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Pacific Review

VOLUME 72, NUMBER 3

THE UNIVERSITY OF THE PACIFIC

JAN/FEB 1985



EDUCATION

Inside:

special section
views college costs
and how to pay

UOP Today

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The financing of higher education is the subject of two stories in this issue. See pages eight and 10.

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Central Records
Third Floor, Burns Tower
University of the Pacific
Stockton, CA 95211

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Volume 72, Number 3, Jan/Feb 1985

Richard Doty
Editor

Don Burns
Glenna Lee
Doyle Minden
Staff Writers

Kim Gainza
Contributor

Don Burns
Photographer

Glenna Lee
Production Manager

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John Muir History Conference Theme

John Muir, the colorful naturalist who has been termed California's most important historical personality, will be the focus of the 38th Annual California History Institute at UOP on April 12-13.

The two-day event for historians, educators and others interested in Muir is titled "John Muir: Life And Legacy." A highlight of the conference will be the completion of the John Muir Papers Microform Project, a five-year effort at UOP to gather, edit and publish in microform all the extant letters, diaries and manuscript writings of the legendary conservationist.

The conference program lists 25 speakers and panelists from throughout the country who will discuss various aspects of Muir's life and influence. The topics include Muir's early years, his cultural heritage, Muir's views on nature, and his experiences in Alaska and the South Pacific.

A featured event at the conference will be a performance by Hollywood actor Lee Stetson in a one-man show that brings Muir to life.

For more information on the conference contact the Holt-Atherton Pacific Center For Western Studies, University of the Pacific, Stockton, CA 95211 or telephone (209) 946-2404.

Regional Meetings Now Underway

A series of regional meetings to interest prospective students in the University are underway at selected California cities and other locations.

Scheduled by the Admissions Office, the receptions are geared for prospective students and their parents and other friends of the University in that locale.

UOP administrators and faculty members discuss the University, and the program also includes a slide presentation on Pacific.

Meetings are planned in San Rafael, Bakersfield, Santa Barbara, Oakland, Monterey, San Jose, San Francisco, Fresno, Concord, Sacramento, San Diego, Anaheim, Pasadena and Los Angeles. Out-of-state meetings are planned for Honolulu, Denver, Portland and Seattle.

The programs began on Jan. 7 in San Rafael and conclude on March 7 in Seattle.



John Dunning

Volleyball Coach Named At UOP

John Dunning, one of the most successful high school volleyball coaches in America, has been named the new head coach of the nationally ranked women's volleyball team at UOP.

Dunning, 34, founded the U.S. Volleyball Association Bay Club that won a junior national title this year. His girls teams at Fremont High School in Sunnyvale and Saratoga High School posted a record of 283-32 during the last nine years. This includes a record of 109-3 in conference play.

Dunning, who was named 1980 California Coaches Association Coach of the Year, has directed teams that have won several championships in league and tournament play.

The new coach succeeds Terry Liskevych, who resigned to become the coach of the U.S. women's national team.

Three players on the current UOP team, which finished third in the nation, were coached by Dunning in high school. They are Andrea Markel, Mary Miller and Linda Vaughn.

The UOP team this year compiled a record of 32-8 and was ranked among the best teams in the country. Three players, Jan Saunders, Eileen Dempster and Julie Maginot, were named All-Americans.

Low Default Rate On Loans For UOP Alumni

UOP alumni have a default rate on student loans that is considerably below the state and national averages.

Paul Phillips, director of financial aid, reports that the default rate on National Direct Student Loans is 9.8 percent for California and 9.4 percent for

the U.S. The rate for UOP loan recipients is only 4.9 percent, and this is based on a total volume of 6,310 loans of an estimated \$11 million.

According to Phillips, the rates from UOP have been substantially lower than the national and state figures for several years. He said there are several reasons for this.

"The type of students we tend to attract are more likely to repay their loans," he said. "We also have good retention of our students, and the students who complete their education have a greater tendency to repay their loans than those who drop out. We also have an aggressive collection procedure."

Phillips said his experience has shown that generally students who are satisfied with their college education will repay the loans that made it possible, and that is what is occurring at UOP.

Annual Pacific Fund Honors Volunteers

A retired University administrator and an active alumna were honored recently for their support of the Annual Pacific Fund.

Dr. Elliott J. Taylor of Stockton received the newly created Campus Community Award for "his unselfish support and service to the University." Dorothy Lea "Dottie" Ketman of Greenbrae received the Donor of the Year Award.

Both honors were presented at the Annual Donor Recognition Dinner by UOP Regent Angus L. MacLean Jr., national chairman of the Annual Pacific Fund.

The Annual Pacific Fund is responsible for raising money to help cover University operating expenses, not covered by tuition and endowment. Last year this fund raising program generated \$619,000 for UOP.

Taylor is the retired Dean of Admissions at UOP and a 1928 graduate of the University. "Although Dean Taylor retired more than 14 years ago, he continues to lend his support to UOP, including spending numerous evenings on campus helping with Development Office phone campaigns," said Robert S. Arp, director of the Annual Pacific Fund.

Ketman, a 1920 graduate, has been a supporter and volunteer in the Annual Pacific Fund program. The retired music supervisor for the Palo Alto School District has been a Patron of Pacific since this program was started in 1974 to provide scholarship help for Pacific students. She also donates her time and musical talents at Development Office functions, said Arp.

American Savings Aids Business School

UOP has received a \$100,000 pledge from the FCA/American Savings Charitable Foundation toward the renovation of campus facilities for the School of Business and Public Administration. The award is one of the largest received to date for this project.

This funding contributed to the conversion of Weber Hall, one of the original buildings on the Stockton campus, to a modern teaching and training facility. The remodeling work is a \$1.5 million project that is part of the \$30 million Campaign For A Greater Pacific.

The School of Business and Public Administration is one of the fastest growing divisions of the University. Current enrollment stands at about 600 students. The school recently moved into Weber Hall, which was previously the location of the Chemistry Department.

"The gift from American Savings is critically important to us, because it helped finance the completion of the second floor of Weber Hall. We very much appreciate the generous support of American Savings, both in the past and with this grant," said Dr. Elliot Kline, dean of the business school.

American Savings ranks as the largest savings and loan association in the country. The Stockton-based company currently operates 122 retail branch offices in California.

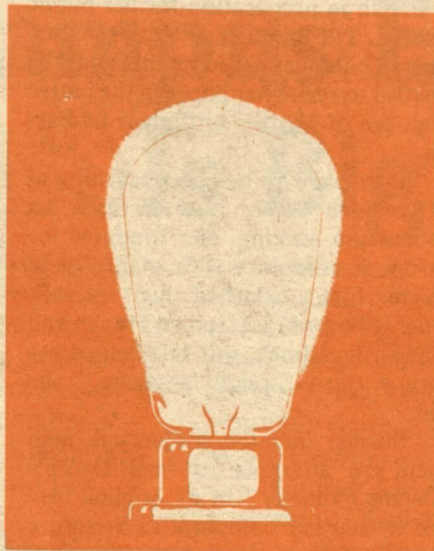
New HEP Director Named

Perfecto P. Munoz has been named director of the High School Equivalency Program (HEP).

HEP is a federally funded program that enables the children of farm workers to complete their high school education. It is administered at UOP through the School of Education.

Munoz spent the last six years as director of the Extended Opportunity Programs and Services at Indian Valley College in Novato that dealt with minority and disadvantaged students. Munoz also has worked as a financial aid administrator at California State University in Los Angeles for two years and Seattle Central Community College for three years.

The new HEP official is from Stockton, as he graduated from Edison High School in 1967 and attended Delta College for two years. He holds a B.A. degree from the University of California at Davis and M.A. degree from Washington State University.



Funding Received For Energy Conservation Work

Energy conservation is paying off for UOP.

A \$150,000 check has been presented to the University by PG&E to help finance repair work expected to lower utility bills.

UOP is one of 11 nonprofit institutions to share \$1.1 million in the pilot program aimed to show that allocating money for heating, ventilating and air conditioning system repairs can yield substantial energy savings.

Ross Morton, director of physical plant at UOP, said the work will involve improving the hot water system, heating operations and air conditioning system in selected campus buildings. "This work should save the University an estimated \$50,000 annually in reduced consumption of gas and electricity," said Morton, "because our system will operate more efficiently." Morton said the work projects by the J.H. Simpson Co. will begin immediately and should be completed by April.

Nancy Grossman, a PG&E energy management engineer, said UOP was selected for the program "because of a high potential for measurable energy savings and commitment to PG&E's energy management program. There is nothing high tech or dramatic about this; we're just trying to get the most out of the system UOP already operates," she said.

Associates Group Aids Library

A personal computer has been presented to the library as a gift from a library support group.

An IBM PC, valued in excess of

\$5,000, was recently given to the library by the Associates of the University of the Pacific Libraries.

The Associates were formed three years ago as a support group for the library, and the membership includes campus and community residents. Funding for the computer came from a variety of fund raising efforts arranged by the Associates over the last three years.

In addition to the computer, the group also presented the library with a new book, UOP Professor Dr. Sy Kahn's "Devour the Fire: The Selected Poems of Harry Crosby."

"We very much appreciate these gifts," said Dr. Hiram L. Davis, dean of library services at UOP, "as they will be of great assistance to the library and represent a significant commitment to the library by the Associates organization."

Tim Murphy Scholarship Established

The Timothy P. Murphy Memorial Scholarship Fund has been established at UOP in memory of the 1978 Pacific alumnus and 1981 McGeorge graduate.

Murphy, 27, died in a hiking accident last summer. The scholarship, established by friends and relatives of Murphy, has an endowment of more than \$16,000 and is scheduled to be awarded annually, starting in 1985, to a student who represents the ideals possessed by Tim.

Murphy was a popular student during his years on the Pacific campus, and his activities included serving on a residence hall council. He earned his B.A. degree in English and political science. He was named an Outstanding Young Man of America in 1981 and was a member of the Traynor Honor Society at McGeorge.

He was described by one of his professors, Dr. Arlen J. Hansen of the English Department, as "bright, articulate, responsible, hardworking, good humored and eminently trustworthy. Tim was a joy to have in class and pleasure to teach. He left an indelible impression on his teachers and was as fine a young man as I've taught in 25 years of college teaching."

Contributions to the Timothy P. Murphy Memorial Scholarship Fund can be sent to the Development Office, University of the Pacific, Stockton, CA 95211.



Pete Soderstrom

Student Rides Unicycle

Pete Soderstrom is easy to spot getting from class to class on the Stockton campus.

The 21-year-old biology and pre-dental major uses a unicycle for much of his travel. "I ride it to class all the time and then just set it on the floor by my desk or in a corner of the room," he explained. Soderstrom said the unicycle is about twice as fast as walking and is much easier to secure than a bicycle. In addition to solving a campus transportation problem, he says the unicycle is great for getting his legs in shape for skiing.

