has arranged for live music by the rock band "Daddy-O", which will play songs popular from the 1950s and 1960s.



The parade along Pacific Avenue is one of many traditional events at Homecoming.

The 'Spirit' of Homecoming

The dance, from 8:30 p.m. to 12:30 a.m., will cost \$3 general admission or \$5 per couple. ASUOP officials emphasized that the dance is not just for current students, "and we hope many alumni will attend."

Among the traditional events will be the 10 a.m. **parade** along Pacific Avenue with the Halloween theme "The Rising of the Pacific Spirit." The Tigers will host Cal State Fullerton for the **football game**, which will begin at 2 p.m. in Pacific Memorial Stadium. The annual Homecoming Queen will be announced in pre-game ceremonies, and halftime activities will include the annual Band Day and involve high school musicians from throughout Northern California. Another musical event will be a UOP **Jazz Band** concert on Friday at 8:15 p.m. in the Conservatory.

Acting President Clifford J. Hand and his wife Doris will host a post-game reception at the president's home on campus that will be for all UOP alumni and parents of current students.

There will be two major class reunions this year. The **Class of 1931** will hold a 50-year reception and dinner in the Regents' Dining Room on Saturday, starting at 5:30 p.m. The **Class of 1971** will have a 10-year reunion with a champagne brunch on Saturday from 11 a.m. to 2 p.m. in the Regents' Dining Room.

The **School of Pharmacy** will present a continuing education program for area pharmacists from 9 to 11 a.m. on Saturday. The topic will deal with implications of the new federal tax act, and the program will be preceded by a brief message by Dean Louis Martinelli on the state of the pharmacy school. Following the game there will be a dean's reception for the Class of 1971 and all other pharmacy alumni in the pharmacy school courtyard. The reception will feature art works by Helen Rowland, the wife of Dean Emeritus Ivan Rowland.

Phi Delta Chi, a pharmacy fraternity at UOP, will celebrate its 25th anniversary at Homecoming with a 7:30 p.m. dinner dance at the Holiday Inn. The fraternity also plans a cocktail reception for Phi Delta Chi alumni at the house at 9 p.m. on Friday, buffet lunch at 12 noon on Saturday at the house, and 10 a.m. breakfast meeting, 12 noon alumni vs. active football game and 2 p.m. barbecue lunch, all on Sunday.

Kappa Psi, another pharmacy fraternity, plans a continental breakfast at the fraternity house preceding the parade on Saturday, buffet lunch at the house before the football game and dinner dance at the Islander after the dean's reception concludes at 7:30 p.m.

In addition to the pharmacy fraternities, several other Greek organizations have traditional activities set for Homecoming.

The Pacific Alumni Association will present the traditional **past presidents' breakfast** on Saturday at 7:45 a.m. in the Regents' Dining Room. The alumni association also will have a meeting of its Board of Directors at 4:30 p.m. on Saturday in the Gold Room when association President Garth Lipsky will lead a discussion on some long range goals for the organization.

The **School of Engineering** will have a general alumni meeting at 10 a.m. on Saturday in the fluids lounge. Other engineering activities are tentative, and alumni will receive more information through the mail.

In addition to the main sporting event of the weekend — the football game — there also will be the conclusion of a major **tennis tournament** on Saturday and Sunday. Competing in quarter and semi-finals on Saturday and finals on Sunday will be the top college and high school players from Northern California, including UOP's men's and women's teams.

—R.D.

The numbers you talk about in a conversation with Tom Honey can be staggering. Things like 92 million people and \$150 billion.

For Honey sees his marketplace as not simply California or the United States; it's the entire world.

The 1966 Pacific graduate is chief general manager for the Asia-Pacific region for Visa, the international consumer payments organization headquartered in San Francisco.

Honey, who has been with the Visa organization for eight years, was recently named to the Asia-Pacific post, one of five regional boards as the Visa organization expands from the U.S. and European based market to a truly worldwide organization.

The Pacific alumnus will be moving from the San Francisco area to establish the Asia-Pacific headquarters in Singapore. His area of responsibility will encompass Japan, China, Australia, New



Arnold Eilers Photo

"Man has always exchanged values, and we at Visa are in the value exchange business," says Tom Honey.

VISA: Where Honey Buys You Money

Zealand, Southeast Asia and the islands in the Pacific basin.

Visa currently has more than 50 card issuing members and two million cardholders in 11 countries of this region. Honey expects that to increase to 10 million cardholders in the region by 1985.

But these figures are only the tip of the iceberg.

For Visa International, Honey will tell you the staggering numbers: "There are nearly 92 million cardholders worldwide. Visa is accepted at more than 3.2 million merchant outlets in 155 countries and territories. Point of sale volumes are anticipated to be \$50 billion by the end of this year, and close to \$150 billion by the end of 1985. The Visa card program is now the largest and fastest growing in the world."

In his new position, Honey will direct a multi-lingual staff to serve existing members and assist financial institutions in the region in the development of Visa cards and issuance of Visa travelers cheques. His duties will encompass servicing existing clients, developing new members, promoting the Visa system, and managing the electronic network.

Honey, who was interviewed shortly before his departure for Singapore, is looking forward to his new duties. "Volume in this region increased 104 percent last year and will quadruple in three years," he says.

His philosophy toward the banking industry comes through when he says the figures used to gauge the size of Visa worldwide don't scare him - they only provide him with challenges for the future.

"At Visa we haven't really scratched the surface, and that is what intrigues me. As we move into the 21st Century it is becoming more important to people to have privacy in their lives, and we want to create more efficient and better opportunities for people in the marketplace.

"We are in the business of managing change, and that is what is exciting and a constant challenge," he continues. "Man has always exchanged values, and we at Visa are in the value exchange business."

Honey disagrees with those who say Visa and Mastercharge are leading us to a credit card society. "Only five percent of all purchases in dollar value are done with credit cards," he says. "Man wants alternatives and options. We are not in the business of limiting alternatives, we are in the business of expanding alternatives. Technology can be our slave, not our master. Visa represents greater economic identification more than anything else."

The 37-year-old Honey, who was a history major at UOP, has been interested in banking, and especially the electronic aspects of the business, since his collegiate days.

After earning a B.A. degree from Pacific he went on to obtain a M.B.A. degree from the University of Nevada at Reno. He then spent six years in commercial and retail banking with Wells Fargo Bank and the Bank of California before joining BankAmericard, the forerunner of Visa, in 1973.

Before his appointment to the Singapore position, Honey was a senior vice president responsible for the development of new members in the U.S., Canada, Latin America and the Asia-Pacific regions. He also had assignments in support of worldwide Visa activities.

The Visa Travelers Cheque program, which started in 1979, and the Visa U.S.A. debit card program, which was introduced in 1975, were both developed by Honey.

The banking executive feels a major challenge for Visa in the future will be dealing with increasing government

regulations and a segment of the public that uses the cards to over extend themselves financially. "Visa is designed to be a payment device," explains Honey, and it doesn't have to be a credit device."

He feels the entire banking industry has become more visible in the last 12 to 15 years. Honey says bankers used to be more interested in businesses than the individual, but this is now changing. Banks are now hungry for individual business, and I feel the future source of investible funds will come from the retail consumer sector," he says.

