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SANTA CLARA

M A G A Z I N E

SPRING 1989

VOL. XXXI NO. 3

**Locatelli's
Mission
for
Santa Clara**

EDITOR'S NOTE

Recognition—the kind money can't buy—rained down on new Board of Regents Chairman Bob McCullough '52 in April. His firm, McCullough, Andrews & Cappiello, and its growth mutual fund earned top rankings in the *Wall Street Journal*, *Business Week*, *Money* magazine, and *Nelson's Research Monthly* for its 1988 performance. It couldn't have happened to a nicer guy.

But it might not have happened at all if it hadn't been for Father Pat Donohoe, S.J. Without Donohoe's prodding, McCullough, an accounting graduate and a CPA, says he'd probably be an auditor today.

After college—and a two-year stint in the Army—McCullough went to work as a Price Waterhouse accountant. But he stayed close to Santa Clara. He lined up programs for Marin and San Francisco alumni chapter meetings and soon found himself on the Alumni Association's Executive Committee. After “going through the chairs,” he served as national alumni president in 1972-73. He also was active in the Bronco Bench and in the Board of Fellows before becoming a regent.

During those years, he got to know Donohoe, who was president of SCU from 1958 to 1968 and University chancellor in the 1970s. Donohoe was known as a shrewd judge of talent—and he thought McCullough was talented. McCullough worked for a stockbroker by then, and Donohoe kept urging him to go into business for himself. But McCullough was reluctant.

Finally, in 1974, Donohoe impulsively told McCullough that the Board of Trustees had voted to deliver the University's \$2.4 million securities endowment fund to McCullough's management if he would open his own shop. It provided the confidence McCullough needed.

Today the University's cash contribution to that fund totals \$38 million. But the fact that the portfolio was worth \$81 million in mid-April has a lot to do with the faith Father Donohoe had 15 years ago in an accountant-turned-stockbroker who was timid about going into business for himself. ■

Peg Major

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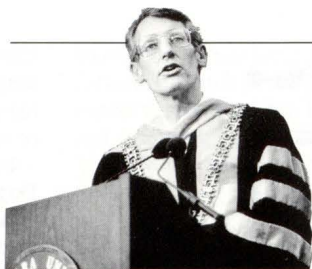
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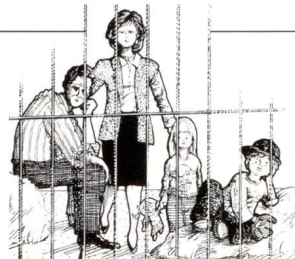
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Santa Clara's new president talks about his priorities for the University in the decade ahead.

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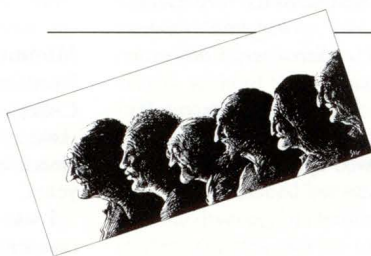
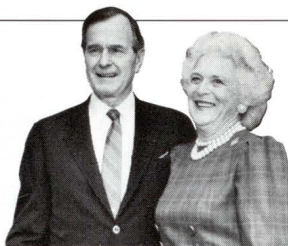
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Today it is a bustling European capital. But progress has come at a price.

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WHO SHALL CARE ...AND HOW?

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Lonely But Loyal

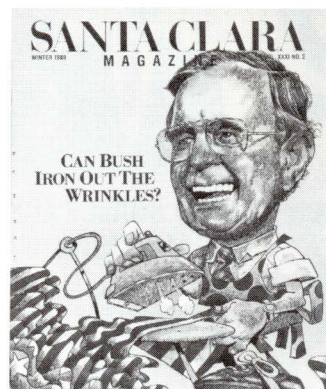
Let it be said from the outset that I am not a Santa Clara alumnus. My ties go much deeper than that. Although I can only remember attending Santa Clara football practices from about age six, I suspect my father took me to my first one as soon as I was old enough to walk, back in the glory days of two straight Sugar Bowl championships [1937 and 1938].

To say that for him the sun rose and set with Santa Clara's football fortunes would be a gross understatement. I recall once driving home after a particularly heart-breaking loss. A kid about my age was walking along the street with a big grin on his face. My father sulked, "How can he be happy at a time like this?"

Although Santa Clara basketball was not the life vs. death matter of football (maybe only something like health and happiness vs. sickness and sorrow), it was still the No. 1 concern during the months before spring practice. Thus, when I learned the Broncos were to be New Mexico's first-round NIT opponents in Albuquerque, my home for the past 18 years, my interest perked up. I had been to the "Pit" (New Mexico's 17,000-seat arena) only two or three times, but this was one game I wouldn't miss. There was no question whom I would be rooting for.

I had hoped my son, raised in the family tradition, would accompany me as a Bronco rooter (though perhaps secretly pulling for the Lobos), but he had to work that evening. So off I went, one Santa Clara fan out of 17,000. Actually, there appeared

to be perhaps a half-dozen loyal Santa Clarans behind the Bronco bench, but they were the only outward sign of support for the visitors. At first I applauded timidly, hoping not to be a spoilsport. But as the game wore on, I felt transported back 30 years and lost all my inhibitions about cheering for the good guys.



The outcome was, sadly, predictable. Teams visiting the Pit have about as much chance as Christians visiting the Coliseum. But it was nonetheless a rewarding experience. Maybe my father could even forgive me for smiling and feeling good on the way home.

Peter Richards
Albuquerque, New Mexico

A Markle Man

Thanks for doing an article on Jerry Markle. I enjoyed taking his Applied Math courses more than any others I took because of his wonderful

teaching style. I strongly urge friends now in the Early Bird program to do everything possible to get into one of his classes. Jerry is great!

Bob Schneider '67 (MSME)
San Jose, California

Just Desserts

Congratulations for your excellent word portrait of Professor Gerald Markle. After reading it, I felt as though I knew him personally.

Excuse me if I succumb to the temptation to attempt the kind of "cornball joke" he likes. You quote him as saying he "saw the dessert in the east," and I say he looks as if he enjoyed desserts very much.

Virginia Halmos
San Jose, California

Editor's Note: Another reader wondered if the "dessert in the east" was followed by cappuccino in the west.

Bad Rap

A passage from the "Lisa Sowle Cahill '70" profile [Winter 1989] states, "... Cahill attended the University of Portland her freshman year and transferred to Santa Clara in search of more academic rigor—as well as sunshine" (emphasis added).

I do not recall ever seeing a comparison like that in a university publication. Is that how you enhance Santa Clara's reputation? It's too bad she didn't go to Stanford first.

Frank Schmitz '76 (JD)
B.A., University of Portland, 1958
Portland, Oregon

Degnan Impact

The profile of Jim Degnan (*Santa*

Clara Magazine, Fall 1988) was long overdue. To this day, his acerbic editing style haunts every piece of writing I produce.

I learned several things from Degnan, the most important of which centers on patience. No good piece of prose is created in a first draft. Professional-quality prose is revised and edited, streamlined of all fat. If an idea, paragraph, sentence, or word is irrelevant to your purpose, Degnan will find it. So, be prepared to spend some time revising your work. All good writing requires thought, attention to detail, and time.

I once read a magazine article Degnan wrote. I cannot remember the subject, but I do remember how the word's jumped off the page in such a lively style that I was as entertained as if watching a close basketball game. It is true: the easier a story reads, the more difficult it was to write. As a reader, I was disappointed when Degnan's article came to a conclusion. It was truly enjoyable.

Rich Bertolucci '81
Assistant Sports Information
Director, UCLA
Los Angeles, California

Minimum Wages

I was interested in "Do Jobs and College Mix?" in the Winter 1989 issue of *Santa Clara Magazine*. I have a son who'll be starting in two years.

I was troubled by the bit about on-campus jobs. The average student, the article says, can make \$1,300 working 300 hours an academic year. That's barely the minimum wage.

The student, it seems, is not the only one who benefits from the arrangement.

I was a student at SCU in the late 1950s and early 1960s when campus jobs paid 75 cents an hour.

John G. Daly
San Jose, California

Philosophizing Engineer

I read with interest and delight Ms. Waterbury's letter in the Winter 1989 issue of *Santa Clara Magazine* regarding philosophy courses.

I am an EE [electrical engineer-

ing] grad of 1944, the era of Fathers Walsh and Gianera and Dean Sullivan. I have an everlasting gratitude toward Father Walsh.

I agree with vigor on Ms. Waterbury's point regarding the impact of a philosophy course—in my case, especially for an engineering student.

It was a tremendous advantage for me when I was in the Navy and in my career with P.G. & E. [Now retired chief of engineering services, P.G. & E.] I believe I was a better engineering department manager for it. If nothing else, it taught me that people are human beings who love, hate, and aspire, and should be treated with kindness and respect.

*James J. McCann '44
San Rafael, California*

Personal Story

At a recent Santa Clara class reunion, I was sitting at a table where the topic of AIDS came up. One of my classmates compared AIDS to the Bubonic Plague and said it was God's way of punishing people for their sins and eliminating from society undesirable elements.

I did not understand the comparison and was shocked that an educated person could have such an opinion. I sat in silence and did not challenge the person's comments. However, another classmate did challenge those comments and I was grateful for that.

I left the reunion early to go home to my best friend and lover. He was supposed to go to the reunion with me but was home sick in bed with complications of AIDS. He died just one month later, which was six months short of his 30th birthday.

Santa Clara Magazine is to be applauded for printing "In the Face of Aids" in the Winter 1989 issue, as it so accurately describes what many AIDS sufferers go through emotionally. However, it only touches the surface of the whole issue, one that is surrounded by fear, a lack of education, and shame. Anything that you can do to help educate people is greatly appreciated by those who suffer from the virus.

My own life goes on, but the suffering my friend went through still

haunts me. He was lucky to not have suffered as much as many do. I still expect to see him when I get home and wherever I go.

*Name Withheld By Request
Class of 1973*

Opposes Football Cuts

I am a graduate of Santa Clara and a proud alumnus of Santa Clara football. I was a reserve center on Pat Malley's teams in 1978, 1979, and 1980, and a recipient of a partial athletic scholarship during those years, without which I would have been financially unable to attend Santa Clara.

It is my understanding that serious consideration is being given by SCU's Athletic Board of Governance to reducing the number of scholarships allocated to this program from the present number (24) to 12 or less, and that the long-range implications of the proposed reductions go beyond mere cost-cutting or revenue reallocation measures.

Even if total elimination of the intercollegiate football program is not under consideration, the proposed reductions would, in my opinion, severely cripple the ability of the University to attract and enroll those student-athletes who, like myself, could not afford to attend the University without the assistance of a full or partial athletic grants-in-aid. The result of that situation is two-fold: the University community will be diminished because it will lack the diversity of character these student-athletes provide to the student body, and the prospective student-athletes are themselves diminished because they are denied the opportunity of a Santa Clara education.

Clearly, the board must feel that Santa Clara athletes are in dire straits to be considering the reduction or elimination of the football program. However, it should also be aware that the majority of alumni, corporate, and community financial support for the Athletic Department, through the Bronco Bench Foundation, comes from football alumni. It should also realize that if it emasculates the football program through reduction or elimination of football scholarships, it will

seriously undermine this base of support for all Bronco athletics.

Finally, Santa Clara must not overlook the goodwill that the football program generates for the University. Santa Clara has a long and proud tradition of excellent competition in intercollegiate football, from the glory of the Sugar and Orange Bowl victories in the 1930s and 1950 to the satisfaction and accomplishment of national rankings and NCAA play-off berth and wins in the 1980s.

*James M. Ingram '82
San Jose, California*

Editor's Note: The University president, Paul L. Locatelli, S.J., issued a letter to the University community March 23 stating that the entire athletic program is undergoing a comprehensive review this spring by the Athletic Board of Governance, similar to those conducted in academic and other University departments. A decision is expected by late May.

For Sweet Lou

It seems like just yesterday that Lou Marengo '77 kicked the winning field goal against Fresno State in 1976 at Buck Shaw Stadium, maybe the most impressive win in the modern-era of Santa Clara football.

Lou died on January 8 (*Santa Clara Magazine*, Winter 1989), a victim of the senseless bombing of a Pan Am flight over Lockerbie, Scotland. He was 33. The marketing director of Volkswagen United States, Lou was returning home from a business trip to Germany when the crash occurred. He lived in Rochester, Michigan, with his wife, Maria, and their three children.

Lou spent four seasons as a record-setting placekicker for the Broncos, gaining the respect and admiration of those around him for his clutch performances.

During his senior year, he was instrumental in three key victories during the Broncos 7-4 season: University of Puget Sound, Portland State, and Fresno State. The 31-28 win over Portland State gave the Broncos a national ranking, their first since the return of foot-

ball in 1959.

A second team Academic All American in 1976, Lou was one of the most popular players to play at Santa Clara, and a crowd favorite at Buck Shaw Stadium. Head Football Coach Terry Malley, a teammate of Lou's in 1976, remembers Lou fondly: "He was a good friend and an outstanding performer. He never let us down, though he nearly drove Pat Malley crazy in the Fresno game."

What Terry Malley was alluding to were the last few seconds of the game after Lou kicked what would be the winning field goal. On two successive kickoffs, Lou kicked the ball out-of-bounds, giving the Fresno State Bulldogs an extra ten yards from penalties. "The last thing we wanted was a kickoff return," said Malley.

Lou's easy-going nature became fierce competitor on the football field. He let his performances speak for themselves.

It might be your accomplishments that we will record, but, Sweet Lou, we all will miss you.

*Frank Colarusso '78
Tacoma, Washington*

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.

Thank You, Bob McCullough

SCU's endowment fund profits from his bottoms-up management

Bob McCullough's dedication to Santa Clara makes dollars and sense.

The 1952 accounting graduate, who has just taken over as chairman of the Board of Regents, has been managing the University's securities endowment fund since 1974.

And in those 15 years, McCullough has produced a total return of 19 percent compounded annually for SCU, while the inflation rate measured 6.4 percent, the Standard and Poor 500, 13.7 percent, and the Salomon Bond Index, 10.2 percent.

And, you may recall, that period also includes the October 19, 1987 market crash.

"That was my most disturbing day," admits McCullough, who is chairman of the San Francisco investment counseling firm of McCullough, Andrews & Cappiello, Inc.

Of course, SCU's \$75 million portfolio tumbled too, but, McCullough says, because the University didn't panic and sell off stocks, the \$16 million drop in value was only on paper. (SCU money invested totaled \$38 million; the remaining \$37 million was accumulated appreciation.)

Eighteen months later, in mid-April 1989, the portfolio's market value was \$81.8 million, an all-time high.

"If there is one thing I have learned since the crash," McCullough says, "it is this: If you do your homework early on, there is a good chance most things will work out for you."

McCullough says that he kept his clients nearly fully invested during that period. "We consolidated a bit; made some substitutions to buy less volatile stocks." He also did some prudent buying.

Known in his profession as a "bottoms-up manager," McCullough uses the technical side of the market to aid in making his

evaluations.

His strategy, simply put, is to buy undervalued stocks that he thinks can do better than the market.

It must be working. In April 1989, McCullough's firm ranked No. 1 in Nelson's Top Equity Managers, turning in the best equity performance for 1988 among managers of over \$500 million, and besting the S&P 500 by nearly 14 percentage points.

Also in April, *Money* magazine's Fund Watch, the *Wall Street Journal's* Mutual Fund Scorecard, and *Business Week*, listed McCullough's "Carnegie Cappiello-Growth" fund among

news at all times. "But that's what makes it exciting. It is very stimulating mentally. I can't imagine, now, being an auditor," which is the direction he was headed after graduation.

He seems to have a natural talent for his work. Friends say that even as a student, he had an inclination toward numbers and creative streak that resulted in less-than-tidy working quarters.

"He had the sloppiest room in the dorms—papers everywhere," says Ed Vranizan '52, now an Oregon resident and vice president and consultant to Merrill Lynch Pierce Fenner and Smith in Portland. "His office is just like that."

Charles Barry



From the 42nd floor: Two No. 1 performance ratings for 1988

the best in the nation. *Money* ranked it No. 1 in the growth category for its 1988 performance of 34.9 percent.

"I got into this business wondering if I would survive," says McCullough, "never thinking we would ever have this kind of impact."

McCullough loves what he does. Because everything and anything can affect the market, he tries to stay wired to world

Vranizan says McCullough deserves his good reputation: "He has a quick mind. He's very perceptive."

Those qualities also were spotted by Father Patrick A. Donohoe, S.J., when he was president of Santa Clara (1958-68). He kept encouraging McCullough, who was working for a brokerage firm at the time, to go into business for himself. "I was interested, but I needed

a substantial account to make it happen," says McCullough, who was national president of the Alumni Association, 1972-73. Then one night after a campus dinner in 1974, McCullough learned he was to receive SCU's \$2.4 million endowment fund. "I went home that night and told my wife I was starting my own consulting firm," recalls McCullough.

There is, he says, "tremendous satisfaction in doing a good job, especially when you know it's for Santa Clara."

