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# Pacific Review

VOLUME 70, NUMBER 5

THE UNIVERSITY OF THE PACIFIC

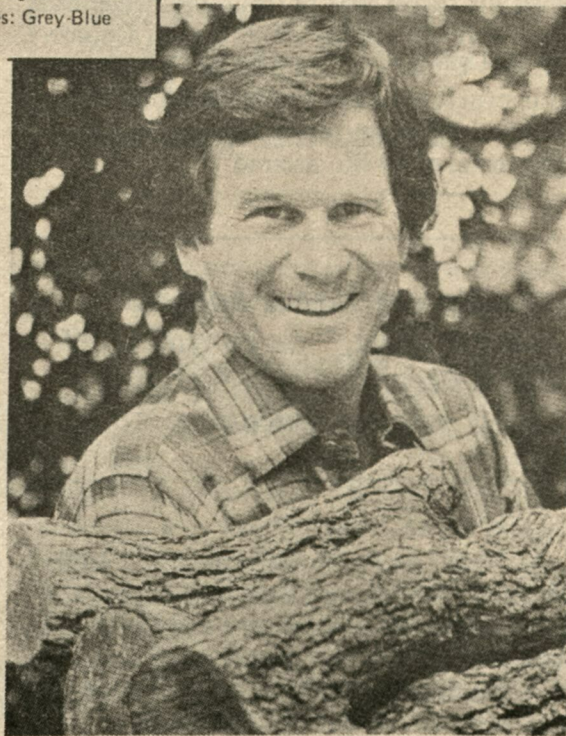
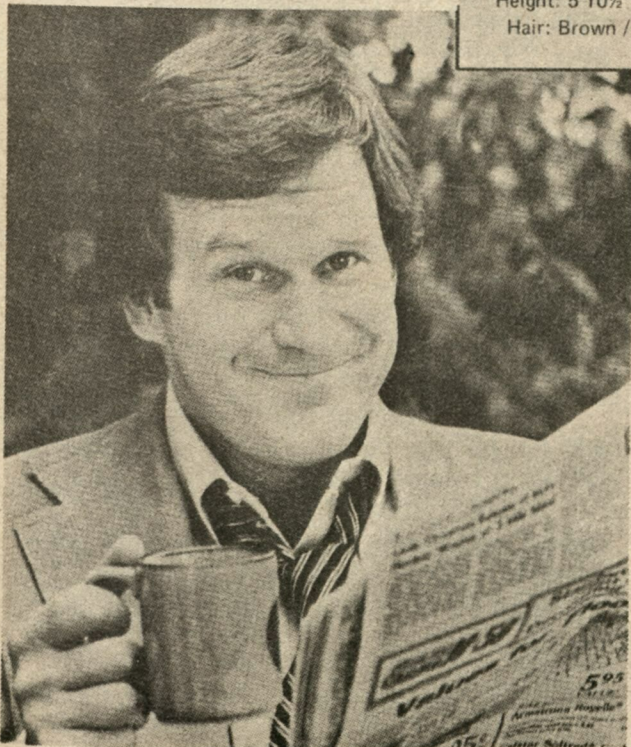
MAR/APR 1983

## The Man With The Forgettable Face



**SQUIRE FRIDELL**

Height: 5'10½" / Weight: 155 lbs.  
Hair: Brown / Eyes: Grey-Blue



### Squire Fridell



### A Commercial Success

**M**ENTION the word "energy" and the mind conjures images of things like the Grand Coolee Dam, young children racing about the front room, or the lift-off of the spaceship Columbia. Or, you may be describing Squire Fridell, III, the actor.

Although not a household word, Fridell, COP '65, has appeared in almost every living room in America at least once a night for the past 10 years. As a professional pitchman, he has earned the title, "the uncrowned king of commercials."

You probably best remember him for those Toyota spots where he leaps into the air. But he has also bounced down the freeway on a pogo stick for United Airlines and juggled eggs for the Egg Council. All of which requires great stores of energy.

Last year he completed a run in a local theatre playing Professor Harold Hill in *Music Man*, starred in the movie *Motel* with Phyllis Diller and Slim Pickens, conducted seminars across the country on television commercial acting and, of course, appeared in more commercials.

How does he maintain such a frenetic pace? "I have lots of energy," he admits with a smile.

*Continued*

*Veteran actor Squire Fridell, COP '65, has appeared in more than 600 television and radio commercials, pitching everything from mufflers to soaps.*



# Pacific Review

Volume 70, Number 5, March/April, 1983

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In addition to performing, Fridell has written what he claims is the first book about breaking into commercials. The book is titled "Acting In Television Commercials For Fun And Profit."

It took three years to research the material and condense his 12 years experience into a concise, informative, easy-to-read manual about the commercial business. "I can't tell you how many times during a month I'll get a letter or a phone call or somebody will stop me on the street and express some desire to get into commercials," he says. "Now, I can just say 'Buy a copy of the book.'" For aspiring actors who cannot afford one, Fridell gives them away free.

Although the book is in its third printing, Fridell doesn't keep track of sales. "I didn't

*He has appeared in almost every living room in America at least once a night for the past ten years.*

write the book to make a dime," he confides. "I did it because I still feel guilty about leaving education."

Fridell considers himself a better teacher than anything else. Since graduating from UOP in 1966, he has instructed hundreds in the art of acting. From 1966-1975 he directed the drama program at El Rancho High in Pico Rivera. Meanwhile, in 1975, he completed a master's degree in directing at Occidental College. For two years after that he taught at three community colleges in Southern California.

Recently he has been conducting one-day workshops on the finer points of acting in television commercials in cities like San Francisco, San Diego, New York and Dallas.

In both his book and in the seminars, Fridell emphasizes that actors should capitalize on the opportunities presented to them by commercials. "A staggering fact revealed by Screen Actors Guild," notes Fridell in his book, "is that commercials represent well over 50 percent of actors' total income." Yet educational institutions primarily train students in theatrical acting where jobs are scarce, thus failing to show them "how to make a living," Fridell contends.

"I know many people just as talented or more talented than I am," he says. "But one of the reasons I'm successful in this subcraft of acting is that I approach it as a business." In the book, Fridell details some of the things which have helped to make him successful.

For example, he explains how to choose a photographer, write a resume, get an agent

and join the union. "My book is a manual which offers to increase your chances of succeeding if you follow this advice," says the veteran actor.

Another step in the path to Fridell's success has been Transcendental Meditation. Fridell, who began meditating in 1971, claims it has lowered his dangerously high blood pressure and gave him a stress-free outlook on life and acting. His wife, Suzy, found it helped her in dance (she was with the Nikolais Company in New York City for eight years) and together they meditate twice a day.

"If I didn't meditate," Fridell says deliberately, "I wouldn't be alive today."

Born in 1943, Squire Franklin Fridell, III inherited a rather unusual name and legacy which dates to the last century. His great-grandfather, Franklin Fridell, was the sheriff of Robinson, Kansas. The residents, however, nick-named him "Squire of the Town," and he, in turn, named his son Squire. The sheriff later was killed by an outlaw, but the name Squire Fridell lives on.

As a boy, Squire disliked his unusual name, but he now finds it useful. "I can always phone somebody and simply say, 'Hi, this is Squire,' and they'll know right away who it is."

Except for seven years in New Jersey, Fridell spent his youth in the Bay Area. In high school he lettered in basketball and track but harbored few ambitions of athletic stardom.

While visiting his older sister, Barbara (who later married Tiger quarterback, Tom Flores, now head coach of the Los Angeles Raiders), Fridell fell in love with the beautiful campus at Pacific. After one year at junior college, Squire enrolled at UOP.

He majored in speech and minored in physical education. Looking back, Fridell believes his career was profoundly influenced by Don Duns of the Communication Department, and Libby Matson and Doris Meyer, both instructors in physical education. "They probably don't even remember me, but they helped to turn my life around."

*"I didn't write the book to make a dime," he confides. "I did it because I still feel guilty about leaving education."*

Although he never performed in a UOP production, Fridell was active backstage, running the lights and sound. "I liked the pageantry and tradition of the theatre," he says. "I think I developed a really good feeling of what theatre is all about through the way Marc Brown ran his theatre department."

Fridell spent his fifth year in college by completing 19½ units on his way to a teaching credential. He also directed the intramural program, student taught at Stagg High, taught three P.E. classes at UOP and worked about 30 hours each week at Lugo's Pizzeria.

He managed, of course, on huge reserves of energy.

During those days, Fridell never dreamed of becoming an actor, let alone a famous commercial pitchman. But in 1968, three years after he began teaching at El Rancho High, Fridell was invited to try out with a local

*Fridell completed the entire audition by hopping about the room on a pogo stick with no hands and one foot.*

theatre group, South Coast Repertory. In his first performance he was given the lead in Sam Shepard's, "La Turista," a part which required him to kill a live chicken on stage each night. "It was a real delight," he says sarcastically. "But I fell in love with the theatre. It suddenly hit me, 'This is where I belong,'" he says.

Fridell worked hard to improve his craft. He felt compelled to learn as much as he could because he was getting "a late start." He attended classes at UCLA and Pepperdine. In five years with South Coast Repertory he performed in 12 shows. A casting director who had seen him perform suggested that Fridell should try acting on a full-time basis. He took a leave of absence from his teaching post and concentrated on his new career.

Countless auditions resulted in six guest starring roles on episodic television, including "The Bold Ones," "Adam-12" and "Iron-sides." During an audition for "Adam-12," Fridell met producer Herman Saunders, who not only graduated from Pacific, but was a member of the same fraternity, Rhizomia. "Squire came to Los Angeles with no power base and worked very hard," remembers Saunders, now a UOP regent. "He's since developed into a very good actor."

However, in one year's time Fridell "starved to death," and he returned to his teaching position and weekly paycheck.

In the period that followed Fridell didn't give up, but started to carve out a niche in television commercials. In 1969 he made his first commercial for Olympia beer. He discovered he enjoyed the faster pace of commercials to series television, and, in turn, found an outlet to channel his inexhaustible energy.





Fridell is probably best known for his work in more than 250 Toyota car commercials characterized by this famous "Oh, What A Feeling" leap at the close.

Los Angeles Times Photo

"In a commercial everybody works real hard for a day," he recalls. "It's kind of like a mini-movie — everybody just goes out and really hustles."

Fridell hasn't stopped hustling since.

To date he has appeared in over 600 television commercials. Ask which ones are most memorable and he responds, "Just name a category." Like rapid bursts from a machine gun, Fridell blurts out the list: Soaps; Safeguard, Coast and Ivory. Toothpaste; Close-Up and Aqua Fresh (and one that never made it called Excitement). Foods; McDonalds, Burger Chef, Kentucky Fried Chicken, Good Seasons salad dressing. Cars; Toyota, Buick, Oldsmobile, Pontiac and Volkswagen. That's just off the top of his head.