The Modesto resident became interested in unicycles in the third grade, when his older brother received one for Christmas. "It's like learning how to ride a bicycle, except you have to balance not just the sides but the front and back. They aren't as fast as bicycles, but I think they are safer and more maneuverable."

Soderstrom only uses the unicycle for short distances; if he wants to go further than about a mile he uses a bicycle.

Women In History

The focus is on women in California history in the current issue of **The Pacific Historian**.

The quarterly journal on Western history and ideas is published by the Holt-Atherton Pacific Center For Western Studies at UOP.

The current issue is based on the theme for last spring's California History Institute at UOP.

Foreign Student Enrollment Reported

More than 400 foreign students are attending classes at UOP.

Catherine P. Davis, acting director of international services, reports 1984 foreign student enrollment of 416 students, compared to 435 in 1983.

However, the total number of foreign student personnel at UOP, which includes permanent residents from overseas, stands at a record high of 585. This compares to the previous mark last year of 575.

Davis said a variety of factors relate to the slight decline in the 416 figure, and these include changes in government policy by some foreign countries and the high number of foreign students in the last UOP graduating class.

A breakdown of the 416 figure shows 292 men and 124 women. A total of 57 countries are represented, with the largest group of 123 from Malaysia. There also are 34 from Saudi Arabia, 22 from Indonesia, 17 from Venezuela, and 15 from three countries, India, Kuwait and Oman. Totals by world area show 218 from Asia, 115 from the Middle East, 49 from Latin America, 20 from Europe and 10 from Africa.

The most popular field of study is the School of Engineering, with 203 foreign students.

Summer Program In Europe For UOP Law School

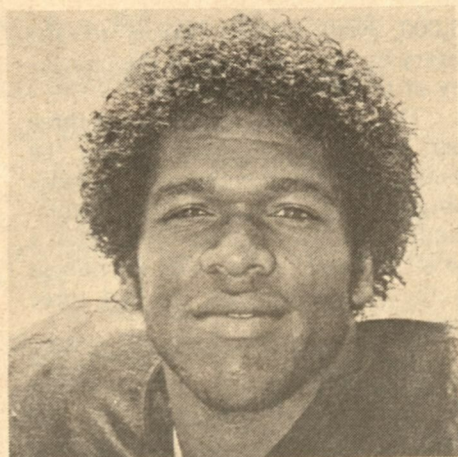
The 12th Annual International Law program in Europe is planned this summer by UOP's McGeorge School of Law in Sacramento.

The Edinburgh Institute in International Business Transactions will be June 30 to July 21, the Salzburg Institute in International Legal Studies will be July 6-27, and the Budapest-Vienna Institute in East-West Law and Relations will be July 24 to Aug. 3.

All of the programs combine academic seminars in comparative and international law with opportunities for observing European society, culture and legal systems.

The programs are geared for law school students but also available on an auditing basis to members of the bench and bar. The costs and credit units available vary with the institutes.

For more information contact McGeorge School of Law at (916) 739-7186.



Mike Merriweather

Merriweather Named All-Pro Linebacker

Mike Merriweather, who performed for the Tiger defense from 1978 to 1981, was named to the National Football Conference starting team for the Pro Bowl.

The January game in Honolulu between the best players in the NFC and AFC included Merriweather as a linebacker. The UOP alumnus plays for the Pittsburgh Steelers and just completed his third season in the league.

Merriweather, whose team made it to the division championship game against Miami, was selected for the Pro Bowl on a vote by NFL players. He is the first UOP player selected for the Pro Bowl in the game's 15-year history. He led his division-winning team in tackles and quarterback sacks this season.

The football star was an All-PCAA first team selection in 1979 and 1981 while playing for the Tigers. The Vallejo High School graduate also played in the East-West Shrine game before joining the Steelers as a third-round draft pick in 1982.

Professor Learns Italian - Fast

The most common phobia people have is to speak before an audience. It's never easy for many to give a report or read a term paper aloud in public. But try to read 10-pages in an unfamiliar language.

That's what English professor Diane Borden encountered when she presented her research paper titled "Verdi Operas in Bertolucci's Films" at the Verdi Festival in Parma, Italy in December.

For three months prior to that time Dr. Borden took a "crash course"

in Italian in preparation for her public reading. The member of San Francisco Opera Guild was asked to appear at the Festival to recite her paper in the native language of Verdi's birthplace of Parma.

Borden, who has been teaching at UOP since 1971, also lectures on Italian film making. Her fondness for the opera, combined with an interest in Italian films, sparked her research paper. "Since I had studied French and Spanish in school, this has helped me learn a third foreign language," she said.

Borden said the Italian will help when she attempts to read Dante's "Divine Comedy" in its original version during her comparative literature class at UOP.

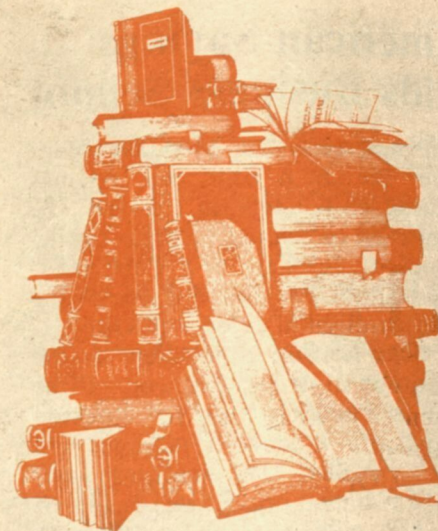
Music Therapy Used To Cope With Final Exams

Music therapy was used on campus last December to help students deal with the stress of final exams.

"We wanted to give the students a chance to get away from the books and have a chance to relax," explained Dr. Suzanne B. Hanser, chairman of the Music Therapy Department. She said results of the project are now being evaluated.

Music therapy is frequently defined as the use of music to bring about positive changes in people's lives, said Hanser. "In this case, it became a stimulus for relaxation and a diversion from tension. We also hoped to give the students techniques and suggestions to help reduce stress at other periods in their life."

She said each session had three parts. First was a movement to music to help the students identify body tension. Second were guidelines on nutrition and study habits during finals. Third were exercises in progressive muscle relaxation to music and suggestions on how the students can relax to music in their own environment.



Library Research Grant

How libraries help the public they are expected to serve is the subject of a \$25,000 research project by a UOP communication professor.

Benson Fraser has received the grant from the California State Library Association for the project, which will be completed this year. "We want to determine how the libraries help the people they serve and why people go to libraries," he explained.

The research involves a survey of some 1,000 library users throughout the state to determine why they went to the library. This part of the research already has been completed, and Fraser said one surprising thing he has learned is that many people use the library as a place to meet someone.

The UOP faculty member said his work will get away from the quantitative measurements of library usage so that library personnel can use the findings to determine how to better serve the public.

Easter Week Mission Tour Planned

An Easter week tour of the Franciscan missions of California is planned by the University.

The 37th annual excursion is scheduled for March 30 to April 6. Included will be a visit by chartered bus to all 21 of the historic missions along the El Camino Real.

The fee of \$400 includes transportation by Greyhound bus, hotel accommodations, travel insurance and some meals. Those who are interested should write to California Mission Tour, Lifelong Learning Office, University of the Pacific, Stockton, CA 95211 or phone (209) 946-2424.

Campus Entertainment Is Big Business

HOSTING a famous musical group or guest speaker is "big business" on the college campus today. The demand and competition to find those who can attract large audiences has mushroomed into specialized campus entertainment offices across the country.

UOP has even become more specialized by dividing its entertainment programs into two separate offices.

The Associated Students, University of the Pacific (ASUOP) handles the many top name musical performers who have appeared at UOP, including Chuck Mangioni, Alabama, Jefferson Starship, the Thompson Twins and Kenny Loggins.

When it comes to inviting well-known

speakers here, the University Programs Board for Educational and Amusing Times (UPBEAT) has arranged for such noted personalities as columnist Jack Anderson, trial lawyer F. Lee Bailey, and conservative television interviewers William Buckley, Jr. and Wally George.

Though ASUOP and UPBEAT coordinate a variety of student entertainment and services, hosting concerts and famous guest lecturers are their most noteworthy. Both offices are staffed by students who have developed a keen sense of what the public wants for entertainment with a business savy to make their budget dollars stretch for the top quality programs they schedule.

ASUOP President Jerry Tseng said the concerts his office brings to the campus normally either break even or make some profit, while the special guest lectures hosted by UPBEAT usually are in the red.

Tseng wouldn't disclose his yearly ASUOP budget, because he feared outside promoters would overcharge UOP for clients if they knew the funding available. But he did say the ticket prices pay most of the concert costs, even with a student discount.

"We are here for the students, but we are also here to make a profit and to keep our heads financially above the water," commented ASUOP Production Manager Lyn Dunnagan.

On the other hand, due to the enormous fees celebrities ask for their lecture time, UPBEAT Lecture Chairperson Deanna Hunter said her office normally loses money, but the quality of the speakers are well worth it. To illustrate the high finance involved, it cost ASUOP at least \$42,000 for rock singer Bryan Adams' performance at the Spanos Center in January. Of that amount, \$20,000 went toward Adams' personal fees, while the rest covered transportation, security, stage crew, production, catering and advertising, said Dunnagan.

If UOP wanted such famous personalities as former Secretary of State Henry Kissinger, the charge would be \$40,000 to \$50,000 for a single lecture. Those in the public eye, but in less demand, such as Watergate conspirator G. Gordon Liddy, would cost about \$4,500, according to Hunter.

Whether it's a musician or guest lecturer, the appearance fees seem to rise with increasing popularity. "At one time we could easily budget Jesse Jackson to speak on campus, but because of his run for president, his appearance fees have gone up a lot," said Hunter.

University entertainment program managers also suffer the same headaches nor-

mally felt by commercial promoters.

"When the Thompson Twins came here, it was a nightmare," exclaimed Dunnagan. "No one from their production group told us they wanted to double the size of the stage at the Spanos Center until the day before the concert. We spent the whole night finding more stage risers (platforms) throughout Northern California and had them shipped here. By three o'clock in the morning, we had everything ready for that evening's performance. But because we increased the stage area, we had to remove some seats that already had tickets sold," Dunnagan explained.

"We had to then reassign all of the seating in the Spanos Center to make it work. But the concert went off well in the end," she said.

Dunnagan said that a few music groups who have appeared at the Spanos Center have requested some rather odd accommodations as part of their contract. "When the Thompson Twins came here, they wanted 12 asparagus sandwiches made for them backstage," she remembered.

Staff members from both offices agree no one on campus pressures them on who can, or cannot, appear at UOP. "At one time UPBEAT was criticized for scheduling too many conservative-type speakers on campus because many students actively support the Republican Party," said Hunter. "But we hope to bring more of a variety of people on campus to give speeches."

She said that Black-activist Stokely Carmichael will be featured at UOP during Black History Month.

Hunter said UPBEAT has a seven member committee that selects who they should hire to speak at UOP for future events. "Next semester, we will send out questionnaires to ask the students who they would like to listen to at these guest lectures," she said.