McCullough's community and religious work gives no indication of his demanding job. He is a member of the Knights of Malta, member and past president of the Serra Club of San Francisco, and director of Hanna Boys Center, to name a few. But it is Santa Clara that claims the lion's share of his volunteer time, especially now that he is chairing the Board of Regents for two years.

The school has always been good for him; many of his best friendships were made on campus. They are friendships, he says, that last.

"That's the beauty of it. They call it the Santa Clara family, and it really is. I like to talk to parents of students about their kids' reaction to Santa Clara. It nearly always is very positive."

But McCullough also has a real "family" connection. His brother, Jack, is a 1954 graduate, and one of his four children, Robert, Jr., graduated in 1976.

"It's in the blood," McCullough says.

Those factors create a bond that will last far beyond his two-year term as regents chairman, McCullough says.

"Those ties will always be there."—*Peg Major*

Barbara Wyman contributed to this story.

Bleak Forecast

IBM's vice chairman says U.S. industry is losing the game

In recent years, American industry has been like a losing football team: "We're very good at starting the drive, then we really get beat between the 20-yard line and the end zone," Jack D. Kuehler '54, vice chairman of the board at IBM, told about 200 people at a March Kenna Club luncheon.

After the "front-end" research and development are finished, not enough emphasis is placed on the manufacturing end, said Kuehler, an SCU trustee who earned his undergraduate and master's degrees in engineering at Santa Clara.

If the United States is going to compete with other countries, he said, industry must improve its manufacturing capability and universities must produce people with superior technical skills.

on desktop; supercomputers 1,000 times more powerful than today's; and within two years, widespread use of personal systems capable of high-quality graphics display and full-motion video and audio fidelity comparable to that of compact disk players; computers that respond to touch and voice commands; worldwide, high-speed digital telecommunications networks carrying voice, data, image, and video; and extensive use of artificial intelligence and advanced robotic systems."

But the picture Kuehler painted for U.S. industry was bleak. Since 1970, he said, the U.S. share of the market in machine tools has plunged from 100 percent to 35 percent; in telephones, from 99 percent to 25 percent; in color televisions, from 90 percent to 10 percent;

rowed a trillion dollars from the Japanese and thrown a party. We didn't invest it; we've consumed it. And when the party's over, American industry could face an Excedrin-quality hang-over."

American scientists invented the transistor, the television, and the VCR, but Japan developed them into successful, mass-market products, Kuehler said.

In education, Kuehler said, the picture gets even bleaker. The number of doctorates awarded in the United States in engineering and science in 1988 was lower than in 1975, and the number of freshmen planning to major in science is declining. By the year 2010, the United States will suffer a shortfall of about 260,000 science and engineering graduates.

fail to accord manufacturing engineers sufficient prestige," he said. "Too often, it (manufacturing) is regarded as little more than an afterthought in industry and education."

At universities, he said, research and development are "glorified" and the brightest students are encouraged to enter those fields. Instead, "we should be teaching them that they can have exciting careers in manufacturing."

As an example of the higher prestige Japanese engineers are accorded, Kuehler noted that when Congress first passed auto emission control legislation in the 1970s, auto manufacturers in Japan reportedly hired 2,000 more engineers. Their counterparts in the United States immediately hired 2,000 more lawyers, he said.

Another consideration for the coming decade, Kuehler said, is the changing complexion of the work force. A government task force on science and technology predicted that by the year 2000, 85 percent of the new entrants in the U.S. work force will be minorities and women—"groups that historically have been the most underrepresented in science and engineering."

Industry, however, must work with universities to recruit more minorities and to train future employees, he said. He noted that IBM and its competitors are stepping up those efforts with teaching fellowships, released time for employees to teach, loans or donations of equipment, teaching programs, and collaborative research. He encouraged smaller companies to do the same.

"You don't have to be an Exxon or a General Motors or an IBM to be concerned," Kuehler said. If U.S. industry doesn't take steps to make sure it will have competent manufacturing engineers, he said, "we've lost the game."—**Barbara Wyman**

**American scientists invented
the transistor, the television,
and the VCR, but Japan developed
them into successful,
mass-market products.**

"The 1990s should be a decade of tremendous opportunity in my industry," Kuehler said, "but the real question is, To what extent will the United States share in that?"

He predicted that the computer industry would see 10 times more progress in technology in the next 10 years than in the past decade. "Within five years, we're likely to see the power of mainframe computers

and in phonographs, from 90 percent to 1 percent.

U.S. industry was simply out-manufactured by Asian and European countries, he said. "Since 1960, Europe's productivity gains in manufacturing have been double those of the United States. In the same period, Japan's increases outstripped ours six to one.

"As New York Senator Daniel Moynihan said: 'We've bor-

Japan, with half the population of the United States, graduates twice as many engineers. But the threat to the country's competitiveness, Kuehler said, "is not just an educational problem or a governmental problem. It's everybody's problem." Part of the solution, Kuehler said, comes in elevating the image of the manufacturing engineer.

"Too many businesses today

Theatre Arts' Papa

Bill James found his own niche by first exploring others

There was a time when William James couldn't figure out what he wanted to do for a living.

"After serving two years in the Navy—I got out at 19—I thrashed around," he said in an interview in his Mayer Theatre office. "I started college at San Jose State, but I didn't know what to major in.

"I thought about forestry, a childhood dream, but that didn't work out. I took a two-year course in accounting and became an accountant. I liked learning it. But I didn't like doing it.

"When I went back to college [University of Nevada, Reno], I became a physics major. I ran up against math and decided physics was not for me. I decided to become an airline pilot, bought an airplane, and learned to fly. But competition from all of those returning World War II pilots discouraged me."

One of his Nevada professors, Dr. Stewart Daley, turned him on to English literature. He became an English major. Then one day a classmate talked him into trying out for a play. "I wasn't too eager at first, but I did it," says James. "I played a senator in Maxwell Anderson's *Both Your Houses*, and fell under the spell of a crusty old actor/teacher, Professor Bill Miller, who became a lifelong friend.

"By the time I graduated, I was totally into theatre. I couldn't stay away from it."

After receiving his B.A. in English, James went off to graduate school in theatre with the promise that he would be hired by the Reno Little Theatre the next year. When he returned to Reno, he did everything from acting to building scenery to directing productions.

Confident he now was on the right track, he returned to San Jose State as a graduate student in drama and worked as a tech-

Charles Barry



The students never leave his life. They study under him, they graduate, and they leave, but he never loses touch.

nical assistant in the Speech and Drama Department.

"I wanted to work with James Clancy and Wendell Johnson. Clancy, a brilliant director, actor, and scholar, worked with me in directing and criticism. Johnson, an imaginative and exciting scenic artist, helped me with design. If you are going to stay in this business, you have to know all aspects of it."

After completing his master's degree at SJS, James was hired by Santa Clara in the fall of 1956 to teach speech and drama. Except for a two-year leave from 1961 to 1963 when he was completing his doctorate in dramatic arts at the University of Iowa, James has been on campus ever since. (He has never taken a sabbatical leave in those 32 years, an oversight he plans to amend next year.)

"I came to Santa Clara and I didn't know diddley-dump about

anything," he said. "I just knew I wanted to start a theatre program."

James taught classes during the day and produced plays at night in the old campus auditorium known as "The Ship."

"I wanted to do *Macbeth*. I wanted to do it so badly I even went to the president [Father Patrick Donohoe, S.J.] and asked for \$500 more in my budget so we could produce it. The president said he'd think about it overnight. The next day he said, 'I'll give you the \$500 on the provision you never ask me for any more.'"

He took the money, produced the play, and continued to develop Santa Clara's theatre program—with even more help from Donohoe.

When "The Ship" was torn down in 1962, the Drama Department moved its productions to an old warehouse near the

campus that had been converted into a temporary theater that was appropriately named "The Lifeboat."

James taught the University's first drama class, started the first acting class, helped win administrative approval for a theatre arts degree, and initiated the Theatre Arts Scholarship Program, which currently gives grants to around 35 students.

"Bill James established theatre on this campus. Moreover, through the years, he's helped cultivate appreciative theatre audiences," says Arts and Sciences Dean Joseph Subbiondo.

Adds Subbiondo, "He's made theatre a real presence on campus for everyone. You don't have to be a theatre arts major to be in a play of Bill's. He's had students, faculty, staff, people from the community, and professionals acting on our stages. The students never leave his

“Bill legitimized all our dreams. He was the first adult who said, ‘Yes, I’m interested in theatre, too.’”

—Michael Keenan '61

life. They study under him, they graduate, and they leave, but he never loses touch. He'll bring them back as guest artists or artists-in-residence. He inspires an extraordinary collegiality.”

Michael Keenan '61, a professional actor and director, says, “Bill legitimized all our dreams. He was the first adult who said ‘Yes, I’m interested in theatre, too.’”

other possibilities. It was an exciting time.”

In the late 1960s, James pioneered courses in black theatre and later mounted productions of black plays such as *El Haj Malik* and the *Amen Corner*.

Michelle Gallery '68, a producer of TV's *L.A. Law*, says James, “taught me the way to behave if the theatre was to be

James says he personally likes offbeat playwright Sam Shepard. “I’m especially attracted to his plays when I can’t understand them. He has great theatrical images. He leaves you with the feeling that under all the dialogue there’s more going on than is apparent.”

Of the more than 50 plays James has directed at Santa Clara, he singles out four as his favorites: *A Doll’s House*, *Old Times*, and *The Diviners* on Mayer’s mainstage, and *Vanities* in the Parker Studio Theatre. “The three female actors in *Vanities* gave scintillating performances,” James says. “They were better than the professional performers who originated the roles.”

One of the three was Molly Matthiesen '81, who recently opened in the leading role of *Ismene* in Seattle. “How can I describe what he taught me?” she wrote in a letter read at a recent campus celebration for James. “The seriousness of our craft, and how to laugh at myself at the same time; the importance of methodical analysis, intellectual discipline, trusting my instincts, and artistic freedom.”

Matthiesen said, “Because he had faith in me, he never gave up on me. In his shows, I was confident to go on stage because he had thoroughly prepared me, either through the battles of the rehearsal process (my terrifying opening in my first leading role as Nora in *A Doll’s House*) or the emotional battles (he helped me put my hair up to go on stage the day my grandma died when I played Penelope in *See How They Run*).”

Paul Ventura '72, a former James student and now a Hollywood casting director, says, “Bill James taught me that you can be sane, happy, and well adjusted and love this business.

“He always had time for students to come into his office to talk. There is a sense of wisdom

and serenity about him that you don’t often find in the creative world, especially in theatre.”

When a new campus theatre was proposed in the early 1970s, James worked closely with then-President Thomas D. Terry, S.J., to help plan Mayer Theatre, which was built in 1975.

Jim Coyle '76 recalls standing next to James on Nobili Hall’s covered walkway right after construction had started and the foundation for the theatre had been dug. “I said, ‘Look at that big hole in the ground.’ Bill turned to me and smiled, ‘Yes, but it’s MY hole.’”

Actor/musician Charles Lampkin, whose credits include the movies *First Monday in October* and *Cocoon* and the TV show *Frank’s Place*, has known James since 1969 and taught with him at SCU for a dozen years. “Bill is a person you fall in love with gradually,” says Lampkin. “He is a beautiful, sensitive man. And he is a perfectionist. He can get students to do almost anything.”

Says James: “I believe in having a good time and being happy when I’m doing a play.”

Asked his secret for teaching, James says, “You can’t teach everyone to act or to write, but you can release those energies inside them that lead to good acting and good writing.”

Says Keenan, “Bill James was always there, on opening night, on closing night. I remember one play when I was wandering around behind the scenes as the play was going on. I looked up, and there was Bill, sitting in a cherry-picker type contraption, not watching the play, but listening to it. I climbed up and sat beside him. That’s a very strong image for me, his dangling, as it were, from the rafters, listening and caring.

“He taught us how to make magic out of nothing.”

—Sunny Merik

“How can I describe what he taught me? The seriousness of our craft, and how to laugh at myself at the same time; the importance of methodical analysis, intellectual discipline, trusting my instincts, and artistic freedom.”

—Molly Matthiesen '81



Today Keenan is a senior faculty member at the American Academy of Dramatic Arts/West and teaches in the professional acting program at the University of Southern California. “To be interested in the arts at Santa Clara in the late ’50s and early ’60s was not cool. In those days, basketball was cool,” he said. “But Bill opened our eyes to

my life. He taught me how to accept theatre people and how to accept the fact that things are never going to be perfect. He picked plays [to produce] because he liked them and then he allowed us to find our own way with the play. He always credited actors with having brains. What I remember about rehearsals is the pleasure of them.”

She's No Pushover

One of SCU's first woman professors winds down a 26-year career

Elizabeth J. Moran is one "pushy" lady. During her 26-year career at Santa Clara she has pushed her students to excel, pushed the University to move forward and, most of all, pushed herself to grow professionally and personally.

Moran's former students describe her as a demanding teacher who expected—and usually got—the best from them. Working hard was a prerequisite in Moran's class, recalls Gary Pouliot '67. He remembers Moran as a "wonderful" teacher who performed a "minor miracle" in teaching him, an engineering major, to write and "even to enjoy poetry." Pouliot emphasized that Moran's firm determination was balanced by the "kindness and caring that radiated through everything she did."

Betty Moran, as the popular English professor is known to her friends, is one of those rare teachers who has a lifelong impact on her students. Anne Quartarara '74, who teaches modern European history at the U.S. Naval Academy at Annapolis, describes Moran as an extraordinary teacher who greatly influenced her life.

"When I think of Santa Clara, two people are foremost in my mind," Quartarara said. "They are Father Austin Fagothey, who taught me to think, and Betty Moran, who taught me to be my own person, made me work extremely hard, and encouraged me to grow and challenge myself."

"I hope at her age I can say I have given my students some of what she has given me," Quartarara said.

Anne Kearney '79 readily admits that it wasn't always easy to be a student in Elizabeth Moran's English composition class. "She was tough, exacting, and demanding, but also kind and inspiring," Kearney said.

Kearney, a writer in Tandem

Computers corporate communications department, credits Moran with teaching her that writing doesn't just happen. "She made me realize you have to shape it, mold it, work at it," Kearney said.

Throughout her years at Santa Clara, Moran has used these same shaping and molding techniques to prod the University to develop academically, socially, and morally. She has continually focused the administration's attention on equity for women and minorities. In the early 1970s, she spearheaded a drive to improve non-faculty salaries through a fair and equitable job classification system.

In the 1960s and early 1970s when there were few women teachers on the campus, Moran served as a role model for students and faculty members. "When I first arrived on campus, there were only two other faculty women. Betty was one of them," said Eleanor Willemssen, professor of psychology. "From the beginning, she was a mentor and role model."

It was Moran's persistence in staff development that led to the creation of the Teaching and Learning Center in 1986. And it was her leadership as the center's first director that estab-

"I hope at her age I can say I have given my students some of what she has given me."—Anne Quartarara '74

lished it as a valuable asset for faculty and students.

She is noted among her faculty colleagues for her resolute-ness. "When you talk about Elizabeth, you're talking about human tenacity, enduring strength, and caring. She's extraordinarily nurturing... she's a



Charles Barry

She prodded the University to develop academically, socially, and morally.

trailblazer," said Fred Parrella, associate professor of religious studies.

Diane Dreher, associate professor of English, said, "When Betty Moran sees something to

That "nibbling" has had results. Moran has been steadfast in promoting academic and cultural diversity on the campus. She successfully championed a ten-year drive to secure a Phi Beta Kappa chapter on campus, headed the University's Grants and Fellowship Office, and chaired the University's first affirmative action committee. She also was the first tenured woman faculty member and the first woman president of the Faculty Senate.

SCU's president, Father Paul Locatelli, S.J., hailed her recently as "The Second Lady of Santa Clara: 'Whereas St. Clare is the First Lady of Santa Clara, Elizabeth J. Moran is the Second Lady of Santa Clara University,'" he said in a proclamation he wrote for her retirement.

All this from a woman who

“Whereas St. Clare is the First Lady of Santa Clara, Elizabeth J. Moran is the Second Lady of Santa Clara University.”—Paul L. Locatelli, S.J., president

began her college teaching career at the age of 44. When Moran began teaching freshman English at Santa Clara in 1963, she was a married San Jose State University graduate student and the mother of four. She didn't let her late start hold her back.

Her perseverance can be attributed, at least in part, to an inner strength that allows her to achieve what she's after, whether it's raising a family while going to school, resolving a problem, interceding with the administration on behalf of a disgruntled employee, or teaching a student to write. She's not happy until she brings about harmony in her own world and in the world around her.

do something to help combat racism. She resolved to use African literature to promote understanding and tolerance of cultural differences. At her request, the University sent her to



Moran enjoying retirement party. She began her college teaching career at Santa Clara at the age of 44.

teach is determined by how involved you become, how real the commitment is.”

Moran said she knows she can never teach African literature as well as someone who is black because she has not lived that experience. “But I know I can make a difference,” she said. “I can help make students aware of and sensitive to other cultures.”

As with everything she

“I’ve learned to listen. Students have valid, exciting, imaginative insights.”