In his career, Fridell has posed in a gorilla suit and stomped on suitcases; been flown by helicopter and lowered onto a pinnacle in the Grand Canyon at sunrise; and shouted his lines from the back of a truck going 100 miles per hour with four Toyotas following closely behind. Fridell's work is rarely dull.

A dormant childhood talent once helped Fridell land a commercial part. At the audition he was asked if he could ride a pogo stick. "My heart leapt," he recalls. As a boy he had learned to master the toy. He once wagered his father he could hop all the way down to the grocery store and back without falling off. He won. He could hop endlessly, often with no hands and only one foot.

So when his turn came, Fridell completed the entire audition by hopping about the room with no hands and one foot, all to the astonishment of the casting director. "Once you learn how to ride a pogo stick, you never forget," he says with an impish grin.

Of the hundreds he has made, Fridell is probably best remembered for the Toyota commercials. He has appeared in over 280 for the carmaker, and instead of auditioning they just tell him when and where to show up.

Janice Creedon, director of broadcast productions at Dancer, Fitzgerald and Sample, the agency that handles the Toyota account, says Fridell's longevity is easily explained: "He is very personable, extremely professional and exudes a certain charm that appeals to car

***Fridell is a rare breed in his business, one of the few actors who has never claimed unemployment benefits.***

buyers. He possesses a middle-of-the-road, genuine American quality, and people respond to that."

About the only problem with the Toyota spots is that Fridell may become too recognizable, a detriment to a commercial actor. Fridell told one reporter, "If I do too many car commercials, I have no more credibility as a Proctor and Gamble daddy. Believability is the key."

However, Fridell is admittedly blessed with a feature other than talent: he is considered to be the man with the forgettable face. His looks, which are not particularly

distinguishable, allow him to bounce from product to product. Moreover, Fridell enjoys anonymity in his personal life. When he takes his family out to dinner he is seldom approached by autograph hunters. He figures few actors who have appeared consistently over the past decade on television can say the same.

"I like the anonymity of doing what I do and still make a really good living as an actor," he says. Fridell is a rare breed in his business, one of the few actors who has never claimed unemployment benefits.

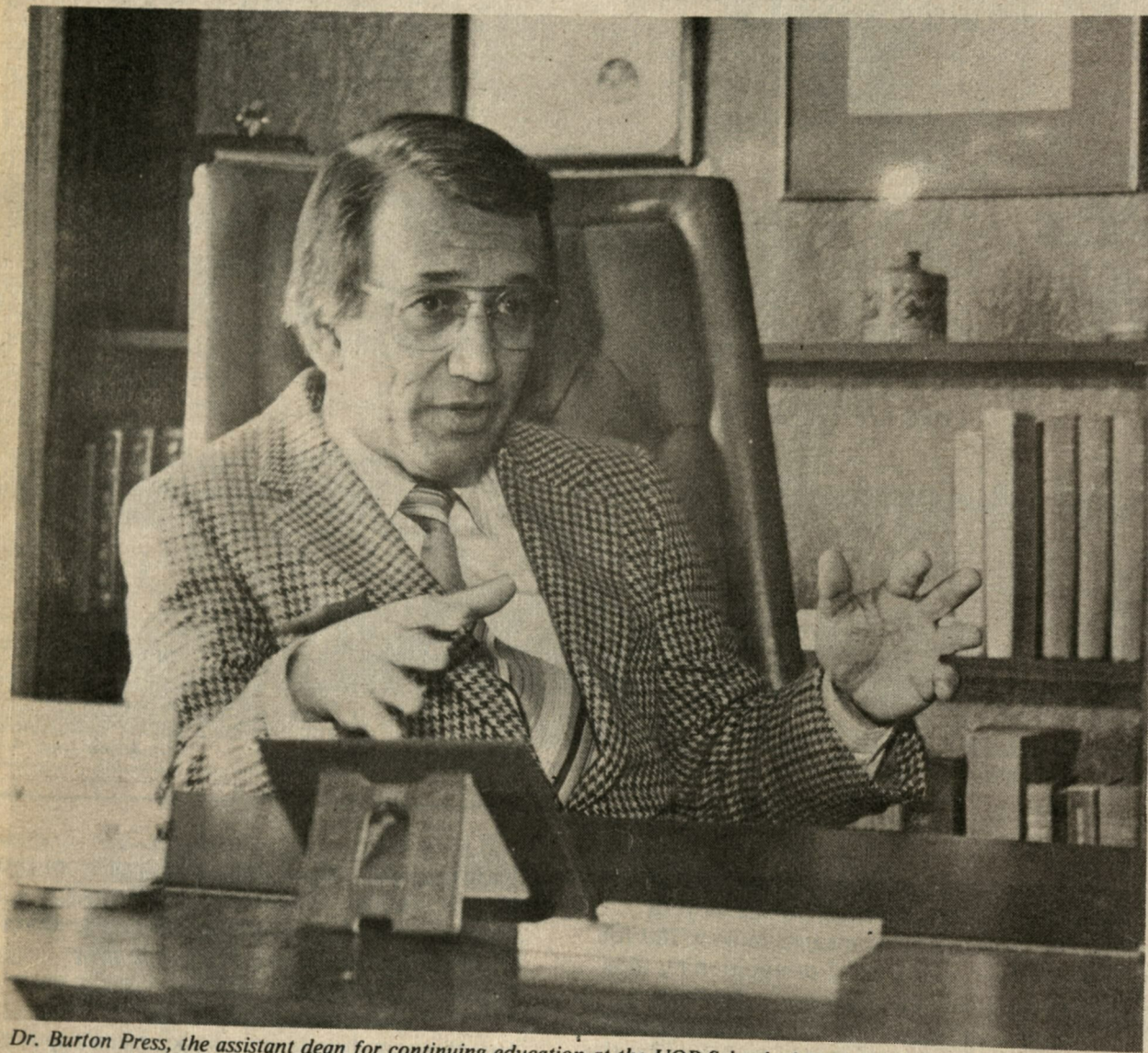
As a result of his success, Fridell commands a six-figure annual income. His home in Sunset Beach is called, appropriately enough, "Casa Residuales."

Except for a brief period when he co-starred on the weekly show, "Rosetti and Ryan" in 1978, Fridell has solidified his reputation through television commercials. He doesn't aspire to the hectic schedule and pressure of a weekly series, but if another came along he says he would probably do it. "I'm just an actor," he maintains, "and whether it's 'Music Man,' or 'Rosetti and Ryan,' or 'M\*A\*S\*H,' or a Safeguard soap commercial...then that's what I'll do."

No matter what he chooses, you can be sure it'll be done with a whole lot of energy.

—R.C.





Dr. Burton Press, the assistant dean for continuing education at the UOP School of Dentistry, is serving this year as president of the American Dental Association.

# Cavities, Computers and Cosmetic Dentistry

## Placing A Premium On Dental Care

**A**N increasing concern by Americans for their appearance and health is affecting the dental offices of this country, and this situation has some long range ramifications for the future of the profession.

Dr. Burton Press, the president of the American Dental Association (ADA), said this recently in a wide-ranging conversation on dental care in the United States.

"People are really conscious of their self image, which is evident by the popularity of Jane Fonda's book and Richard Simmons' television show," explains Press. "Self esteem is important for the American public. People realize that dentists can help preserve their ability to talk, to smile, to chew. We have the techniques and materials available today to permit the average dentist to make great improvements in your smile. And this concern

*"Before fluoridation, most tooth paste didn't do anything, good or bad. It just made cleaning teeth more pleasant."*

for personal needs is becoming increasingly important, as evidenced by the number of adults you now see wearing braces. There are some orthodontists in this country whose clients are 50 percent adults."

As president of the 130,000 member ADA, Press talks frequently throughout the country on this subject. His schedule is so hectic, in fact, that he is able to spend only a few days per month in San Francisco as the assistant dean for continuing education at the UOP School of Dentistry.

Press retired from a 27-year dental practice in the Bay Area community of Pittsburg to assume the UOP position two years ago. His year as ADA president began last fall; he has been virtually on the road ever since.

Press feels the public's concern for appearance is occurring when dentists have more time to work in this area because of a decline in the traditional role of filling cavities.

"Dentists are reaching the point where they can spend more time on sophisticated techniques, like the saving of teeth by intervening earlier." He said work in areas like reshaping teeth, bonding and capping also is on the rise. "The entire area of cosmetic dentistry is an art," he adds, "and we are teaching our students more about this."

The dental educator says the decline in cavities, particularly among children, has increased the access of adults to dental care.

"When we speak of cavities, we are really talking about tooth decay," he says, "and tooth decay and related problems is one of the two major areas of work for dentists. The other is periodontics. Decay is down tremendously. Our statistics show that for the last 10 years a drop of 70 percent in areas with fluoride and a drop of 30 percent in non-fluoride sections of this country."



The introduction of fluoride into tooth paste has also been a significant improvement, Press feels. "Before fluoridation, most tooth paste didn't do anything, good or bad. It just made cleaning teeth more pleasant. Fluoride does enhance the prevention of decay, but it's the mechanical process of cleansing the teeth, with the bristle contact, that is important. Fluoride is only an improvement," he says, "much like flossing is an aid. The floss can get into the hidden areas where a tooth brush can't reach — the areas where most of the dirty work begins."

Press says the entire area of health care has become "a major item on the public agenda," due to a variety of factors like insurance programs and the previously mentioned concern over appearance.

The dentist says a major education of the American public is a top priority for the association he directs. "We want the public to place a premium on dental health. Fifty percent of the American public doesn't see a dentist once a year. They only come in for a crisis or a problem. Fear and cost are not the main reasons people stay away from the dental chair. The major reason is that people feel they have no need to go. This means they don't relate their teeth to their health. They don't realize that the blood that flows through their legs and arms also goes to their teeth and gums."

"We need to be more aggressive in the types of dental messages presented," he continues, "so the public is more preventative in approaching their dental health. People don't realize that it doesn't hurt to have their teeth fixed. I refused to let my patients experience pain and believe 99 percent of dental work should be totally comfortable."

According to Press, the American Dental Association has historically been quite supportive of public education activities, while at the same time working toward maintenance of a higher image for the profession.

"We are interested in creating public awareness and increasing the primary demand for dental care without prostituting the high level of professionalism it took 100 years to achieve," he says.

Press feels the California Dental Association, which he directed in 1973 and UOP School of Dentistry Dean Art Dugoni heads this year, is one of the leaders in educational programs. "It really is a feather in the cap of the University to have both positions here," he adds in reference to his post and the CDA presidency held by Dugoni.

When asked if people are taking better care of their teeth than in the past, Press mentions that diet and nutrition have helped make some progress, "and the level of care is higher for those who go regularly. But you must remember the 50 percent figure and fact that the dentist sees only those who care. These people are certainly more sophisticated in their understanding of dentistry."

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*"Fifty percent of the American public doesn't see a dentist once a year. They only come in for a crisis or a problem."*

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Press, who has lectured throughout the country on dental management techniques for the last 10 years, paints an interesting picture of the dental office of the future. He feels the use of computers, which are now found mostly in the business side, will advance considerably.