"Sometimes it surprises us who will attract a large audience," Hunter continued. "When Jack Anderson was speaking in the Conservatory Auditorium, only 300 people came, and we paid him \$7,000. But when Los Angeles television interviewer Wally George was at the Long Theatre, more than 400 people showed up. We had to turn the rest away because there were no more seats inside, and we were paying George much less than Anderson."

ASUOP and UPBEAT staff members agreed they are definitely not trying to reap huge profits for the University through the many ticketed events scheduled here. They just want to provide the quality entertainment the campus deserves and desires.

--D.B.



Singer Kenny Loggins is among the entertainers booked by ASUOP for a performance at the University.

Pharmacy And Health Care



New Dean Seeks Greater Recognition For Profession

PHARMACISTS have always been more than pill counters, says Dr. Donald L. Sorby, and a critical issue facing the profession now is developing greater public understanding of the skills possessed by these health care professionals.

"The public doesn't know very much about what the pharmacist can do," says Sorby, the new dean of the UOP School of Pharmacy, "but this is improving because the pharmacist is becoming more assertive with the consumer, and the public is showing more concern over health care."

This changing role for the pharmacist was one of the major issues Sorby discussed recently in a wide-ranging conversation on the profession and outlook for pharmacy schools.

The new dean, who has 25 years of experience in pharmacy education, says the pharmacist's increasing concern for the public in recent years is probably best reflected in recent national polls. "In surveys on public trust among professionals, the pharmacist is rated second to the clergy. This shows that even though the public doesn't understand a lot about the pharmacist, a feeling of integrity exists toward the profession."

Sorby feels this increased concern for the client is one of the major changes in the profession during the last 10 to 15 years. "A major thrust has been a more patient-oriented focus that includes such things as assuring selection of the proper drugs, evaluating drug therapy, monitoring undesirable side effects from medication and helping patients to comply with prescription programs."

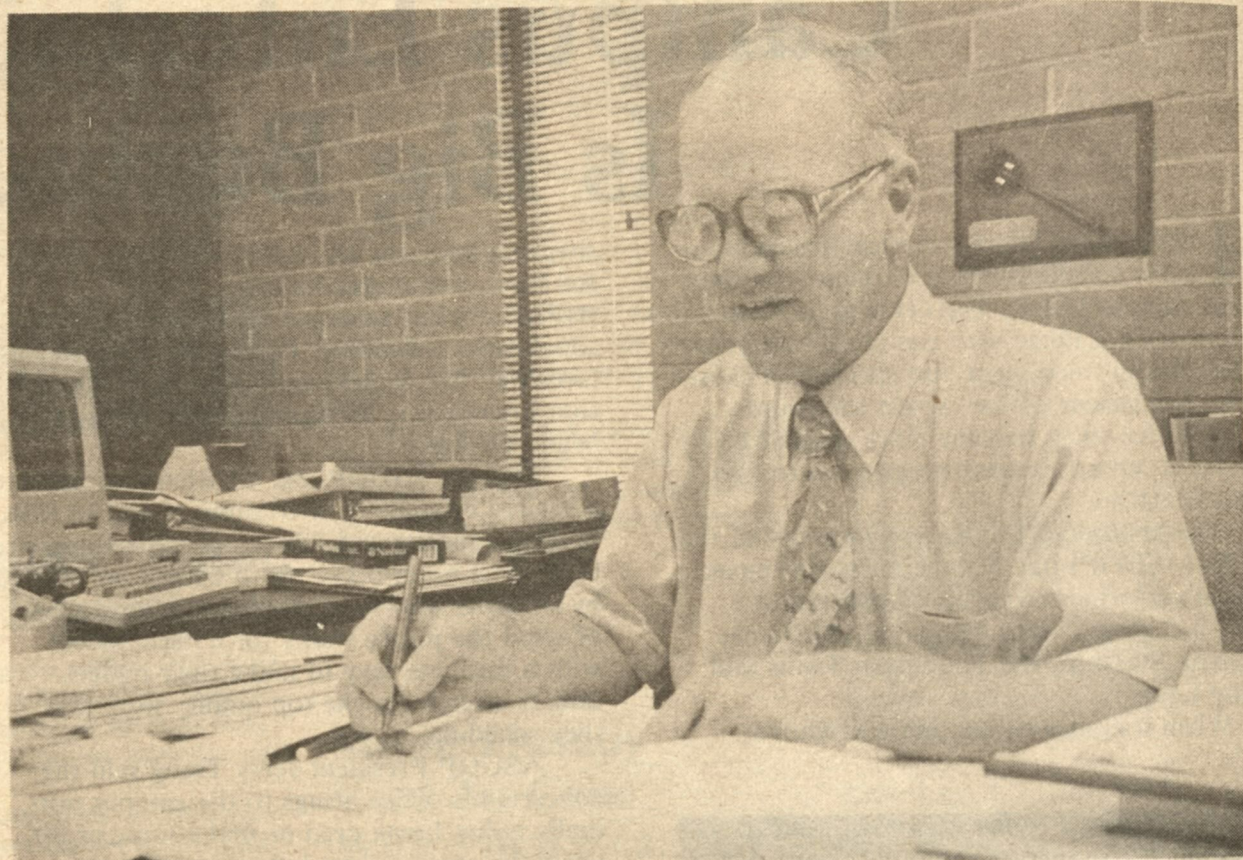
This increased concern by the pharmacist toward the patient relates to what Sorby sees as the most critical challenge facing the profession today.

"Our biggest challenge is probably documenting the value of the non-commodity component of pharmacy service. Everyone knows they have to pay for the medication they purchase, but what about compensating the pharmacist for his other services? We must begin to document the cost effectiveness of the pharmacist's involvement in medication utilization review and patient education?"

"The public needs to recognize that the pharmacist needs to be paid for what he does besides just the mechanical function of filling prescriptions. The pharmacist has to demonstrate to society that this is a service that's important and worth paying for."

"What makes this so important now is that all health care is under the gun to contain costs. The pharmacist is quite vulnerable if judged solely on the basis of filling prescriptions. If the pharmacist pays \$1.75 for a drug and sells it for \$6.25, the critics say this is too large a profit. But these cost cutters don't consider the cost of all the other services the pharmacist provides. Much of the advice received in consultation with a pharmacist today would be expensive if obtained at a doctor's office."

"We as a profession haven't sold society that these ancillary services are important and



Dr. Donald L. Sorby, the new pharmacy dean at UOP, feels the public should "recognize that the pharmacist needs to be paid for what he does besides just the mechanical function of filling prescriptions."

worth the price. We have to prove this is important and then sell this to society or problems in this area will continue."

Sorby, who came to UOP after 10 years as dean of the University of Missouri School of Pharmacy, adds that the challenges to the profession aren't restricted to relations with the public.

"Pharmacy schools have been incorrectly perceived by some pharmacists as focusing on hospital training," he explains, "because of the amount of time our students spend in these health care facilities. But if we want our students to see how drugs work with patients, this is more easily done in a hospital environment. All the patient information and records are there. It's the same reason doctors are primarily trained in hospitals. It's much more difficult to do these things in a retail pharmacy setting. The physical arrangement isn't appropriate, our society is extremely mobile and the data base is frequently incomplete in these situations."

The UOP administrator notes that one reason for the extensive externship program in pharmacy here is for the student to apply what is learned in the hospital situation to other practice settings. "Hospital pharmacy practice has probably changed more over the last decade than retail pharmacy, in terms of the pharmacist's role, but community pharmacy practice is beginning to undergo similar changes. The pharmacist now is much more involved outside of the pharmacy through talking with patients and consulting with health professionals."

Sorby anticipates another area where

pharmacy will continue to change in the coming years is related to the technology explosion. "Issues like post-graduate education, re-education and continuing education will become very important. We are talking about re-tooling the knowledge base of the pharmacist."

Computers are another dimension that interests Sorby. "Computers are becoming a tremendous adjunct to the practice because they free the pharmacist from paper work to spend more time with the public. Although the degree of sophistication varies with the pharmacy, areas of use include detecting drug interactions, billing, typing claims, maintaining inventories and monitoring a patient data base."

"We have said for years that the pharmacist should have a patient medication profile, but this has been costly to maintain the sufficient paper work - until the computer." He cautioned, however, that computers do have drawbacks. "They can flag a drug interaction, but the pharmacist still must use his judgment. The computer doesn't remove the process of thinking."

Sorby, 51, became interested in pharmacy as a youngster through his studies in chemistry and science. He was raised in the Midwest and earned a pharmacy degree from the University of Nebraska in 1955. He later obtained M.S. and Ph.D. degrees from the University of Washington. Sorby has taught pharmacy and held administrative positions at the University of Washington, University of California at San Francisco and the University of Missouri at Kansas City.

Sorby's pharmacy expertise encompasses

the field of pharmaceuticals, which is the application of physical chemistry to the formulation and evaluation of drug products. In recent years he has also pursued pharmacokinetics, which deals with how our system absorbs medication and eliminates drugs from the body.

The new dean was familiar with UOP from his years at UCSF and a consulting assignment here in 1976. "That experience gave me a positive attitude about the school, particularly the way the faculty addressed curricular issues."

His decision to accept the position in Stockton was influenced by several factors.

"After 10 years in Kansas City I had come to a point where a career change was beneficial," explains Sorby. "The problems to solve at Missouri were solved, and those that hadn't been solved probably never would be. I wanted a new environment and new challenges." He says one of the attractions of UOP was the lack of bureaucracy that is a great advantage of a private university or college. "A large multi-campus university like Missouri has layers of bureaucracy. UOP has more flexibility, a higher priority on teaching and a much stronger orientation toward the students."

He feels the assets here include the physical facilities, support the school receives from the profession in this area and throughout California, and the dedication of the faculty to the teaching mission at hand.

Sorby acknowledges that the school is not without some problem areas, which he prefers to term challenges. One of these is the enrollment situation. "All of the health professions are facing application declines that started a few years ago. This is probably related to such issues as the declining pool of college age students, popularity of other disciplines, inflated reports concerning job market saturation and the cost of pharmacy education.

"I don't believe we are educating too many pharmacists, it's just that the jobs are now in the smaller towns and rural areas. The city where a pharmacy school is located is always saturated. We are down about 50 students in the professional program, compared to several years ago, and we hope that is the bottom."

In addition to the enrollment situation, other challenges foreseen by Sorby include the limited financial resources of the University, salary structure for the faculty and fact that the school is not associated with a large health science center. "Overall, I would say our school is in reasonably good condition, if we use our resources wisely," explains Sorby.

"We want to get involved in strategic planning and channel our efforts into being a very good school of pharmacy unique to our environment."

--R.D.

Physical Therapy Program Launched

THE University of the Pacific is establishing a new program in physical therapy, beginning in the fall of 1986, that will lead to a master's degree in the field.

In conjunction with the program, UOP will inaugurate a program in pre-physical therapy in the fall of 1985.