—Elizabeth Moran

tackles, Moran strove to excel in teaching African literature. In 1971 she was one of 22 people chosen nationwide to receive a Danforth fellowship in Black Studies. She spent a year at Stanford and discovered “another way of knowing.”

Previously, “learning was text and authors and writing papers,” Moran explained. At Stanford the learning was not out of a book, but through small-group discussions. “It took you—mind, body, and spirit—almost like the learning equivalent of holistic medicine,” she said. “It became impossible to separate the intellectual life from the intuitive, from the subjective, human person,” she said.

Teaching and learning haven’t been the same for Moran since.

“I have changed a lot in my attitude toward teaching,” she said. “I no longer look at it as filling the empty cup, but as sharing and learning with the students. One of the most important things I’ve learned is to

listen. Students have valid, exciting, imaginative insights.”

Exploring textbook subjects is only part of what Moran views as a teacher’s function. She believes that “educating the whole person, getting students to open their minds to other ways of looking at things,” is as important as teaching them to write.

She taught that lesson well, according to commercial photographer Michael Kohl ’73. “Betty Moran exemplifies the type of university that Santa Clara is,” Kohl said. “SCU wants its students to leave not just with the lessons of academia but with a sense of social responsibility. Betty Moran goes outside of the classroom and the textbook and uses her composition classes as a vehicle for opening their eyes to the world and a variety of opinions. She teaches more than English.”

Moran officially retired in February from the Teaching and Learning Center, but continues to teach a class in African literature. She is anxious to carry on her research in African literature, has resolved to do more volunteer service, and plans to continue her work as an ordained elder in the Presbyterian Church.

In addition, she intends to spend more time with her eight grandchildren and to catch up on her reading.

“I plan to really grow in some other directions,” she said.

Moran obviously isn’t ready to quit pushing herself. And her students and the University can be sure she isn’t about to quit pushing them, either.

Like a fine wine, Elizabeth Moran just keeps getting better with time.

—Carol Koenig

Carol Koenig ’71 is a freelance writer in Los Gatos.



About teaching: “I no longer look at it as filling the empty cup.”

Moran ascribes what she jokingly refers to as her “gadfly personality” to a strong sense of social justice. She isn’t sure why it developed, but she can pinpoint when that concern became a dominant force in her classroom.

In 1968 the assassination of Martin Luther King had a profound effect on Moran and altered her teaching career. His death gave a sense of urgency to her conviction that she must

a National Endowment for Humanities workshop and, after some intensive study, she offered Santa Clara’s first Afro-American literature class.

Moran has prized African and African-American literature ever since. She admits that, as a white woman, she initially had some reservations about her ability to teach African literature. Her doubts were dispelled when a black colleague advised her that the “ability to



As Father Paul Locatelli, S.J., completes his first year as president, he proposes his vision for Santa Clara. He outlines his priorities and lists the opportunities he sees for the University in the 1990s.

BY PAUL LOCATELLI, S.J.

As a student, a teacher, and an administrator at Santa Clara for over 30 years, I have seen a solid, predominantly liberal arts college become an excellent University. Over the past nine months, I have enjoyed exploring what creative options are open to the University. Looking ahead, my excitement at being president as we enter the 1990s comes from my conviction that the Santa Clara community has exceptional potential.

I've been asking various groups what they would like to see the University become. The overwhelming consensus is that the University should build on its distinctive tradition and Jesuit heritage to preserve the best of the past and should raise its horizons to a new level of educational excellence. Thoughtful people are asking us to identify what it is that continues to make this University distinctive and what course we will chart into the 1990s.

These conversations have convinced me that Santa Clara has something more to contribute to our students and alumni and to the critical enterprise of higher education. I mean "more" in the sense of the Latin word, *magis*, that is, "in a higher degree." We Jesuits are asked to do *more*: "to be exacting in our intellectual and spiritual growth; to attain expertise in a field and demand it from those we teach" (Goals and Guidelines); and, in all we do, to be a model for others. These should be the hallmark for a Santa Clara education.

Central, then, to the University's priorities are an education that produces leaders within the Jesuit tradition, excellence in teaching and research, cultural diversity, a strengthened curriculum, and community service.

Leadership Skills Within the Jesuit Tradition

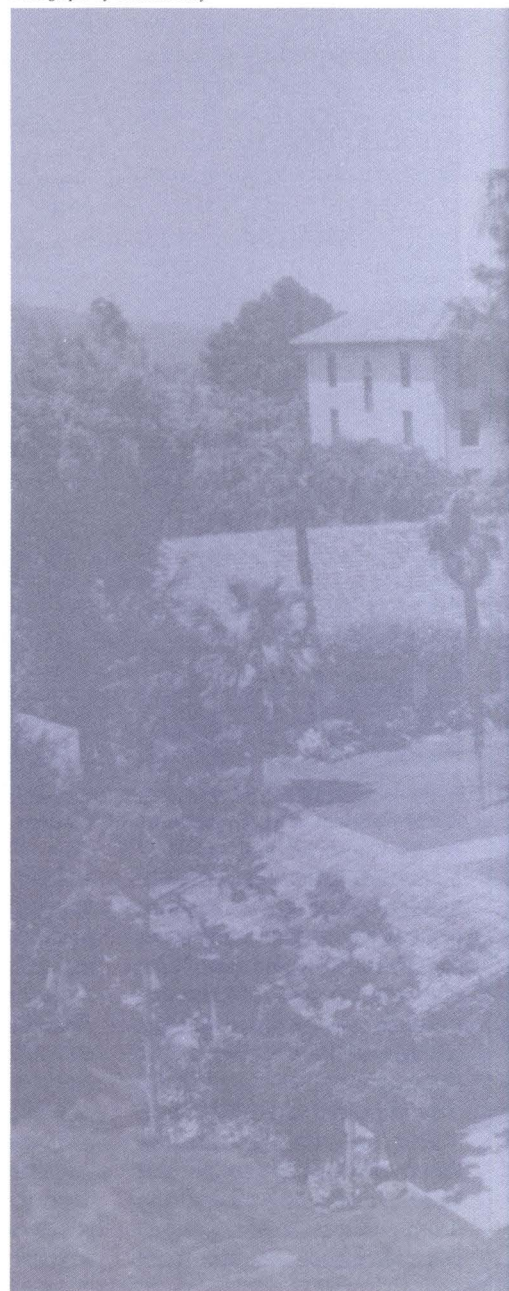
In its 137 years, this University has interwoven its own heritage with a rigorous Jesuit tradition to make it distinct from any other institution. Founded by leaders who dared to dream and ask "why not," Santa Clara has always sought to make a difference—to fashion a world built on faith and the fulfillment of justice through education.

We live in a more complex time than ever before in human history. Our task is to prepare men and women to live in a changing world—a world that is becoming a global community and that is interrelated economically, politically, technologically, and culturally. A leader formed in Santa Clara's Jesuit tradition is someone who will influence this changing world by being a loving father, a caring mother, a competent and sensitive professional or executive, and an active church and community member.

Universities exist to cultivate the mind. But Santa Clara emphasizes both scholarship and service to empower people to use their knowledge to make choices that create a more humane society. In the ideal, Jesuit education produces leaders, deeply reflective citizens who actively contribute to society, but who also know how to be constructively critical of it. We have, at times, described this ideal as "competence and conscience."

As the oldest educational institution in California—located, paradoxically, in the nation's high-technology capital—Santa Clara has matured as a university by enhancing its traditional liberal arts education with quality professional programs in business, law, engineering, counseling psychology, education, and catechetics. The

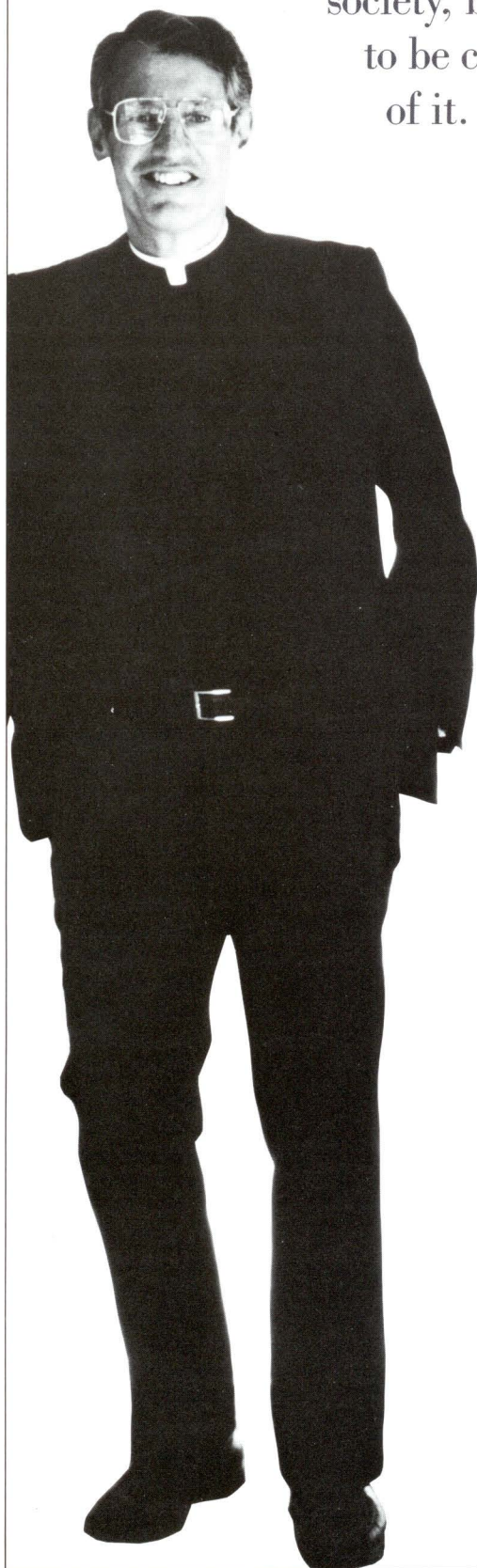
Photographs by Charles Barry



VISION



Jesuit education produces leaders, deeply reflective citizens who actively contribute to society, but who also know how to be constructively critical of it.



integration of arts and sciences—the foundation principles for an education for life—and professional studies is mutually enriching for students and faculty. This is the special Santa Clara experience: an education grounded in the liberal arts, with professional and practical dimensions, stressing service to society where graduates will strive to alleviate injustice, build a caring community, and educate others.

Older alumni remember the Jesuit chaplain. Now we have Campus Ministry, staffed by professionals who minister to pastoral, spiritual, and liturgical needs of the students, staff, faculty and friends and alumni when they return to campus. The spiritual development of the Santa Clara community, regardless of a person's particular faith, is strengthened by the high quality of Campus Ministry, whose efforts are another integral dimension in the education of the whole person. Crucial to our Catholic roots and to our freedom to worship God as we choose is our commitment to nurturing faith.

Certain programs, like the Center for Applied Ethics begun two years ago, point to our twofold emphasis on moral and intellectual values, an education seeking to answer not only what is but what should be. An essential part of education is to work constantly toward fashioning a more humane and just society—helping people in business, politics, law, medicine, and other fields address national and worldwide ethical dilemmas.

Athletics are, of course, another part of educating the whole person. Over the years, Santa Clara's balanced athletic program, offering extensive participation in intramural and intercollegiate sports for women and men has done much to build active and enthusiastic students and loyal alumni. Our goal will continue to be a tradition of excellence, with the widest possible participation. How to improve our athletic program, how to ensure, just as we do with

academic programs, that athletics will help develop leadership skills, and how to keep athletics in a balanced perspective are questions that the University community will continue to ask itself.

Even Jesuit Fathers Nobili and Accolti, the founders of Santa Clara College in 1851, would, I believe, see such ideas as an extension of the Jesuit tradition they so boldly established. *Our first priority is to build upon our Santa Clara Jesuit tradition with its focus on spreading the Christian message of charity, justice, and peace in our human world.*

Excellence in Teaching and Research

Although founded primarily as a teaching institution, Santa Clara continues to value teaching but now expects its professors to be actively engaged in scholarship. Until a little more than a decade ago, excellence in teaching was expected of faculty without comparable expectations for research. Today, professors are required to demonstrate superior quality in both areas. The ideal Santa Clara professor is a teaching scholar and a scholarly teacher.

One of Santa Clara's priorities for the 1990s must be to foster excellence in teaching and research and to inspire active learning by students. We recognize that faculty members have different talents. Exceptional teachers may not achieve exceptional scholarship, but they are expected to be involved in research. Teaching enriches scholarly activities because it requires using one's ability to communicate effectively. Similarly, exceptional researchers—nationally and internationally recognized scholars—are expected to be committed, interested teachers. Scholarship explores new horizons of knowledge and can only spark new life into teaching. Together, teaching and scholarship cultivate the mind and develop professional skills.

Exceptional teachers challenge students to learn how to be learners. I will emphasize

creating a collaborative environment in which faculty and students will learn together and will cherish a love of learning and intellectual rigor. Our undergraduate research conferences, such as those in physics, biology, sociology, and psychology, and independent research projects between undergraduates and faculty members are examples of this growing process.

I am proud to say that Santa Clara is widely known as a university where students and faculty fulfill their responsibilities with enthusiasm and seriousness. How well the University fulfills its academic role is one dimension of excellence; the other is what the community should be like.

Cultural Diversity

Another priority for the 1990s is to increase the quality and cultural diversity of the University community. We are searching for a student body, faculty, and staff with exemplary intellectual acumen and diverse cultural and racial backgrounds.

Demographic studies report that California is becoming the first state with a majority minority population. In the coming decade, blacks, Hispanics, and Asians will account for more than 50 percent of the state's population. When access for these minorities to education, especially a university education, lags behind opportunities for the current majority, the implications for the future of society and the workforce are bleak.

Santa Clara's "Excellence Through Diversity" study is an important part of our current planning. Its analysis spans a wide range of issues from recruitment and retention of students and faculty to financial aid and curriculum enhancement.

The University plans to play a leadership role in addressing how diversity can enrich the educational mission. Programs to improve minority access to all levels of education—community college, secondary, and elementary—will receive more attention. One example is Project 50, a pioneering program started more than 20 years ago to encourage and assist promising minority students to complete high school and go on to college.

The importance of including cultural diversity in the curriculum rests on the argument that diversity contributes to creativity in our society. Not to study diversity suggests that we lack vision and sensitivity toward people who have a different color of skin or different customs; a university must nurture such a vision and sensitivity.

A Strengthened Curriculum

Curriculum is the most important statement a university makes about what it can contribute to the intellectual development of its students. It is also the prime description of what a university most values in its teaching service to society.

In 1981, Santa Clara's Board of Trustees established the University Curriculum, a body of courses that all Santa Clara students are required to complete before graduating. In effect, it indicates we expect our graduates to be able to read critically and to write clearly and effectively; to develop an understanding of Western culture and another culture through the study of a foreign language; to understand the methods of mathematics and the natural and social sciences; to make decisions based on ethical principles; and to understand the religious dimensions of life.

We want the University Curriculum to encourage intellectual curiosity in a wide range of human interests and concerns. The major field of study, in contrast to the curriculum, is designed to develop competence that will provide alumni and alumnae with the skills to become leaders in their professions. The combined purpose of the University Curriculum and the major is to educate leaders for the 21st century.

To prepare our graduates better to move into the world, *Santa Clara will continue to fine-tune its curriculum by expanding the learning experience to include international and multicultural perspectives, the arts, and technology. Learning how to live in a world interrelated economically, politically, and culturally will be a sign of the educated person in the next century.*

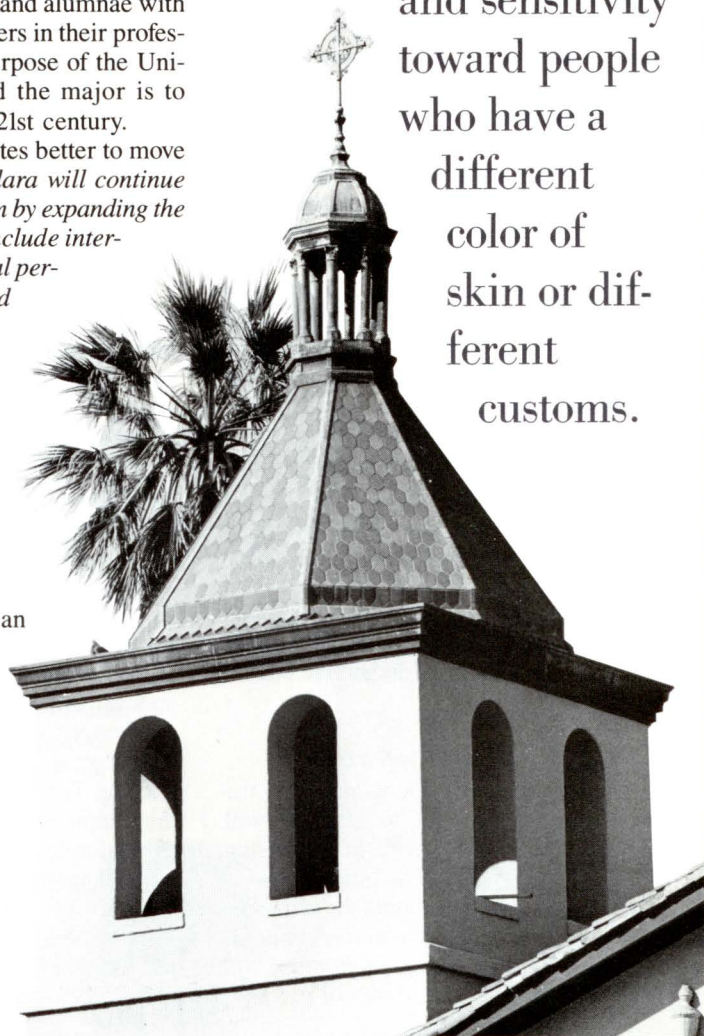
Santa Clara—with its strategic location in the Silicon Valley where an untapped wealth of talent and resources exists—is in a favorable position to examine global questions, especially those relating to technology. Precisely what influence technology has on society and social values remains a fertile area

for study. Technology is rapidly changing our world, often for the better but not always. Technology ought to benefit society; determining policies to achieve the use of technology is a critical aim for education. I would like to see Santa Clara involve the most creative minds in the community and the University in a dialogue about innovative approaches to those issues.