"We can look ahead to storing patient histories on computers. We also will have the knowledge to connect offices to dental schools for an instant diagnosis with problem cases shown on a screen." He says some orthodontists already are using computers to help

diagnose cases and assist in planning a treatment program.

"In 20 years I visualize dentists doing a lot more counseling on preventive health measures," he explains. "Use of a drill may become old fashioned, because plastics will be used to bond teeth. Geriatric dentistry will take on more importance, as older people will keep their teeth longer."

Press then pauses for a few seconds to contemplate this future for the profession before adding one final comment. "You know," he says, "the dentist has to be the world's greatest expert at working with patients who are awake on a very important part of their body."

If the predictions of this dental educator come true, this type of treatment is certainly in for a change in the coming years.

—R.D.

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## Reflections

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### The Leaning Columns Of Pacific

**S**TANDING as a testament to knowledge, symmetry and beauty, the Greek columns by Knoles Hall provide one of the most popular sites on the UOP campus.

On any fair weather day, you may see students or employees from Knoles Hall sitting on the wooden benches in the patio area below the six columns. Many are probably not aware of their origin.

The marble columns once adorned the facade of the old Stockton City Library. When it was learned the library would be torn down, President Robert Burns requested the pillars be brought to UOP. The City Council consented and donated the columns to the University.

President Burns and his wife, Grace, sought to incorporate in the project a memorial for Grace Condit Weeks, Lois Condit Keys and Ida Elizabeth Condit, Mrs. Burns' mother and two aunts. All three women had worked at the library, with Ida Condit devoting much of her life to the profession. The Burns purchased a bronze plaque, had the women's names inscribed, and designated it to lie in the center of the rotunda's concrete floor.

Most of the remaining supplies and services, however, were donated by some 25 contractors, engineers, and workers. For example, Bill Klein, owner of E.F. Mitchler Company, donated the concrete for the project. The location held great sentiment for Klein — it marked the spot where he first met his wife.

President Burns had selected the site just south of Knoles Hall for the rotunda. Several people, including University Architect Leonard Abbott, collaborated in the plan to position the pillars in a circular formation.

Abbott says the Ionic columns were brought to UOP as disassembled pieces. After much discussion over the method for assembling and mounting the pillars, it was agreed to use a special epoxy cement which was made from a mortar mix of fine quality sand.

In keeping with the theory of Greek architecture, the columns were not mounted straight on their pedestals. Instead, each column was given a slight inward tilt to create the illusion of standing straight. Had it not been done this way, says Abbott, the columns would have appeared to bow outward. The architect notes that if an imaginary line were extended through each column all six lines would meet at a common point about one mile above the earth.

The columns also share another unusual characteristic: If you stand in the middle of the rotunda and speak in any direction, you can hear your voice echo.

The project was completed in 1967 and is a traditional stopping point on most tours of the Stockton campus.

—R.C.



# Pacific Profiles

## Doug Pipes

**I**F you find yourself in a courtroom opposite Doug Pipes, look out. He has seldom lost an argument.

Pipes, a deputy district attorney in Contra Costa County, has parlayed a talent for elocution into a promising career as a prosecuting attorney.

The current Pacific Alumni Association president used that talent to full advantage while attending Pacific on a debate scholarship. Doug successfully teamed up with Raoul Kennedy for three years, and their success culminated in two prestigious victories in 1964. They finished first in both the National Television Debate Tournament and the National College Debate Championships.

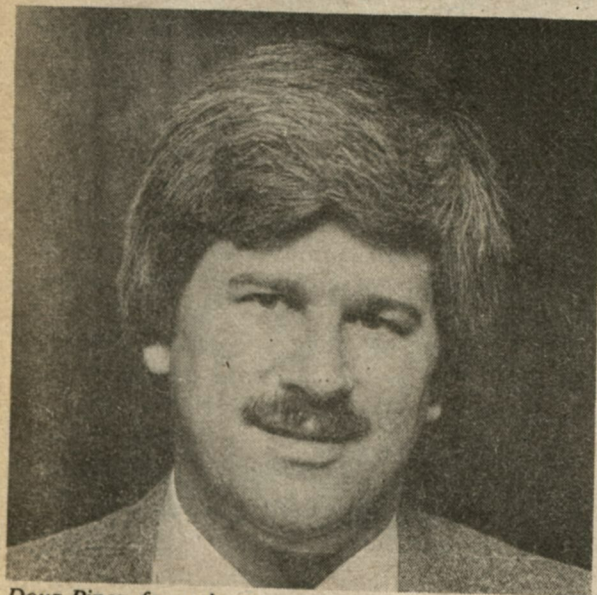
After graduating from COP in 1965 with a double major in history and international relations, Pipes went to Harvard Law School. "It just seemed natural to become a lawyer," he says.

At Harvard, Pipes was chosen as one of the two oralists on an eight-man team which won the Moot Court internal competition in his senior year. In addition, he coached the Harvard College debate team for two years and participated in the ROTC program. Upon graduation in 1968, he was commissioned to a judge advocate position in the Air Force and served for three years in Florida and Turkey.

In 1972, he returned to California and joined Kennedy's law firm in Oakland. He worked there through June, 1973, when he became a deputy district attorney. Pipes now handles criminal trials concerning major murders and matters of extreme complexity.

In August, 1982, Pipes became president of the alumni association. He has served on the UOP Alumni Board of Directors since 1973 and was Vice President in charge of the UOP alumni in the Bay Area for three years.

As president of the alumni association, one of his goals is to maintain the strength of the existing Pacific Clubs.



Doug Pipes, formerly a top debater at UOP, is now a successful prosecuting attorney in the Bay Area and president of the Pacific Alumni Association.

## Kate Stegall

**O**N weekends, UOP students are engaged in a variety of activities: some drive to the mountains to ski, others work in pizzarias, many attend parties on campus, while still others bury themselves in books. But no one at Pacific works a weekend schedule like Patricia "Kate" Stegall.

Stegall, a 46-year-old graduate student, is a flight attendant on the Trans World Airlines (TWA) round trip flight from Boston to London. That, of course, means she must first fly to Boston, where she switches from student to stewardess.

Although her schedule fluctuates, Stegall generally flies on Thursday afternoon from San Francisco to Boston. From there she proceeds to the TWA terminal, dons a uniform and attends a flight briefing. Around 8 p.m. the plane departs for the overnight voyage to London. After a 24-hour layover, Stegall's flight returns to Boston, she hops on another jet to San Francisco and then drives home to Stockton. "Mentally," she admits, "it can be very scattering."

One of the benefits of her job is the layover in London. She takes in concerts and theatre performances, which, she says, are less expensive than U.S. shows, plus she occasionally goes "pubbing" with a friend. "I never really get tired of the change from America to London," she says about the cultural differences. "But I have to remind myself sometimes that I'm not in America."

Lately, however, Stegall has done less "pubbing" and more writing of her master's thesis, "The Function of Power or Control in Intimate Adult Relationships." Besides writing and attending classes, she works during the week in the Psychology Department as a teaching assistant in two classes. The position covers the costs of tuition, but it adds to an already hectic schedule.



"Kate" Stegall spends weekdays at UOP and weekends in England. She is a flight attendant on the TWA Boston to London weekend trip.

## Steve McLennan

**A**NYONE who has ever swung a golf club would envy Steve McLennan.

This 1973 UOP graduate is the head professional and director of golf at what is probably the most famous course in the world, the scenic Pebble Beach links at Monterey.

This position allows the 31-year-old Pacific alumnus to combine a business career with a favorite hobby of golf.

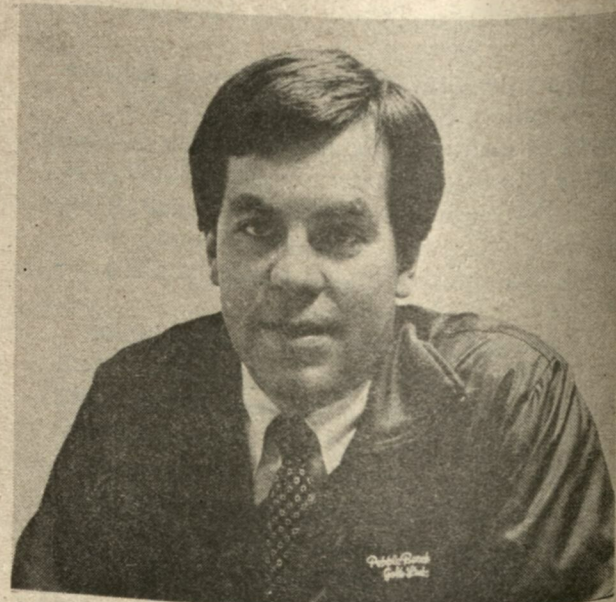
McLennan developed his interest in the sport while residing in Carmel Valley near Monterey before enrolling at Pacific. Ironically, he did not play on the golf team at UOP, where his major was business administration.

The seven handicapper found that his enjoyment for the game increased after graduation. He had ample time to pursue the sport during the day because of his job as a waiter in the evening. McLennan was named an assistant professional at the Spyglass course in 1975 and moved to the nearby Pebble Beach facility in 1977. He was named head professional there in 1980 and assumed the duties of director of golf early this year.

"Business skills are important in this job," he says in explaining that he supervises a staff of approximately 100 people at three golf courses (Pebble Beach, Spyglass and Del Monte) that generate an income of "several million dollars" each year. "There are standards that you try to maintain at such a well-known resort facility, and the challenge is to keep things running smoothly," he says.

The annual Crosby event in January and 1982 U.S. Open are just two of the five major tournaments held in recent months at Pebble Beach, a course whose beautiful setting along the Pacific Ocean attracts golfers from throughout the world.

His schedule of 10-hour days and six-day weeks leaves McLennan little time for golf. When he does play, one of his frequent companions is Dean Spanos of Stockton, a recently named UOP Regent who attended Pacific with McLennan.



Steve McLennan is the head professional and director of golf at the world famous Pebble Beach course.



# Commentary

## Treating The Earth As Your Home

ON the wall over my desk at the Center for International Programs hangs a NASA picture of the earth seen from outer space — a lovely, finite, swirling blue sphere. Home.

To me it represents the reality of life in this century and for all time. We can visit any part of it, interact with any people on it, damage it beyond measure, and even leave it for short periods of time. Most of all, we must share it: share it with other people, share it with our fellow plants and animals.

Never before have we been able to leave home and look back on it in this way, to see its totality and its tiny size in relation to creation. Taking this image seriously, we inevitably come to a realization about human life in this century and about the appropriate focus for education in our era. Our lives are now lived in a global context; education must facilitate an understanding of just what that means. It means that we must come to understand and protect earth's bio-sphere. It means that we must come to understand humanity, now an endangered species. It means that today all education must be, by definition, international and global — or it is no education at all.