Dr. Oscar T. Jarvis, UOP academic vice president, said the program has been under study for several months.

"The demand for physical therapists already exceeds the supply, and this situation is expected to increase in the years ahead," said Jarvis. Recent studies predict a significant increase in jobs in the field during the remainder of this century and beyond.

Physical therapy, the health profession concerned with the problem of optimal human health and function, deals primarily with problems related to movement. Physical therapists plan and administer treatment in order to restore bodily function, relieve pain, and prevent or limit disability to those suffering from a disabling injury or disease. Patients include accident and stroke victims, handicapped children and sufferers of various neurological and orthopedic disorders.

The goal of physical therapy is to help patients attain maximum muscle strength and motor skills but, at the same time, to accept and adjust to the limiting effects of their disabilities. Patients often are suffering emotional as well as physical stress, and treatment

requires sensitivity in addition to technical proficiency on the part of the therapist.

Jarvis said the program's administrative home will be in the School of Pharmacy and may relate to several existing UOP health care offerings such as pharmacy, communicative disorders, music therapy, sports medicine and physical education. "We feel that many students interested in the master's physical therapy program will major in fields such as biology, sports medicine and psychology during their undergraduate years," said Jarvis.

The UOP program will be one of 107 entry-level physical therapy curricula nationally, and one of only 14 offering the master's degree in physical therapy. The American Physical Therapy Association has mandated that all entry-level physical therapy programs must be at the master's degree level by 1990.

Only two other programs in the field exist in Northern California, at Fresno State and the University of California in San Francisco.

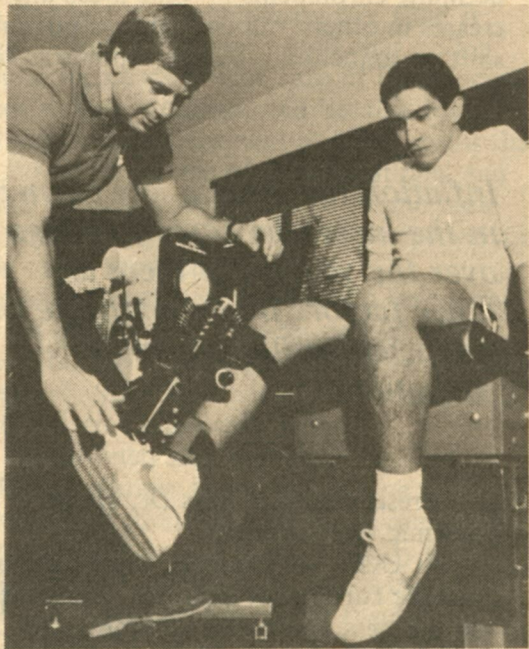
Each year, about 288 physical therapy graduates in California enter the profession. This number, however, amounts to less than half the number of physical therapy positions available in California each year. **The New York Times** recently projected a 50 percent increase in jobs for physical therapists during this decade. In 1982, the California Hospital Association reported that 72 percent of the 276 hospitals in California had difficulty in recruiting physical therapists.

The UOP program at the graduate level will require 21 months of study, including extensive off-campus clinical experience. These off-campus opportunities will include acute care facilities, nursing homes and rehabilitation sites in the Central Valley, San Francisco Bay Area and Southern California.

The program will be developed to meet the accreditation guidelines of the American Physical Therapy Association. The student-faculty ratio will be about 8 to 1, with laboratory sections not exceeding 16 students.

The incoming graduate class will be limited to 32 students, and officials expect the program will add 60 to 100 students to the undergraduate enrollment.

--G.L.



Stockton physical therapist Jerry Solberg works with Patrick Artiaga at the STAR Clinic.

HOW quickly we forget. There seems to be a common perception that the cost of a college education has risen out of proportion to the cost of living. In reality, there is ample room for debate on whether or not it costs more to go to college today than it did 30 years ago in terms of "real" dollars.

When the parents of many of today's university students enrolled in college in the early or mid-1950s, they and their families were usually faced with a tuition of less than \$600 per year.

Ten years later tuition had increased to about \$1,500 per year. By 1975, tuition at UOP had gone up to \$3,500.

UOP Regents last month approved a planned tuition increase of 8.4 percent for 1985-86. This will raise tuition at UOP from \$8,480 for the current year to about \$9,200. Combined tuition, fees, and room and board will bring the total to about \$13,000.

UOP's tuition is comparable to that of other leading independent California universities. There often are questions, however, concerning the reasons for the growing cost of education today.

It may not be recalled that the average wage in the early 1950s was \$75 per week. A

Purchasers today consider themselves fortunate to have found a modest size car for less than \$12,000.

new car could be bought for under \$3,000, and a two bedroom apartment could be rented in mid-town Manhattan for \$135 per month. As late as the early 1970s a gallon of gasoline cost less than 40 cents.

Purchasers today consider themselves fortunate to have found a modest size car for less than \$12,000. Home utility bills of well over \$250 per month are not unusual in the Central Valley, and \$1.40 for a gallon of gas is common.

Obviously, inflation has been a key element in the increased costs of college over the years, but there are other factors that complicate the financial position of higher education today. These forces are most obvious in the independent colleges, where tuition costs are often directly related to expenses.

A recent study by the UOP finance office indicates that the overall cost of operations has been increasing at the rate of about nine percent per year for the past decade.

Increasing needs for financial aid, a shift in the interests of students, and a declining college age population all contribute to in-

creasing operating costs.

One significant deviation from the pattern of cost increases is in the area of financial aid, where state and federal funds recently have not kept pace with inflation. This has made it necessary for the University to devote more of its resources to financial aid for students, according to Financial Vice President Robert R. Winterberg.

The amount of money UOP is devoting to financial aid has increased at an annual rate of 13 percent since 1971. Some \$6.5 million, or nearly 10 percent of the total budget, will be allocated for financial aid next year.

More than 60 percent of the UOP students will receive some form of aid next year, and University officials urge all prospective students and their parents not to rule out UOP because of costs. (See accompanying story.)

Many students find that enrollment at UOP with financial assistance is comparable to the costs of attending a public university which often does not offer financial help.

Another factor facing UOP and many other colleges and universities is the declining numbers of students attending college. Predictions are for 25 percent fewer high school graduates between 1980 and 1994. The net effect is that fewer students are paying for the same, or only slightly smaller, number of faculty and staff, as well as the operation of the entire physical plant.

Changing student interests have resulted in declining enrollments in some areas and increases in others. "It isn't always possible to shift personnel on a college campus as rapidly

Inflation has been a key element in the increased cost of college over the years, but there are other factors that complicate the financial position of higher education.

as interests change," says Dr. Oscar T. Jarvis, academic vice president.

At UOP, for example, there have been dramatic enrollment increases in engineering and business and public administration. On the other hand, there have been declines in some

COLLEGE

Keeping Them



areas of the humanities, in the Conservatory, the School of Education and the School of Pharmacy. The net result is a decline of nearly 350 students since the peak enrollment year of 1976.

This situation is compounded by the fact that many of the faculty hired in the 1960s and early 1970s, when enrollment was growing rapidly, are now reaching the higher salary levels and have senior positions with tenure. More than 70 percent of the faculty on the Stockton campus now hold tenure. At the same time, the number of full-time-equivalent faculty increased from 242 in 1976 to 254 in 1983.

Steps are being taken to improve the situation, but it takes time, according to Jarvis. He recently outlined a five-point program to the Regents that includes the following objectives:

1. Adjust the size of the faculty through attrition and by not replacing some who leave or retire. Jarvis says there are about 30 faculty

E COSTS

In Perspective



nearing retirement. Some of these will not be replaced because they teach in areas where enrollment has declined.

2. Attract more highly qualified students. Jarvis says that efforts to recruit students have been intensified during the past three years. Last year the University had one of the largest entering classes in its history.

3. Increase retention. Several efforts have been made in this area. According to Jarvis, if only two or three percent more students decide to complete their education at UOP it will have a significant impact on overall income.

4. Establish an early retirement program for faculty and staff. A new plan was announced this past year making it possible for faculty and staff to retire early without loss of retirement benefits. While there is no mandatory retirement age at UOP, it is advantageous for most individuals to retire prior to age 70.

5. Add programs that have a positive cost-benefit ratio. An example, according to Jarvis, is a new master's degree program in physical therapy being launched in the fall of 1986.

Students are being recruited now for a new pre-physical therapy program within College of the Pacific that will start in the fall. It is anticipated that as many as 100 undergraduate

Some \$6.5 million, or nearly 10 percent of the UOP budget, will be allocated to financial aid next year.

students will be attracted to UOP because of this program.

Costs may be increasing, Jarvis says, but what it really means is that "we must deliver" an education of comparable value to the cost and do it efficiently.

Universities in general face another problem in keeping costs down. Compensation for faculty and staff has not kept pace with inflation during the past few years. Efforts now are being made to "catch up."

At UOP, for example, all personnel received no pay increase in 1982-83 due to an unexpected decline in enrollment.

The national inflation rate has eased in the past two years, but in an effort to offset earlier purchasing power losses, the Regents voted compensation (salaries plus benefits) increases of more than eight percent this year and projected a similar increase next year.

The fact that a university like UOP is highly tuition dependent means that tuition must be increased to take care of these increased costs. This is complicated because the relatively small endowment at UOP means that more than 80 percent of the educational and general income is from tuition. At the same time, more than 64 percent of the expenses are made up of salary and benefits.

Other factors that have had a severe impact on overall costs are soaring energy expenses, higher interest rates for short and long-term institutional borrowing, and dramatically higher printing and postal rates.

John Minter and Associates, Inc. of Boulder, Colorado has been tracking the financial operations of a group of comparable institutions for several years. A study conducted in 1983 indicated the following when UOP was compared with other institutions:

--About 75 percent of the institutions are comparable to UOP in the amount of tuition

charged, the amount spent in academic support, and in instructional expenses.

--More than half of the institutions receive more than UOP in terms of federal support, gifts and grants and endowment income.

While the endowment income ranks at about the 50th percentile, it still only accounts for about two percent of UOP's total budget.

Another area of concern is gifts and grants, where UOP is near the 25th percentile among the studied institutions. Only about four percent of the total income is from these sources.

University officials note that both of these areas of income are relatively low because UOP has a very young alumni body. More than 60 percent of UOP's nearly 21,000 alumni have graduated since 1970. Also, during the earlier years, UOP alumni were primarily in the teaching, ministry and music fields with relatively low incomes.

There appears to be general agreement that the costs of higher education have increased dramatically over the years, although not necessarily any faster than the general cost of living. But a constant search is made for greater efficiencies to reduce the rate of spiraling costs. Each year the University budget committee, representing administrators, faculty, students and staff, work diligently to keep

Compensation for faculty and staff has not kept pace with inflation during the past few years.

tuition increases at the lowest possible level.

Increases in endowment and more gifts and grants appear to be two of the best long term solutions to keeping the cost of tuition from expanding as fast as the daily costs of operations.