Community Service

I strongly believe that the best possible learning environment includes a mix of intellectual challenges and life experiences. On one level, undergraduate and graduate

Not to study diversity suggests that we lack vision and sensitivity toward people who have a different color of skin or different customs.



internships in business are valuable for students who wish to experience the marketplace. The Co-op Program in the School of Engineering and the Retail Management Institute program, for instance, allow students to spend a full quarter or equivalent time working for a company.

Another focus for experiential learning is an internship with a social and charitable organization where students contribute what they have learned in the classroom and their talents for social purposes. Programs like Santa Clara Community Action Program (SCCAP) and the San Jose Eastside Project are excellent examples. What begins in programs like SCCAP continues after graduation. The San Jose Eastside Project, which combines classroom courses with community involvement, is an example of experiential learning that aims at cultivating the mind, but also touching the heart and spirit. It combines academic analysis with living experience, such as working with immigrants in the process of documentation. It is a learning experience for the whole community, centered on education of the whole person.

A recent survey showed that 80 percent of our alumni are engaged, directly or indirectly, in community service. Who they are and how they live create an integral part of Santa Clara's living tradition. SCCAP and the San Jose Eastside Project and exchange programs with Russia, Poland, and other countries make concepts of service to others and social justice come alive in our communities.

Incorporating other new themes into the learning process will also continue. For example, we plan to continue sponsoring institutes like the ones on poverty, the family, and the Constitution, which analyzed social issues. Possible future themes will be social justice and ethics, urban and regional planning, and diversity as community.

Santa Clara will continue to build stronger academic programs and, at the same time, search for ways to create expanded learning environments—such as in community service—to enhance its distinctive educational tradition.

Challenge and Opportunity

The choices Santa Clara makes in the next few years will not be easy and will require risk and creativity in increasing academic quality, while maintaining fiscal responsibility. We do not have the resources to do all we would like; no university does.

A primary challenge is to mobilize our financial resources to enhance our excellent

I am convinced
that Santa Clara
is on the
threshold of
greatness....
We can become
nationally
recognized as
a Catholic leader
in higher
education.

educational programs. Because of diminished state and federal financial aid for students, the University has been forced to draw from other sources of capital—primarily gifts and grants. Some learning resources require new costs; other costs increase at a rate higher than current inflation; for example, technology for academic and administrative purposes, library resources, scientific equipment, insurance, and renovation of residential halls and academic buildings.

The new Invest in Santa Clara Fund will help provide funds we can allocate to our most urgent needs—financial aid for needy students, library books, Campus Ministry, technology, faculty and student research projects, men's and women's intramural and intercollegiate programs, and scientific equipment. The Invest in Santa Clara Fund and other gifts from alumni and friends make it possible to meet these costs, since tuition and endowment income and grants do not cover the full price of a Santa Clara education.

Unification of the campus gives us a special opportunity to complete what generations of Santa Clarans could only dream of; it, however, has a cost attached. Closing The Alameda is, in fact, opening the campus to new possibilities and a better and safer environment.

The investment we make to complete this project will greatly enhance an already beautiful learning environment. *Unifying the Mission campus with the newer buildings and extending the simple beauty of the*

Mission gardens across campus symbolizes the synergy of the traditional and the contemporary. This moment of singular importance in the history of Santa Clara is also symbolic of a stated purpose of Santa Clara University; namely, "an integrated curriculum designed . . . to demonstrate the unity of all forms of knowledge and to enable students to assume leadership in the modern world" (Statement of Purpose).

In a cost-benefit analysis, I consider higher education of the kind that Santa Clara provides to be a vital investment in the long-term health of our nation. Education is the key if we want to remain competitive in a global economy and if we want to be sensitive to the sociopolitical differences of neighboring countries.

At a practical level, the important question is whether we are offering the best and most distinctive education to the greatest number of people. I believe we are, but to build programs of lasting quality depends on having a permanent source of funds. This means endowment. Endowments of the leading universities allow them to make the long-term investments that educational quality demands.

To ensure quality and stability for Santa Clara, I, therefore, want to set a goal of increasing the University's endowment by 100 percent over the next five years to \$160 million to help underwrite some of the priorities I have presented.

The University's greatest strength lies in its people. The faculty are dedicated teachers and scholars who continue to be strong role models for students. We're very fortunate in having students who show genuine interest in contributing to the life of the University, which points to their future involvement in their own communities when they become alumni.

I am convinced that Santa Clara is on the threshold of greatness. If we focus our energies on an excellent faculty, student body, and academic programs, we can become nationally recognized as a Catholic leader in higher education.

As I begin my presidency, the main question I ask myself is, Can we provide future generations with a legacy of excellence and leadership appropriate for a university of Santa Clara's potential?

If we do—and with the continued loyal support of our alumni and friends, I'm certain we can—we will not only strengthen an already fine University, but will also add immeasurably to our society and the lives of all associated with Santa Clara. The times demand nothing less. ■

FAMILY IN CRISIS

Is the Silicon Valley family an endangered species?

BY MICHAEL S. MALONE

There is an endangered species in Silicon Valley, one so precious that when it disappears Silicon Valley will die with it.

This endangered species is the family. And sometimes it seems as if every institution in this valley—political, corporate, and social—is hellbent on driving it into extinction. Santa Clara County is becoming increasingly inhospitable to the young, the old, and to couples trying to raise children.

The irony is that this is happening at a time when the population is again turning toward the rewards of children and traditional multigenerational family structures. It may be too late. Thanks to a skyrocketing cost of living, Grandma and Grandpa have moved away, Mom and Dad (if

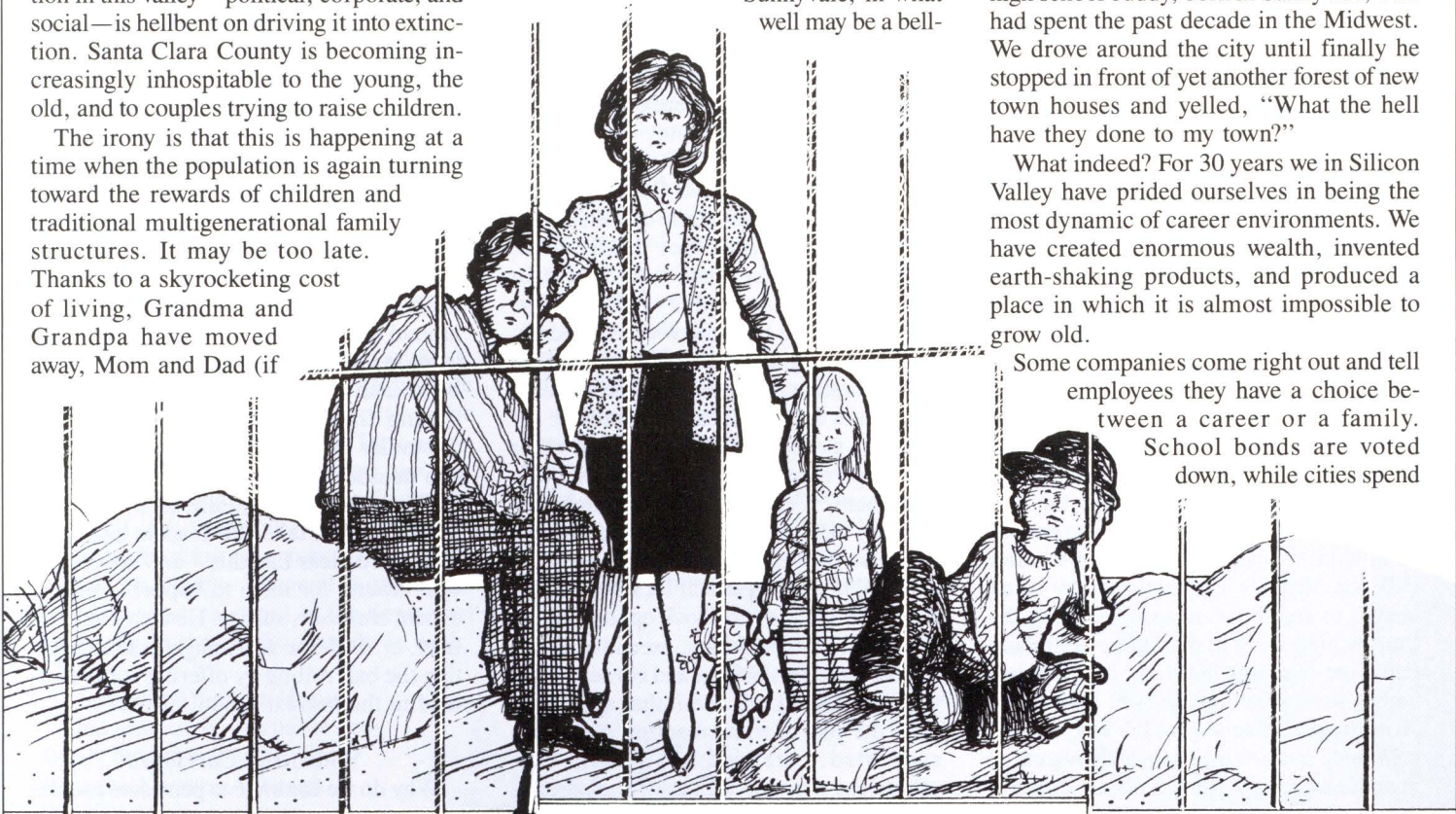
they manage to stay married) are never home, and the kids can look forward to moving out of town the day they start looking for work.

An attractive scenario, wouldn't you say? And it is only going to get worse. ESL of Sunnyvale, in what well may be a bell-

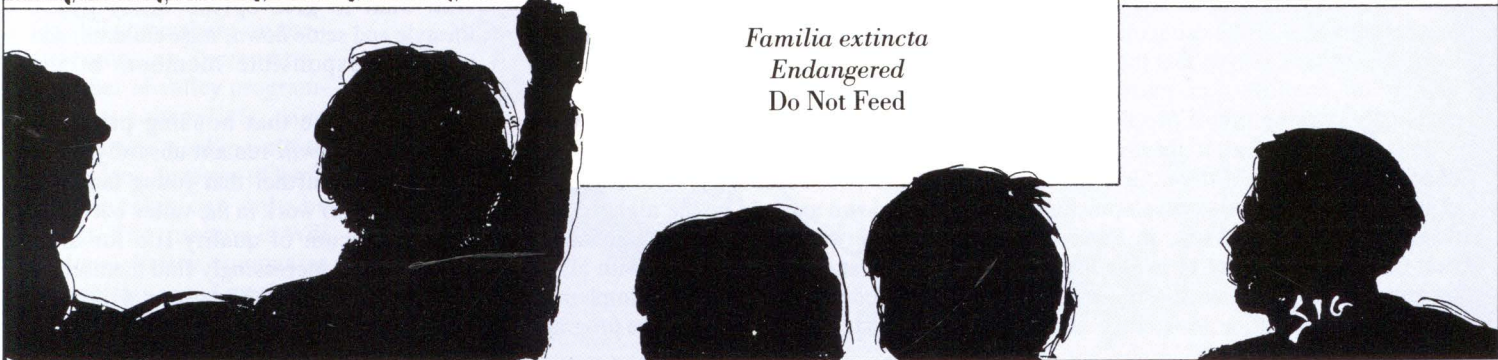
wether of things to come, recently announced it may move 1,000 employees out of Silicon Valley because of the deteriorating quality of valley life. By coincidence, on the same night as the announcement, I was driving around the valley with an old high school buddy, born in Sunnyvale, who had spent the past decade in the Midwest. We drove around the city until finally he stopped in front of yet another forest of new town houses and yelled, "What the hell have they done to my town?"

What indeed? For 30 years we in Silicon Valley have prided ourselves in being the most dynamic of career environments. We have created enormous wealth, invented earth-shaking products, and produced a place in which it is almost impossible to grow old.

Some companies come right out and tell employees they have a choice between a career or a family. School bonds are voted down, while cities spend



Familia extincta
Endangered
Do Not Feed



millions on new downtowns targeted for single professionals. Corporations contemptuously force employee-parents to race across town to pick up their preschoolers at expensive child-care centers—and then penalize them for not being dedicated to the firm.

Emerging from all this is the unpleasant truth that the ideal Silicon Valley employee is a young, unmarried professional with few outside interests besides acquiring expensive toys and hitting the town on Saturday night—in other words, the quintessential babyboomer of the 1970s and 1980s. Unfortunately, we are heading into the 1990s. By now that 40-year-old babyboomer has begun to catch on that making one's job one's life is little more than self-exploitation. He or she has begun to look for more meaningful ways to spend what's left of life.

But this newfound philosophy—considered emotional maturity anywhere else—is all but anathema to the way Silicon Valley operates. Most companies in the rest of the world like family men and women as employees because they are typically more stable and responsible. But here, where having a half-dozen jobs in a decade is hardly unusual, employers don't want stability, much less some misguided fool who wants to spend time as a Little League coach or scoutmaster—time in the evenings or on weekends better spent at the office.

But still some people try to make a go of family life. They aren't hard to find: Drive out Interstate 680 some morning at dawn and look at the line of cars creeping over the hill from Contra Costa County and the San Joaquin Valley. These are the young parents of Silicon Valley. Having chosen to raise children, they are now punished by being unable to see them, instead spending the time inching along in their three-hour daily commute that gets them out of the house before sunrise and home well after dark. How long can that way of life last without collapsing into estrangement and divorce, or abandonment of a Silicon Valley career?

So, where can we look for help in improving this situation? To the companies? It took them 20 years to catch on that they couldn't just lay off employees en masse without eventually running out of people.

To government? Face it, *24-hour city* are code words for *no children*. Go visit one of those new town house developments in downtown Mountain View, in Sunnyvale near Central Expressway, or in San Jose out by Agnews: with their multi-story, no-yard, California-brownstone look, they all but

We are heading into the 1990s and the 40-year-old babyboomer has begun to catch on that making one's job one's life is little more than self-exploitation.

scream, "Double income, no kids!"

The tragedy of all this is that in our headlong flight for growth and prosperity here in Silicon Valley, we may be sowing the seeds of this valley's disintegration. What were minor inconveniences to singles and childless couples a few years ago are now unbearable intrusions in the lives of young families. We hear the complaint everywhere, not just at ESL.

With all signs pointing to the problem only getting worse, here are a few suggestions for what can be done:

Provide Child Care

It has long been an excuse by valley companies that the reason they don't provide in-house (or nearby) child-care centers for their employees is that this would be an inequitable benefit for those without children. Well, speaking as a member of that group, I can honestly say that this argument doesn't wash, even for me. Local firms provide par courses, gyms, and all manner of other employee recreation facilities—and who uses them? Certainly not the employee-parents; they're too busy driving through traffic to pick up their kids.

All right, for argument let's say it is inequitable. Well, so are stock options for top executives, company cars, executive dining rooms, first-class tickets, and corner offices with windows. Let's admit that and get on with the job of implementing company-supported, extended-hour, child-care operations near the offices of the parents, either on-site or in the neighborhood.

The comparatively low capital investment will be quickly recouped in longer workdays, higher productivity, and greater loyalty. If you executives don't believe that, ask your employees. And if such an obvious appeal to your balance sheet isn't enough, then sit down and add up the nightmare in taxes, paperwork, and bureaucratic incompetence that is going to come with allowing the federal government to implement and regulate a national child-care program.

Relocate Elementary Schools

When districts built schools in the 1950s and 1960s, they operated under notions that may no longer be valid. One was that the most important thing was to keep children near their homes. That, in turn, was based on the assumption that the child's mother, a housewife, would be waiting there.

In this age of latch-key children and working mothers, it is possible that this philosophy of neighborhood schools is not only obsolete, but even destructive. That's why some educational researchers are looking at building future schools, especially at the elementary level, in industrial parks where parents work. Properly planned, these schools could not only be as nice as their suburban counterparts (especially if enough land is zoned for a park around them), but also have the added advantage of adults who are available for help before and after school and at certain times during the workday—a situation not dissimilar to volunteer mothers in schools two decades ago.

