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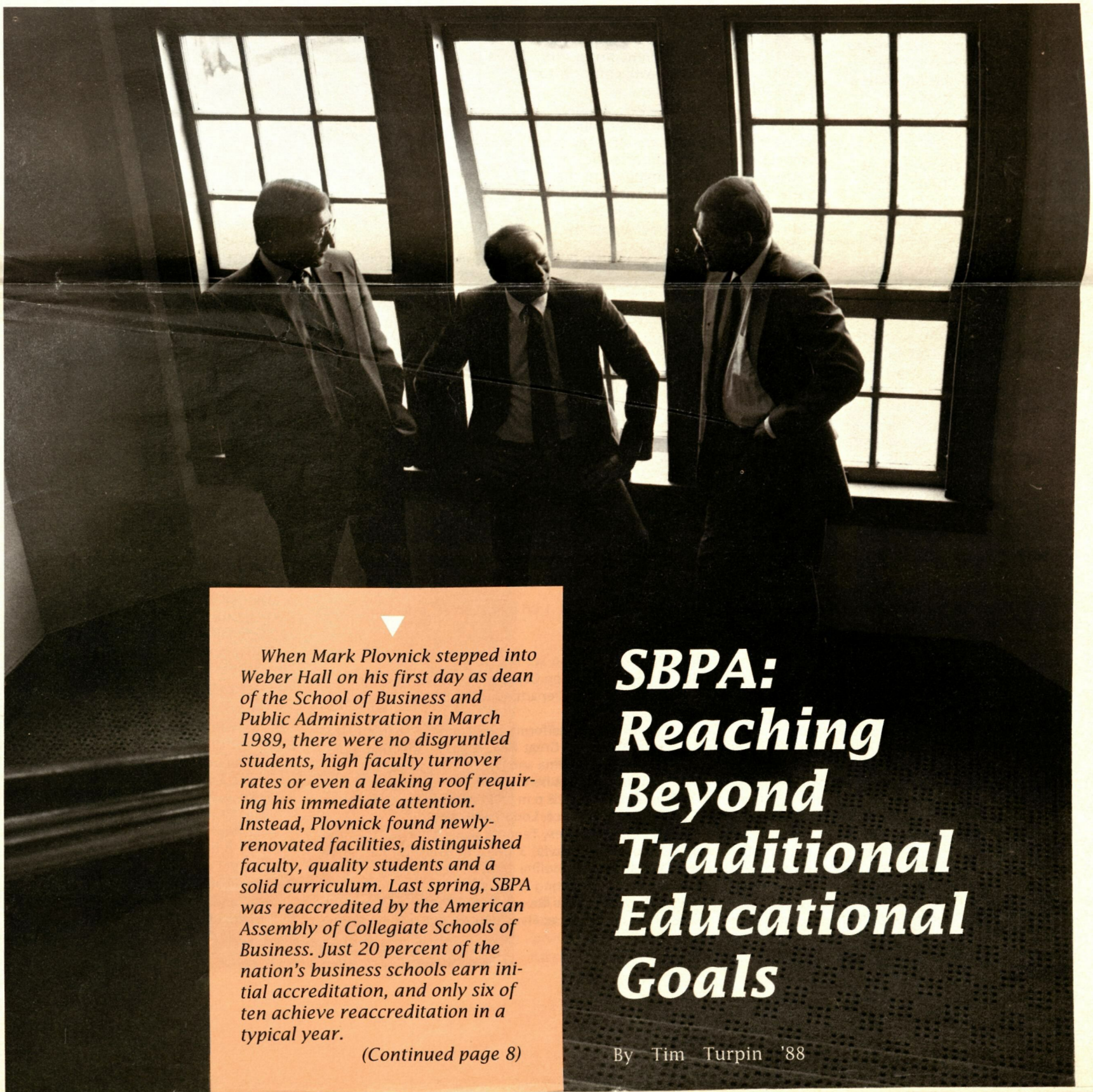
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PACIFIC REVIEW

Published by University of the Pacific



When Mark Plovnick stepped into Weber Hall on his first day as dean of the School of Business and Public Administration in March 1989, there were no disgruntled students, high faculty turnover rates or even a leaking roof requiring his immediate attention. Instead, Plovnick found newly-renovated facilities, distinguished faculty, quality students and a solid curriculum. Last spring, SBPA was reaccredited by the American Assembly of Collegiate Schools of Business. Just 20 percent of the nation's business schools earn initial accreditation, and only six of ten achieve reaccreditation in a typical year.

(Continued page 8)

SBPA: Reaching Beyond Traditional Educational Goals

By Tim Turpin '88

UOP TODAY

PRESIDENT ATCHLEY REPORTS NCAA VIOLATIONS

President Bill Atchley has "self-reported" to the NCAA infractions committee violations of NCAA regulations by members of the UOP athletic department staff during a period from 1984 to 1986.

According to Atchley, the violations would be classified as "major" by the NCAA and involved airline travel, telephone and clothing privileges given to two basketball players.

Atchley stated that he first received reports concerning minor violations in November 1988 and, after a brief internal investigation, he notified the Big West Conference and the NCAA of the possible infractions.

"I became convinced after this brief investigation that there was enough evidence to indicate that such violations did occur, so I 'self-reported' the institution," Atchley said.

Subsequently, external counsel and investigators were retained by the University to determine the full extent of the violations and to report to Atchley. The NCAA infractions office eventually joined the investigation to assure its thoroughness.

In early July, Atchley was apprised of the magnitude of the University's possible rule violations. The completed report has been submitted by Atchley to the NCAA infractions committee.

"We anticipate that the case might be scheduled for a hearing by the committee in September or November," Atchley said.

Atchley emphasized that "no staff members involved with these trans-

gressions are still employed by the University."

NCAA rules require that "major violations" receive a minimum penalty "subject to exceptions authorized by the infractions committee in unique cases on the basis of specifically stated reasons."

"We have attempted to be as open and forthright in our reporting to the NCAA as possible," Atchley said. "We hope this honest presentation of facts, our unique joint investigation with the NCAA, and the fact that none of the individuals involved are still associated with the University will result in the NCAA Committee on Infractions not imposing the minimum penalties."

"I feel strongly that it would be unfair to punish our present athletes, coaches and athletic staff for transgressions in the past," Atchley said. "Also, I am confident that the necessary changes in procedures have been made to prevent any future abuses and will assure that all of our athletic programs' policies and practices will conform to NCAA regulations."

"It is always regrettable," Atchley said, "that NCAA violations usually are discovered several years after the fact. Consequently, institutions suffer penalties long after those involved in the rule violations have left the institution for other pursuits. The tragic fact is that the innocent are penalized for illegalities of the guilty."

REGENTS GRANT FUNDING TO KUWAITI STUDENTS

Twenty-five Kuwaiti students, facing an uncertain future at the University because their assets in

Kuwait are inaccessible, have been given special funding by the Board of Regents.

According to President Atchley, the funding will aid the Kuwaiti students in three crucial areas. "The students' biggest concern is tuition," says Atchley. "We will defer their tuition expenses for this semester. We will also provide housing and meal tickets to those students who need it."

UOP was reportedly the first university in the country to approve special funding for its Kuwaiti students. The Regents responded to an appeal from the Cultural Division Embassy of the State of Kuwait, which appealed in August for financial assistance for the 1,200 Kuwaiti college students enrolled in the United States.

Atchley says that the Kuwaiti Embassy has pledged to assume its students' financial obligations when conditions permit in Kuwait. He adds that the University will re-evaluate the students' situation each semester.

DEAN NAMED FOR SCHOOL OF INTERNATIONAL STUDIES

Martin Needler, professor of political science at the University of New Mexico, has been named dean of the School of International Studies.

Needler assumed his duties in August. Reuben Smith, interim dean since August 1989, continues as dean of the Graduate School.

A native of Manchester, England, Needler received his bachelor's degree and doctorate from Harvard. He has taught at Harvard, Dartmouth College, University of Michigan and the University of Pittsburgh.

COMPUTER ENGINEERING APPOINTS NEW CHAIR

Engineering Professor Richard Turpin was recently appointed chairman of the Electrical Engineering and Computer Engineering Department in the School of Engineering.

Turpin succeeds I. Dale Dunmire, who is retiring after serving as chairman since 1974. The department consists of approximately 120 students and 10 faculty.

GRADUATES EARN ACADEMIC AWARDS AT COMMENCEMENT

The schools and departments bestowed academic recognition to their outstanding graduates during the University's 133rd commencement exercises in May.

The School of Education cited outstanding credential candidates in several categories: Rebecca Bailey, single subject; Cynthia Johannes, administrative services; Mariela Bianchi and Monica Escobedo, bilingual crosscultural; Mark Miller, school psychologist; Amy Kaida, pupil personnel services; Wendy Matteri, special education—learning handicapped; Thomas Pope, special education—severely handicapped. The award for outstanding service to the Council for Exceptional Children was given to Bridget Dahl. Tracey Tariska was named Education Student of the Year, and also one of two students selected to "Who's Who in American Universities and Colleges"; Toni diFranco was also included in the annual directory.

The School of Business and Public Administration bestowed its Faculty

PERFORMANCES & EVENTS

SEPTEMBER

- 1 - Football at Tennessee, 7 p.m.(EST); Volleyball vs. Alumni (H), 7:30 p.m.
- 3 - Labor Day Holiday
- 4 - Volleyball vs. Sacramento St., (H), 7:30 p.m.
- 7 - Soccer at Sonoma St., 3 p.m.; Resident Artist Recital, 8 p.m.; Volleyball at BYU, TBA
- 8 - Football vs. Sacramento St., (H), 6:30 p.m.; Volleyball at BYU, TBA
- 11 - Volleyball vs. Cal Poly-Slo, (H), 7:30 p.m.
- 14 - Volleyball vs. Texas-Arlington, (H), 7:30 p.m.
- 15 - Football vs. San Jose St., (H), 6:30 p.m.
- 16 - Soccer at Napa Valley, noon
- 18 - Volleyball vs. San Jose St., (H), 7:30 p.m.
- 21 - Volleyball at Florida, 6 p.m.
- 22 - Volleyball at Nebraska, 6 p.m.; Football at Long Beach St., 1 p.m.; "Casey and the Bat" Opera, 7 p.m.
- 23 - Volleyball at Illinois, 2 p.m.; "Casey and the Bat" Opera, 2 p.m.
- 25 - Volleyball at Stanford, 7:30 p.m.; Woodwind Faculty in Solos and Ensembles, 8 p.m.
- 26 - Career Faire, 10 a.m.-3 p.m.
- 28 - Volleyball vs. UC Irvine, (H), 7:30 p.m.; Soccer at Simpson College, 7:30 p.m.
- 29 - Football vs. UNLV, (H), 6:30 p.m.
- 30 - Volleyball vs. Long Beach St., (H), 2 p.m.

OCTOBER

- 1 - Alumni and Friends Art Exhibition (through Nov. 2); Deadline for application for graduation; UOP Wind Ensemble, 8 p.m.
- 4 - Volleyball at New Mexico St., 7:30 p.m.
- 5 - Volleyball at CS Fullerton, 7:30 p.m.; Symphonic Wind Ensemble, 8 p.m.
- 7 - Volleyball at UCSB, 1:00 p.m.; Soccer at UC Santa Cruz, noon
- 8 - Fall holiday
- 9 - Volleyball at Fresno St., 7:30 p.m.
- 10 - Soccer vs. Simpson College, 4 p.m.
- 11 - "Shooting Stars," Department of Drama and Dance, Long Theatre
- 12 - Volleyball at California, 7:30 p.m.; Cabaret Performance, Raymond Great Hall, 8 p.m.; "Shooting Stars," Department of Drama and Dance, Long Theatre
- 13 - Football at CS Fullerton, 1:00 p.m.; Danielle Martin, Piano-Guest Artist, 8 p.m.; "Shooting Stars," Department of Drama and Dance, Long Theatre
- 14 - William Whitesides, Tenor, 8 p.m.
- 18 - Soccer at UC Davis, 3 p.m.; Wine-tasting Reception, SBPA San Joaquin Alumni Council, Weber Hall, 5:30 p.m.; "Shooting Stars," Long Theatre
- 19 - Volleyball vs. New Mexico St., (H), 7:30 p.m.; "Shooting Stars," Long Theatre; Five Canticles of Benjamin Britten, 8 p.m.

- 20 - Soccer vs. California Maritime Academy, 1 p.m.; Football vs. New Mexico St., (H), 6:30 p.m.; "Shooting Stars," Long Theatre
- 23 - Volleyball at San Jose St., 7:30 p.m.; Pacific Arts Woodwind Quintet, 8 p.m.
- 24 - Soccer vs. UC Davis, 3 p.m.
- 26 - Volleyball at Long Beach St., 7:30 p.m.; Soccer at California Maritime Acad., 3:30 p.m.; UOP Symphony Orchestra, 8 p.m.
- 27 - Football at Hawaii, 7:05 p.m.; Volleyball at UC Irvine, 7:30 p.m.
- 29 - UOP Percussion Ensemble, 8 p.m.
- 30 - Volleyball vs. Stanford, (H), 7:30 p.m.