Honey's ties to Pacific go back a number of years.

His mother, Patricia Smith Honey, earned a bachelor's degree from Pacific in 1955, and she later added a master's degree at the same commencement ceremony when Tom received his B.A. degree. "I can especially remember the summer, when my mother would take a few classes. There was no one to watch me (the family resided in Manteca), so I would come to class with her at age nine and sit in the back of the room or visit the library. One of her summer teachers was Dr. Howard Runion, who later became one of my favorite professors at the University. He even remembered me as a nine-year-old! I also thought teachers like Dr. Ding, Dr. Grubbs, and Dr. Payne were outstanding."

Honey also had a grandfather, Earl Edmund Smith, who attended the College of Physicians and Surgeons, now the UOP School of Dentistry, in the early 1900s. Tom's great aunt, Anah Smith, also attended Pacific when the college was located in San Jose.

His family relationship to Pacific was such that he was included in a front page picture, and accompanying article, on alumni children attending the college in a 1963 issue of the *Pacific Review*.

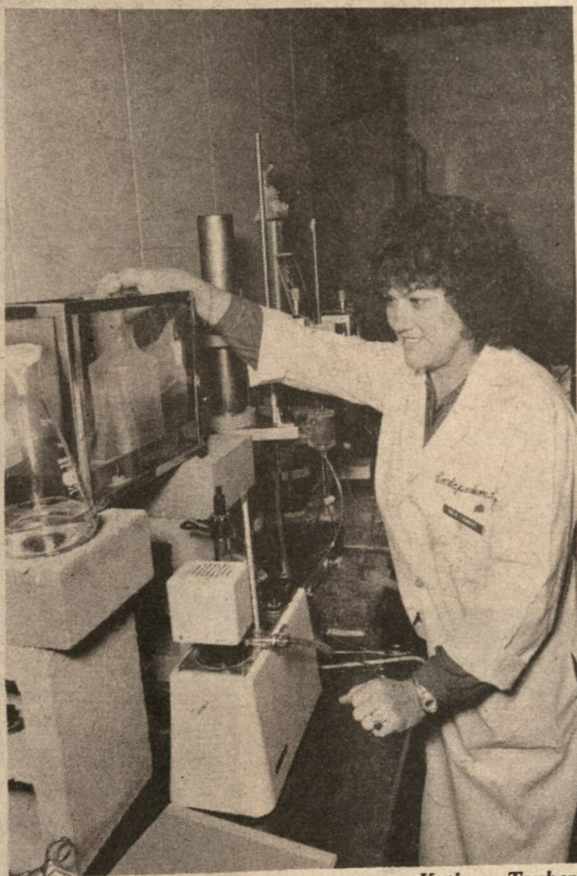
Honey attended Pacific on an academic scholarship, and he was active in Delta Upsilon fraternity. "I loved Pacific. It was a great time in my life for developing what you might call a standard of living or philosophy. One of the biggest mistakes made by college students today is their great emphasis on technical skills at the sacrifice of courses in areas like history and philosophy.

"I still drop by the campus occasionally and promote UOP whenever I can," he says, "because I don't feel it has changed in what it offers. The basics are still there."

Tom Honey certainly has put these basics into practice while achieving considerable success in the field of international banking.

—R.D.

Pharmacy Researcher Studies Heart Disease



Kathryn Taubert

Heart attacks kill an estimated half a million Americans every year.

Dr. Kathryn A. Taubert wants to reduce this figure considerably, and her work as a research scientist is aimed in this direction.

Taubert, an associate professor of physiology and pharmacology at the UOP School of Pharmacy, specializes in cardiovascular physiology.

Over the last 15 years she has studied various aspects of heart disease and received in excess of \$400,000 in research funding, including grants from the National Institutes of Health for research involving ischemic heart disease.

"Ischemic heart disease, which can lead to a heart attack, occurs when not enough blood and oxygen get to the heart," she explained. "This can take place when the coronary artery — for some unexplainable reason — constricts for a brief time. The ability of the heart, and especially its ischemic portion, to function properly after an ischemic episode depends to a large part on the extent and severity of the ischemia. We are studying what effects different drugs — such as digitalis — and other agents have on the recovery process."

Earlier this year Taubert discussed her research in this area at the Federa-

tion of American Societies for Experimental Biology annual meeting in Atlanta. Her presentation was one of the few selected for media coverage from among the 5,000 abstracts presented at the conference, which was attended by some 14,000 people.

Taubert, who joined the UOP pharmacy faculty last fall, is motivated in her research by the dangers heart disease presents for our society. She will quickly tell you, for example, that 53 percent of all deaths in America are from heart disease, and that the causes of hypertension in 90 percent of the cases are unknown.

She indicated that describing her research as seeking a cure for heart attacks is an over generalization, "but I certainly hope to find a handle on improving the incidence of heart disease. I am studying ways of prolonging the life of the heart and also trying to allow us to better understand hypertension."

In addition to her work involving ischemic heart disease, the research scientist has received an \$11,000 grant from the American Heart Association to study in the area of hypertension and an \$11,030 grant from the San Francisco chapter of the California Heart Association to study interactions of digitalis and quinidine, two widely used drugs in heart cases.

Taubert has discussed her work at the international level and had approximately 40 of her abstracts and professional papers published. She received the Outstanding Leadership Award from the University of Texas Health Science Center in Dallas in 1975, when she received her doctorate from that institution. She is listed in *American Men and Women of Science* and is active in the International Society for Heart Research and American Heart Association.

The research scientist, whose teaching responsibilities at UOP involve physiology, was born and raised in Texas. She holds B.S. and M.S. degrees from Stephen F. Austin State University in Texas, in addition to her doctorate from the University of Texas. Taubert came to UOP after four years on the faculty at the University of California at Riverside.

—R.D.



Robert Eberhardt, chairman of the Board of Regents, Alex Spanos, and Dr. Clifford Hand, acting president of the University, left to right, recognize the contribution of Spanos for the Center.



Roderick Beaton, president of United Press International, was the featured speaker.



Festive Events Open Spanos Center

A three day "celebration" marked the opening of the Alex G. Spanos Center that coincided with the start of the school year.

The first function held in the 6,000-seat facility was a formal All-University Convocation on Friday, September 11. This was followed by a community-produced variety show on Saturday and an open house on Sunday.

More than 340 faculty members and administrators participated in the academic convocation procession which stretched over two city blocks. This was the largest gathering of faculty from all schools and colleges in the history of the University.

Featured speaker at the Convocation was Roderick W. Beaton, a Pacific alumnus and president of United Press International. Other speakers included Acting President Clifford J. Hand, ASUOP President Joe Hartley and Academic Council Chairman David Q. Fletcher.

Another feature of the convocation was the playing of an original composition, "Fanfare and Flourishes", written by Dr. Carl Nosse, dean of the Conservatory and "Dichotomy" composed by Richard Ross, a member of the Conservatory. Both works were written for the Center opening and performed by a special convocation ensemble.