Silicon Valley corporations and governments should take the lead in pursuing innovative ideas like this—and not merely wait around for them to happen. Perhaps a giant company, such as Hewlett-Packard, Intel, or IBM-San Jose, might consider getting the ball rolling by offering some of its land to the nearest school district.

Widen the Corridors

Why do we continue to persecute couples who want to give up the valley gypsy lifestyle and settle down, raise children, and become responsible members of the community?

Let's assume that housing prices in Silicon Valley will remain absurdly high. Let's assume further that young families, still desiring to work in the valley but wanting a modicum of quality life for their children, will increasingly find themselves buying homes on the ever-widening periphery of the valley.

What can we do for these people?

For one thing, we can make their long commutes less miserable. If we are going to force people to drive from Tracy or Turlock or Los Banos, then we can at least make the trip less of a horror. That means improving Highways 152 over Pacheco Pass and 25 south of Hollister and, conceivably, cutting a new highway—or a railroad line—over the Diablo Range into Turlock and Modesto. On the other side of the valley we need improvements to Highways 92 and 17 and to Skyline Road. These latter improvements will have the added advantage of keeping homeowners within the county's tax base.

Local firms should be at the forefront of all this. Surely, they would rather be opening new plants just over the hill than in Boise, Charlotte, or Jakarta.

Plant Patches of Green

As more and more vacant land is filled, parks loom in ever greater importance to Silicon Valley family life. If we are going to stuff families into high-rises, then we'd better provide them with more parks and greenbelts in which to play and let off steam.

And we are running out of time: Either we build those parks now—staking off large chunks of the baylands, surrounding hills, and, through eminent domain, the valley floor—or it will be too late.

The patches of green can be metaphorical as well. Public institutions can provide entertainment and gathering places for families. The Children's Discovery Museum, the Technology Center, the proposed Giants Stadium, and the downtown arena (if it is financially feasible) are all positive efforts toward enhancing family life in Silicon Valley. We need more of the same, not just clustered in the downtown areas, but in the neighborhoods as well.

Support Work at Home

One seemingly inevitable pro-family direction in valley life is work at home. Although the officeless corporation is still somewhere on the horizon, an increasing number of valley programmers, journalists, and others are working out of their dens. In terms of family life, this can only be good. The question is Will Silicon Valley companies propel this social revolution forward or will they impede

it? The prognosis isn't positive, if only because senior management will always be needed at the office, as will assembly people—the two groups who take priority in any company. The vast middle-management of Silicon Valley—the people with the most potential for working at home—are, as always, the forgotten majority in decision-making.

The same question can be asked of city governments. If they are indeed interested in maintaining a multi-generational society in this valley, in reducing the number of cars on city streets at peak hours, and in spreading the load on city services, shouldn't cities be looking at ways to reinforce working at home? Shouldn't they support tax breaks, perhaps, library annexes that feature fax machines, or sophisticated copiers and all the other appurtenances of the so-called electronic cottage?

Centralize/Decentralize

Editorials have already discussed in-depth the desperate need to pull the South Bay cities together into some serious regional planning, even if that means merging those cities into one or two megacities with powerful governments.

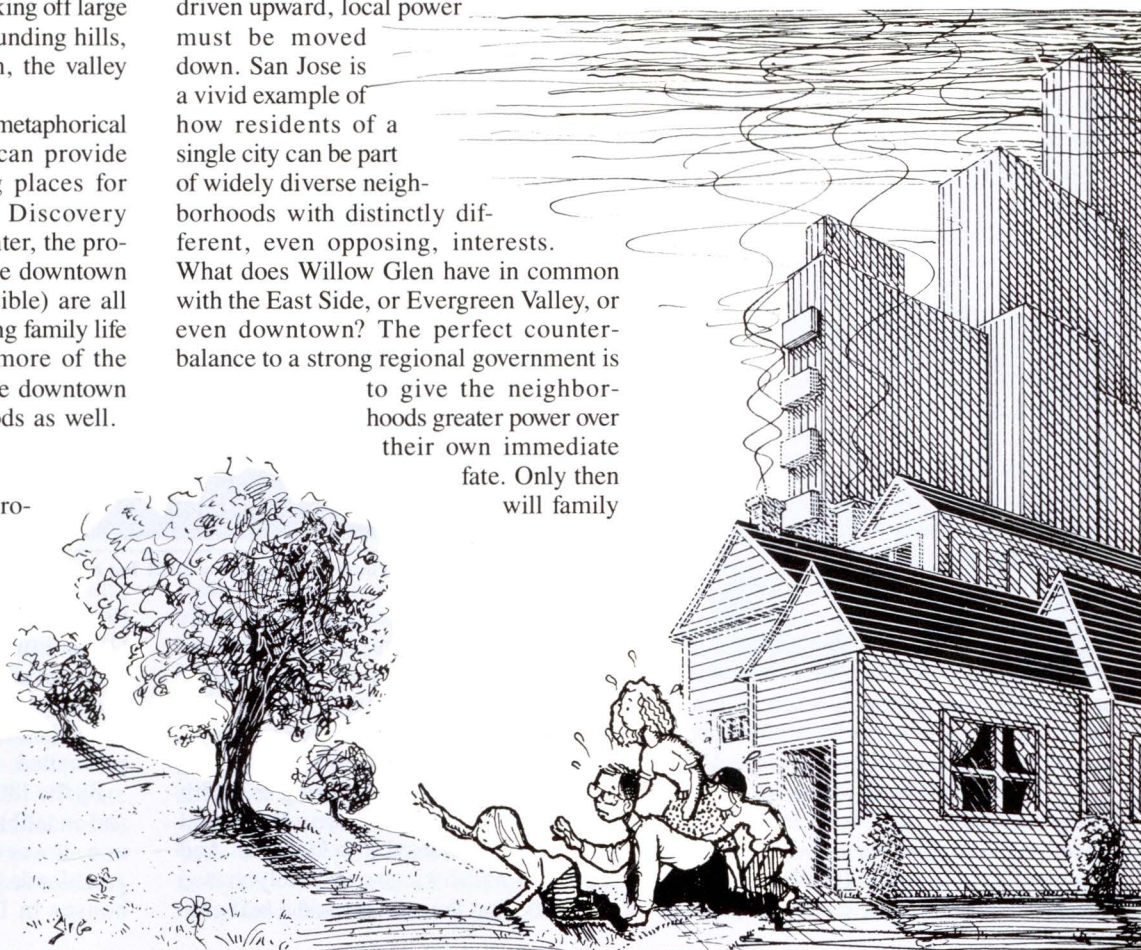
But, as regional planning is driven upward, local power must be moved down. San Jose is a vivid example of how residents of a single city can be part of widely diverse neighborhoods with distinctly different, even opposing, interests. What does Willow Glen have in common with the East Side, or Evergreen Valley, or even downtown? The perfect counterbalance to a strong regional government is to give the neighborhoods greater power over their own immediate fate. Only then will family

neighborhoods be able to defend themselves and support their local social institutions, while letting the professional districts follow their own paths.

Silicon Valley has been a great success story not only because it has stayed at the forefront of the technological revolution, but also because it has always managed to clamber atop the latest demographic wave and ride it for all it is worth.

We forget that the valley was created by the burst of postwar veterans who followed the G.I. bill into engineering. Other booms have followed, fueled by the television revolution, the Vietnam war, young baby-boomers (video games), young adult baby-boomers (personal computers), and working babyboomers (workstations, fax machines, cellular telephones). Each has affected the work and the life of Silicon Valley. We are now bobbing atop the latest such wave. Companies are already gearing up products to meet it. But will we be as prepared for what awaits us at home? ■

Michael S. Malone '75 (MBA- '77) hosts "Malone" on KTEH-TV (Channel 54), and is the author of The Big Score.



**In the past generation, Dublin
has changed from a parochial town
to a bustling European capital.
But progress has come at a price.**

DUBLIN: City of 1,000 Years

BY TIMOTHY J. O'KEEFE

In the year just past, Dubliners celebrated their city's 1,000th birthday. A series of special millennial events—from dress balls to cycle races and folk festivals—marked this historic anniversary of Ireland's capital city. As a much extended part of the celebration, Santa Clara University hosted Alderman Carmencita Hederman, the lord mayor of Dublin who inaugurated the millennium-year festivities. During her visit, Alderman Hederman, like any good Dubliner, expressed justifiable pride in a city that has changed during the past generation from a parochial town to a bustling European capital.

Even a casual visitor to the 1,000-year-old city can see the signs of progress. New housing stretches out in all directions from the city center, modern office buildings accommodate growing numbers of civil servants and businesspeople, shops display industrial and agricultural products from throughout the European Economic Community, and increasing affluence is apparent in the dress and sophistication of Dublin's burgeoning population.

Unfortunately, progress has come at a price, and there are less pleasant aspects of Dublin as well: traffic congestion, high prices, serious unemployment (particularly among young people), emigration of highly trained professionals, and a serious drug problem. Cynics, of whom there are not a few in Dublin, were quick to invent fictitious prizes that might be awarded during the millennium festivities: awards for the best derelict building, best pot-holed street, ugliest shopfront, quickest demolition job,

most horrible glass-and-concrete complex, dreariest housing. . . .

As these barbed comments point out, one of the most serious difficulties faced by Dublin is the need to balance modernization with preservation of the legacy of the past. Because of the extraordinary richness of that legacy, this is no small task.

* * *

Irish Tourist Board



The Custom House (1791) burned to a shell in 1921 but has been splendidly restored

One of the many ironies of Dublin's history is that, with only rare exceptions, the principal city of Ireland was securely in the hands of foreigners until 1922. Founded by the Vikings before the middle of the 9th century, Dublin was taken over by Norman conquerors during the 12th century, when Henry II made it the capital of his newly conquered Irish kingdom. And although English kings only rarely visited Ireland during the next six and a half cen-

turies, Dublin became the residence of a viceroy and the home for a bureaucracy of English civil servants and enough English soldiery to dominate the island's native Celtic population. In the heart of the city, Dublin Castle became the headquarters of these colonial officials and the symbol of foreign occupation. During the Reformation, St. Patrick's Cathedral and other ancient churches were converted to the

Protestant worship they retain to this day. Queen Elizabeth I founded Trinity College to educate the sons of the colonial occupiers and perpetuate English rule in Ireland. The Ascendancy, as the English Protestant elite was called, made Dublin its own.

By the 18th century, Dublin bore the full and indelible imprint of English occupation. It was the showpiece of Ireland. The great landed families built luxurious town houses in Dublin. There, among their

peers, they could enjoy a social season that rivaled that of the English capital. Dublin became the second city of the British empire, far surpassing Bristol, York, Boston, or Philadelphia in size and cultural amenities. It nurtured a generation of literary, military, and political giants, the

Architecturally, Dublin reached its peak during this age of elegance. The Custom House and the Four Courts (both designed by James Gandon), the Post Office, the Irish Parliament, and other public buildings imposed a graceful neoclassical style on the city. In addition to the palatial homes of the

architecture. Foreign and native craftsmen decorated the ceilings and walls of the interiors of these houses with ornate and fanciful plasterwork. It was within such splendid surroundings, maintained by the cheap and abundant labor of Irish servants, that the Ascendancy carried on its brilliant social life.

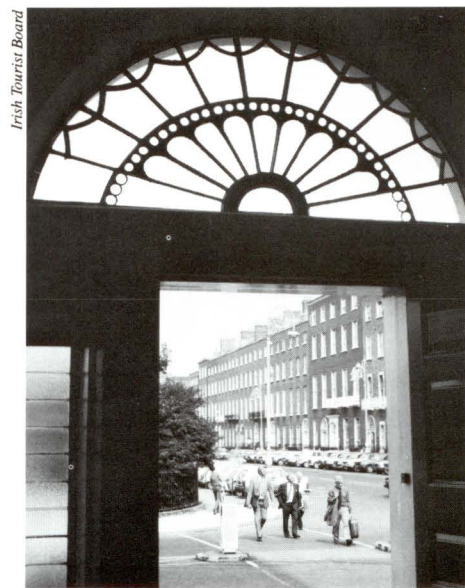
Dublin's fortunes began to spiral downward early in the 19th century. In 1800, Ireland's link with England was tightened still further by the abolition of the Irish Parliament, which had regularly assembled in the capital city since the Middle Ages. Deprived of their own political theater in which they could display their skills, the richest, most ambitious, and most enterprising members of the Ascendancy abandoned Dublin for the larger imperial stage at Westminster. Many Dublin town houses were now only fitfully occupied by their absentee owners; many were sold; and a few, to avoid the very considerable expense of regular upkeep, were simply abandoned. As the original owners left Dublin, a new professional class of doctors and lawyers moved into fashionable Georgian enclaves such as Merrion Square and Fitzwilliam Square and carefully preserved them. But other areas, particularly on the north side of the Liffey, began to suffer the ravages of



Trinity College from steps of Parliament

most famous of whom are Oliver Goldsmith, Richard Sheridan, Edmund Burke, Henry Grattan, and the Duke of Wellington. Dublin earned a reputation as a cultural center, and it was in a new music hall on Fishamble Street that George Frederick Handel presented the first public performance of the *Messiah*. With its theaters, musical ensembles, coffeehouses, gentlemen's clubs, and bookshops, the city warranted Dr. Johnson's description of it as "a lesser London."

Duke of Leinster, Lord Charlemont, and other titled aristocrats, rows of more modest but equally stately dwellings spread north and south of the Liffey River. Spacious squares enclosed by elegant homes were connected by some of the widest and most graceful avenues in Europe. The earthy colors of local brick provided the warm surfaces that builders ornamented with large windows, elaborate doorways, and fanlights, which are still the most easily recognized characteristics of Irish Georgian



Georgian Dublin—A still largely intact example of an 18th century European city

the damp climate and air polluted with the sulfurous smoke from Dublin chimneys. All too often the large Georgian family dwellings were sold to slum landlords who rented them to the impoverished country people flocking to Dublin during the

famine-ridden decades of the 19th century. Whole families crammed into single rooms, and the former quarters of the elite were gradually reduced to the squalid tenements of the destitute.

Physical deterioration kept pace with the increasing poverty. Already in the previous century the elegant plasterwork had suffered from hard-drinking Ascendancy bucks who used the garlands, animals, and nudes for target practice. Now, through neglect or desperation, the furnishings, elaborate iron railings, mantelpieces, and even the original walls were mutilated, sold, or destroyed. As houses around them deteriorated into tenements, "respectable" families who had tried to hold on to their homes fled to new, safer, and healthier suburbs, leaving their residences to the mercy of unscrupulous landlords, time, and the weather. By the eve of World War I, Dublin enjoyed the unenviable reputation of having the worst slums in Europe, with the exception of those in Moscow.

When, in 1922, the Irish finally achieved independence from England, Dublin once again became a capital city. But the resources of a small, poor, and basically agrarian country were limited, and a multitude of demands were pressing. The preservation of Ireland's architectural past could

UPI-Bettmann Newsphotos



Leinster House, town house of the Dukes of Leinster, is now the seat of the Irish Parliament

hardly take precedence over the creation of decent housing for its people or the countless other obligations of the new state. It was admirable that the government rebuilt the Custom House, Four Courts, and other public buildings damaged in the war of independence and the ensuing civil war.

Ironically, however, Ireland's poverty and her peripheral political role during the first

half of the 20th century, at least architecturally, worked to her advantage. Dublin was spared the physical ravages that many European cities suffered in World Wars I and II. Ireland's economy stagnated after independence. Her government's primary commitment was to agricultural rather than industrial development, and urban renewal was neither seriously contemplated nor undertaken. Thus, despite the debilitation of many of her Georgian districts, Dublin entered the second half of the 20th century possessing the most extensive and least spoiled 18th-century architecture in Europe.

By 1960 conditions had changed dramatically. Like all of Ireland, Dublin experienced an economic and psychological awakening, which amounted to nothing less than a restoration of national self-confidence. An aggressive government policy of commercial and industrial expansion brought renewed life to the capital city. This economic resurgence brought with it new jobs, a rapidly increasing government bureaucracy, expanding services, and an insatiable demand for new office space. With little or no thought, individual Georgian buildings and entire rows of houses fell to demolition crews clearing the now-valuable land in the central city. Many 18th-century buildings, which were structurally sound despite years of neglect, were ruthlessly demolished. These were replaced by modern, often aggressively ugly, buildings.