NOVEMBER

- 2 - Volleyball vs. UCSB, (H), 7:30 p.m.; Alumni and Friends Auction and Reception, 4-6 p.m.; UOP Jazz Ensemble, Homecoming Concert, 8 p.m.
- 3 - Warm-up Party, 10:30 a.m.; Soccer vs. Alumni, Brookside Field, 10 a.m.; Young Alumni Picnic, Knoles Field, 11:30 a.m.; Alumni Association Luncheon, Raymond Great Hall, 11:30 p.m.; Football vs. Portland St. (Homecoming), 2 p.m.; Volleyball vs. CS Fullerton, (H), 7:30 p.m.
- 6 - Volleyball at Fresno St., 7:30 p.m.; Wolfgang Fetsch, Piano and the Pacific Chamber Players, 8 p.m.
- 8 - Basketball vs. Australia Nat'l., 7:30 p.m.
- 9 - "The Old Maid and the Thief," DeMarcus Brown Theatre

Recognition Award upon Robert Merino and Cheryl Killingsworth. Merino was also selected as SBPA representative to "Who's Who." The Wall Street Journal Award was presented to Wendy Taylor, who also received the San Francisco Chapter of Financial Executives Institute's Medallion for Academic Honors. SBPA graduate Maria Franco was named the first recipient of the Sid Turoff Student Leadership Award. The Delta Sigma Pi Scholarship key was awarded to Tina Bordieri, who was also the SBPA representative for "Who's Who."

The School of Pharmacy presented several awards to outstanding

graduates: Greig Ogi, Central Valley Society of Hospital Pharmacists Award and "Who's Who"; Bich-Lien-GiGi Le-Ta, Pacific Association Award; Monique Song, the Smith, Kline and French Award; Rajeev Sawhney, Lemmon Award; Pamela Wyckoff and Danny Choy, Merck Award; Maria Hopper, Phillip Ranzo Memorial Scholarship; Darcy Bohte, Roche Communications Award; Jeffrey Sherman, Pfizer Community Pharmacy Award; DeAnn Sumner, Rio Chi Award; Darcy Bohte, Roche Communications Award; Michael Ariagno, Upjohn Research Excellence Award; Lisa Chang, Pacific Associates Award; Ronald Haslam, San-

doz Pharm. D. Award; Electa Weber, Upjohn Achievement Award; Jade Lai, Eli Lilly Achievement Award; Ling Wang, Hoechst-Roussel Award; Daniel Cariddi, California Pharmaceutical Association Robert C. Johnson Scholarship; John Chui, Bristol Award; May Chow, Lambda Kappa Sigma Senior Award; Kin Sit, Mylan Excellence Pharmacy Award.

UNIVERSITY MATCHES IRVINE CHALLENGE GRANT

The University has announced that it has successfully completed a \$750,000 challenge grant issued in 1988 by the San Francisco-based James Irvine Foundation to help renovate the University's south campus Science Center complex.

The terms of the agreement required UOP to match the challenge on a dollar-for-dollar basis. Major grants to meet the challenge were made by the W. M. Keck Foundation, Fletcher Jones Foundation, William G. Irwin Charity Foundation, Ralph M. Parsons Foundation and the John Stauffer Charitable Trust.

SBPA ACHIEVES AACSB REACCREDITATION

The School of Business and Public Administration has earned reaccreditation by the American Assembly of Collegiate Schools of Business (AACSB).

Only 20 percent of approximately 1,200 American universities offering undergraduate business degrees are accredited by AACSB. Once accredited, schools must maintain high standards in their programs. Only 60 percent of those schools seeking reaccreditation in 1990 were successful.

"Reaccreditation is an important acknowledgement of the high-quality education we strive to deliver at UOP," says SBPA Dean Mark Plovnick. "We are committed to our role as a valued resource in management education to our students and the community."

To achieve accreditation, a business school must meet quality standards relating to curriculum, faculty, admissions, degree requirements, library and computer facilities, financial resources and intellectual climate. During the accreditation process, the University was visited and evaluated by business school deans and corporate representatives.

STUDENT LIFE DIVISION NAMES NEW STAFF MEMBERS

Three positions in the Division of Student Life were recently filled.

Burton Nadler, manager of college relations and recruiting for Merrill Lynch Consumer Markets in Princeton, N.J., was named director of the Career Planning and Placement Center.

James Falcone was named director of residential life and housing. Before coming to UOP, he was director of university housing at Temple University in Philadelphia, Pa.

Randy Haveson is the new coordinator of the University's Substance Abuse Program. Formerly from San Diego, he has extensive experience in counseling, education and treatment of adolescents and young adults.

CONSERVATORY STUDENT PERFORMS IN NEW YORK

Krista Austin, a sophomore viola performance major, performed this summer in the All American Youth Symphony in New York City.

Austin, who was selected based on a competitive audition held earlier this year, also won first place in the Stockton section of the American String Teachers Association Honor Recital.

DENTISTRY ALUMNI HONOR MEDALLION WINNERS

The Alumni Association of the School of Dentistry recently bestowed the Medallion of Distinction Award to Alfred Gilmour, Herbert Ward and the late James Leib, who were honored at the association's annual meeting held in January.

The Medallion was established in 1985 to honor individuals who have made significant contributions to the School, the profession of dentistry and the community.

Gilmour, who currently serves as associate dean for student affairs, joined the dental school staff in 1967 as director of development and public relations. He founded the P&S Club, the school's main vehicle for unrestricted gifts, and orchestrated the first P&S Club Ball.

Ward, a 1943 graduate of P&S (forerunner of UOP), joined the faculty in 1953. He served as chair of the department of fixed prosthodontics from 1969-1985 and as president of the alumni association from 1963-64.

Leib served for a brief period as president of the alumni association before his death in April 1989. A 1948 graduate of P&S, Dr. Leib practiced for over 30 years as a pedodontist in the San Fernando Valley. The award was accepted posthumously by his wife.

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Trusts: Give to UOP While Retaining Life Income

In the world of charitable gifts, there are two principal methods of giving used by most donors: outright now, or by bequest later.

However, there is an alternative way which has many advantages: a gift with a retained life income. The agreement used can be a charitable remainder trust, a gift annuity or a pooled income fund. The type of agreement depends on the particular circumstances of the donor. Such a gift was received by the University in December 1989.

Homer and Roberta Anderson, a retired couple from Tracy, had read an article in a recent University Tower Chimes publication titled, "Is it time you set up a trust?" The article posed the following questions:

"What are your personal financial goals? Would you like to have your assets and investments professionally managed? Would you like to relieve your family of future money management worries? Would you like to make a significant gift to the University of the Pacific and, at the same time, increase your income and save taxes? Would you like to have the services of a trustee on a standby basis should you become incapacitated?"

The couple started receiving the publication five years ago when Roberta, a 1931 graduate, renewed her interest in the University by joining the alumni association. The couple subsequently learned of the trust through the Tower Chimes.

With a trust, a donor transfers legal title of the property to a trustee, who manages the property for the benefit of the beneficiaries named by the donor. The trust operates according to a set of instructions agreed upon by the donors and the trustee. When the trust ends, the property typically passes to a remainder beneficiary.

So under those conditions, Homer and Roberta transferred 14,400 shares of highly appreciated stock worth more than \$500,000 to UOP to create a charitable remainder annuity trust. The trustee will sell the low-yield stock and invest in securities that will increase the Anderson's annual income from \$17,670 to \$39,000. Because the trust sells the original stock, the Andersons incur no capital gains tax liability on the appreciation of \$497,000. The charitable gift portion of their donation amounts to \$276,000, which can be deducted on their 1989 tax return and any balance carried forward for up to five future years.

Besides the income tax savings and elimination of a capital gains tax, the trust also reduces or eliminates estate taxes and probate costs. At the termination of the trust, the remaining balance will be given to UOP to fulfill the couple's wish to establish the Homer and Roberta Anderson Scholarship Fund to benefit deserving students.

The Andersons, lifelong residents of the San Joaquin County, feel that a life income agreement is an attractive way to accomplish charitable giving objectives during a couple's lifetime while obtaining additional income at the same time. They suggest that the choosing the appropriate type of plan depends on the particular situation of the persons involved. "The plan is particularly applicable to families like ours where there are no children or heirs," explains Homer. "Couples who have children probably would want their money to go to them, but we had no individuals to whom we wanted to leave our few dollars. So we looked at Pacific because we have a friendly feeling toward this place. The information that came out of the [planned giving] office worked just right for us."

For no-obligation information on trusts, contact Ron Nordeen at the Office of Planned Giving, (209) 946-2502.

FACULTY/ADMINISTRATION PROFESSIONAL ACTIVITY

Diane Borden, English, conducted a series of seminars in March at the San Francisco Psychoanalytic Institute. The topic of "Film and Sexual Perversion" included papers and discussions on "Carnal Knowledge," "Blue Velvet" and "Man of Flowers." Borden also wrote an editorial on the Academy Awards that was syndicated in a selection of U.S. newspapers, including *The Atlanta Constitution* and the *San Francisco Examiner*.

Greg Buntz, SBPA, has had his paper, "Growth Management and Public Policy: The Case of Growth Disputes in California," accepted for presentation at the annual conference of the International Association for Conflict Management in Vancouver, British Columbia. Also, Buntz presented his paper, "New Approaches to Managing Public Policy Conflicts: A Focus on Disputes Over Growth in California," at the annual national conference of the American Society for Public Administration in Los Angeles.

Deann Christianson, mathematics, and **Elaine Weber** gave a presentation on the UOP Development Mathematics Program at the 14th annual conference of the National Association for Development Education held in Boston, Mass.

Mark Ross Clark, Conservatory, has been selected as an "Outstanding Young Man of America" for 1989.

Pamela Decker, Conservatory, presented a lecture recital on 20th Century Music at a conference on organ music at the University of Michigan. Also, Decker recently received a contract from C.F. Peters Publishing Company to publish her original composition, "Toccatta For Organ."

David Fletcher, civil engineering, was a panel leader at the American Society of Civil Engineers Regional Chairs Conference. He also served on the accrediting team for the Western Association of School and Colleges.

Jacque Lynn Foltyn, sociology, organized and presided over a session on "Feminism and the Politics of Appearance" and presented a paper titled "Feminism and the Politics of Appearance: A New Look at the Beauty Problem" at the 1990 annual meeting of the Pacific Sociological Association.

Don Gorder, Conservatory, had his article, "Copyright Ownership of Music: Clarification from the Supreme Court," accepted for publication in the spring issue of *Ars Musica*, a journal published by the Lamont School of Music, University of Denver. He also attended the National Conference of the Music and Entertainment Industry Educators Association in Denver.

Don Halper, SBPA, and **Chang Moon**, SBPA, authored "Striving for First-Rate Markets in Third World Nations," which was published in the May issue of *The Management Review*. Also, Halper was elected to the Board of the Western Marketing Educators Association.

It has often been said that a person's success should not be measured by fame and fortune, but by the legacy the individual leaves with the next generation. By such a determination, Ed Betz, who died April 20 at the age of 80, enjoyed a life of almost unparalleled success. As the former forensics director/speech director (1938-47), dean of men (1947-62), dean of students (1962-73), and dean of all-University programs (1973-80), Betz left his mark in the hearts, minds and souls of thousands of UOP students.

The University, which has long recognized Betz's lofty record of devotion and dedicated service, plans to honor his contributions with a permanent memorial to student life.

Helen Betz, wife of the late UOP administrator, is designing and constructing a sculpture which will illustrate the importance of student life. With assistance from UOP Art Professor Dick Kakuda, she hopes to unveil the artwork in the fall of 1991. Though final determination has not been made, Betz says that a possible location for the memorial will be on the west side of campus, near the entrance at the corner of Stadium and Pershing avenues.

Helen is in the process of designing the sculpture. "I'm envisioning an open pyramid which will consist of two three-dimensional elements emanating from the earth and joining together at about 18 feet, then rising to a higher apex. One of the elements will represent the rigors of academia; the other element will symbolize the variety of individual human potential which metamorphosizes as the student interacts with student life at Pacific. Surface treatment of each element will represent these respective messages.

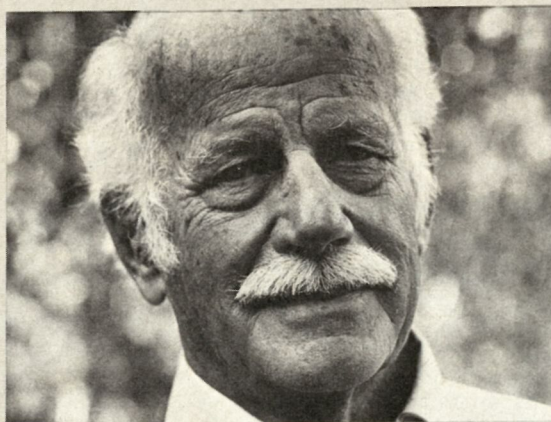
"The apex reflects the point at which the student makes his departure into the world, thus forever bonding himself with the University. At this time, brushed stainless steel appears to be the most appropriate medium for this sculpture."

Dick Kakuda, art, was one of 15 ceramists selected from throughout the world to attend the International Workshop of Ceramic Art in Tokoname. The participants will spend a month studying with noted Japanese instructors of ceramics.

Bruce La Brack, sociology-anthropology, delivered a paper on "The Corporate Returnee as Resource and Liability" at the session he organized and chaired at the 16th Congress of the International Society for Intercultural Education, Training and Research in Kilnenny, Ireland.

Heather J. Mayne, English, presented her paper, "Bridging Canons and Cultures: The Case for a Black Biblical Theory," at the Western Regional Meeting of the Conference on Christianity and Literature.

Ed Betz Memorial to Celebrate Student Life



The memorial project will cost an estimated \$20,000. Helen hopes to raise the money through contributions from Pacific alumni whose lives have been touched by her husband. She is inviting alumni and University friends to purchase signature bricks which will be used as the base for the sculpture.

Helen expects a strong response from alumni because of her husband's "special relationship" with students.

"Ed respected college students as being mature people and he was able to get through to them on a personable level," Helen recalls. "He never talked down to them and he believed it was important for them to be part of the decision process."

