


Summer 1989

# Santa Clara Magazine, Volume 31 Number 4, Summer 1989

Santa Clara University

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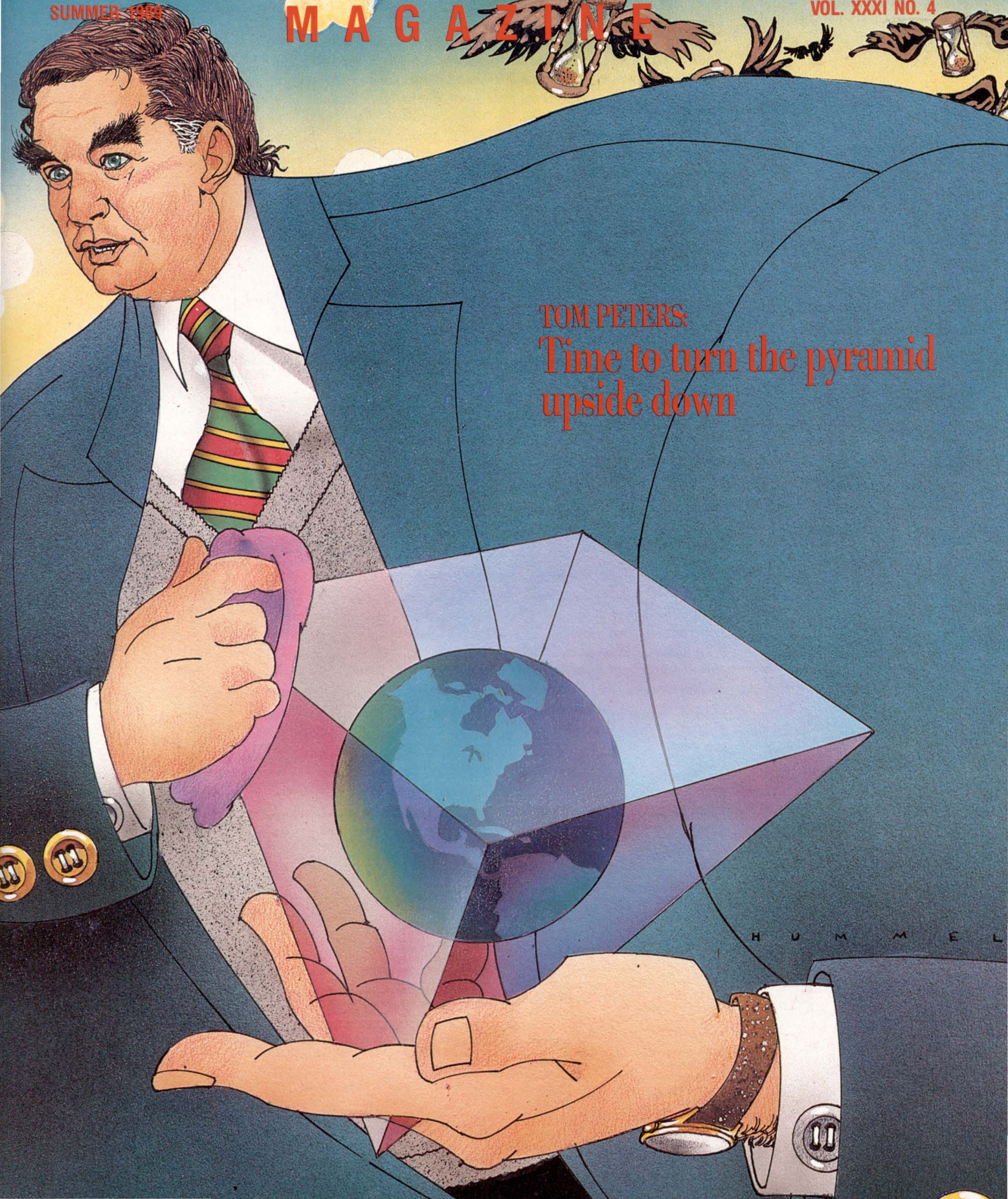
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# SANTA CLARA

SUMMER 1989

MAGAZINE

VOL. XXXI NO. 4



**TOM PETERS:**  
Time to turn the pyramid  
upside down

## EDITOR'S NOTE

### A SUMMER RERUN

One of my favorite B.T. Collins stories is a repeat: I wrote about it years ago in *Santa Clara Today*. But this, after all, is summer and reruns are in order.

When B.T. became Governor Jerry Brown's chief of staff, the Santa Clara Law Society honored him at a campus roast January 30, 1982. It was a night of high hilarity. Each roaster was truly a stand-up comedian, delivering anecdotes that had the audience rolling in the aisles.

The final speaker was George Strong, associate law dean, and, as Law Society alumni know, gifted with a dry, acerbic wit. No one knew B.T. better than George Strong.

At B.T.'s swearing-in as a lawyer in 1974, Strong had presented him. On that occasion, in the courtroom of Judge Gene Premo '62, Strong said: "It is with a great sense of incredulity, amazement and, I must say, relief, that I move the admission of B.T. Collins to the bar of the State of California. Born in Mt. Vernon, New York, forged in Gary, Indiana, fabricated in Rochester, Minnesota, Mr. Collins overcame the obstacles of class preparation and attendance to earn a degree of juris doctor at Santa Clara School of Law, within the maximum length of time and with the minimum number of unit requirements. His perseverance has shown that he is a man of steel will, and foot, and leg, and arm, and hand."

So the roast audience rubbed their hands together, happily anticipating this final torch to B.T. from Dean Strong.

"As the cleanup speaker," he began, "and because of our long association, I have been asked to say a few nice things about B.T., our honored guest this evening."

Long pause.

"Thank you very much."

The laughter was still ringing in the hall when the last guest left.

\*

As this issue of the magazine moved into paste-up, we learned that Bill Rewak, S.J., Santa Clara's 26th president, was returning to the campus next year as chancellor of the University. He will be a goodwill ambassador for Santa Clara, teach one class a quarter, and assist with special projects.

Refreshed from a year of scholarship at Harvard, he brings energy and experience to his new role. To me, however, it means a fighting chance to wheedle more articles from him. It took nearly a year to get the one in this issue (page 18), but, I might add, it was worth the wait. ■

*Peg Major*

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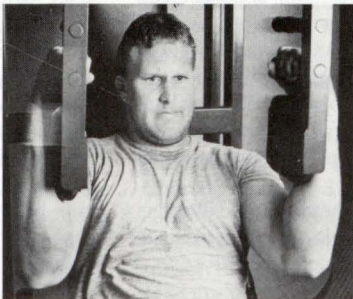
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COVER: Illustration by Jim Hummel

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### Elderly Care

I read with great interest Dr. Young's article (Who Should Care . . . And How?) Spring 1989) which discussed several issues confronting our health-care system in the future. Having worked for medical manufacturers for the past 14 years, I've had an opportunity to watch the evolution of health care in the United States. Though many dynamic events have occurred, a well-structured, coordinated methodology of providing care across a broad spectrum is lacking.

I disagree with Dr. Young that additional taxes and political leadership are the real answers. In this venue, we would just be continuing the past sins of our Medicaid and Medicare inequities. What I do agree with and would like to see expanded is the full participation of the private sector. Utilization of family members and private insurers to promote a quality and a continuum of care would be instrumental in providing cost-efficient programs. The government's role would focus on providing incentives for these groups to become more active and creative in how they support the overall medical system.

Additionally, I believe that the total monetary resources available for care does not necessarily need to rise. The careful restructuring and ongoing management of all forms of reimbursement to physicians and providers could have a substantial impact on the total medical bill. Though distributive justice and medical ethics are current hot topics, they would play less of a role as we rein in a system wrought with overspending and, in some cases, fraud.

Our country is faced with many

problems in its health care delivery mode. Education, as Dr. Young states, is a large part of the answer. However, to get to the real guts of the issue requires active participation and creativity. These will be accomplished by incentive programs, not by taxation.

*Tim Fischer '69 (MBA-'71)  
Stevens Point, Wisconsin*

**Editor's Note:** See Commentary section for more on elderly care.



### Worth A Try

I have been sending address changes to Santa Clara for over a year now and no one seems to care. Maybe you could publish this in the magazine and the address changer will read it.

*Marcellus Karrigan  
APO San Francisco*

### Football's Impact

In 1981 as a senior at Notre Dame High School in Southern California, I was faced with the same decision thousands of kids make every year: Where should I go to college?

After sorting through numerous

possibilities of universities, I chose Santa Clara University for three reasons: its strong academic reputation, its religious tradition, and its football program.

Santa Clara gave me what the Notre Dames, Holy Crosses, and Boston Colleges didn't: the opportunity to play football at a college level, something I had dreamed of as a child.

I was never a star. I never received an athletic scholarship. I never even started. But the three years I played football for Santa Clara were some of the best and proudest years of my life.

Coach Pat Malley was my head coach and Terry Malley was my position coach. Between them and the rest of the coaching staff, I was made to feel welcome, valuable, and proud of myself, my team, and my school.

By playing football, I developed those things you really do not learn in the classroom: the concepts of teamwork, sportsmanship, competition, and, especially, school spirit. All these things helped make me into the complete person I am today.

After graduating in 1985, I continued my education at Santa Clara by attending law school and received my J.D. in 1988. During that time, I was married at the Mission to my wife, who also attended Santa Clara as an undergraduate and currently is working on her MBA at Santa Clara.

I mention these things to illustrate how my decision to come to Santa Clara has shaped my entire life.

I realize Santa Clara plays Division II football and that we probably won't win a major bowl or return to the glory days of the 1930s, 1940s, and 1950s. But to be a part of a program that does have a Sugar Bowl victory and an Orange Bowl win and to see guys I played with now in the professional ranks, gives me a great amount of pride in the program and the school.

I hope the University does not throw away something that is such an integral part of my life and the University's tradition.

*Charles A. Miller II '85  
Santa Clara, California*

### Response on Rushdie

In reply to "Salman Rushdie's Curse" (Spring 1989), I would like to make the following remarks:

1) Khomeini does not represent the whole Muslim world and so when he speaks, he speaks for Iran only and not for all Muslims or Islam, per se.

2) The Rushdie incident is not a religious issue but rather one of ethics. Writers, like other professionals, should have a certain moral obligation to their readers who, as consumers, have a right to the kind of product they want on the market.

3) Each community has a soft corner from which writers should stay away. Jews are sensitive about Nazis, Afro-Americans about slavery. Therefore, books that rub in these raw areas should never be published because they stand as an insult to the dignity of a section of humanity. In *Satanic Verses*, Rushdie went over the horizon to invade the sanctity of such a historical personality as Holy Prophet Mohammad.

4) The outcry of Muslims against publishing *Satanic Verses* should be perceived as a show of honesty, courage, and straightforwardness. They are openly against the publication of the book. As compared to this, many other ill-fated books, e.g., *Holy Blood Holy Grail*, by Baignant, and *Dare to Speak Out* by Findley, have been published, but never made it to the shelves of the bookstores because of the pressure and manipulation of some strong lobbyists. Freedom of expression does not involve publication of books alone but also their free distribution, marketing, and sales.

*M. Rajabally, D.D.S.  
Fremont, California*

### A Special Plea

In the Spring 1989 Letters section, an alumnus gave a moving plea for tolerance while describing a classmate's characterization of AIDS as divine retribution. Naturally, every Jesuit-trained person will rush to repudiate such a concept, whose blasphemy is only equaled by its stupidity. It is unjust and un-Christian to make people feel bad.

It is more unjust, however, to make innocent bystanders die in the name of gay rights, and gays can be just as cruel and discriminatory as any other pressure group.

The lives of orthopedic surgeons are in jeopardy when they operate on an AIDS patient because it is

a strenuous job, hacking and jabbing at solid muscle and bone. They invariably cut themselves; they even cut each other. Ironically, patients with broken bones are more likely to be drug addicts than homosexuals, and got their AIDS while engaged in criminal activity. Physicians are required to treat them or forfeit their license to practice in hospitals. Hospitals prefer to put a pin in a dying derelict and toss him out on the street rather than have him use expensive hospital space for weeks, although traction is better for AIDS patients because of infection danger.

I appeal to the gay community to speak up to spare our young doctors needless agony and death.

Stephanie Munoz  
Los Altos, California

#### Making Acquaintances

Thank you for sending me *Santa Clara Magazine*. By reading it, I enjoy the acquaintance of many teachers and friends in my heart.

Thank Father Rewak for me. It was during his administration that I began receiving this valuable publication.

Ping Chang Lai '86 (MS)  
Sunnyvale, California

#### Seeking Christian Ideals

In your last issue you printed a personal story of an individual whose friend and lover had died of AIDS. Having been involved with AIDS projects in Baltimore, Columbus, Ohio, and Los Angeles, I sympathize deeply with the individual who wrote. Like him I am also appalled by the attitude of his "educated" classmate, but I am also upset at the theology that the classmate's remarks imply. God is apparently on a rampage against a lot of evildoers and sinners in the world and has decided to clean up the whole mess. This mess includes individuals such as infants whose mothers were infected, people who have received tainted blood transfusions, a significant portion of the population of many countries in Africa, a growing number of members of the minority communities in this country, and individuals who are IV drug users. This is not any God I am familiar with and I hope the class of 1973's theology classes didn't promote that concept.

Unfortunately the letter raises

more questions than just of theology. The writer was obviously in deep emotional distress at the time of the reunion but could not reach out to his classmates for support at a time when he was losing a loved one. He had to suffer in silence because he himself might have been condemned rather than receiving solace. Although the Santa Clara University community is supposedly imbued with the spirit of charity and love, I suspect the author did not feel that Christian ideal present. I would call upon the community to find that spirit and be acceptant of all its members so others do not have to suffer in silence. I hope *Santa Clara Magazine* continues to follow the progress of AIDS since it will continue to offer a challenge to the University community.

Edward Seidler '63  
Long Beach, California

#### Clear, Cogent Teaching

We write in response to Marc Tunzi's "Motherhood and the Church" (Spring 1989). Unfortunately, it is not possible in a letter to address Dr. Tunzi's issues individually, as they are indeed vital questions. We agree with him that "a little knowledge is a dangerous thing." To lump Natural Family Planning in with chemical, mechanical, and surgical controls of fertility, as he does, betrays his ignorance of the whole moral and philosophical basis of the Catholic Church's teaching. Similarly, while accusing the Church of not keeping pace with new knowledge and reasonably addressing such questions as in vitro fertilization, he makes it clear he has not availed himself of the depth and breadth of current Church thinking on the subject. An excellent source is *Instruction on Respect for Human Life in Its Origins and the Dignity of Procreation: Replies to Certain Questions of the Day* (Congregation for the Doctrine of the Faith).

Dr. Tunzi's work with the poor is commendable, and the issues he addresses are pressing. Certainly *Santa Clara Magazine*, as a Catholic university publication, can grant equal space to the Church's response to these questions. None of us should have to feel, in Dr. Tunzi's words, that "the questions have become irrelevant and the struggle has stopped." The Church's clear, cogent teaching is there for those

who would engage in the struggle to seek the truth in it.

Mark Van Brunt '71 and  
Jenelle (Fitzgerald) Van Brunt '71  
Tempe, Arizona

#### Courageous Letter

Just a note of congratulations for the fine quality you've developed in the *Santa Clara Magazine* and for the courage to publish excellent articles like "Motherhood and the Church" (Spring 1989) by Marc Tunzi and the story on Maggie O'Hara (Fall 1987).

Like Maggie, I became an alcoholic and now have over 12½ increasingly glorious years of sobriety in Alcoholics Anonymous. Based on what I know about the disease of alcoholism (and I am not a professional in that field), I would expect that a minimum of 10 percent of the graduates of Santa Clara have or will have developed the disease in their lifetime.

It's refreshing to see *Santa Clara Magazine* not paint an unrealistically "clean" picture of the world of SCU and its alumni, but to have the courage to let some honesty slip in with the otherwise success-story articles.

I remember reading Thomas Merton's *Seven Storey Mountain* in my sophomore year at Santa Clara (1958-59) and almost joining the Trappists up in Vina, California. After Merton died and biographies were published, I realized *Seven Storey Mountain* told only part of the story and I had been ready to make a major life decision based on information heavily censored by the Catholic Church at that time.

So it's good to see you and Santa Clara willing to let some of the rest of the facts about this life we're living see the light of day in the magazine. Because of my spiritual program in AA, I've gone back to confession, Mass, and communion for the first time in 18 years, but with the French parish in Washington, D.C. After joining my present employer, a major French-U.S. subsidiary, about two years ago, I started praying 100 percent in French and that got me to a French priest who heard my confession. God works in strange ways.

If I can be of assistance in any way as a recovering alcoholic, 50-year-old marathoner, Francophile, career human resources executive,

or member of the Virginia State Bar, don't hesitate to call.

Dan F. '61  
Arlington, Virginia

#### Better Alive

How appropriate to profile Bill James (Spring 1989). Such a gracious fellow. The gentle touch of great goodness is something he and Jim Degnan and Jerry Alexander offered all of us. And they don't have to die to be seen! Thanks for visiting him for me!

I shall always treasure those men, rather like Milton with Sullwold, Parliament with Kronick, Supply and Demand with Belotti.

Kevin J. McCarthy '66  
Pasadena, California

#### Good Neighbor

I read the article on the career of Professor Gerald Markle. It was special and splendid and true. He lives next door to my middle sister, Mary Linhares, and my niece, Lisa Anna, 28, has been going over to his home since she was 4 years old, to listen to his pearls of wisdom and to learn how to bake and cook. He also helped her with her math!

Roger D. McAuliffe, S.J.  
St. Francis Xavier Parish  
Phoenix, Arizona

#### Let's Hear from You

Send your comments, criticisms, suggestions, or ideas to Editor, *Santa Clara Magazine*, Santa Clara, California 95053. All letters will be considered for publication but may be edited for clarity or length. Please limit letters to 250 words.

## Graduations in the Gardens

*Thousands watch 1,922 receive degrees in three ceremonies*

The Mission Gardens filled with families and friends of Santa Clara graduates on three occasions this spring, as 1,922 received baccalaureate or advanced degrees from the University.

At the 138th annual commencement exercise, 943 seniors received baccalaureate degrees as more than 7,000 parents and friends witnessed the traditional ceremony June 10.

California Governor George Deukmejian gave the commencement address and received an honorary doctorate of laws from the University.

Many graduates wore cream-colored ribbons on their sleeves to commemorate the Chinese students killed in Beijing June 4.

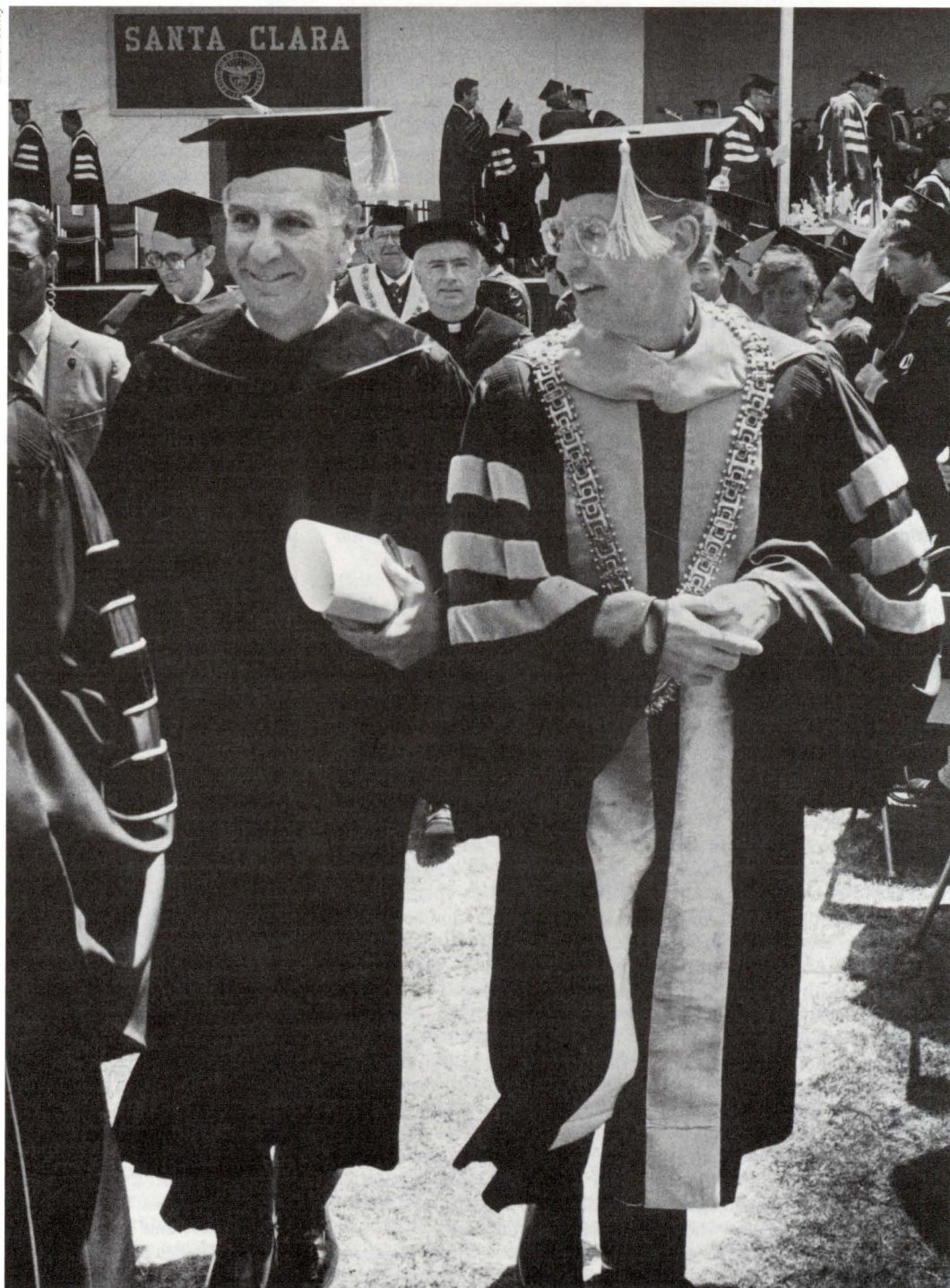
In an obvious reference to China, the governor said, "The human cry for freedom and democracy is on the rise. You cannot stamp out the human hunger for freedom and individual rights."

His main theme was an appeal for graduates to consider public service as a career. "We need bright, hard-working, forward-thinking people," he said. "A career in public service can enrich your lives with satisfaction, knowing you are making a difference for the better."

After urging the Class of '89 to "be the best you can be," Deukmejian added lightheartedly, "And while you're at it, don't forget to make a little money. Although money isn't everything, you'll find as the years go by that it will keep the children in touch."

Before the 9:30 a.m. ceremony, more than 40 persons protested Deukmejian's participation in the commencement by picketing in front of the main gates. Representing several human services organizations, the protestors carried placards referring to the governor's human services and education record.

Dan Sweeney



California Governor George Deukmejian and SCU President Paul Locatelli, S.J., lead the way out after graduation

In addition to Deukmejian, Santa Clara awarded honorary degrees to Leonard Casanova, class of 1927, former Bronco coach who led the 1950 football team to victory in the 1950 Orange Bowl; Lee Graff, presi-

dent of Graff Californiawear, a Southern Californian noted for her humanitarian and civic service; Dorothy Leavey, prominent Los Angeles philanthropist and longtime benefactor of Santa Clara; and Father Jon

Sobrino, S.J., a renowned theologian, professor, and author from El Salvador, whose books include *Jesus in Latin America*, *Theology of Christian Solidarity*, and *The True Church and the Poor*.

“Although money isn’t everything, you’ll find, as the years go by, that it will keep the children in touch.” — Governor Deukmejian

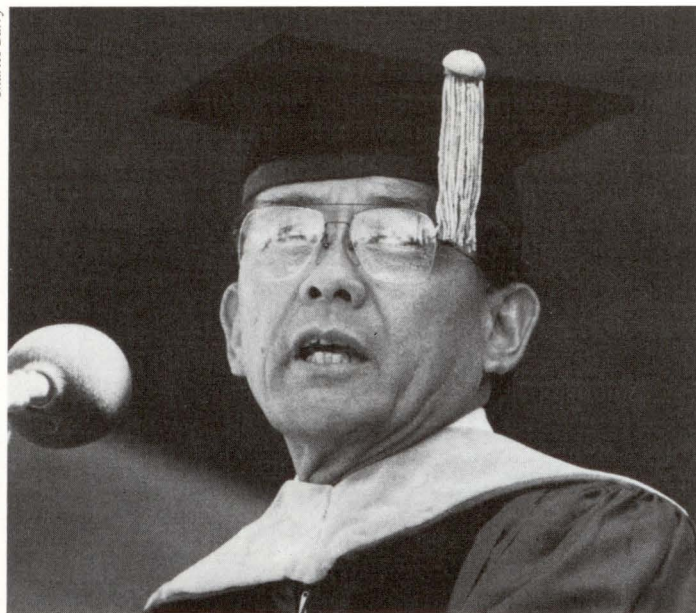
**Law School Commencement**

Juris doctor degrees were awarded to 228 law school graduates in a May 13 ceremony, marking the 77th commencement of the School of Law.

Keynote speaker was Judge James R. Browning of the Ninth Circuit Court of Appeals, who had been a visiting scholar on the campus this past spring.

He offered the graduates two gifts drawn from his own life in law, which he hoped might add meaning to theirs: “The first is the sheer conviction that no other career you could have chosen would offer you the range of options, the amazing diversity, now open to you. The second is (an awareness) of the

Charles Barry



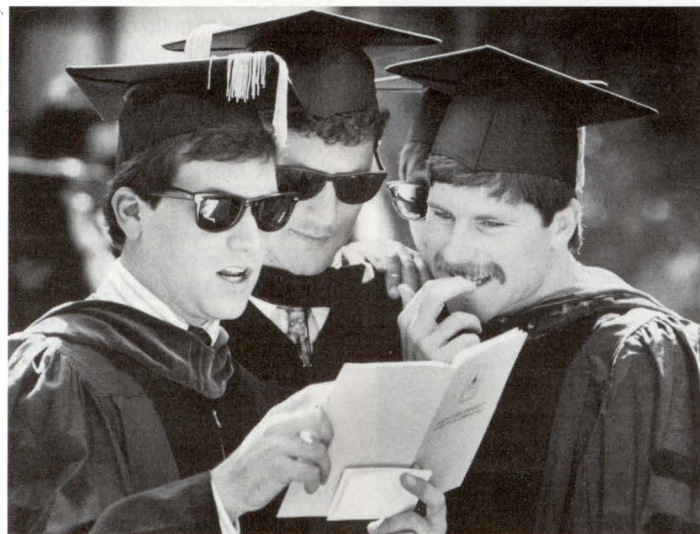
Mineta: “This is my home and I want to make it better.”

United States, drummed away at the rewards of public service. “Whether you act on your own or in concert with others, there is always one common denominator: The sense of community that says, ‘This is my home and I want to help to make it better.’”

He reminisced about his father’s immigration to California from Japan in 1902 and told how his father struggled to put him and his four brothers and sisters through college by developing his own insurance agency.

Mineta was 10 when he and his family and other Japanese citizens were sent to internment camps during World War II. He said he wore his Cub Scout uniform as he boarded the train for the trip to Santa Anita,

Charles Barry



Attorneys-to-be find their names at 77th School of Law Commencement.

essence of successful advocacy. The candid evaluation of your client’s point of view, sympathetic understanding of the point of view of others, and an objective evaluation of both is the key to effective representation.”

Santa Clara conferred an honorary doctorate of laws on Browning before his talk. Gerald F. Uelmen, marking his third year as the law school’s dean, told the class he had a “special affinity” for them “because we both started law

school here together. When I welcomed you to Santa Clara three years ago, I said ‘Real lawyers don’t walk away from hard questions. They struggle for answers.’ Welcome to a lifetime of struggle.”

**Graduate Commencement**

U.S. Congressman Norman Mineta was the speaker at the Graduate Commencement June 3, and received an honorary doctorate of public service from

Dan Sweeney



SCU’s Soviet exchange students wore fur hats at undergraduate ceremony

the University.

Advanced degrees were conferred upon 751 students with the following breakdown: 344, MBA; 257 M.S. in Engineering; 136 M.A. in Counseling Psychology or Education; 12, M.A. in Religious Studies; 1 M.A. in Teaching of Mathematics; 1 Ph.D. in Engineering.

Mineta, the first Asian-American to be elected to Congress from the continental

Charles Barry



M.A. graduate Ann McCammon serves champagne on mortar board

which was conducted under armed guards.

It was that experience, Mineta said, that started him on the road to public service. “More than 120,000 Americans of Japanese ancestry had such an experience. We were interned for up to three years in stark, barren camps. No criminal charges were ever filed against us. I wanted to make sure that what happened to me could never happen to another American,” he said. ■

*Peg Major and Sunny Merik contributed to this article.*



## A Show of Support

*Phone calls and fax machines keep SCU Chinese in touch with home*

If Jack Ou were not a graduate student in electrical engineering at Santa Clara, he would be in jail now.

"I think so," he says quietly from the engineering research lab where he works on campus.

Many of his friends were among the students protesting for democracy in Beijing's Tiananmen Square, and he says if he had been at home in Canton instead of Santa Clara, he would have been with them.

As it was, he followed their protest closely through long-distance phone calls. Before the June 4 massacre, he was in touch with them regularly.

But a week after the People's Liberation Army opened fire on the unarmed students, he had only been able to reach one friend who had fled Beijing and returned to her home. He also had heard that another friend had arrived safely in London.

But Ou doesn't know what happened to the others. He doesn't want to ask, for fear he might jeopardize their safety. The government will be listening in on phone calls, he believes. "I was born in China and lived there for 20 years. I know what trouble it could cause my friends if I ask questions," he says.

Ou says he and his friends believe in freedom, a free press, and free speech. Much of what he knew about democracy before coming to the United States as a graduate student three years ago was gleaned from Voice of America and British Broadcasting Company radio broadcasts. But since the demonstrations, the station signals have been scrambled to prevent the news from reaching the protestors.

To counteract the blockage, Ou says he and others are faxing news to sympathetic Chinese companies hoping it will somehow reach the students.

Even before the massacre, Ou

says his friends in China felt they would not succeed in their mission, although they hoped to accomplish something by putting pressure on the govern-

In a show of support for their Chinese counterparts, Ou and other Bay Area students staged a May rally in San Francisco. Shocked by the brutal June 4

"Our main purpose was to support the students in China," Ou said. At the June 11 rally, which was attended by about 500 people, Ou said supporters were encouraged to try to jam the Chinese government's "hotline" to thwart government attempts to identify student protest leaders. They also collected money for medical supplies and faxed information to sympathetic businesses.

Ou, whose first name was Anglicized from Jie to Jack when he began speaking English, is one of a dozen graduate engineering or business students attending SCU from mainland China. He is scheduled to return to China in August for a vacation but says he won't chance a trip home until the situation clears up. He says the government is refusing to let students leave the country once they return.

Meanwhile, he will stay at Santa Clara and wait and see what develops. A year from now he should have his master's degree in electrical engineering; he may continue to work toward a Ph.D. Currently he is a research assistant to Professor Shu-Park Chan, a job that pays his tuition and provides a small stipend.

If things had worked out differently five years ago, Ou today might be attending Dr. Chan's western-style university in China. Chan gained international attention in 1984 when the People's Republic of China appointed him founding president of what was to be the first U.S.-style university in communist China.

Chan made several trips abroad to launch the China Experimental University, but following a shakeup in the regime of Deng Xiaoping, the project was put on indefinite hold and Chan returned in 1986 to SCU, where he has taught since 1963. —Peg Major ■

Fran Ortiz, San Francisco Examiner



SCU graduate students at San Francisco rally. Jack Ou holds SCU sign.

ment. "They were not afraid of the future then," he said. But now, of course, that's changed. Ou doesn't think any of them ever thought the government would resort to using weapons to control the protest.

assault, Ou, who is president of SCU's Chinese Student Union, helped organize a second rally at the San Jose City Hall a week following the massacre to commemorate the students who died.