In his address Beaton pointed out a world-wide danger of losing freedom of the press. He stated that only 25 percent of the press now have freedom and there are many areas where it is endangered. He expressed particular concern over a resolution passed last year by the United Nations Educational, Scientific and Cultural Organization (UNESCO) calling for a new world information order saying "states are responsible for the activities in the international sphere of all mass media under their jurisdiction."

"The intent is perfectly clear," Beaton said, "UNESCO would legitimize state control, use manipulation of the press for self-serving purposes. . . UNESCO — in the opinion of many of us — has betrayed its own charter, which was originally to promote the free flow of ideas by word and image."

He explained that free nations of the world are overwhelmingly outvoted in UNESCO and that "it is dominated by the Soviet Union and its client states."

Beaton also expressed concern over the fact that the American delegates to UNESCO voted in favor of the resolution for "the new world information order." He speculated they had done so by rationalizing that it was the least damaging compromise that could be arranged.

He cited several dangers to freedom of the press in the United States as well, including "some 71 pieces of legislation pending in state legislatures. There are many cases of legal precedent being established by various judicial bodies, and all of them add up to an unprecedented attack on our right to be represented by a free and independent press."

Some 4,000 persons attended the Saturday night community show that featured 400 performers in 26 different groups. The event showcased the various types of events that can be staged in the Center. Included were several ethnic troupes reflecting the cultural diversity of Stockton through musical performances and dances.

Among the colorful acts were a folk dance that has been performed for centuries in China, and Mexican, Polynesian, Japanese and Filipino dance groups. The Stockton Chorale opened and closed the show with stirring renditions of, respectively, The Star-Spangled Banner and America The Beautiful.

Musical numbers included performances by the UOP Brass Ensemble, the UOP Band, Alan Short Center Singers, representatives from the Stockton Opera Association, a barbershop quartet, and a Dixieland Jazz Band.

Athletics were represented in the show with demonstrations by the UOP men's basketball and women's volleyball teams. The Stockton Wheelers, a local wheelchair basketball team, and a youth boxing match also were included.

Alex G. Spanos, a UOP regent and major benefactor for whom the Center is named, was honored at a brief ceremony during the program.

The programs was organized by Ort Lofthus, owner of a local radio station who also served as chairman of the community-wide committee that conducted the original fund drive for the Center and raised some \$3.5 million. He also was master of ceremonies of the event.

—D.M.



at the Convocation.

UOP Today

New Officials Named At UOP Departments

Two new chairmen have been named for academic departments at the University, and several others have been reappointed to another term.

All of the changes involve College of the Pacific.

Dr. Roy A. Whiteker, dean of COP, announced that Dr. William J. Wolak will head the Drama Department, succeeding Dr. Sy M. Kahn, and Dr. Janine Kreiter will direct the Modern Language and Literature Department, succeeding her husband, Dr. Robert A. Kreiter.

Reappointed to another term in charge of their departments are Dr. Dale W. McNeal in biological sciences, Dr. Roy J. Timmons in communicative disorders, Dr. William R. Topp in mathematics, Dr. Walton A. Raitt in political science, and Dr. Robert W. Blaney in religious studies.

All of the appointments are effective this fall for three-year terms.

In addition, Dr. Kerry W. Doherty will serve as acting chairman for the Economics Department this year while Dr. Tapan Munroe is on leave.

Alumni Association Elects Officers

Modesto City Manager Garth Lipsky has been elected to a second consecutive term as president of the Pacific Alumni Association.

Lipsky, a 1952 graduate of the University, will serve for one year in the position. Douglas Pipes of Martinez was voted president-elect.

Regional vice presidents for the association are Robert Combella of Placerville for Northern California, John Fruth of Danville for the Bay Area, Nancy Spiekerman of Stockton for the Central Valley, Mark Rogo of Los Angeles for Southern California, and Chauncey Veatch, III of Reno, Nevada for the national and international area.

Elected to three-year terms on the Board of Directors are Max and Beverly Bailey of Los Altos, Walter Baun of Fresno, Stacy Blair of Santa Monica, Haworth "Al" Clover of Hillsborough, Claire Dikas of Menlo Park, John and Kathryn Farr of Carmel, Robert Steres of Tarzana, Reba Trask of Placerville, Janice Lassagne of Cupertino, and Howard Pearce of San Jose.

Re-elected to three-year terms on the board are Spiekerman, Spike Franks of Del Mar and Jonathan and Quinlan Brown of Sacramento.

National Pharmacy Fraternity President From UOP

Ralph Saroyan, director of student affairs at the School of Pharmacy, has been elected grand president of Phi Delta Chi, a national pharmaceutical fraternity.

Saroyan will serve for a two-year term as leader of the 25,000 member organization that has 46 chapters throughout the U.S.

He has been active in the fraternity for 21 years, starting when he was an undergraduate at Pacific in 1960. Saroyan, a 1964 UOP pharmacy graduate, served as president of the local alumni chapter for four years and was western regional director of Phi Delta Chi from 1969 to 1978. For the past three years he served at the national level as vice president for collegiate affairs.

Authors Symposium Scheduled At UOP

"Much Ado About Books," the nationally recognized authors symposium at University of the Pacific, is scheduled for October 16-17 on the UOP campus.

The fifth annual event is expected to attract educators and others interested in children's literature from throughout the U.S. The speakers will include several of the country's best known writers of books for children and adolescents, including Clyde Bulla, Eleanor Cameron and Nonny Hogrogian.

For details on the event contact Dr. Shirley Jennings at the UOP School of Education or phone her office at 946-2566.

Editor Named For Historical Journal

John P. Bloom has been appointed editor of *The Pacific Historian*, a quarterly journal on Western history and ideas that is published by the Holt-Atherton Pacific Center For Western Studies at the University.

The new campus official, who also has been named curator of special collections and archivist at the University Library, is a former history professor at the University of Texas at El Paso. Until recently he was on the staff of the National Archives in Washington, D.C. He was editor of *The Territorial Papers of the United States* there and a senior specialist in Western history.

Lifelong Learning Course List Available

Such personal improvement topics as having more fun with your job and enhancing your loving relationships, plus general interest courses dealing with topics as diverse as wine appreciation and Sherlock Holmes are available this fall through the UOP Office of Continuing Education.

A variety of lifelong learning classes will be available, and they will include the areas of art, business, communication and education, plus courses for children on computers.

Many of the classes are planned in the evening or on weekends to benefit those with work and family commitments. Most classes are offered on a non-credit basis to avoid the necessity of exams, prerequisites or required attendance. The costs vary but average about \$45 per course.

For a detailed listing of the fall Continuing Education schedule and list of regular UOP courses available in the evenings, contact the Office of Continuing Education at (209) 946-2424.

Book On John Muir Published At UOP

The World of John Muir, a collection of nine essays focusing on various aspects of the legendary American conservationist, has been published by the Holt-Atherton Pacific Center For Western Studies at the University.

The 91-page book is described by Center officials as offering "a wealth of new ideas and information about one of America's important historical figures." Included are articles dealing with Muir's life, thoughts and writings.

Pacifcan Available To Alumni

University alumni and other readers of the *Pacific Review* can obtain the weekly student produced newspaper, the *Pacifcan*, on a regular subscription basis.

A fee of \$17 will cover mailing each of the 25 issues for the year to the recipients on the Friday publication date on a bulk rate postage basis.