Judy Chambers, vice president for student life and a 1958 UOP graduate, remembers Ed Betz's steady guidance. "In the 42 years that Ed worked at the University, he was a major force in the lives of thousands and thousands of

students. I know that for a fact. I was one of them."

Chambers feels that it is fitting that Betz's memory will be celebrated with a sculpture representing student life. "Ed was a student affairs professional during some of the best and worst times in the history of higher education," says Chambers. "He rigorously guarded the freedom of all students. He fought hard for their right to be heard at a time when some suggested it would be easier and more acceptable to just give in."

"Ed was a builder...of programs, residence halls, student governments and honor societies. But most of all, Ed built character in students...his greatest legacy is what he left those of us who were privileged to have known him."

People interested in contributing to the Edward Betz Memorial Student Life Sculpture Fund should contact the Office of Development, 946-2503.

Sally Rivera, executive director of the Community Involvement Program, was appointed president of the Commission Feminil, a national Mexican women's organization.

Howell Runion, pharmacy, presented a paper titled "Update on Seizure: Drugs and Management for Teachers and Parents" at the SELPA Spring Conference in Modesto.

K. Scott Sheldon, director of corporate and foundation relations, has been selected to co-author a new book on fundraising to be published in 1991. Sheldon recently presented a paper, "Fundraising For Economic Development," at the Neighborhood Reinvestment Corporation's Oakland Training Institution.

Eutimio Topete, Multifunctional Resource Center staff member, coordinated a seminar titled "Focus on English through the Content Areas."

Some of the top specialists in the field of multicultural education made presentations during the three-day conference, which was held at UOP.

Judith Van Hoorn, Education, presented a research paper, "Coming Out From Under the Nuclear Shadow: Young Adults' Responses to the Improvement in US/USSR Relations," at the Center for Psychological Studies in the Nuclear Age.

Dick Vargo, SBPA, and **Jaime Agudelo**, SBPA, completed their annual periodicals compilation, "The Author's Guide to Accounting and Financial Reporting Publications," which will be distributed at the national meeting of the American Accounting Association.

Proof that 1986 was a ^{very} Good SBPA Year: Jim Hodge* Allison McDonald* Randall Eisenberg

By Kim Austin '90

When Tom Kail accepted the assistant deanship of the School of Business and Public Administration at the start of the 1985-86 academic year, he recalls that his decision was influenced in large part by his impressions of the SBPA senior class. Their vitality and creativity convinced Kail that this was the type of educational environment with which he wanted to be involved. His first impressions have become lasting impressions, as Kail and other SBPA officials consider the 1986 class one of the best in School history. The following profiles chronicle three of that year's top graduates.

JIM HODGE:

Entering his fifth year with Andersen Consulting, one of the most prestigious consulting firms in the nation, Hodge feels that his UOP education prepared him for the wide range of challenges he has already encountered in his career.

"My education gave me a broad-based background for all of the industries I have to work with," he says. "Most of the people I deal with have been in business ten times as long as I have. The things I learned at UOP allow me to lend credence to what I am saying."

Hodge was the founding father of the UOP chapter of the professional business fraternity Delta Sigma Pi and president of the business school student government organization. He also earned a prestigious internship with the advertising firm of Bozell & Jabs Inc. in New York. Hodge is remembered by Tom Kail as self-assured, forceful, dynamic and one of the best student leaders SBPA has ever had. "He was one of the people who interviewed me before I came here in 1985," recounts Kail. "I said that if this is the kind of person that UOP has as a student, this is where I want to be."

Based in Seattle, Hodge is brought into companies to solve organizational problems related to various business functions. Because his work often ranges from payroll to sales or distribution, he has to keep up to date on all facets of business in order to serve his clients effectively.

Hodge feels that the relationships he forged with his classmates at UOP have helped him succeed in business. "One of the ways I maintain current knowledge is by visiting my friends at work and seeing what they do," he

says. "By keeping up with my fellow classmates from UOP I can keep abreast of things. You can't read all of the journals—talking to people in the business is hands-on and it's more informative and valuable than most of the information you might get in conferences, seminars and workshops."

"Coming out of UOP I felt extremely comfortable with my general business knowledge," says Hodge. During the early stages of his tenure at Andersen, he discovered that his education was more than sufficient to deal with the challenges presented to him. "A lot of people assume I have an MBA," Hodge says, "then they figure out how young I am."

Hodge aspires to become well-versed in several business areas and then develop a specialized niche. He would also like to return to the San Francisco area.

"UOP hasn't given me every answer I've needed," relates Hodge, "but it has given me the tools and skills to find them."

ALLISON MCDONALD:

A combination of limitless energy and boundless dreams have ignited the early success of self-styled businessperson Allison McDonald.

McDonald originally enrolled at UOP so that she could move up to the rank of captain as a jet pilot for the Western Growers Association. By the time she graduated, she was ready to fly into a different wild blue yonder—that of entrepreneurship.

"I am definitely an entrepreneur by trade," McDonald states. "I started something with my own everything. It's all mine."

An entrepreneur's ventures are most easily identified by the list that the IRS gets every year at tax time. McDonald presents the IRS with a rather extensive and varied roster, especially considering the time she has been out of school. Her first effort was Sienna U-Bake pizza restaurant, which she hopes to eventually expand to include all varieties of foods.

After the original pizza project was established, McDonald began to explore other novel ideas. She is involved in real estate development and management, "wardrobe consulting," entrepreneurship speaking engagements and a tour-guide/cultural education venture for groups visiting Italy. She enjoys the diversity of these profitable projects—and this enjoyment is the main ingredient in her recipe for success.

"You have to love what you're doing," she proclaims. "If your job makes you want to hop out of bed in the morning because you can't wait to do it, that is love." MacDonald feels

that people need to be more honest about what they really want to do and what really makes them happy.

When McDonald talks to people about entrepreneurship, she likes "to get them to dream" about their goals. "American society forces you to stop dreaming. By the time you are eight years old, you have learned pretty much how not to be disappointed by not dreaming anymore."

McDonald feels that the main reason people become unhappy with their jobs is that they stop dreaming. When she speaks to groups of students or businesspeople interested in following her chosen career-path, the first aspect she encourages is dreaming. The second is destroying any set list of so-called entrepreneurial qualities.

"There are so many stereotypes of an entrepreneur," McDonald complains. "An entrepreneur is somebody who is able to keep his or her dream alive. That's it. That is ALL you need. If your dream requires you to be aggressive, you will somehow develop this trait. If you love to do something, you will develop skills you didn't think you could possess."

"Curiosity is killing me," she says. "I'm thinking about going back to the corporate world and seeing what it's like. But if I don't like it, I won't do it."

How does UOP fit in her success story? "The ability to maintain under pressure," states McDonald, who battled a life-threatening case of spinal meningitis in her first year at UOP. "We were learning something brand new every day, going 16 hours a day, meeting deadlines, run, run, run. My jobs now [which sometime demand 14-hour, seven-day work weeks] seem like a vacation."

RANDALL EISENBERG:

Randall Eisenberg does not believe one succeeds in business by standing pat. Upon his graduation in 1986, he applied his accounting concentration to the "real world," working for two nationally recognized accounting firms. He then matriculated to graduate school and concentrated in finance.

"I want to look into the future," he explains, "and help companies decide what to do, rather than decipher what they've done. Accounting is a great foundation, but I wanted to try something different."

Having recently attained his Master's of Management degree from the J. L. Kellogg Graduate School of Management at Northwestern University, Eisenberg now works for Price Waterhouse, another nationally respected accounting firm.

Taking chances and pursuing what interests him are an integral part of

Eisenberg's philosophy. "I never want to be at a point in time in my life when I look back and say I wish I'd done something different," he says. "It might mean taking risks along the way, but that's part of life."

He believes in hard work, too. While working for Deloitte and Touche in 1988, Eisenberg concurrently taught night courses in accounting at Golden Gate University. "A lot of people have told me things were not possible," he relates, "like teaching two years upon being out of undergraduate school. You may have to be persistent, plan a little bit and be patient, but there are always ways to get things to happen."

His persistence has paid dividends, not only for himself, but for UOP and SBPA, according to Associate Dean Kail. "One of the positives about Randall is that he has not forgotten SBPA and the University," relates Kail. "He established the SBPA Alumni Association, helped raise money for the computer lab and was a strong force behind the establishment of the all-campus job fair that was held for the first time last fall."

The family atmosphere Eisenberg found at UOP helped him develop as a businessperson and a student. "The personal attention given by SBPA faculty was second-to-none," he proclaims. "We learned from each other all the things which are the keys to success—how to deal with people, work with people, read people and talk with people."

Eisenberg credits SBPA's demand for quality and on-the-spot performance with creating his potential for business success. "The difference between people who follow the rank and file and those who excel more quickly is directly related to the quality of performance they expect from themselves and what has been expected of them."

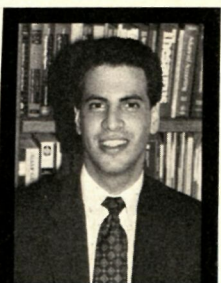
Entering a top-tier graduate program was not difficult because of the preparation he received at UOP, notes Eisenberg. "I found the education at SBPA to be comparable to all of the top-tier undergraduate programs. To me, the education I received was the equivalent of going to Harvard or Stanford. UOP may not have the name, but it has the quality." ■



Jim Hodge



Allison McDonald



Randall Eisenberg

Sports "Glasnost" Comes To UOP

By Harrell Lynn

Since the end of World War II, the rivalry between the United States and the Soviet Union has been one of the most heated in all of sports. Unfortunately, this rivalry has been tainted by nationalistic tension. Political rhetoric has fueled mistrust and suspicion between the two countries and prevented the free exchange of coaching and training ideas. But a thaw in the Cold War, signaled by the vast social and political changes in Eastern Europe, has opened several doors of opportunity, especially in the sports arena.

In November, UOP will contribute to this historic change in relations when it hosts the first-ever coaching education collaboration between the Soviet Union and the United States.

The four-day Soviet-American Coaching Education Symposium, which begins on Nov. 17, will bring

together highly regarded coaching administrators from the two countries to discuss and compare their sports systems and coaching education models. The symposium will be attended by 50 coaching education specialists invited from American universities and sport agencies. Additional topics will focus on methods of preventing the use of performance-enhancing drugs, maintaining academic standards among athletes and coordinating future Soviet-American collaboration.

The symposium is co-sponsored by the newly established UOP Center For Sport Studies and the San Francisco-based Esalen Institute Exchange Program. The Esalen Institute is an internationally recognized body which specializes in developing Soviet-American cultural exchange programs in the arts, humanities, sciences and political arena.

American panelists will include former San Francisco 49er Head Coach Bill Walsh, U.S. Olympic Women's Vol-

leyball Coach Taras Liskeyvch and UOP Physical Education Associate Professor John Boelter. UOP Golf Coach Glen Albaugh is director of the symposium.

Four Soviets will appear:

*Yuri Shipilov, member of the Presidium of Higher Learning in Physical Culture, and director of the Educational Institutions for the USSR State Committee on Sport;

*Alexander Kozlovsky, administrator of the USSR State Committee for Physical Culture and Sport, and chief of foreign relations for the Soviet Sport Committee;

*Viktor Igumenov, professor of pedagogical sciences, rector of the Moscow Institute of Sport and Physical Culture, and Honored Master of Sport and Coaching in Greco-Roman wrestling;

*Sergey Popov, professor of medical sciences, vice-rector for international contacts at the Moscow Institute of Sport and Physical Culture, and Honored Master of Sport in track and field.

Popov finished seventh in the 110-meter hurdles in the 1952 Helsinki Olympics and his form was used for decades as a training model by Soviet track coaches. While visiting Albaugh in Stockton this summer to finalize plans for the symposium, Popov noted that he welcomes the opportunity to share coaching philosophies and techniques with his American counterparts.

"We are interested in the narrow specialization of American coaches," Popov stated through an interpreter. "Our coaches have more general knowledge of sports. We want to learn about sports that are new to us, such as golf, football and baseball. Hopefully, this symposium will lead to exchanges of American coaches and sportsmen to our country."

UOP Athletic Director and Sport Psychologist Ted Leland views the symposium as a valuable exchange of ideas. Leland and Albaugh conducted a workshop in applied psychology in October 1989 at the Moscow Institute of Sport and Physical Culture. The visit left vivid impressions.

"The Soviets have a completely different way of educating and evaluating their coaches than we do in the United States," says Leland. "And from what Glen and I saw over there, they are clearly ahead of us."

"Their system for training coaches is very impressive. They have influenced their most distinguished athletes to continue as coaches after their careers are over. It's not uncommon for their world champions to teach 12- and 13-year olds—unlike our great athletes, who generally become movie stars."

Albaugh has visited the Soviet Union several times. He believes the American coaching fraternity is

stronger in sport psychology and sport technology.

"The Soviets have great training facilities," he says. "But when Ted and I visited the Moscow Institute—the largest sport institute in the country with 6,000 students and 300 faculty—we only saw two personal computers on the entire campus. We didn't see any video tape machines and they have little access to translations. They will be flabbergasted to see the technical materials available in this country."

With the societal changes sweeping their country, Albaugh feels that the Soviet coaching administration is bracing itself for a corresponding transformation of its athletes. The coaches recognize that their athletes will not be as easy to motivate because of the increased options in their lives and the added avenues for status outside of sports.

"Soviet athletes will have distractions like TV, cars, rock concerts and entrepreneurial opportunities," says Albaugh. "Soviet coaches are very well-prepared and knowledgeable, but their tightly controlled system has allowed them to use very straight-forward approaches. But now the athletes will begin questioning the coaches' training techniques."

The symposium is the culmination of several events dating back to an Esalen Exchange Program trip to the USSR in May 1989. Albaugh and Leland led a workshop at the Moscow Institute in October 1989, at which time they helped lay the foundation for the UOP Coaching Symposium and other cooperative sport programs.