## Getting to Know You

*SCU and Soviet students learn about each other in campus visits*

When Mikhail Gorbachev stood before the Statue of Liberty during his U.S. visit in summer 1988, he became the first Soviet leader to officially recognize America's most visible symbol of freedom.

Goodwill between the United States and the Soviet Union has continued to grow as politicians, business people, children, and college students alike launched efforts aimed at the *glasnost* Gorbachev encouraged.

A network television show, hosted by actress Marlo Thomas, linked Russian and American children by satellite, sharing their hopes, hobbies, and opinions with millions of TV viewers.

A steady stream of America's business and civic leaders made their first trip to Russia on headline-grabbing junkets.

And a less publicized but no less historic goodwill effort

**“Why are there four different shoe stores in one shopping center?”**

—Alexander Bogdanov

began between American and Soviet students. SCU joined nine other U.S. universities last year in an unprecedented two-way student exchange program with 10 Soviet universities.

Arranged by the Citizen Exchange Council—a 25-year-old non-profit peace group in New York—and the U.S.S.R. Student Council, it is the first program to permit Soviet students to return the visits of their American counterparts.

Santa Clara was paired with the State University in Donetsk,

an industrial city in the Ukraine.

Last January, a dozen Donetsk students and three faculty members arrived at SCU for a nine-day, whirlwind look at American culture and Bay Area lifestyle. Then in March, 13 Santa Clara students and sociology professor Witold Krassowski returned the visit. The student-funded, student-run exchange will repeat in 1990.

Jeffries '85.

“Then when we came to the campus, there were fresh flowers on the table for us. It was January and there were flowers.”

Moskaltsova called America the service country. “People who work in America really seem to want to serve you and are very concerned about how you are being served,” she said.

Vladimir Fomin, a post-grad-

dryer, color TV with endless channels, expensive stereo equipment, and a backyard, all to themselves.”

But in someways, Bogdanov said Soviet austerity makes life simpler. “Why are there four different shoe stores in one shopping center?” he asked after a trip to Valley Fair shopping mall. “In the Soviet Union, there would be one store, one shoe style, one price. Simple.”

The Soviets visited a variety of places to sample the cultural differences. They toured the Monterey Peninsula, San Francisco, Silicon Valley high-tech firms, the San Jose Mercury News, and KNTV-Channel 11; met with University and Bay Area political leaders; and participated in campus classroom discussions.

Political science professor Jane Curry escorted the exchange students to Martha's Kitchen in San Jose, which provides meals on a regular basis for the hungry. Curry recalls telling several of the Russian students that Americans voluntarily work at soup kitchens, just because they care.

“One Soviet student turned to me and said that some Russians think all Americans are antagonistic to one another. The student then told me they could learn a greater sense of charity and caring from us.”

Donetsk English student Elena Pozegun, however, was surprised that despite America's many advantages, the average U.S. citizen is not guaranteed “the basic necessities Russians receive—health care and employment.

“It would be an ideal society to bring together the best of both our worlds,” said Pozegun.

—Susan Strong ■

*SCU students Joe Noyes, Mike Nadir, Jeff Ludlum, and Christi Pavia, all class of '89, contributed to this article.*



Dwarfed by Lenin's statue in Donetsk: John Slattery '89 and Joe Noyes '89

And while Gorbachev's radical crusade to create a new Soviet Union backdropped the SCU-Donetsk visits, the Soviet leader's three-pronged reform of *glasnost*, *perestroika* (restructuring) and *demokratizatsiya* (democratization) was not the all-eclipsing topic discussed by the Russians and Americans. Talks instead were marked by a pulling back of the curtain of formal political dialogue and the coming together of people on a more basic, human level.

“Only in America,” was Russian biology student Olga Moskaltsova's first thought as she arrived at SCU and saw fresh flowers in the home of her hosts, Tim and Mary Fran ('87)

uate chemistry student, found American society exciting: “Excitement is probably the biggest thing lacking in Soviet society.” But he was concerned that “Americans seem stressed over simple things. They lead a very high-pressure life that is exciting but more stressful.”

Russian language teacher Alexander Bogdanov was amazed by the conveniences Americans enjoy. After staying with Santa Clara exchange member Joe Noyes and his roommates in the Santa Clara house they rent, Bogdanov said, “It's very hard for a Soviet to comprehend a household of students who have three cars, two computers, a washer and a

## You Name It, They Do It

*New student group SPACE finds success away from the mainstream*

**T**ina Johnson remembers her first attempt to interest students in a horseback riding adventure. She made a small display using dead grass—or “smelly, gross grass,” as she puts it. Almost no one showed up to ride horses, but everyone commented on the display.

“It made it O.K. that the event failed,” Johnson said. “The display case worked.”

With that kind of spirit, Johnson now runs SPACE—or Students Programming Alternative Campus Events—a student-run organization that’s not for the run-of-the-mill Santa Clara student. SPACE—funded through student fees—was created in 1986 to program off-the-beaten-track events. The organization has a fitting slogan: “If you aren’t having fun doing it, you aren’t doing it right.”

Although Johnson says most SPACE volunteers are not mainstream-type students, you don’t have to be the least bit unusual to participate in one of the broad range of activities the organization sponsors.

From reggae concerts to trips to the symphony, from cooking lessons to flower arranging, from white-water rafting to horseback riding, SPACE tries to find something for everyone. And many of the programs are chosen in the spirit of lifelong learning as well as having a good time.

Besides offering zany adventures (last year’s Publicity Chairman Joe Montes remembers the rafting trip that left many SCU students cold and wet but willing to go again), SPACE also gives students a chance to take responsibility for an event.

“All the events have a great deal of risk in them,” Johnson said. Students are challenged to organize not only the event but the money and insurance needed. They also must attract enough students. If the event

fails, the student who organized it is responsible.

On the other hand, SPACE would not be fulfilling its function if all its events were a smashing success. In fact, Johnson said, about 10 percent of them fail. If all the events worked, Johnson said, wrinkling her nose at the idea, “then we’d be too mainstream.”

With a 10 percent chance of failure, SPACE volunteers learn to roll with the punches. Johnson said she and other board members work with students who may get depressed if an

said. “We could plan 24-hours a day, until we were blue in the face, near exhaustion, and something new and unexpected will usually pop up.”

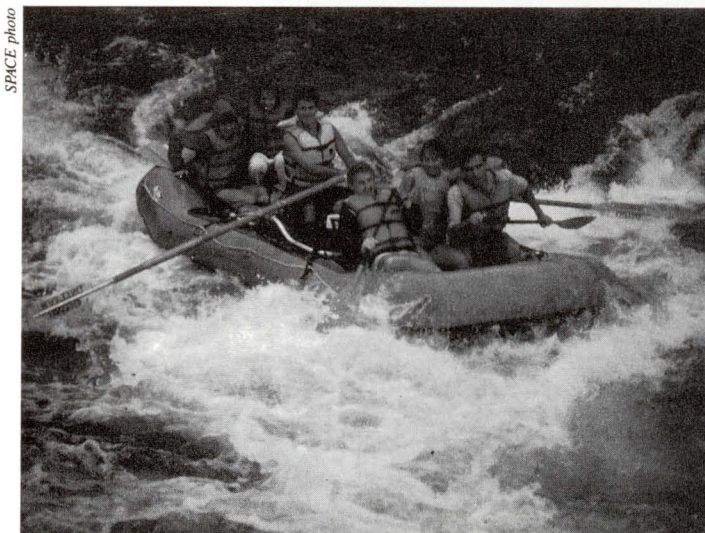
Johnson recalled the volunteer retreat in a picturesque setting in the Santa Cruz Mountains that was going just too smoothly from the start. To make matters easier, the very organized Johnson bought all the food ahead of time and stored it in the office refrigerator overnight for an early start the next morning.

“We arrived at our house in

proachable than other organizations,” he said. Besides being relatively new and small, SPACE is “basically open to anything.”

SPACE also appeals to students with limited time. Volunteers—and there were about 70 last year, plus eight board members—can take on small, one-time projects during a time of the year when they are less busy. Volunteer time is organized on an activity rather than a time basis, making it possible for even pre-med students to participate. For many students, the SPACE office in Benson Center has become a hang-out, Montes said, where they feel free to study as well as socialize.

SPACE also has a “strong female population,” Johnson



Activities run the gamut, from white-water rafting to trips to the symphony

event fails. And board members are prepared to go to any lengths to make a volunteer’s event work. Montes recalls the time volunteers had promised a singer a top-notch sound system. When he arrived with just his guitar and saw what the Brass Rail Cafe in Benson Center had to offer, he was not too pleased. Montes, handy with a screwdriver, had to tear out the sound board and completely redo the wiring for the one event. “I had no idea what I was doing,” he said. After the singer gave his concert, Montes had to put everything back the way it was.

“SPACE is always the victim of the unexpected,” Johnson

a very organized manner, unpacked and began preparing dinner,” she said. “As we pulled gallons of milk, blocks of cheese, and cartons of eggs out of the shopping bags, we noticed everything had remained remarkably cold. Much to our surprise, every piece of food stored in the office fridge overnight was frozen solid!”

SPACE attracts as wide a variety of students as the events it sponsors. Montes says the relaxed atmosphere appeals to shy people who may not fit into the fraternity and sorority life or want to run for election to student government.

“SPACE is a lot more ap-



At reggae concert this spring

said. “Three women started it.”

One of those women was Gina DeRanieri, now working for Tandem Computers Inc., based in Cupertino, Calif.

“The administration saw a need for more off-the-mainstream events, such as ballroom dancing, CPR, foreign films,” DeRanieri said. She remembers an early fund-raising event, where SPACE volunteers got

## Many of the programs are chosen in the spirit of lifelong learning as well as having a good time

Charles Barry



Now, that's Italian: Father Locatelli offers chicken-cooking hints at a typical SPACE event

paid for every cup of cherry Seven-Up they gave away in a promotion on campus. They ended up giving away about 10,000 cups, she said.

"To this day, I still can't drink cherry Seven-Up," she said.

But that's not the only lasting impact SPACE has had on De Ranieri's life. The organization taught her leadership skills, she said, including how to get people enthused about a project and how to handle a \$40,000 budget.

Such skills may become particularly useful to De Ranieri, who wants to get into management and expects to get an opportunity within the next two years to become a project leader.

SPACE also provides professional experience for advertising and other communication students, who now can earn internship credit for setting up an event.

Josephine Cebedo, when she was a senior in communication last year, made a video to advertise the prom fashion show.

"I had a lot of fun doing it," Cebedo said. "I had to make up

the script and edit it to the music." Cebedo's video showed two couples: one ready for the prom and the other couple winging it. For example, the man in the unprepared couple came to the door with dead flowers falling from the bouquet. He was met by his date, wearing tacky hose and mismatched clothes.

"We ran the video so people could see it when they were going to lunch (at Benson Center)," Cebedo said. "I was too shy to approach them, but I could see a lot of people watching it and laughing."

Cebedo said she learned a lot from putting the video together.

"You can have a huge creative block when you start a project, but somehow it comes together," she said. "I don't know how it happens, but it does. You learn time management. You learn not to give up easily."

Cebedo also learned what she could do better next time. "We had hits and misses with production dates and the talents (actors)," she said. "We weren't organized enough."

Although communication majors, shy people and others who don't connect to mainstream activities end up running SPACE, its main audience is more mainstream: students living in dormitories.

SPACE targets dormitory students, Johnson said, luring them to off-campus events and keeping the campus lively on weekends. Altogether about 1,000 students attended various SPACE events last year, with events such as the reggae festival drawing as many as 600 people to listen to good music, watch people dance on nails and learn how to tie-dye t-shirts. "It was very reminiscent of a 60s type of thing," according to one person who attended the event. Another popular event is the "Show-Off," a student talent show where you can "get up in front of your friends and play Mozart," Johnson said.

Other events are kept small and intimate such as the Italian cooking class given by SCU President Paul Locatelli, S.J.

A dozen students milled around a tiny dormitory kitchen

last spring while Locatelli, dressed casually in corduroy pants and a plaid shirt, offered hints on how to cook Italian. When do you take the garlic out? "You can smell the sharpness is not there," Locatelli said. "As soon as it's gone, it's gone." Locatelli got the students' attention when he began pouring beer on a baking chicken. "I know it's hard to believe," he said. "But it keeps it moist. It's a family recipe."

Such small cooking classes, often taught by faculty members, are examples of another goal of SPACE—to get faculty and students together.

"We like to set up an atmosphere where students and teachers can interact," Johnson said. "Not everyone is of age (21). We can't all go to bars. There's a mindset that if you can't sit down and have a beer and talk to them, you can't get close to faculty members."

SPACE also creates its own atmosphere of intimacy and fun—a kind of "you had to be there" experience.

Johnson and Montes remember the trip to Golden Gate Fields, where they bet on longshots all day long. In the last race, their long-shot won.

"With only a two-dollar voucher in our hands, we were standing up and screaming as the horses came around the bend and straight into the finish line," Johnson said. "People who bet \$50 were more composed then we were."

Or Johnson remembers when a bunch of SPACE volunteers "crashed in the dome of the observatory on campus." They showed a movie and ate popcorn until they were ready to burst and, when they felt like it, opened up the observatory so they could see the stars.

"We do a lot of weird things," Johnson admitted. "You have to be a strange breed to really enjoy SPACE." —Susan Frey ■

# Competition and Change

BY THOMAS J. PETERS

For the past 2,000 years, we have been polishing and perfecting this one pyramid-like form. And now what we are seeing is the emergence of honest-to-goodness alternatives to hierarchy.

These are, from a commercial standpoint at least, not strange times; these are crazy times. That may be pretty obvious if one talks about computers and semiconductors and biotechnology; but the world of computers, semiconductors, and biotechnology, in terms of speed and turmoil, is rather trivial compared to the real world, the world of retailing and financial services.

In fact, though, the two have a great deal in common. Last night about 11 p.m., I was flying home from Denver and catching up on some recent reading. At the top of my pile was a case study done by Nomura Securities of the Kao Corporation, the Procter & Gamble of Japan—substantially smaller than P&G but nevertheless a P&G equivalent, if you will.

They're about a \$4 billion company; typical of the Japanese, they only have about 6,700 people on the payroll. Of these 6,700 people, 2,800 are in research. And because they believe biotechnology will be significant, they happen to have a main line, like Procter & Gamble, that is detergent-oriented. They think the world is turning fast and have a rule that nobody is allowed to be in research, including the director, if he or she is over 35. They have, in the past few years, gotten the age down to 27 and they're shooting for 23. How would you like to be in Cincinnati?

Packaged goods historically is not the home of sophisticated research. I guess if you're in that P&G tower back in Cincinnati, you're quite calm realizing you know everything you need to know. The good news for the people in Cincinnati, is they probably don't know that Kao exists, so they can have another couple of terrific years before they go broke.

Then the other thing I read was a story of those well-known North American automobile producers, ASC Masco and Magna. The revolution in scale and technology is even hitting the automobile industry. In the old days, like 1988, the Big Three thought they had to run 150,000 units a year to have a viable product run. But

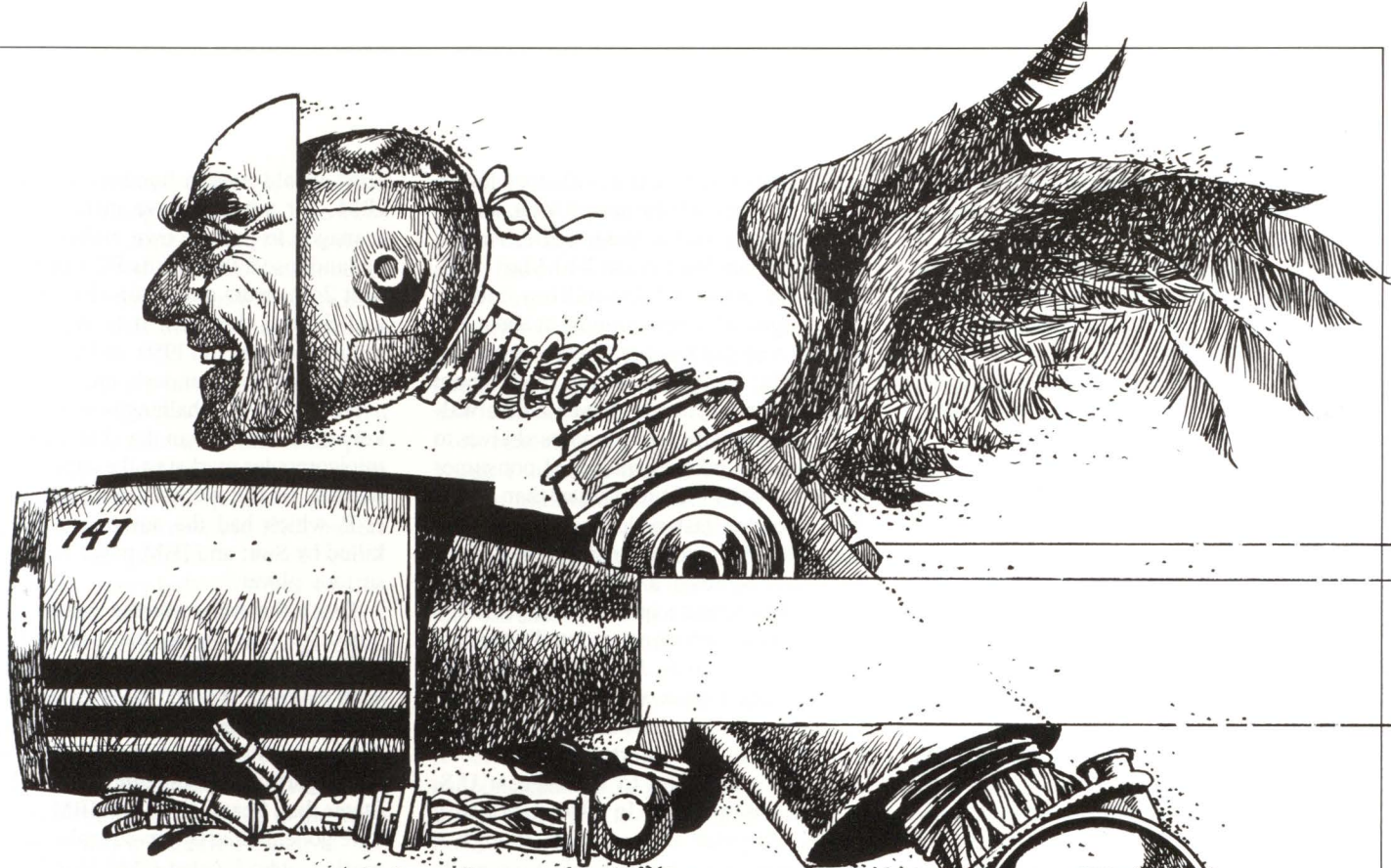
these little companies, with miniplants as they call them, are talking about runs that will be economical at the 10,000-cars-a-year rate. Naturally, Detroit's not very interested. But then they weren't interested in Honda and Hyundai either.

Back in the early 1970s, I went to work for McKinsey, a consulting company. At one stage of the game, we were doing an oil exploration study for Getty Oil, and it was time for what we used to call progress reviews—after we had soaked them for a cool half-million dollars. I had a particularly honest project boss who found the following little quote that we used as a preface to the report. Unfortunately, the quote is anonymous:

We have not succeeded in answering all of our questions; indeed, we have not completely answered any of them. The answers we have found have only served to raise a whole new set of questions. In most ways, we feel we are as confused as ever, but we think we are confused on a much higher level about much more important things.

For the past 15 years, with a few excursions, business has been my beat. Some fairly significant business concepts involve products, markets, customers, organizations, and people. And I am able to say, unequivocally and with no false humility, that I have no idea what a product is, no idea what a market is, no idea what an organization is, not a sweet clue what a customer is, and I don't even know what a person is anymore.

Now, what is a product? For the first 200 years of the Industrial Revolution, it was a lumpy object. I recently came across a story that said by 1990 or 1991 the average automobile, not a Mercedes or BMW, will have more on-board computer power than the 1969 Apollo moon-landing ship had. So, obviously, a car is a computer with four seats and perhaps a driver's operation area. (There was a wonderful vignette in *Fortune* a short time ago, made by a University of

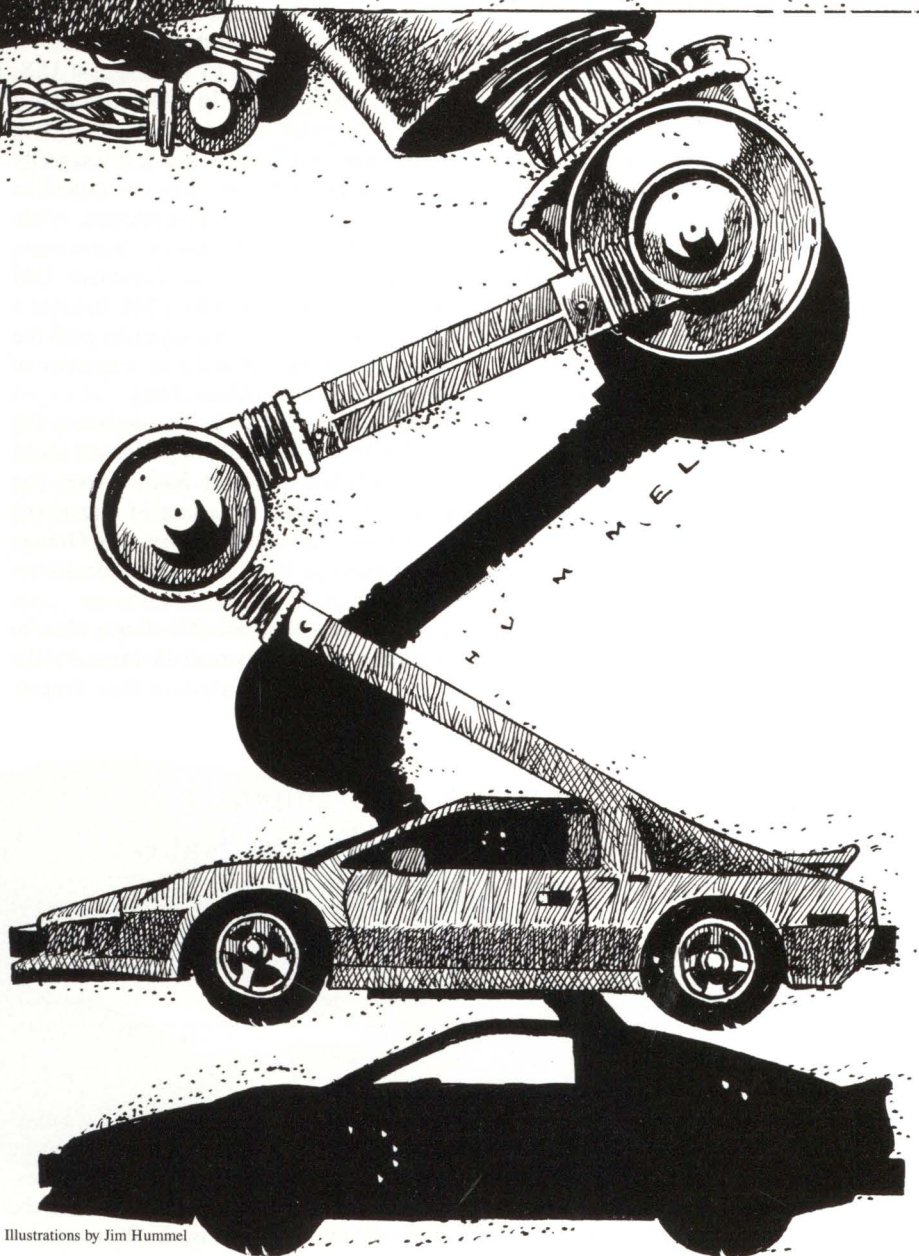


Miami aeronautics professor to the International Airline Pilots Association, describing the aircraft of the year 2010. He said the crew will consist of one pilot and one dog. The pilot's job will be to nurture, care for, and feed the dog; the dog's job will be to bite the pilot if he tries to touch anything.)

I don't know what a market is. We all knew about markets and marketing and, in fact, the Leavey School of Business and Administration has been a leader in teaching marketing concepts. But again, let's go into the far, far distant future of 1990 or so—not more than 1991.

By 1990 or 1991, *Time* will be shipping four million individually tailored editions each week. At first, it will tailor the advertising consistent to us and our demographics. Subsequently, we will get something in the mail every three to six months with a list of maybe 150 columnists and 150 topics, and *Time* will ask us what news content we want to see each week. So, basically, mass markets are markets of one.

I don't know what an organization is. For the past 2,000 years, we have organized the military, the church, and the commercial sphere hierarchically. One reason we are having such difficulty dealing with alternatives to hierarchy is, if we do serious research, we find that hierarchies came directly from God. For the past 2,000 years, this one pyramid-like form has been what we have been polishing and perfecting. And



Illustrations by Jim Hummel

now what we are seeing in the past half-dozen years is the emergence of honest-to-goodness alternatives to hierarchy.

We are, I believe (no hyperbole), in the most profound transformation in 2,000 years in the way we organize human affairs. I think we need those 23-year-olds; and all of us over 46 should retire, because it's tough for us real old folks to understand what's going on.

I don't know what a customer is. A customer used to be a person to whom we handed a lumpy object and in return he or she handed us a check or cash. Now we find that customers are electronically connected, on line 100 percent of the time, in real time.

Finally, I have no idea what a person is. For the first 170 years of the Industrial Revolution, a person was a pair of hands in his or her working context. Unfortunately, we found these hands often came with a highly variable emotional attachment to the shoulders. The entire history of operations research and industrial engineering has been one long, tenacious struggle to "drive the human variability out of the system"—at least that's what they say on page one of the management and engineering textbooks.

About 30 or 35 years ago, we discovered it might be okay to use people's heads occasionally, although certainly at one's peril. Today, we are in a totally different situation. If we are going to do a nine-week task in three days, then the people on the front line have to be strategists, have to be able to make decisions. And "strategist" means perpetually trained in the most sophisticated skills, with all the information available in the firm shared. If we're interested in commercial survival, there is no time to pass memos up and down and back and forth.

There are no more powerful, important, significant companies in the United States than Sears, GM, and IBM. And they have gotten killed by pip-squeaks.

**F**or me, 1988 will not go down as the year of the RJR-Nabisco \$26 billion leveraged buyout, which I imagine would be most businesspeople's first choice. For me, the business story of 1988

is that Sears had to sell its 110-story tower.

Why did they sell the tower? Well, among many reasons, out of Bentonville, Arkansas, came Sam Walton and Wal-Mart. Wal-Mart was about a \$700 million outfit a decade ago and is now running at about \$25 billion. And that's not really the interesting point. The really interesting point about Sam Walton's eclipsing Sears is that Wal-Mart can reposition stock on its shelves to anticipate or take advantage of consumer tastes more than 15 times faster than Sears. The so-called fast-cycle decision making that Wal-Mart goes through on Friday, Saturday, Sunday, and Monday of each week takes Sears a quarter of a year.

So what are the names in retailing today? Montgomery Wards, J. C. Penney, Sears—all the ones I grew up with—have been overtaken by Nordstrom, The Limited, Benetton, and Wal-Mart.

But let's move on to the biggest U.S. market, automobiles. In 1980, GM had it made. Chrysler was cooked; though it didn't show up as clearly, Ford, if you really knew the ins and outs, was as cooked as Chrysler. In 1981, President Reagan, while espousing free trade, signed "permanent temporary" quotas on the Japanese. GM was awash in cash flow—\$10 billion a year—yet they have managed to pull the rabbit out of the hat and lose a quarter of their market share since 1980.

My apologies if I hit close to home and seem to be uncharitable. Up the road about six or seven miles from Santa Clara, you will find—what's the name of that town? Cupertino—world headquarters of Orange Computer, or Pear Computer, or something.

Way back—1985 was it?—it was clear to everybody who really read the press and the inside industry newsletters that despite

IBM would have a hundred share. Well, IBM, for which I have infinite respect, managed to pull its own rabbit out of the hat and lose a third of its PC market in the past 24 months and again (like Wal-Mart and Sears), they lost it to Apple, an \$8 million company in 1980, and Compaq, just a gleam in the founder's eye in 1980.

Of course, the challenges in the PC market are no worse than the challenges in the minicomputer market or the supercomputer market, or the workstation market where H-P, which had the automatic lead, was killed by Sun; and IBM never really was a serious player.

That's the nature of the game; and the objective is not to say that I think IBM or H-P won't be with us, or Sears won't be with us, or GM won't be with us. I'm telling you, though, something is going on. There are no more powerful, important, and significant companies in the United States than Sears, GM, and IBM, and they have gotten *killed* by pip-squeaks. In the car market, who leveled GM? Honda! It was a \$2 billion company in 1978, and GM was a \$40 billion company.

**S**o that's the nature of the turmoil. There are two kinds of people, and I pray that I'm the second type. One sort is my friend George Gilder who says, in effect, Who gives a damn about IBM and Sears? Let them twist in the wind while the entrepreneurs play. I love to see the entrepreneurs play, but I also think there is at least a 1 percent chance that some giant companies can make a comeback. I'm not sure it's higher than 1 percent, but I'm not willing to write them off. The problems, however, are grave.



Steve Job's genius and John Sculley's marketing skills, Apple probably wouldn't be here in 1989. By then, in what is unquestionably the most significant part of the computer market—that is, the PC market—

H-P and IBM, among others, have been leaders in working on quality. The IBM quality program is one of the two or three best in the country. National Semiconductor has done a magnificent job on quality. But how, overall, are we doing on the quality issue?

In 1988, Gallup's survey for the American Society for Quality Control found that the American consumer thinks U.S. product quality is slightly worse than it was in 1985. That's the net. I'm quite sure product quality is better than it was in 1985, but the problem is other people's is "much better" than ours is "more better." When we discovered quality in 1980, the Japanese didn't say, "Way to go, America. We'll give you a 10-year breathing spell and then we'll improve our cars again." (I still wouldn't trade my five-year-old Honda for a new GM car.)

Let's look at auto quality. I was doing some television promotion on a radio talk show last summer, and I talked to the main man in mid-day talk radio in Detroit. He introduced the topic and said, "Well, Tom, you've been a little critical about GM in the past. By golly, [we've had] record unit sales this year, guess you're eating your words, aren't ya? We've got that quality thing pretty well licked, haven't we?" I said, "You been to California lately, sport?"

**I** worry about it; I worry about it a lot. I worry about the continued lousy service we receive everywhere. The service industries are at least as much at risk as the manufacturing industries, and for precisely the same inattention to detail. I worry about the little acts of unconcern, like a typical one I saw recently.

Delta Airlines has had some trouble the past couple of years—a few planes falling out of the sky, things like that. When you come out of San Francisco Airport, if you head north, you pass all those maintenance operations—Delta has a big one. About four months ago, I noticed that the "E" was out on the sign—the big sign, D\_\_LTA—and it hasn't been fixed. The other night, I was heading home again and now the "A" is out. I make a little correlation between engine maintenance and light repair. I figure if you don't give a damn about what your sign looks like in giant letters, then you probably don't give a damn about giving that one last look at the blade tolerance in the turbines. It's little things like that I worry about.

We have a problem with quality. We're working on it, but we aren't obsessed with it yet. Everybody has bought a lot of balloons, launched a lot of programs, given a lot of lip service to employee involvement, but we're not serious yet. We aren't obsessed.

I came across a terrific program recently. It's in its early days—fifth or sixth year—but I like it. It was at Monsanto Chemical Company, part of the Monsanto Corporation. What I like about Monsanto's quality program is that it is not driven by "conformance to specifications." It is driven by customers. Customer perceptions drive the process in virtually every Monsanto Chemical plant these days. In many operations, every hourly worker is working jointly with customers and suppliers on work teams much of the year.