Our very survival depends upon the intelligent conduct of international relations in a system defined by a headlong arms race of staggering proportions. The world now spends \$600 billion each year on the military, and the end is nowhere in sight, the yearly increases predictable and terrifying. The end of mankind's sojourn on earth is not some science fiction fantasy. Its possibility — and in darker moments, I am convinced, its probability — is the overriding fact of our daily lives. To avoid such catastrophe we must, all of us, know a great deal more about the world's peoples and social systems and problems than most of us presently do know.

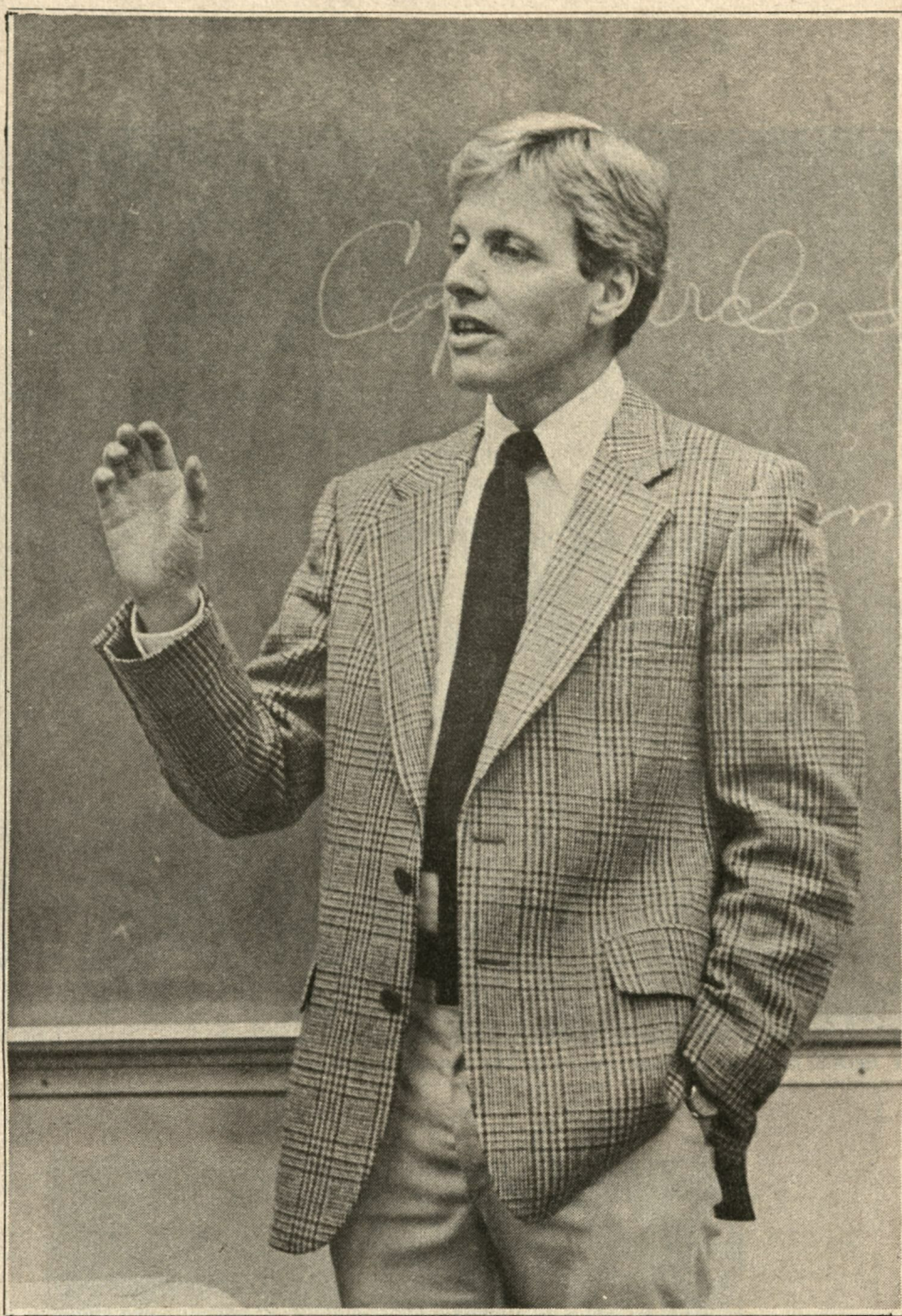
Our political system assigns to us some responsibility for choosing leaders and policies. A citizenry which does not know the nature of the world's governments, or the reasons for international disputes, or even basic world geography, is hardly likely to exercise its responsibility wisely.

Our economy is thoroughly embedded in an international system which we are only beginning to understand. Our raw materials must increasingly come from abroad, just as our products must find buyers overseas. The United States has not been self-sufficient or economically independent in any meaningful sense for many years, though both the public and government have been slow to realize this.

We need cobalt from Zaire, bauxite from Jamaica, diamonds from South Africa, oil from Saudi Arabia — the list goes on and on, as does the list of customers for our agricultural and industrial goods. Economic interdependence is a fact of life which daily becomes more apparent.

Our ecological system is, of course, part of the planetary bio-system. We have been treating it in a cavalier manner which we are just starting to recognize and remedy. Because there are so many humans (one-half billion more every six years) and because those humans make so many demands on the environment — while producing vast quantities of waste products — our planetary life support system is under real strain. Species become extinct at an alarming rate, acid rain kills lakes and forests, erosion and desertification threaten agriculture, and a huge array of new chemicals, the long term effects of which are largely unknown, yearly enter the environment.

Thus the challenge to all of us, and to those of us in education particularly, is enormous. It is nothing less than to change our fundamental viewpoint from the immediate to the long range and from the parochial to the universal. Few of the challenges facing us as



*Dr. Cortlandt B. Smith is director of the UOP Center For International Programs and an associate professor of political science.*

residents of this planet, few of the important and fundamental challenges, can be successfully addressed without international cooperation and coordination.

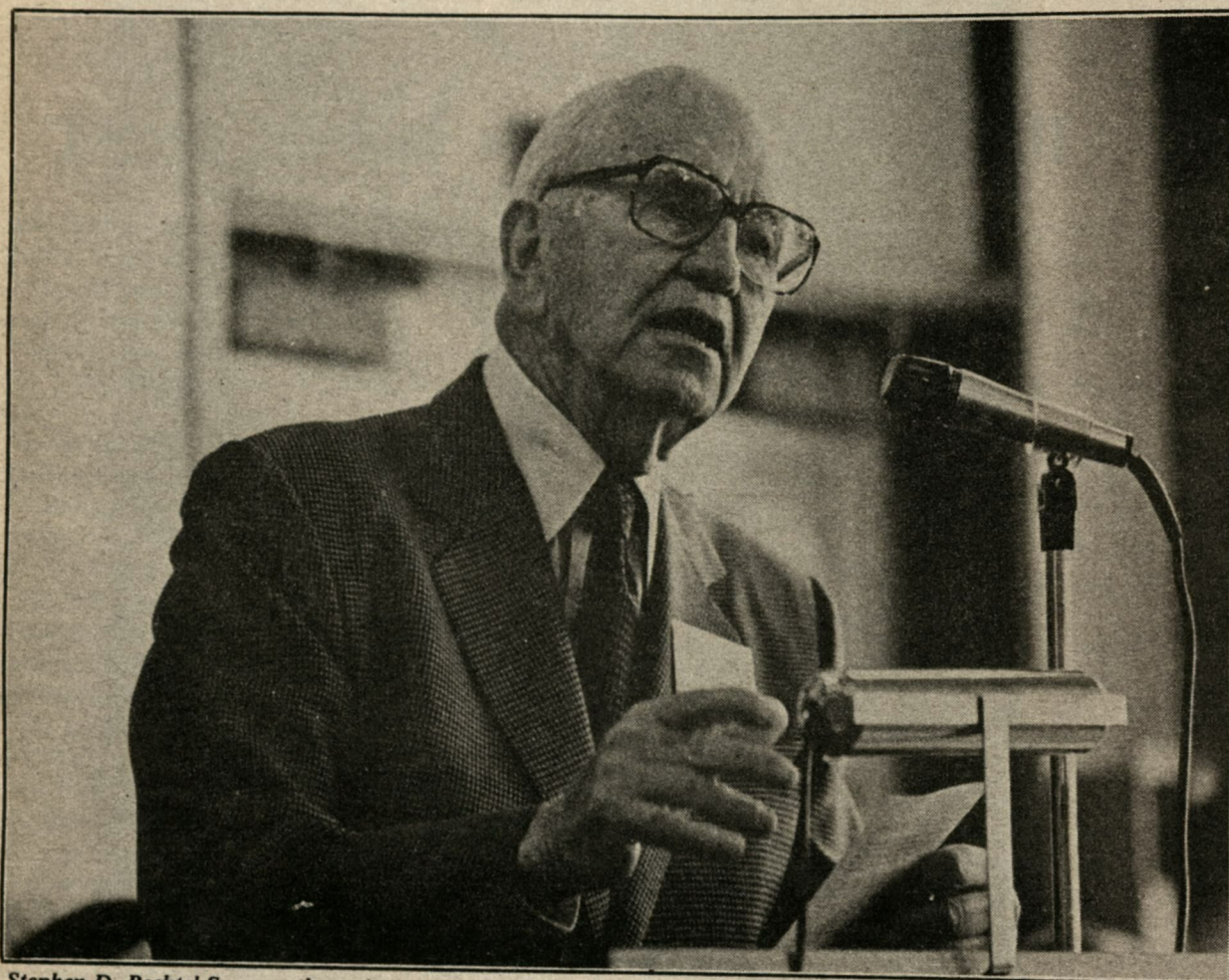
America, I would argue, has been slow to realize this — provincial in a world where being provincial is dangerous and inexcusable; ignorant of geography, of ecology, of languages, of cultures only hours away.

It is our mission at this University to play a part in remedying this situation to the extent that we can. We can do this by sending our students and faculty abroad, by bringing foreign students and faculty here, by internationalizing our curriculum in all fields. Nothing less will do. Nothing less will speak to our present planetary condition.

It is gratifying to report that that is precisely the course upon which we have embarked.

Commentary is an article reflecting the opinion of the author on an item of interest to a member of the University community.