There is no question that it costs much more to attend college today than it did a generation ago -- but so does that new car, a bag of groceries and just about everything else.

--D.M.

Financing A College Education: Many Options Available

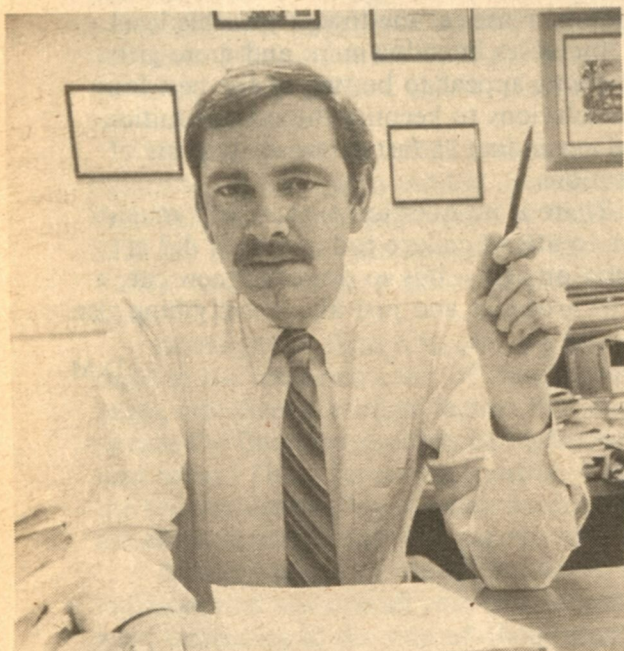
AS director of financial aid, Paul Phillips regularly fields questions from interested students and parents concerning the funding of a college education at Pacific.

During a recent interview with the **Pacific Review**, he discussed many common concerns regarding this topic on the Stockton campus of the University.

Q: If parents can't afford to write UOP a check for \$13,000 for one school year, how can they afford to send their child here?

A: The first way is through financial aid. The average award this year is \$8,000, so the average family cost for financial aid recipients right away drops from \$13,000 to \$5,000. This compares quite favorably with the public sector, as the cost at the University of California is estimated to be \$6,500, and the cost at the state system is \$5,200.

For families who don't qualify for need-based financial aid, there are a couple of options. One is a national parent loan program



"We definitely believe there are many prospective students who want to come here and would make a real addition - but they never apply because they fear they can't afford it," says Paul Phillips.

that allows the parents to borrow up to \$3,000 per year per student in college with a 10-year repayment plan at 12 percent interest.

Many families who are heavy in assets but light in cash flow can qualify for an additional

\$2,500 in Guaranteed Student Loans, which are not paid back until the student finishes college, and then the schedule is eight percent interest over 10 years.

Finally, UOP offers plans through insurance companies for long term payments of college costs.

Q: Do we have a lot of students thinking they can't qualify for financial aid when in fact they may qualify for a substantial amount?

A: I don't think we have a lot of students enrolled in this position. But we definitely believe there are many prospective students who want to come here and would make a real addition - but they never apply because they fear they can't afford it.

A point we continually make is that prospective students shouldn't look at cost in determining where to apply. If their school of choice costs more than the family can provide, they should do three things. One is apply, second is apply for financial aid and third is have a low-cost second choice in case things don't work out financially. They should at least give the financial aid office a chance to see what we can do. There are many people who could be here now, but they never gave us a chance to work with them on a financing program.

Q: Children of wealthy parents would have no trouble with college fees at UOP, and those from very poor backgrounds have numerous aid programs available. But what about these in the vast middle ground?

A: Last year 600 families with an annual income between \$25,000 and \$50,000 qualified for financial aid at UOP with an average assistance of \$7,500 per student. This shows we have financial aid programs that can be tailored for these individuals.

Q: The main forms of financial aid are scholarships and loans. What else do we offer?

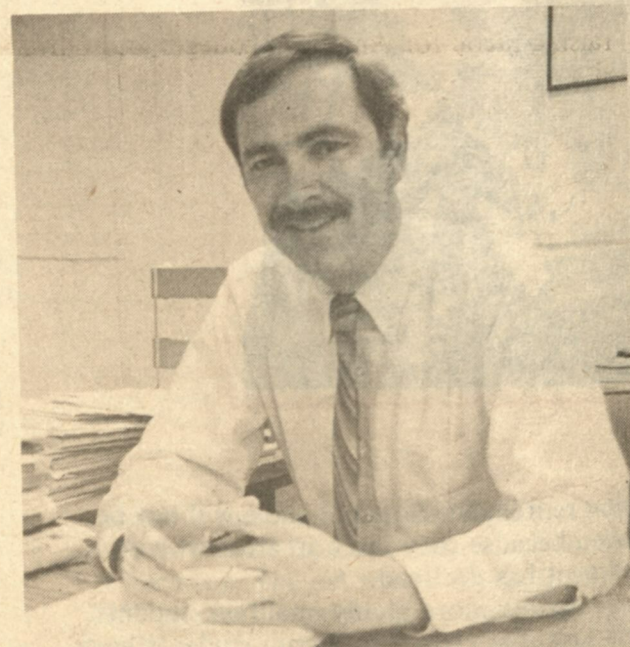
A: Work on campus. Our financial aid philosophy is that students ought to help themselves in meeting college expenses through loans and/or work. We will employ 1,300 students this year in campus jobs. If they work 12 to 13 hours a week, which we feel is reasonable, they can earn \$1,500 a year. This is certainly one way the student can help the family with college expenses by reducing indebtedness on student loans and decreasing the amount the parents have to pay. Incidentally, studies have shown that students who work on campus have a better retention rate. I should

add that we have a very strong student employment program, whether or not the student has financial need.

By the way, our financial aid program normally isn't just a scholarship. It is a total package of aid that usually includes a combination of scholarship, loan funds and work.

Q: With our tuition, aren't we reaching a point where the repayment schedule of loans is beyond the financial means of many families?

A: This is a concern that we share, particularly for certain groups of students such as those studying undergraduate pharmacy. Because many pharmacy students enter with degrees, they don't qualify for very many scholarships and grants. (For some pharmacy students, this can mean a loan repayment schedule of \$500 a month for 10 years.) However, for a typical undergraduate high-need student the rate would be \$175 a month for 10 years. I want to emphasize that there can be enormous differences in repayment pro-



"Our financial aid program normally isn't just a scholarship," says Phillips. "It is a total package of aid that usually includes a combination of scholarship, loan funds and work."

grams, and these are just examples. On the parent loan program of \$3,000 annually for four years, the rate would be approximately \$150 a month.

Q: Has UOP become a school for "rich kids"?

A: No, it clearly hasn't. About 60 to 65 percent of our students receive financial aid, and this figure has been fairly constant for several years. About 40 percent of our financial aid applicants come from families with income under \$45,000, and about 20 percent are under \$20,000. Of course we don't know about the wealth of our students who don't seek financial aid, but this group is less than a third of the Stockton campus enrollment. If we didn't have financial aid, we would become a school for the rich, and we would be a much smaller university.

Q: Do we refuse financial aid to many applicants?

A: We have to say there are some families we can't help enough for the student to enroll. But this is a very small percentage. For example, this school year there were 2,100 applicants for financial aid, and only 325 of these were turned down.

Q: Does UOP have any financing programs available to students that are unique to Pacific?

A: We have a monthly payment plan over eight months so parents don't have to pay all of the bill at the start of the school year. Most

colleges require payment up front or offer monthly payment programs with interest. We charge no interest and only a \$35 per semester service fee. Pacific also has a considerable amount of funding available each year for need-based scholarships. That total this year is \$4 million.

Q: What scholarships do we offer that aren't based on need?

A: There are three kinds. One is music merit scholarships for extremely talented music students. Second is athletic grants for men and women in a variety of sports. Third are academic merit scholarships for National Merit

finalists.

Q: What form of financial aid here is most frequently overlooked by those interested in UOP?

A: We like to believe that in the financial aid office there isn't much that is ever overlooked. But if there is anything, it may be the parent loan program and Guaranteed Student Loan programs that we mentioned previously. Some people think we have some obscure scholarships that aren't used each year, but that is mostly a myth. We spend our entire financial aid budget every year.

--R.D.

Class Agents Aid Alma Mater

SOME use it as an opportunity to renew old friendships from college. Others feel a sense of responsibility to their alma mater, and this provides an outlet for that obligation.

Whatever the reasons, the class agent program has been proven successful as a fund raising tactic for American colleges and universities.

"Class agents are very successful nationally," explains Robert S. Arp, "and some of the Ivy League schools, such as Brown University, have a goal of one class agent for every nine alumni."

As director of the Annual Pacific Fund, Arp administers a class agent program at UOP that has yet to reach the sophisticated level of many Eastern schools. But progress clearly is being made in this direction.

The program was launched at UOP in 1981, and class agents are now active for each year from the Class of 1916 through 1983.

"We initially expected one agent for every year, except for the very early class years where one agent could cover several class years," says Arp. "Last year, however, we began to increase the number of class agents, particularly for the classes in the '60s, '70s and '80s, which are much larger (57 percent of our alumni have graduated in the last 15 years)."

This year the class agent program continues to grow with the formation of committees. Ideally, a class agent committee will have a chairman and one to three representatives from COP, plus one from each of the other schools and colleges on the Stockton campus. (The dental school in San Francisco and McGeorge School of Law in Sacramento have their own alumni fund raising programs.)

The duties of the class agents are very simple, explains Arp. "We ask these alums to either write or phone their classmates to encourage a gift to the Annual Pacific Fund," says Arp. The purpose of the Annual Pacific Fund is to provide unrestricted support for the University, and most of this goes toward supporting budgeted scholarships."

Michael C. Normoyle, a Modesto lawyer, is the Class of 1970 representative. "I had

been in New York for a few years and thought this would be a way of getting back in touch with my classmates, and that has happened," he says.

Normoyle, who played baseball during his years at Pacific, adds: "I thought our class was active and sensitive to what the University was trying to accomplish, and this is a way I can give something back."

Similar thoughts were expressed by Thomas J. Ferrari Sr., class agent for 1942 graduates. "I have always felt a responsibility toward UOP and an obligation to the school," says Ferrari, the vice president and general manager of Ellis Brooks leasing in San Francisco.

According to Arp, the University tries to attract class agents who have shown prior interest in the University. "We try to find those who have been active in the alumni clubs, the alumni association or served as phonathon volunteers when they were students," he says.

Ferrari is a past president of the Pacific Alumni Association, while Linda Haverty, the agent for the Class of 1983, was a student body vice president during her years on campus.

"I became friends with some of the people in the Development Office through our senior class project," says Haverty, now an assistant buyer for Emporium-Capwell in San Francisco. "This activity, plus my ASUOP work, taught me the need for gifts from the alumni. Also, I felt strongly that the University doesn't always approach new alumni in the proper manner. Serving as a class agent gives me an opportunity to help in this area."