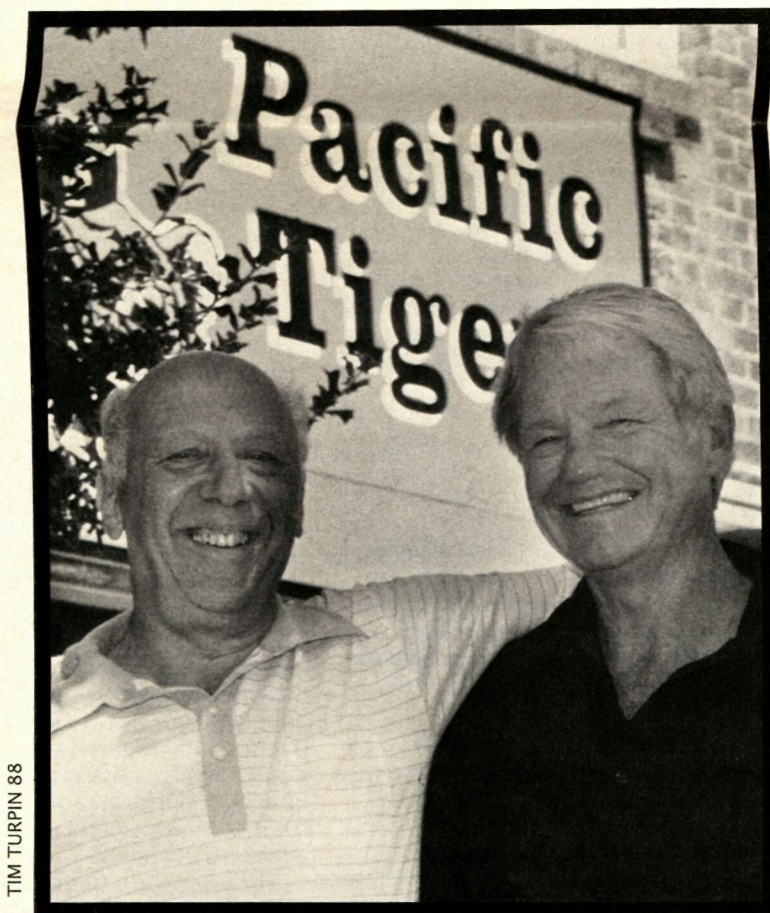
"This symposium is a great step for the University," says Leland, "not only because of the event's quality, but for the opportunity for the Center of Sport Studies to host other similar events in the near future."

Popov feels the symposium is the first step toward greater sports teamwork between the two countries. "This is an important part of history because it is the first such exchange. There have been other attempts, but none have achieved results."

Albaugh believes that the symposium and other exchange efforts have helped open the door of communication between the two countries. Further collaboration, he feels, will strip the door hinges completely off, creating a permanent path for two-way trust and cooperation.

"This event is great for several reasons," says Albaugh, "but mostly because it brings our two countries together in another step toward completely thawing the Cold War—which is becoming history now that the walls have come tumbling down."

Popov echoes his American comrade's sentiments. "In the Soviet Union, we are tired of the Cold War and we are very happy with the change in relations. Now there are no secrets. Now we can talk freely with each other, and with America." ■



TIM TURPIN 88

The Cold War Thaws: Friendship, cooperation and teamwork are the new concepts in Soviet-American relations. Russian sports official Sergey Popov (left) recently visited Stockton and UOP Golf Coach Glen Albaugh to finalize details of the Soviet-American Coaching Education Symposium to be held at UOP in November.

some of us say 'This is the way you do it.' I have literally helped students pick out suits."

Expecting a lot of students may be hard work for both teacher and pupil, but Tatsch feels it's all worthwhile. "I get the biggest thrill when I pick up the *San Francisco Chronicle* and see a half-page article and picture about one of my finance guys doing some big deal," he says. "I can pick up the phone and say 'Hey, Joe, good show.' That is unique."

As SBPA's associate dean for external affairs, Kail is also director of the Center for Management Development. Since it opened in August of last year, the Center has presented a number of highly successful programs for members of local business firms and non-profit organizations in such areas as public administration, conflict management, church accounting and family business operations. Programs via satellite by economist Peter Drucker and management consultant W. Edwards Deming have also been offered.

The Center's largest and most successful program to date has been its Certificate in Management Program, an eight-part series that offered middle managers workshops in management, productivity, employee relations, leadership, accounting, financial analysis, marketing and information systems management.

In June, 17 Stockton-area managers met certificate requirements by completing at least six of the eight classes offered. They represented a wide variety of organizations, including Greater Stockton Chamber of Commerce, Pacific Gas and Electric, San Joaquin County Historical and Museum Society, Pacific State Bank, Holt Bros., Blue Magic Products and Anheuser Busch.

Kail feels the Center can make a positive contribution to the area. "[At SBPA] there is a core of faculty expertise that we can use to help increase the level of managerial performance in the county and beyond through these types of training programs," he says. This fall, SBPA faculty and the Center will offer another eight-part program, "The Role of the Public Manager in a Changing Environment," for middle managers in local and state government offices. San Joaquin County and the cities of Stockton, Escalon, Lodi, Tracy and Modesto are sending representatives to the program, which began Sept. 5.

Before they enlisted staff in the upcoming program, San Joaquin County officials held an executive retreat at the Center. Plovnick and SBPA faculty David Banner and James Goodrich made presentations at the conference. "I don't know what the direct relationship is, but I'm sure our faculty and facilities impressed the County because they enrolled 20 people in our public management program," says Kail. "You can send brochures out, or go to an administrator's office and try to sell them on this program, but the County actually experienced our faculty and the proficiency they have. I'm sure that played a role in them saying 'We would like to send some of our people for training there—the expertise is top-notch.'"

The Center's facilities are also available for area businesses to rent. "A number of firms, including New York Life, Wiggins and Associates and Continental Cablevision, have used our building for their own in-house training," Kail explains. "In some cases, they even use our faculty as speakers." According to Plovnick, negotiations are also under way between SBPA and several local businesses (including Continental Cablevision, General Mills, American Savings and Corn Products) for the school to help develop internal training programs.

Alumni support continues to be vital for the University and each of its divisions. SBPA is no exception. The School's recently-formed alumni council has become increasingly active in San Francisco, and organizational efforts are under way in Sacramento, Stockton and Southern California. "Alumni involvement has become very important to us, and it's added immeasurably to the strength of the school," notes Kail, who serves as SBPA's primary alumni liaison.

The council's primary goals are to form a network among SBPA alumni, assist students with career-related decision-making and job searching, and improve outside recruiting of SBPA seniors. Connie Dias, a 1988 graduate, is the current president.

According to Kail and Plovnick, there are approximately 1,500 SBPA alumni who graduated in 1977 or later. But as many as 900 additional alumni exist who graduated earlier than 1977, before the College of the Pacific department of business became a school. "From the registrar's point of view, an SBPA alumnus is anyone who graduated from 1977 on," says Plovnick. "Of course, we consider all the business majors from way back as ours also. We have been working hard to build our alumni records so they include all of our alumni."

"If any graduates of SBPA or the department of business would like to be added to our mailing list, I would encourage them to contact us."

During the past year, Kail and alumni leadership have organized several events, including on-campus interview and placement workshops for students, a summer picnic, a homecoming party and receptions in San Francisco, Sacramento and Stockton. More than 150 SBPA alumni, students and faculty

(Continued next page)



"I expect (my students) to be professionals and I treat them that way. I think one of the reasons students compete successfully in the early stages of their career is because some of us say 'This is the way you do it.' I have literally helped students pick out suits."

~Paul Tatsch, Associate Professor

(SBPA continued)

attended a recent San Francisco reception, and an alumni picnic at Half Moon Bay on July 14 was also successful.

In addition to organizing and attending special events, alumni have contributed in other ways, says Kail. "To help improve the quality of recruiting for SBPA seniors, Cy Hill [a 1987 SBPA graduate and past alumni council president] wrote to all the SBPA alumni asking them to go to their company's human resources department and ask if they were recruiting on campus and, if not, to send someone."

Other graduates have appeared in classes as guest speakers. "We have a number of former students who are entrepreneurs in the area, so Newman Peery schedules them to visit his entrepreneurship class," says Kail. "When students meet our alumni, it becomes possible for them to develop a mentoring relationship."

Associating with alumni appears to have made a favorable impression on current students. "One of our students in this year's graduating class said something I've never heard before," says Kail. "He said 'You're not getting rid of me now, I'm going to be part of your alumni group.' Our students are doing this because the alumni have been good role models by coming back and speaking and helping."

Strong ties to the community have become increasingly evident in SBPA. Plovnick and his faculty regularly seek counsel from regional businessmen on the Business Advisory Board, and when considering new academic directions, the school's leaders study the central valley to determine what programs would best serve the local population.

The advisory board assists SBPA with strategic planning, program development, curriculum design, student placement, fund raising and community relations. Past president Dave Reid, president of Reid Travel Associates in Stockton, says the group often acts as a sounding board. "Mark Plovnick and his staff run their ideas by us," says Reid. "We play an important role because we are vitally interested in the School of Business, but we are outside of the School."

"Mark has come in with lots of ideas," continues Reid. "He has become very active in the community, the school has a weekly article in the *Stockton Record* and the business forum has been expanded. The exposure has been terrific."

Reid's support of SBPA has been strengthened partly because of observations he has made. "When I attended the School's graduation last May, I could easily see the closeness between the students and professors," he relates. "That to me is why you go to a private institution like UOP."

When the subject of new programs for SBPA surfaces, graduate education is usually mentioned first. Plovnick is strongly considering the establishment of a Master's in Business Administration (MBA) program in the near future. "For the local community, an MBA makes sense," he explains. "The business community is maturing and people who may have gotten into business with little formal management training may now feel the need for higher skills or different kinds of skills."

"What we would sell ourselves as is a different style of MBA," continues Plovnick. "Qualitatively, we're going to be as good and rigorous as anybody else, but we want to add a dimension of personal attention, flexibility and small classes, and a lot of faculty availability."

Vargo, who was associate dean for graduate affairs at the University of Texas at Arlington before coming to UOP in 1981, believes building a graduate program is the next logical step for SBPA. "In a movement toward more scholarship, we simply have to be involved in more cutting edge research that can



only come at the graduate level," he contends. "To be competitive against professors who are thinking about these problems at larger institutions, we simply must have a graduate program where we're forced to learn new information."

According to Plovnick, the MBA program could consist of daytime and nighttime divisions. "We probably would build a program that includes both a full-time daytime segment and an evening executive-type MBA to service the community and allow part-time study," he says. "In addition, we would like to develop a five-year BA/MBA program in which a student from COP might major in economics or political science and, by carefully selecting undergraduate courses, be able to complete an MBA in just an additional year."

Regional institutes and/or academic concentrations may soon be introduced in entrepreneurship, real estate and agribusiness to parallel the valley's unique educational needs, says Plovnick. To this end—despite increased competition in qualified business faculty recruitment—five full-time professors have been added in the past year: Thomas Brierton, business law; Ron Hoverstad, marketing; Unro Lee, finance; Karen Gibler, real estate, and Cynthia Wagner, management and agribusiness.

The Pacific Business Forum speaker series, which brings prominent speakers to Stockton, this year will feature U.S. Congressman Norman Shumway, international economist Lester Thurow, U.S. Postmaster General Anthony Frank and Mario Antoci, CEO of American Savings Bank. "The forums were a big success last year," says Plovnick, "but I felt like we should start mixing in a few more national names as well as people who are doing a great job locally."

This year, SBPA students will continue to work in town as volunteers for Junior Achievement, Mary Graham Hall, Anderson Y, Delta Blood Bank and the Women's Center. "As one of the first people to deal with our students, whether it is the dean's seminar or advising," says Sylvester, "part of my job is to instill in them the sense of professionalism which includes community service." The school is also opening doors for student-faculty consulting teams to provide business advice to members of Stockton's immigrant population who are starting small businesses, and to local social service agencies through an arrangement with United Way.

"We are part of a much larger world and if we are to do our share as a business school, we really have to be involved in that world," says Plovnick. "The Center for Management Development, Pacific Business Forums, internship programs and community involvement activities are all part of an effort to get us better integrated into the local community, the regional business community and, eventually, the national level."

Public managers from San Joaquin County and area communities including Stockton, Modesto, Lodi, Tracy and Escalon have enrolled in "The Role of the Public Manager in a Changing Environment" workshops. The series began Sept. 5 with a course on leadership and management style, and will continue with the courses listed below.

"Communication and Motivation"

September 19

"Team Building"

October 3

"Creating a High Performance Culture"

October 17

"The Public Manager as Entrepreneur"

October 31

"Public Sector Marketing: The Citizen as Customer"

November 7

"Program Planning and Budgeting"

November 28

"Working with Boards, Councils and Commissions"

December 12

The courses will be held from 8 a.m.-5 p.m. in room 112 of Weber Hall. For more information, contact Tom Kail, (209) 946-2643.



TIM TURPIN '88

Pat Peters has been dean of admissions since June 1988 after serving in the same position at Merrimack College in Massachusetts for six years. She was associate director of the Massachusetts College Board from 1976-83, and dean of admissions at her alma mater, St. Mary College, from 1972-76, beginning her career at the age of 22. She earned her master's degree in business administration with a marketing specialization from Babson College. In the following commentary, she gives her perspective on the changing scene of college admissions and the unique recruiting challenges facing the comprehensive university.