*Stephen D. Bechtel Sr. was the main speaker at the dedication ceremonies.*

# Bechtel In Cente

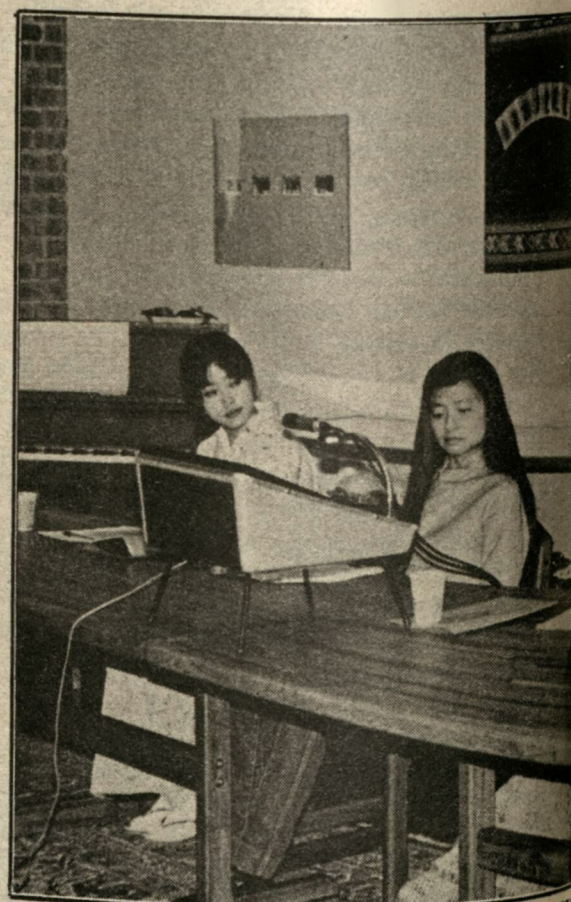
A new center for international programs was unveiled in March at UOP, uniting under one roof the Center for International Programs with the Office of International Services.

The Bechtel International Center was financed by a gift from Dr. and Mrs. Stephen D. Bechtel Sr. and Mr. and Mrs. Paul L. Davies Jr. The \$250,000 project involved renovation of Callison Lodge and new construction.

A series of programs and events were held throughout March to kick off the opening of the new center. Representatives from several foreign countries were present for the March 18 dedication, along with state and local



*A two-day Southeast Asian cultural festival included a dance program.*



*A panel discussion on "Women's Roles Around The World" featured speakers.*



# International Opens

leaders, friends of the University, and members of the campus community.

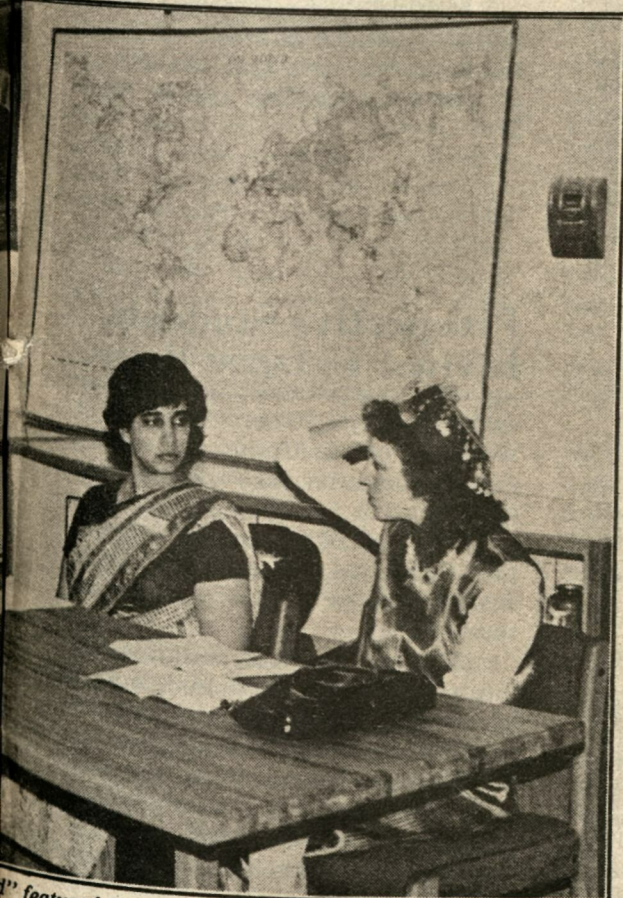
Other events included talks by prominent speakers, exhibits and festivals — all exemplifying the diversity among foreign cultures.

The Center provides a place to hold international functions such as receptions, speakers, slide and film presentations and cultural events. In addition, it allows members from the campus and local community to pursue their international interests in a comfortable and attractive setting.

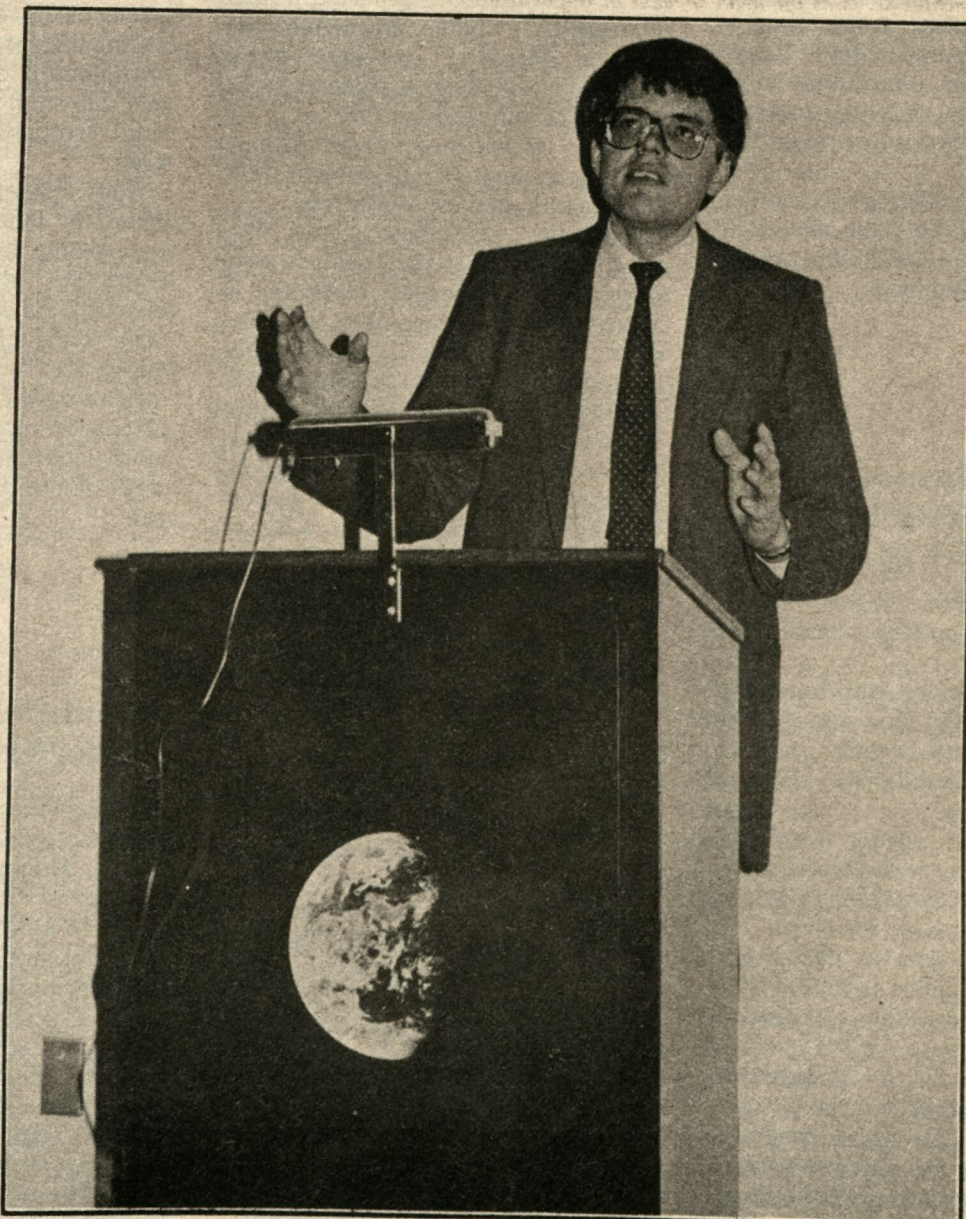
The completion of the Bechtel International Center brings the University closer to its \$30 million goal in the capital campaign For A Greater Pacific.



*La Tuna, a Renaissance musical troupe from Spain, entertained the campus community with a noon performance in the University Center patio.*



*featured UOP students from several foreign lands as the*



*Walter Stechel, vice consul in San Francisco for the Federal Republic of Germany, discussed "Germany Today."*



# UOP Today

## Open House Held For Behavioral Medicine Clinic

An open house was held in February at the new Behavioral Medicine Clinic that is operated by the University's Psychology Department.

The event in the Psychology Department building on the South Campus involved demonstrations of a variety of biofeedback equipment that incorporates the latest computer technology.

Health problems such as headaches, stress, hypertension, insomnia, and pain, plus habit disorders like obesity and smoking, are treated behaviorally through the Clinic. Among the sophisticated equipment used at the Clinic are devices that painlessly measure brain waves, muscle tension and body temperature.

The Clinic, which already is receiving referrals from throughout the area, is a unique operation, according to Dr. Gary N. Howells, a UOP psychology professor who is the Clinic coordinator.

"We offer training for a limited number of graduate students seeking a master's degree in psychology," he explained, "and this opportunity normally is available only to doctoral students and with a more restricted range of services."

He termed the UOP program "an excellent opportunity" for registered nurses to gain additional training in the behavioral medicine field.

## Winners Named In Band Frolic

Archania fraternity, Delta Delta Delta sorority and Price House were the first place winners in the 55th Annual UOP Band Frolic.

Archania captured top honors in the men's division for the second straight year, with second going to Alpha Kappa Lambda and third to Omega Phi Alpha.

Delta Delta Delta won the women's category, with second going to Delta Gamma and third to Kappa Alpha Theta.

Price House won the mixed division, with second going to South/West Hall and third to John Ballantyne Hall.

Band Frolic is a campus-wide variety show held each year to raise money for the UOP band program. Singing, dancing and skits by various UOP living groups comprise the show.

## KUOP Increases Coverage Area

KUOP-FM, the public radio station owned and operated by UOP, has tripled the coverage area for its signal by moving the transmitter from the campus to Mt. Oso near Patterson.

The new location allows the station to serve both San Joaquin and Stanislaus Counties, plus the Mother Lode counties of Tuolumne, Calaveras and Amador.

Mt. Oso, at a height of 2,750 feet, is some 35 miles southwest of Stockton along the west side of the San Joaquin Valley. From this location, the transmitter reaches a potential audience of 350,000 to 1 million people.

Funding for the project included private contributions and a federal grant.

## Alumni Visit With Current Students

Thirteen UOP alumni returned to campus on March 2 to share career knowledge with current students at the Annual Alumni Fellows Day.

The activities involved visiting with classes and a luncheon with UOP President Stanley E. McCaffrey.

Those attending, and the academic divisions they visited, were Carter Brown, president of Omega in San Francisco, Economics Department; Laurie Hodgen, a geologist for the federal government in Menlo Park, Geology Department; Marianna Faist Breschini, a Vacaville school teacher, and Joe Billingslea, a Stockton special education teacher, School of Education, and Bishop Wilbur W.Y. Choy of the United Methodist Church, Religious Studies Department.