Marjorie Lawrence of Sacramento, a retired teacher and the Class of 1930 representative, also participates in the Patrons of Pacific Scholarship Program that provides named scholarships each year for deserving students. In addition, she is active in the musical arts and has aided the Development Office in this area.

Class agents are not required to be a major donor to the University, but they are encouraged to make annual gifts. "We ask that class agents set an example for their classmates

by contributing each year to the Annual Pacific Fund," according to Arp.

Gifts to the Annual Pacific Fund range anywhere from \$5 to several thousand dollars. Donors who give \$100 or more receive special recognition for their support. "In addition to financial support, we are trying to build alumni participation. People give to what they believe in, and we find that our alumni believe in UOP," Arp says.

"An appeal for support makes more sense if it comes from someone from your school," notes Arp. For example, he says it's better for a pharmacy graduate to receive a letter from a fellow pharmacy student than from a COP or music graduate.

Adds Haverty, "It's a lot easier to give if you recognize the name on the letter." Says Normoyle, "The class participation giving level for our year has been a great reward for me. I feel that is the rock upon which good giving patterns develop."

The current class agent program started in 1981, but University officials can't attribute increased alumni giving levels since that date only to this program. The Annual Pacific Fund each year consists of direct mail appeals and phonathons using student and alumni volunteers.

In 1982, the University became a part of the James Irvine Foundation Alumni Challenge Program. This enables the University to receive a bonus for increases in alumni giving, including new alumni donors.

As a result of all these combined efforts, there has been a dramatic increase in annual contributions for the University.

"This is a time when private independent higher education must be supported by its alumni to be strong, and UOP is no exception," says Arp. "With the assistance of alumni volunteers in the class agent program, we expect to continue to broaden our base of alumni support."

Those interested in the Annual Pacific Fund class agent program should contact the UOP Development Office, Burns Tower, Fourth Floor, Stockton, CA 95211, or phone (209) 946-2500.

--R.D.

Professional Involvement Brings Rewards For Dental School

THE influence of the UOP School of Dentistry stretches considerably beyond its San Francisco location.

Consider, for example, that Dean Arthur A. Dugoni has served as president of the California Dental Association (CDA) and represents California on the 14-member Board of Trustees for the American Dental Association.

But this level of professional involvement doesn't stop with Dugoni. His predecessor, Dr. Dale F. Redig, is executive director of the CDA, which is the largest state dental association in America, and he also is president of the American Fund for Dental Health.

Dr. Burton Press, until recently the assistant dean for continuing education, is a past president of the American Dental Association (ADA). Dr. William Allen, a 1948 dental school graduate, preceded Dugoni in the top CDA position, and he is currently a member of the UOP Board of Regents.

The list goes on. In fact, the influence of those affiliated with the UOP dental school on the county, state and national scene recently was prepared by dental school officials. It totaled five pages and 66 names.

"This contribution is of real value," explains Dugoni, "because it means our people are helping control the destiny and future of the profession. It gives us influence on where dentistry is headed, and this is extremely important."

The list of benefits from this involvement is extensive, according to Dugoni. "It brings prestige to the University and school and is highly beneficial in recruiting students. I meet many dentists whose children come to our school because of the ADA and CDA contacts I make throughout the country."

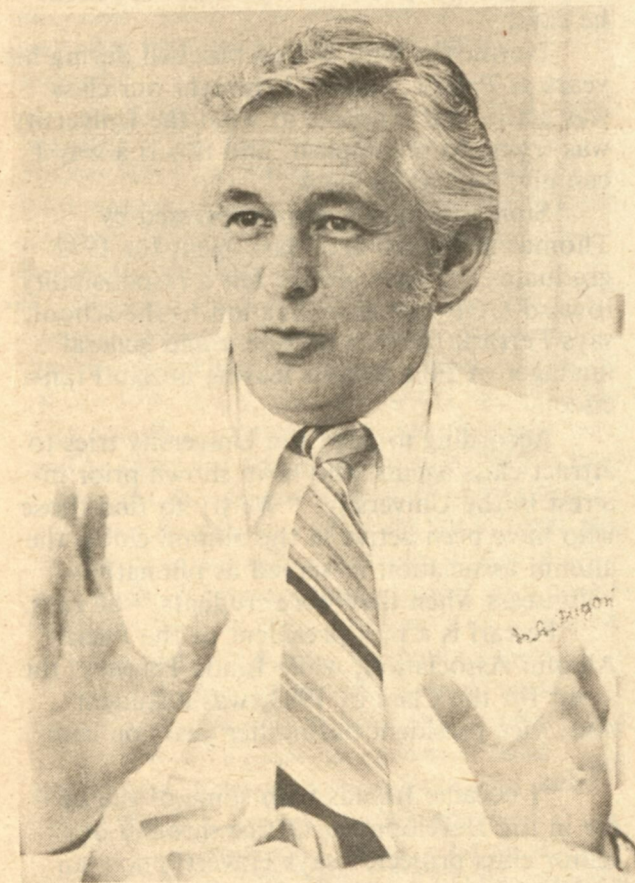
Dugoni says it also helps in fund raising efforts for the school. "The activities of our faculty, administrators and alumni open many doors with individuals, corporations and agencies for potential bequests, annual support and major gifts. Our list of donors includes practically as many non-alumni as alumni. How do we reach these people? I'm convinced this is due to our high level of activity and the fact that we encourage support of health education in general and UOP in particular."

Dugoni feels it's not just a coincidence that those affiliated with the UOP dental school become active in professional organizations. "I would have to say that we have a higher proportion of leadership than the other four dental schools in California. Many of our graduates are involved because of what we do here. We are only one of five nationwide dental schools with 100 percent membership in the American Student Dental Association. We also are one of two in California with 100 percent student participation in the California Dental Association.

"As a result of this activity, our students are very much aware of the importance of involvement within the profession. During the year we have several forums and workshops where we bring in speakers from the ADA and CDA. Our overall philosophy incorporates a commitment to inform the students concerning responsibilities to the public and to the profession. We push hard for student involvement in these areas," says the dean, "particularly through a lecture series in their final year in a class on practice management. We also have an annual retreat at Asilomar that includes speakers from both ADA and CDA."

Dugoni acknowledges that involvement in the ADA and CDA is important for the students just graduating because of the size and influence of the two organizations.

"The American Dental Association is very influential. The headquarters take up a 22-story building in Chicago, and they have a staff in Washington, D.C. that includes 14



Dean Arthur A. Dugoni of the UOP dental school says professional involvement is of major importance to the future of dentistry.

lobbyists. The annual budget is in the \$40 million range, and the membership total of 80,000 includes 80 percent of the practicing dentists in the country."

The ADA is governed by a 14-member Board of Trustees, and the influence of California on the national scene is such that one of the 14 represents just California. That individual is currently Dugoni.

The UOP dean feels the California Dental Association is probably the most powerful

state organization in the country. "We really are a pacesetter out here. What happens in the profession usually occurs first in California, such as the movement for pre-paid dentistry and alternate delivery systems."

The dean explained that the California organization is in a leadership role nationally for a variety of reasons. "Part of it is the affluence of the area. With a high standard of living, more people have pre-paid insurance and a higher standard of health care. People here are just more interested in good dental practices."

Dugoni said the CDA has provided several outstanding leaders for the profession and has pioneered such concepts as having their own insurance company, printing plant and computer network. CDA also is very effective in this state in monitoring legislation that affects the profession. Dugoni said there were 400 such bills last year that pertained to dentistry, and he studied many of these through his membership on the CDA Council on Legislation. Dugoni has served on 10 CDA councils or committees during his tenure with the organization. This has included 16 years on the Board of Trustees, 26 years with the House of Delegates, secretary four times, vice president twice and president in 1982. With the ADA he has served in the House of Delegates for 16 years and served on eight different committees or councils in addition to his current duties as trustee from California.

The UOP dean practices what he preaches when it comes to dental involvement. He has served as president of the San Mateo County Dental Society, the Omicron Kappa Upsilon honor society, Central Section of the Pacific Coast Society of Orthodontists, American College of Dentists, and Western Conference of Dental Examiners and Dental School Deans. He also has been active in leadership roles with the International College of Dentists, American Association of Dental Schools and California Dental Service.

Several leading dental officials at the state and national level have ties to the UOP dental school. Among the graduates are Dr. Judson Klooster, dean of the Loma Linda School of Dentistry, Dr. Henry C. Garabedian, president of the California State Board of Dental Examiners, Dr. Herbert Yee, UOP Regent and president of the International College of Dentists and Dr. Harold Harada, president-elect of the California Dental Association. In addition, 15 alumni are currently serving as California Dental Association Trustees, and several others hold leadership positions in various county dental societies.

--R.D.

TIGER TRACKS

'20s

Agnes White Elfving, COP '27, recently returned from a month in Japan where she visited friends made during her 12 years as a volunteer in a program at the U.C. Berkeley YWCA called English in Action. She assisted many Japanese professors, visiting scholars and doctoral students in their conversational English. She resides in Concord.

'50s

Jack C. Giles, COP '52, retired in August after more than 30 years of federal employment, most of which was spent with the Armed Forces Radio and Television Service in Hollywood. Giles, who lives in Sherman Oaks, retired as the Chief of the Radio Division.

Laura Covey Hodgkinson, COP '58, is a farmer and housewife in Lakeport, where she lives with her husband Milton, also a farmer.

Susan Tylor Nowell, COP '58, lives in Santa Rosa.

John H. Sylvester, COP '58, is a partner in an insurance brokerage firm and lives in Palo Alto.

Russell L. Warner, Conservatory '58, is a self-employed arranger/orchestrator. He lives in Seattle, Washington.

Wayland L. Ezell, COP '59, is a professor of biological sciences at St. Cloud State University in Minnesota. In addition, he is chairperson of the department, president of the Minnesota Academy of Science, and has numerous research publications on botany in professional journals. He lives in St. Cloud with his wife Sue, a librarian.

Tom Flores, Education '59, is in his sixth season as head football coach of the Los Angeles Raiders. He lives in El Segundo with his wife, **Barbara Fridell Flores, Education '60**.

Sandra Lee Nicholls, COP '59, is a self-employed innkeeper. She lives in Forestville with her husband, **Robert, COP '59**, a teacher.

William C. von Meyer, COP '59, is president of Fairview Industries, a company that works on genetics and chemistry in agriculture and industrial processes. He lives in Middleton, Wisconsin with his wife Nancy, an assistant civil engineer.

'60s

Douglas D. Keller, COP '60, is an attorney with the California State Department of Insurance in San Francisco, where he resides.

W. Nelson "Nels" Rasmussen, COP '60, and his wife, **Joyce Francis Rasmussen, Education '60**, have recently moved from Sacramento to Fresno. Nels has been appointed Regional Manager of the California Office of Emergency Services for Region V, comprising seven counties in the San Joaquin Valley. Joyce has a second grade teaching position in the

Selma Unified School District.