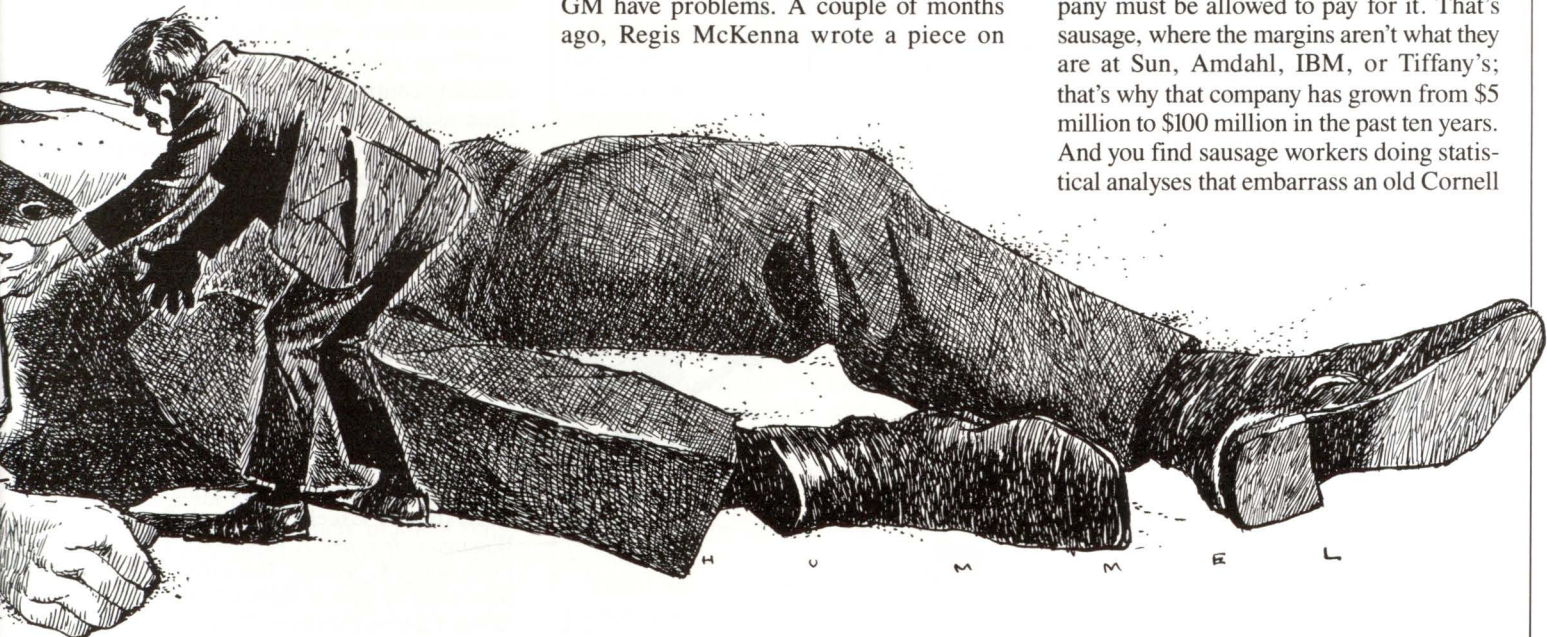
Then we have the issue of reinvention itself, one of the reasons IBM and Sears and GM have problems. A couple of months ago, Regis McKenna wrote a piece on

marketing in the *Harvard Business Review*, in which he described this time as the "age of other." He says if you look at one of those pie charts of who's gaining and losing market share, whether it's orange juice or steel or computers, the chief gainer is "other" these days.

Another issue—one of the significant issues—is that everything from banking to health care, to you name it, is being reinvented. There's nothing old—5 mini-computers already in the GM average car and smart shopping carts that tell you where all the food is in the market, display all the specials, and scroll them on a screen in front of you. Then when you're waiting in one of those interminable lines, you can either play interactive video or watch the local news, weather, and sports.

**C**oncern for (obsession with) people, service, quality, constant innovation: all these things are missing in most of our largest firms. Many of our somewhat smaller ones are driven by respect, care, and consideration for people and a willingness to allow them to be involved in anything and everything.

Some of you probably saw our TV show last year. It's the first one I've done that I really liked, and I liked it because we went to a sausage company where the average sausage worker does everything. The training policy is that everybody is expected to be learning continuously and everybody is vigorously encouraged to study whatever they want to study, job-related or not, frivolous or serious, as long as they're studying. And the company's only catch is that, whatever they want to take, the company must be allowed to pay for it. That's sausage, where the margins aren't what they are at Sun, Amdahl, IBM, or Tiffany's; that's why that company has grown from \$5 million to \$100 million in the past ten years. And you find sausage workers doing statistical analyses that embarrass an old Cornell





engineer (me)—running the numbers, doing the budgets, making capital proposals—all that stuff you're not supposed to be able to do unless you went to Stanford and got an MBA. It was heartening indeed.

It's the most exciting time imaginable to be managing. I look at these winning formulas that may or may not survive—the Fed Exes, the MCIs, the Everexes, the Apples, the Suns, and the Wal-Martas as fascinating experiments. This is the age of experimentation. Basically, there are no rules. By *definition*, there is no such thing as a tried-and-true management principle in 1989. Not one.

Everything we thought we knew about recruiting, firing, hiring, paying, organizing, strategizing, and objectivizing has been predicated on one parameter—predictability—that tomorrow will be the same as today plus or minus a few thousandths of a percent. We have no clues at all in a world where everything changes perpetually. We don't know how to make relationships between firms; we don't know how to hire people, pay them, recruit them; we don't know whether they should be on the payroll or off the payroll; we don't know how to make alliances, with whom, for how long, and under what circumstances. We have no rules.

The wonderful news is this means all of us ought to be trying anything we possibly can dream up. The good news for Americans is, if we are tired of being knocked around by the Japanese, the Japanese don't know what the hell they're doing either;

neither do the Germans, the Koreans, nor the Singaporeans. There are wonderful experiments in Japan—and in Sheboygan, Wisconsin, and in Fremont, California. There are no rules. These are bizarre and exciting times. So we are led to try all kinds of different experiments, to make anything into a new opportunity.

I was talking with a group that was a little bit conservative. Everyone was saying, "We've got to do this because the Japanese do it." I am a respecter of the Japanese, but I said to them, "Look, as far as I can tell, we have really only one principal competitor—change. Certainly it is IBM's chief competitor and Sears' and GM's and H-P's. That's what we're competing against today—the pace of technical change, the pace of people change, the pace of organizational change, the pace of global change. Change is our competitor.

A lot of us track competitors now, and that's terrific. But to me, the benchmarking we should be using is based on the speed of change of the fastest experiments going on in the smallest corners of our markets. Nothing is less relevant to GE any more than how Westinghouse is doing. Nothing is less relevant to IBM than how Burroughs is doing (or whatever it calls itself now). Nothing is less relevant to Compaq than how Apple is doing. Change is the competitor; and out there somewhere—in Korea, Singapore, Japan, Sheboygan, Fremont, or even Santa Clara or Palo Alto—somebody in every industry is doing it in a stunning new way.

It is our job to find the leaders, to adapt to change, and to understand that adaptiveness all comes from people—people who are empowered every day to try new stuff. Because only when 100 percent of the people on the payroll become experimenters is there a chance. Maybe that's why the most profitable company among big ones in the United States is neither IBM nor H-P. In terms of return-to-shareholder equity over the past decade, the leader, as usual, in 1987 before they went private, was ServiceMaster of Downers Grove, Illinois. It is a \$2 billion janitorial company. While Americans can't sell cars in Japan, the fastest-growing part of ServiceMaster's janitorial business is their Japanese market where they are landing major hospital

These are bizarre  
and exciting  
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opportunity.



cleaning contracts at a rate that makes your head swim. The magic of ServiceMaster is that years ago it decided that janitors had heads. Can you imagine, a \$2 billion global competitor telling a group of maids, when it takes over a housekeeping service, that it only promotes from within? These people don't even know what "promote from within" means, and yet some of them find themselves vice presidents of a \$2 billion company 15 years later.

That's the challenge; that's what we must be about. ■

*Tom Peters is the author of Thriving on Chaos, In Search of Excellence (with Robert H. Waterman, Jr.), and A Passion for Excellence (with Nancy K. Austin). This article was taken from a talk he gave at Santa Clara University's Kenna Club on February 17, 1989.*

# What's A Christian Family To Do?

BY MITCH FINLEY

Perhaps Americans  
are beginning to  
realize the  
problems that  
engulf an  
institution as basic  
as the family are  
critical to the  
well-being of  
society as a whole

Stroll into any supermarket or shopping mall at about nine o'clock on a weeknight, and what's one of the first things you'll see? Odds are, you'll find a raggle-taggle group of youngsters playing video games. The newcomer to this cultural phenomenon may be shocked. Holy skateboards, why aren't these kids home with their families? Why do their parents allow them to be out at this time of night?

The answer, of course, is that they don't have families to go home to—not in any real sense of the word. There may be someplace to go later to find a bed—maybe even an upscale house. But there is no significant parental interest in such kids. Or maybe the parent(s) work nights and the kids don't want to sit around home. Who knows?

The underlying situation is not difficult to track down, however: For more than a few American families, crisis is the status quo.

In the recently published second edition of *What's Happening to the American Family?* Sar A. Levitan and his colleagues at the George Washington University Center for Social Policy Studies, summed up what everyone has heard countless times: "The divorce rate is close to record heights. . . increasing numbers of children are being raised in poverty by their mothers only, either because of divorce or because their parents never married; and mothers are rushing out of the home and into the work-

place in record numbers. The traditional Ozzie and Harriet family (a breadwinner husband, homemaker wife, and children) constitutes only a tenth of all households."

Add to such facts, say the researchers, the flimsy status of traditional moral sanctions on sexual behavior, the relative social acceptability of sharing bed and board without benefit of a wedding, and the record number of out-of-wedlock births (one in five), and we're talking about a major crisis for family life in the United States.

Levitan continues: "If the family cannot function, who will raise and socialize the next generation? . . . Widespread family breakdown is bound to have a pervasive and debilitating impact not only on the quality of life but on the vitality of the body politic as well."

That's the dark side. In 1987, however, pollster Louis Harris reported that family

life doesn't look as bleak as some believe. According to Harris, eight out of ten American families are satisfied with such elements of domestic life as relationships among family members, management of family finances, and the balance between work and leisure.

The divorce rate isn't as high as most people think, says Harris. According to Kathryn London, a demographer with the National Center for Health Statistics, only 2.15 percent of marriages ended in divorce in 1984. That rate, says Harris, has remained constant for the past decade or so.

According to the Harris survey, Americans have an overwhelmingly positive feeling about the importance of having a family. Ninety-one percent of the 3,001 people polled—selected to represent a cross section of American society—reported that they would miss family life if they didn't have it.

Harris's findings are not without their dark side, however. Lee Salk, M.D., a child psychologist at Cornell University and a columnist on family matters, told the *Christian Science Monitor* he is concerned that, by a margin of 2 to 1, the parents Harris surveyed expressed a *preference* for having both parents work outside the home instead of having the wife stay home to raise the children. Although he recognizes the economic necessity of this in many cases, Salk worries that "parents need to spend

adequate time with their children each day.” Nevertheless, says Harris, 79 percent of families are relatively healthy. The other 21 percent—largely single-parent, minority, female-headed households—warrants the word *crisis*.

Now, all this may simply verify the old saw that you can find statistics to prove almost anything. Still, one thing seems clear from common experience today: Family life is under a great deal of stress, and concern about family issues is high. Perhaps Americans are beginning to realize the problems that engulf an institution as basic to society as the family are critical to the well-being of society as a whole.

It's easy to talk about such matters on an abstract level, of course. What matters is what family people can feel—the economic, cultural, and social stresses that churn the gut, day-in and day-out. What can a family do about this feeling of living on a gargantuan merry-go-round?

Unless you are single, gentle reader (in which case you still belong to your extended family of origin), you probably live in an average two-parent or single-parent family. You have a place to live, you are employed, and your children don't hang out at night in supermarkets playing video games.

Even so, you feel the pressures. Many two-parent families wish they could live on one income so one parent could stay home with the children, at least until they're in school. It's also common to hear such people say they wish their lives would slow down.


There are countless ordinary families who agonize over decisions to leave their preschool children in day-care facilities, and who worry about their school-age latch-key kids who return to an empty house for several hours before the family reunites at the end of the day. Sometimes spouses can't remember the last time they talked about a significant topic for more than two minutes at a stretch.

They also want to be able to own their own home; but money is tight, even on two incomes. What about the kids' college education? Who's going to pay for that? What's a family to do today? Or, to tailor the question to a largely Christian readership, what's a Christian family to do?


There are, of course, no easy answers. But in the past ten years the Catholic Church in the United States has generated a high degree of interest in family life, most of which, at present, remains in official documents and on the level of diocesan family ministry and has yet to have a significant impact on most ordinary

Catholic families and their parishes. This Catholic interest in family life, however, has generated some insights that can be enormously helpful to a typical, struggling Catholic family.

Here are four observations on family life, each with a corresponding practical tip, that



A great values-clarification exercise is to sit down with the family calendar and the family checkbook and take a look at where the time and money are going.



can help families cope more effectively with the demands and pressures of modern life. Each presumes, of course, a sincere, mature Christian outlook on life and the world. For anyone whose worldview is reflected more by the *Wall Street Journal* and *Money* magazine than by the New Testament, the rest of this article may seem like sheer nonsense.

• *A satisfying family life does not come from consumption.* Although this may sound obvious in the extreme, don't dismiss the idea too easily. In Luke's Gospel, written for an affluent audience, Jesus says, "Blessed are you who are poor," and "Woe to you who are rich" (6:20; 6:24). But we live in a culture that bombards us with images and slogans insisting exactly the opposite—that anyone who thinks happiness comes from anything but a new car, a bigger house, or a six-pack of beer has a screw loose.

We see and hear this *constantly* and, in

spite of our denials, it has a profound spiritual effect. The dominant culture encourages us each and every day to be dissatisfied with what we already have. And, if the truth were told, most of us are.

We really do believe, deep down, that we would have better marriages and warmer relationships with our children if we could make more money and live a more affluent lifestyle (or be able to afford the lifestyle we already live).

Advertisers cultivate this belief by loading video and print messages with images and words from family life and other forms of human intimacy. They suggest our need for human intimacy can be satisfied by an insurance policy, a Diet Coke, or a savings account. (For example, during Super Bowl XXIII, beer, soft drink, and auto manufacturers paid \$600,000 per 30-second TV ad to get precisely this message into our hearts and minds.)

One important key to a healthier, happier family is to resist thoughts and feelings that originate with the consumer culture. It's as simple (and difficult) as that. Although watching less television is cultural heresy of the first rank, it's an effective way to reduce exposure to the images and messages of the pseudo-gospel of comfort and consumerism.

• *A Christian family is meant to be a small faith community.* We Americans excel at putting our lives into compartments: family here, work over there, religion for an hour on Sunday mornings, and so on. It comes as a big surprise to many Catholic families that one of the best moves they can make is to investigate the recently re-discovered Christian tradition that insists the family (in its various forms)—not the parish—is the most basic Christian community.

For Christians to commit themselves to marriage and family as a life project is to say yes to forming a countercultural community that takes its basic cues from the Gospel of Jesus. If we no longer take seriously the pseudo-gospel of consumerism, we can listen regularly to what the Gospel of Jesus says about how life should be lived, about what is and what is not important in life.

For Christians, what matters most is intimacy with God and other people, and the two can't be separated. This is why family life is so attractive, and so disappointing when it fails. For marriage and family life offer the best possible opportunity to experience a deepening intimacy with God and other human beings.

What's a family to do, then? The goal is to put less time into pursuits not directly related to family life and more time into those that are. No place in the New Testament or the teachings of the Church does it say that a major goal in life should be to get ahead. In fact, it's more consistent with the Gospels to be downwardly mobile.

A great values-clarification exercise is to sit down with the family calendar and the family checkbook and take a look at where the time and money are going. For where we put our time and money is where our heart will be, also.

Paul Tsongas, former U.S. senator from Massachusetts, put it this way when, in order to spend more time with his family, he decided not to run for certain reelection:

however, most prefer to leave parenting and the laundry to their wives, who also have full-time jobs outside the home.

Women have won greater equality in the workplace, but most still bear the major responsibility for child care, meal preparation, housecleaning, and dishwashing. In short, women tend to have two full-time jobs, one at home, one outside the home, and they tolerate this situation because they know their husbands are not open to negotiating a new contract.

Christian husbands and wives who want to have healthier marriages—and, not incidentally, improve their sex lives (an important part of marital spirituality)—would do well to seriously consider trying to work a more balanced sharing of income-

traditional American interpretation says Mom and Dad need to accept less so their kids can have more. Also, it's fine for parents to work long hours if it means more money because more money buys more stuff for our family, and then we will be happier.

Flapdoodle.

What family members need most is one another's presence, not more financial security and more stuff. Yes, the family needs food, a roof over its head, and clothing. But most of us have a lot of room to simplify our lives for the sake of a slower lifestyle and more time together. What kids want more than anything—though, God knows, they whine and cry for more and more stuff (they're being brainwashed by the consumer culture, too)—is memories of being loved and cared for. They soon forget the things we buy them, but they never forget the feeling of being loved or not loved.

Sacrifices that do a family good require us to reject the idols of the marketplace in order to have a healthier, happier family. In many cases, if spouses are honest with themselves, they could be quite happy with a simpler house, one lower-paying job that requires less time away from home (or two part-time jobs, one for Mom and one for Dad), and a more equal sharing of child-care and household duties. People have even been known to pack up and leave behind life in the fast lane and high-paying jobs (yes they have) in order to move to a place where work pays less but the pace of life is slower and quieter.

How can anyone be sure that this approach will pay off in a more satisfying family life? There are no guarantees, of course, and common sense is always in style. But I'll tell you this much: For more than 15 years, my wife, Kathy, and I have been trying, with varying degrees of success, to live the kind of life outlined here, and we regularly thank God that we're cultural deviants. That's how satisfied we are with our marriage, our children, and our life in general.

Sometimes when I stop to think about it, I realize that I'm so happy I could cry. ■



Illustration by Jim Hummel

“No man ever said on his deathbed, ‘I wish I had spent more time with my business.’”

• *Families benefit when parents are flexible about work, parenting, and household chores.* Some men today are serious about wanting to be actively involved with raising their children and sharing household duties. If recent studies are to be believed,

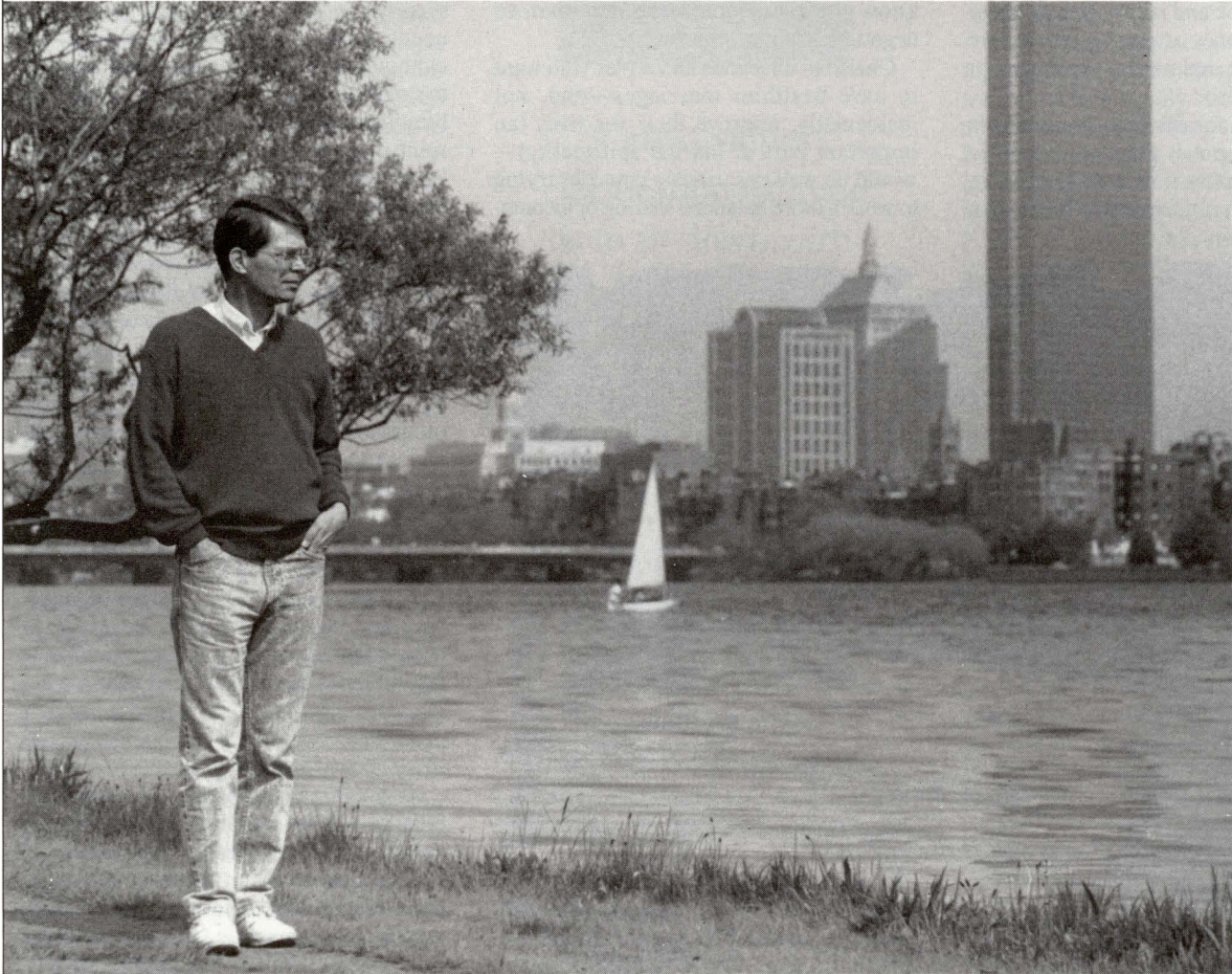
producing, child-care, and household duties. Those who do almost invariably find themselves happier and more satisfied. Pope John Paul II invites husbands and wives to do all they can to rid their marriages of an unfair balance of power.

• *Family life demands sacrifice.* The message is old, but the meaning is new. The

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# REFLECTIONS

of a Jesuit's early years



Geoff Why

Rewak spent his mornings in Cambridge reading and writing; afternoons frequently included a walk along the Charles River.

Father Rewak, who was president of Santa Clara from 1976 to 1988, entered the Jesuit order in 1951. He spent the past academic year as a visiting English scholar at Harvard and lived in the Jesuit LaFarge House in Cambridge. These entries are from a journal he kept during that period.

Thursday, September 8, 1989

Last Monday evening, all the Jesuits who had so far arrived for the year in Cambridge gathered for a Labor Day picnic. I had been asked to help with the cooking, so we cut the onions, dragged the charcoals out of the cellar, and set up the tables out on the lawn. Then dark clouds started to blow in, so we changed plans and arranged everything in the rooms and hallways of the Administration Building. It turned out fine: The space got crowded, but since it was the beginning of the year and many of us were strangers to one another, the bumping of elbows and the spilling of drinks effected the necessary introductions.

Before the barbecuing started, however, we celebrated Mass. And I was reminded once again how universal our community life is: I knew only two or three people out of the group of 35 who were there, but the ease with which we prayed together and gave one another the handshake of peace was characteristic of so much of our life.

Not that it has been a 24-hour-a-day love-in. And not that I am by nature a gregarious exponent of communal living. What gives us great joy in this life invariably also gives us great pain.

The hearty camaraderie is real; the mutual concern is real. Every Jesuit experiences those moments of communion with one another, and with God, which prove at least on a non-rational level that we have a life, an ethos worth preserving.

But there is no doubt, too, that loneliness is a constant companion. I do not mean, though, to be presumptuous, as if loneliness were not a condition everyone experiences from time to time; Jesuits are not unique in that regard. But viewed from the outside, such a condition might seem anomalous: a large group of men who certainly enjoy one another's company; a perceptible geniality, strengthened by a fairly disciplined life; a genuine willingness to share one's grace, one's faults, and one's hopes with one other—common goals and a common identity, all wrapped up in a real desire to serve the Lord. So why lonely?

It has something to do with the obvious, the vow of celibacy. The lack of daily intimate contact with someone who is deeply loved causes us to build our own single world, a lead-lined world that can prevent

even the good will of the group to enter. I am surely not talking simply about the absence of sex—though sex can be revelation and power and radical surrender and a oneness in no other way achieved—but the absence of someone who is as committed to my life as I am committed to hers. Such commitment can, of course, be physical without sex: a glance, washing the clothes, the slight, non-erotic but important kiss goodbye or hello. It's boiling the potatoes and cutting the lawn—all the exertions we embrace because step-by-step they build a life, they build love.

A married couple might read this with a jaundiced eye: What about diapers? Cries in the night? Or just the inevitable boredom? I have been told more than once I should not romanticize married life. (We all know Jesuits who left because they did and then could not handle the reality.)

But neither should our lives be romanticized.

For our work often demands that we not rely on attachments; we do not have the time, or the right, to build that exclusive relationship because so many other people have the right to intrude and exact of us for themselves our time and energy. But because by habit we avoid that exclusivity,

I know: I did the assigning for a while and I was told how to do it.

On the other hand, that procedure was in many ways laudable. We learned, if we wanted to live in community, we had to share our work, our play, our prayer with everyone: A true community could only be built if we were willing to share friendship with everyone in that community. That takes work; it does mean avoiding exclusivity.

But sometimes we lost friends in the process. And we need friends; we need that warmth. We cannot presume to find that warmth in every Jesuit we meet, but some measure of exclusivity is inevitable if we are to grow as human beings.

Even then, even if we can boast of friends—and thank God we usually can—we are essentially lonely men, partly perhaps because we are also carefully trained to be self-sufficient, self-reliant. We have to be independent bastards who do not need help. So from the first minutes in the novitiate, we are taught to clean and cook and fix a motor—and kill a chicken.

Kill a chicken. How well I remember. During my first few weeks there, I was not yet aware that to tell the truth about oneself could be damaging. I had not yet learned

■ Even then, even if we can boast of friends—and thank God we usually can—we are essentially lonely men, partly perhaps because we are also carefully trained to be self-sufficient, self-reliant.

we can tend to construct our independent, isolated place, properly air-conditioned and properly efficient.

True, we were told in our first years to be careful of too close friendships with other Jesuits—for us frisky adolescents, a veiled prohibition of homosexuality—and that did cause many to be uncertainly fearful of anything more intimate than “pass the butter, please.” In those early formation days when we were assigned to a work detail or an afternoon of tennis, we found the general rule was a rotation of partners: never the same partner twice in a row. I

to be suspicious of their intentions. One Saturday I was assigned, with about five other novices, to clean the chickens for the next day's dinner. I dutifully took the knife, squinched my eyes, and then punctured the belly just below the breast bone and slit downward. Following an older novice's direction, and holding my breath, I stuck my hand inside—I was surprised how hot it was in there—and, with blood oozing out on my wrist, pulled out as much of the material as I could. Then back in for more. We're talking gross business here for someone whose only acquaintance with fowl was

as a grilled or sauteed morsel of white meat.

I emitted a few grunts, complained with some vehemence about the distastefulness of it all, and took more than the usual time cleaning up afterward—the smell of the guts gets under the fingernails. But I also found I was more than secretly pleased that I had learned to do something well that I would never have chosen to do on my own.

Nevertheless, that evening, when we were all standing around after supper, I did not forgo the opportunity to complain, and I demonstrated—with some exaggeration, I admit—what the other new guys would soon have to contend with. It happened that one of the fathers in charge was there.

“You didn’t like that?” he asked.

“Not at all, it was awful. I certainly don’t want to do that again.”

Wrong thing to say for a finicky 17-year-old who is being taught how to obey, how to survive independently, how to accept that in life we do not always like what we have to do.

The following week, I found my name attached to a work detail that skipped Saturday lunch and went up the hill to prepare the chickens for cleaning—in other words, to kill them.

I prepared my soul to hold the axe steady and bring it down with purpose. “No,” said the older novice, “we do it by hand.”

“By hand! What do you mean?”

Showing me in pantomime, he said, “Put your left hand around the chicken’s body, hold it close to your side with your left elbow, grab its neck with your right thumb and index finger, then pull and twist quickly. You’ll snap its neck in two. No blood, no thrashing.”

“You’re kidding?”

“Here, take one.”

Well, we were supposed to do what we were told. I took a deep breath, grabbed the chicken as he had indicated (“right, you’ve got it”) and pulled and twisted. Nothing happened. I kept pulling. The chicken’s neck was turned around now and its eyes were staring up at me. It was squawking. I blew out my breath and pulled—the skin broke; and the face, feathers, and eyes all came off in my hand; but the neck remained whole. My mentor grabbed it from me and dispatched it quickly. And with a laugh.

“Okay,” he said, “let’s try it again.”

I did learn how to do it; I was even even-

tually put in charge of the job. And I was inordinately pleased with myself. But I never complained about anything again.

I have to ask myself, however, in parentheses, was there a touch of cruelty I learned; that if something is necessary, you accept it, ultimately, with equanimity? Was there some self-satisfaction in the obvious sadism of the act? Perhaps more to the point here, Did I learn that I could do what had to be done, that I was capable of taking charge and doing things on my own—that I did not need someone else to “prepare dinner” for me? Self-sufficient people can be lonely people.

To place any more importance on that event other than as simply a pragmatic lesson in preparing dinner seems excessive. But it has remained in my imagination as a paradigm of so much of what I learned and how I learned it.

One can learn loneliness.

Would it again be sadistic if I asked, “Is that so bad?” I wonder. True, we do not experience that total and intimate contact with someone else, and we have to accept the emotional disadvantages of that; we have pared down the possibilities for exclusive relationships. But is that an unreasonable price to pay for our openness, our availability? And I am talking not simply about time, about the hours available in a day, but about psychological attitudes: a psychic readiness to pick up and go when asked, an emotional aptitude for turning away from

active life in the classroom. He taught three generations of students, touched the minds of almost every student at Santa Clara for his first 20 years there because the school was so small, accepted every dull assignment to every superfluous committee, kept his office door open, and carried on a voluminous correspondence with former students. He was a scholar and, as they say, a gentleman. A gentle man.

And though in his last months he knew cancer was eating away at him, though each hour his steps brought him greater pain, he insisted on teaching until only a few days before he died. What an example for his class! They followed him, day-by-day, as he limped closer and closer to death.

He lived a humble, caring life within the community. Jesuits wept when he died.

I do not know if he had any special friends; he did not seem to; but I knew him only as he grew older, when many of his contemporaries had already died. I do know everyone in the house loved him. He was a “community man,” someone who contributed his talents for the good of the whole; he helped the community maintain its vitality. He helped make that life a pleasure for others.

Was he lonely? I suspect so. He lived in a small, narrow room, with a bed and a desk. He was quiet, never obtrusive. He was not gregarious, though he could be charming and had a marvelous laugh. He preached the Word every Sunday at a local

■ Wrong thing to say for a finicky 17-year-old who is being taught how to obey, how to survive independently, how to accept that in life we do not always like what we have to do.

what we want to what someone else needs. If that is a good, if it is worth striving for, then our loneliness is less a burden than a condition for our work, which gives, at times, far greater joy than many another person experiences. In that regard, we are fortunate men.

I think of a Jesuit who spent his entire

parish. He kept to himself for long hours of study. He spent much time alone in prayer and walked the gardens alone in the evening.

But someone must have been with him there. Maybe that’s why, even in old age, with a monster inside him, he was always more the green than the sere of life. ■

Monday, September 12, 1988

I am not sure I was always completely awake during those early years as a Jesuit novice. Others have complained about the insensitivity, the meaninglessness of duties done by rote, the daily battle against any and all natural adolescent inclinations. I have complained about all of

told to play quarterback when I was not really sure what a football looked like, which was exactly why I was told to play quarterback. I was, of course, pleased when I found I could throw the thing! (The “chicken theory” of religious development.)