Challenge of the 1990s: Admissions and the Comprehensive University

By Pat Peters

For several years, research has demonstrated that student access to college is not limited and that, indeed, over 85 percent of traditional college-bound students report being admitted to their first-choice institution. Over the last 15 years, the available freshman "seats in the classroom" in colleges and universities across the country have not diminished, but the traditional college-bound population has—so the competitive advantage has shifted toward the students and away from the colleges.

This is not to say that selectivity has disappeared as a factor in the admissions process. Many institutions are selective—some rigorously so—because of their appeal to a disproportionate share of the student market. So while every current college-bound student is likely to be a member of the class of 1994 *somewhere*, not all were offered admission at every college where they applied—even their first college of choice.

For all colleges and universities, however, the shrinking college-bound population is a critical concern. Even the most selective institutions must worry now about the percentage of students who will accept their offer of admission. Historical patterns of student response are not necessarily relevant any longer because students apply to, and are admitted by, more institutions.

As a result, more colleges are creating "waiting lists"—a "holding pattern" for students (frequently numbering in the hundreds) who are promised a final answer sometime in late spring or summer about their admission to that particular college or university.

Depending upon the number of students who say "yes" to the offer of admission and persist with their plans to enroll, "waiting list" students may have no chance of admission, or they may hear as early as mid-May or as late as July about the opportunity to enroll. Even the casual observer of this process concludes that the domino effect can keep collegiate admissions officers wondering about actual enrollment up to the 11th hour.

Our admissions office also knows that the recruitment process generally is somewhat intimidating to students and their families. They associate a degree of risk with the process through which they collect information, weigh advantages and disadvantages, and ultimately attempt to match their needs with the attributes, opportunities and benefits of particular colleges. Recent research also suggests that in their quest for the right college, students value certain characteristics, such as:

academic programs, career preparation, liberal arts/general education, graduate placement, prestige and cost. They seek strong teaching, opportunities for personal and professional development, and a "personal" atmosphere.

Students also make a significant distinction between universities and colleges, attributing some of the benefits and characteristics mentioned above to one or the other institutional type. For example, universities are viewed as being more practical and challenging (especially in the sciences), as providing a more active social life, and as offering more diversity for the undecided student. Colleges, on the other hand, are preferable choices for strong teaching and academic support, and for a personal approach to the students' education.

Recruitment for higher education, then, has become sophisticated and



"Historical patterns of student response are not necessarily relevant any longer because students apply to, and are admitted by, more institutions."

complex as we all struggle to identify, attract, enroll and retain the right mix of students for our institutions. For comprehensive colleges and universities, such as the University of the Pacific, there are some unique challenges and opportunities.

A comprehensive university can be defined as an education model which combines the arts and sciences programs of the liberal arts college with the technological, theoretical and economic programs of the research university. What we know about student response to the college search process, however, clearly suggests that the definition of a comprehensive university is not understood or appreciated. Consequently, part of the challenge is to simultaneously educate students while promoting the comprehensive university model.

Since we know that a significant segment of the college-bound popula-

tion seeks some or all of the very attributes UOP possesses, our multiple challenges are to reach as many of that segment as possible, to present our story persuasively, and, ultimately, to convince and enable a larger number to enroll.

As action toward those goals, we have focused substantial effort upon our publications and admissions advertising. With all of our brochures and correspondence, we are reinforcing the point that UOP is a comprehensive university, a unique blending of options and opportunities...a truly uncommon educational experience.

In addition, we are expanding our outreach activities. In 1990-91, approximately 40 percent of our extensive travel will be outside California—national and international in scope. While we do not wish to sacrifice or jeopardize our visibility in California, we do need to intensify our efforts outside of the state, especially in the mid-west and northeast.

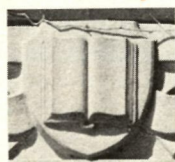
We know that, to date, some of our efforts are on target. Despite a predominant national trend of decreasing freshman applications, UOP attracted a 12-percent increase. The University also experienced a 10-percent increase in applications from transfer candidates. Unfortunately, the number of students who said "yes" to the offer of admission did not increase similarly. Therefore, our plan for 1990-91 is to increase the contact our prospective students and their families have with our students and their parents, and our alumni. Not only will such activities reaffirm the personal nature of UOP, but they may provide a mechanism for enhancing the perception prospective students have about the University.

Improving awareness is but one part of the task. Increasing the University's prestige so that prospective students want what we offer more than what other colleges offer is a critical aspect of the task. We hope that these activities, in combination with changes already implemented, will result in additional increases in both the pool of candidates and the rate of their "yes" responses.

It is impossible today to separate recruitment strategy from such elements as institutional image/visibility or educational costs and financial aid. My comments here dwell on neither of these issues, yet both can be formidable influences—negative or positive—on recruitment outcomes. Fortunately, the University management team is responding to these challenges—comprehensively, so to speak. ■

When placed in charge of such a respectable program, many would follow the inclination to leave well enough alone. But Plovnick isn't one of those people. "Mark has vision, but I think he also has the ability to look at status quo and say 'Let's take this program apart and re-examine it,'" says Associate Dean for Student Affairs Ray Sylvester, who adds that one of the key roles of a dean is to "provide a focal point."

For Plovnick, the emphasis becoming market driven,"



is clear. "We are he explains. "We're

looking at our constituencies and saying 'What are these groups asking for?' Students are one, the business community is another and the community in general is a third."

To better serve their "stakeholders," Plovnick and other SBPA faculty have implemented changes in the school's organization, curriculum and faculty development. Ties with alumni and the community are being strengthened, and the future addition of new programs and graduate education are being explored.

Soon after Plovnick took office, he instituted modifications of SBPA's administrative structure. Sylvester was appointed associate dean for student affairs and Tom Kail was named associate dean for external affairs. "The reorganization, in a sense, reflected my thinking about what we needed to emphasize," says Plovnick. "To take care of our customers on the inside [students] and the customers on the outside [alumni and community], we needed somebody worrying about each end."

By placing Sylvester and the student records staff in a centralized office, Plovnick felt that services could become more convenient and effective for both students and faculty. Registrants seeking signatures now go to the student affairs office; students looking for personal and professional counseling meet with their faculty advisors. "Some professors were becoming loaded down signing registration slips and add/drop slips," says Sylvester. "We would much rather have the students coming to their advisors to talk about academic problems, goals and career objectives."

Curricular clarification and expansion of internships are two additional ways Plovnick feels SBPA students will be better served. "We reorganized our curriculum to be simple and straightforward, emphasizing what our students need to learn to become effective business people, rather than coming at it from the direction 'What requirements, or obstacles, do you need to overcome to graduate?'" he explains. "The new program isn't much different,

it's just easier to understand. Any high school kid can read it and know what it's all about."

SBPA, in cooperation with the University's Office of Cooperative Education, has built an internship program that is coordinated through Sylvester and the student affairs office. Students have been successfully placed in a number of community businesses and organizations, but Sylvester feels the program can be improved. "I sometimes feel frustrated by internships because, to some extent, we are still at the stage where every internship involves rediscovering the wheel," he says. "What I would like to have eventually are internships that roll over. I want to know that IBM wants an intern next semester, that St. Joseph's Hospital wants one, so when a student comes to me I can send them down there."

For future years, Plovnick is weighing the possibility of requiring all students to enroll in internships. "Before we put the 'Good Housekeeping' seal of approval on someone who is graduating, maybe they should have some working experience," he explains. "Because if it's a good internship, they usually come back raving 'Wow, now it all makes sense to me.'"

Plovnick realizes that some potential students could be scared off by such a requirement. "We would try to design a program that doesn't take a lot of time—maybe a couple of extra classes or a summer job," he says. "We'd like to do it in a way that would limit the disadvantages while keeping it a positive experience."

While internships often contribute greatly to the maturation of students, scholarship can foster the development of faculty. Following a general University trend, SBPA standards for faculty promotion and tenure were revised to place greater emphasis on research and scholarship while retaining teaching as a faculty priority. "Some of our faculty have always been active on the publishing side, some occasionally publish and some, frankly, do very little," says Plovnick. "We're not all going to be Nobel Prize winners but it would be nice if everybody was involved in some kind of scholarship."

Although he agrees that research and scholarship are important, Associate Professor of Finance Paul Tatsch is somewhat concerned that student/faculty relations could suffer. "I will continue to teach my classes as well as I have in the past," he says. "But when I need to sit and do some writing or research, my office door will be closed."

Faculty review procedures now include an annual management-by-objectives review adapted from the business industry. Each year, faculty members meet individually with Plovnick to set specific plans for the upcoming year. "When we met with Mark last October, we indicated to him what our goals and objectives were for the coming year in the areas of teaching, research and publications and community service," says Accounting Professor Richard Vargo. "I have a feeling that he will hold us to them."

Because of additional funds available for faculty development, more than two-thirds of the SBPA faculty attended at least one professional conference and presented at least one paper during the past year.

Since April, SBPA faculty have also penned a weekly business column in the *Stockton Record*. Titled *Business Forum*, the series has featured professors' thoughts on various issues, including business challenges in the 21st century, unionization trends, growth in San Joaquin valley, U.S. investment in education, business social responsibility and countertrade.

Plovnick has set ambitious scholarly goals for his professors. "What I eventually hope to see," he says, "is that every faculty member at a point in time will have a paper they are presenting at a professional conference, a paper being reviewed in a journal and a paper that has been accepted and published."

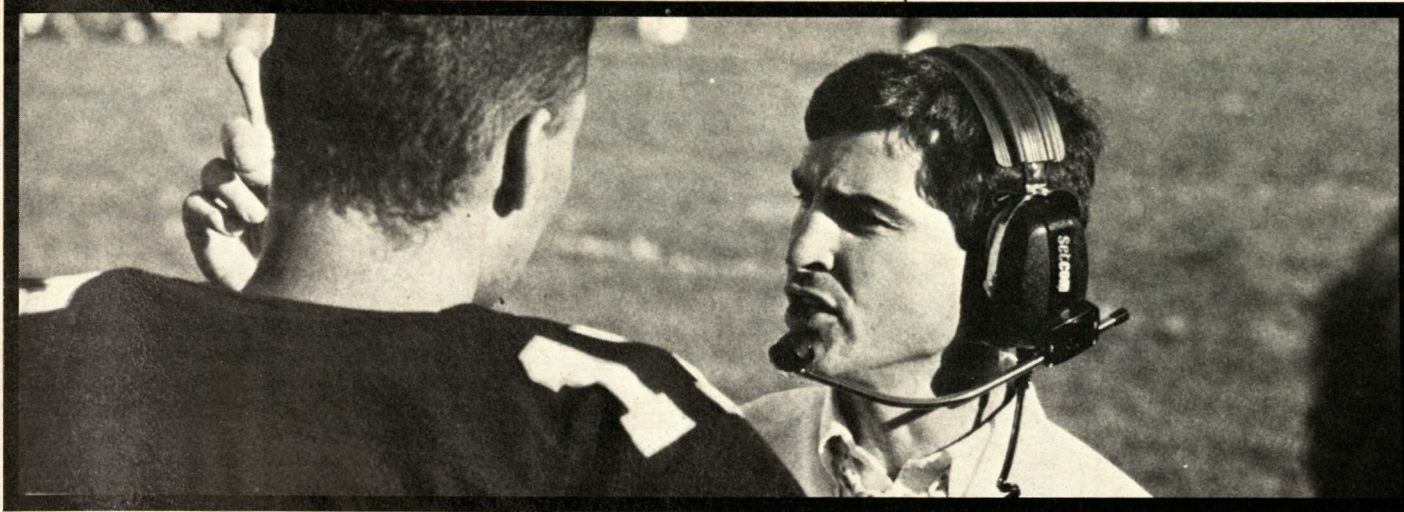
"To be good teachers, we need to be intellectually alive, and scholarship is a way to demonstrate that. There is a close relationship between effectiveness in scholarship and in the classroom."

"We're teaching-oriented injected with a research interest, but the University priorities are our priorities, which means that we are still primarily concerned with the growth and development of young people."

This University-wide commitment to undergraduate education is evident in SBPA. "From the period that the freshmen enter here to the time they graduate as seniors, there is a tremendous growth in self-confidence and maturity," says Associate Professor John Blasingame. "It's more than I have seen in public institutions in which I have taught. I attribute this growth to the great deal of personal contact that exists between faculty and students."

According to Tatsch, SBPA professors strongly encourage professionalism in their students. "I expect them to be professionals and I treat them that way and, by gosh, a lot of them turn out that way," he says. "I probably 'beat' on my students a little harder than I would in another environment because, in a way, they will be a professional extension of me. I think one of the reasons students compete successfully in the early stages of their careers is because

ALUMNI NEWS



HOMECOMING 1990

Memories of the "good ol' days" will be a big part of the agenda when alumni, parents and friends of the University return for the fun-filled Homecoming '90 weekend Nov. 2-4.

A new event highlights this year's activities. On Saturday, Nov. 3, a warm-up party beginning at 10:30 a.m. will precede the Distinguished Alumni Awards Luncheon, which starts at 11:30 a.m. In addition, the Young Alumni Committee will host its second annual picnic on Knoles Field at 11:30 a.m.

Special gala festivities are planned for the reunion classes of 1949, '50-'51, '65 and '80. The reunions will commence at various locations after the football game against Portland State, which begins at 2 p.m. in Stagg Memorial Stadium.

Two volleyball matches, a jazz concert, an art auction and a reception at the President's home will also be held.

For more information on Homecoming '90, contact the alumni office at (209) 946-2391.