Noel E. Manoukian, COP '61, Chief Justice of the Supreme Court of Nevada, has been re-elected to the Board of Directors of the American Judicature Society, a national organization for improvement of the courts. He is chairman of the Conference of Chief Justices Arbitration Committee, co-chairman of the Nevada Bar-Judiciary Alternate Dispute Resolution Study Committee, and a member of the Nevada State Bar Committee on the Judiciary. He lives in Gardnerville, Nevada.

Linda Michele, Education '63, is an operetta and musical comedy performer. She made her Broadway debut as Rosabella in "The Most Happy Fellow" and has starred in such

Dear Editor:

This is not an easy letter to write. Three roommates: Kenny Buck, "Skippy" Ottoson and Don Tafjen.

Those of us who lived with "Skip" at Archania will remember him as the positive country boy who walked down the hallway saying "Like coach says (Ernie Jorge), if you can't say something nice about somebody, don't say anything."

"Skippy" first was a wonderful person, second, third or whatever, he made about 30,000 people a weekend go nuts as he quarterbacked Pacific football in its glory days.

Today, some 30 years after his playing days, pick up a football program and appreciate the passing stats - Roy "Skippy" Ottoson, an all-time leader.

We had a three-man room (the only three-man room at Archania) - the other roommate was Kenny Buck.

Looking at the same most recent football program, again some 30 years later, the name Ken Buck is there as an all-time pass receiver. Buck was the All-American (his number retired) pass receiver. "Skip" Ottoson was the quarterback who threw him most of those passes.

To the old timers of the early '50s it was Buck and Ottoson.

Kenny Buck died of cancer prior to graduation. Roy Ottoson died of cancer some 30 years later.

Life is not always fair.

Life is better for having shared time with "Skippy" Ottoson and Kenny Buck.

Don Tafjen
COP
Class of '53

classics as "Showboat," "Music Man," "Carousel," "South Pacific," "Sound of Music," "Merry Widow," "Kismet" and "Camelot," the last for which she won the Carbonell Award as Best Actress. She lives in North Hollywood.

Dr. Gary W. Shannon, Pharmacy '63, who earned his medical degree from Autonomous University of Guadalajara, Mexico, has joined a medical practice in Dinuba, where he lives with his wife Lynnette and their three children. He recently concluded a teaching fellowship in family practice, is a diplomate in the American Board of Family Practice, and has membership in the American Academy of Family Physicians and the American Medical Association.

Robert L. Harris, Conservatory '64, is the director of choral activities at Armstrong St. College. He received a faculty development grant from the college and is on the advisory board for Georgia Public Radio. He lives in Savannah, Georgia with his wife Mari, a divisional sales manager with Allied Corp.

Gayle S. Pickrell, COP '66, is a minister with the Firebaugh-Mendota United Methodist Church and lives in Firebaugh. She was awarded the Meister Award for Pastoral Ministry in 1984 by the San Francisco Theological Seminary.

Christine Leave Croskrey, COP '67, and her husband, **Jerrell, COP '65**, live in Stockton where Jerrell is a teacher, president of R.P.M. Distributors, an athletic supply firm, and manager of a pro shop at Westlane Racquet Club.

James L. Whittle, COP '69, has been named the professional medical representative for Syntex, a pharmaceutical products firm, in the San Luis Obispo area.

'70s

Robert L. Garlick, COP '70, received his Ph.D. from the University of Texas and is currently assistant professor of medicine and biochemistry at Harvard Medical School in Boston. He will soon be leaving Harvard to be a research scientist at the Upjohn Company in Kalamazoo, Michigan.

Mary Landis, Education '70, is returning to teaching at the high school level after a three-year absence during which she worked in a coffee shop that she co-owned. She lives in Tracy.

David E. Grieger, Raymond '71, is a minister in West LaFayette, Indiana, where he lives with his wife Anne and their two children.

Candace Cummings McGavren, COP '71, lives in Bakersfield with her husband, **Steven, COP '68**, who is a radio station general manager.

Janet Nordyke Ohuchi, Callison '71, lives in Tokyo, Japan, where she is raising her three children.

Don Peterson, Conservatory '71, directs the orchestra program in the Tracy Public Schools and has studied violin and viola in Austria, Italy, England and Switzerland. During the summers he studies with Kato Havas in Oxford, England. He lives in Tracy.

George B. Johnson, Covell '73, is a loan officer with Wells Fargo Bank. His wife, **Linda Irvin Johnson, Graduate '74**, is the director of COP's Co-op/Internship Program. They reside in Citrus Heights.

Michael T. Lander, Raymond '73, is a real estate design/developer in San Anselmo, where he resides.

Darel F. Sorensen, Education '73, is the associate director of Cal-Poly's Extended Education Program. He lives in Cayucos with his wife Betty.

Ronald M. Bickford, SBPA '74, is a California Correctional Peace Officer. He resides in Lincoln with his wife Barbara, a teacher's aid.

Cynthia Schlegel Broughton, COP '74, is chairman of the Math Department at San Pasqual Valley Schools. She lives in Yuma, Arizona with her husband Phillip, a high school principal.

Somasundaram Kandasamy, Pharmacy '74, owns Palisades Village Pharmacy in Pacific Palisades, where he lives with his wife Linda and their two children.

Michael T. Lander, Ray-Cal '74, is president of the Lander Group Inc., a real estate development firm in San Anselmo.

Sarah Adams Newman, COP '74, is a cocktail waitress at MGM Reno. She lives in Truckee with her husband William, a liquor salesman.

James R. Oller, Education '74, is an assistant manager with the Bank of Alex Brown. He resides in Lodi.

William J. Przybyla, Pharmacy '74, is a staff pharmacist in I.V. therapy at Mercy Medical Center in Redding, where he lives with his wife Ann and their daughter.

Jeri Roll Roper, Education '74, is a teacher and co-owner and manager of the Tank House in Butte Meadows, where she lives.

Helen M. Swann, COP '74, is a subscription assistant with the Houston Grand Opera. She lives in Houston with her husband J.L. O'Brate, a sound technician with the opera.

Daniel A. Zarate, COP '74, is a research chemist with the Naval Civil Engineer Lab. He lives in Oxnard with his wife Priscilla.



A phonathon to raise money for the Annual Pacific Fund is planned for Feb. 24-28. Student volunteers will contact alumni, parents and friends of the University during the five-night event.

Stacy Blair Alley, Conservatory '75, has recently moved to San Diego. She and her husband Michael, a real estate developer, have one son, Nicholas.

Jon Fine, Education '75, has been chosen vice-principal at Clover Middle School. He resides in Tracy.

Cynthia Holmes Morgan, Conservatory '75, and her husband Donald have recently moved to the Washington D.C. area where Cindy works for Surgical Care Affiliates developing outpatient surgery centers. Her husband works for Mental Health Management as a project director in development. They reside in Oakton, Virginia.

Paula Britton Neely, Raymond '75, is the development director for the YMCA of San Joaquin County and is also the founder and executive director of Stockton Civic Children's Theatre. She lives in Stockton with her husband Joe and their two children.

Amy Bakewell Ver-Mulm, COP '75, has opened a lingerie and dancewear shop, Antique Drawers. She lives in Ojai.

Marcia Fry Galbraith, COP '76, is a certified physician assistant. She lives in Stockton with her husband Scott, a student at Sacramento State University.

Marcie Grant Mayfield, COP '76, is a self-employed hairdresser. She and her husband David, western regional sales manager for Clarion, live in Ontario with their three children.

Scott M. Clark, COP '77, and his wife, **Laurie Lloyd Clark, COP '77**, recently returned from a two-week golfing vacation in Scotland. They live in Phoenix, Arizona, where Scott practices law and Laurie sells real estate. They have a three-year-old daughter, Christy Lynn.

Christopher G. Maytnier, COP '77, is president of an insurance marketing firm in Chicago, Illinois and lives in Northbrook.

Dr. Christine C. Ponzio, COP '77, has joined the staff at the Gonzales Medical Group and resides in Salinas.

Mark J. Taylor, COP '77, is co-owner of American Landscapes in Stockton, where he lives with his wife, **Tamara Hurst-Taylor, Education '79**, a special education teacher.

Mary Elliott Vidakovich, COP '77, and her husband John are both Methodist ministers in Alton, Illinois.

Alison Dalton, Ray-Cal '78, is employed at Van Nostrand Reinhold Publishers under the senior editor for architecture and design and will apply

for the fall of 1985 to the Historic Preservation Program at Columbia University's School of Architecture. She currently lives in New York City.

David M. Eberhard, COP '78, is a chemist. He lives in Stockton with his wife, **Kathy Devonshire Eberhard, SBPA '79**, a bank teller.

Pamila J. Fisher, Education '78, is Director of Contract Instruction at Modesto Junior College and has been elected president of the California Association of Community Colleges for a one year term. She resides in Modesto.

Katherine Hilliker Sprugel, COP '78, is a scientist/post-doctoral fellow at the University of Washington. She lives in Seattle with her husband Douglas, a scientist/senior research associate at the same university.

Gerald F. Connors, Jr., Raymond '79, is Catechist-in-Charge, Anglican Parish of Bay L'Argent, in Canada. He serves the largest Parish in the area (8 churches). Gerald received his Master of Divinity degree at Yale University Divinity School in 1984. He lives at the Anglican Rectory, Bay L'Argent, F. Bay, Newfoundland.

Dr. George Dwinell, Pharmacy '79, who works at Mills Memorial Hospital in San Mateo, was installed as the president of the San Mateo County Pharmacists Association in September. He lives in Burlingame.

Andre Long, COP '79, has joined a law firm in Honolulu, Hawaii, where he resides.

'80s

Nona M. Cunningham, COP, '80, is currently a student at Howard University College of Medicine in Washington, D.C. She has received that college's highest award for academic achievement attained upon completion of second-year courses. Nona is scheduled to receive her M.D. degree in May 1985.

Jane Shearer Kriss, SBPA '80, works in the accounts payable department of Carnation Milling Division. She lives in Stockton with her husband Thomas, a property manager, and their two children.

Jennifer Salka Norton, COP '80, lives in Lewiston, Idaho with her husband Larry, a machinist, and their daughter. Jennifer is a speech/language pathologist at the Adult/Child Development Center in Lewiston.

David A. Papworth, Raymond/Callison, '80, is working in International Development at the Academy for Educational Development in Washington, D.C. David, his wife Patricia and their one-year-old son Colin reside in Alexandria, Virginia.

Anne E. Seed, COP '80, is the assistant director of admissions at UOP. She lives in Stockton.

Joseph P. Viviano, Pharmacy '80, is a self-employed dentist and a pharmacist at Lodi Memorial Hospital. He lives in Stockton with his wife Lynn Marie, a teacher with the Head Start Program.

Leah R. Baker, COP '81, is an elementary school physical education teacher in Englewood, Colorado, where she lives.

Michael C. Genthe, COP '81, is vice-president of a real estate development firm. He lives in Santa Monica.