Today, only a few events of those years cause me to smart: Kneeling in the middle

both from others and from oneself, one tends to build walls to protect the more vulnerable emotions—one can’t slice deep without the nerves screaming for help.

In general, however, Mark Antony’s line, if applied to our novitiate experiences, should be reversed: The evil lies interred, the good lives on.

I remember the social occasions more than anything else, for example, the once-a-week days we spent at the villa in the Santa Cruz mountains above Los Gatos. We walked there in groups of three and spent the day reading and cooking, listening to Mozart (the Clarinet Concerto caught me that first year as a Jesuit; it still has me), and playing chess or baseball. I wanted chess; another novice was determined that since I could now throw a football I could learn to pitch a baseball. This attempt to create an all-American out of pudding was doomed to failure from the start: My fast ball was anemic, and since the curve ball never came out of its curve, the walls up there still have dents in them.

And grape season. In those days, we had a flourishing winery in Los Gatos that made wine for sacramental uses. Sixty novices comprised a substantial labor force. So each September we were sent into the vineyards to pick grapes, cut our hands, get sunstroke, sprain our backs, and, under a spreading vine after lunch, take a nap with rattlesnakes. For a 17-year-old, such a life had its attractions. Through September, October, and November, we could wear jeans all day (at night, I took them off and, with all the dried grape juice on them, just stood them up in the corner so they’d be ready to jump into the next morning). Latin conversation was suspended; it should have been abolished. (Why did we do that? It did not help us learn classical Latin; it did not prevent us from speaking when we shouldn’t have.) Hours of silence were substantially diminished, so we got to know one another. Companionship, little by little, was constructed into something solid. The building has lasted.

I recall vividly one special event during one of those grape seasons. Margaret Bourke-White was preparing a photographic essay on the Jesuits for the Fall 1954 issue of *Life* magazine. She was traveling all over the world, visually recording how Jesuits lived in different countries and what work they were doing. She covered

Los Gatos Novitiate Archives



Rewak (left) and other Jesuit novices toiling in the vineyards, the way it *really* was

that myself, but with minimal conviction; for, if truth be told, the camaraderie we developed had, I think, far more lasting an influence on us than most of the drudgery and our often halfhearted efforts to find the bone of humility in our hearts.

I do remember the innocuous: memorizing Latin every morning, scrubbing bathroom tiles; and I certainly remember being

of a ring of my fellow novices and hearing them talk about my faults was most unpleasant, but it did force me to look at myself much more objectively than I had before. Jesuits bow to no one in their emphasis on self-scrutiny. It can cause scruples and mental breakdowns, but it can also produce a healthy toughness of mind and spirit. True, as a result of the constant criticism



the spectrum: a Jesuit missionary sailing through a squall in the Caroline Islands, the writers and theologians and astronomers, Father Bernard Hubbard of Santa Clara who did pioneering exploration in Alaska, the contemplative work of the retreat houses. But she said she wanted a flavor of youth, too: “youth toiling in the vineyards of the Lord.” So she came to Los Gatos to photograph novices picking grapes.

Eight of us were chosen to wander with her for three days through the grape fields. She took thousands of photographs. (It was then I suspected that if someone took enough pictures, at least one of them might be worth looking at.) But she insisted that we wear our daily habit—the black cassock. We tried to explain that we would never pick grapes in cassocks—we’d be tripping over them all day, they’d be far too hot for us in the sun, they’d get ruined—but she told us the picture had to communicate a reality that was beyond the factual; when people looked at the photograph, they would say, “Ah, yes, there are Jesuits picking grapes.” And we said, “Yes,

So throughout the three hot days, we wore our cassocks (making them no longer habitable), traipsing around the fields, hauling boxes of grapes, bending over vines in such a way that the backlighting would make the grapes shine and give us all appropriate halos. Imperious, she marched at the head of the line, her white hair flowing, giving orders to the truck drivers and demanding instant cooperation, telling clouds to move on by, and always looking for the right light and the most dramatic configuration of innocent novice face and sweeping dramatic vista. She jumped on top of trucks and hung from branches of trees to get the right shot. With us was the rector of the house, a marvelous, kind, and very dignified Jesuit who found himself trailing after her, toting her boxes of cameras and lenses. He started trying to be helpful—even lifting her, in a most undignified manner, so she could climb trees; he ended being her indispensable porter in a comic safari.

At the end of the third day, we were all on top of the highest hill behind the

■ She told us when people looked at the photograph, they would say, “Ah, yes, there are Jesuits picking grapes.” And we said, “Yes, and they will also say, ‘How stupid of them to be picking grapes in a black dress.’”

and they will also say, ‘How stupid of them to be picking grapes in a black dress.’”

Years later, I understood James Agee’s criticism of her photography. They worked together for the Luce empire, but he thought her photographs phony and manipulative. He did not like that she “posed” her pictures and then gave them out as “real.” The cassocks, I now realize, were an example. She did not look at reality and try to communicate it; she often created her own reality. On the other hand, as Agee well knew, all art is composition. He himself indulged in the self-consciousness of art, but he distrusted it: he felt reality itself the highest art and “art” a deception.

novitiate. She wanted us to carry boxes of grapes, two-by-two, and walk over the summit toward her, with the sun setting in the background. We did this several times. The camera clicked away, and her white hair kept bobbing up and down behind the vines.

At one point, she gave out a yelp. There was a bit of a flurry; the rector hurried over to us and said, “Look at the sunset, isn’t it beautiful? Let’s stand on the edge of this hill and just watch it.”

We walked away from her, through the rows of vines, and over to the edge of the hill, puzzled.

“Just watch the sunset,” he said.

One of the novices asked, “What’s the

Margaret Bourke-White, *LIFE* (1954)



Margaret Bourke-White came to Los Gatos to photograph Jesuit novices picking grapes, insisting they wear their daily habit—the black cassock.

matter, Father—can we help?”

“No, I think not.” He paused for a moment. “Miss Bourke-White has a bee in



her slacks, and she has to take them off.” He looked around at us: “No peeking.”

We watched the sunset.

It was one of those pictures, taken that afternoon, that eventually appeared in *Life* and in her subsequent book, co-authored by

Jesuit writer John LaFarge. But I cannot look at that picture without recalling how all of us stood in black religious formation, on top of that majestic open hill, watching the sun set over the Pacific, and giggling, as Margaret Bourke-White, behind us, was

frantically pulling her pants off to free an imprisoned bee.

Of such stuff is art made. Agee would have approved. ■

# **T**his outrageously funny man who insults his friends—famous or not—much to their delight, just can't seem to leave politics alone

BY BARBARA WYMAN

**L**et me tell you something about politicians: They have these huge egos, see," B. T. Collins is saying in a tone laced with sarcasm. He is answering one in a string of phone calls to his Capitol Mall office, and California's new deputy treasurer is only too happy to give advice, or just schmooze a bit. After hanging up, he leans back in his chair, cocks his head, and laughs—that deep, from-the-belly laugh.

"Yeah, it's great to be back," he says.

It may be hard *not* to notice that Brian Thomas Collins '70 (JD '73) is back at the state capital, practicing his irreverent brand of politics.

After all, this is the same conservative Republican who, as chief of staff to one of California's most liberal Democratic governors, often upstaged his boss with his colorful comments and barhopping. This is the former head of the California Conservation Corps who gulped malathion to prove a point—and grabbed national headlines. This is the Santa Clara University graduate who, when told law school administrators planned to dedicate an office to him in the new library, opted instead for the B. T. Collins Memorial Latrine.

He calls the Mekong Delta grenade that ripped off his right arm and leg "my weight reduction program." He calls reporters "bimbos" or "mouths" or "slimebags of the First Amendment." He calls anyone

who doesn't agree with him (or anyone who has a beard—or a master's degree in social work) a Communist. He wouldn't call Jane Fonda if you paid him.

The son of a teacher and a high school principal, he had quit or was kicked out of three Eastern universities before enlisting in the Army.

Collins's Sacramento office is a visual tour of his life. The walls are crammed with photographs of friends from Santa Clara, of friends from Vietnam, of him with political dignitaries—Democrats and Republicans, he doesn't discriminate. Tacked between the photos is a khaki T-shirt that reads: "Kill a Commie. For a Mommy."

Collins took a pay cut from his job as vice president for Kidder, Peabody & Company to work for State Treasurer Thomas Hayes. But he is a man in love with his job.

His friends say Hayes, who was appointed to fill the seat left vacant by Jesse Unruh's death and who plans to run for election in 1990, made a good move in selecting Collins.

"If he's going to survive the primary, he's going to have to make an impression. And there's no better way to make an impression than with B. T. by his side," said Collins's long-time friend Mary Emery, associate law dean at Santa Clara.

Collins does make an impression. A 6-foot, 2-inch former Green Beret with Gene-Hackman-like features, a steel hook

for an arm, and a bit of a limp, he cuts a rather menacing figure. And he plays it to the fullest. A group of schoolchildren touring the Capitol during Gov. Jerry Brown's administration got a taste of his acerbity when Collins lurched into the hall waving a bullwhip and shouting, "Why aren't you in school?"

As a friend or an employee, Collins is less menacing. In fact, he is fiercely loyal. That's why his former law school professor, Marc Poche, recruited him for the Brown administration. That's also why, even after Poche left, Collins remained with Brown, a man who is his political antithesis. (One reporter described the match as "somewhat like having a bourbon chaser after a cup of herbal tea.")

Even while making jokes about his boss—"I had two hands when I started working for him"—Collins remained loyal. That's not to say he remained quiet. His colorful comments were fodder for some 10,000 newspaper and magazine articles, and six documentaries were made about his experiences.

"Yeah, I was the darling of the Sacramento press," he said, with his characteristic sideways grin, cocked head, and shrug.

With the same straight-shooting style that got him through two tours in Vietnam, Collins maneuvered through politics.

In a world where most people watch their words as if they were fragile crystal, Collins



**B.**  
A Touch

# T. of Wry



was introducing the black director of the state consumer services as “the governor’s colored maid”; yelling to the paraplegic state director of rehabilitation to “get off the street, you cripple, you’re depressing everyone”; taking the state transportation director shopping because he didn’t like her wardrobe. They all loved it. In fact, a poke from Collins is the highest compliment.

“The closer you are to him, the more outrageous his comments are,” chuckled Pat O’Laughlin, a law school classmate who once attended a fund-raiser only to find bachelor Collins holding up pictures of O’Laughlin’s children and claiming to be the biological father.

Some of Collins’s candor, though, didn’t sit well. One month into his job as Brown’s chief of staff, a *Los Angeles Times* reporter accompanied him on his usual bar rounds and reported his comments that his boss “is out on Uranus half the time” and needs to wash his hair. The resulting furor prompted Collins to offer his resignation. Brown refused. In fact, he later used the comment about his hair to stress his frugality: He said he saves the state money on shampoo.

Collins shrugged it off. At a breakfast press gathering the day after the article appeared, he espoused his credo: “Never complain, never explain, never look back.”

Collins has no patience for pity—especially self-pity.

Of the grenade that ripped off his right arm and leg, he said simply, “For me, the cup is always half full; for me, I have another arm and another leg.” Even the memory of 22 months in seven Army hospitals that severed his dreams of a military career doesn’t evoke more than a shrug. The doctors said there was no clinical reason he should live. They forgot to tell Collins. His sheer will to live pulled him through.

Rich Pedroncelli



Collins’s Sacramento office is a visual tour of his life. The walls are crammed with photographs.

**“Never complain, never explain, never look back.”**

—Collin’s credo

“That’s why I’m so arrogant,” he said with his typical shrug.

But Collins didn’t just lie in a hospital bed and recover. He was up and running the place. He launched what he calls “an underground social work service.”

While the doctors administered pain medication and applied bandages, Collins

and his crew administered pep talks. In a meeting of amputees that was blocked by a wall of silence, Collins piped up, “Well, I miss my arm; I miss my leg.” The psychiatric social worker leading the meeting told him later no one had ever done that before.

When he was released from the hospital,

Collins faced the question of what to do. Instead of returning to his parents’ home in New York, he decided to come to California to stay with an aunt.

“I got to California and I knew I had to start my life over, psychologically and physically,” he said. He enrolled at Santa Clara—something he finds ironic for someone who had listed “none” for religion on his military dog tags and who, even near death, kicked a priest out of the triage area. “He said, ‘Are you sorry for your sins?’ I said, ‘Get your ass outta here,’” Collins recalled.

Although he was terrified at returning to college, he got through his undergraduate studies with antics such as breaking the ice in his speech class by giving a speech on being an amputee. By the time he received his bachelor’s degree in history and plunged



remembered.

Collins jokes that the only way he graduated was by promising the dean he would never practice law. He was almost true to his word. He served as law placement director after graduation and then practiced law for a year, although Emery says he spent more time chatting with clients than practicing.

Then he discovered politics. His biting barbs made him instantly popular with the press and on the speaking circuit. But friends know the side of Collins that didn't make headlines.

"He's a very giving, caring person wrapped up in a crusty, sarcastic, Irish exterior," O'Laughlin said.

"He does a lot of good, but he does it quietly," Poche agreed.

Quietly, Collins organized blood drives while at Santa Clara, although his method of recruiting donors was typically menacing. ("Hey, you give blood today?" he'd bellow.)

He now raises funds for a shelter for battered women and for the American Cancer Society. He supports the law school. He keeps a Roladex of some 500 friends' birthdays and makes sure to call with a birthday wish.

He is perhaps best known for his role in the CCC, a state program that provides youth employment in environmental work. He ran the corps like a military operation and created the motto "hard work, low pay, miserable conditions."

"One minute late, you're out. One marijuana cigarette in a room with five kids, all five are out," "Captain" Collins told his "troops." But the depth of caring shows in his eyes. In a proud-father tone, he tells about his "kids" who have gone on to get good jobs and lead happy lives.

It was during his CCC days that he took the much-publicized drink of diluted malathion, the insecticide being sprayed to fight the medfly. He did it, he said, only because CCC members had balked at picking fruit sprayed with the insecticide, and "you can't ask your troops to do something you wouldn't do." He got plenty of mileage out of the stunt, however. Later, on a national news program, he was asked about lasting effects and seized the moment. "Effects? What effects?" he said as he ticked his head nervously.

Less publicly, Collins and his crew whipped the beleaguered program into such a success that 39 states and 15 countries have adopted similar environmental programs.

Today, at 49, Collins's crusty layers have peeled away a bit, and his softer side is

showing. He stopped smoking three years ago and, after learning he has diabetes, quit drinking two years ago. When asked about it, he joked: "I'm as obnoxious as I ever was." In a markedly mellow interview in his office, though, he shrugged off questions, saying: "I'm not very good at self-analysis."

Friends say Collins has mellowed.

"He ought to," said Jack Dugan, who served as deputy director of the CCC under Collins and who has the same acid wit as Collins. "He stopped smoking and drinking and he doesn't know what else to do."

O'Laughlin put it more simply: "I think he's realized he can't change the world in a day."

Perhaps some of the mellowing is due to his work on a project dear to his heart: He is fund-raising chairman of the state Vietnam Veterans Memorial. It his, his friends say, his crowning achievement.

Ironically, Collins didn't want to serve on the commission at first.

"I hate people who take these jobs just to fill up their resumes," he said. "I had the battered women. I had the cancer society." But he had a hard time refusing his friend Gov. George Deukmejian.

When the subject changes to the memorial, his face softens. There are no barbs and sometimes his voice cracks with emotion.

"I never appreciated how tough it was for my parents until I started working on the memorial," he said. "If you ask 'When was your son killed?' the mothers always know exactly."

After a pause, he continued, "Nobody minds dying in a battle; they really don't, because hopefully it's quick. But nobody wants to die alone. And the reason they don't want to die alone is they don't want to be forgotten."

The memorial should be completed in November. The committee has raised \$2 million of the \$2.6 million needed. Talking about it brings up memories of Vietnam for Collins: of a special commander; of a documentary in 1987, when a Sacramento film crew took Collins back to Vietnam—the first vacation he had taken in 11 years; of the young soldiers who died in battle.

"I realize how old I'm getting and how young they were," he said. "I'm 49. I wonder what they would have done if they'd lived to be 49. I wonder what they would have done if they'd lived to be 21."

Another pause, and then: "I still think we did the right thing." ■

*Barbara Wyman is a newsletter editor at SCU and a free-lance writer in San Francisco.*

into law school, he was already a popular student.

Professors liked him too—sometimes despite themselves.

"He is very much brighter than he'd want you to believe," Poche said.

One professor, Lillian Reimer Bevier, whom Collins said "had legs up to her shoulders," was a constant target of Collins's humor. When she asked him a question he couldn't answer, he'd invite her to a party and would ask her please to wear that purple sweater he liked so much.

As he has throughout his career, Collins inspired intense loyalty in his friends. How many law students, when in danger of failing, have six classmates decide to keep a 24-hour vigil, making sure that partying is replaced by studying?

"I was punchy, but I passed," Collins

Stepping in the huddle with San Francisco 49er superstars Joe Montana, Dwight Clark, and Roger Craig awed Brent Jones '85 his rookie year.

"I thought: These guys are like folk heroes and here I am playing with them."

But since that euphoric experience, Jones has learned to cope with injury, stress, and adversity in his career as a professional football player.

Next season will be his third as a tight end with the 49ers and, if fortune smiles, it could be his finest.

Heaven knows he's earned the right to good times. Heaven knows he's paid his dues in his short playing tenure.

Blow One came in 1986 right after he became a third-round draft choice of the Pittsburgh Steelers. A week before training camp, he suffered a serious neck injury in an automobile accident. Although the Steelers first said they would keep him, they changed their minds later that fall.

He came home to San Jose depressed and discouraged, not because he had been cut, but because he didn't get a chance to prove himself. Before he had time to feel too sorry for himself, however, he was signed by the 49ers. The next fall, he made the team.

Blow Two hit in 1987 near the end of his

# Time to Shine

BY PEG MAJOR

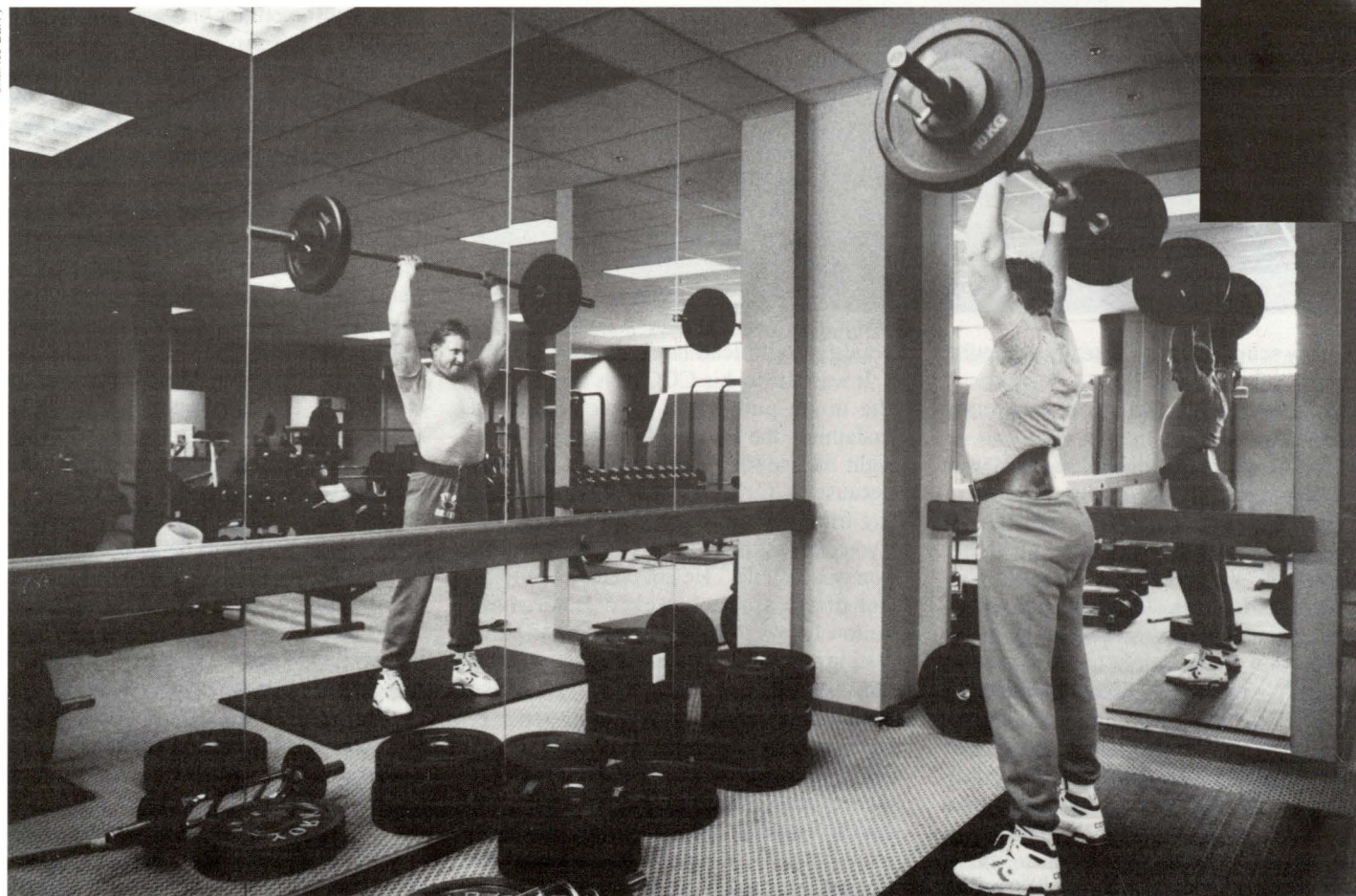
*Next season will be Brent Jones's third year with the San Francisco 49ers. If fortune smiles, it could be his finest ever.*

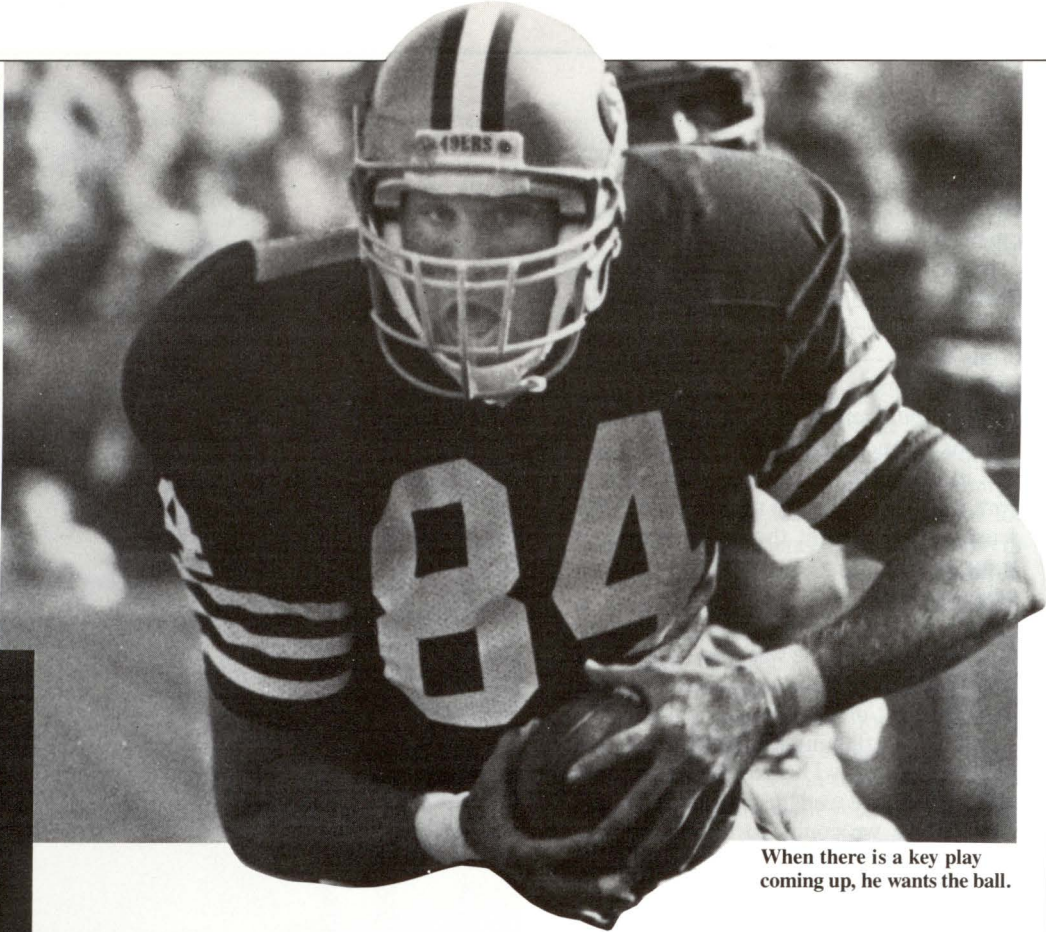
Two weeks after the Super Bowl, Jones was in the 49ers training facility

Charles Barry

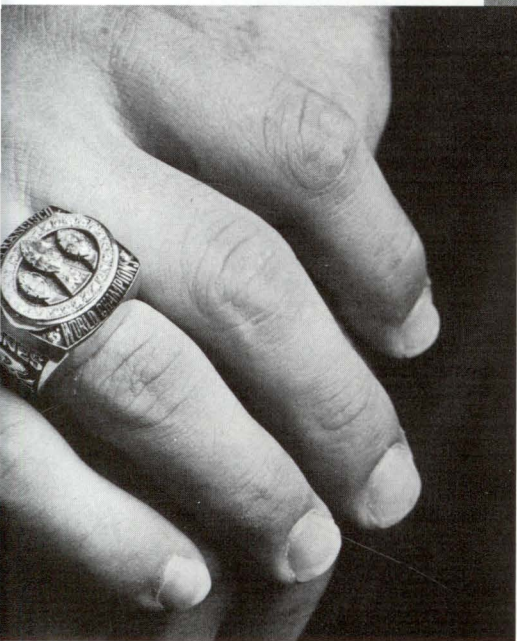


Charles Barry





When there is a key play coming up, he wants the ball.



He already has something most players never get

first season as a 49er, in a play-off game against the Minnesota Vikings. Jones went up for a ball and came down with a knee injury that required reconstructive surgery and a long, grueling rehabilitation.

But Jones has a positive spirit, so the day after he got out of the hospital, he started rehab. His former high school coach Steve Cox was not surprised: "An injury is just a minor setback to Brent. He is a very aggressive player."

Six months later, not eight or ten as the doctors had said, when training camp rolled around, Jones stunned the 49er coaching staff by showing up ready to play.

Blow Three struck in 1988 in a London exhibition game with the Miami Dolphins. He injured his other knee. "I couldn't believe it," says Jones. "I thought maybe somebody's trying to tell me something. I thought my career might be over."

This time, however, the injury was less severe and arthroscopic surgery returned him to the lineup in four weeks.

He came back stronger than ever and beat out Ron Heller for the No. 2 spot behind John Frank. The rest of the 1988 season was wild—and wonderful. Jones was playing now in every game. San Francisco took a 6-6 mid-season record to 10-6, then to victories in the play-offs and Super Bowl XXIII.

But this spring his anxiety level climbed to new heights when he found his name on the 49ers unprotected list. It meant that for two months, until April 1, 1989, he was free to make a deal with any club interested in him. He had to do this, however, without discussing it with the 49ers. It forced him, in effect, to make a blind decision.

Although he visited three other NFL clubs, Jones opted to stay with the 49ers. After April 1, the 49ers made it apparent—with a reported \$200,000 contract—that Jones figured in their plans.

Now Jones's career is taking a new twist. This spring John Frank announced his retirement, Ron Heller left San Francisco for Atlanta, and the 49ers acquired Houston Oiler tight end Jamie Williams.

The coaches say Frank's job is up for grabs. Jones hopes it will be his. "I know the system. I've been working real hard." (He started regular workouts two weeks after the Super Bowl.)

Both Cox and Santa Clara head coach

Terry Malley think Jones's star is yet to shine as a 49er. "They haven't really seen what Brent can do," says Malley. "His greatest opportunity is in front of him right now."

Cox concurs. "Up till now, the 49ers have only used him for third-and-short yardage plays. But that's not Brent's bag. He catches and runs with the ball really well. He has tremendous potential."

Malley likens him to former SCU and Dallas Cowboy star Doug Cosbie '79 and says besides being an excellent competitor, Jones is a team leader: "If there is a key play coming up, he wants the ball."

Jones already has something most players never get: a Super Bowl ring. He was clearly dazzled by the whole Super Bowl extravaganza. "It was amazing. It was the shortest game I've ever played. I was almost in a daze after the hype all week. People were doing everything for us. It was nuts."

It would have been tough for him, Jones said, to go to another team, because "I guarantee you, the grass isn't greener. The 49ers are a first-class franchise."

The reason, he claims, is owner Ed DeBartolo, Jr., who maintains personal relationships with his players. "I can't believe what that man does," says Jones. "At home, we call him Uncle Eddie. He never misses an anniversary, birthday, Christmas, the baby's birth, you name it. The doorbell rings and there's a huge bouquet of flowers—or some other gift."



"When we lose, he is as upset as anyone; when we win, he's just as happy as anybody, too. I wouldn't trade him for any other owner."

Jones's wife, Dana, says she likes DeBartolo because he is a strong believer in the family—even operates the team as part of his family—and family is important to her and Brent.

Dana and Brent met on the Santa Clara campus as undergraduates and were married in 1987. Their first child, Rachel, was born last fall, and, in the middle of the 1988 season, they bought their first house, a fixer-upper in a quiet Willow Glen neighborhood.

Jones first worried whether they could afford the house. But he was more concerned that, if they didn't move quickly, they might be priced out of the housing market. The bonus money flowing in from the play-offs and the Super Bowl helped the remodeling effort. "After we won the first playoff game, I told Dana we could do the bathrooms. When we beat Chicago, I said we could put in the hardwood floors."

An economics graduate, Jones is comfortable managing his own money, although he admits he consults with two college friends, one a Prudential Bache vice president and the other, an accountant. "Between them, I get all the information I need," he says.

He thinks a lot about the future. His injuries have made him focus on what he wants to do when he no longer can play. He would consider working with his uncle in real estate. But what he would like to do—down deep—is to teach. "So many people have jobs they really don't enjoy. I don't want that to happen to me. I hope I can play

**H**e thinks a lot about the future. His injuries have made him focus early on what he wants to do when he can no longer play.

long enough to save the money we would need so I can teach."

That desire may come from his father, Mike Jones, a local high school coach and teacher and former San Jose State University football star. Brent says his dad is his role model. "He's been there all the way for me."

When Brent and his brother, Craig, were in grade school, their father played "100 catches" with them in the family room at

night. "He'd sit on the couch and zing 100 balls to each of us. Stuff got broken. Mom would fuss. But now she loves telling this story because she says, 'Well, it finally paid off.'"

Unreal as it may seem, Brent Jones was not a football star at San Jose's Leland High School. Leland coach Cox says Jones was "a three-sports kid, more interested in baseball at the time." Even so, Cox touted him to SCU's football coaching staff.

In high school, he would lie on his bed at night and toss a football in the air, again and again. It taught him concentration.

Jones turned down a USC baseball scholarship to come to Santa Clara for football. "Because I didn't play it much in high school, I wondered what it had in store for me," he recalls.

But being a professional athlete never entered his head. "My dad told us when we were little that if we worked hard someday we might get a college scholarship. I thought that was the ultimate."

As an SCU junior, however, the Dallas

Charles Barry



Dana and Brent, here with Rachel, met at Santa Clara

Charles Barry



Jones, 6-4, 230 pounds, works out daily





Charles Barry

Cowboys expressed an interest in him. "That was all the incentive I needed," Jones says. "I worked twice as hard as I already was."

Jones grew from a 6-1, 180-pound high school senior to 6-4, 220 pounds as a Santa Clara Bronco. He grew, too, in ways other than as an athlete, Malley says. "He developed academically and was a better student here than he was in high school."