HOMECOMING SCHEDULE

Friday, Nov. 2

4:00 p.m. Art Auction and Reception, Reynolds Art Gallery; Campus Tours, meet in Tower lobby

5:00 p.m. Reception at President and Mrs. Atchley's home

7:30 p.m. Volleyball, UOP vs. UCSB, Spanos Center

8:15 p.m. UOP Jazz Ensemble Homecoming Concert, Faye Spanos Concert Hall

Saturday, Nov. 3

10:00 a.m. Soccer, UOP vs. Alumni, Brookside Field

10:30 a.m. Warm-up Party, Raymond Great Hall

11:30 a.m. Alumni Luncheon, Raymond Great Hall

11:30 a.m. Young Alumni Picnic, Knoles Field

2:00 p.m. Football, UOP vs. Portland State, Stagg Stadium

5:30 p.m. (approx.) Post-game Reunions: 10th Reunion, Class of 1980, Raymond Commons Room; 20th Reunion, Class of '70, Gold Room; 25th Reunion, Class of '65, Raymond Great Hall; Mid-Fifties Reunion, Classes of '52-'57, Stockton Golf & Country Club; 40th Reunion, Classes of '49-'51, Elkhorn Golf and Country Club (also Sunday brunch in the Weber Hall Executive Conference Room)

7:30 p.m. Volleyball, UOP vs. Fullerton State, Spanos Center.



ALUMNI ASSOCIATION NAMES NEW BOARD MEMBERS

The Alumni Association recently welcomed nine new members to its board of directors for 1990. They are: Jordan Walker, McGeorge '75, of Sacramento; Clem '40 and Effie Swagerty '42, Walnut Creek; Allan '77 and Vickie Hardcastle '78, Santa Rosa; Alex '57 and Jeri Vereschigan '57, Orland, and Dan '64 and Cathy Silva '64, Stockton.

GOLF & TENNIS SEMINAR PLANNED AT FEATHER RIVER

"Performance Skills for Quality Living," a seminar exploring the mental training for golf and tennis as it applies to all areas of life, will be held Sept. 21-23 at the Feather River Inn. Dr. Glen Albaugh, UOP men's golf coach and a sport psychologist, will lead the seminar.

Presented by the UOP Alumni Board's Continuing Education Committee, the seminar will feature workshops throughout the day on Saturday, Sept. 22, and in the morning on Sunday, Sept. 23. Other activities will include a buffet dinner on Friday, and a barbecue and beertasting on Saturday.

The Feather River Inn, located 60 miles northwest of Lake Tahoe, is situated on 100 pine-covered acres and boasts a nine-hole golf course, swimming pool, gymnasium and volleyball courts.

The charge for the seminar is \$150, and includes meals, accommodations, workshops and one-day fees for golf and tennis.

For more information about the program, contact the Feather River Inn at (916) 836-2623.

PACIFIC PARENTS WEEKEND SCHEDULED IN OCTOBER

Teenagers, parents and alumni will be treated to a variety of activities during Pacific Parents Weekend, Oct. 19-21.

The weekend festivities kick off on Friday, when early arrivers can attend either the UOP-New Mexico

State volleyball match at 7:30 p.m. or a vocal recital by William Whiteside at 8 p.m.

On Saturday, Oct. 21, parents and alumni can choose from more than a dozen seminars and demonstrations conducted by UOP professors on such topics as the American space program, U.S. trade deficit, Hitchcock and the art of film, and international studies in the 1990s.

Events for teenagers include a seminar titled "Advanced Planning: Hints on Searching For and Applying To Your Choice Colleges." A campus tour will also be offered. All participants are invited to a barbecue lunch and Pacific Football Band concert at noon. Or if they are in a sporting mood, they may attend a water polo match between UOP and Long Beach State at noon, or a soccer match pitting UOP against California Maritime Academy at 1 p.m. Later in the day, there will be a parents advisory board meeting, president's reception, and UOP vs. New Mexico State football game.

On Sunday, an ecumenical Christian service will be celebrated in Morris Chapel. There will be a brief reception following the service. An informal parent-student tennis tournament will also take place.

For more information on Pacific Parents Weekend, contact the UOP Alumni Office at 946-2391.

DISTINGUISHED ALUMNI TO BE HONORED ON NOV. 3

The Pacific Alumni Association recently announced winners of the University's 1990 Distinguished Alumni Service awards. The honorees and their families will be feted at the Association's homecoming luncheon in Raymond Great Hall on Nov. 3.

The following graduates will be honored: Bruce Shore '56, Outstanding Professional Service; Irvine Sprague '49, Outstanding Public Service; Doug Pipes '65, Outstanding Service to the University; Brooks Esser '80, Young Alumnus Award, and the Stan Emerson family, the Pacific Family Award.

ARCHANIA ALUMNI DONATE TO UOP KIDS COLLEGE

The alumni advisory board of Alpha Kappa Phi (Archania) Fraternity recently hosted its 10th Annual Golf Tournament and donated a portion of the proceeds to University College's Kids College of Science and Technology.

According to Archania alumni officials, they decided to support the Kids College program in an effort to increase their fraternity's involvement with the University community. Throughout the year, Kids College offers local children a variety of classes which are sponsored by the UOP Lifelong Learning Office.

CONTINUED (next page)

It's A Jungle Out There . . .

Follow the Tigers as they brave the perils of the 1990 football expedition under the guidance of Walt Harris and company

Sept. 1 at Tennessee

In what should prove to be the emotional game of the season for the Tigers, Walt Harris returns "home" to Tennessee where he coached the Volunteers for six years.

Fans can support the Tigers by joining them on a Pacific Athletic Foundation-sponsored road trip to Knoxville. Departure will take place on Friday, Aug. 31, on United flight 410 from Sacramento to Chicago and then on United flight 280 to Knoxville. Kickoff is at 7:30 p.m. on Saturday. The following day is reserved for sightseeing. Return from Knoxville is on Monday, Sept. 3.

The trip costs \$650 per person double occupancy, and includes three nights at the Knoxville Airport Hilton, hosted hospitality receptions, game tickets and bus service to and from the airports.

For reservations or other information, contact Segale Travel, 952-6606.

Sept. 22 at Long Beach State

The Tigers defeated the '49ers on a dramatic last-second field goal last season at Stagg Memorial Stadium and hope to repeat the successful scenario on Long Beach's home turf.

Tiger fans can accompany the football team when it travels from Oakland to Los Angeles Executive Airport via US Air on Friday, Sept. 21, and stay with them at the Holiday Inn Bristol Plaza (call 714-557-3000 for reservations). On Saturday, the Los Angeles and Orange County Pacific Clubs will co-host a tailgate picnic sometime before the 1 p.m. kick-off. To make reservations, call Reid Travel Associates, (209) 952-1295.

Oct. 14 at Cal State Fullerton

A high-scoring game can be expected against the offense-minded Titans—the two teams have averaged a combined 52 points a game in their match-ups during the past decade.

Fans can join the action by going on the road with the Tigers. The team will depart on Friday, Oct. 13, traveling on US Air from Oakland to Los Angeles Executive Airport. Fans can stay with the team at the Holiday Inn Bristol Plaza; reservations can be made at (714) 557-3000. The game begins at 1 p.m. on Saturday.

Transportation to and from the game will be available.

To make reservations, contact Reid Travel Associates, (209) 952-1295.

Oct. 27 at University of Hawaii

The Tigers did more than enjoy a leisurely vacation in Hawaii last season, narrowly missing a stunning upset of the highly ranked Rainbows, 34-26.

Fans are invited to bask in the sunshine alongside the Tigers while traveling with the team on a PAF-sponsored football vacation. Fans can

accompany the team when it departs on Friday, Oct. 26, from San Francisco to Honolulu via American flight 23. On Saturday, the UOP Hawaii Pacific Club will hold a morning tailgate party before the 1 p.m. kick-off. The following day is reserved for sightseeing. Departure is scheduled for Sunday afternoon on American Flight 18.

The trip costs \$650 per person double occupancy. This includes three nights at the Waikiki Beachcomber, hosted hospitality receptions, game tickets and bus service to and from the airports and the game.

For more information, contact Reid Travel Associates, (209) 952-1295.

Nov. 10 at Fresno State

The Tigers have given the Big West's perennial power fits in recent years, beating them twice in the teams' past six match-ups and coming within a touchdown on two other occasions.

Fans can visit with players and team officials at the Holiday Inn Centre Plaza. In addition, the Fresno Pacific Club will host boosters from Stockton at a tailgate picnic in the afternoon, in preparation for the 6 p.m. kick-off.

Nov. 17 at Utah State

The Tigers could use some support against the Aggies, whom they haven't beaten in Logan since 1969—a span of six games.

On Friday afternoon, Nov. 16, the team will fly from Sacramento to Salt Lake City via Delta Airlines. Tiger boosters can stay with the team at the Baugh Motel; call (801) 752-5220 for reservations. Kick-off is at noon on Saturday.

For information on travel arrangements, contact Segale Travel, (209) 952-6606.

Note: For further information on the above road trips, please contact Ray Purpur, director of athletic operations, (209) 946-2230. ■



CLUBS

East Bay Pacific Club is planning a visit to the Behring Automobile Museum in Blackhawk and a barbecue supper at Jean and Joyce Ridley's home in Danville. For more information, call Stan Lichtenstein '49, (415) 769-1948, Barbara Bybee '61, (415) 935-6077, or Karla House McCormick '82, (415) 674-8676.

Fresno Pacific Club will host boosters from Stockton at a tailgate picnic before the Fresno State football game on Nov. 10. For more information, call Mary Stockdale '51, (209) 252-8206, or John Longstaff '80, (209) 436-1868.

Hawaii Pacific Club held its Paniolo (Hawaiian cowboy) Barbecue in August at the Circle Z Ranch in Waimanalo. The club is planning a tailgate party prior to the UOP-Hawaii football game on Saturday, Oct. 20. For further information, call Helen Brinkmann '53, 942-2448, or John Doty '78, 487-9985.

Los Angeles and Orange County Pacific Clubs will co-host a tailgate picnic before the UOP vs. Long Beach St. football game on Saturday, Sept. 22. For more information, call David Bessen '83, (213) 837-0217, or Mary Middleton '57, (714) 641-5187.

Monterey County Pacific Club: For information on upcoming activities, contact Wendy '67 or David Banks '64, (408) 624-0317.

Sacramento Valley and El Dorado Pacific Clubs are coming together for a picnic at Bob and Jo Ann Clarke's Latrobe Winery near Shingle Springs on Saturday, Oct. 13. For more information, call Mary Young '55, (916) 488-2824, Joanne Casarez East '78, (916) 372-0632, or Bob Combella '41, (916) 622-1811.

San Francisco Peninsula Pacific Club: For information on club activities, contact Bob Ber-

ryman '83, (415) 570-4256, or Carol Clover, (415) 342-9659.

San Joaquin Pacific Club: For information on upcoming club activities, contact Joretta Burlington '81, (209) 339-4831.

South Bay Pacific Club recently co-hosted a party for incoming students at the home of current parents Jim and Allegra DerryBerry. On Sept. 25, the club plans to join boosters from Stockton to root for the Tiger volleyball team at Stanford. For more information on upcoming club activities, call Bev Bailey '54, (415) 948-6023, Jan Lassigne '63, (408) 446-0597, or Jennifer Opie '83, (408) 246-4338.

Stanislaus Pacific Club: For information on upcoming club activities, contact Margie Lipsky '54, (209) 522-6161, or Gail Ballas '76, (209) 578-5219.

TIGER TRACKS

'20s

F. Melvin Lawson, COP '28, has written a book titled, "Flower Power," which chronicles the history of the Sacramento Camellia Festival. The book is available at the UOP Library.

'30s

Francis "Ted" Jackson, COP '35, and his wife **Ruth Montgomery Jackson**, also a former COP student, were awarded the Civic Interest League's annual "Good Neighbor Award." Their local newspaper stated, "Since they moved to town nearly 20 years ago, the two have volunteered for so many committees and organizations it's easy to believe there are at least four Jacksons, not just two."

'40s

Glen A. Tanner, COP '41, and his wife **Beverly Miller Tanner**, COP '41, are retired and live in Bel Air, Md.

LeRoy Cross Jr., COP '44, is an internal revenue agent-reviewer with the U.S. Treasury Department Internal Revenue Service. He lives in San Mateo.

Frances Hull Dinkel, COP '41, is among the residents of St. Joseph's new senior residential community, O'Connor Woods, which is located on Wagner Heights Road in Stockton.

George Druliner, COP '47, is a self-employed manufacturers representative. He and his wife Virginia live in Scottsdale, Ariz.

Herbert Baxter, COP '49, retired from teaching in 1982. He and his wife Barbara have recently moved into Valley Village Retirement Community in Santa Clara.

Stanley Lichtenstein, COP '49, is vacationing in Israel, where he plans to visit his son, who is a Rabbi, and his new grandson. During his travels, he will also visit his youngest son, who is working at the British Parliament. He will return home in time to attend the Pacific Alumni Retreat at Feather River in September.

Lillian Juanitas Medley, COP '49, is an occupational therapist and lives in Salinas.

'50s

Jack Ferrill, COP '50, retired this year after serving as a faculty member at Liberty High School in Brentwood for 39 years. He has served as school principal in recent years. He is a resident of Stockton.

Walter A. Jefford, COP '50, retired December of 1989 after 34 years of service in accounting departments of Shell Oil and affiliated companies. He and his wife of 33 years, Georgia, live in Newbury Park.

Grover C. Allred, COP '51, retired after 23 years of teaching anthropology, sociology and comparative religion at Clark College in Vancouver, Wash., in June of 1990.

Lee Logan Donlin, COP '51, worked as a professional social worker until his retire-

ment two years ago. He is a resident of London, England.

Kenneth Hill, Education '51, is working and teaching at Clark County Community College in Las Vegas. He is on sabbatical for six months and will study "distance television" (teaching via telephone and satellite special hook-up) for older or handicapped students.