Foreign visitors and concerned Dubliners discovered that, with the destruction of the

Irish Tourist Board



Classic Georgian example: warm brick exterior with large windows, elaborate doorways, and fanlights

architecture that gave the city its cultural distinction, the very character of Dublin was being lost. Thrusting, incongruous modern structures began punctuating the cityscape, which had traditionally maintained the old Georgian standard of three- or four-story buildings. Liberty Hall, a towering concrete-and-glass office building, was perhaps the most egregious of such inappropriate construction, since it looms over one of the most beautiful buildings in Dublin, Gandon's Custom House. New structures, which made little or no effort to harmonize with their surroundings in scale, material, or style, spoiled rows of symmetrical Georgian houses. Since the singular value of Dublin's 18th-century

urban renewal pattern of many European and American cities and relocated its poor to housing on the outskirts of the city. This policy simply abandoned the tenement buildings to commercial developers who catered to the needs of business and government. These, in turn, demanded centrally located offices with greater floor space and larger working areas than could be found in the old buildings. During the 1960s and 1970s, the new elite urban gentry, who attempted to restore threatened Georgian neighborhoods, received little official or popular support. The pressing need in Dublin was for economic development, not architectural preservation.

Just as the past is rarely forgotten in

popular education, public demonstrations, and, occasionally, illegal occupation of buildings slated for demolition. Their protests, coupled with public reaction to the most notorious cases of architectural pillage, gradually forced builders and the government itself to show some concern for the value of Dublin's Georgian heritage.

By that time, however, irremediable damage had already been done. A writer for the *Irish Times* wrote in 1979: "Dublin is a heartbreak. For all its past inequalities, it had a certain nobility of mien, a dignified bearing, and now is reduced architecturally almost to the provincial squalor of one of England's scrap-heap towns. And all done by ourselves." Although the language may be exaggerated, this is not an isolated reaction. When asked recently if he often returned to his native Dublin from the countryside where he now lives, the novelist James Plunkett replied, "The city is not the city I used to know. I go back to a place for nostalgic reasons, and it's not there—they've pulled the bloody thing down."

By no means has all of Dublin's historic legacy been lost. Thanks to the leadership of a more enlightened and sympathetic city government and to the recent fashionability of housing corporate offices in authentic Georgian buildings, considerable efforts are now being made to preserve the remaining squares and terraces. The architectural losses of past decades are to be regretted, but what remains of 18th-century Dublin is unique in historical and artistic value. As it enters its second millennium, Dublin can be justly proud of its progress as a modern European capital city, but it should be equally proud of the elegant civic legacy it has inherited from the past. The preservation of that legacy of beauty and good taste is not an inappropriate wish for Dublin's 1,000th birthday. ■

Professor Timothy J. O'Keefe is an Irish historian and teaches history at Santa Clara. He also is director of the Division of History and Social Sciences within the College of Arts and Sciences.

A native of Los Angeles, he did his undergraduate work at St. Mary's College and received his Ph.D. in Modern European History from the University of Notre Dame in 1965. He came to SCU the next fall, where he currently teaches Western Civilization, the History of England, and the History of Ireland.

In 1968 he was married to Julia Wiedel '67, and they have four children. The family has lived twice in Dublin, for five months in 1980 and during the summer of 1973. O'Keefe made a short visit to Dublin in 1983, and plans to return again next summer.



Modern-day Liberty Hall (background) contrasts sharply with Gandon's beautiful Custom House

heritage was its carefully proportioned squares and sweeping and harmonious Georgian terraces, the imposition of one or more modern buildings was aesthetically disastrous.

It seems remarkable that the Irish, who treasure their past and are willing to talk about it at great length, would allow the disappearance of this historical legacy to take place in their own capital city. But to many Dubliners, after decades of economic stagnation, any change seemed desirable. In a small country with extremely limited financial resources, it was simply cheaper and more efficient to tear down old buildings and construct new ones than to attempt painstaking and expensive restoration of faded Georgian relics. Rather than preserving old neighborhoods in the inner city, the Dublin Corporation adopted the

Ireland, national grievances are rarely forgiven, and Georgian Dublin suffered because of this. Some land developers and even a few government ministers defended the destruction by simply dismissing the value of the 18th-century buildings. The Georgian terraces were not Irish at all, they maintained, but English. Why, then, should these symbols of oppression and colonial servitude be preserved? Although a culturally nearsighted and economically self-serving argument, it found support among the more ardent Irish nationalists.

A concerted opposition to this policy of neglect and outright destruction of Dublin's historic terraces and squares gradually grew. Led by journalists, architects, university students, professional societies, and newly formed neighborhood associations, these activists adopted tactics that included

George and the Silver Fox

BY RITA C. BEAMISH

A behind-the-scenes view of President and Mrs. Bush by a White House reporter

It had to be one of the truly memorable moments of recent political history.

There was George Bush, his presidency one day old, slinging an electric guitar over his shoulder as he stood on the stage. The amplifiers were still smoking from the wild version of "High-Heeled Sneakers" just performed by the new chairman of the Republican National Committee, Lee Atwater.

Moments before, Atwater was flopped on his back in a guitar-playing frenzy before a delirious audience of 6,000 inaugural celebrants. He leaned toward the president and launched into a rollicking introduction to "Soul Man."

Bush gamely aped Atwater's knees-bent, hips-forward stance. Scrunching up his face, he pre-

Bush clowns
with Lee
Atwater
at inaugural
concert





put an end to the jolliness?

How much kinder and gentler was George Bush, and how long would he make us read his lips?

With the Bush years just beginning, the jury remains out on these questions.

Meanwhile, Bush has put a distinctive stamp on his presidency as he introduces George Bush the person—not to mention George Bush the fisherman, the grandfather, the horseshoe aficionado, the jogger, the Connecticut native, and the resident of Maine, Texas, Washington, and sometimes Florida. And above all, George Bush, the spontaneous one.

In contrast to the mostly sleepy and carefully programmed days of Ronald Reagan, Bush is in the Oval Office shortly after 7 a.m. He begins the day with briefings by his national security aides, then wades through a schedule of meetings, speeches, and photo opportunities. He regularly sprinkles his day with last-minute surprises.

At the end of the day, he occasionally leaves the Oval Office via a corridor adjoining the press's working area. Reporters who happen to be standing around have a chance for a bit of banter with the president and a question or two. These contacts generally produce no hard news, but the casual access is welcomed after the arms-length distance often enforced between reporters and Bush during his campaign.

On one such encounter, the talk

turned to what really was on the president's mind that evening (he was off to try his indoor treadmill machine). A regular jogger, he lamented that he had been unable to run recently because of the cold weather and a bout with the flu.

The athletic president proceeded to gush about his best news of the day—the horseshoe pit he was having installed on the White House grounds was almost ready.

The Ranking Committee, he said, was also ready for White House recreation duty. The committee is a mysterious all-sport, rule-making, and decision-rendering body that seems to exist mainly in Bush's mind. No one knows who, if anyone, is on the Ranking Committee, but Bush cites its rulings when appropriate during Bush family sports competitions.

And, "stay tuned," Bush told us in one of his favorite phrases, for that upcoming tennis doubles challenge pitting Chris Evert and Pam Shriver against the "Bush Boys," his sons Marvin and Neil.

The president had fixed the odds so that victory for the Bush Boys required only that his sons win more than two games against the professionals. Stay tuned.

Then there was the morning that Bush sent reporters and camera crews scrambling when he announced, with only 15-minutes notice, that he would hold his first presidential news conference. We were barely in place when he breezed in and immediately began calling on reporters by name. (Reagan

tended to play along as a stage full of rock-and-blues greats joined in.

The Republican Party faithful went wild.

"Look at Atwater," a woman screeched at the gyrating 37-year-old who is known more for his hardball political tactics than his guitar playing.

"Look at Bush," her friend whooped.

But the president already was preparing to extricate himself, laughingly throwing up his hands and shaking his head.

Accompanied by a wiggling-hipped first lady, Bush loped off, while Atwater lingered for a roof-raising finale.

No, Dorothy, we were not in Kansas. Incredible as it seemed, we were at a Republican event.

What had happened to George Bush the wimp? And what about that "read-my-lips" tough guy? And where was the "kinder, gentler" candidate who said he was haunted by the thought of America's needy children?

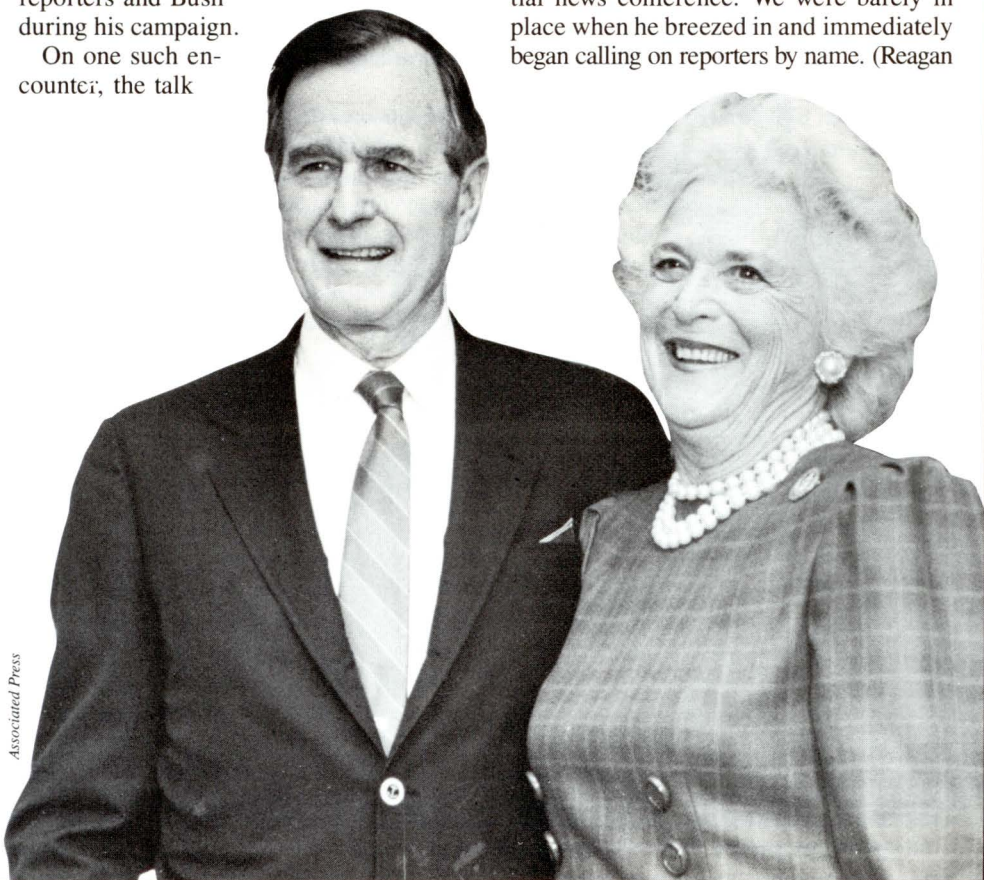
Those campaign images were remote as the new president, known to show an occasional streak of regular-guy goofiness, reveled in an uninhibited moment of distinctly non-presidential behavior.

The blues-rock concert—one of several official inaugural week festivities—showcased an unfolding Bush persona that was mostly kept under wraps during the campaign by Bush's handlers, who had carefully packaged him and scripted his moves.

Now, with the election behind him, Bush took to his presidency with gusto, and he was shedding layers of packaging along the way.

As the new administration got under way, Washington watched to see whether this good-natured resident of 1600 Pennsylvania Avenue would be supplanted by that whiny, sharp-edged guy who was around in the early days of the 1988 campaign.

Or would rough sledding, which came early on with congressional attacks on his budget proposal and the sniping over John Tower, his nominee for secretary of defense,



Bush let it be known early that if he felt like going out to buy bagels or visit his favorite clothing store, he was going to go ahead and do it.

had always used a seating chart.)

Bush held forth for 45 minutes, for the most part answering all questions with refreshing directness and engaging in considerable joshing and teasing of reporters.

The reporters who had covered Bush's predecessor recalled that not only did Reagan rarely hold news conferences, but also that he kept them to a flat half-hour, after practicing with aides for hours to get ready.

A month later, on the eve of his trip to the Far East, Bush again popped in for a spur-of-the-moment news conference. This time, the atmosphere was a bit more tense. Tower was about to be sacked by the Senate Armed Services Committee, U.S.

bookstores were quaking under threats from Ayatollah-inspired opponents of Salmon Rushdie's so-called blasphemous novel, and Bush was leaving on his first foreign trip.

A question on why he did not support a ban on semiautomatic weapons produced a Reaganesque answer—fragmented sentences rambling around the theme that these weapons are undesirable, but people have a right to own guns.

Bush maintained his good humor, but kept this session to half the length of the first one.

The president seems to delight in breaking news without having it leaked in the newspapers first. During the transition, he took particular pleasure whenever he managed to make a cabinet or personnel announcement without having the name

Kathy Willens, Associated Press



Much has been made of Barbara Bush's white hair—her husband calls her The Silver Fox

leaked ahead of time.

It didn't happen often. Bush, like most presidents, has not figured out how to plug the leak-prone government.

Another Bush penchant—exercise—keeps his staff and the press corps on their toes. He's been known to go running on only 20-minutes notice. Thus, the media pool—a handful of representatives, reporters, and camera personnel who accompany him in public—also must be ready to go at any time.

During the first week of the Bush presidency when the White House intercom called the press pool for an imminent motorcade, reporters scurried to doublecheck the day's printed schedule. No such motorcade was noted.

The typical reaction around the White House press quarters that day was the call that went to NBC's newsroom from its White House team, reporting the president was on the move.

"Where's he going?" the home office queried routinely.

"We don't know!" came the bewildered reply. It turned out to be a presidential jog at a nearby military base.

We quickly learned to expect the unexpected.

On a visit to his vacation



With first mother, Dorothy Walker Bush, of Jupiter Island, Florida

Scott Applewhite, Associated Press



The Bushes with family dog, Millie, and some of their 11 grandchildren

home in Kennebunkport, Maine, Bush frustrated the best-laid plans of the traveling press when he decided to walk two miles into town to get razor blades.

He originally was to have traveled by motorcade, so camera crews positioned on a streetcorner where his car was to have stopped were not pleased to have missed the entire walking photo op.

Bush had let it be known early, however, that he would act according to the moods that struck him, even if it meant not following the customary routine or using a traveling press pool. If he felt like going out to buy bagels or visit his favorite clothing store, he was going to go ahead and do it.

Despite that pronouncement, the president hasn't exactly been wandering the streets of Washington. His work schedule doesn't allow much time for that, although he has taken an evening to patronize a local restaurant with friends.

His wife, Barbara, did stroll beyond the White House grounds one Saturday with her dog and a few friends. But a press pack that was standing outside awaiting the departure of Henry Kissinger after a meeting with Bush chased her.

Outside the White House gates, she stopped. They stopped. Clearly exasperated, she tried to tell the reporters that this was not news, and asked if they intended to keep up this behavior all the time. But the cameras just kept rolling, so she turned heel and went back inside.

From time to time, the Bushes are seen on the White House grounds with assorted grandchildren, clearly their pride and joy.

It was in part Bush's much publicized progeny that prompted Maureen Dowd of the *New York Times* to write that George Bush is the real Ronald Reagan—that although Reagan rode into town on rhetoric of military toughness, Christianity, and family values, it is Bush who personifies these traits.

For instance, Bush was a decorated fighter pilot, his plane shot down by the Japanese in World War II. Reagan never saw combat.

And the Bushes, who are Episcopalians, attend services almost every Sunday. On Christmas Day, Bush, attended one of Washington's black Baptist churches, combining his church worship with a symbolic outreach to black Americans—a target constituency for Republicans in the Bush era. The Reagans seldom appeared in church.

Then there's the Bush family. Bush heads a fiercely loyal clan of four sons and one daughter. With their spouses and children, they are frequent White House visitors. Reagan, the first divorced president, saw his children only sporadically.

When Bush recently welcomed the birth of his 11th grandchild, born to son Neil and his wife, Sharon, in Denver, Mrs. Bush proudly announced the event at Kennebunkport church services.

Barbara Bush has turned out to be one of the president's best assets. Her down-to-earth, no-frills demeanor has drawn a positive response from around the country. Her praises are sung by liberals and conservatives, Democrats and Republicans.

Much has been made of Mrs. Bush's white hair—her husband calls her “the Silver Fox”—and her eschewal of fur coats and ostentation. She says her trademark strands of pearls are fake.

Although she denies any wish to glamorize her image, Mrs. Bush has taken to wearing stunning, deep-hued colors that set off her hair, and elegantly tailored suits and dresses that have spruced up her fashion look.

A quick-witted, chatty person, Mrs. Bush is unwaveringly devoted to the president. But she's not above taking a public poke at him now and then.