Those who are interested should write to the *Pacifcan*, University of the Pacific, Stockton, CA 95211.

Chinese Imperial Robes Display Set At UOP

A traveling museum exhibition of the Imperial Chinese Robes from the Ch'ing Dynasty will be on display at the University from October 12 to October 30.

The exhibition will be shown in the University Center Gallery, with the hours being 9 a.m. to 5 p.m. on weekdays and 2 to 5 p.m. on Sundays.

There will be a slide and lecture presentation on the exhibition at 7 p.m. at the University Center on October 13. Toni di Franco of Stockton, an expert on Chinese costumes and textiles, will be the speaker.

Sponsors of the exhibition locally are the Chinese Cultural Society of Stockton, Pacific Programs Council at UOP, UOP Art Department, and UOP Office of International Services.

The collection that will be on display at UOP is believed to be the largest of its kind ever shown in Stockton. Included will be formal and semi-formal robes, informal costumes, sir-coats, mandarin squares, seasonal headgear and authentic footwear. There also will be several porcelain pieces in the exhibition.

Chaplaincy Endowment Drive Nearing Goal

To maintain the traditional values central to University of the Pacific's Judeo-Christian heritage, the campaign for the chaplaincy, under the leadership of Rev. Darrell Thomas and Bishop R. Marvin Stuart, is seeking to build a \$500,000 endowment fund to provide a full-time Protestant chaplain. Presently, \$300,000 has been given toward this goal, but officials report the last dollars are the hardest to raise.

This challenge can be met by the generous gifts and pledges of dedicated individuals and groups wishing to assure that the United Methodist tradition will be perpetuated at the University of the Pacific. If you are interested in this unusual opportunity to make a lasting contribution to the spiritual growth and development of future generations of young people by establishing a full-time chaplaincy at UOP, please contact the Development Office, University of the Pacific, Stockton, CA 95211.

\$2.5 Million Pledge For Library Building

Two gifts totaling \$2.5 million have been pledged to the University toward the construction of a new library building.

Dr. Clifford J. Hand, acting president of UOP, announced that \$2 million has been pledged by the William Knox Holt Foundation of San Francisco. An additional gift of \$500,000 has been pledged by Holt Atherton, a UOP regent and chairman of the board of Atherton Industries in San Antonio, Texas. The initial pledges will serve as a challenge to secure further gifts to meet construction costs.

Atherton is the grandson of the late Benjamin Holt of Stockton, inventor of the caterpillar tractor, and the son of the late Warren Atherton, a prominent Stockton attorney.

The library building, expected to cost \$3.2 million, will be named the William Knox Holt Memorial Library in memory of the former Stockton resident and son of Benjamin Holt. The 24,000 square foot structure will be constructed to the northeast of the existing main library on the Stockton campus.

The new facility, which will double the area of the main library for UOP, will become the permanent home of the Holt-Atherton Pacific Center for Western Studies, a distinctive library and archives collection of Pacific coast history. This facility is now located in a portion of the School of Education building.

Hand reported that the university has engaged an architect to begin the preliminary design of the new building. This action comes after a year of study on long range library needs by Pacific officials and a planning architectural firm. No timetable for construction has been developed, pending the completion of the fund campaign for the library.

The Irving Martin Library, which is the main library on the campus, was built in 1955. An addition of the Donald B. Wood wing was constructed in 1966.

Additional space is needed because of the growth of the University since these two structures were completed, officials said. It was also noted that additional space is required for the University's special collections, to provide more student reading rooms, and to house new information technology in the years to come.

The \$2.5 million pledge is the largest gift received to date in UOP's \$30 million capital campaign For A Greater Pacific. This drive for new facilities and endowment has raised more than \$17 million in the last two years toward the \$30 million goal.

The PACIFIC FUND

What is it?

- It is a faculty member. . .
- It is a scholarship. . .
- It is books for the library. . .
- It is glass to repair a classroom window. . .
- It is gasoline for the ground keeper's mower. . .
- It is test tubes for the Chem lab. . .

and more. . .

THE PACIFIC FUND IS. A PARENT. . . . AN ALUMNUS. . . A FRIEND. . .
SITTING DOWN AND WRITING A CHECK TO PACIFIC TO GIVE SUPPORT FOR
THIS YEAR'S CURRENT OPERATIONS!!

Amidst all those clever Lite beer commercials, you've no doubt seen the one where the defensive halfback asks the quarterback: "If the flanker does a down-and-out, and the weak-side linebacker blitzes, what's the noseguard do? Huh?" In response, the quarterback shrugs "I don't know!"

In the real world he would turn to the computer.

Yes, those insidious silicon chips have found a home in the sacrosanct world of football. No longer is the game solely composed of plays like "dive left," or "sweep right." Today, it's multiple sets, flex defenses and enough options to give a coach cerebral complications, especially if he has to scout an opposing team.

But UOP's coaching staff has a solution to that problem. They (and only one other college team in the nation, USC) subscribe to Sports Data, a computer scouting company.

Through Sports Data the Tigers can request some 300 different football scouting reports based on the information they put in the computer. Each report is tailored to give specific information about a particular facet of a football game.

For instance, the coaches can call up a report which will list a team's tendency to run or throw from the left hash mark at a given yard line. With that kind of information in his back pocket, a defensive coach can quash a trap, or flood a zone based on his pre-game reports.

Or, he can be made to look ridiculous as the flanker does a double-reverse down the sideline while the defense converges on the halfback.

"It all comes down to an educated guess," says Steve Hall, UOP's defensive backfield coach. Hall has been in charge of Pacific's computer scouting program since he joined the staff three years ago. He believes the system is extremely accurate and a time saver. He estimates that at least 10 man-hours per week is saved through the system.

Here's how it works:

First there is a film exchange between the two opponents prior to the game. Each team has signed in advance a contract specifying exactly which games and the number of films they want to see. Usually

the contract includes the last four games played. This assures the opponent a realistic look at the other team's style of play.

Next comes the film breakdown. Once they have the other team's films, Hall and another assistant coach spend about one hour poring over each film, examining each play, then recording it on an analysis sheet provided by Sports Data. They list the situation (down and distance), the placement of the ball (hash mark and yard line), the play, and the yardage gained. The sheets include nearly every known combination in football, except the wind direction at the south end of the field.

Now, comes the computer. The coaches, or a graduate assistant, log each piece of information into a computer leased from Sports Data. Hall estimates the total yearly expense for computer leasing and individual reports is about \$10,000. When all the information is entered, it is transferred to Sports Data's main computer in Anaheim via telephone lines. In just one hour the raw data is returned to the UOP football office in the requested reports.

The Tigers generally only purchase six reports: a team's favorite plays, broken down into pass or run; plays by formation; running plays keyed to the amount of yardage gained; running plays keyed to which hole the back ran; plays by down and distance from the original field position; and a catch-all category

called "game analysis", which features an assortment of key items.

Finally, the staff scours the data sheets, trying to establish a team's tendencies. This is all put down on a plot sheet. Then comes the physical work.

The coaches take the plot sheets to the practice field, where, for the first time, the players are exposed to the opponent's tendencies. During scrimmage time the coaches set up game-type situations for the players that are based on the plot sheets. This simulates for the players what the other team will do in a given situation.