Jones doesn't quarrel with that analysis; Santa Clara means a lot to him. "It gave me my wife, my degree, my friends, my career," he says. He thanks the late SCU

coach Pat Malley and Terry Malley for his Santa Clara education. Both had "terrific influences" on him.

"Pat Malley invested his life in the Santa Clara experience. Now it's my experience. He gave me my scholarship. I never would have gone to Santa Clara without him.

"I would love to be able to go over to Leavey and show him my [Super Bowl] ring, and say, 'Look, Coach, what you've done.'"

In the off-season, Jones catches up socially with friends and family members. He also takes part in endless charity events and

talks frequently at schools—about life as a professional athlete, about the importance of understanding the devastation of drugs.

Because he lives in the area in which he grew up, former teachers corral him for speaking engagements. Others grow out of his involvement in Athletes in Action, a team Bible-study group led by 49er chaplain Pat Richie. "He keeps us hopping," Jones says of Richie.

But by July, the adrenaline starts to flow and all thoughts turn to football. Terry Malley, who switched Jones from a wide receiver to a tight end in college, says Jones is such a competitor "if you told him there was a softball game in the park, he'd be there in 10 minutes."

There was no one day when Jones suddenly discovered he could catch a football. "When I was in high school, I would lie on my bed at night and toss the ball in the air, again and again. I did that for years."

It taught him concentration, he says, key to success for a tight end. "If you aren't concentrating, you won't catch the tough passes, especially when you know a big, tough defender is going to hit you hard, and you don't know where he's coming from." Jones says his concentration is so high on the field he doesn't notice people around him. "First I catch it. Then I worry about getting hit."

He knows he doesn't have a long time to play professional ball. The average player's career is 3.5 years. But he hopes he will be able to last until he is 30. "Then I would walk away happy. I don't want to be one of those guys who has had so many injuries he can't walk anymore."

The body does take a pounding. Already Jones has some aches and pains he's never felt before. "And I'm only 26. I wonder what it will be like when I'm 36? I'm sure I am going to feel it down the line. It really takes years off your life."

So why does he do it? "The thrill of competition. And the knowledge that this is the ultimate, that these are some of the best athletes in the world. I don't think it is a monetary thing, although that's nice. But it is the competition, the camaraderie, the excitement.

"There is just no feeling like running out on the field at Candlestick and hearing the crowd—screaming and going nuts." ■

**BY DORIS NAST**  
**Class Notes Editor**

'34 **Frank Bottaro** and his wife, Dolores, make their home in Sacramento, where he practices law. . . **Louis Pasquinelli** (JD '35) practices law in San Jose, where he lives with his wife, Mary.

'41 **James H. Flippen, M.D.**, is a retired physician and emeritus associate professor of pediatrics at Stanford. He and his wife, Beverly, live in Carmel Valley.

'44 **F. Elliott Doherty**, of Carmichael, was named Sacramento's Irishman of the Year by the Honourable Guild of St. Patrick's Day Mimmers. A native Sacramentan, he is controller for the Walnut Marketing Board.

'50 **Thomas J. Lyons** retired as executive vice president of J.C. Penney. His home is in Los Osos, where he lives with his wife, Mary Lou.

'51 **Keith Varni** lives in San Bernardino, where he is an administrative law judge in the Office of Hearings and Appeals, Social Security Administration.

'52 **Donald Callejon** is superintendent of the Santa Clara Unified School District.

'53 **Ben Francis** (JD '58) works for the Santa Clara Valley Water District as a personnel and risk manager.

'56 **Richard Quinlan** of Smith Barney Inc. in Menlo Park, was elected to the advisory council of John Nuveen & Co. Inc., a nationwide investment banking firm.

'57 **Stan Seneker** is executive vice president and chief financial officer of Ford Motor Co. in Dearborn, Mich.

'60 **Jerry Bachich** is a sales representative for Reliance Trailer Manufacturing of Cotati. . . **Melvin Russi, M.D.**, is chairman of the division of urological surgery with The Good Samaritan Medical Group of Santa Clara Valley.

'62 **George McCarthy** lives in Denver, Colo., where

he is a history instructor at the Community College of Denver. . . **Joseph F. Perrelli** is president-elect of the Commonwealth Club of California. He is president of the San Francisco real estate investment brokerage and consulting firm, California Investors Group Inc. . . **Robert Wynhausen** is vice president of the Oregon Society of CPAs.

'64 **Dennis Alexander** is an attorney for Service Corporation International in Houston, Texas. . . **Ted Broedlow** is a partner in Signal Mortgage Co. Inc. in Long Beach. . . **John Dougherty** resigned as Sacramento County District Attorney, two years before the end of his second term, to enter private practice with the Sacramento law firm of Grossfeld and Grossfeld. . . **Hugh Mullin III** was named a Santa Clara County Superior Court judge by California Governor George Deukmejian. . . **Harry Stegmaier Jr.** lives in Frostburg, Md., where he is a professor of history at Frostburg State University. He is consultant to PBS-TV and WB Video Productions and also to a law firm as an expert history witness in civil litigation (asbestos cases).

'65 **William Costello** is first vice president and regional manager for Northern California for the major buildings division of Coldwell Banker Real Estate Management Services. . . **Fran (Van De Maele) Fisher** (MBA '80) is a CPA in Santa Clara.

'66 **Douglas Barry** (JD '74) and his wife, **Marie (Racioppi '68)**, live in Palo Alto. Doug is president of The Portola Group, a portfolio management firm in Menlo Park. They have two sons: Chris, a freshman at SCU, and Matthew, a high school senior. . . **Jeffrey McCarthy** is an attorney in Denver. . . **Michael Roggero** is a school counselor in Page, Ariz., where he lives with his wife, Janet, and three children. . . **Susan Wilson** is town clerk of Steilacoom, Wash., the oldest incorporated town in the state.

'67 **Judith (Graves) Buckingham** has a catering business in Reno, Nev., called A Fabulous Feast. . . **Mary Green** teaches kindergarten at Waverly Elementary School in Stockton. . . **Suzan Hopper** lives in Bakersfield and is a staff assistant to a Kern County

Supervisor.

'68 **Terry Adams** and his wife, Nancy, live in Cupertino, where he is a global accounts manager for Apple Computer. . . **Larry Dykes** and his wife, Sandra, make their home in Boring, Ore., where he is a regional manager for Oldelft Corp., responsible for sales of radiation therapy simulators and computers related to patient treatments. . . **Patricia Hennessy** is an archivist for the Charles Babbage Institute at the University of Minnesota. . . **Alan Ludwig**, his wife, and two children live in Tustin. He is president of Pascal & Ludwig Engineering. . . **Roger Marzulla (JD '71)** is a partner in the Washington, D.C., firm of Powell, Goldstein, Frazer & Murphy, an Atlanta-based law firm of approximately 200 lawyers. He and his wife, Nancie, and children, Marco and Allegra, live in Washington. . . **Alan Oakes** and his wife, Wanda, live in Washington, D.C., where he is a contract administrator with the Department of Agriculture. . . **Colleen (Burns) Sharp** lives in Poway with her husband and three children. She is an editor for Idea Inc. of San Diego.

'69 **Jerry Golenor** is general manager of the Sheraton La Reina Hotel in Los Angeles. . . **Henry Grambergu** is vice president and general manager of KQPT-Radio in Rancho Cordova. He and his wife, Barbara, and son, Benjamin, live in Roseville. . . **Christopher Shea**, his wife, and son live in Orlando Fla., where he is vice president of marketing for Sea World of Florida. . . **Christopher Smith** lives in Bowraville, New South Wales, Australia. He works for Roadshow Studios, Warners Village, and has worked on the filming of the television show *Mission Impossible*. . . **Teresa (Martin) Youngblood** is an investor and property manager in San Jose.

'70 **Cathy (Carlos) Biaggi (MA '71)** is a business and personnel administrator for Ruth and Going in San Jose. . . **Patrick Crahan**, general manager of Flexsteel in Dubuque, Iowa, was named the first recipient of the DuPont Future Leadership Award. . . **Thomas Dowd** and his wife, **Joanne (Campion '71)**, and their three children live in Danville. He is president of Dowd & Guild Inc., a chemical distribution company. . . **Shirley**

## Big Blue Leader

**Jack Kuehler '54 is named president of International Business Machines**

**J**ack D. Kuehler '54, who began his career with IBM as an associate engineer 31 years ago, was named president in late May of the world's largest computer company.

A year ago he was promoted to vice chairman of the board, capping a career punctuated with steady, periodic advances that took him from San Jose to North Carolina, New York, and back to San Jose before moving to the corporate headquarters in Armonk, New York.

The move, which was predicted by the *Wall Street Journal* on April 1, 1987, gives Kuehler, 56, more

International Business Machines



**Kuehler: steady advances**

direct responsibility for IBM's U.S. marketing and manufacturing operations and its worldwide development activities.

"He's Mr. Technology," said Palo Alto consultant Michael Killen, who advises clients on IBM's

### "He's Mr. Technology."

—Michael Killen, consultant

moves. "Everyone looks to him on important technological decisions."

IBM's Chairman of the Board and Chief Executive Officer John F. Akers said, "Jack Kuehler brings exceptional expertise and judgment

to the technical and management leadership of our business."

Kuehler, who recently sent a personal appeal to SCU alumni urging participation in the Invest in Santa Clara Fund, will continue to serve on SCU's Board of Trustees. He also is a member of the National Academy of Engineering, a senior member of the IEEE, a member of the boards of Olin Corporation, National Association of Manufacturers, National Action Council for Minorities in Education, and the New York State Business Council, and serves on various boards at Cornell University, MIT, and Johns Hopkins University. ■

## Fully Invested

Claire Covington '76 says "Catholic guilt" kept her at Santa Clara 11 years

Her Yamagata prints were stacked behind the door. The masses of mementos with Santa Clara's logo on them were boxed and gone. The photographs of people and functions were no longer on her walls.

Eleven years to the day when she first joined Santa Clara's Alumni Office and its fundraising team, Claire Covington '76 was packing her bags. She resigned May 12.

Quick-witted and constantly in motion, even when she's sitting and talking, Covington never expected to spend 11 years asking other people for money.

"I'm a wimp at heart," she said.

But once hooked on bringing in the dollars for Santa Clara as director of its annual fund drive, Covington found it difficult to leave.

"I like to say it's Catholic guilt," she quipped, in her typical irreverent style. "I see a priest, I stay another year. If they had nuns here, I'd probably stay forever.

"But seriously," she added, "it's really the sense of family at Santa Clara."

Paul Neilan '70, associate director of the Alumni Association, wishes she would stay forever.

"She could get things done faster than anybody I ever worked with," he said. "She's very creative. I don't think anybody on campus has raised as much money as she has in the past 10 or 11 years."

But Covington says it's the volunteers who made the money. It was her job to make fundraising enjoyable for them, she said.

Chuck Packer JD '80, past president of the Alumni Association and chairman of the annual fund drive this year, warns alumni that when Covington calls, they should "just say no."

"I'm living proof," said Packer, who was recruited by Covington nine years ago.

Covington's sense of humor, charm, and tireless energy have made her the "stabilizing force" in the alumni fund, Packer said. "She came from Santa Clara and really has its interests at heart."

"She's a real gem," said Jerry Kerr '61, director of the Alumni Association. "I don't like to say that anyone is irreplaceable, but she'll leave a big gap in both fundraising and alumni relations."

Covington, who comes from a sales family, will be going into sales for Jack Nadel Inc., a Los Angeles-based firm with an office in Palo Alto. The firm works with clients in areas such as product introduction, employee motivation, and lead generation. Many of the mementos Santa Clara has given its volunteers as thank-yous have come through Nadel.

Covington said she knew it was time to leave SCU when people started asking her if she remembered Father Serra.

"I have 'Invest in Santa Clara' dreams," she said.

She is attracted to Nadel because it offers a wide variety of work, including designing some of the promotional items.

That dovetails nicely into Covington's hobby, a company she started with her sister: HOHOCO. She and her sister, Carol Heinz, make and sell wooden decorations for holidays, particularly Christmas, hence the "ho ho" in the company name.

But the new job has one definite drawback: Covington will not be able to spend hours calling friends and classmates around the country to enlist their support for Santa

Charles Barry



Covington: "I had Invest in Santa Clara dreams."

Clara. However, she will be able to phone people without an ulterior motive.

"Maybe my friends will return my calls now," she quipped.

But alumni beware: Covington has been recruited to serve on the Alumni Association's Board of Directors. She hasn't really left Santa Clara yet. —Susan Frey ■

**Krsinich** is the corporate training and development director of American Family Insurance at its headquarters in Madison, Wis. . . **Robert Lewis** is a region general manager for McCaw Cellular Communication Inc., of Seattle. He and his family live in Tigard, Ore. . . **William F. O'Brien** is vice president, corporate controller for Cadence Design Systems Inc. in San Jose. . . **Stephen Tarantino** is a vice president of Kennedy/Jenks/Chilton, Consulting Engineers in San Francisco. . . **Anthony Toste** is a professor of chemistry and Southwest Missouri State University in Springfield, teaching biochemistry.

**'71 Paul M. Hogan** and his wife, **Kathryn (Kane**

**'82, JD '86)**, are attorneys with Ferrari, Alvarez, Olsen & Ottoboni. Their home is in San Jose. . . **James Luke** and his wife, Linda, and their two adopted daughters, Sunshine Eve, 12, and Sunshine Lynn, 9, live in Visalia.

**'72 Edward Contini** is vice president of San Jose Medical Center. . . **Gardiner deBack (MBA '76)** is a commercial loan officer with Wells Fargo Bank in Sacramento. His wife, **Gail (Willis)**, is the owner of Gail deBack A.S.I.D. Interior Design. . . **Michael Franklin** is a psychiatric social worker at the California Medical Facility in Vacaville. . . **John Hughes III** is sales manager for Linde Gases of Southern Califor-

nia in Santa Ana. . . **Christopher Pablo** is director of government relations for Hawaii Medical Service Association in Honolulu.

**'73 Peter DiCorti** is the vice president and chief financial officer of Digital Research in Pacific Grove. . . **Barbara Murray** is a costume designer and lecturer in the theatre and dance department at SCU. . . **Michael O'Neill (MBA '77)** is a tax manager for the University of California, office of the president, in Oakland.

**'74 Ramona (Armenta) Bolen** lives in Moreno Valley and is a customer service representative for Southern California Edison. . . **Barbara Boyle** and her

husband, Ray D'Amelio, live in New York, where she is vice president, creative, for Grey Advertising. . . **Shannon (Haire) Buscho** is a division merchandise manager for Mervyn's in Hayward. . . **Pamela (Greenbach) Hartness** works for the Ritz-Carlton in Rancho Mirage as director of marketing and sales. . . **David Mehren** lives in Tucson, Ariz., where he is president and principal consultant of Integra Systems Corporation.

'75 **Tom Crotty** is the chief financial officer of Medallion Mortgage Company in San Jose. . . **Mary Lynn (Hartig) Ortiz** lives in San Ramon with her husband, Robert, and daughter, Kathryn. She is a dental hygienist at Tri-Valley Dental. . . **Richard Trifilo** is a family practice physician and flight surgeon in the U.S. Air Force stationed at Bitburg Air Force Base, West Germany.

'76 **Bryan Bjorndal** is marketing manager for Puritan-Bennett in Lenexa, Kansas. . . **Steven Daiker** is a tax partner of Daiker & Company CPA offices in Walnut Creek. . . **Marcia (Sullivan) Daszko** lives in Milpitas. She is the director of sales and marketing for Process Plus and has just completed her master's degree in mass communications at San Jose State University. . . **Robert Mazza** is vice president, real estate for The Bank of Pleasanton. . . **Mary (Cavanaugh) Richardson** is a resident in pathology at the Medical College of Georgia in Augusta. . . **Lawrence Seno Jr.** is the director of admissions, College of Law, Willamette University, Salem, Ore. . . **Jim Sullivan** is a staff scientist at Link Flight Simulation in Sunnyvale. . . **Terry and Lisa (Regalia '77) Weekes** live in Foster City. He is a national manager, sports promotion for Adidas USA.

'77 **Richard Grimes** lives in Los Angeles where he is a sales consultant in commercial properties for Charles Dunn Company. He is on the board of directors of the Catholic Press Council of Southern California and a volunteer at St. John of God Nursing Hospital and Holy Family Services, Adoption and Counseling. . . **Rolando Gutierrez** and his wife, Sandra, live in Tijuana, B.C., Mexico, where he is a builder and developer. He writes that his sons, Alex and Abe, will be SCU alumni in the classes of '99 and 2004. . . **John L. Kelley** is a sales representative for Simmons Cable TV of Long Beach. . . **Barbara (Miller) Lee** lives in San Jose with her daughter, Diana, and is the director of purchasing and product development for Togo's Eatery in Campbell. . . **Mike McRoskey** is a senior sales consultant for Coldwell Banker in Los Angeles. . . **Paul Thompson** is an assistant professor in SCU's Leavey School of Business.

'78 **Brian Baker** (MBA '83) and his wife, Deborah, live in San Jose, where he works at IBM as a programmer. . . **Steven Dudock** earned a master's degree in economics from UC-Santa Barbara and is a business manager of strategic programs group for the Santa Barbara Research Center in Goleta. . . **Peggy Hernandez** is a general assignment reporter for *The Boston Globe*. She and her husband, Geoffrey Ide, were married last September in Carmel. They live in Cambridge, Mass. . . **Meg (Sullivan) Lucia** is an accountant for Johnson & Higgins in Seattle. . . **Sheri-Lee SanFilippo** is in merchandising at Keith Sportswear International in Richmond. . . **Robert Shepard** lives in Phoenix and is a mechanical engineer for Honeywell Satellite Systems Division in Glendale, Ariz.

'79 **Laurence Bogert** is a legislative assistant with the Assembly Republican Caucus in Sacramento. . . **John Brandt**, his wife, and three children live in Santa Clara. He is an accountant with Measurix in Cupertino. . . **Fatima Brazil** is a clerk in the law offices of

Patrick J. Cunningham in San Francisco. . . **Vicki (Z'berg) Dentel** and her husband, **Stephen**, live in Vancouver, Wash., where she is a marketing manager for Hewlett-Packard. . . **Karen (Gouker) Edwards** is a cost estimator for Lockheed in Sunnyvale. . . **Elizabeth Fernandez** is a reporter for the *San Francisco Examiner*. . . **Steve Inglin** is a regional sales manager for Abbott Laboratories in Lincolnshire, Ill. . . **Kirk Ireland** owns the World Gym in San Francisco. . . **Kathleen King** is a regional sales manager for Applied Materials in Santa Clara. . . **Joe McNulty** is a CPA and business manager of McNulty & Co. in West Los Angeles. . . **Martin McVeigh** works as an electrical engineer at National Semiconductor in Sunnyvale. . . **Fran and Cathie (Armanasco '81) Mullins** and their son, Max, live in Walnut Creek, where Fran is an accountant with Price Waterhouse. . . **Steven Petersen** lives in Pleasanton and is a senior programmer/analyst for Lucky Stores in Dublin. . . **Timothy and Marie (Metevia '80) Schierling** and their three children make their home in Davis. Marie will be completing her master's degree at UC-Davis and Tim is doing post-doctoral work at UC-Davis Medical School. . . **Victoria Strong** teaches physically handicapped children at Steele Lane Elementary School in Santa Rosa.

'80 **Jeffery Applewhite** is a CPA with First Interstate Bank in Los Angeles. . . **Sabine Bossaert** is a marketing manager for Hewlett-Packard in Cupertino. She lives in San Jose. . . **Stephen Hedrick** works for Meta-Software in Campbell as an accounting manager. . . **Gregory J. Kelly** is a CPA in Saratoga. He is working toward a master's degree in tax at Golden Gate University. . . **Deborah Santos** is an accountant for Continental Cars Ltd. in Honolulu. . . **Patti Sasso** is a production control analyst with Varian Associates in Santa Clara. Her husband, **Jeff '85**, is an electrical engineer with Lockheed in Sunnyvale. . . **Melinda Schell** teaches English at Bethany Bible College in Scotts Valley. . . **Francis and Teresa (Muir) Small** and their three children live in Santa Rosa. He is an electrical engineer with Hewlett-Packard in Rohnert Park. . . **Diane (Carty) Speicher** is the president and founder of New Rage Creations, which markets Owie Wowie Bandages. . . **Peggy (Lamb) Walke** works for Syva Company in Mountain View as a customer service supervisor.

'81 **Elena Agnelli** and her husband, **Riccardo Ricciotti**, live in Ancona, Italy, where she is a teacher at the University of Ancona and also gives private English and piano lessons. . . **Jay Campbell** is an associate vice president of CPS, a commercial real estate company in San Jose. . . **Deirdre Cherry** earned an MBA in financial management from Pace University in New York City, where she works for Banca Commerciale Italiana. . . **Elaine (Antonoli) Farley** is an executive assistant for Property Services Corporation in San Jose. . . **Michael Hunter** works for Cigna Financial in Phoenix, Ariz., as a financial planner. . . **Kathryn Gilmore Janoff** is administrative and proposal development manager of FMC-Central Engineering Laboratories in San Jose. . . **William and Judith (Ramirez) Kelleher** live in San Jose. He is a CPA and senior tax manager with Price Waterhouse and she is an electrical engineer with SSE Technologies in Fremont. . . **Deirdre Kelly** is working on her doctorate at Stanford and was awarded a Spencer Dissertation-Year Fellowship in Research Related to Education. She was one of 25 students at 19 universities to win the \$12,500 fellowship to support the final year of writing the doctoral dissertation. . . **Brett Lowart** is director of development at Sacred Heart Cathedral Prep in San Francisco.

'82 **Catherine Albertoni** received a doctorate in physical chemistry from Pennsylvania State University and is a member of the technical staff at AT&T Bell Laboratories in Reading, Penn. . . **Cynthia Alexandre-Catlin** is a teacher at University Presbyterian Children's Center in San Antonio, Texas. . . **Cecilia (Campa) Don** is a senior marketing representative in the Wall Street office of Tandem Computers in New York City. . . **Edwin Cosier Jr.** lives in Hoboken, N.J., and is a theatre set designer, currently working on *Piano Lesson*. . . **Melissa (Schauff) Edmunson** is a donor coordinator for Good Samaritan Hospital in San Jose. . . **Edwin Go** is the chief financial officer of the Bank of the Orient in San Francisco. . . **Bridget Louie** is a broadcast promotion specialist with KTEH Channel 54 in San Jose. . . **Andrea (Hawkins) Sloan (JD '86)** is a deputy district attorney for Humboldt County. . . **Karen (Boltz) Lewis** is a software engineer with Space Data Corp. in Tempe, Ariz. . . **Jennifer O'Keefe** is a psychologist at the Institute for Behavioral Medicine in Providence, R.I. . . **John M. Takla** is a dentist in San Mateo.

'83 **Marty Naftel** is a surveyor with Ocean Surveys & Management Co. in Honolulu. . . **Karen (Tietjen) Allen** earned her law degree from Hastings in 1988 and practices immigration and nationality law with Polly A. Webber & Associates in San Jose. Her husband, **Bob '80**, is vice president-real estate of Hunting Gate Investments in Menlo Park. . . **Michael Inamine** is a field engineer with the California Department of Water Resources, Division of Safety of Dams, in Sacramento. . . **Gordon Smith** is a real estate salesman with Coldwell Banker in Redwood City.

'84 **Scott Baird** is an oral surgeon at Los Angeles County Hospital. His wife, **Kathleen (Moser '85)**, is a sales assistant at KComp Systems in Glendale. . . **Tracy Baker** lives in San Jose and is a teacher's aide at Pine Hill School. . . **Shanna Coyle-Toy** graduated from Baylor College of Medicine in 1987 with a degree in perfusion technology and now is a perfusionist at Kaiser Permanente Hospital in Hollywood. . . **Sean Deasy** won the Distinguished Achievement Award for 1988 in the San Gabriel Valley office of Coldwell Banker Commercial Real Estate Services. He is an investment specialist. . . **Kathleen Dull** works for LifeScan Inc., a Johnson & Johnson company in Mountain View, as a marketing program coordinator. . . **Joe Guerra** is a real estate broker and publisher of the monthly *Willow Glen Resident* out of his family's Willow Glen Villa Realty offices. During the last local election, he served as campaign manager for San Jose City Council incumbent Nancy Ianni in her successful bid for reelection. . . **David Ocampo** is the controller/VP of finance at TSI Sound & Communications in San Jose, where he lives. . . **Michael Osorio** is assistant store manager of Gottschalk's in Modesto. He and his wife, Sharon, live in Ceres. . . **Elizabeth Ozburn** completed the year-long Sotheby's Works of Art course in London and is a sales coordinator for the auction house of Butterfield and Butterfield in San Francisco. . . **Marilyn (Rianda) MacArt** lives in Woodland and is a freelance fashion designer for custom bridal parties and brides. . . **Manuel Ruiz** is a quality engineer at Lockheed in Sunnyvale. His wife, **Vicky (Blaine)** is a resources representative at Siliconix Inc. They live in San Jose with their year-old son, Jacob. . . **Anne (Hall) Zirul** is an administrative assistant at Merrill Lynch in Seattle. She and her husband, Jeff, live in Mountlake Terrace, Wash.

'85 **Joseph Alvarnas** is studying medicine at the UC-Medical Center in San Francisco. He hopes to specialize in hematology/oncology. . . **Andrew Bewley** is a branch customer service representative for Santa

Barbara Bank & Trust. He is also directing plays at two theatres, as well as writing scripts. . . **Jason Chang** lives in Honolulu, where he is the assistant director of the Kaimipono Hula Dance Troupe. . . **Charlotte (Hart) Cuomo** is a telemarketing manager for the Long Beach *Press-Telegram*. . . **Lisa Filkowski** lives

in Sunnyvale and is a senior cost accountant for Applied Biosystems in Foster City. . . **Laura (Boltz) Holler** is an electrical engineer for the Los Angeles Department of Water and Power. She and her husband, Mark, live in Sylmar. . . **Tim Jeffries** is a field sales representative for Anthem Electronics Inc. in San Jose.

His wife, **Mary Fran (O'Leary '87)**, is a staffing consultant for Accountants Incorporated in Palo Alto. . . **Karrie Keebler** is a consultant with Wimbrush & Associates, a San Jose leadership development consulting company. . . **Rebeca (Forteza) Lyons** practices law with Gonsalves and Kozachenko in Fremont

## Downbeat for a Career

Tony Quartuccio '87 wins top fellowship for conducting at Curtis Institute

**A**nthony (Tony) Quartuccio's (B.M. '87) wildest dream is about to come true.

With a three-year fellowship tucked in his bag, he will leave in August for the Curtis Institute of Music in Philadelphia to study to become a conductor. Curtis, one of the toughest schools to get into, has a worldwide reputation: Leonard Bernstein and Rudolph Serkin are alumni; Eugene Ormandy taught on the faculty.

Tony won his fellowship after a three-day competition in March in Philadelphia vying with 100 other carefully screened applicants, which "really tested every area of our musicality," the young musician says.

"The odds of my getting it [the fellowship], were so crazy, I wasn't even nervous," says Tony. "I just thought, 'I'll do my best.'"

In the final round, each of the six finalists conducted Curtis's full orchestra for about 40 minutes.

"I've done a lot of auditions before but this was the big leagues," Tony said. "It was very high-level and extremely thorough."

The two top prizes went to Tony and Allen Gilbert of New York City; the other four finalists were from Europe, Asia, and South America.

It is unusual for someone as young as Tony—23—to be chosen. Usually Curtis conducting students are between 26 and 30, says SCU music professor Lynn Shurtleff. "More typically, they are already conducting professional orchestras before they apply. Tony is practically a shoo-in to get a conducting job when he graduates. When orchestras need someone, they turn to Curtis."

Maybe it is his youth that contributes to a measure of chutzpah Shurtleff sees in him: As an undergraduate, he persuaded the West Valley Symphony Orchestra to perform under his baton for his junior

recital. "He likes to do things differently," says Shurtleff, adding that Tony is one of the most talented conducting students he has taught in 22 years at Santa Clara.

The summer after his graduation, Tony studied under former New England Conservatory and Tanglewood Director, Gunther Schuller,

Orchestra. That training was invaluable, he says.

His next major hurdle is to accumulate money to pay his living expenses while he is at Curtis. The fellowship will pay his academic expenses, including renting a piano, which will be delivered wherever he lives.

requiring the same reportorial demands expected of a professional—and not just for conductors, but for the student orchestra as well. The orchestra is extremely talented and responsive. They can play anything."

Tony's interest in music began when he was 7 and started playing the trumpet. He developed a curiosity for sounds, and music became an important part of his life, although no one else in his family is musically inclined.

When he arrived at Santa Clara he played the accordion, but soon switched to the piano. He credits Shurtleff, whom he met when he was a senior at Bellarmine Preparatory, and music professor Roger Nyquist, who taught him when he was a freshman, for shaping his future.

"Shurtleff is the main reason I came to Santa Clara," Tony says. "After meeting him, I was convinced I should enroll."

Nyquist set him on his current path. "He told me he thought I could be a conductor. It was something I had wanted to do since I was a little kid. But until he encouraged me, I thought it was beyond my grasp. I probably wouldn't have pursued it," Tony says.

The exultation of being picked by Curtis is even sweeter because it comes after a series of rejections. Quips Tony: "I could keep warm in the winter by setting fire to my rejection letters."

He was so discouraged, in fact, he almost didn't apply to Curtis. But his parents challenged him: "You'll never know if you don't try."

Auditioning was a learning experience for him, Tony says. "I never really understood before what perseverance meant. I do now. I am well acquainted with perseverance and I am focused on my goal."

And well armed for the future, it would appear. —*Peg Major* ■

Quartuccio Photo



He persuaded the West Valley Symphony Orchestra to play at his junior recital

at the Sandpoint Summer Festival in Idaho. Although he was by far the youngest conductor there, he was picked to conduct the most difficult score at the festival's conclusion.

For the past two years, he has been an assistant conductor for the San Francisco Symphony Youth Orchestra and for SCU's University

But room and board for three years, which he estimates at \$7,000 a year, are up to him. Currently he is salting away every nickel from his computer graphics job with NASA in Mt. View.

It will be "really difficult" for him to work part time while studying at Curtis, Tony says. "They set professional standards for students,

... **Teresa (Jenkins) Main** and her husband, George, live in San Francisco, where she practices law with Fabris, Burgess & Ring. ... **Paolo Masini** is an electrical engineer at Elsin Corp. in Sunnyvale. ... **Harrold McCracken (JD '88)** passed the Nevada Bar and will join the U.S. Army Judge Advocate General Corps in September. ... **Ari Ann Parker** is a fifth grade teacher at Pajaro Valley Unified School District in Watsonville, where she lives. ... **Marie Parkinson** is a Realtor with Cornish & Carey in San Jose. ... **Karen Raggio-Ferriera** works for Macy's in San Francisco as a buyer of pearls and opaque jewelry. ... **Linda (Paulazzo) Trevenen** works for Allergan Pharmaceuticals in Irvine and earned "Rookie of the Year" and Top Salesperson awards for 1988. ... **Danielle Weldon** is a project manager with the U.S. Department of Justice, Immigration, and Naturalization Service in Washington, D.C.