Also, Timothy Haidlen, a pharmacy consultant, School of Pharmacy; David Bennett, executive vice president of Omega, Center For Integrated Studies; Ronald Jones, band director at Del Oro High School in Loomis, Conservatory of Music; Judith Chambers, UOP vice president for student life, Communications Department; Henry Hirata, San Joaquin County Public Works Department, and Kenneth Kimi of Hewlett Packard, School of Engineering; Robert Dunbar, chairman of Interdisciplinary Studies at San Francisco City College, Sociology Department, and Keith Coppin of Levi Strauss & Co., English Department.

## Researchers Study Music Effects In Dental Office

Listening to music of your choice while receiving treatment in a dental office has some noticeable psychological benefits, according to a recent UOP research project.

However, the researchers detected no significant physiological or behavioral benefits from the music in the study.

Dr. Suzanne B. Hanser, chairman of the Music Therapy Department at the Conservatory of Music, directed the study with assistance from two graduate students, Patrick Martin and Kimberly Bradstreet. Twenty subjects, between the ages of 8 and 40, were monitored at the Stockton dental office of Dr. David Gifford.

The patients had their choice of rock, classical or uptempo music that was alternately turned on and off during their treatment. Equipment was used to monitor such things as blood pressure, heart rate and the electrical resistance of the skin.

"Despite enthusiastic verbal accounts of the relaxing effects of music, no significant differences in either physiological or behavioral measures were observed between music and no music conditions," the researchers state.

Adds Hanser, "We were hoping to detect the kinds of things the people were telling us, as the questionnaire responses were overwhelmingly favorable reflecting the music. All patients stated that they would request music for future dental work. This means we have confirmed that people's perception of pain may be reduced by music, and what we need now is to find ways of measuring this perception of pain."

## Alumni Association Plans Senior Events

Two activities geared for graduating seniors are planned during April by the Pacific Alumni Association.

Senior Information Night on April 14 will involve prominent young alumni returning to the campus to talk with seniors about life after graduation. Practical information dealing with such areas as insurance, credit cards and contracts will be among the topics covered.

On April 24 there will be a Senior Champagne Brunch hosted by the alumni group to welcome the Class of 1983 into the alumni association.

## Pharmacy Dean Leaves UOP

Dr. Louis C. Martinelli has concluded his service as dean of the UOP School of Pharmacy.

An announcement in February from Dr. Stanley E. McCaffrey, UOP president, said that Martinelli is "concluding his service as dean of the School of Pharmacy" on Feb. 28.

Dr. Warren J. Schneider, an assistant dean for pharmaceutical sciences and graduate studies, has been named acting dean.

Schneider has been with UOP since 1972. He came to Pacific from the School of Veterinary Medicine at the University of California at Davis, where he had been doing graduate work. Schneider previously spent 25 years with the Army Veterinary Corps. He holds a Doctor of Veterinary Medicine degree from Colorado State University and Master of Preventative Veterinary Medicine and Ph. D. degree in Comparative Pathology from UC Davis.

McCaffrey said, "I have full confidence in Warren Schneider. He has an earned doctorate in the health sciences, has established his qualifications in the last 12 years in the field of pharmacy education and has demonstrated outstanding capability as an administrator as assistant dean of the School of Pharmacy for the past two years."

Martinelli, who spent two years as dean of pharmacy at UOP, will be on administrative leave until the end of the pharmacy academic year on Aug. 31.

## Prospective Students Invited To Open House

Approximately 1,200 prospective UOP students from California and nearby states are expected for a campus-wide open house on Saturday, April 9.

High school juniors and seniors, plus interested community college students, are expected for the annual spring event.

The program will feature comments by UOP administrators and an explanation of the various majors available at Pacific's six divisions on the Stockton campus. There also will be a variety of cultural presentations, workshops involving UOP students, campus tours, and a discussion on student life.

The Admissions Office is coordinating the event.



## Annual Dental Alumni Meeting Held In San Francisco

More than 500 UOP School of Dentistry alumni attended the School's 84th Annual Meeting in San Francisco on Jan. 28. A variety of educational programs pertaining to different aspects of dentistry were conducted during the day, which concluded with the gala P&S Ball in the evening.

Earlier in the day, Dr. Victor J. Savage was elected president of the dental alumni group. Dr. Irwin L. Marcus was named president-elect, Dr. Richard F. Hoedt, treasurer, Dr. James Campbell, secretary, and Dr. Leroy D. Cagnone, executive secretary.

In another dental school item, Dean Arthur A. Dugoni was named Alumnus of the Year for the School.



Student volunteers raised more than \$42,000 for the Annual Pacific Fund in a recent phonathon campaign. Some 2,000 alumni were contacted during five nights of phoning from Burns Tower.

## Career Conference For Women Held At UOP

The fifth annual career conference for seventh to 12th grade girls was held on March 12 at UOP.

"Expanding Your Horizons" attracted some 200 participants from Stockton and the surrounding areas.

The conference was planned to increase young women's interest in mathematics, science, business and technical areas, to foster awareness of career opportunities for women in math and science related fields and to provide students with an opportunity to meet and form personal contacts with women working in non-traditional occupations.

The day-long event began with registration and welcoming remarks by UOP Regent Joan Darrah. Morning activities included a panel session with UOP women students discussing their careers in non-traditional fields and several workshops exploring various math and science areas. Following a luncheon were 12 afternoon workshops where women from some 25 career fields discussed their profession. The speakers included an optometrist, dentist, engineer, veterinarian, obstetrician, accountant, lawyer, pharmacist, medical technologist, mathematician and stockbroker.

Deann Christianson of the UOP Mathematics Department coordinated the event. The sponsors included UOP, The Math/Science Network, Delta College, Chevron, USA, Arthur Andersen & Co., Ernst & Whinney, CPA's, Peat Marwick Mitchell & Co., Mobil Corporation and PT&T.

## New Course Studies Music Business

The process of songwriting, music publishing, record company operations, agents and managers, concert tours, and record piracy are topics being explored in a new course this semester at the UOP Conservatory of Music.

Introduction to the music business is being taught as part of the recently developed music management/business major at the University. Professor Richard Etlinger joined the Conservatory last fall as an assistant to the dean to develop the program. He has 24 years of experience in top music management positions, including the vice presidency of Casablanca Records and Playboy Records and executive positions with RCA Records and Motown Records.

"I want the students to understand what their alternatives are to a traditional career in music performance," he explains. "They are learning what careers are available in the music and record business. I have identified 163 different job descriptions with a record company, which gives you an example of the variety of jobs that are involved in this industry."

Etlinger said the course is one of the few being taught in the U.S. by someone with a background in the music business. "The only other one that I am aware of is at New York University," he says.

Some 35 students are enrolled in the class, and they are equally divided between music and non-music majors. "Everyone relates to pop music, and these students want to learn what the industry is about," adds Etlinger, who has a law degree.

## Success Noted In Telephone Campaign

More than \$42,000 was raised during a five-night phonathon in March when 100 student volunteers contacted an estimated 2,000 alumni.

Debbie Pitcher, president of the sponsoring Student Alumni Council, said 1,199 pledges were received for \$42,219. The benefit to the University actually will exceed this total because of a challenge grant received from The James Irvine Foundation.

The pledges ranged from \$5 to \$1,000, and the money collected will be used for budget support through the Annual Pacific Fund.

The Society of Women Engineers won the award for the student group collecting the most pledges, \$5,000, with second place going to Delta Gamma sorority, \$4,700.

## Education Dean Honored

Dr. Oscar T. Jarvis, dean of the UOP School of Education, has been named a Schoolmaster of the Year for San Joaquin County. The honor recognizes the leadership Jarvis has provided for the School during the last 10 years. Through his effort, the School offers fully accredited programs from the baccalaureate through doctoral degrees, and only four universities in the state have this distinction.

Jarvis also has authored several books on curriculum and administration, and he has written more than 50 articles for educational journals.

## Active Program For UOP Alumni

Dr. Stanley E. McCaffrey, UOP president, visited with approximately 35 alumni in the Washington, D.C. area recently on a trip to the East Coast. The reception was held in early February at the Federal Deposit Insurance Corporation through the cooperation of alumnus Irvine Sprague, a FDIC director.

Other alumni activities involve an after taxes Hard Times Party by the South Bay Pacific Club on April 16 and San Francisco/Peninsula Pacific Club Filloli Picnic on April 23.

Arbor Day activities are planned for April 15, when alumni and other friends of the University donate funds for trees and shrubs that are planted throughout the campus. Alumni, faculty, students and administrators also assist in the planting, which last year involved more than 100 trees and shrubs. In many cases, the donations are in honor of relatives who have attended Pacific.

On May 1 President McCaffrey is scheduled to meet with the Hawaii Pacific Club, while the Sacramento Pacific Club will hear Dr. Donald Halper of the School of Business and Public Administration faculty discuss the Japanese challenge on May 20. Other May activities will include an alumni association board meeting on May 14 and induction of the Class of 1933 into the Half Century Club during the commencement weekend of May 20-21.

## UOP To Sponsor High School Art Exhibition

The first Student Art Competition and Exhibition for high school students in San Joaquin County is planned for April 6-21 by the UOP Art Department and Friends of the Art Department.

Ron Pecchenino, a UOP art professor and well-known artist, said the purpose of the event will be "to create additional incentive, interest and participation in the visual arts among local high school students. It also will afford the students the opportunity to become involved in an exhibition of their creative efforts," he explained, "and to share this experience with parents, friends and other interested community members."

A variety of media, such as drawings, paintings, ceramics and sculpture, will be included in the exhibition, which is planned to be an annual event. Six cash awards will be presented to the top entries as judged by the UOP Art Department faculty.



# Dawning Of A New Sport



## Students Launch Rowing Team

**T**HE first rays of the morning sun glisten as they reflect off the oars as the rowing shell glides through the still water of the Stockton channel off Buckley Cove.

The only sounds that disturb the morning solitude come from an occasional fish jumping and the birds chirping to celebrate the dawn of another day.

The fishermen haven't arrived yet, and it's too early for the sailboats, water skiers and massive cargo ships that frequent the popular waterway.

But it's not too early for a small but dedicated group of University of the Pacific students who have left the confines of a warm bed to be on the water by sunrise.

When Mike Njo says "Etes-vous pret? Partez!" (French for "Are you ready? Go!") and begins the rhythmic cadence of "one, two, three, four" the tranquil setting along the waterway changes abruptly. For Njo is the coxswain on the number one boat of the UOP Rowing Team. He sets the pace for the workouts as the four oarsmen (Matt Holmes, Mark Nilsen, Todd Buckendorf and Tony Geiger) respond to his commands.

Watching intently from the shore (the power boat they would normally use had mechanical trouble) are two men. The chill of a spring morning at the water's edge is sufficient for them to be bundled up in warm clothing, with long-sleeve wool shirts, sweat-shirts and stocking hats. Tom Kinberg and Patricio Vicuma volunteer their time to coach the team. They pick up subtle deficiencies in form and movement while the shell appears to a bystander to glide by effortlessly, the bow slicing the glassy water like a knife through butter.