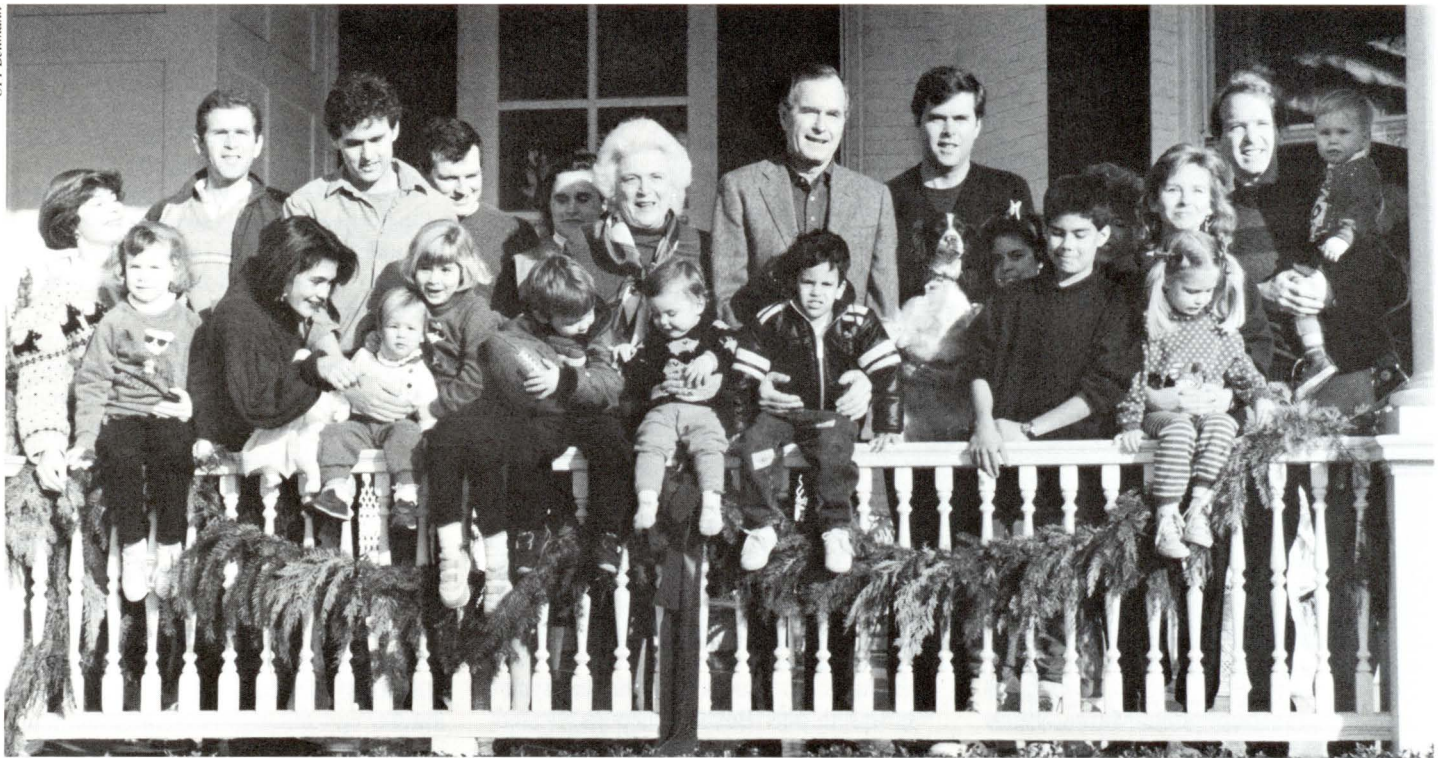
She sometimes tweaks him with a certain way she has of rolling her eyes or making faces behind his back when he is on stage.

When she visited a nursing home recently, an elderly man showed the first lady letters from the Bush campaign thanking him for his contributions.

“He wrote and asked you for money? You ought to scold him,” Mrs. Bush said.

But when she inadvertently got on the opposite side of her husband on the gun-control controversy, Mrs. Bush quickly backed away and subsequently announced

Barbara Bush has turned out to be one of the president's best assets. Her down-to-earth, no frills demeanor has drawn a positive response.



George Bush heads a fiercely loyal clan of four sons and one daughter. Shown before departing for Camp David presidential retreat, Christmas Eve, 1988.

she would make no future pronouncements on policy issues.

Nevertheless, the public role Mrs. Bush has staked out for herself dovetails with the president's emphasis on volunteerism.

The first lady's public events—in addition to her long-standing work for literacy—generally focus on helping the needy, with appearances at soup kitchens, shelters for the homeless, and the like.

Out of the public eye, Mrs. Bush is equally generous. Earlier this year, she telephoned Jesse Jackson's wife, Jacqueline, to wish her a happy wedding anniversary; Rev. Jackson was traveling in Africa at the time. Mrs. Bush and Mrs. Jackson had met at public forums during the campaign last year, according to aides.

One of Mrs. Bush's passions is the family dog, Millie, an English springer spaniel whom the first lady walks whenever she can.

On the night of Bush's first major speech to Congress, detailing his budget proposal, his motorcade arrived back at the White House around 10 p.m.

It was a frosty February night, but the first lady ducked out of her limousine, fetched Millie, and stood on the lawn without an overcoat as Millie romped and did what dogs are supposed to do at night.

And Mrs. Bush wasn't going to miss a chance to give her husband a plug for the next day's news stories.

"Great speech," she called to reporters

who were scurrying from the motorcade to get in out of the cold, and who were thinking that it was only an adequate speech.

When Millie gave birth to six puppies in mid-March, it was a celebrated event. In fact, Bush announced the birth to friends at a dinner party-movie showing at the White House that evening. Mrs. Bush stayed up until the last one arrived at 2 a.m.; the president witnessed the first pup's arrival. The first lady said it brought tears to their eyes.

As for the Washington lexicon, the new White House inhabitant has had at least some impact on the local lingo.

People around the capital talk about "going ballistic," Bush's favorite expression for anger, referring either to himself or someone else.

"Kinder, gentler" has become a catchall shorthand description for a gamut of social and environmental issues. Mostly it refers to programs that Bush likes and that would make life in America better, but that need a megadose of government money—money that's not available unless Bush and Congress divert it from cash-heavy areas such as the Pentagon.

And there's the "thing" thing. Bush uses "thing" as a suffix for almost any subject, such as the "vision thing."

He popularized "stay tuned" during the transition when he was bombarded with questions about when and whom he would

appoint to government posts.

And Bush clings stubbornly to "1,000 points of light," a phrase that some had hoped he would drop because nobody really understands it.

Bush campaign speechwriter Peggy Noonan coined the slogan to mean the many components of society—private clubs, local government, churches, businesses, and individuals—that can help make life better since Washington can't afford the entire burden.

But people didn't get it. Bush continued to bring it up, spawning a raft of 1,000 points-of-light jokes and even a protest campaign with "1,000 sparks-of-dissent" posters going up around Washington.

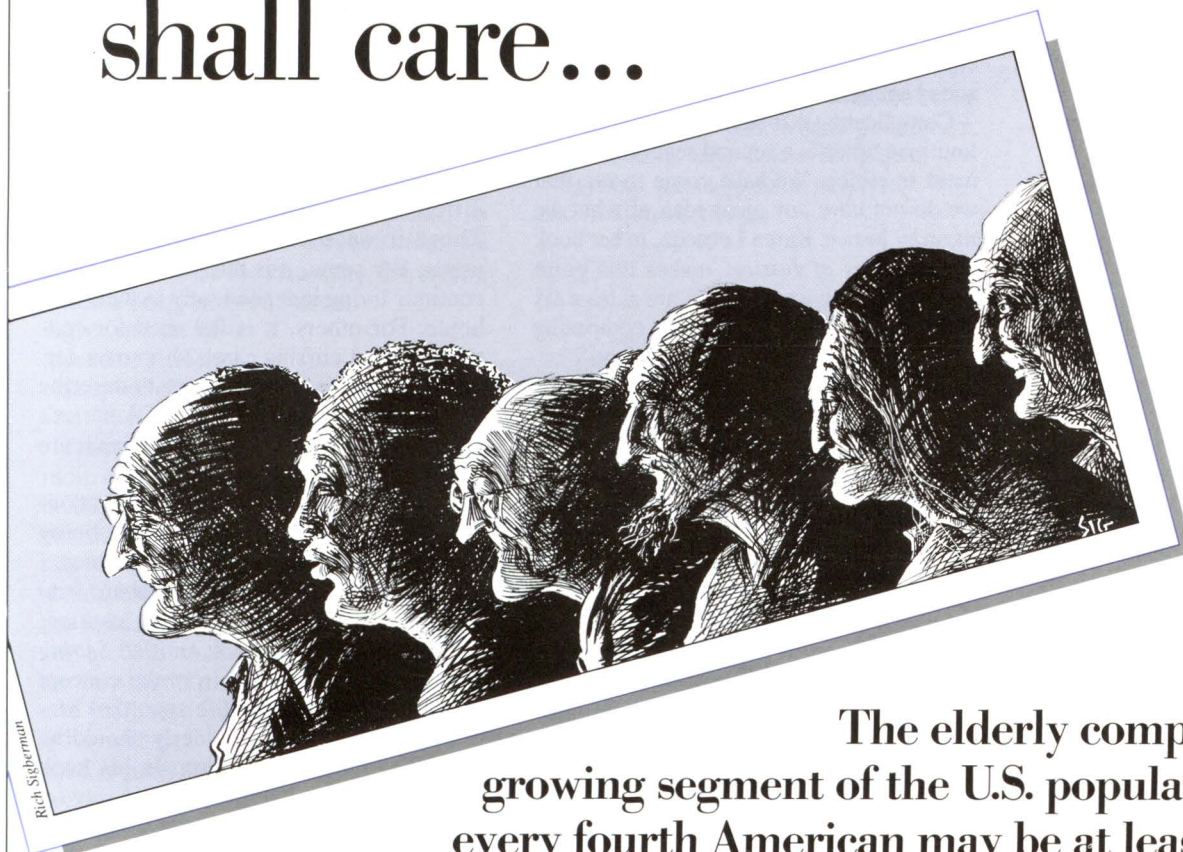
Still, the president hangs on. When he told some Boy Scouts who visited the White House that they were part of the 1,000 points, he said that if he kept talking about it long enough, "I think the country will understand very clearly what I mean." ■

Rita Beamish '74 covers the White House for the Associated Press, a beat she was assigned in December 1988, after traveling the campaign trails with first Jesse Jackson and then George Bush, with the political conventions in between. She covered all of the inauguration events, and rode on a flatbed truck in front of Bush's limousine in the inaugural parade. She is a frequent contributor to Santa Clara Magazine.

Who shall care...

and How?

BY ERNLE W.D. YOUNG



The elderly comprise the fastest growing segment of the U.S. population. By 2020, every fourth American may be at least 65 years old.

In the sixties I read a book whose title and content intrigued me enormously: *The Greening of America*. Its counterpart in the nineties might well be entitled *The Graying of America*.

The elderly now comprise the fastest growing segment of the U.S. population. In 1880, only 3 percent of the total population was over the age of 65. By 1980, 11.3 percent of the population was 65 or older. By 2020, every fourth American may be at least 65 years old.

Concomitant to the sheer numbers of elderly Americans has been their increased vitality. As James Fries and Lawrence Crapo point out in their book *Vitality and Aging*, people are not only living longer, they are living better quality lives, with a prolongation of vitality and a decrease in the period of diminished capacity.

Nevertheless, people continue to die. Annually, between 20 and 30 percent of all health care expenditures are devoted to the terminally ill. Elderly persons account for a disproportionate share of these costs as well as expenditures for chronic care. Over

80 percent of the elderly report one or more chronic conditions.

As a result of chronic illness, 50 percent of all elderly persons are somewhat limited in their daily living, 18 percent cannot carry on their major activity, and 5 percent of the non-institutionalized elderly are confined to their home. In addition, the cost of good, skilled nursing facilities is exorbitant, and the quality of those that accept patients dependent on Medicare or Medicaid is often unsatisfactory.

The questions Who shall care... and how? are thrust upon us not only by demographic data, but also by recent developments in ethics. Let me explain.

Until about the middle of the 20th century, there were just two traditional medico-moral principles impinging on caregivers and medical care providers: (1) the attempt to preserve life and (2) the avoidance of harm and alleviation of suffering. Two other principles, which we now see as central to decisions on health care, were then still on the periphery of concern: (3) autonomy, the requirement that, insofar as

possible, recipients of medical services be involved in making decisions about the way they live and die; and (4) distributive justice, which refers to the allocation of finite and shrinking resources.

Thus, until 1946 the main concern of caregivers was an assessment of the risk-benefit ratio of their interventions. Although all interventions produce some harm, however minimal, this harm is usually outweighed by the compensatory benefits it produces. But when the risk-benefit ratio becomes unfavorable—as is often the case in an intensive care unit, for example—then a switch from aggressive therapy to palliative care is indicated.

After 1946, autonomy became crucial to decision making—for several reasons. First, in the research setting, the Nuremberg trials exposed the horror of involuntary experiments done on uninformed and defenseless prisoner-subjects. The result was the Nuremberg Code, followed by the Helsinki Declarations of the World Medical Association, and in 1974 the U.S. federal guidelines governing all research done with

human subjects. The principle of patient autonomy is central to all these documents.

Second, in the clinical setting, a number of court cases after 1957 established informed consent, based on the principle of autonomy, as essential for all therapeutic interventions. These cases tied the failure to inform to battery, then to negligence, then to both battery and negligence.

Third, the consumer movement extended its reach to the medical arena, and patients were encouraged to become more assertive in dealing with their caregivers.

And finally, several right-to-die initiatives such as California's Natural Death Act and the Durable Power of Attorney for Health Care further entrenched autonomy in decision making. Now caregivers had to take seriously questions such as, What if patients or their surrogates want more done or less done than seems to be medically indicated? What if they want something that will not preserve life or will violate the avoidance of harm and alleviation of suffering principle? Is autonomy an absolute? If not, what are its limits?

Beginning in 1983, we were catapulted into a new economic era—an era of cost-containment based on a diagnosis-related group system of reimbursement tied not to actual but to average costs and to such things as Preferred Provider Organizations (PPOs) designed to curtail health care expenditures. No longer could we ignore the economics of medical care.

As these considerations began to loom ever larger in discussions of medical ethics, we became aware that an increasing number of Americans—some 38 million—are medically indigent. The principle of distributive justice now commands our attention and forces on us questions such as How can we justify providing costly procedures to some while we are unable or unwilling to provide them for all? How do we allocate fairly the medical care resources we have? How do we balance the competing claims of the very young and the elderly? Or the acutely ill and the chronically ill? Of the medically indigent and those who are able to pay their own way? New concerns for caregivers arose: What about the cost-effectiveness ratio of contemplated procedures? How should we balance autonomy (which many equate with the unlimited right of individuals to have whatever they want) against justice (because of which the common good

has to be considered and fostered)?

These are tough questions. There are no easy answers. Because none of the four moral principles is an absolute—admitting no exceptions and automatically taking precedence over the rest—all have to be balanced against each other in each situation.

Complicating our task of balancing these four principles is a second recent development in ethics: We have come to see that we do not have any clear idea of what we mean by justice. Karen Lebacqz, in her book *Six Theories of Justice*, makes this point well. She demonstrates there are at least six well-defined theories of justice competing to serve as a basis for social policy.

Let me illustrate the difficulty with just two of the theories. One approach attempts to maximize the good or minimize the harm for the greatest possible number. Arguably, this approach could prompt us to divert resources away from the elderly and the disabled to allocate them among those who, as a result of the help they were given, could go on to live long and productive lives. This would be the most cost-effective strategy.

It might be argued, however, that whether or not the elderly or the disabled are productive, it is inherently right to care for them and intrinsically wrong not to—no matter how cost-ineffective their care may be. Even from this perspective it might be agreed, for example, that it is not necessary to provide the elderly who are terminally ill with aggressive, high-cost, high-tech medical care; palliative and supportive care would be sufficient. Nevertheless, within a pluralistic society, coming to agree-

ment about what we mean by justice presents a daunting challenge.

This leads us to the next development in ethics: a concern with the type of health care we would like to see our society provide for the elderly. Put simply, what decent, minimum health care for the elderly do we feel is absolutely essential?

Obviously, there is no short and simple answer to this question. There are so many different categories of elderly persons. Those in each category have different needs. For some, it is the need for help to continue living independently in their own home. For others, it is the need for constant, skilled nursing care, 24 hours a day.

Much work is yet to be done to describe precisely the health care needs of America's elderly, and where and why these needs are and are not being met.

Meanwhile, several proposals for rationing health care to the elderly are being proposed by reputable writers on ethics. I will mention three. Daniel Callahan, who is a co-founder of the Hastings Institute, recently published a book entitled *Setting Limits*. Callahan argues from the concept of a completed natural life span that life-prolonging care for the elderly should be limited to relief of suffering. In his book *Am I My Parents' Keeper?: An Essay on Justice Between the Young and the Old*, Norman Daniels argues that people should be entitled only to such health care as is necessary to restore them to age-typical functioning—over a certain age, one would be entitled only to minimal interventions such as palliative and basic nursing care.

And Robert M. Veatch introduces a different theoretical basis for health care rationing: his notion of what he calls "opportunities for well-being."

His argument states that older persons gen-

The consumer movement extended its reach to the medical arena, and patients were encouraged to become more assertive in dealing with their caregivers.

erally have had greater opportunities for well-being than, say, critically ill infants. In a comparison between two critically ill persons, one an infant and the other elderly, the infant has stronger claims on resources in order to have an opportunity for well-being over its lifetime. Justice might then entitle the infant to a larger proportion of the resources needed to achieve health.