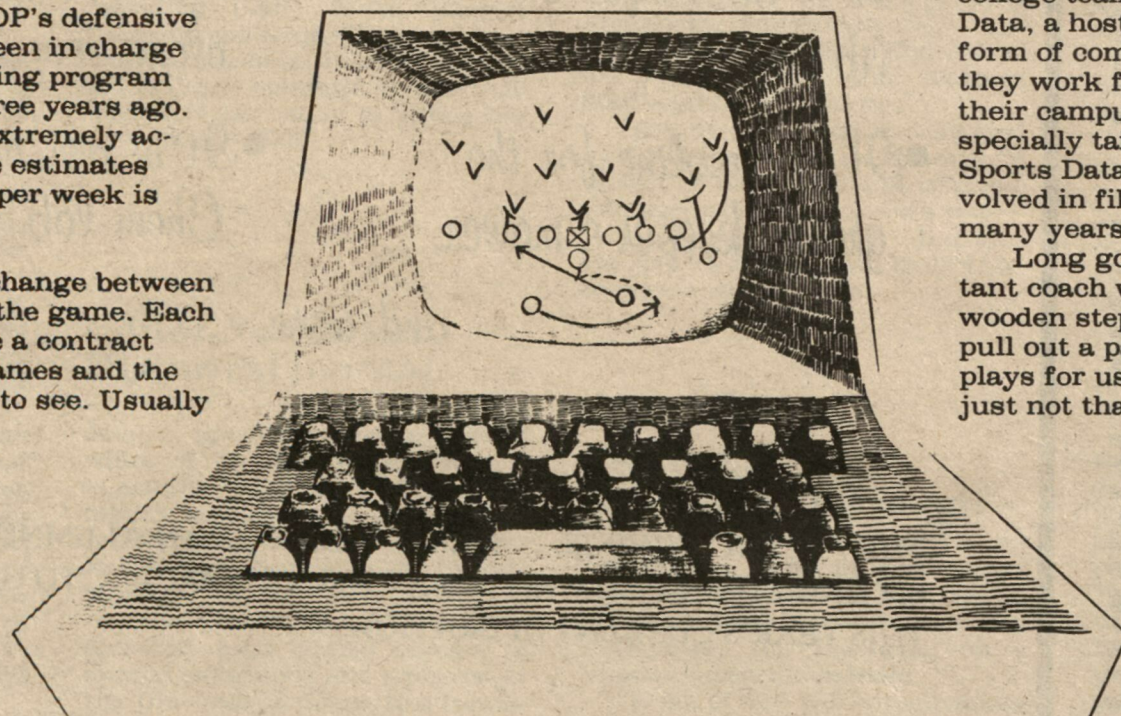
By game time the coaches have prepared a plan of attack and defense based on their charts. Knowing it can fail, however, they prepare a backup plan as well. "We chart all the plays run during the first quarter," says Hall. "Then we compare those results against our scouting sheets. If they don't match up we go to the backup plan."

In the case of Central Michigan, UOP's home season opener, that wasn't necessary, as the Tiger defense held the Chippewaws to only 180 yards total offense in a 10-3 upset victory.

But what if you have analyzed the opponent perfectly, say, a team like Washington? "If they have the better players they will win," admits Hall, "even with the element of surprise on our side." Washington apparently had the better athletes, as the Huskies defeated the Tigers, 34-14.

Scouting has become just as complicated as the game it was intended to simplify. While USC and UOP are the only college teams that subscribe to Sports Data, a host of other schools utilize some form of computer scouting. Generally, they work from the main computer on their campus, but they are without the specially tailored reports produced by Sports Data. Also, nearly every team is involved in film exchange, a practice started many years ago.

Long gone are the days when an assistant coach would clamber up the rickety, wooden steps of an opponent's stadium, pull out a pad and pencil, and diagram plays for use in next week's game. It's just not that simple anymore.



SCOUTING BY COMPUTER

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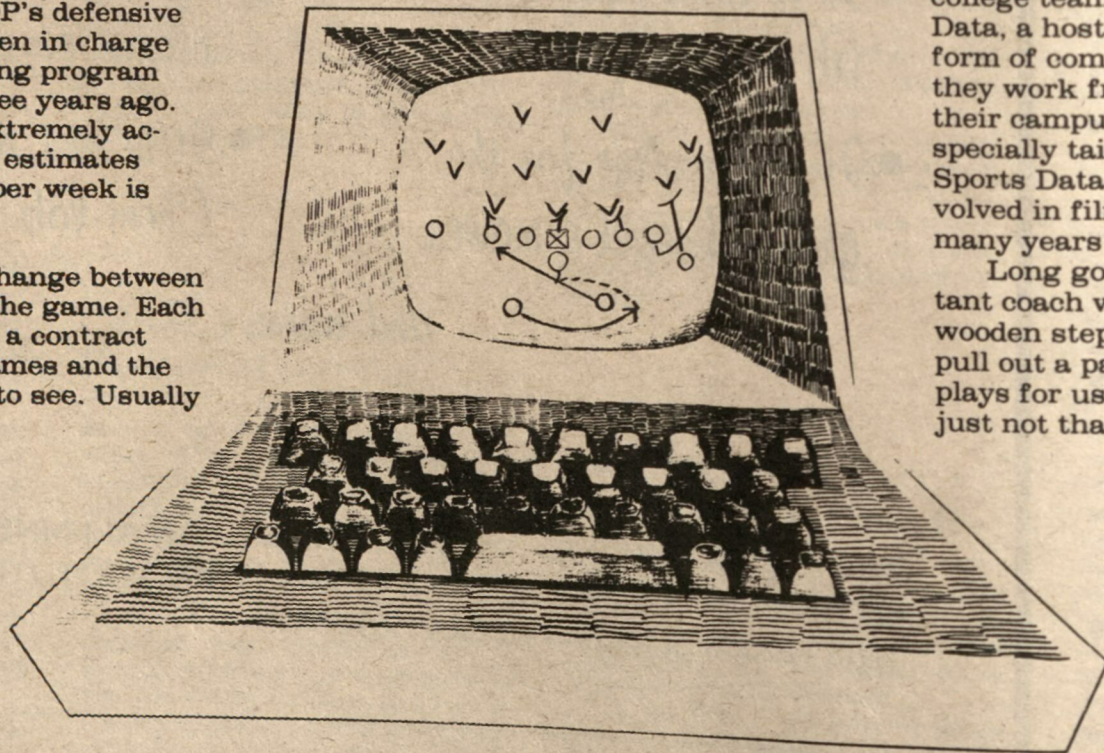
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SCOUTING BY COMPUTER

Taxes, Tax Cuts & UOP

Continued from page 3

They said it couldn't be done. . .but he did it. President Ronald Reagan pushed through the Congress his much heralded tax cut package. It is reported to hold something for everyone. Perhaps it does. It is a complex package; one to be studied by lawyers, tax accountants, estate planners and of course, taxpayers like all the alumni, parents and friends of the University of the Pacific.

We cannot presume to present an analysis of the Tax Act here in *The Pacific Review*. But, we are pleased to call your attention to some important areas of the tax program and give you some special help.