Rowing is a new sport at Pacific, explains Holmes, a business administration major from the Los Angeles area. His interest in the sport is a main reason a team has been formed at Pacific.

The 21-year-old senior circulated a poster around campus last fall to generate interest in rowing. Approximately 50 people responded. This total has since dropped to the dozen students who comprise the team. In addition to those previously mentioned, there are Ed Ballard, John Breckenridge, Doreen Jackson, Ricardo Hernandez, John Sandstrom, Ann-Marie Aucustine and Annie Biondi. The team has a total of two shells for four oarsmen and a coxswain, plus one two-person boat used by Aucustine and Biondi.

*"When you are rowing well you develop a swing."*

At the team's first regatta in late February, the top UOP shell placed third to Humboldt State and Stanford. "We had a poor start and then some mechanical problems that hurt us," says Holmes in noting the event bolstered team morale considerably, "because now we know we can compete with these schools."

The bad luck at the first regatta is somewhat indicative of the problems the rowing team has had to surmount. Chief among them is a lack of funding. They have received minor amounts from ASUOP and the Athletic Department, plus some fund raising of their own and a donation from the Stockton Rowing Club that Kinberg formed.

All the team members also pay \$15 dues per month, and they have put in several hours of work to enlarge the boat house and docking

facilities they use. The two larger shells are rented, and Kinberg says a problem later this year will be securing enough money to extend the lease on these sleek, 40-foot vessels.

Aiding the students in their work have been the operators of Stephens Anchorage, where the equipment is stored. The local marina has donated a 21-foot cruiser for use as a chase boat for the team. "The Stephens people have been very cooperative toward us," says Holmes.

The UOP senior radiates enthusiasm for the sport. "When you are rowing well you develop a swing, which means you are working as efficiently as possible. This gives you a really neat feeling inside," he explains.

Holmes also praises the physical benefits of the sport. "It works your whole body — the legs, back and arms are used on every stroke. Rowing is supposed to be the toughest sport, from a cardiovascular standpoint, and I believe it. I have competed in baseball, basketball, football and track, and they don't compare to this," he says.

To achieve success in rowing, the UOP team has developed a challenging training schedule. Every day they are in the water in the early morning for about two hours of work in the channel. In addition, they engage in "land training" daily that incorporates extensive running and weight lifting.

Despite the hard work involved, Holmes talks about rowing in an extremely positive light. Like many of his teammates, he is hoping they can move up to the 65-foot, eight person shell that can be likened to the big leagues of the sport. "All the best competition is at that level," adds Kinberg, "it's where the action is."

Holmes, who looks more like a basketball player with his 6'5" height, says his build actually is advantageous for rowing because he can generate more leverage from his body frame and have a longer stroke with the oar in the water.



Holmes became acquainted with Kinberg soon after transferring to UOP. "We tried to start a rowing team at Pacific my first year, but when it didn't work out Tom taught me how to row singles, which is called sculling," explains Holmes. In sculling the individual uses two oars, whereas crewing is termed "sweep rowing" because each person has only one oar.

After learning sculling from Kinberg, Holmes spent last summer racing in the east, where he experienced considerable success. "I was teamed with a friend from Southern California, and we usually placed near the top in competition with some of the best oarsmen in the United States," he says.

Both Holmes, who serves as captain of the team, and Kinberg feel that the UOP students will have success this spring. They are planning to attend several more regattas, where the usual race distance is 2,000 meters (1.3 miles).

*"The students are doing very well. For the first year they look very good."*

"The students are doing very well. For the first year they look very good," says Kinberg, a Stockton FBI agent who has had a love affair with rowing since competing at the Naval Academy some 20 years ago.

Vicuna, a local veterinarian, also has experience in the sport as a former member of the Argentine national team. A third Stockton resident, former Santa Clara crew coach Tom McGurk, also helps with the team.

For their voluntary participation the coaches receive a sense of satisfaction over watching the UOP team progress. "Rowing is a good sport for the University," says Kinberg, "as the channel is an excellent place to practice. It is usually very smooth water, there is little boat traffic and it is close to the campus."

For Kinberg, the entire experience is like the fulfillment of a dream. "The water is so beautiful, and rowing is such a nice sport that I would just like to see it grow in this area," he says. The local resident realizes the Pacific students are operating on a shoe string budget. They have only achieved the success they now have through plenty of hard work.

"We have a good basis going now," adds Kinberg, "and with some financial help and continued hard work from this team we will only improve."

If dedication to the task at hand can bring success, the UOP team has a future as bright as the sunrise on the Stockton channel.

—R.D.



*The fund raising campaign for the campus library has received a boost with a \$600,000 challenge grant from the National Endowment for the Humanities. Nearly \$4 million has now been raised toward the \$6 million goal.*

## Challenge Grant Awarded To Library

THE National Endowment for the Humanities (NEH) has awarded a \$600,000 challenge grant to UOP for renovating and expanding library facilities on the Stockton campus.

The NEH grant, one of 84 awarded nationally from among 249 applications, must be matched by UOP on a three to one basis. UOP Vice President Clifford L. Dochterman, who coordinated the request to NEH, said this means the University must match the grant with \$1.8 million, and the total benefit to Pacific will be \$2.4 million. The grant is the 12th largest of those awarded by NEH, and UOP was one of only 12 national universities to receive the funding.

Dochterman said the challenge grant will push the total in gifts and pledges to nearly \$4 million for the estimated \$6 million library project. He said a portion of the funds given to the library campaign since the grant was submitted in 1982 may be counted toward the matching fund.

Dr. Stanley E. McCaffrey, UOP president, said "The University is grateful for the confidence shown by the NEH in the academic programs of University of the Pacific. The challenge grant program has been considered a recognition of institutional merit and vitality in supporting the humanities. The NEH grant is extremely important to the University at this

stage of our library building campaign. I am confident that alumni and friends of the University will respond to the NEH challenge grant. The new library is one of our greatest needs on campus to maintain the high quality of teaching and research for students and faculty."

NEH is a federal agency designed to improve teaching and research in the humanities and to promote activities in the nation to increase a public awareness of the importance of the humanities in the American culture. The humanities include studies in such fields as history, philosophy, languages, literature, archaeology and disciplines concerned with human experience and values. Hiram L. Davis, director of libraries at UOP, estimates that 75 percent of the University library collections relate to humanities subjects.

The library project at UOP will include total renovation and re-design of the main library building, plus a new addition that will approximately double the size and usable space of the library.

The library project is part of the capital campaign For A Greater Pacific that is underway at UOP. This drive is now at the \$24 million mark toward a goal of \$30 million.

The 84 challenge grants from the NEH involve a total of \$26.7 million, which, with matching funds, will mean more than \$100 million for the recipients.



# TIGER TRACKS

'30s

**Kathleen Reime Prout, Conservatory '33**, has retired after 15 years on the music faculty at California State Polytechnic University, Pomona, where she received professor emeritus status. She keeps busy playing the organ and piano for various programs and organizations in the Claremont community, where she lives with her husband Paul.

**Lou Sandine, COP '38**, is enjoying traveling, including touring Mexico in his motor home and studying the Mayan ruins of Yucatan. His home base is in Accokeek, Maryland with his wife Fay. Sandine and fellow classmate **Roger Abbott, COP '38**, rafted down the Grand Canyon last summer. Abbott lives in Arlington, Virginia.

'40s

**Leslie Knoles Wilder, COP '43**, is the director of volunteers at John Muir Memorial Hospital. She is the recipient of the Walnut Creek Rotary Club's Paul Harris Fellowship for her efforts to establish the hospital's Tel-Med program, which provides free pre-recorded health and medical information to residents of Contra Costa County. She lives in Walnut Creek with her husband John.

**Betty Morrison Gay, COP '43**, is a self-employed cooking instructor. She lives in Tiburon with her husband **David Gay, COP '41**, a real estate broker.

**Carl A. Lueder, COP '46**, is the head of the counseling and guidance department at Capuchino High School in San Bruno. He and his wife, **Betty Ferrari Lueder, COP '47**, live in Belmont.

**Wesley Nichols, COP '47**, has been named Kings County Teacher of the Year. He has previously been honored with the Kiwanis Teacher of the Year Award and Chamber of Commerce Outstanding Service Award. He lives in Hanford with his wife Dorothy, a fifth grade teacher.

**Warren Townsend, COP '48**, is vice president and new project coordinator for World Wide Vacations. He lives in Mission Viejo with his wife Claire.

**Will F. Heitman, COP '48**, is the manager of international personnel for Bechtel Corporation in San Francisco. His wife, **Joyce Tripp Heitman, COP '49**, is a nurse. The couple lives in Lafayette.

'50s

**Raymond L. Drew, COP '52**, is the owner of Amador Chemical Corporation. He and his wife, **Joanne Owston Drew, COP '53**, live in Stockton.

**Dan P. Thornton, COP '53**, is the director of marketing for the California Prune Board. He lives in Berkeley with his wife Elizabeth.

**Gail Housman Titus, COP '53**, is a speech, language and hearing specialist for the Glendora Unified School District. She lives in Glendora with her husband Rodney, sales manager for Petro Hose and Accessories.

**Richard M. Timmins, COP '54**, is a professor, organist and choirmaster whose music is currently being published. He and his wife, Alice, take in foster children, in addition to their own six children. The family lives in Vacaville.

**Ursula Herrick Meese, COP '54**, has been named to the Board of Directors of Marymount College of Virginia. She is active in a number of professional and civic affiliations. She and her husband, **Edwin Meese III, counselor to the President**, live in McLean.

**Milton C. Lambertson, COP '57**, is the business manager for UOP's School of Dentistry in San Francisco. He lives in Concord with his wife Virginia, an instructional aide.

**Romano Marchetti, Conservatory '59**, is a music instructor for Antioch Unified School District. In the summer he is a tour escort of the Western states, Canada and Alaska. His wife, **Carol Raymond Marchetti, Conservatory '62**, teaches flute and modeling. The couple resides in Antioch.

**James E. Alexander, COP '59**, is the dean of the Oklahoma City University School of Management and Business Sciences. He lives in Oklahoma City with his wife, Wanda.

'60s

**Wayne Hawkins, COP '60**, is co-owner of a construction company in Walnut Creek. He played 11 years with the Oakland Raiders. He resides in Danville with his wife **Sharon Young Hawkins, COP '61**.

**Gary J. Brusca, COP '61**, has been named Humboldt State University's 1983 Outstanding Professor. He is the author of numerous articles and books on zoology. Brusca lives in Eureka with his wife and five children.

**Lloyd H. Bakan, COP '61**, is senior vice president, director of marketing, for Welton Becket Associates in Santa Monica. He lives in Marina del Rey with his wife **Ellen Hoover Bakan, COP '69**.

**Jack Moynihan, COP '62**, has been appointed director of sales for Sytek, Inc., in Sunnyvale. He and his wife Mitzi live in Portola Valley.