Kristin Van Schoten Hoey, COP '81, is a financial analyst for Rainier National Bank. She lives in Seattle, Washington with her husband Daniel, an account executive.

Sara Shipman Livingston, COP '81, is the order department manager and purchasing agent at Harris Research, Inc. Her husband Mike is a material handler for Hewlett-Packard. They reside in Rocklin.

Melissa Sandwisch Preston, Conservatory '81, is a teacher living in Santa Rosa with her husband Peter, a developmental specialist.

Wendy D. Wallstrom, COP '81, is an interior designer/project designer in San Francisco. She lives in San Bruno.

Robert C. Burk, Engineering, '82, is a Development Engineer II at AEL, Inc. His wife, **Elizabeth Martin-Burk, Ray-Cal, '82**, is a homemaker taking care of their 3-month-old daughter, Corinne Elizabeth. They reside in Falls Church, Virginia.

Cherie A. Emery, COP '82, is a missionary with the United Methodist Church presently working in the National Christian Council in Tokyo, Japan. She started last month with the Methodist Federation for Social Action in Staten Island, New York.

Brian J. Ladd, COP '82, is a student/teaching assistant at West Virginia University pursuing an M.A. degree in public policy. He lives in Morgantown, West Virginia.

Marta V. Olds, Covell '82, who lives in Columbia, South Carolina, is currently studying for a Master of International Business degree at the University of South Carolina. As part of the program she will spend seven months in South America, starting this summer.

Donna Prouse, COP '82, received her master's degree in business administration from Arizona State University. She works for JMB Property Management Corporation managing the Town B Country Shopping Center in Phoenix, where she resides.

Dean S. Starnes, COP '82, is an actor, director and board member with Merced Regional Theatre. He lives in Merced.

Don Stebbins, COP '82, is reading for a master's degree in international political economy and trade at the London School of Economics and working at the BBC while on a Rotary Foundation Scholarship this year in London.

Craig R. Tanner, COP '82, is currently pursuing a Ph.D. in medical microbiology at U.C. Davis.

Bill Thomason, COP '82, is president and owner of Greater Solano Development Company. He lives in Fairfield.

Linda L. Carson, SBPA '83, is a cash management analyst for Home Savings of America. She resides in Glendale.

Curtis G. Drever, Engineering '83, is a technical sales rep for Hewlett-Packard. His wife, **Michelle Fuller Drever, SBPA '84**, is a sales rep for

Lanier Business Products. They live in Fullerton.

Dr. John A. Farris, Education '83, teaches at Western Baptist College, is the graduate studies coordinator at the college, owns and operates a private elementary school and owns and operates a learning center which works with students who need individual remediation in reading, math and/or language. He lives in Salem, Oregon.

Karen D. Harless, SBPA, '83, is an English teacher at the Evangelical Alliance Mission in Japan.

Cynthia Hoffman, COP '83, received a Master of Arts degree in cinema studies from New York University and now resides in Tarzana.

Justine L. Saffir, COP '83, is a pre-school teacher. Her husband Charles is a precision mechanics technician. They live in Mountain View with their daughter.

Laurel S. Spain, Education, '83, currently is a student at California State's International Program in Florence, Italy. Enrolled through California State Hayward, she is working on a second bachelor's degree in English with a minor in Italian.

Eileen J. Sullivan, Education '83, is a special education teacher in Modesto, where she resides.

Jennifer A. Frazee, COP '84, lives in Lansing, Michigan, where she is an interior design consultant.

Pauline F. Otsuka, Pharmacy '84, is a pharmacist living in Oakland.

Leigh Ann Ratliff, Pharmacy '84, is a staff pharmacist with Thrifty Corporation in Long Beach. She lives in Stanton.

Frederic G. Redman II, SBPA '84, who lives in Indianapolis, Indiana, is a fleet director of the electronics division of the Mayflower Corporation.

Sandra A. Sansoni, COP '84, was recently named Miss Grand National, queen of the 1984 Grand National Rodeo, Horse Show and Livestock Exposition in San Francisco. She lives in Los Banos.

Antonio Teixeira, COP, '84, works as a para-legal. He and his wife Gwendolyn and their five children live in Soquel, California.

In Memoriam

Edmund Durston, '15
Dorothy Kirtlan Cotton, '30
Elizabeth Cattori Kruse, '43
Frederick F. Owens, '48
Jean W. Schwartz, '49
Alan Teicheira, '49
Donald E. Lowe, '50
Roy "Skip" Ottoson Jr., '54
Aaron G. Heinrich, '59
Richard C. Hammon, '71

Marriages

To **Jerrell Croskrey, COP '65**, and his wife, **Christine Leave Croskrey, COP '67**, a daughter, Karina.

To **Tim Lyons, COP '71**, and his wife Linda, a son, Jonathon.

To **Glenn Bernasconi, Pharmacy '75**, and his wife, **Loretta Young Bernasconi, COP '74**, a daughter, Regina Elizabeth.

To **Vickie Johnson Hardcastle, SBPA '78**, and her husband, **Allan, COP '77**, a son, Blair Allan.

To **Jane Shearer Kriss, SBPA '80**, and her husband Thomas, a son, Scott Walter.

To **Elizabeth Martin Burk, Ray-Cal '82**, and her husband, **Robert, Engineering '82**, a daughter, Corinne Elizabeth.

To **Salvatore R. Trinchera, SBPA '83**, and his wife Denise, a son, James Colin.

Births

Drake A. Balcao, COP '74, and Judith Ratto.

Jason A. Carney, COP '75, and Suzanne Williamson.

David R. Knapp, COP '79, and Teri Jo Verigin.

Martha G. Jewell, SBPA '81, and **John C. Galante, COP '82**.

Richard R. Paulsen, COP '82, and **Nancy Nies, SBPA '80**.

William F. Thomason, COP '82, and **Glenda J. Mansfield, COP '85**.

Dr. Judith N. Delameter, Pharmacy '83, and **Dr. Paul Rose**.

Pacific Profiles

Cameron Benty

CAMERON Benty, COP '78, is fulfilling his childhood dreams as editor of "Popular Hot Rodding," one of the leading car magazines in the country.

"Cars have always been a passion," he explains. "When I was a child I would read all the automobile magazines. When I got out of college I wanted to work in this field."

With a degree in communication arts and considerable perseverance, Benty went to Los Angeles to seek a writing position in the car magazine field. After a brief period with a weekly newspaper in Orange County, the UOP graduate landed a position as associate editor of a National Hot Rod Association magazine.

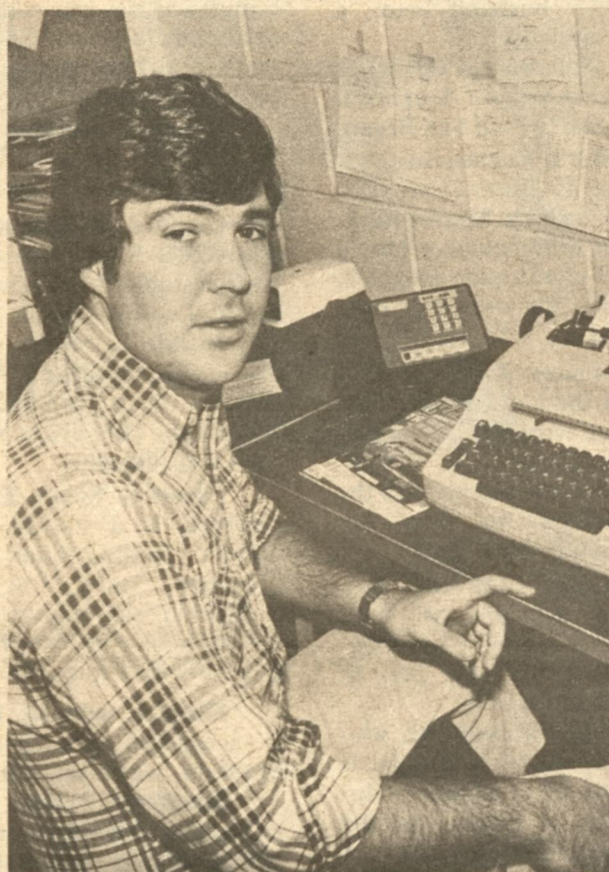
While in this position he submitted guest articles to the major car magazines in Southern California. "They began to notice my work," says the 28-year-old, and this resulted in a position with "Hot Rod" until he was hired in 1981 as technical editor of "Popular Hot Rodding." Two years ago he was named editor of the publication, which focuses on automobile features, road and track testing of new cars and drag racing.

Benty does considerable writing, editing and test driving for "Popular Hot Rodding." With a circulation of 300,000, it is the leading magazine published by the Los Angeles based Argus Publishers Corporation. The company also produces "VW & Porsche," "Off Road Magazine," "Super Chevy" and some 20 specialty magazines oriented toward the automobile.

As the magazine editor Benty travels extensively throughout the country, attends several major automobile events and helps test drive more than 100 cars a year (he now owns four, including a 1966 Corvette, and has owned as many as seven at one time), and knows many of the top race car drivers in America.

"I really enjoy what I do. It's a treat to go to work each day," he says. Benty recently was able to drive a \$50,000 car the magazine is testing for a major feature article. He also has done some work with MTV segments dealing with automobiles and is the technical coordinator for a syndicated television program on cars titled "Performance Plus."

--R.D.



Cameron Benty, COP '78, has always been interested in automobiles. Now he is editor of "Popular Hot Rodding" magazine.



UOP student Susan Gardner recently won the All-Around Amateur Award at the Grand National Horse Show in San Francisco.

Susan Gardner

WHAT do horses and UOP have in common? For Susan Gardner, a senior majoring in communications, there is a definite correlation.

It was en route from her home in Eureka to her horse-training stables in Modesto that Gardner discovered UOP. "Two former high school friends were attending UOP. I would stop to visit the campus, and I learned to love it," she explains. "The people were friendlier, and I was able to get a concentration in public relations, which Southern Oregon (a college near her home) didn't offer."

Of her horsemanship, Gardner's extensive travel and hard work recently gained her the All-Around Amateur Award at the prestigious Grand National Horse Show and Rodeo which was held at the Cow Palace in San Francisco. Her horse, "Dee Gee Style," also won the High Point Superhorse title.

As a result of her transfer to UOP, Gardner worked last semester as a UOP public relations intern at the Holiday Inn in Stockton. She also completed an extensive media project, which included the creation of a fictitious on-campus event and all related promotional materials. She produced an entire press kit including photos, press releases, direct mail pieces and a statement from the University president.

Following graduation, Gardner's goals include a year of rigorous training, traveling and competing in horsemanship. She hopes this will culminate with a win in the coveted World Honor Role Championships. She then plans to return to public relations work in either Stockton, Sacramento or San Francisco.

Although the World Championship is very important to the UOP student, she says her work in public relations has become a first priority. "Ultimately," she says, "I would like to incorporate both of my interests, such as working in public relations for the American Quarterhorse Association or a similar organization."

--G.L.