There is some income tax relief built into the Tax Act, even though the major impact of the relief will not be enjoyed until after 1983 (a 1 1/4% cut in taxes effective October 1, 1981, 10% in 1982, and 10% in 1983). However, beware. . .the payroll tax deduction for Social Security leaps from 6.65% in 1981 on the first \$9,700 of income to 6.7% on the first \$12,100 of income January 1, 1982.

The upper income tax percentages have been reduced and the capital gains tax is coming down to 20%!!

There are some major changes in the measure that impact estate taxes. This portion of the Tax Act perhaps will be most significant to middle America. . .most of the supporters of Pacific. One thing we can say about the complexities of this portion of the measure is that if you have made a will or if you have established a trust or two, you had better be in touch with your attorney and tax accountant.

There are some hints we have seen in all the material written about the Tax Act of 1981 that suggest that these last few months of 1981 will be a good time to make extra charitable donations (gifts to U.O.P., for instance)! Gifts of highly appreciated securities to a charitable body during these last months of 1981 will provide much more of a tax savings impact than such gifts will in 1982. Likewise, if you can do so, delay any or all income you can until after December 31, 1981, taking it in 1982 (when the first of the two 10% cuts take effect).

Of course, with the high interest rates still present, this is a good season for entering into a Charitable Remainder Unitrust, Annuity Trust, or Gift Annuity Agreement. The University of the Pacific certainly will do everything we can to provide detailed information on how to secure a high return of income for life to you.

We have secured a small supply of an excellent presentation on the new tax law, prepared by one of the nation's leading experts on philanthropic tax studies. If you would like one of these valuable folders, send a card or a note to: The Office of Development, Burns Tower, University of the Pacific, Stockton, California 95211. We'll send the booklet by return mail.

Yes, the new tax law is important to you—and to UOP.

—T.M.

Wilson believes the school should feature courses, not only in world economics and politics, but in logic, analysis, and negotiation. He would have courses that teach one how to clearly use the English language "in terms that people understand—not gobbledygook," which he says prevails in our foreign service today.

He feels our emissaries should possess a true command of the language of the country in which they reside. Presently, he says, "the great majority don't understand it well enough to get the innuendo, the underlying meanings." Wilson says it is incumbent upon our diplomats to "really speak the language. To do that you've got to buy at the same markets, to meet them on the streets—to know them!" Lastly, he says, the diplomat should travel to all the country's regions.

Part of the money derived from Wilson's land has already gone to the School of Business and Public Administration to institute a course concentration in conflict management.

Dr. Clifford J. Hand, UOP's acting president, would like to see the foreign service program develop in much the

same way as the course concentration in conflict management: under the direction of the SBPA. That school already is committed to teaching management skills, which are central to the foreign service field.

"However, if student interest in this area grows, and more donors are attracted, then we could endow more professional positions and student scholarships," says Hand. Presently, the nucleus of a foreign service school will remain in SBPA.

After many years as UOP's academic vice president, Hand is well versed in Wilson's desire to start a program in foreign service. Hand adds that Wilson "is a model Regent. His generosity to the University is not simply financial; the quality of his ideas and commitment is superb. He has significantly enhanced the climate of this campus."

George Wilson has already significantly enhanced this campus in a way that former President Knoles would never have dreamed that day in 1941 when he drove up the Sacramento River road to the Wilson farm.

—R.C.

The Perfect Christmas Gift

Conservatory of Music
University of the Pacific

presents

Christmas at Pacific

featuring

A Cappella Choir

William Dehning, Conductor

The Twelve Days of Christmas — (English; arr. Rutter)
Nativity Carol — (comp. and arr. Rutter)
Patapan — (Burgundian; arr. Jacques)
Shepherd's Pipe Carol — (comp. and arr. Rutter)
Deck The Halls — (Welsh; arr. Willcocks)

Here We Come A-Wassailing — (English; arr. Rutter)
I Saw A Maiden — (Basque; arr. Pettman)
Personent Hodie — (German; arr. Hoist)
Silent Night — (Gruber; arr. Willcocks)
Tomorrow Shall Be My Dancing Day —
English; arr. Willcocks)
Ding Dong! Merrily On High — (French; arr. Willcocks)

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Name _____

Address _____

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TIGER TRACKS

20's

Erford McAllister, COP '22, retired from teaching at College of San Mateo and Menlo College, and his wife **Dorothy Knoles McAllister, Conservatory '24** recently observed their 50th wedding anniversary. They now live at The Sequoias, a retirement residence in Portola Valley.

Luther Meyer, COP '22, has retired from canoeing and kayaking in the high north of Canada and plans to live in Oregon with his son.

Prentiss R. Ferguson, COP '24, is living in Sacramento. He is interested in native plants via the California Plant Society and related conservation projects. He raises wild flowers for seed production and distribution in a portion of his garden.

Golden Fugate Lilge, COP '29, recently visited Washington, D.C., where she toured the Smithsonian Institute and the National Museum of History and Art. She is living in Redding.

Albert Mathews, COP '29, after teaching for 30 years in various high schools in California, has retired. He is living in Chula Vista.

Marian Van Gilder Schroven, COP '29, is retired and living in Oceanside with her husband Victor.

30's

Thelma Doty Ames, COP '31, is a fifth grade teacher for the Kern County School District. She is living in Delano with her husband George, a business manager for a medical clinic.

Mildred Meyer Brackett, Conservatory '31, is retired and living in Lancaster.

Georgie Manuel Burnett, COP '31, is living in Stockton with her husband C. Fred. She is a housewife, and her husband is retired from Bank of America.

Leslie Burwell, COP '31, is a retired principal from the Mt. Diablo Unified School District. He lives in Pittsburg with his wife Helen, a retired dental assistant.

Juen Bangham Chappuis, COP '31, is a bookkeeper with Davis Hammon in Susanville. She is living in Susanville with her husband Evan, a retired public accountant.

Robert Curran, COP '31, has retired as a secondary school principal with the Oakland public school system. He lives in Coarsegold with his wife **Elenore Archer Curran, COP '32**.

Mildred Nelson Keysey, Conservatory '31, is retired and lives in Sacramento.

William F. Kimes, COP '31, is a retired public school administrator. He lives in Mariposa with his wife **Maymie Burris Kimes, COP '31**.

Paul Lasswell, Conservatory '31, lives in Stanton with his wife Pauline. Paul is a free lance musician and member of a Hollywood musician's union.

Dorothy Jaekle MacLean, Conservatory '31, is a retired church organist for the First Presbyterian Church of Napa. She lives in Napa with her husband Hector, a retired advertising manager.

Francis McQuilkin, COP '31, is a retired music teacher. He lives in Yuma with his wife **Leila Goold McQuilkin, COP '31**.

Margaret Rader Reimers, COP '31, is living in Mountain Ranch with her husband **Francis Reimers, COP '29**.

Katherine Davis Renwick, COP '31, is living in Carmel.

R. Orman Roberts, COP '31, has retired after 43 years of service as a United Methodist Church minister. He lives in Stockton with his wife Marjorie, a school teacher and homemaker.

Dorothy Seymour, COP '31, is a retired social worker living in Laguna Hills.