**Susan Jane Carmichael Stichler, COP '62**, is a production assistant in a technical publications program for a marine and naval architects engineering firm in Oxnard. She resides in Camarillo.

**John R. Graf, Education '63**, has been elected Yolo County Superintendent of Schools. He lives in Winters with his wife Marjorie and their six children.

**Darrel W. Lewis, COP '65**, is a Municipal Court judge. He and his wife **Kathleen McConahay Lewis, Education '65**, live in Sacramento.

**David Frederickson, COP '66**, has been appointed assistant administrator for the U.S. Small Business Administration. He previously produced and anchored a weekly news and public affairs television show, and worked for both the Ford and Reagan administrations. His wife **Margaret Peers Frederickson, Pharmacy '66**, is a practicing pharmacist. The couple resides in Washington D.C.

**John L. Fruth, COP '66**, has been appointed manager of tax planning for Standard Oil Company of California. He lives in Danville with his wife **Cynthia Palmer Fruth, COP '74**.

**Harry Liedstrand, Conservatory '68**, is an accomplished violinist and fiddler. He has performed at numerous folk festivals, colleges and universities throughout the country, winning many awards. He has also published several albums. He lives in Fresno with his wife Cindy, a microbiologist and medical technologist.

**Max Simoncic, Conservatory '68**, is a member of the music faculty at Delta College. He has written over 170 pieces of music which have been performed at various workshops and universities throughout the U.S. and England. He resides in Stockton.

**Rev. Robert E. Underwood, COP '69**, is in his fifth year as minister at Shell Beach Community United Methodist Church. He also is a part-time instructor of world religions and philosophy at Cuesta College. He lives in Shell Beach with his wife Linda, a registered nurse.

'70s

**Jon B. Werner, COP '70**, is division manager of Silvergate Corporation in Tempe, Arizona, a residential and commercial development corporation. He lives in Phoenix with his wife Judith.

**Victor F. Ornelas, COP '71**, is manager of special field markets for the Southwest Region of Anheuser-Busch, Inc., in Dallas, Texas, where he lives with his wife **Marjorie Lilienthal Ornelas, COP '72**.

**Csaba Andrew Sarkany, Engineering '72**, is a senior construction engineer for Arabian Bechtel Co. Ltd., in Saudi Arabia. His wife, Patricia, is in real estate.

**Frank J. Young, Callison '72**, is deputy chief of program for U.S. Aid to India. His wife, **Michelle Kirby, Callison '73**, is a consultant for health management of U.S. Aid to India. The couple lives in Santa Ana with their daughter Andrea.

**Paul Hackleman, Callison '72**, is the Employee Benefits Administrator for San Mateo County. He lives in South San Francisco with his wife Rebecca and son Nicholas.

**Linnea Hanson, COP '73**, is a botanist for the Plumas National Forest. She lives in Chico with her husband Harold Carlson and their son Owen.

**Dr. J. Mitchell Perry, COP '73**, is a licensed marriage and family therapist whose services include private psychotherapy, guest lecturing, television appearances, and management/motivation training for industry. He is also an accomplished musician and a restoration buff. He lives in Stockton with his wife Sylvia.

**Scott B. Haworth, Pharmacy '74**, is a pharmacist and missionary for the Campus Crusade for Christ. He lives in Bahrain on the Arabian Gulf with his wife Ruthie.

**Bill Ketchum, Callison '74**, is an attorney specializing in immigration and bankruptcy law. He lives in Glendale.

**Lee Evan Evans-Belfiglio, COP '75**, is working as a docent in the educational department of the Seattle Museum of History and Industry. Her husband Jeff is a lawyer. The couple lives in Seattle.

**Charles "Joe" Schwer, Engineering '76**, is the city engineer and director of public works for the City of Safford, Arizona, where he lives with his wife Vicki.

**Christine W. May, Graduate '77**, has been named executive director of the Cal Aggie Alumni Association at the University of California, Davis.



**Rhonda Brown, Callison '77**, is a writer/researcher for James Wagenvoord Studio—Book Production. In addition, she has had numerous articles published. She resides in New York City.

**Cheryl Smith, Conservatory '78**, worked as a music therapist in Sacramento for two years before moving to Europe. She is currently living and working outside of London for David Gilmour of the rock group Pink Floyd.

**Craig M. Sweet, COP '78**, is a pastor/resident chaplain at the Methodist Hospital in Brooklyn, New York. He resides in Madison, New Jersey.

**Marianna Faist Breschini, Education '78**, is a third grade teacher and coordinator of computer education at Elmira School. Her husband, **Randolph Breschini, SBPA '78**, is the manager of finished inventories for Basic American Foods. The couple resides in Vacaville.

**Scott C. Smith, COP '78**, has recently been promoted to sales assistant for Coldwell Banker. He lives in Lancaster.

**Carol Rianda French, COP '79**, is a self-employed Jazzercise instructor. She lives in Stockton with her husband Jeff.

**Virginia "Ginger" Tulley, Raymond-Callison '79**, is a master's degree candidate at the Johns Hopkins School of Advanced International Studies in Washington, D.C.

**Elizabeth Stewart Tinling, Education '79**, is a fifth grade teacher in Montgomery County Public Schools, Maryland. She lives near Washington, D.C., with her husband, Lt. Walter Tinling, a hospital administrator for the U.S. Navy.

**Mark J. Drever, COP '79**, is an attorney. His wife, **Robyn Cracknell Drever, COP '79**, is a medical technologist, ASCP, at UCLA Medical Center. The couple lives in Los Angeles.

**Steven J. Stluka, COP '79**, has been named assistant vice president of Bay View Federal Savings. He is president of the Downtown Merchants Association of So. San Francisco and on the Board of Directors of that city's Chamber of Commerce. His wife, **Sharon Bowles Stluka, Conservatory '78**, is a management secretary for American Bell International. The couple resides in San Carlos.



*These Pacific alumnae have been corresponding regularly through a "round robin" letter system since graduating from Pacific more than 50 years ago. The Epsilon Lambda Sigma sorority sisters, shown at a recent reunion, are, standing, left to right, Doris Schwoerer Mitchell '32, Tillie Iverson Daniels '30, Lillian Gray Wilson '30, Forie Hammond Crandall '30, Doris Lundquist Christiansen '32, and Helen "Tommy" Thomas Rowland '31. Seated, Ann Turner Stark '31, left, and Grace "Mardot" Barth '30. Two other "round robin" members not pictured are Dora Mitchell McDonald '31 and Betty Shoemaker Chatwood '32.*

## '80s

**Valerie Gilliam Hudelson, COP '80**, is the order coordinator for ASK Computer System. Her husband, **Robert Hudelson, Engineering '81**, is a development engineer for Hewlett Packard. The couple lives in San Jose.

**William A. Melendez, Graduate '80**, is the director of migrant education for the Monterey County Office of Education. He lives in Monterey with his wife Mariam, a teacher.

**Peter A. Hayden, COP '80**, is an air quality scientist with Ertec Northwest in Seattle. His wife, **Carol Schumacher Hayden, SBPA '82**, is a marketing assistant with Carroon and Black Inc., also in Seattle. The couple resides in Edmonds, Washington.

**Cynthia Crackel Carey, COP '80**, has completed the Physicians Associate Program at Yale University. Her husband, **Michael Carey, COP '80**, is executive director for the Waterbury, Connecticut group homes. They live in Milford, Connecticut.

**Roy A. Nathanson, Engineering '81**, is a construction engineer for Perini Corp. He lives in Ignacio.

**Amber Lee Jorgensen, Conservatory '80**, has been chosen from over 2,000 applicants to perform the title roles in two Mozart operas in Rome, Italy this summer. She currently lives in Denton, Texas.

**Steven J. Goulart, SBPA '80**, is pursuing a master's degree in business administration at Harvard Business School. His wife, **Kristy Courtland Goulart, COP '79**, is a fourth grade teacher. The couple lives in Newtonville, Massachusetts.

**Mary Lynn Ferguson, SBPA '81**, is a marketing assistant for the Doubleday Book Club in New York City. She resides in Manhattan.

**Thomas H. Golabek, Education '81**, is a consulting psychologist with the Veteran's Administration in San Francisco. He is transferring to a Consulting Psychologist-in-charge position with the V.A. in Miami, Florida in April.

**Lisa Cowles Stix, Education '81**, is a special education teacher for the University of Washington. Her husband, Nathan, is a retail salesman and assistant buyer for Nordstrom. They live in Bellevue, Washington.

**Jan Carrillo-Le Du, SBPA '81**, and her husband, **Doug Le Du, COP '79**, own Production Data Systems, a computer software firm. Jan is director of operations for the firm, and Doug, who is acting president of PDS, works at Digital Engineering as their product engineering manager. They reside in Sacramento.

**Kenneth A. Storum, DDS, Dental School '82**, has received the American Association of Oral and Maxillofacial Surgeons' Research Fellowship Award. Dr. Storum is currently completing his oral and maxillofacial surgery residency at the University of Texas Health Science Center at Dallas. He lives in Bedford.

**Mary Kay Moore Altizer, Conservatory '82**, is a self-employed performer and instructor of piano and violin. Her husband **Jim Altizer, Conservatory '79**, is the minister of music at Quail Lakes Baptist Church, as well as a performer and instructor of trumpet and flute. The couple also owns Valley Music Services. They live in Stockton.

**Alfons F. Chimbindi, COP '82**, is a journalist for Zimbabwe Newspapers Ltd. He lives in Zimbabwe, Africa.

**William C. George, Engineering '82**, is a naval architect at Mare Island Naval Shipyard. He lives in Napa.

**Eric D. Herbert, Engineering '82**, was awarded the Construction Engineering Scholarship, 1982, by the American Society of Civil Engineers. He is attending graduate school at Stanford University.

**Stephen L. Johnson, COP '82**, is a legal assistant in Fresno. Working for the same firm is another UOP alum, **Jim Hurley, COP '77**, who is an attorney.

## IN MEMORIAM

**H. Clifford Harrington, '27**  
**Beatrice Walton Bodley, '27**  
**J.H. Titcomb, '31**  
**Rhea Duttle Parsons, '35**  
**C. Edwin Gholz, '39**

## MARRIAGES

**Ed Huston, -COP '74**, and **Mary Kay O'Connor**.  
**Joe Dietrich, COP '74**, and **Denise Strain**.  
**Michelle Wells, COP '75**, and **Michael Grant**.  
**Deborah Veatch, COP '78**, and **Gerald Latasa**.  
**Carol Rianda, COP '79**, and **Jeffrey French**.  
**Vic Minetti, Pharmacy '80**, and **Carol Arostegui**.  
**Marci Raban, COP '81**, and **Greg Johnson, COP '81**.

## BIRTHS

**To Robin Riley Page, COP '79**, and her husband **Otis**, a girl, **Emily Anne**.



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# Pacific Review

THE UNIVERSITY OF THE PACIFIC

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You probably can't recall his name, but this Pacific graduate appears on television in nearly every living room in America on the average of once a night.