'86 **Manuel Arce** is an electrical engineer with Underwriters Laboratories in Santa Clara. ... **Leslie Bell** lives in Los Altos and is an accountant with Price Waterhouse in San Jose. ... **Tim Blaney** is an electrical engineer for Watkins-Johnson in Palo Alto. He is working on his master's degree in electrical engineering in SCU's Early Bird program. ... **Robin Bonn** is an account services manager at ADP in San Ramon. She lives in Campbell. ... **Laura (Grimes) Honkanen** received a master's degree in theology from the University of Notre Dame. She is a pregnancy counselor at the Women's Care Center in South Bend, Ind. ... **Kevin Kelly** is an engineering manager with Pacific Bell. He lives in Hayward. ... **Debra Iob** is a public accountant with Price Waterhouse in San Jose. ... **Lawrence and Joan (Oliver) Luke** live in Marina del Rey. He is a sales representative for Evian Waters of France and she is a district manager for Gallo Wine Company. ... **Mala Matacin** is a graduate research assistant in the Department of Family Medicine, University of Cincinnati Medical School. She is working on her doctorate in social psychology at the University of Cincinnati. ... **Jennifer McWard** works for First Interstate Bank in Mountain View as a customer service manager. ... **Suzye Meckenstock** is a staff accountant at Deloitte, Haskins & Sells in San Jose. ... **Vladimir Milutin** is a buyer and product manager of men's dress shirts for Macy's in San Francisco. ... **John Ruso** works for Weyerhaeuser in Watsonville as a sales representative. ... **Nelsa (Pelayo) Spackey** is a junior accountant at Brookside Hospital in San Pablo. ... **Karla Swatek** is an editor, employee communications, at Amdahl Corporation in Sunnyvale. ... **Don and Allison (Deering '85) Von Tobel** live in Belmont. Don is a sales associate at Nordstrom in Stanford Shopping Center and Allison is a buyer for the Nordstrom stores in San Francisco, Stonestown, San Mateo, and Stanford. ... **Sophy Wong** is a quality assurance engineer at the Naval Weapons Station in Corona.

'87 **Lisa Agrimonti** received a master's degree in newspaper administration from Northwestern University. She is a police and courts reporter for *The Herald* in Dublin. ... **Trisha Bergthold** is a teaching assistant in the mathematics department at the University of Illinois in Urbana. She lives in Champaign. ... **Marianne (Bergstrom) Braunstein** works for Tandem Computers in Cupertino as an information systems analyst. ... **Jeff Caldwell** received his MBA from CarnegieMellon University. ... **Catherine Cavagnaro** received her master's degree from UC-Berkeley and works for Bell Communications. She lives in Champaign, Ill. ... **Adrian Da Silva** is a systems engineer with Watkins-Johnson Company in San Jose. ... **Michael Gallagher** is the assistant sports information director at SCU and is working toward a secondary teaching credential at San Jose State University. ... **John**

**Gotch** works for Minarik Electric Company, in Glendale, as an electrical engineer. ... **Kevin Hein** is a sales representative for Brayer Lighting Inc. in San Francisco. ... **Anne Lewis** is a public accountant at Price Waterhouse in San Jose. ... **Fred Medina** is an air resources engineer at the Air Resources Board in Sacramento. ... **Mike Odland** lives in Long Beach and is an aerospace engineer at Douglas Aircraft Company. ... **Maria (Benevento) Sonnen** is a branch warehouse manager and food mobilizer for Second Harvest, the San Mateo County food bank. She and her husband, **Stephen**, live in Santa Clara. ... **Alexander Quong** is a systems engineer trainee at Bank of America Systems Engineering in Concord. ... **Elizabeth Rumery** lives in San Diego and is a library technician at Copley Library, University of San Diego. ... **Chris Stampolis** is the managing editor and manager, national marketing, for *Aviation Ground Equipment Market*, a monthly international trade publication based in San Jose. He lives in Santa Clara. ... **Rick Tachibana** makes his home in San Jose and is a system programmer for Hewlett-Packard. ... **Maria Taddeucci** lives in South Pasadena and is a catering coordinator for Lawry's. ... **Lisa Ann (D'Agui) White** teaches life science at King Middle School in Seaside. She also coaches softball and volleyball. ... **Henry Yung** is a product engineer at The Wollongong Group in Palo Alto.

'88 **Mark Bauer** is a Jesuit Volunteer at the Loaves and Fishes dining room in Sacramento, where he is the manager. ... **Marcella Borzoni** is an operations supervisor at Citicorp Savings in Palo Alto. ... **Carrie Brennan** lives in Washington, D.C., where she works for the National Council for Urban Economic Development as a meeting planner. ... **Robert Chamberlain** is an account marketing specialist at Automatic Data Processing in Santa Clara. ... **Julie Gast** works for Genographics in Santa Clara as a computer graphic artist. ... **Richard Hendricks** is a development associate with Once Upon a Time Co., film and television production, in Century City. He is working on a master's degree in communications management at the University of Southern California. ... **Mary Lou Hingston** is a management aid/administrative assistant for Santa Clara County in Washington, D.C. ... **Michelle Leonard** is a systems specialist at the San Jose Hyatt House. ... **Jerome Sherman** works for IBM in San Jose as a technical writer. ... **Chris Smith** is an engineer with Underwriters Laboratories in Santa Clara. ... **Eric Von der Mehden** is an accountant at Ernst & Whinney in San Jose. ... **Elizabeth Wightman** lives in Santa Cruz and works for Security Pacific National Bank.

## ADVANCED DEGREES

'52 **James O'Hanlon (JD)** and his wife, Theresa, live in Portland, Ore., where he is an attorney with the law firm of Schwabe, Williamson & Wyatt.

'65 **Gary A. Olson (MBA)** is president of Recognition Products. He and his wife, Mary, live in Mound, Minn.

'66 **James Feeney (MBA)** and his wife, Michaelae, live in Medford, Ore., where he is pastor of the Rogue Valley Christian Center.

'67 **D. Gerald Brown (JD)** is a partner in the Palo Alto law firm of Brown & Kaufman.

'69 **Richard Iglehart (JD)** heads the criminal law division of the state attorney general's office. He works in San Francisco, where he teaches at the University

of California's Hastings College of Law. ... **Robert Lanzone (JD)** is a partner in the San Carlos law firm of Aaronson, Dickerson, Cohn & Lanzone, and a city attorney for San Carlos, Half Moon Bay, and Woodside.

'71 **Michael Florczyk (MS)** is a department manager, operational software systems, at TRW in Sunnyvale. ... **ChiChia Hsieh (MS, PhD '75)** is president of Microelectronics Technology Inc. in Taiwan.

'72 **Alan DeSchweinitz (MS)** is vice president, engineering for Time and Space Processing Inc. in Sunnyvale. ... **Robert F. Mitchell (MBA)** has his own consulting firm, Robert F. Mitchell Associates, in Santa Clara.

'73 **Mary Chaboya (MA)** is a counselor at Branham High School in San Jose. ... **Cedric Choi (JD)** is an attorney in Honolulu. ... **Catherine (Kelly) Draper (MS)** is a dental hygienist in Mountain View.

'75 Named as Santa Clara County Municipal Court judges by California Governor George Deukmejian were fellow alumni **John Garibaldi (JD)** and **Jean Wetenkamp (JD '76)**. Both were deputy district attorneys.

'76 **Martin Bailey (MBA)** is a product marketing manager for Zircon International Inc. in Campbell. ... **Michael Crow (MBA)** and his wife, Carol, live in San Jose, where he is an assistant vice president and financial consultant for Merrill Lynch, Pierce, Fenner & Smith. ... **William Ditz (MBA)** is president and chief executive officer of The William Ditz Co., a real estate development firm in San Francisco. ... **Timothy Franey (MBA)** is the director of manufacturing for CXR Telcom Corporation in San Jose. ... **Gini Hahn (MA)** is a special education teacher for the Washoe County School District in Reno, Nev. She teaches the severe orally language handicapped. ... **Etta Herbach (JD)** is an attorney for PG&E in San Francisco. She is director of the workers' compensation section. ... **I. Michael Schulman (JD)** lives in Long Beach and practices law with Kindel & Anderson. He specializes in estate planning.

'77 **Herzel Ashkenazi (MBA)** and his wife, Bonnie, live in Sunnyvale. He is controller of Unisys/Convergent in San Jose.

'78 **William Kueffner (JD)** is an attorney in Hopkins, Minn. ... **Connie Yee (MA)** works for C and Y Associates in Salinas as a school counselor.

'79 **Richard Hartin (MS)** lives in Austin, Texas, where he is a staff engineer for Ross Technology. ... **Robert Phillips (MBA)** is in health care consulting and management for Health Business Development Associates Inc. in Emeryville. ... **Virginia Radlo (MBA)** is an accounting clerk at the Growth and Opportunity Center in Morgan Hill. ... **Jonathan Woolf-Willis (JD)** is a partner in the Irvine law firm of Fiore, Nordberg, Walker & Woolf-Willis.

'80 **Barbara Sater (MBA)** is a senior section manager, marketing services, at McDonnell Douglas Payment Systems Company in San Jose. ... **Pat Sullivan (MBA)** works in Palo Alto as a financial analyst for Digital Equipment. ... **James Weber (MBA)** and his wife, Jana, live in San Jose, where he is a vice president of Union Bank. ... **Denton Wilson (JD)** and his wife, **Ann (Bell, JD '82)**, are partners in the San Luis Obispo law firm of Wilson & Wilson.

'81 **Paul Bruno (JD)** is a partner in the 289-lawyer San Francisco firm of Thelen, Marrin, Johnson & Bridges. He specializes in civil litigation. ... **Frances Clark (MBA)** is an administrator and counselor at the

North Coast Small Business Resource Center in Crescent City. . . **Greg Coates** (JD) is a partner in the San Luis Obispo law firm of Radovich, Cumberland & Coates.

'82 **Alice (Kalthoff) Gross** (MBA) is an administrative secretary at Acuson in Mountain View. . . **Jeffrey**

**Janoff** (JD) is a partner in the law firm of Bostwick, Rowe and Janoff Inc. of San Jose.

'83 **Daniel Donahoe** (MBA) is an engineer at Ford Aerospace in San Jose. . . **Mark Wrightsman** (MBA) works for General Electric in Naperville, Ill., as a services manager.

'84 **Christopher Sloan** (JD) is an attorney in Eureka, specializing in real estate and investments.

'85 **Marilyn Luotto** (MA) is a licensed marriage, family and child counselor, and school counselor in Menlo Park. . . **Teresa Jenkins Main** (JD) is an associate with the San Francisco law firm of Fabris,

## Meteoric Rise

At 36, **Jim Baughman '75 (MA-'81)** is the youngest superintendent of an urban school district in the country

The same day Jim Baughman '75 (MA '81) was named superintendent of San Jose Unified School District, the state government announced a \$2.5 million windfall, 40 percent of which is slated for the schools.

Some said it was an omen.

Considering the 36-year-old Santa Clara graduate's meteoric rise through the ranks of local education, few were surprised in May when Baughman was named to head one of the "Big 20" districts in California. Even less surprising was the news he is the youngest in the nation to head a large, urban school district.

"There was never a doubt this guy was driven from the day he walked into my classroom," said Dr. Lee Mahon, director of educational administration at Santa Clara; Baughman was in the charter class in the educational administration program.

What is surprising is that, in a controversial position in a district plagued by financial instability and tumultuous labor negotiations, it is difficult to find anyone not bubbling enthusiasm over Baughman's selection.

"I have a second-tier credential class and many of the students are working in San Jose Unified School District. These people are excited. They feel that here is a man with vision. That's unusual," Mahon said.

Leading the 29,000-student district with a multi-million dollar operation through heated negotiations with teachers, supervising the district's court-ordered desegregation program, and dealing with finances that have been shaky since the district went bankrupt in the early 1980s is sure to provide volumes of stress for Baughman.

He admits the job he started July 1 will take "a lot of creative thinking." But he comes equipped with the enthusiastic support of admin-

istrators and teachers alike, and with a good sense of humor.

After being reminded of a metaphor he used earlier in describing the job of deputy superintendent—"trying to juggle 100 balls at the same time and not be afraid"—he

ministration to oversee curriculum. He was serving as deputy superintendent and overseeing the district's much-publicized desegregation program when superintendent Hilda Beck announced her resignation. Many eyes immediately

program at San Jose State. He landed his first job teaching in the Campbell Union High School District, where he accumulated a pile of awards, including three "Teacher of the Year" awards. But he said the experiences with his students "count more than all the awards."

Even after he moved into administration—starting as assistant principal at Live Oak in Morgan Hill, moving to principal in two years, and earning his Ph.D. in psychology at Stanford University at the same time—his emphasis was classroom instruction.

As deputy superintendent in San Jose, he started filling in as "principal for a day" while principals took a day for continuing education. During those days, Baughman scheduled time to teach. As superintendent, he said, he plans to make a point of teaching a class at least every other month, if not once a month.

Baughman said one of the assets of his age is in modeling the kind of energy he would like to see put into education. He admits, though, that he has to force himself to cut back.

"I get so wrapped up (in the job) sometimes, I forget to eat and sleep," he said. "But there are times you need to come up for air. . . . It's important to keep a perspective."

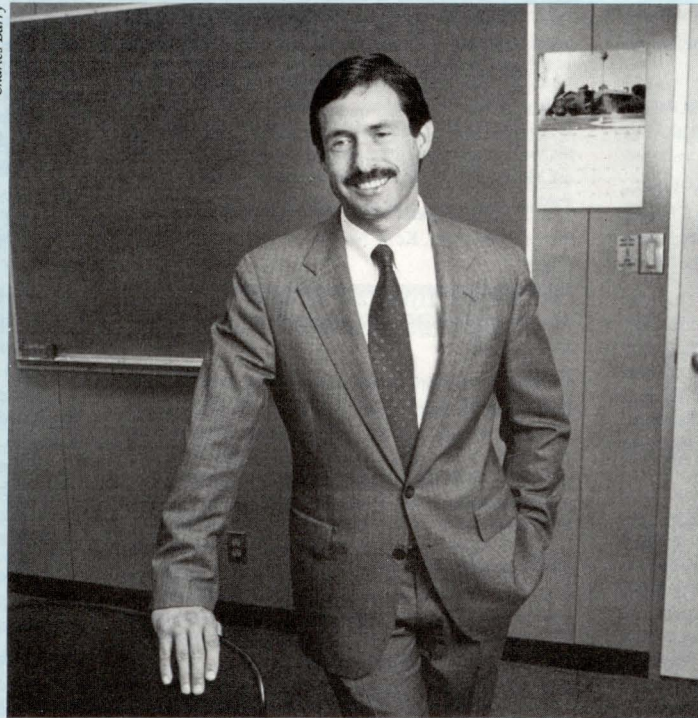
Toward that goal, he made a pact with himself: to create more time for himself. He works out "religiously" at a gym and has started bicycling. He loves to travel and will make time to do so. He also is a voracious reader—buying a new book every week. "Learning is sort of a by-product of mine," he said.

And he'll make time for a little-known hobby Mahon discovered when her students brought food to class: gourmet cooking.

"His apple strudel is out of this world," Mahon said.

—**Barbara Wyman**

Charles Barry



"There was never a doubt this guy was driven."—SCU mentor Lee Mahon

paused and thought about the duties of his new job. "How about 1,000 balls? And walk on water," he said, with a laugh.

It is that enduring humor, his energy, and a passionate love of his work that have left a trail of former co-workers singing his praises—even though he didn't work with any of them very long.

Baughman was principal at Live Oak High School in Morgan Hill four years ago when then-San Jose superintendent Ramon Cortines tagged him to head the larger Leland High in San Jose. The next year, he moved to the district ad-

turned toward Baughman.

Mahon noted that Baughman has had some lucky breaks. "But breaks come with talent," she said. "His interpersonal communication skills are excellent. He really listens to people."

Baughman was a junior at Santa Clara, studying German and spending a year abroad teaching adult education in Austria, when he was bitten by the teaching bug.

"That was the best thing I could have done," he said.

He scrapped plans for law school and, after graduating in 1975, was accepted to the teaching intern pro-



Burgess & Ring.

'86 **Sandra Hamers** (MA) is a teacher at Los Arboles School in Santa Clara. . . **Hans W. Hansen** (MS) is an engineer with Westinghouse in Sunnyvale. . . **Gene Zanger** (MBA) is associate product manager-foodservice division, Oscar Mayer Foods Corporation in Madison, Wisc.

'87 **Gregg Hosfeldt** (MBA) is a senior financial analyst for Hewlett-Packard in Palo Alto. He and his wife, Julie, live in Half Moon Bay. . . **Rhonda Love** (MBA) is a management consultant in San Jose. . . **Robin (Quate) Rain** (MBA) and her husband, Michael, live in Fremont. She is a CPA with Arthur Young & Co. in San Jose. . . **Gregory Rossmann** (MBA) is the vice president of Telemaster Corporation in Elmhurst, Ill.

'88 **Mary Bostic** (JD) is an associate with the San Jose law firm of Buchalter, Nemer, Fields & Younger.

## MARRIAGES

'75 **John Thurau** (JD '82) to Joanne Whelan, on March 11, in Mission Santa Clara.

'78 **Sheri-Lee SanFilippo** to Robert Fumo, on August 6, at Messiah Lutheran Church, in Redwood City. Their home is in Belmont.

'79 **Karen Gouker** to **Mark Edwards** '85, on November 14, 1987, at Emmanuel Lutheran Church, in Saratoga. They live in Cupertino. . . **Sandra Smith** to Tim Hauserman, on April 1, at Queen of the Snows Church in Squaw Valley.

'80 **Robert R. Allen Jr.** to **Karen Ann Tietjen** '83, on September 3, at Foothills Congregational Church in Los Altos, where they make their home. . . **Diane Carty** to Robert Speicher, on October 22, at the Paul Masson Mountain Winery. Their home is in Saratoga.

'81 **Mark Boudinot** to Susan Williams, on April 15, in Mission Santa Clara.

'82 **Cynthia Alexandre** to Ronald Catlin, on January 6, in San Antonio, Texas, where they live. . . **Cecilia Campa** to George Don, on April 23. They live in Brooklyn Heights, N.Y. . . **Jim DeMartini** to Sonja Overstreet, on March 11, in Mission Santa Clara. . . **Andrea Hawkins** (JD '86) to Christopher Sloan, on May 6, at Patrick's Point State Park, in Trinidad, Calif.

'83 **Marchelle Deranleau** to Harri Wolf, on February 19, overlooking the Pacific Ocean. Their home is in Laguna Beach. . . **Dolores Garcia** (MA '88) to Paul Espinola, on February 11, in Mission Santa Clara. They live in San Jose. . . **Patricia Marinelli** to Keith Casey, on February 5, in North Hollywood.

'84 **Heather Browne** to Matthew Ryan, on March 18, at the Cathedral of the Blessed Sacrament in Sacramento. They make their home in Chicago. . . **Kevin Fahrner** to Pauline McBrinn, on January 7, in Mission Santa Clara. They live in San Jose. . . **Robert Kilmer** to **Mary Morrissey**, on April 22, in Mission Santa Clara. . . **Marilyn Rianda** to Gregory MacArt, on May 27. . . **Captain Rudy Schulz** (USA) to Sarah Neshiem, on May 27. Their home is in Fayetteville, N.C. . . **John Sebastian** to Susan Abramowitz, on May 21, in Newport Beach. They live in Costa Mesa.

'85 **Jim Beering** to Jackie Conyers, on March 18, in Mission Santa Clara.

'86 **Beth Ash** to Robert Rebholtz, on March 4, in

Mission Santa Clara. They live in Boise, Idaho. . . **Laura Grimes** to Matthew Honkanen, on May 27, in South Bend, Ind., where they live. . . **Phil Kolbo** to **Christy Riehle** on April 15, in Mission Santa Clara. Their home is in Santa Clara.

'87 **Lisa Ann D'Agui** to Nicholas A. White, on June 4, 1988, in San Carlos Church, in Monterey. . . **James F. Lewis** to Nancy Jean Laird, on December 10, in the chapel at Central Catholic High School in Modesto. They live in Sacramento. . . **Thomas Vilfroy** to Karen Anson, on October 1, at St. Martin's Church, in Sunnyvale. Their home is in Sunnyvale.

'88 **Carolyn Brilla** to Brian Daniels, on July 22, in Meriden, Conn.

## BIRTHS

'69 To **Jerry** and **Patricia (Yoklavich '70) McClain**, their third child and second son, Patrick Morgan, on September 18, in Santa Clara.

'71 To **John** and **Martina (Nicholson '72) Nicholas**, a son, Andreas Dominic, on February 18, in San Jose.

'72 To **John Hughes** and his wife, Linda, their first child, Catherine Elizabeth, on February 12. They live in Yorba Linda. . . to **David Samuelson** (JD '75) and his wife, Samantha, their second child, Peter Lyndon, on March 27. Their home is in Los Gatos.

'73 To **Rick Hagan** (MBA '76) and his wife, Suzanne, their second child, Kelly Noelle, on February 1, in San Diego.

'76 To **Chris Hyrne** and his wife, Judy, a son, William Christopher, on February 9. They live in Menlo Park.

'77 To **Tom Lohwasser** and his wife, Donna, their first child, Rebecca, on March 24, in Napa. . . to **Michael Prout** and his wife, Debra, a son, Ross Michael, on October 26, in Orange. They have two daughters. . . to **John Schuck** (JD '80) and his wife, Julie, a daughter, on December 25. Their home is in Palo Alto.

'78 To **Meg (Sullivan) Lucia** and her husband, Joseph, a daughter, Lara Marie, on February 12, in Seattle. . . to **Carrie (Basile) Scott** and her husband, Thomas, their first child, Timothy Joseph, on December 27. Their home is in San Jose.

'79 To **Captain Richard Kilroy Jr.** and his wife, Lori, their second daughter, Rebekah Jane, on April 6, Charlottesville, Va. . . **Mary (MacGuire) Senour** and her husband, Kenneth, their third child, Hillary Mary, on January 29, in Petaluma. . . to **Jo** (JD) and **Jonathan Woolf-Willis** (JD), a daughter, Elizabeth Louise, on November 25, in Orange.

'80 To **Dave Alfaro** and his wife, Merrilu, twin girls, Kathryn Michelle and Denise Christine, on April 7. They live in Diamond Bar.

'81 To **Mark** and **Louise (Hauhl) Hilliard**, a son, Stephen Andrew, on March 14. They live in Fremont. . . to **Elizabeth (Sullivan) Napier** and her husband, Barry, their third child, Katelyn Rebecca, on February 12. Their home is in Fremont. . . to **Gregory Ocampo, D.D.S.**, and his wife, Candyce, their first child, Matthew Gregory, on November 8, in Santa Cruz. They live in Larkin Valley. . . to **Teresa (Ferrari) Raabe** and her husband, Ralph, a daughter, Rebecca, on February 23, in San Jose.

'82 To **Kathleen (Wall) Long** and her husband, Bill,

their first child, William Joseph, on December 20. Their home is in Half Moon Bay. . . to **Larry Oreglia** and his wife, Cheryl, a daughter, Kelly Ann, on December 22. They live in Overland Park, Kansas to **Kathleen (Carey) Powers** and her husband, Michael, a daughter, Colleen Mary, on May 23, 1988. They make their home in Sunnyvale.

'83 To **Karen (Boltz) Lewis** and her husband, Ralph, a daughter, Alana Jeannette, on November 14. They live in Chandler, Ariz. . . to **Alex MacDonnell** and his wife, Judy, their second son, Eric Jeffrey, on March 20. They live in Sunnyvale.

'86 To **Manuel and Noelle Arce**, their first child, Christopher Lyle, on October 20, in San Jose.

'88 To **Carolyn (Brilla) Daniels** and her husband, Brian, a son, Benjamin Brian, on December 6, in Hollywood. Their home is in Pasadena.

## DEATHS

'33 **Vincent Cullinan**, on April 13, at his home in Rossmoor, after a long illness. An attorney who practiced civil law for more than 50 years in San Francisco, he was a past president of the San Francisco Bar Association and past vice president and treasurer of the State Bar of California. He was also a member of the Bohemian Club and the Society of California Pioneers. He earned his law degree from Stanford in 1936. He is survived by his wife, Elizabeth; two daughters, Kathleen and Sheila; and five grandchildren.

'35 **Herbert J. Merrick**, on May 10, 1988, of cancer. He was director of national accounts for Del Monte Corporation, where he was employed for 46 years. He served in the U.S. Navy during World War II, retiring as a lieutenant commander. He served as chairman of the board of Good Shepherd Manor, a home for the mentally handicapped, and as president of "Voice of the Retarded," a national organization dedicated to serving the retarded. He is survived by his wife, Bette; sons, Herbert, Patrick, Dennis, and Christopher; and seven grandchildren.

'37 **Albert L. Greefkens**, on April 11, in Santa Rosa. He is survived by his wife, Marjorie; daughter, Christine; sons, John and Stephen; and one grandchild.

'39 **Joseph D. Dusina**, on January 27, in Ferndale. He owned and operated the Palace Bar for many years, later opening the J&W Liquor Store, which was operated by Joe and his wife. He was a member of the Ferndale Parlor of the Native Sons of the Golden West, the Lions Club, the Ferndale Fire Department, and the Redwood Empire Golf and Country Club. He is survived by his wife of 34 years, Wanda; two sons and a daughter; and nine grandchildren.

'40 **Wilbur D. Gunther**, on April 17, in a San Jose convalescent hospital of a chronic lung disease. He was 71. He played fullback for the championship Santa Clara Broncos, starring in both the 1937 and 1938 Sugar Bowl games in New Orleans. He joined the U.S. Navy in 1942 and was commissioned an ensign and served the remainder of World War II as a communications officer in the South Pacific. He retired with the rank of lieutenant commander. He is survived by his wife, Catherine; a daughter, Patricia; a son, Robert; and five grandchildren.

'40 **John J. "Jack" Roche**, on April 19, in Eugene, Ore. He was 71. He started as a sophomore in 1937 on Santa Clara's only undefeated football team and was

a key player in Santa Clara's victory over LSU in the 1938 Sugar Bowl. After graduation, he played pro ball in Spokane, and after the war, returned to Santa Clara to serve on Len Casanova's coaching staff. He was the backfield coach for the 1950 Orange Bowl Team. He remained on Casanova's staff at Pittsburg and Oregon. Roche's relationship with Casanova began in the mid-1930's at Sequoia High School in Redwood City, where Casanova began his coaching career after graduating from Santa Clara and Roche was his star player. He is survived by his wife, Lorraine.

**'41 Dion R. Holm Jr.**, on May 5, of heart failure. He was vice president and branch manager of Southwest Securities Inc. in Victoria, Texas. He is survived by his wife, Alberta; daughters, Mary and Anne; and sons, Paul, **Dion III '70**, Nick, and John.

**'51 Eugene F. Sullivan**, on March 26, of a heart attack while vacationing in Washington, D.C. He headed Sullivan Engineers, a consulting firm specializing in machine design, water supply, and electrical construction, and was a consulting design engineer on the pipeline project that will ultimately provide the Santa Clara Valley with more than one-fourth of its water. A native of Sacramento, he entered the U.S. Army after graduation from SCU and was a paratrooper with the 508th Airborne Regimental Combat Team during the Korean War. He was a member of the California Society of Professional Engineers, American Society of Mechanical Engineers, the Knights of Columbus, and the Serra Club of Santa Clara County. He enjoyed tennis and backpacking and was proud of having climbed Mount Shasta last summer with his children. He is survived by his wife of 33 years, Yvonne, of San Jose; daughters Therese, Ann, and Cecilia; sons William, Thomas, John, and Mark; and three grandchildren.

**'52 Leal F. Norton**, on April 20, of a heart attack in Boston while on a business trip. He was 58 years old, and lived in Hillsborough. He founded Arscott, Norton & Associates, now Norton Venture Partners, and started several high-technology companies, including Telco Systems, Lam Research, RF Monolithics, and Sequoia Systems. He is survived by his wife, Imogene; daughters, Christina, Elizabeth, and Katharine; and two sons, Michael and Leal.

**'54 Michael Fitzgerald**, on March 23, when the airplane he was flying crashed southwest of Eugene, Ore. He took off from the Brookings Airport in his Cessna 210 and encountered heavy fog and crashed into a steep hillside near the town of Veneta. A native of Mt. Clemens, Mich., he received a football scholarship to SCU, where he studied English for two years. When the football program was dropped, he transferred to Arizona State University, graduating with honors with a degree in English. In 1954, he received a commission in the U.S. Army and served for 2½ years in Georgia and Germany. From 1960 to 1968, he worked in advertising and public relations in San Diego and Seattle. In 1969, he and his wife bought a 1,100 acre sheep ranch 10 miles north of Brookings, where he worked as a rancher and a public relations consultant. He also served as president of the Port of Brookings Harbor Commission. He is survived by his wife, Norma; daughters Shannon, Julie, and Kate; son, Ted; and five grandchildren.

**'62 Hubert B. King**, on December 25, 1987, of heart failure. He was retired from the U.S. Navy and was also a retired barber. He was a member of the Catholic Church in Boulder Creek, a regular volunteer at the St. Francis soup kitchen in Santa Cruz, and the acting treasurer for the Coast Guard Auxiliary. He is survived by three sons, David, Paul, and John; and eight grandchildren.

**'73 Cecilia (Wiedel) Blair**, on April 2, of cancer. She lived in Corona, where she was a ballet teacher. She is survived by her husband, **David '70**; daughter, Jessica, 9; son, Garrett, 5; and sister, **Julia O'Keefe '67**, archivist at SCU.

**'77 Leo Joseph Faulstich (JD)** died May 27 in a Sonora hospital after suffering an apparent heart attack. He was 37. For the past nine years, he had been deputy county counsel for Tuolumne County. He and his wife, **Cynthia '80 (JD)**, were married while attending the University of Illinois. They moved to California to attend SCU's School of Law. Faulstich was an active member of the Sierra Bible Church, where he taught an adult class and was active in missionary work. He and his wife led a support group for women in need. Besides his wife, he is survived by sons Bryan, 8, and Samuel, 4; his mother, Elinor Faulstich of Nashville, Tenn.; brothers John Faulstich of Brecksville, Ohio, and Karl Faulstich of Chicago; sisters Gretchen Faulstich of Nashville and Mary Tarnowka of Lexington, Va.; and numerous nieces and nephews.

**'79 Isaac S. Miller (MS)**, on May 9, 1987, of cancer. He was an advisory engineer at IBM in San Jose. He is survived by his wife, Golda.

**'86 Joan Lynne Nesselbush**, on August 18, 1985. She was returning to her home in Sacramento from Los Angeles, where she had been a bridesmaid at a wedding, and, after an all-night drive, fell asleep at the wheel and was killed when her car left the road. She is survived by her parents, Col (USAF Rtd) Louis K. and Wanda Nesselbush; sisters Janet and Judith; and brother, James.

## FACULTY/STAFF DEATHS

**Father Maurice Belval, S.J.**, professor of French at Santa Clara from the mid-1960s through the 1970s, died from complications of heart trouble on March 31. He was 80.

A descendant of the Paul Masson wine family, a native of Waterford, Connecticut, and a graduate of Assumption College, Belval entered the Jesuits in 1938 at the age of 29. Along with his seminary studies, including both theology and priestly ordination in Montreal, he earned a master's degree in French from UCLA and a doctorate from the Sorbonne in 1963, with his study of the fiction of J.K. Huysmans.

Belval became as much a Parisian as a Californian, absolutely fluent in French and as knowledgeable about the capital and the countryside as a Michelin guidebook. To his friends from the States, he was legendary for his readiness and animation as a guide through museums, restaurants, churches, and country towns.

As a young priest, Belval taught the Latin classics, particularly Virgil, and Gregorian chant, along with French, to the Jesuit seminarians at Los Gatos. An expressive teacher and true connoisseur of literature and music, he left a profound mark on his Jesuit students. These same qualities later characterized his teaching days at Santa Clara, where he coached his undergraduate students and held master's seminars in his office at the top of a rickety staircase in old Montgomery Hall.

A keen observer, Belval missed very little of what transpired on campus. He made himself available as a parent-away-from-home to undergraduates (the Daly scholars) from Mali, Yemen, Jordan, and graduate students from Korea.

In his so-called retirement, while retaining his room and community membership at Nobili Hall, he moved

to Pacific Grove and taught a full schedule at the Defense Language Institute. During these later years, he offered daily Mass at Saint Angela's Church, where he became a beloved friend of the parishioners. He had a charm for friendship and a humorous sparkle, to say nothing of a gracious manner, that made him resemble those great French Jesuits whom he so admired.

He is survived by a brother, Ernest, of Connecticut, and several nieces and nephews.—**James Torrens, S.J.**

**Charles P. Lampkin**, television and movie actor and artist-in-residence at Santa Clara from 1969 to 1981, died April 17 of heart failure at his San Jose home. He had suffered from heart problems for the past year.