Elmer Stevens, COP '31, and his wife Marguerite are both retired teachers living in Grass Valley.

Vera Traganza, COP '31, is a public school teacher living in Sacramento.

Kenneth Watkins, COP '31, is a farmer living in Linden with his wife Lila.

Bernice Bergquest Young, COP '31, lives in Peidmont with her husband William. Bernice is a housewife and her husband is a retired newspaper photographer.

Sarah Nichols Cencirulo, COP '39 and **Roy Cencirulo, COP '39**, are living in San Diego.

40's

Nicholas Suntzeff, COP '41, is living in Corte Madera. He recently requalified as a licensed clinical social worker and marriage, family and children's counselor with the State of California. He plans to go back into practice as a psychotherapist.

Charles Mokiao, COP '47, is an audiologist with the San Diego city schools. He lives in San Diego with his wife Ann.

Eloine Ralph, Engineering '49, is an engineering assistant with University of California, Lawrence Berkeley Laboratories. She is living in Berkeley.

50's

Herbert Markall, COP '50, is the director of radio broadcasting for O'Connor Publications in San Francisco. He is living in Chula Vista with his wife Faye, a key punch supervisor for J.D. Trust Bank.

Robert Culp, COP '51, is currently starring in the television program "Greatest American Hero."

Milt Grassell, COP '51, is a consultant with Business Seminars and Consulting Services in Oakdale.

Gene Nyquist, COP '52, has retired from coaching after 25 years. He was voted Community College Swimming Coach of the Year in 1980. He lives in San Jose.

Helen Wolber Brinkmann, COP '53, is residing in Honolulu, Hawaii. She is active in starting a Hawaii UOP alumni club and assisting new student receptions.

Bill Rhoads, COP '59, is the founder and owner of Rhoads Scientific Company in Colorado Springs, Colorado. He lives in Colorado Springs with his wife **Linda Blevins Rhoads, COP '59**. They have three children.

60's

Donald Goldstein, Pharmacy '61, is self-employed as a pharmacist in San Bernardino. He lives in San Bernardino with his wife Glenda, an adult education teacher for the San Bernardino Unified School District. They have three children.

Brenda Robinson Hancock, COP '62, and **Joel Hancock, COP '63**, live in Salt Lake City with their daughter. Brenda is an organizational development specialist for the county. Joel is an associate professor of Spanish for the University of Utah.

Leila Kelly, Conservatory '62, is an investor living in Cardiff.

Theodore Olson, COP '62, is an assistant attorney general for William French Smith. He heads the Department of Legal Counsel for the executive branch of the U.S. government.

Judith Gilliam Ehlers, Education '63, is a teacher for South Bay Union School District. She lives in San Diego with her husband Bob, a technical support specialist for IBM. They have three children.

Ron Ranson, Jr., COP '63, is the production manager for the theatre department at University of California, San Diego. He lives in Leucadia with his wife Martha, an alcoholism counselor. They have one son.

Constance Neville Gale, Conservatory '64, is a music instructor at Christian Heritage College in San Diego. She lives in San Diego with her husband **Phillip Gale, COP '63**, a self-employed pastor. They have two children.

Kennedy (Ken) Carmichael, Jr., COP '65, is an executive recruiter with the Peter Stafford Company in San Diego.

Susan Shackelton Marshall, COP '65, is a housewife and occasional substitute teacher. She lives in Carlsbad with her husband Kim, a counselor with the Carlsbad Unified School District. They have three children.

Karen Jantzen Behr, COP '67, is living in San Bernardino with her husband Robert, a major in the U.S. Air Force. They have two children.

Janet Korn Valenty, Raymond '67, is living in Coronado with her husband Jack, a solar sales engineer for Southern California Solar. They have two children.

Mary Johnson Friestedt, COP '68, and **Jeff Freistedt, COP '68**, are living in Pittsburg. Mary is the owner of "Wheat Weavers" in Pittsburg. Jeff is assistant district sales manager for Ford Motor Company.

Nancy Sans, COP '68, is a television writer/producer for WNET in New York City. She received an Emmy award in 1981 for best television show in the New York area.

Becky McClure, COP '69, is living in Stafford, Kansas with her husband Doug, an attorney/farmer. Becky teaches private lessons in harp and piano.

Arthur Swanson, Conservatory '69, is touring New England as a member of the U.S. Navy Band.

70's

Philip Knudsen, Callison '71, is an attorney with Kaufman & Knudsen in Oakland. He lives in Piedmont with his wife Alice. **Blocher Knudsen, COP '71**, Alice is director of student services for the Academy of Art College.

Marilyn Horacek Dyrud Callison '72, has received her Ph.D. degree in English from Purdue University. She is an instructor in the Communications Department at Oregon Institute of Technology at Klamath Falls, Oregon. She and her husband, David, are spending 1981-2 in Bratislava, Czechoslovakia on a Fulbright Scholarship.

Rick Karr, COP '72, is a traffic manager for Apex Forwarding in Burlingame. He lives in San Mateo with his wife Marlene, an accountant for Foxx & Carskadon Financial in San Mateo.

Eric Wallis, COP '72, and **Joan Dubrasich Wallis, COP '71**, live in Oakland with their two children. Eric is a trial attorney with Crosby, Heafey, Rocah & May.

Phil Hammond Adams, COP '73 and **Tucker Adams, COP '74**, live in Santa Monica with their son. Phil is a manager with AM Macguard Systems. Tucker works for Yorba Oil Company, Limited.

Wendy Belcha Benedetto, Education '73, owns and operates Medi Claim in Yucaipa, which specializes in medical insurance billing, education and hospital public relations. She lives in Yucaipa with her husband George, who is employed as a pharmacist at Sail Drug Company.

Lisa Heilman, Education '73, is teaching an elementary learning handicapped class for the Sacramento City Unified School District. She lives in Sacramento.

Marcia Williams Jamal, Conservatory '73, is a music teacher at an international school and partner in a florist and antique business in Bangalore, India. She lives in Bangalore with her husband Sulaiman, an engineer and industrialist. They have two children.

Nancy Lamb McCusker, COP '73, is a teacher for the Sherwood Unified School District in Sherwood, Oregon. She lives in Tigard, Oregon with her husband Patrick, an estate planner for Com-Lev.

Goldie Gross Sprague, Raymond '73, has completed her studies and received an M.D. degree from Washington University in St. Louis. She will take her residency at the George Washington University Hospital and specialize in gynecology and obstetrics.

Pablo Velasco, Covell '73, is on temporary assignment in Mexico City. He is living in Dallas with his wife Jan and their young daughter. Pablo is employed with the Electronic Data Systems Corporation.

Lyndon Furst, Education '74, is an associate professor of educational administration at Andrews University in Berrien Springs, Michigan. He is living in Berrien Springs with his wife Reva, a housekeeper for Andrews University.

Juan Luna, Covell '74, is an operations loan officer for Inter-American Development Bank in Washington, D.C. He lives in Springfield, Virginia with his wife Maritza, a legal secretary for Baker & McKenzie Law Firm.

Jeffrey Paulding, Callison '74, is an infantry/personnel administration officer for the U.S. Army. He lives in Kansas City, Missouri with his wife Pamela and their two children.