Patricia Ely Whitney Slater, COP '51, married Philip Slater in March. They reside in Sacramento.

Roberta Schoening Sturdevant, COP '51, arrived in Manila, The Philippines, Nov. 17, 1989, shortly before the Dec. 1 coup. Her husband Ty is advising the National Statistics Office in taking its 1990 population and housing census. They plan to live there for three years.

Harry Martin Uhlenberg, COP '51, host of "Weeknite" and an entertainment reporter, retired after 33 years on the air with KCRA-TV in Sacramento.

Peggy E. Totton Wilkinson, COP '51, a professional artist who specializes in Oriental brush painting, had a one-woman show in November 1988. She and her husband Harold reside in Orem, Utah.

Walter Rathhaus, COP '52, was elected president of the Stockton Teachers Association after serving as chairperson of their bargaining team.

Jodie Wilcox Beadleston, COP '53, recently received the Excellence in Education Award given by the Mt. Diablo Education Association and the Board of Education. She and her husband **Eugene Beadleston**, COP '52, live in Concord. They plan to spend much of their retirement time in a country home they are building in Shingletown.

James Fairchild, COP '53, retired this year after coaching and teaching at Foothill College in Los Altos Hills for 24 years. He now resides in Mesa, Ariz.

Joan Franco, Education '54, was inducted into Edison High School's Academic Hall of Fame earlier this year. She was the first Edison student to return to her alma mater to teach. She is a resident of Stockton.

Tom McKenzie, COP '56, was presented with a "critics choice" award by the Monterey County Theatre Alliance for his direction of the musical "Hello Dolly" last summer at Monterey Peninsula College Theatre. He currently works for the Lincoln School District as director of special projects. He and his wife Marcia are residents of Stockton.

Frank Montabana, COP '57, and his wife Mary Carol live in Pittsford, N.Y. He is director of worldwide marketing and sales for IEC Electronics Corporation.

Martha Metzler Fry, COP '59, is a Conejo Valley elementary school teacher living in Thousand Oaks with her husband Gerry, director of programming for the Armed Forces Radio and Television Service in Los Angeles. Their two daughters are students at Cal Poly San Luis Obispo.

Winifred Knutson Wilson, COP '59, is a substitute teacher for Moreland School District in San Jose. She and her husband Donald live in San Jose.

'60s

Judith Newton, COP '60, has been appointed to the position of assistant dean of the Office of International Programs at Kwansei Gakuin University, with which UOP has recently entered into a student exchange agreement.

George Milton, COP '61, retired from Mobil Oil Corporation after 25 years in various accounting and finance positions throughout the world. He has moved to Tucson. **Bill Dean**, COP '64, was among those who attended his retirement party in Dallas in April.

Joyce Dorsey Willens, COP '62, was among 19 area teachers and administrators honored by the San Joaquin County Chapter of the Council for Exceptional Children. Joyce, who received a resource specialist award, teaches at Webster Middle School in Stockton.

Ronald Leppke, Education '63, is a management consultant/trainer. He lives in Hayward.

John Little, COP '63, and five other science teachers from throughout the state are finalists for four Presidential Awards for Excellence in Science and Mathematics. The *Stockton Record* printed the following statement recently, "John Little of St. Mary's High School is one of the nation's best science teachers, according to former students, colleagues, state schools chief Bill Honig, and White House experts."

Michele Giguere, COP '65, is a self-employed attorney at law. She is a resident of Fair Oaks.

Alan Ford, COP '65, is general manager and chief operating officer of the Saskatchewan Roughriders of the Canadian Football League. He played for the Roughriders when they captured the 1966 Grey Cup and served as general manager when the team won the 1989 Grey Cup (the only two championships in the club's 80-year history). He and his wife, **Sally Ann Robinson Ford**, COP '63, who is a teacher, live in Saskatchewan with their three children.

Charlene Brendler, Conservatory '67, has served on the faculties of UOP and the University of San Francisco, and in music workshops. She teaches at the Crowden School in Berkeley and the College Preparatory School in Oakland, along with offering private lessons. She resides in Richmond.

Steven Michelson, COP '68, has accepted the position of director of choral activities at Murray State University in Murray, Ky. He is leaving his current position as associate director of choral activities at Michigan State University. He and his wife Phyllis have two sons.

Emmitt Trimble, COP '68, is owner of Puma Corporation-Real Estate Development. He and his wife and two children live in Anchor Point, Alaska.

Pamela G. Windsor O'Banion, COP '68, is an insurance underwriter with the Allied Group. She and her husband Michael reside in Santa Rosa.



Bob Rose learned the meaning of discipline and hard work while lettering three years (1975-77) at linebacker for the Tiger football team. He took the same approach in the classroom at UOP, earning a degree in physical education in 1978, a secondary teaching credential in 1979 and a master's degree in special education/adapted P.E. in 1987. His diligence on the football field and in the classroom has paved the way for a successful 10-year career as a physical education instructor and football coach at Tokay High School in Lodi.

And on this past Fourth of July, Rose's work ethic helped him save a life.

Rose was playing basketball with his brother next to an apartment complex in Pleasanton when they heard screams from the pool area. A four-year-old boy, Cameron Barrett, had been pulled unconscious from a hot tub.

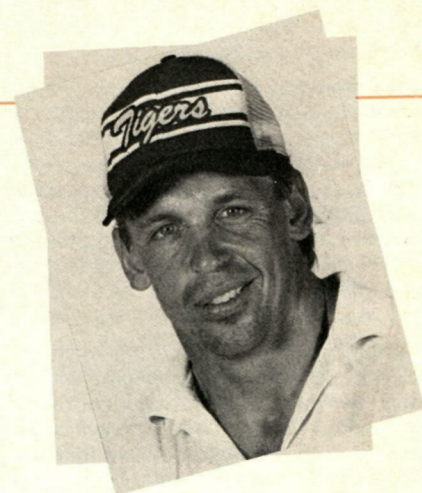
"My brother and I were the last to arrive at the scene," recalls Rose. "I was just going to call an ambulance, but there were 20 adults around who weren't doing anything. The kid was as blue as a pair of jeans, so I decided that I couldn't wait for an ambulance."

The 33-year-old coach administered cardiopulmonary resuscitation, and, after a few failed attempts, he revived the child. The boy was taken to the hospital and released the next day.

Rose tried to downplay his heroics. "I'm not going to bang on my chest too hard, because I know that in another situation things might not turn out as well. But this one is special, because I have a three-year-old boy [Clinton] of my own."

Rose, who played on the last Tiger squad to post a winning record (6-5 in 1977), says his football days at UOP taught him never to give up. "We were two inches shorter, 10 pounds lighter and a step slower than most teams, but [Head Coach] Chester Caddas and his coaching staff taught us to play with character."

On July 4, 1990, Rose proved that he had taken those lessons to heart.



'70s

Evelyn Neubaum, Education '71, was named one of Stanislaus County's "Outstanding Women of 1990" by the Stanislaus Commission for Women. She is a resident of Oakdale.

Mary Eastman Wilbur, COP '71, and her husband Peter, a corporate lawyer/senior counsel, live in Orange, Ohio.

Robert E. Woodward, Conservatory '72, and his wife **Constance Hoskins Woodward**, Conservatory '73, were named Pacific Region recipients of the American Music Conference's 1989 "Amateur Music Family of the Year" award. A national non-profit organization dedicated to encouraging amateur music participation, AMC chose the Woodward family because they typify the country's 57 million amateur musicians. They are residents of Lincoln.

Patricia Dreyer Fernwood, COP '73, is a psychiatric technician supervisor at Napa State Hospital. Her husband Mark owns Danville Engineering. They are residents of Napa.

Stephen D. Foote, COP '73, has been promoted to lieutenant colonel in the U.S. Air Force. He is a pilot assigned to Air Force Headquarters at the Pentagon where he works in arms control and international negotiations. He and his wife Susan live in Herndon, Va., with their two children.

Marshall Mouw, COP '73, was elected to the Glendora City Council and officially installed in April.

Gary H. Bechtel, SBPA '74, has been named president of Becon Construction, a Houston-based subsidiary of Bechtel Group Inc. in San Francisco.

Marjorie Hartsog Groshart, COP '74, has been singing professionally in the San Francisco area recently. She has appeared throughout the Far East and across the country. In a recent interview, Marjorie-Jean noted "I never thought either my maiden or married name would work on a marquee so I decided to stick with my first name for professional reasons."

Joey Wauters, Raymond '74, placed first out of 6,500 entries in a recent *Redbook* short story contest. The title of her story is "Just a Matter of Time" and it appeared in the May issue of the publication. Her husband **James Webb**, Callison '73, is an attorney and they live in Juneau, Alaska. Joey is an associate professor of English and director of composition at the University of Alaska Southeast.

Constance A. Hilscher, Conservatory '74, recently received her J.D. degree with distinction from McGeorge School of Law. A resident of San Francisco, she will begin a position as a research assistant for the Santa Clara County Superior Court in San Jose in September.

Sidney Woo, Pharmacy '74, heads a corporation that owns Broadway Pharmacy in Burlingame. **Ron Sakamoto**, Pharmacy '74, is the pharmacist in charge. Broadway Pharmacy is celebrating its 50th anniversary this year. Woo lives in Sunnyvale and Sakamoto is a resident of Bakersfield.

Michael Jeffrey Yoon, COP '74, is an employment manager at Bio-Rad Labs. He and his wife reside in Benicia.

Richard Carter, Pharmacy '75, has been an instructor at Mendocino College since 1981. Last spring he taught a course designed to update a group of health care professionals in their knowledge of pharmacology. He is a resident of Potter Valley.

Melanie Perez-Ota, Raymond '76, and her husband **Calvin Ota**, COP '77, are residents of French Camp. Melanie is a second-grade teacher at French Camp Elementary School. Calvin is a Stockton dentist.

Diane Miller, COP '76, has been honored by the Sacramento Area Regional Theatre Alliance (SARTA) for her contributions to live theatre. She is a partner in the executive recruiting firm of McCracken, Wilcox and Bertoux and currently serves on the boards of the Sacramento Ballet Association and the Sacramento Symphony Association. She is a member of Encorps and the Sacramento Opera Association. A SARTA official reports that "Diane exemplifies the dedicated businessperson who cares about the quality of life in her city and involves herself in shaping its future."

Lily Small, Education '76, is a professor in African-American Studies at Fresno State University. According to a recent article in the *Fresno Bee*, "Dr. Small is admired by her students and colleagues not only for academic credentials, but because she takes time to make contact with students beyond the classroom." She and her husband Rev. Sylvester Small are residents of Fresno.

Cynthia Parr Bell, COP '77, is a teacher for Lodi Unified School District. She and her husband Chris live in Isleton.

Patricia Glunt, Conservatory '77, is a teacher living in Jackson Heights, N.Y. She was nominated for "1990 Principal's Pride of Music Award" and is director of Queen's Boro Wide Music Center.

Stuart Green, Raymond '77, and his wife Becka own and operate a laundromat and commercial laundry business in Vail, Colo. The *Colorado Business Magazine*, May 1990 issue, published a special report titled "Green's Machines."

Thomas Michael Jones, COP '77, is a baseball coach for the Seattle Mariners. He was formally a coach with the New York Yankees. He and his wife Joan Marie live in Stockton.

David Kaplan, Callison '77, is news editor at the Center for Investigative Reporting in San Francisco. He is the editor of the books *Paper Trails* and *Nuclear California*, and the co-author of *Yakuza*, a book on Japanese organized crime which is currently available in eight languages.

Martin Toy, Pharmacy '77, is a staff pharmacist at San Joaquin General Hospital. His wife **Debra Gutierrez Toy**, Pharmacy '81, is assistant director of pharmacy at Tracy Community Memorial Hospital. They live in Stockton.

Steve Perkovich, COP '78, and his wife are teachers with the Clovis Unified School District. They live in Fresno with their two children.

Rolin Wade, Pharmacy '78, is pharmacy sciences liaison for the Upjohn Company. He was awarded the Upjohn Academy sales award in 1989 and is serving as president of the Pharmacists Society of San Francisco in 1990. His wife **Gwynne Beach Wade**,

COP '83, is a product manager at Northern Telecom Inc. in Santa Clara. They are residents of Sunnyvale.

Robert Aguilar, Education '79, became the first Latino to head the Norwalk-La Mirada Unified School District when the board unanimously voted to offer him a three-year contract. He and his wife Gloria reside in Visalia.

Bari Pasternak Brown, COP '79, and **Jamie Brown**, COP '80, live in Denver, Colo. with their two sons Jamie Jr. and Scott. Bari works as a travel agent and Jamie heads an independent oil company, Colorado Quicksilver. In the last few years the company has found new reserves in two different Texas basins and is currently considering acquisitions in New Mexico, Colorado and South Texas.

Nancy Downer, COP '79, is a paralegal. She and her husband William Welch, an engineer, live in Mountain View.

Walter Hayes, COP '79, recently reported for duty with Fleet Air Reconnaissance Squadron-Four, Naval Air Station, Patuxent River, Md.

Tracy Lee Riddle, COP '79, is associate dean of students at Augustana College in Sioux Falls, S.D.

'80s

Susan Allen, COP '80, is the manager of business affairs for MCA Records. She resides in Brentwood.

Guido Britez-Balzarini, SBPA '80, is a regional financial manager for Latin America. He was transferred to Miami by the company he worked for in Paraguay. He and his wife Marisol Burro have an eight-month-old daughter.

Arthur Coleman, Jr., Conservatory '80, is among 19 San Joaquin County teachers who were recently honored by the San Joaquin County Chapter of the Council for Exceptional Children. Arthur, who teaches at Hamilton Middle School, received a resource specialist award.

Joanne Perino Dorme, Callison '80, and her husband Patrick are residents of Pelham, N.Y., where he is a police officer.