A native of Montgomery, Alabama, Lampkin received a bachelor's degree from John Carroll University in 1937 and studied at the Cleveland Institute of Music, Juilliard School of Music, and the Virginia Theological Seminary.

At Santa Clara, Lampkin performed and played in musical and theatrical productions, taught undergraduate courses, and gave workshops all over the San Francisco Bay Area and in other parts of the country.

His film credits were numerous and included roles in *Five*, for which he received an Oscar nomination in 1951, *Islands in the Stream*, *Toys in the Attic*, *Twilight of Honor*, *Hello, Dolly*, *The Great White Hope*, *First Monday in October*, and *Cocoon*.

He also was active in television, appearing on many network shows, among them "The Bill Cosby Show," "That Girl," "Barnaby Jones," "The FBI," "Hawaii Five-O," "Ironside," "Partridge Family," "Streets of San Francisco," and "Marcus Welby. His most recent role had been as a regular on the hit show, "Frank's Place."

His wife, Ellen Spence Lampkin, said he did not divulge his age, considering that a form of discrimination. SCU faculty colleague James Torrens, S.J., said "It was one of the great mysteries of his life. He was open about everything else."

For many years, he traveled around the country performing "Sounds and Wonders of My America," his own production highlighting the contributions of black Americans to the development, history, and culture of the United States.

Besides his wife, he is survived by two sons, Charles Jr., and Emmett Lampkin; five grandchildren; and three great-grandchildren.

**Dr. Robert Papera**, who taught in the Department of Finance in the School of Business from 1962 to 1982, died in May at his home in Santa Rosa.

He had been suffering for several years from multiple myeloma, a bone cancer, which was the cause of death.

A Phi Beta Kappa graduate of Stanford, where he also earned his Ph.D., Papera was described by colleagues as a brilliant scholar in the areas of banking and finance.

"He was one of the first persons to see the impact of emerging economies of Asian countries," said finance professor Francis Corrigan. He developed strong ties with Taiwan and European business interests, and brought Taiwanese business executives to this country to promote better understanding, he said.

He was also the developer of a highly regarded summer International Seminar in Finance.

Dr. Frank Flaim, professor of biology and a close friend, said Papera had "one of the best minds of anyone I ever met. He knew and read in many areas of science, as well as in his own field."

Papera is survived by his mother, Mina Papera; two children, David and Laura; and several grandchildren.

# Alumni/Parents Update

## JULY

**17 Los Angeles**—The 7th Annual Los Angeles President's Club Golf/Tennis Tournament including lunch, on-course and courtside refreshments, awards, door prizes, and buffet dinner. Registration and lunch at noon. Tournament to follow. Tennis at Flint Canyon Tennis Club, La Canada. Chairperson Dennis O'Hara '76, (213) 736-7194. Golf at Brookside Golf Course, Pasadena. Chairpersons Joe Nally '50, (213) 629-9266, and Tim Smith '68, (818) 346-3144.

**19 Santa Clara**—Summer Lecture Series presented by the Graduate Program in Catechetics, Pastoral Liturgy, Spirituality. "Catechesis and Life: How Are They Related?" by Program Director Anne Marie Mongoven, O.P., in the William Room in Benson Center at 7:30 p.m.

**20 Colorado Springs**—Luncheon with University President Paul L. Locatelli, S.J. Chairperson Tom Farley '56 (303) 545-9330.

**20 Denver**—Evening Reception with University President Paul L. Locatelli, S.J. Chairperson Tom Farley '56 (303) 545-9330.

**22 Sacramento**—American River Rafting Trip. This trip will provide you with a day of fun and excitement at one of the country's most popular white-water rafting areas. Chairperson Greg Kaeser '84, (916) 920-1261.

**29 Dallas**—Alumni Theatre Night. Come and see the national touring company production of "Into the Woods," winner of three Tony Awards, at the Music Hall as part of the Dallas Summer Musical Series. Join us for a buffet dinner beforehand at the Crystal Terrace Restaurant. Dinner 6 p.m. and show 8:15 p.m. Chairperson Lawrence K. Foster, '76 (214) 250-3532.

## AUGUST

**6 Santa Clara**—Catala Club Brunch in the Adobe Lodge, followed by the musical "Oliver!" in Mayer Theatre. Chairperson Abby Sobrato '83, (408) 370-0533.

**12 Peninsula**—Day at the Giants vs. Dodgers game. Join us for a special day at Candlestick ballpark in reserved seating. There will be a pre-game B.Y.O. tailgate party in the parking lot at 11 a.m. Game begins at 1 p.m. Chairperson Scot Asher '87, (408) 736-4464.

**16 San Diego**—Monthly Chapter

Luncheon at the Golden Lion Restaurant. Chairperson Linda North '83, (619) 239-0391.

**19 Santa Clara**—Law Class of 1984 Reunion on the green behind Leavey Activities Center, 12-3 p.m. Call (408) 554-5473.

**26 Santa Clara**—26th Annual Alumni Soccer Game at Buck Shaw Stadium, 5:30 p.m. Following the game, join this year's team for a family BBQ in the Alumni Park. Head Coach Steve Sampson will provide a season preview. For information, call (408) 554-4784.

**30 San Jose**—27th Annual Bronco Football Kick-Off Barbecue at Alumni Park, SCU. Come and salute this year's team and coaches beginning with introductions at 5:15 p.m. At 5:45 there will be a social hour with BBQ'd ribs and then at 6:45 a BBQ'd steak dinner will be served. Chairperson Marte Formico '83, (408) 971-1199.

**31 San Jose**—Recent Alumni Post-Work Reception. D.B. Cooper's, 5:30 p.m. Alumni living and working in the South Bay, join us for an informal TGIT party. What a way to end the month! Chairperson Dave Dour '87, (408) 395-7820.

## SEPTEMBER

**8 Santa Clara**—Part-time Law Student and Alumni Reception in Shapell Lounge, Benson Center, 5-7 p.m. Call Dr. Cathlin Feldman, (408) 554-5473.

**9 Sacramento**—Bronco-Aggie Pre-Game Warm-Up prior to the SCU vs. UC Davis football game. Catch the Bronco spirit beginning with a reception at 5 p.m. followed by the game. Chairpersons Dick and Lisa Shanahan '80, (916) 638-5627.

**9 San Diego**—Night with the Padres vs Dodgers. Chairperson John Shean '64 (619) 283-7294

**10 San Jose**—Vintage Santa Clara VI Wine and Food Festival, 2-5 p.m. Alumni and friends are cordially invited to this annual affair in the Mission Gardens featuring the vintages of alumni winemakers and specialty hors d'oeuvres from select Bay Area restaurants. Special attractions include jazz, grape stomping, an appearance by the "California Raisins," and weekend getaway and balloon ride giveaway. Chairperson Maria Chambers '86, (408) 255-0377.

**13 San Diego**—Monthly Chapter Luncheon at the Golden Lion Restaurant. Chairperson Linda North '83, (619) 239-0391.

**13 Marin County**—57th Annual Dinner at Dominic's Harbor Restaurant.



The last MBA Alumni Mystery Night used a Casablanca setting

**15 San Francisco**—Recent Alumni TGIF, 5:30 p.m. Chairperson Addy Roff '87, (415) 434-7788.

**16 Monterey**—Chapter Picnic. Chairperson Mary Alice Cerrito '70, (408) 624-3511

**18 San Diego**—State Bar Law Alumni Breakfast, 8-10 a.m. Call Dr. Cathlin Feldman, (408) 554-5473.

**20 Portland**—Fall Luncheon at John's Meat Market. Chairperson Mike Bacon '63, (503) 645-7749.

**23 Santa Clara**—Law Class of 1969 Reunion in the Adobe Lodge, 7 p.m. Call (408) 554-5473.

**27 San Francisco**—Fall Luncheon at the New Pisa Restaurant in North Beach. No-host reception at 11:30 a.m. and luncheon at 12 noon. Chairperson Linda Bugelli '82, (415) 956-1500.

**28 Los Angeles**—Chapter Sports Night. Chairperson Dennis O'Hara '76, (213) 86-8553.

## OCTOBER

**8 Santa Clara**—Thomas I. Bergin Legacy Society Memorial Mass and Reception, Mission Church and Gardens, 12:30 p.m. Call (408) 554-4400.

**13 Santa Clara—Homecoming**—Recent Alumni Reception in Alumni Park at 6 p.m. Let the celebration begin!

**14 Santa Clara—Homecoming & Closing of the Alameda**—Pre-game picnic extravaganza on the "old" Alameda. SCU vs. Sacramento State game at 1 p.m. followed by a post-game reception in the Mission Gardens.

**13-14 Santa Clara—Homecoming.** Reunions for the Classes of 1944, 1954, 1964, 1974 and 1984 and Class of 1939 Golden Reunion.

**16 Santa Clara**—Catala Club Fashion

Show, California Room, Marriot. Chairperson Abby Sobrato '83, (408) 370-0533.

**18 San Diego**—Monthly Chapter Luncheon at the Golden Lion Restaurant. Chairperson Linda North '83, (619) 239-0391.

**23 Sacramento**—Sacramento Chapter Alumni Golf Tournament. Santa Clarans living and working in the Sacramento area, begin a new tradition by joining us at Dry Creek Golf Club to help raise funds for a chapter scholarship program. Shotgun Tee-off at 11:30 a.m. Chairperson Jim Schiavenza '71, (916) 324-5332.

**28 Saratoga**—MBA Alumni Mystery Event at Villa Montalvo, 6-12 Midnight. Call Martha Kidder MBA '82 (408) 554-5451.

*All alumni, family and friends are invited to participate in the events listed. This is a preliminary schedule. Call the chairpersons above for further information, or the Alumni Office at (408) 554-6800. Members of the Santa Clara family who live out-of-state will receive a direct mailing for happenings in their area.*

## Parent Events 1989/90

September 16 & 17, 1989  
Freshman Parent Orientation  
October 21, 1989  
Sophomore/Parent Day  
February 24 & 25, 1990  
Senior/Parent Weekend  
April 28, 1990  
Junior/Parent Day

# Coming Events

## THEATRE AND DANCE

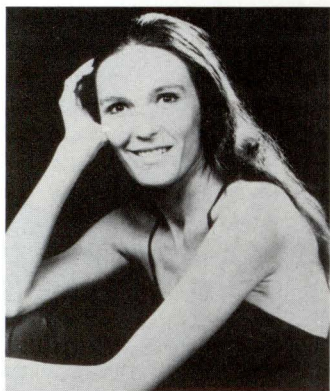
*Unless otherwise noted, performances are at 8 p.m. Tuesday through Saturday, and 7 p.m. Sunday. General admission: \$7.50; students, seniors (60+), SCU employees: \$5 Thursday through Sunday, \$3 Tuesday and Wednesday. Mayer Theatre Box Office: (408) 554-4015 for ticket information or to charge by phone. All events are wheelchair accessible.*

**July 14-15, 25-28, August 1-4—The Nightingale.** Children's Theatre for the Theatre Santa Clara Summerfest. A fairy tale with music and dance which children will enjoy. Parker Studio Theatre. All performances at 11 a.m. plus a 7 p.m. performance July 14. Tickets: Over 12, \$2.50; 12 and under, \$2. Call (408) 554-4015 for ticket information.

**July 21-23, 27-30, August 3-6—Oliver!** Theatre Santa Clara Summerfest

musical for the whole family. Mayer Theatre. All performances 8 p.m. except July 23 and 30, 7 p.m. Also 2 p.m. matinee performances July 29 and August 5-6. Tickets: Adult, \$10; Students, seniors (60+), and SCU employees, \$7.50. Call (408) 554-4015 for information or to charge by phone.

**October 6-7—Tandy Beal and Company in Concert.** A dance program featuring artistic director Beal and her group. In Mayer Theatre. 8 p.m. For ticket prices, please call (408) 554-4015.



Mark Wagner

Dancer Tandy Beal

## ART EXHIBITS

Unless otherwise noted, exhibits are free and are in de Saisset Museum. The museum is open Tuesday through Sunday, 11 a.m. to 4 p.m. Closed Monday. For information, call (408) 554-4528.

**Through September 1—Abstract Options.** Exhibition of 32 paintings focuses on the work of ten contemporary artists whose subject is the process and concept of painting.

**Through September 1—Henrietta Shore: Works from the Permanent Collection.** Recent acquisitions comprising the largest public collection of paintings, drawings, and prints of this significant California artist.

**October 7-December 8—Focus: Photographs from the Collection of Helen Johnston.** The founder of the first photographic gallery in California, Johnston collected works of those she exhibited and others for this impressive collection.

**October 7-December 8—Photographs from the Permanent Collection.** Presenting 40 color and black/white photographs by artists from de Saisset's permanent collection, including Ansel Adams, Judy Dater, Susan Felter, Edward Weston.

**October 7-December 8—Selections from the Permanent Collection.** Featuring two-dimensional works in a variety of media.

## MUSIC CONCERTS AND RECITALS

For information about programs and for ticket information, call (408) 554-4428 or 4429. Programs subject to change without notice.

**October 16—Lynn Shurtleff, Faculty Lecture.** Music at Noon Series. Music Concert Hall. Noon. Free.

**October 29—Yakov Gelfand, Piano.** World renowned pianist will present an all-Chopin program. Music Concert Hall. Adults, \$5, Children, \$4.

**November 5—Redwoodwinds Quintet.** Faculty Concert Series featuring Mimi Carlson, flute, Patricia Mitchell, oboe, Mark Brandenburg, clarinet, Wendell Rider, horn, and Greg Barber, bassoon. Performing American music. Music Concert Hall. Adults, \$5, Children, \$4.

**November 13—Gene Biringer, Faculty Lecture.** Music at Noon Series. Music Concert Hall. Noon. Free.

**November 17—Santa Clara University Orchestra.** Henry Mollicone, conductor. Performing Handel's Concerto for Organ and Orchestra, Alicia Abel, organ; Mozart's Symphony No. 40 in G minor; Venden's Circumsdance; Feldman's Atlantis; Castelnuevo-Tedesco's Concerto for Harp and Orchestra, Dan Levitan, soloist. Mission Church. Adults, \$5, Children, \$4.

**November 27—Departmental Student Recital.** Music at Noon Series. Music Concert Hall. Noon. Free.

**November 30-December 1-2—Renaissance Singers Madrigal Dinners.** Nancy Wait-Kromm, director. Relive the music, food, spirit, and times of a

Renaissance Christmas celebration. Costumed singers and instrumentalists entertain. Adobe Lodge Faculty Club. 6 p.m. \$25 per person.

**December 1—Santa Clara University Guitar Ensemble.** Robert Bozina, director. De Saisset Museum. Noon. Free.

**December 1—Santa Clara Chorale.** Lynn Shurtleff, director. A presentation of *The Play of Herod*, a 12th century liturgical drama. Also Images of Christmas, a traditional concert with audience sing-a-long. Mission Church. 8 p.m. Adults, \$8, Children, \$5.

## SPEAKERS

**July 28—"Europe in the 1990s: Economic Opportunity.** Pierre-Alain Schieb, dean of business school, Rouen, France. Kenna Club luncheon. Brass Rail Cafe, Benson Center. Noon. Members, \$10; Non-members, \$14. Reservations required (408) 554-4699.

**August 11—"California Real Estate Market."** Sanford Goodkin. Kenna Club luncheon. Williman Room, Benson Center. Noon. Members \$10, non-members \$14. Reservations required (408) 554-4699.

**September 8—Gregory Fossedal.** Stanford University professor and author of *The Democratic Imperative*. Kenna Club luncheon. Williman Room, Benson Center. Noon. Members \$10, non-members \$14. Reservations required (408) 554-4699.

**September 15—Vice Admiral James Stockdale.** Author of *In Love and War*. Kenna Club luncheon. Williman Room, Benson Center. Noon. Members \$10, non-members \$14. Reservations required (408) 554-4699.



Imogen Cunningham Trust

Imogen Cunningham's Magnolia Blossom (1925), from Johnston's Focus exhibit

**October 6—California State Treasurer Tom Hayes.** Kenna Club luncheon. Williman Room, Benson Center. Noon. Members \$10, non-members \$14. Reservations required (408) 554-4699.

**October 13—Psychic Barbara Mousalam.** Kenna Club luncheon. Williman Room, Benson Center. Noon. Members \$10, non-members \$14. Reservations required (408) 554-4699.

## SPECIAL EVENTS

**September 10—Counseling Psychology and Education Alumni Meeting.** Before the Vintage Santa Clara VI Wine Festival. 1 p.m. For more information, call (408) 554-4355.

## CONFERENCES

**July 24-28—Motivating, Empowering, and Managing Technical Professionals.** Seminar led by Robert J. Parden, professor of engineering management at SCU. 7 a.m. to noon. Fee: \$750. Executive Development Center. For more information, call (408) 554-4521.

**September 27-28—Making Strategy Work.** Seminar led by SCU Acting Dean Al Bruno, Leavey School of Business and Administration, and Alan Cleland, president of High Technology Strategic Management Associates. 8:30 a.m. to 4:30 p.m. Fee: \$775. Executive Development Center. For more information, call (408) 554-4521.

**October 4-6—Situational Management for Engineers.** Seminar led by SCU management professors David Caldwell and Dennis Moberg. Designed for engineers who are managers. 8:30 a.m. to 4:30 p.m. Fee: \$795. Executive Development Center. For more information, call (408) 554-4521.

**October 22-27—American Electronics Association/SCU Management Development Program.** Seminar led by SCU business school faculty. 8 a.m. to 4:30 p.m. Fee: \$2,250 for AEA members; \$2,750 for non-members. Executive Development Center. For more information, call (408) 554-4521.

**October 31—Authors Seminar.** Seminar led by Jim Kouzes, president of the Tom Peters Group Learning Systems, and SCU management professor Barry Posner, co-authors of *The Leadership Challenge*. 9 a.m. to 4:30 p.m. Fee: \$395. Executive Development Center. For more information, call (408) 554-4521.

**November 14—Excelling in Chaotic Industries.** Seminar led by Donald V. Potter, president of Windmere

# CALENDAR OF UNIVERSITY EVENTS

Associates, Inc. 8:30 a.m. to 4:30 p.m.  
 Fee: \$395. Executive Development  
 Center. For more information, call (408)  
 554-4521.

## WORKSHOPS

The workshops below are given by the  
 Division of Counseling Psychology and  
 Education for professionals in those  
 fields. Continuing education units  
 awarded. For registration information,  
 call (408) 554-4672.

**July 21-22—Personal Power through  
 Psychological Typology: Meyers-  
 Briggs Temperament Inventory.** Fee:  
 \$85.

**July 25-27—Math Manipulatives for  
 the K-5 Classroom: Teaching for  
 Greater Understanding.** Fee: \$85.

**July 21-22—The Spirituality of Addic-  
 tion Recovery.** Fee \$85.

**July 21 and 28—Chemical Depend-  
 ency: An Overview of Treatment Issues.**  
 Fee: \$125.

**August 3-4—Systematic Therapy: Us-  
 ing the Exciting New Developments to  
 Battle Challenging Problems.** Fee:  
 \$85.

**August 11-12—Adult Adjustment to  
 Divorce.** Fee: \$85.

**August 25-26—Children and Divorce.**  
 Fee: \$85.

Fred Matthews



Senior tailback Paul Marcy, 6-2, 210 pounds, set a one-season rushing record in 1988 of 1,065 yards and was named to the Western Football Conference first team. The Broncos ended the season with a 7-4 mark.

## Sports Schedule

### FOOTBALL

#### September

2	Cal State Chico	7 p.m.
9	at UC-Davis	7 p.m.
16	at San Francisco State	1 p.m.
23	Cal State Hayward	7 p.m.
30	Portland State*	7 p.m.

#### October

7	at Southern Utah*	1 p.m.
14	Sacramento State*#	1 p.m.
21	Cal Lutheran	7 p.m.
28	at Cal State Northridge*	7 p.m.

#### November

4	St. Mary's	1 p.m.
11	at Cal Poly SLO*	7 p.m.

\*Western Football Conference Games  
 #Homecoming

### MEN'S SOCCER

#### August

26	Alumni Day+	5:30 p.m.
29	UC-Davis#+	7:30 p.m.

#### September

1	Brigham Young#	7:30 p.m.
3	at Hayward	3 p.m.
8	Duke University	8 p.m.
10	North Carolina State	1 p.m.
13	Sacramento	7:30 p.m.
17	California+	7:30 p.m.
19	San Jose State	7:30 p.m.
24	San Diego State+	5 p.m.
29	at Loyola Marymount	3 p.m.

#### October

1	at UCLA	2 p.m.
3	at Fullerton	7:30 p.m.
6	CSLA vs. Notre Dame	6 p.m.
	SCU vs. Florida Int.	8 p.m.
	at Santa Clara- Met/Life Soccer Cup	
8	CSLA vs. Florida Int.	Noon
	SCU vs. Notre Dame	2 p.m.
	at Santa Clara- Met/Life Soccer Cup	
15	Cal State Stanislaus	7:30 p.m.
20	San Diego University	7:30 p.m.
22	Portland+	2 p.m.
26	Washington	7 p.m.
29	at St. Mary's	2 p.m.

#### November

3	at San Francisco	TBA
5	Stanford	2 p.m.

# Scrimmage

+ With SCU Women's Team

### WOMEN'S VOLLEYBALL

#### September

3-4	at Fresno State	
	Bulldog Invitational	TBA
7-9	at Fullerton Titan	
	Invitational	TBA
12	at Cal Poly SLO	7:30 p.m.
13	at Fresno State	7:30 p.m.
20	UOP	7:30 p.m.
28	Pepperdine*	7:30 p.m.
29	Loyola Marymount*	7:30 p.m.

#### October

3	at California	7:30 p.m.
6	at Portland*	7:30 p.m.
7	at Gonzaga*	7:30 p.m.
9	Nevada-Reno	7:30 p.m.
12	Gonzaga*	7:30 p.m.
13	Portland*	7:30 p.m.
20	at Loyola Marymount*	7:30 p.m.
21	at Pepperdine*	7:30 p.m.
28	at St. Mary's College*	7:30 p.m.
31	San Jose State	7:30 p.m.

#### November

3	St. Mary's College*	7:30 p.m.
4	at USF*	7:30 p.m.
9	USF*	7:30 p.m.
10	U of San Diego*	7:30 p.m.
17	at U of San Diego*	7:30 p.m.
18	at USIU	7:30 p.m.

\*West Coast Athletic Conference  
 games.

### WOMEN'S SOCCER

#### August

26	Alumni Match*	3 p.m.
29	Cal Poly S.L.O.*	TBA
30	at San Francisco State*	1 p.m.

#### September

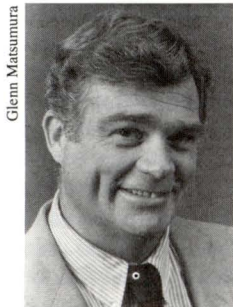
2	at Hayward State	3 p.m.
6	at Portland	TBA
7	at Oregon State	TBA
10	UC-Irvine	1 p.m.
13	at UC-Berkeley	7 p.m.
17	U.S.I.U.	1 p.m.
21	UC-Santa Barbara	7:30 p.m.
24	N. Carolina State	TBA
27	Stanford	7:30 p.m.

#### October

1	St. Mary's	1 p.m.
7	George Washington	7:30 p.m.
12	UC-Berkeley	7:30 p.m.
15	UC-Davis	2 p.m.
18	at Sonoma State	4 p.m.
21	North Carolina	TBA
22	Portland	TBA
25	San Francisco	7:30 p.m.
29	Colorado College	11 a.m.

\*Scrimmage

## FROM DONOHOE ALUMNI HOUSE



Glenn Matsumura

Jerry Kerr '61

Father Paul Locatelli, S.J., continues to perform his duties as president at a rapid pace. Slightly past the final turn of his initial year as president, he has addressed over 100 groups from the rostrum. Tom Farley '56, a regent from Pueblo, Colorado, has added a series of visits with our Colorado alumni and parents to the Locatelli itinerary for the week of July 19th. Besides bringing Santa Clara's message beyond the Bay Area, Father Locatelli has been heavily involved in the process of completing his executive staff and selecting several new academic leaders, as well as directing the University's overall operation.

## SPRING FAMILY DAY

Special plaudits to those who made our Spring Family Day in May so enjoyable and informative. The morning "Meet the Faculty" sessions gave alumni and parents an opportunity to visit with professors as well as attend the standing-room-only classroom lectures. That individualized professor-student attention continues to be the University's way of doing business. It would be difficult to find many companies, let alone schools, where nearly every department was represented by people on their dayoff. The cooperation of Marriott Food Services, the Watsonville chapter chefs, our Athletic Depart-

ment, and student helpers all aided Paul Neilan, associate alumni director, and our class reunion leaders in providing food and drink for more than 2,000 happy troopers who returned to campus for the weekend.

## LEAVEY FOR ALUMS

Seems like yesterday, but it was in 1976 that limited use of Leavey Activities Center by alumni was first set up by Andy Locatelli and this office. A prime concern then was that too many former students clamoring to use the facility would crimp the activities of our regular students. That concern has never materialized. Though the construction of the center was funded by gifts from alumni and friends of the University, the operational costs continue. Therefore, it is only equitable that alumni-users pay their pro-rata share. Kathi Kryler, director of athletic facilities, advises us that local alumni are welcome to use the center, but there is a fee of \$155 for a one-year membership. Although there are certain time limitations and preferences for student and University needs, it still represents a considerable bargain compared to other athletic clubs. Since membership registration for 1989-90 has been moved up to July 1, you may want to sign up now. One catch: Membership cards are available in person only at the Leavey Center office between 9 a.m. and 4 p.m., Monday through Friday. Kathi also asks that you please do not call to make arrangements.

Also, take note in the Alumni Update of the physical fitness and lifetime sports classes that Andy's department offers. Between the classes and regular use of the center, you might raise your level of fitness to the point you may want to compete in our Annual Superstars Competition next year.

## CLAIRE AND TIM

Some students get that "Santa Clara bug" in much higher doses than others. One such person is Claire Covington '76. Active with the Alumni Association her senior year when she was ASUSC secretary and a leader in our Alumni Student Recruitment Program, Claire officially joined the Alumni Office staff as an assistant director a year following her graduation. Since that time, she has done it all for the alumni and SCU: Chapter coordination, Annual Fund Drive, and Law School alumni events have all benefited from her constant enthusiasm and expertise. Although she moved her headquarters to the Development Office recently to centralize the annual fund efforts, she has continued to be a mainstay of alumni relations. Now, after 11 years, Claire has left to pursue a career with Jack Nadel, Inc., where she will market advertising and promotional services.

Another employee move was made last month with the resignation of Tim Jeffries '85. Tim was lured back to the corporate world by his former employer, Anthem Electronics, with an opportunity he could not refuse. During the past year, Tim contributed significantly to the expansion of our chapter program and our Engineering Design Conference.

Though we lose Claire and Tim as employees, they will continue to aid the Association as lead volunteers. In fact, both found the time during the first three weekends after their exits to help us staff alumni events. Claire and Tim, those of us in the alumni circuit extend to each of you our best wishes and gratitude.

## PARENTS NOTICE

Though the Parents' Newsletter contains the agenda of activities

for our undergraduate families, there are three important dates that might pertain to you. Carmel Malley, who handles SCU's Parent's program, advises that Parents Day for next year's Sophomore Class will be October 21. Next year's Junior-Parent Day will be April 28. The Senior Class mothers and fathers plan on joining their offspring for Senior-Parent Day on February 24. Carmel and the class officers are putting together some excellent plans. We advise you of these events in advance so you can mark your calendars. If you have any questions, please contact Carmel at Donohoe Alumni House (408) 544-6800.

## REROUTE REVISITED

A plan that began in April 1958 should come to fruition in Fall 1989—"The New Alameda." The most frequently asked question these past few years on the alumni circuit has been, "When will The Alameda reroute be completed?" According to Jack Going '49, who has been overseeing this project for SCU, it is just about finished. In August, the new road will be complete and opened for use, including the new entrance way into the University. In October, the existing Alameda will be closed to through traffic, which will result in a unified campus unimpeded by the daily movement of 40,000 autos and trucks through its center. The closure will be marked by a weekend of activities October 14-15 and will be highlighted at Homecoming October 14 with a family picnic on the old Alameda asphalt. ■

Jerry Kerr '61  
Executive Director

# My Deer Hunter

## *Learning what friendship is all about*

BY B.T. COLLINS

The ambulance flight from Clark Air Base was long and exhausting. We stopped at Yokota Air Base in Japan, and then at Elmendorf Air Force Base in Alaska, Scott in Illinois, and finally Andrews in Washington, D.C.

The gray lady wheeled the phone up to my bed as we waited to be moved off to our wards for the night. We got one free call, and I called my folks in New York. I knew that I would be flown to Fort Dix, New Jersey, the next day and then, after the July Fourth weekend, I would be sent to Valley Forge General Hospital outside of Philadelphia.

Just before I hung up, I said, "Ma, you better call Dickie." (Fifteen years later his wife would tell me, "You're the only one allowed to call him Dickie.") I knew he would spread the word to my friends that I had lost an arm and leg in Vietnam and that I was finally home. I knew he would take charge.

I guess we met in Cub Scouts, probably in the fourth grade. We have never agreed on anything since then. He still says it was the sixth grade.

I was moved to the Army hospital at Fort Dix the next day. My mother and two sisters came to see me for the first time since I left for my second tour in Vietnam. I wasn't much to look at—102 pounds, big holes in my remaining left leg, and my eyes sunk deep in their sockets. What was left of my right arm was in skin traction, and there were tubes everywhere. In short, I wasn't the 6-foot-2, 180-pound Green Beret they had seen six months before.

After my family left, the room filled with Dick Ehrlich and several of my friends he had rounded up on the July Fourth weekend. If my appearance shocked him, he never let on, and the others dutifully followed his lead. He told me a year later: "You looked like a ripple in the sheet. You looked so small." All I remember is that I burst into tears as he strode through the door, a six-pack under his arm.

As they were leaving, one of my friends, Judy, said: "You be ready Labor Day. We're taking you to the house on Long Island." To me that was years away. All I wanted was for the pain to stop. Over the next two months, Dick made the 3.5-hour trip to Valley Forge whenever he could, as did the others. Not a week went by that he didn't

call. He had no idea what it meant to cry on his shoulder, after putting up a good front for my family and acquaintances. He was just there; that's what meant the most.

As my recuperation progressed, I became part of the insular community of patients and staff. There were 2,600 patients at Valley Forge in various stages of recovery. We didn't need anybody else.

As Labor Day 1967 approached, my friends would not let up on what they presumed was a commitment for me to spend the weekend with them. I had never left the safety of the hospital. I was terrified. I started making excuses, but Judy and her husband, Mike, came down and got me anyway.

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I knew that he would spread the word to my friends that I had lost an arm and leg in Vietnam and that I was finally home. I knew he would take charge.

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The weekend went fine. It looked like life wasn't going to be half bad, after all. I even had the courage to ask Dick to change the dressing on my right leg stump. He didn't even flinch. I wonder if I could have done the same for him had our roles been reversed.

It was Dick's job to drive me back to the hospital in Labor Day traffic. After driving four hours, we reached a shopping center near the hospital. Dick pulled up to a restaurant. I stiffened.

Dick pretended to ignore my silent paranoia. "Want to get something to eat? I'm starved and I've got a four-hour drive back to Manhattan. . . ."

"No, I'm not hungry," I replied. "I'll just wait in the car. You go ahead."

He put his hand on my shoulder, his eyes directly on mine. "Look, you're my friend and I'm proud of you. I hate that war, but let's try it. You hop in the wheelchair. I'll wheel you up to a booth. You hop out and we'll eat. OK? If it gets too bad, we'll just leave. I promise. I guarantee you it won't

be half as bad as you think it will be."

And it was not half bad at all. It was my baptism of fire all over again. The first parachute jump. The first firefight. The first dressing change. I survived the test.

The following summer, while still in the hospital, I spent another weekend at the beach. Now I had a new wooden arm and leg and I painfully and awkwardly negotiated my way to a spot in the sand where I could read and chat with my friends.