Hollis Roberts Pantan, COP '74, is a teacher at Francis W. Parker School in San Diego. She lives in San Diego with her husband Rex.

Jerry Smith, COP '74, is a drilling fluids engineer with N.L. Baroid. He lives in Oxnard.

Leslie Spradling, COP '74, is a technical writer for Computer Sciences Corporation in Ridgecrest. She is living in Ridgecrest.

Marc Bouret, COP '75, has received his M.B.A. degree from St. Mary's College. He is currently a practicing attorney and has recently published his fourth article entitled "Oral Will Contracts Before California Courts."

Debra Cauble, COP '75, is a deputy county counsel for Santa Clara County. She lives in Campbell and is on the board of directors for Disabled Programmers, Incorporated.

Edward Zuckerman, COP '75, is employed as a ranch manager for Zuckerman-Mandeville. He lives in Stockton.

Gail Balisha Ballas, COP '76, is an adaptive physical education specialist for the Modesto Unified School District. She is living in Modesto with her husband Joseph.

Ivan Dickerson, Pharmacy '76, has become the director of pharmaceutical services for West Side District Hospital in Taft.

Ron Edelson, COP '76, is the director of training for Martin Greenfield Associates, behavioral consultants division. He lives in Great Neck, New York.

Jaydee Hanson, Callison '76, is coordinator of energy and environment programs for the General Board of Church and Society of the United Methodist Church in Washington, D.C. He lives in Arlington, Virginia with his wife Lorette.

Marilyn Alcorn Hodziewicz, Raymond '76, is an auditing clerk for the Golden Gate Bridge Authority. She lives in Daly City with her husband Paul.

Thomas LaFrance, COP '76, was recently promoted to financial analyst with the food ingredients division of Foremost-McKesson. He lives in San Francisco.

Mike McWilliams, COP '76, has received his M.S. degree in industrial psychology from San Diego State University. He is employed by the NUS Corporation in Houston, Texas.

Kelly Acton, COP '77, has received her Doctor of Medicine degree from Jefferson Medical College, Thomas Jefferson University in Philadelphia. She plans a three-year residency in internal medicine at Albert Einstein Medical Center in Philadelphia, Pennsylvania.

Matt Bench, COP '77 and **Sandy Fitzsimmons Bench, COP '77**, are living in Everett, Washington with their twin sons. Matt is a vocational counselor in Everett.

Barbara Nau Bryant, COP '77, is a senior tax accountant for Price Waterhouse. She lives in Sacramento with her husband Curtiss, a self-employed contractor/developer. They have two children.

Scott Clark, COP '77, is a law clerk to the chief justice for the Arizona Supreme court. He lives in Scottsdale, Arizona with his wife Laurie Lloyd Clark, '77. Laurie teaches physical education at Judson School in Scottsdale. Scott recently passed the Arizona bar exams.

Eugene Gibbs, Education '77, has been appointed a research fellow at Yale University Divinity School. Eugene also serves on the faculty of Barrington College in Rhode Island.

Erin Anderson Gratignon, COP '77, is an assistant professor at the University of Pennsylvania. Her husband Hubert is also an assistant professor at the University of Pennsylvania.

Barbara Kraus, Raymond '77, is the programs division manager of The Relationship Network, a San Francisco based company that offers workshops and seminars for couples, families and small businesses. She lives in San Francisco.

Linda Leverenz, COP '77, has completed her M.A. degree in speech pathology at San Diego State University. She is employed as a language, speech and hearing specialist for the Chula Vista City School District.

Kathleen Bellew Montegna, Conservatory '77, is teaching private piano lessons and is a secretary to the vice president of Advanced Development at the Amdahl Corporation. She lives in Monte Sereno with her husband Terry and their daughter.

Greg Raecker, Graduate School '77, is a resident physician in diagnostic radiology at the University of Oklahoma Health Science Center. He lives in Oklahoma City, Oklahoma with his wife Rena, an administrative secretary.

Elliott Schwartz, Pharmacy '77, is a pharmacist for Danber Drug, Incorporated in Westminster. He is living in Long Beach.

Steven Werner, SBPA '77, is in charge of all professional office leasing and office condominium sales for Lucky Management in Stockton. He lives in Stockton with his wife Pat Kilpatrick Werner, SBPA '78, manager for the Kannberg Construction Company.

David Brown, COP '78, is health and fitness director of the South Pasadena-San Marino YMCA. He is living in South Pasadena.

Walter Dahl, COP '78, has received his J.D. degree from the UCLA School of Law.

IN MEMORIAM

Warren J. Telfer, '22
Ronald H. Thompson, '31
Mildred Muller, '33
Gladys J. Scott, '41
Lois Vivian Logan, '53
Agnes Soutar Robinson, '57
Christopher L. Bush, Director of Business Services
Gary V. Schaber, Assistant Dean, McGeorge School of Law

Deborah Stuhr Iwabuchi, COP '78, is living in Malbashi, Japan with her husband Ikuo. She is a missionary associate with Kyoar Girls High School in Malbashi.

Kathy Noeller, COP '78, is a doctor of podiatric medicine at USC/LAC Hospital in Los Angeles. She lives in Alhambra.

B. Jane Singer, Raymond '78, is participating in a master's level program in international affairs at Columbia University in New York.

Roy Bibbens, Engineering '79, is attending graduate school at Oregon State University. He lives in Corvallis, Oregon with his wife Joan Hartsough Bibbens, Pharmacy '77, a self-employed Mary Kay Consultant. They have one son.

Susan Bohlin, Conservatory '79, is employed as a professor for the National Conservatory of Music in Mexico City.

Andrew Cayabyab, COP '79, is a chaplain for Bear Creek Boys Ranch in Lodi. He lives in Stockton with his wife Linda, a student nurse.

Robert Hooten, Pharmacy '79, is employed as a pharmacist/poison control consultant for the Fresno Community Hospital. He lives in Fresno with his wife Claudia.

Theodore Kingsley, Raymond '79, is attending graduate school at Emory University.

Gaither Loewenstein, COP '79, has graduated from Wichita State University with a master's degree in urban affairs.

Janice Magdici, COP '79, is an editorial assistant for John Muir Papers Microform Project at UOP. She lives in Stockton.

Sheryl Nufeld, COP '79, is a speech pathologist for the San Francisco Unified School District. She is living in San Francisco.

R.J. Ozechowski, Pharmacy '79, is a pharmacist at Munson Army Hospital in Leavenworth, Kansas.

Kathi McGowan Sakamoto, Education '79, is living in Bakersfield with her husband Kirk Sakamoto, Pharmacy '80. Kirk is a staff pharmacist at Kern Medical Center in Bakersfield. They have one daughter.

80's

Gerry Boras, SBPA '80, lives in San Diego, where he is a sales consultant with Mark 8.

Sherri Conrad, COP '80, is administrative assistant for Senator Omer Rains in Sacramento. She is living in Sacramento.

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Pacific Review

THE UNIVERSITY OF THE PACIFIC OCTOBER 1981



UOP Regent George Wilson points to a town in Mexico that bears his name. An experimental farming project there is one of several projects that have involved this noted agriculturist.