Maile Glover, Callison '80, is office manager and director of public relations for BGA Inc. She works and travels with Beverly Sassoon and is involved with health, beauty, travel and promotion. She is a resident of Los Angeles.

Jan Lei Iwata, Pharmacy '80, is the pharmacy manager for the Matthew Thornton Health Plan which is affiliated with the Dartmouth Hitchcock Clinics in Nashua, N.H. A board of directors member for the New Hampshire Society of Hospital Pharmacists, she was recently appointed to the Council of Educational Affairs of the American Society of Hospital Pharmacists. She is included in the "1990 Who's Who in the East." Jan is a resident of Nashua, N.H.

Perry Johnson, SBPA '80, received a "Friends of Photography" Ansel Adams Center Grant, and attended the group's 1990 workshop in San Francisco. He was judged on the artistic merit of work submitted, including views of building interiors and exteriors, architectural positions, locations under development and in use, and aerial photos. Based in Stockton, he has the only

local photographic service specializing in building industry projects.

Tim Ryan, COP '80, is worldwide marketing director for F. Porsche AG, manufacturer of high-performance sports cars. He lives in Stuttgart, West Germany, with his wife Anita and their two sons.

Gordon Spencer, Education '80, is district attorney in Merced County. He is a resident of Magalia.

Kathryn Anderson-Rivera, COP '81, was selected program presenter by the American Association for Counseling and Development for its 1990 convention in Cincinnati, Ohio. She is an adjunct faculty member at the College of Idaho. Kathryn and her husband Jesse live in Boise, Idaho.

Bradley A. Post, COP '81, has recently been named as a partner with the law firm of Borton, Petrini and Conron. He works and resides in Modesto.

Donald E. Shaver, McGeorge '81, was appointed as judge of the Stanislaus County Municipal Court by Gov. George Deukmejian. He and his wife, **Terri Mathias Shaver**, Callison '76, live in Modesto.

Sean Sullivan, SBPA '81, has been promoted from director of casino marketing to vice president, marketing, for Harvey's Resort Hotel/Casino.

Kathleen Mayne, Conservatory '82, is a freelance musician working in the Los Angeles area. As a composer she has received commissions from civic and school organizations, and won two national composition competitions, most recently this year from James Madison University, Va., for a flute choir piece. She performs as a keyboardist at parties and restaurants and serves as the organist and assistant music director at a Methodist church.

Rafael Ramirez, Education '82, was recently sworn in as the first Hispanic trustee of the Sequoia Union High School District Board. A member of the San Mateo County Human Relations Commission, Dr. Ramirez has worked in the public school system for 19 years.

Roberta Reese, SBPA '82, has been promoted to senior accountant in the Reno office of Deloitte and Touche. She specializes in accounting and auditing for state and local governments, manufacturing and construction. She and her husband Larry Newman live in Reno.

Lorin Reinelt, Engineering '82, is a water quality specialist for King County Conservation District. His wife **Myra Davis Reinelt**, Pharmacy '83, is a hospital pharmacist at Highline Community Hospital. They are residents of Seattle, Wash.

Lisa Zimmerman Rustin, COP '82, is office manager for Citicorp. She and her husband Russell are residents of San Diego.

J. David Hart, SBPA '83, has joined the commercial brokerage staff of Cushman & Wakefield's San Francisco office, where he is specializing in downtown office sales and leasing. He is a resident of San Francisco.

Jay Wilson Heefner II, Engineering '83, is an electrical engineer for Continuous Electron Beam Accelerator Facility. He and his wife Alice live in Newport News, Va.

Marian Carter Idzerda, Education '83, is an elementary school teacher for San Rafael City Schools. She and her husband Hendrik live in San Anselmo.

Valerie Newton, COP '83, is teaching second grade at the American School of Las Palmas in the Canary Islands, Spain. She will live in Las Palmas for two years. For the past three years, she was employed in the North Monterey County School District teaching bilingual elementary classes.

Marlynn Smith, Conservatory '83, appears in **Right Mind** at the American Conservatory Theatre in San Francisco. The show runs through Nov. 4.

Laura Saulter Ziegenhirt, COP '83, is a teacher for Elk Grove Unified. She and her husband Robert live in Sacramento.

Gregory W. Stubblefield, SBPA '83, is a claims manager and lives in Pittsburg with his wife Diana.

Jim Clifford, COP '84, a commercial broker in Cushman & Wakefield's San Francisco office, was recognized as one of the firm's Top 100 Brokers for 1989 and Top Bay Area Broker for 1989.

Dan Gilson III, Engineering '84, is a computer engineer for Unisys. His wife **Linda Gong-Gilson**, COP '84, is a special education teacher for Milpitas Unified. They live in San Jose.

Frank Reichert, COP '84, works for California Delta Newspapers. He is news editor for the Pittsburg Post Dispatch and the Daily Ledger. California Delta Newspapers was awarded 14 California Newspaper Publishers Association awards. The Pittsburg Post Dispatch was awarded the top honor in the contest: 1989 First Place for General Excellence for dailies with a circulation of 10,000 and under. As news editor, he was personally given two first-place awards for Best Front Page. His wife **Dawn Polvorosa**, COP '84, is employed as a public defender for Solano County. They are residents of Oakley.

Clare Hanley, Education '85, was recently cited by the San Joaquin Chapter of the Council for Exceptional Children as a top administrator for the North Valley School.

Tom Hayes, SBPA '85, was the only American member of an international climbing expedition last summer which included 35 people representing nine countries and speaking 18 different languages. The expedition took place in the Kashmir region of

the Indian Himalaya. Teams successfully reached the summit of the White Needle, 21,100 feet, and Kun, 23,100 feet. Tom, on his first Himalayan expedition, was among those to summit the White Needle. Last year, Tom and classmate **Steve Annecone**, Engineering '84, scaled the 3,000-foot face of El Capitan in Yosemite during a three-day expedition. Earlier, he climbed the Northwest face of Half Dome with **Jerry Baker**, COP '83. Tom is regional sales manager for Dynapert, a German computer manufacturing company. He and his wife Catherine live in Sunnyvale.

Lisa Headlee Huffman, COP '85, works as a human resources trainer for Pacific Mutual in Newport Beach.

Ernesto Manzo Jr., COP '85, is an insurance investigator for The Hartford. His wife **Sona Herbertson Manzo**, COP '87, is management information consultant/senior consultant for Anderson Consulting. They are residents of San Mateo.

Jeff Brehaut, COP '86, and Ted Lehmann won the opening events on the Spalding Golden State Players Tour earlier this year. Jeff is referred to by **California Golf** magazine as "a rising young star."

Randall Eisenberg, SBPA '86, was a member of the graduating class of 1990 at Northwestern University's J.L. Kellogg Graduate School of Management in Evanston, Ill.

Bruce Fisher, COP '86, was awarded a Juris Doctor degree by Western State University College of Law in San Diego. He is a resident of La Jolla.

Paul Muller, Engineering '86, was on campus this spring representing Advanced Cardiovascular Systems Inc., Santa Clara, interviewing prospective engineering graduates and discussing the establishment of COOP positions. It was the first time ACS visited the campus. Paul serves as senior project engineer, advanced concepts group.

Eric Berg, COP '87, graduated from Southern Methodist School of Law with a Juris Doctor degree in May. He now resides in Bakersfield with his wife Camille.

David Long, COP '87, has received his teaching certificate in Secondary Art from the University of Alaska, Fairbanks. He is

presently working for the Department of Fisheries and resides in Ward Cove, Alaska.

Gordon Ballentine, COP '88, has been hired as a geophysicist by Planning Research Corp., Environmental Management Inc. in San Francisco. He lives in Modesto.

Benjamin Buell, Engineering '88, is working as a design engineer with Microwaves Applications Group in Santa Maria and his wife **Megan Wilbur Buell**, COP '86, is just wrapping up her master's degree in engineering at Cal Poly/San Luis Obispo.

Jennifer Brodsky, COP '89, has just completed her Master Social Work degree at Sacramento State and is moving to Boston.

Mary Ann Gomez, COP '89, recently became an account executive for DEEA & BLACK Public Relations Agency, Sacramento.

Tania Zanotto Walden, SBPA '89, is a corporate auditor for American Savings Bank. Her husband **James Walden**, SBPA '88, is an accountant with Bowman and Company. They live in Stockton.

BIRTHS

To **Hans Beerbaum**, COP '72, and his wife Mira, a daughter Stasia Louise.

To **Mary Pohl Bennett**, COP '78, and her husband Kirk, a son William Paul.

To **Dennis Boire**, COP '78, and his wife **Nina Prost Boire**, COP '79, a daughter Janette Leslie.

To **Joanne Pukish Casarez East**, COP '78, and her husband **Darrell East**, McGeorge '85, a son Cyle William.

To **Andre Long**, COP '80, and his wife Michele, a daughter Katrina Marie.

To **Michelle Aberle Parker**, SBPA '81, and her husband **Bruce D. Parker**, COP '79, a daughter Ellen Aberle.

To **William E. Bartz, II**, COP '83, and his wife **Gretchen Haas Bartz**, COP '84, a daughter Elizabeth Ellen.

To **John M. Green**, COP '83, and his wife **Lori Stevenson Green**, COP '86, a daughter Jillian Page.

MARRIAGES

Isabel Low Ing, COP '38, and Stanley James Chin-Bing.

Robert Christofer (Chris) Hunefeld, COP '74, and **Georgette Marie Haefling**, University College '90.

Bruce Wayne Gibson, SBPA '79, and **Jane**

t Marie Otto, Education '86.

Rudy B. Medina, SBPA '80, and Susan Elaine Phelps.

Debra Frances Gutierrez, Pharmacy '81, and **Martin Toy**, Pharmacy '77.

David Roger Lark, COP '83, and Theresa Arlene Atkinson.

Lisa M. Headlee, COP '85, and Ronald Huffman.

Leann Marie Christianson, COP '87, and Kevin Allen Brown.

Eric Berg, COP '87, and **Camille Michaud**, Education '89.

Anna Elizabeth Cox, Engineering '87, and Robert Gordon Lutz.

Benjamin J. Buell, Engineering '88, and **Megan S. Wilbur**, COP '86.

Caroline Chen-Hua Lai, SBPA '88, and Benjamin Pok-Ay Thio.

Kristi Karen Kern, COP '88, and William Patrick Pico.

Patricia Lynn Krause, COP '88, and Dale Aaron Ward.

MEMORIAM

Catherine Maurer Stevenson, COP '19

Veva L. Brown, COP '21

Grace Clausen Sharp, Conservatory '23

Ceylon F. Sherman, COP '23

Al R. Beecroft, COP '25

Everett W. Stark, COP '28

Lloyd H. Truman, COP '28

Thomas G. Yancey, COP '30

Elinor M. James Fuller, COP '35

Janet Baker Robinson, COP '36

Israel E. Sweet, COP '36

Ken Nishimoto, COP '40

Joseph F. Tudor, COP '40

Kenneth Hastin, COP '42

Betty Dahlgren Tudor, COP '42

Barbara Baxley, COP '44

Ellen Frances DeRuchie, COP '46

Jack Badaracco, COP '50

J. Richard Claus, COP '51

John Hirsch, COP '51, Education '72

Robert K. Bonner, COP '53

Rolla D. Glover, COP '54

Doris F. Standerfer, COP '55

Mary Inosanto, COP '57

Artie Mae Albright, COP '58

Helen M. Renshaw, COP '67

Thomas G. Thornton, Education '68

Paul Press, COP '69

Helen Pohl Richcreek, COP '76

Linda J. Hayashi, COP '80

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Parents and alumni, the 1990-91 school year has started for UOP, and *THE PACIFICAN* staff is already working diligently to ensure a high quality newspaper for its readers. *THE PACIFICAN* is published every Thursday during the school year (excluding vacation and final exam periods). So that you can keep abreast of campus, local and worldwide events as they relate to UOP, *THE PACIFICAN* is offering a year's subscription to parents and alumni for \$25.00. Twenty-three issues of *THE PACIFICAN* will be sent directly to your home. *THE PACIFICAN* staff greatly appreciates your continued support of this entirely student-run newspaper. For more information, call *THE PACIFICAN* office at 946-2155.

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PACIFIC REVIEW

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SBPA:
Looking
Toward
New Horizons
In the 1990s

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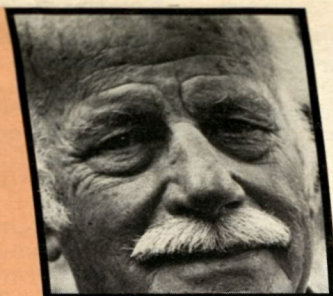
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On the cover: With its newly-renovated Weber Hall facilities and a realigned administrative structure, SBPA has a bright outlook as it faces the challenges of the 1990s.



4



7



IN THIS ISSUE

FEATURES

MAIN STORY: The School of Business and Public Administration is taking care of business with renovated facilities, an acclaimed academic program and a progressive administrative philosophy

COVER

PACIFIC SPECTRUM: Admissions Dean Pat Peters details the challenge of marketing the comprehensive university

7

SPORTS PAGE: Glasnost is receiving a boost from a unique Soviet-American Coaching Education Symposium to be hosted by the University this fall

6

ALUMNI PROFILE: Three successful 1986 SBPA graduates have three elements in common: drive, creativity and insight gleaned from their educational experience at UOP

5

DEPARTMENTS

UOP TODAY: University "self-reports" NCAA violations, Regents OK assistance to Kuwaiti students, and more

2

ALUMNI NEWS: Homecoming preview, clubs, football road trips, new board members and more

11

TIGER TRACKS: Alumni class members from the '20s to '80s report

13