Dick, remembering the summer waves at Jones Beach and how much I loved them in 1956 when we first learned to drive, approached me. "Ready to hit the waves?"

"No, I don't feel like it. Think I'll just read."

"Does it bother you?" he said. And, without waiting for my response, he added. "Well then, guess we better do it."

Off went the leg and arm, and I held on to his shoulder and hopped down to the waves. I never looked back.

I moved to California that year to attend

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college and then law school. In the years that followed, I learned to ski, parachuted again, and went around the world for three straight summers.

From 1979 to 1981, I ran the California Conservation Corps. At the end of their "basic training" session, I would address the corp members. After reading them the riot act, I would always ask if they had ever seen *The Deer Hunter*, and invariably they all thought it was about Vietnam. "No," I would patiently explain each month to each class. "It's about friendship. It's about people who would do anything for you—unquestioningly."

I met my "deer hunter" 37 years ago, though Dickie will insist when he reads this that it was 35. And I will point out that having him for a friend wasn't half as bad as I thought it would be.

Thanks Dickie. ■

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*B. T. Collins '70 earned a law degree from Santa Clara in 1973. He is currently deputy treasurer of California. (See profile of him, page 24.)*

## A Better Picture

*What does old really look like?*

BY JULIE BARTON

Perhaps the illustration in Ernie Young's timely article entitled "Who Shall Care...and How?" (Spring 1989) was meant to depict the frail elderly whom Dr. Young was discussing. What I fear may have been inadvertently accomplished, however, was the perpetuation of the stereotypical image of what happens to us when we grow old.

The toothless, mummified, and despairing profiles are not true representations of today's elderly. Yes, we have grave problems regarding health care in an aging society, but aging itself is not the picture on that page. Look at the picture of real people on this page: both great-grandparents in their 90s, physically changed, but full of life and love and responsiveness and connection to the future.

The article's illustration somehow suggests to me that the marks of aging were stamped on those men and women without any participation by them. They are totally passive. Most elderly people I know, whether well or frail, wear the graying hair, wrinkled skin, and changing features as a badge of honor. They tell me, "I've earned every one of these gray hairs, and I'm proud of them!" Contrary to popular opinion, the vast majority of our elderly people are not depressed, not waiting for death, but meeting their own aging head-on, with creativity and courage and humor. They do not "go gentle into that good night."

As a matter of fact, only 5 percent of people over the age of 65 are living in long-term care facilities. Most older people are living independently and have good relationships with their immediate family members. When care needs to be provided, it is most often provided—80 percent of the time—by those family members. The great majority of older people in our country are well treated by their families and are in control of their lives.

What about those who are not? It is cer-

tainly true that the poor elderly tend to be poorer than other economically disadvantaged groups. It is also true that long-term care is fragmented, catastrophically expensive, hard to access, and not provided for within reimbursement systems such as Medicare.

There is also a growing dilemma for the

this situation.

I am therefore concerned that frightening images of old age may keep us from being well informed about the real problems that do confront us in an aging society, may further widen the rift among the generations, and may adversely affect planning for our own inevitable aging. (I don't know about you, but if all I have to look forward to is darkness and despair, I will put off thinking about that forever!) There is much work to be done, and much of it is fraught with serious ethical considerations.

Are we to perpetuate a two-tiered medical system, in which the "haves" can buy as much medical care as they need or want, while the "have-nots" must wait in line at hospitals that may have to close the doors in their faces? How do we allocate dwindling resources among the generations? How do we improve the availability and visibility of community resources, which can often relieve the burden of care? Can we improve the education and awareness of those who deal with the elderly, so that timeworn perceptions do not preclude access to a decent standard of care for all?

I have no easy answers, and I have no wish to deny the plight of the truly frail and the underserved elderly. Poverty and lack of health care for these people are a shocking reality in our country. Ernie Young's article calls careful attention to the questions that we must address if we are to call ourselves a civilized and compassionate intergenerational society. Those questions are so important that we must turn away from outdated stereotypical images toward a vision of what aging is and can be as we plan for life in the 21st century. ■

Anne Sage, Monterey Life



Anne Sage's daughter shares a cookie with her great-grandparents

traditional family caregivers, most of whom are women: Many now work outside the home and are experiencing the additional stress of having to raise their families, keep their jobs, and care for an ailing relative. Not surprisingly, the incidence of elder abuse is on the rise. What is significant, however, is that recent research indicates a sizable percentage of abuse is committed by a frail, elderly wife against a disabled husband. Surely, the burden of care and perhaps inadequate resources contribute to

*Julie Barton '83 is an industrial gerontologist and co-teaches (with Virginia Daugherty '85) the Psychology of Aging and the Family in the Graduate Division of Counseling Psychology and Education. She was also the developer of the Time-Out Respite Care Program at Catholic Charities of Santa Clara County, a service providing volunteer caregivers for families caring for frail elderly relatives at home. In January 1988, she and Virginia Daugherty, who also contributed to this commentary, co-founded E.L.C. Associates, a gerontological consulting firm.*



# The Parochial School

*Is it an expensive anachronism living on borrowed time?*

BY MICHAEL J. HOLLERICH

The other day at our house my 10-year-old son was asked to spell *copilot*, and without hesitating spelled “c-o-p-i-l-a-t-e.”

A parochial school product, for sure.

This is the time of year when parents everywhere are signing tuition agreements for parochial schools for the next school year. Ours went in the mail today. As we contemplated tuition for three kids, we asked ourselves why we do it. When everyone's resources are stretched thin, why commit ourselves to support two school systems, only one of which we can use? As enrollments fall off from the peak years of the early 1960s, isn't it clear that the parochial school is an expensive anachronism that's living on borrowed time?

Besides, couldn't one argue that a separate school system is a religiously debatable proposition? Ever since Vatican Council II, many Catholics have felt a little uneasy about investing in what looks to them like an intramural luxury, especially one that may perpetuate a false and irresponsible sort of aloofness from “the world.” Why not devote the time, money, energy, and talent squandered on the school system to some outer-directed apostolic service in the name of social justice?

This is obviously a very large subject but, in no particular order, I offer a partial list of reasons why our family believes a separate school system is justifiable.

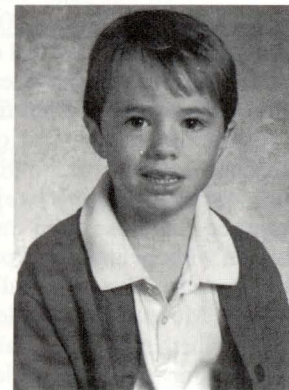
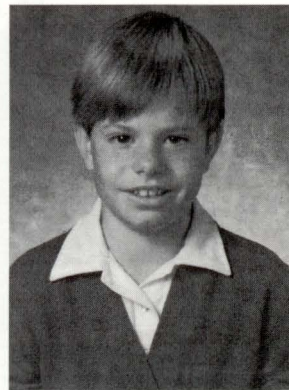
The fundamental rationale for Catholic schools hasn't changed: The religious education of our children can be carried out more effectively within a total educational context than in the odd hour or two set aside during the week for CCD—Confraternity of Christian Doctrine. Granted that it's never easy, granted that religion teachers are often ill-prepared, granted that typical students resent being told what they think they already know—granted all these things, I think it is still vastly preferable to teach religion in an atmosphere permeated as a whole with the spirit of our religion, one in which the school as an institution, certainly the administration, and hopefully most of the faculty as well, are on record as supporting and endorsing Catholic Christianity.

“Religious education” takes place in a variety of ways. Strictly speaking, it refers to things such as biblical literacy, doctrinal

instruction, moral education, sacramental preparation, all of which occur in the classroom itself. But it means broader kinds of education, too: the modeling of Christian virtues by lay and religious faculty alike; the participation—mandatory, not voluntary, the class as a group—in religious services, from Mass on select days to occasional devotions; forms of apostolic service such as helping care for the aged or in soup kitchens; the mute kind of education that comes from simply spending seven hours a day, five days a week, in a building saturated with Christian images and motifs—crosses, pictures, statues, prayers, and so on.

Some of these are admittedly humble

Len Conrad Photography



Hollerich parochial school products: Genevieve, 13; Peter, 10; and Will, 6

modes of education. But I'm convinced that doesn't make them any less important or influential. I've taught for almost 10 years in church-related colleges and universities, and I'm constantly struck by the low level of familiarity with the sheer *stuff* of Christianity—its doctrine, its symbols, its art, its rituals, its distinctive language, and its precepts.

Catholic schools are—or ought to be—valuable transmitters of our religious tradition in ways that aren't necessarily conscious, but are effective nonetheless. It's sometimes hard for Catholics raised in the pre-conciliar Church to appreciate how much they take for granted. Today's college freshmen were born in 1970, and believe me, you can't take it for granted.

Other advantages are more social: Catholic schools can be great social levelers, for example by enforcing a uniform code. Making children dress alike helps blunt the kind of status differences based on clothing that

obsess kids. We also like the ethnic pluralism of our children's school. Since Catholic schools are often not based on residential lines, they may be more likely to draw students from a variety of economic strata and ethnic groups.

The school provides a social setting for parents in which we are more likely to meet people with whom we have other things in common. It helps to be reminded that we're not alone in our counter-cultural commitment to family life, marital fidelity, and other traditional virtues. The moral support of being around people with whom we share values is a powerful resource.

One may argue that the parish itself should offer such a social environment. Perhaps it ought to; but, in fact, it doesn't. If you're a parent, you know that nothing in parish life can match the bonding force equal to that forged in commitment to a school that is really your school, in a way that a public school could never be yours.

In the final analysis, that's what we're

paying for: the freedom to send our children to a school where we've got some control over what is said and done. I don't mean the right to meddle at will; everywhere I've been, the pastor and principal still seem to have a firm grip on things, to put it mildly. And yet we know we've got much better access to authority than we would if we were facing the bureaucracy of the public school system.

Most important, we know that the school as an institution stands for our own deepest beliefs. Tuition seems a small price to pay for the privilege of defining ultimate reality on grounds different from those assumed by the public school. ■

*Michael J. Hollerich is an assistant professor in the Religious Studies Department. He began teaching at SCU in 1986 after receiving a Ph.D. from the University of Chicago. Reprinted by permission of The Catholic Free Press.*

## Making His Mark

*Sobrato needed to prove he could succeed on his own*

John A. Sobrato '60 missed the picture-taking session for the yearbook his senior year at Santa Clara: He was out selling houses at the time.

But it was that work ethic, instilled in him as a child by his mother, that spawned Sobrato Development Companies and built more than 200 Silicon Valley high technology facilities in the past generation.

Born in San Francisco and raised in the Santa Clara Valley, Sobrato began working in a hardware store when he was 12. His father had died, and his mother, Ann, took what little money she had after selling her husband's San Francisco restaurant and went into real estate. "That's what got us started," he recalls.

As a teenager, Sobrato worked as an apprentice carpenter. Responding to his mother's urging, he got a real estate license at the age of 18. By the time he graduated from Santa Clara, he was one of the top salesmen in the Nick Carter Company in Palo Alto and, shortly thereafter, the first Palo Alto agent to make the Million Dollar Club for home sales. He consistently sold more houses than anyone in the mid-Peninsula area.

Proving himself in business was important to Sobrato: "I wanted to make my own mark. I didn't want to follow in my mother's footsteps."

Even so, he admits now he may have stayed in residential sales too long. He went into industrial development full time in 1974 as Sobrato-Berg Properties. By 1979 his partner had headed in another direction and Sobrato founded the company he heads today as president.

The Cupertino headquarters of Sobrato Development Companies is in an airy, red-granite structure that makes a strong statement about the firm and is an elegant showcase for its talents.

Sobrato recently took advantage of the red-hot housing market to dip into his first-ever residential project, a 407-unit apartment complex in San Jose. He also has 600,000 square feet of research and development projects currently under construction.

But the major thrust of the company he says will continue to be industrial development. He prides himself on the repeat business of clients, among them Amdahl (12 buildings), Motorola Computer Systems

Charles Barry



Sobrato: a real estate license at age 18

(5), National Semiconductor (5), and Hewlett-Packard (2), to name a few.

Newer projects include the six-story Kodak Center in downtown San Jose and the seven-story Ask Computer Systems facility in Mt. View.

The Sobrato company also is developing 13.2 acres of SCU property—cutoff by the reroute of The Alameda—for industrial properties under a lease agreement with the University.

It was Sobrato's fast-track working style that produced the company's reputation as an industrial development leader, but it was

a heart attack at 35 and subsequent behavior modification training that persuaded him to modify that schedule. "I try now not to cram everything in," he explains, and achieves that best with a stripped-down schedule that keeps him away from the office six months of the year. He also quit smoking and jogs or plays tennis daily.

His work life is eased by the addition of son, John Michael, who handles the day-to-day administrative duties of the family firm. John junior began working for the company afternoons and weekends while earning a B.S. in finance at Santa Clara in 1983. "He set up our entire computing system—accounting, job costing, everything—while he was still in school. It's been very helpful to us," says the senior Sobrato.

Rounding out the family are daughters Sheri, 27, a Stanford graduate and a day-care consultant, and Lisa, 22, a second-year law student at U.C.'s Boalt Hall.

With his wife, Susan, Sobrato spends quality time aboard a power yacht they keep on the East Coast. This summer they plan to cruise up the coast from Florida to Maine. For closer, weekend excursions, they have a smaller boat berthed in San Francisco.

Into his reduced working schedule, however, Sobrato finds a generous amount of time for Santa Clara.

"I have found that time or money you give to charity always comes back to benefit you. I made contacts on the Board of Regents at Santa Clara that were very beneficial in business. These were leaders in the community."

Sobrato's first major gift to Santa Clara, in 1978, came from the sale of a building his mother bought with him about the time he was graduating from Santa Clara. The gift established the John M. Sobrato Chair in Engineering, which is currently held by the school's new dean, Terry E. Shoup. The endowed professorship bears the name of Sobrato's late father. —Peg Major

*The Sobrato Chair was established by an original gift of \$600,000, which has grown under the University's guidance to \$950,000. Endowed chairs provide support for the expenses of teaching, research, publication, and related activities for some of Santa Clara's most accomplished faculty members. These endowed professorships also offer donors a way to establish a gift in perpetuity as the donor or honoree's name is linked permanently with the chair as it is awarded, over time, to a continuing line of scholars. For further information, please contact Gene Gerwe, vice president for university relations, (408)-554-4400.*

## Gold Star Reading

Three rate top awards and two get special mentions

BY EUGENE F. GERWE

When Peg Major asked if I'd like to contribute to this column, her only qualification was that I write about books for pleasure reading that I might pass along to a friend. Thinking about the books I found especially enjoyable, I discovered they had all been recommended or given to me by friends. So I'm pleased to have the opportunity to pass on the favor.

From my recent reading, three books stand out as deserving gold stars for enjoyment and substance. Another two are worth a special mention. My gold stars go to *Time and Again* by Jack Finney (Simon & Schuster, 1986), *Cold Sassy Tree* by Olive Ann Burns (Ticknor & Fields, 1984), and *Lonesome Dove* by Larry McMurtry (Simon & Schuster, 1985). The special mentions go to *Cadillac Jack* by Larry McMurtry (Touchstone, 1987) and *The Media Lab* by Stewart Brand (Viking, 1987).

I enjoyed the three gold star books so much that it would be difficult to pick a favorite. Besides being a unique whodunit, *Time and Again* was interesting for the reactions it stimulated from people when they learned I was reading it. (A little background: The book is set in New York in the current day and in the 1880s. The Dakota, an apartment complex built in the 1880s, has survived essentially unchanged to this day and figures prominently in the story.)

While I was flying to Palm Springs for a holiday weekend recently, the person in the next seat noticed the book and commented that he enjoyed it so much that on one of his trips to New York, he had his cab driver take him by the Dakota. (We introduced ourselves, and he turned out to be Bill Smythe, a member of the Board of Fellows and a great booster of Santa Clara—but that's another story.) And when the friends we were staying with in Palm Springs noticed the book, they commented that it was one of the few books everyone in their family had enjoyed. They too had gone by the Dakota. So guess where I'm going on my next trip to New York!

The same person who told me about *Time and Again* also recommended *Cold Sassy Tree*. It's a very simple story of one year in the life of a young boy growing up in the early 1900s in a small town in the South. Don't think you're too old or too sophisticated to read what may seem like

a children's book—the characters are wonderfully drawn, and the story is compelling. I think it's a classic.

About two years ago my son-in-law gave me *Lonesome Dove*. I'm not a big fan of Westerns, and I came close to not opening it. But in the uniqueness of the characters, the depth of their development, and the scope of the story, it has to rank among the best books I've ever read. The recent television adaptation of the novel prompted me to read McMurtry's *Cadillac Jack*. Although it has the same kind of fascinating characters, *Cadillac Jack* is no *Lonesome Dove* and tends to rely too much on the bizarre and outrageous; but it's good for laughs.

My colleague Doris Herrick, who has a great eye for new books, gave me *The Media Lab*. She used to work for Stewart Brand and was impressed by his analysis of

the activities in an MIT communications research lab. I found it interesting on two levels: for background information on the research in telephones, computers, and television and how they are likely to interact in the future; and, as a professional fundraiser, for the view of what a few key people at MIT had to do to stimulate the government and corporate sponsorship necessary to finance what is obviously a very expensive operation. Every now and then, Brand gets a little gushy in describing the brainpower and technology around him, but his evaluation of high-definition television (HDTV) is better and more understandable than anything I've seen in the recent press. His description of Steve Job's visit to Xerox's Palo Alto Research Lab (PARC) and how it led to the development of the Macintosh computer is by itself worth the price of the book.

There's a final reason I like *The Media Lab*—I found it good to read while I was on my exercise bike. A 20-minute segment was about all I could absorb, so my body and my mind gave out at roughly the same time. ■

### About Gerwe

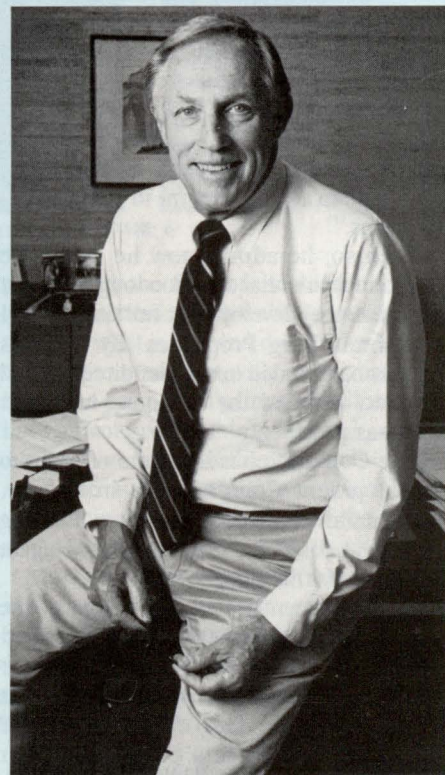
Gene Gerwe is the complete college fundraiser—he even had his car license plates stamped "GIV2SCU." This year marks his 25th anniversary as a development officer, the past dozen as vice president for university relations at Santa Clara.

A graduate of Notre Dame University, he worked several years for a Davenport, Iowa, brokerage firm before beginning his career in development as vice president for finance and development at Marycrest College in Iowa.

After Marycrest, he was the institute trust officer at California Institute of Technology in Pasadena, and, then, vice president for development at the University of Chicago before joining Rewak's new administration at SCU in 1977.

Gerwe and his wife, Barbara, who teaches a third grade class at Zanker School in Milpitas, live in Monte Sereno. Their seven children, ranging in age from 22 to 32, are scattered across the world. Each has special interests; no two of them are a match, Gerwe says.

Three of them, however, Peter, Mary, and Margaret, are SCU alumni; David went to San Jose State; Kate and Gretchen graduated from Stanford; and Sarah, from UCLA. Their professions include a municipal bond trader (Sarah), a foreign service officer (Gretchen), a USA film distributor to Russia (Peter), a Stanford fundraiser and chip-off-the-block (David), a Century 21 Beauty Products salesperson (Mary), a Stanford MBA student (Kate), and a Washington D.C. staff member of Alliance for Aging Research (Margaret).



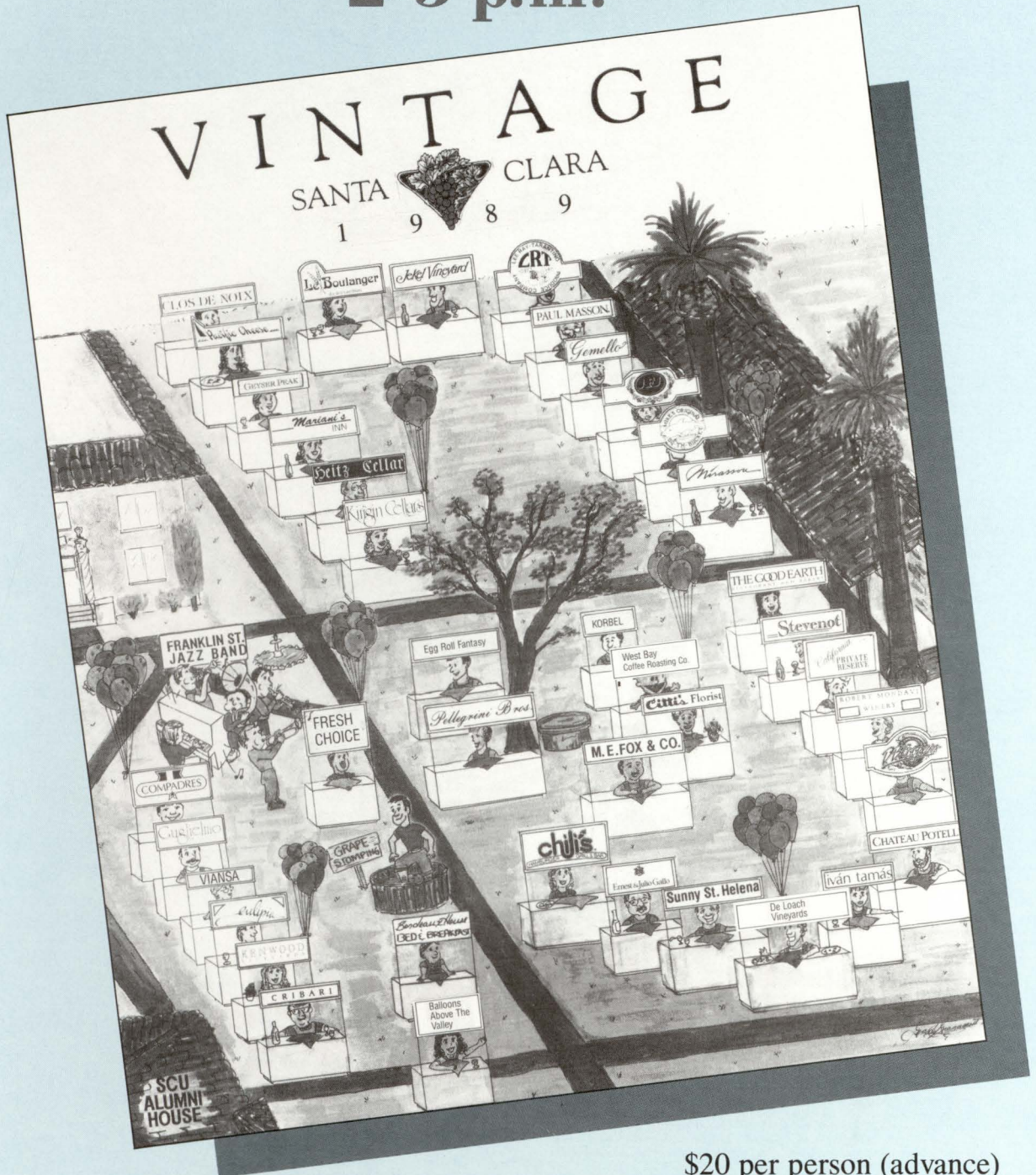
Charles Barry

Gene and Barbara enjoy golf, tennis, and gardening for recreation, an occasional backpack trip into the High Sierra, and traveling, which included a trip to Portugal this summer. —P.M. ■

# Sunday, September 10

## Mission Gardens

### 2-5 p.m.



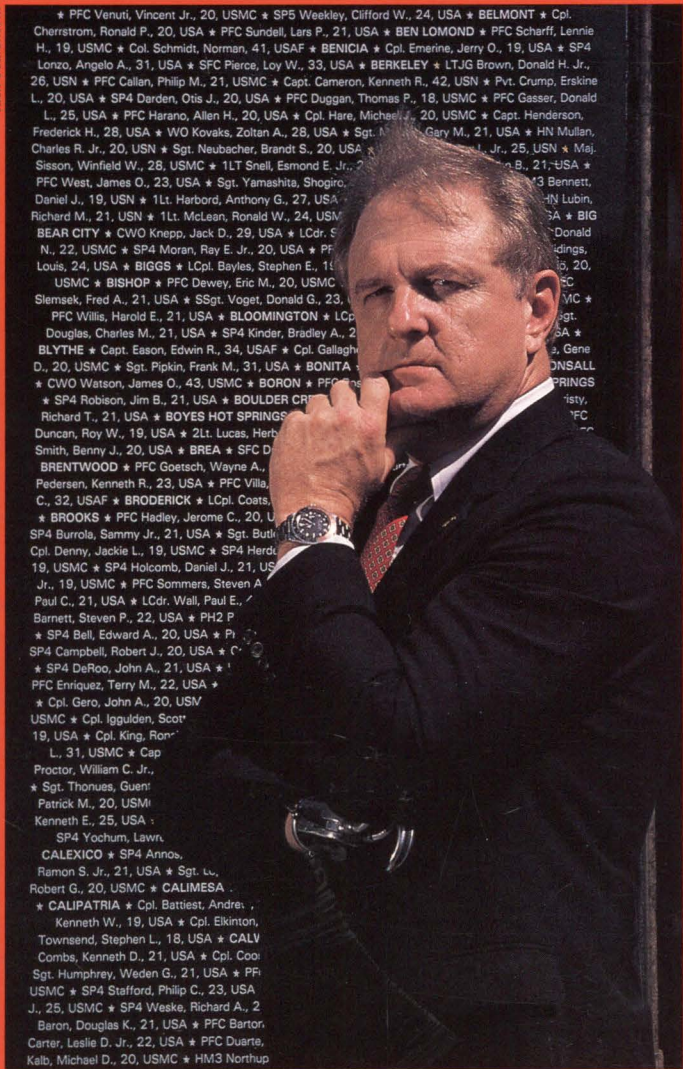
\$20 per person (advance)  
\$25 per person (at door)

- Franklin Street Jazz Band
- Door Prizes

Benefits the Alumni Family Scholarship Fund  
**For reservations, call 408/554-6800**

Donohoe Alumni House, SCU 95053

Rich Pedroncelli



Friends say the California Vietnam Veterans Memorial is alumnus B.T. Collins's crowning achievement (page 24)

\* PFC Venuti, Vincent Jr., 20, USMC \* SP5 Weekley, Clifford W., 24, USA \* BELMONT \* Cpl. Cherestrom, Ronald P., 20, USA \* PFC Sundell, Lars P., 21, USA \* BEN LOMOND \* PFC Scharff, Lennie H., 19, USMC \* Col. Schmidt, Norman, 41, USAF \* BENICIA \* Cpl. Emerine, Jerry O., 19, USA \* SP4 Lonzo, Angelo A., 31, USA \* SFC Pierce, Loy W., 33, USA \* BERKELEY \* LTJG Brown, Donald H. Jr., 26, USN \* PFC Callan, Philip M., 21, USMC \* Capt. Cameron, Kenneth R., 42, USN \* Pvt. Crump, Erskine L., 20, USA \* SP4 Darden, Otis J., 20, USA \* PFC Duggan, Thomas P., 18, USMC \* PFC Gasser, Donald L., 25, USA \* PFC Harano, Allen H., 20, USA \* Cpl. Hare, Michael J., 20, USMC \* Capt. Henderson, Frederick H., 28, USA \* WO Kovaks, Zoltan A., 28, USA \* Sgt. M... Gary M., 21, USA \* HN Mullan, Charles R. Jr., 20, USN \* Sgt. Neubacher, Brandt S., 20, USA \* ... Jr., 25, USN \* Mj. Sisson, Winfield W., 28, USMC \* 1LT Snell, Esmond E. Jr., ... B., 21, USA \* PFC West, James O., 23, USA \* Sgt. Yamashita, Shogiro, ... 3 Bennett, Daniel J., 19, USN \* 1Lt. Harbord, Anthony G., 27, USA \* ... N Lubin, Richard M., 21, USN \* 1Lt. McLean, Ronald W., 24, USMC \* ... GA \* BIG BEAR CITY \* CWO Knepp, Jack D., 29, USA \* LCdr. S... Donald N., 22, USMC \* SP4 Moran, Ray E. Jr., 20, USA \* PFC ... findings, Louis, 24, USA \* BIGGS \* LCpl. Bayles, Stephen E., 11, ... 5, 20, USMC \* BISHOP \* PFC Dewey, Eric M., 20, USMC \* ... SC \* Slernsek, Fred A., 21, USA \* SSGT. Voget, Donald G., 23, ... MC \* PFC Willis, Harold E., 21, USA \* BLOOMINGTON \* LCpl. ... sgt. Douglas, Charles M., 21, USA \* SP4 Kinder, Bradley A., 2 ... SA \* BLYTHE \* Capt. Eason, Edwin R., 34, USAF \* Cpl. Gallagh ... a, Gene D., 20, USMC \* Sgt. Pipkin, Frank M., 31, USA \* BONITA \* ... NSALL \* CWO Watson, James O., 43, USMC \* BORON \* PFC ... PRINGS \* SP4 Robison, Jim B., 21, USA \* BOULDER CREEK \* ... risty, Richard T., 21, USA \* BOYES HOT SPRINGS \* ... PFC Duncan, Roy W., 19, USA \* 2Lt. Lucas, Herb ... Smith, Benny J., 20, USA \* BREA \* SFC D ... BRENTWOOD \* PFC Goetsch, Wayne A., ... Pedersen, Kenneth R., 23, USA \* PFC Villa ... C., 32, USAF \* BRODERICK \* LCpl. Coats ... \* BROOKS \* PFC Hadley, Jerome C., 20, U ... SP4 Burrola, Sammy Jr., 21, USA \* Sgt. Butl ... Cpl. Denny, Jackie L., 19, USMC \* SP4 Herd ... 19, USMC \* SP4 Holcomb, Daniel J., 21, US ... Jr., 19, USMC \* PFC Sommers, Steven A ... Paul C., 21, USA \* LCdr. Wall, Paul E., ... Barnett, Steven P., 22, USA \* PH2 P ... \* SP4 Bell, Edward A., 20, USA \* P ... SP4 Campbell, Robert J., 20, USA \* C ... \* SP4 DeRoo, John A., 21, USA \* ... PFC Enriquez, Terry M., 22, USA \* ... \* Cpl. Gero, John A., 20, USM ... USMC \* Cpl. Iggulden, Scott ... 19, USA \* Cpl. King, Ron ... L., 31, USMC \* Cap ... Proctor, William C. Jr., ... \* Sgt. Thonues, Guant ... Patrick M., 20, USM ... Kenneth E., 25, USA ... SP4 Yochum, Lawr ... CALEXICO \* SP4 Annos, ... Ramon S. Jr., 21, USA \* Sgt. ... Robert G., 20, USMC \* CALIMESA ... \* CALIPATRIA \* Cpl. Battiest, Andre ... Kenneth W., 19, USA \* Cpl. Elkinton, ... Townsend, Stephen L., 18, USA \* CALV ... Combs, Kenneth D., 21, USA \* Cpl. Coor ... Sgt. Humphrey, Weden G., 21, USA \* PFI ... USMC \* SP4 Stafford, Philip C., 23, USA ... J., 25, USMC \* SP4 Weske, Richard A., 2 ... Baron, Douglas K., 21, USA \* PFC Barton ... Carter, Leslie D. Jr., 22, USA \* PFC Duarte ... Kalb, Michael D., 20, USMC \* HM3 Northup