Without becoming bogged down in the details of any of these three proposals or in debating the differences between them, we should note that the necessity for setting limits is being stressed increasingly, and its implications to the elderly are obvious and far-reaching.

Once we define more rigorously the health care needs of the elderly and identify what should and should not be provided, the next major question will be, Who shall provide the care that is not now or not yet being given? or, Who will pay for what it costs to meet the gaps in our present system, and how?

These are the really tough questions. Inevitably, they take us into the social policy arena, which means politics. We haven't even begun to address the national problem I mentioned earlier, Who shall care [for the medically indigent] . . . and how? Some proposals, however, for the solution of the scandalous problem of medical indigence in America are emerging, which might give us some clues as to how to go about answering the questions that are before us.

Alain Enthoven of Stanford University's School of Business has devoted more time than most economists to medical care issues. Recently, he has begun to formulate an interesting proposal for providing care to the medically indigent—that is, to part-time employees ineligible for state or federal health care programs or who work for small businesses not able to provide medical care benefits to their employees.

Enthoven's proposal has three parts. First, he suggests that those of us who are full-time employees and who receive medical benefits ought to accept a ceiling on the hidden tax break we presently receive. For example, as a full-time employee of Stanford University, I pay so much a

month for my medical benefits and the university matches this amount. What the university contributes is a hidden supplement; I do not pay tax on this amount. Enthoven suggests all full-time employees ought to accept a ceiling on this hidden salary supplement, above which they would be taxed. The tax would go to the federal government, to be used in ways I describe below.

Second, he suggests a payroll tax in lieu of these

of the load; the business sector assumes some of the cost; and the indigent themselves bear some of the burden.

Enthoven's ideas provide an example of the creativity we need to answer questions regarding

How can we justify providing costly procedures to some while we are unable or unwilling to provide for them all?

benefits ought to be levied on small businesses not providing their employees with medical benefits. The tax, say 25 percent, would be levied on their total monthly payroll expenditure. This tax, too, would accrue to the federal government and would supplement the revenue from taxing above-the-ceiling employee benefits. For example, a company like McDonalds, which uses part-time, minimum-wage labor and does not pay medical benefits, would have to pay a percentage of each month's total payroll to the federal government in lieu of health care benefits for its employees.

Third, the medically indigent would be offered a medical benefit package by the states in which they reside at a nominal cost—say 25 percent of the actual cost. The remaining 75 percent of the cost of this benefit would be subsidized by the federal government from the taxes on the two groups mentioned above.

Enthoven proposes three answers to the questions, Who shall care for the medically indigent. . . and how? The better-off members of society carry their fair share

America's elderly and their health care needs. Yet for these ideas (or for whatever proposals we may devise for meeting the needs of our elderly population—once these have been defined) to succeed, several big things have to happen. There will have to be more integrity and real leadership among politicians. There will have to be, in society as a whole, a new value placed on disadvantaged groups and on wanting to help them. There will have to be a new willingness to pay the price required to translate these dreams into reality.

For these changes to occur, we have to do a lot of educating and a lot of evangelizing—in the best sense of that much-abused word. I trust that education will equip us better to educate others. And I trust that this will fire our missionary enthusiasm, so that we will go forth spreading the word about the need to care for our elderly and, perhaps, how we might begin to do this. ■

Ernie W.D. Young, Ph.D., is a senior lecturer at the Stanford University School of Medicine. This article is based on a workshop he gave November 11, 1988, at SCU on Distributional Ethics of Health Care for the Elderly.

ho hum

Another 20 win season

***For the fifth time
in the past six campaigns,
the Broncos were involved
in a post-season tournament***

BY MIKE MCNULTY

We're in trouble. We can't score. We can't defend. We can't..." Those frantic comments came from the basketball coaching staff near the season's start in late November. The alarm was sounded. The all-points bulletin was out. This could be the Armageddon for Bronco basketball.

But veteran observers have grown accustomed to hearing such discourse around Toso Pavilion during pre-season practice. The coaching staff's defense mechanisms seem to rise as the start of the season draws closer. And yet, when it was over, the 1988-89 basketball campaign was no different from recent past seasons. The season had the usual peaks and valleys all teams go through, but, in the end, another solid 20-win season was put into the record book.

As the season progressed a variety of storylines jumped out. Seniors Jens Gordon and Mitch Burley played superbly; Head Coach Carroll Williams claimed win number 300 of his illustrious coaching career; junior forward Jeffy Connelly became the consistent performer the coaches had expected; and junior center Nils Becker showed improvement throughout the year. And, finally, there were the freshmen: center Ron Reis and guards Melvin Chinn and LaCoby Phillips—only three of nine first-year players.

As Williams stated late in the season: "We really have three separate seasons. The pre-conference games, the WCAC schedule itself, and the WCAC Tournament. Ideally you hope for success in all three, but the bottom line is what happens during those three days in March (WCAC Tournament)."

The first of the three parts was an un-

qualified success, not to mention a surprise, to even the most ardent followers. SCU raced to wins in its first four games. Even the first loss of the year was exciting: The Broncos battled powerful Indiana on even terms for 35 minutes until finally succumbing at the Indiana Classic in Bloomington.

In their next game against Nevada-Reno at home, Burley set a school record with eight three-point baskets enroute to a career best 30-point performance, saving an 82-78 win. After another close loss at UC-Santa Barbara, the Broncos went on a late-December-early-January tear winning six straight games at San Jose State, over SMU (an ESPN game), Fresno State, Navy, UNC-Charlotte, and at Boise State.

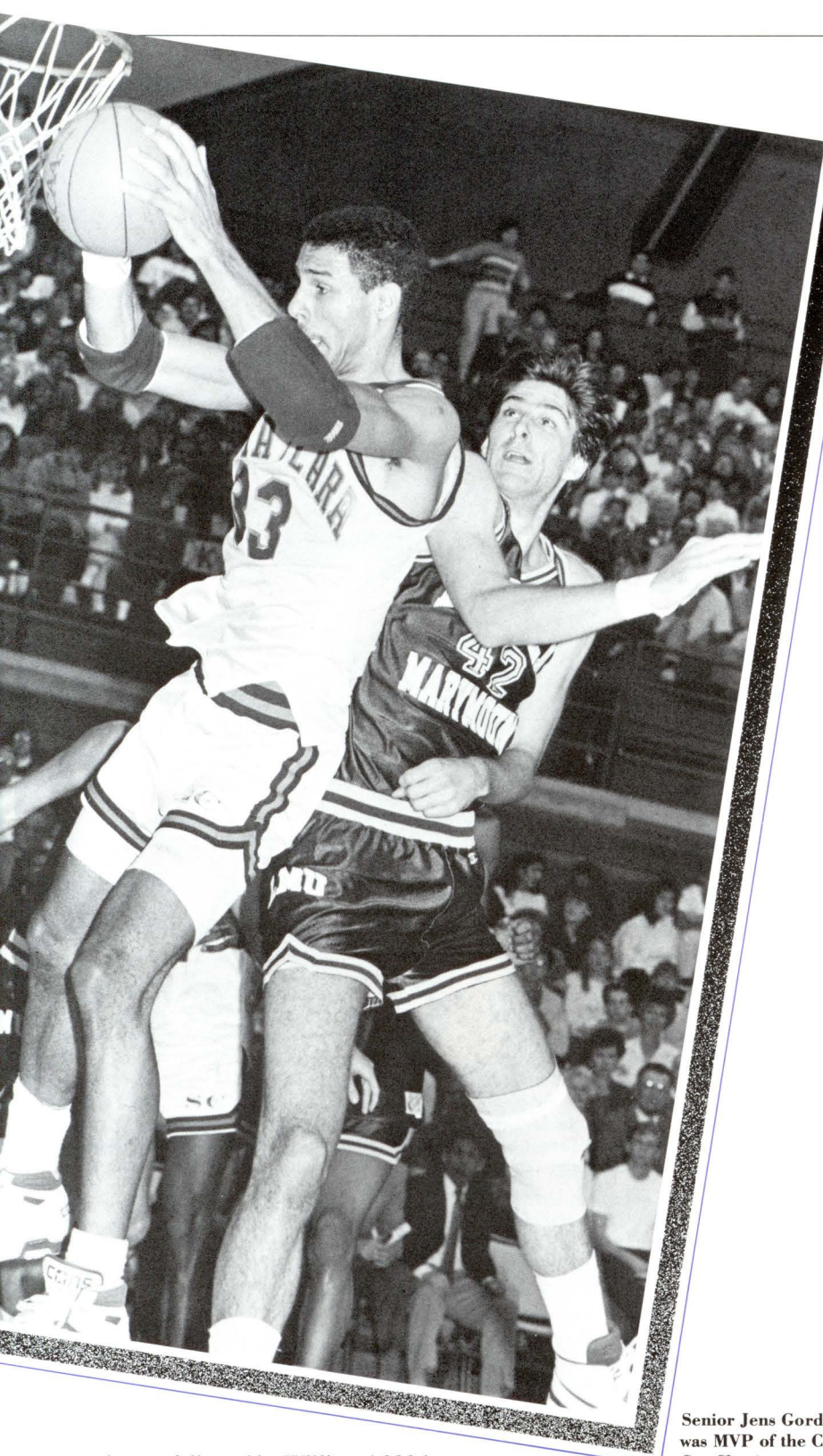
The last two wins were perhaps the most significant. Charlotte was a *Sporting News* Top Twenty pre-season pick and Boise State had lost just once all year. The Charlotte win came in the championship contest of the Fujitsu America Cable Car Classic at Toso Pavilion. The key to that game was summarized in two words: Jens Gordon. Williams called the senior forward's performance "One of the best individual efforts I have ever seen in Toso Pavilion." All Gordon did was score 37 points, hit 17 of 22 shots from the floor, and grab 16 rebounds. It earned him unanimous acclaim as the Cable Car Most Valuable Player.

After the stirring Boise State win (capped by junior guard Osei Appiah's two clutch free throws with seven seconds left

in the game), SCU marched into WCAC play with an 11-2 record and its best start since 1977-78. Unfortunately the schedule makers weren't kind. The first three WCAC games were on the road against Pepperdine and Loyola Marymount; and the next one, at home against St. Mary's. They were the league's three top teams at the end of the WCAC season. For the first time in the 37-year WCAC history, Santa Clara began its league season with a 0-3 record. A 76-48 loss at home to the archrival Gaels was the worst Bronco defeat in the history of the series. The rest of the league was peppered with ups and downs. A big win over Gon-



Fred Mathies



Senior Jens Gordon was MVP of the Cable Car Classic tournament

zaga at home, followed by Williams' 300th career win against Portland, February 4, evened the league record at 4-4. However, it didn't get any better. A final game victory over Pepperdine at home kept the WCAC mark at 7-7. Overall the Broncos were 18-9 heading into the WCAC tournament.

But a bright spot had developed: SCU's freshmen. At point guard, freshman walk-on Melvin Chinn had finally emerged in control. He had come to Santa Clara from

Creighton Prep in Omaha. Two other freshmen, Ron Reis and LaCoby Phillips, also began to make their presence felt. Reis, the 7'1," 275-pound Cupertino native, kept getting better, and Phillips, a six-footer from Oakland, became more confident as his playing time increased.

The first night of the WCAC Tourney, the

Broncos upset USF on the Dons' home court. Gordon had 21 points in another brilliant effort. However St. Mary's, the regular season champion and ranked 17th nationally, was to be the semi-final opponent. The Gaels had easily beaten SCU by 28 points in Toso and by 19 at Moraga in the regular season.

But this time, in the semi-final match-up, Carroll Williams worked his magic as the Broncos and Gaels battled to the wire. SCU overturned a four-point SMC half-time edge as Chinn played the game of his young career, hitting four three-point baskets in the second half, scoring 14 points, and running the offense brilliantly. Eventually it came down to Mitch Burley's two free-throws with 12 seconds left in the game. He hit both, and SCU had a huge, extremely gratifying upset with a final score of 63-61.

The championship game marked the third time the Broncos had played for the title and the second year in a row against Loyola Marymount. It was a tremendous spectator game, eventually going into overtime before SCU fell 75-70. Connelly scored 23 points and Gordon added 18 with 17 rebounds before fouling out in the overtime. The Broncos came agonizingly close to a second NCAA bid in three seasons.

The NIT beckoned once more but SCU fell 91-76 at New Mexico March 16 against the Lobos in the first round, closing the door on another basketball campaign. Williams was depressed by the loss, but once again had reached into his bag of coaching tricks to lift his team near the top. It was a 20-11 season, marking the fifth time in seven years the Broncos had achieved 20 victories. It was also the fifth time in the past six campaigns SCU had been involved in a post-season tournament. No other school in Northern California can claim those statistics.

Finally, it ushered out the careers of players Gordon, Burley, and reserve David Aaron. But Reis, Chinn, and Phillips will all be heard from again.

It gets to be old hat after awhile. Next November the same thing will be said: "We're in trouble. We can't score. We can't defend. We can't..." Ho hum. ■

Mike McNulty is the sports information director at Santa Clara and a frequent contributor to Santa Clara Magazine.

BY DORIS NAST
Class Notes Editor

'50 **Victor Pfeiffer** and his wife, Patricia, live in San Jose, where he is an electrical contractor. . . **Irwin Quinn** is the administrator of curriculum and guidance for the San Mateo County Office of Education. He and his wife live in San Carlos.

'51 **Peter Coniglio** was honored as Citizen of the Year by the Monterey Peninsula Chamber of Commerce for his contributions in the private and public sectors and his participation in charitable events.

'52 **J. Dennis Small** lives in Carson City, Nev., with his wife, Pat. He is president of Smatay Inc. a casino development firm. . . **Joseph Tedesco** is an ophthalmologist in Spokane, Wash.

'53 **Gil Kraemer** is a citrus grower and real estate developer. His home is in South Laguna. . . **Melvin Marks** has retired from General Electric Corp. after 36 years, the last nine of which were as a field service representative on aircraft engines. He and his wife, Ellen, live in Apple Valley.

'54 **Herb Schoenstein** is part owner and vice president, sales and marketing, for Cutter Precision Metals Inc. in Seattle. . . **C. Michael Smith** is a partner in the San Jose law firm of Campbell, Warburton, Britton, Fitzsimmons & Smith. . . **Gus Suhr** lives in Scottsdale, Ariz. and is vice president of sales for Hawker Manufacturing in Mesa.

'57 **Eugene Premo** (JD '62) and **Franklin Elia** '72, JD '75, both Santa Clara County Superior Court judges, have been appointed by Gov. George Deukmejian to the 6th District Court of Appeal in San Jose.

'58 **Peter Breen**, who recently retired as Marin County welfare director, received the American Public Welfare Association's President's Award for his leadership on the Matter of Commitment Task Force, which played a major role in the enactment of the recently approved Congressional Welfare Reform legislation. He is president of Breen & Associates, a human services consulting firm in San Anselmo. . . **Gerald Bush** is director of the Heller School's master's program in Management of Human Services at Brandeis University. . . **James Firpo** is a manager of computer facilities for McDonnell Douglas in Huntington Beach. . . **Andrew Leach** lives in San Jose, where he is president of Andrew Search Associates, a personnel and recruiting company. . . **Richard Stember** and his wife, Margaret, live in Carmel Valley. He is the owner of Aamco Transmissions in Salinas.

'59 **Jerome Deck** is a physician at the Santa Cruz Medical Clinic. . . **Roger Milton** lives in Cameron Park with his wife, Delores. He is a manufacturer's representative for Ramco in Placerville. . . **Peter Rooney**, a fourth generation grain and vegetable farmer in Sloughhouse, is chairman of the California Wheat Commission.

'60 **Robert George Jr.** is president and owner of Repcold Distributors Inc. and owner of RG Construction Co. in San Leandro. He also owns Countoured Foam Co. in Oakland. He has been a resident of Orinda for 20 years. . . **Richard Harrigan** is a truck dealer at Miramar Ford Truck Sales Inc. in San Diego. . . **Melvin Russi, M.D.**, is chairman of the division of urological surgery at Good Samaritan Hospital in San Jose. . . **Stephen Schott** is a partner in Citation Builders, one of the Bay Area's largest home-building firms.

'63 **Edwin Hendricks** practices law in Phoenix, Ariz.

THE WAY WE WERE—1928

SCU Archives



James Barr '30, of Yuba City, as editor of the student paper in 1928-29

'64 **Dennis Cangiamila** is a sales executive with Xerox in Sydney, Australia. . . **Nancy Goodwillie** teaches English at James Lick High School in San Jose. She is also a member of the board of directors of Mayer Theatre at SCU. . . **David Rodoni** and his wife, Barbara, live in Windom, Minn. He is the plant financial manager for Toro Co. and he and his wife are also antique dealers. . . **Peter Smith** lives in Sun Valley, Idaho, where he is in property development.

'65 **Lt. Colonel Gilbert Bernabe** is an arms control specialist in the office of the deputy chief of staff for operations and plans at the Pentagon. . . **Fran (Van de Maele) Fisher** (MBA '80) is a CPA in Santa Clara, where she lives. . . **Jay Kerins** is chief banking officer of Silicon Valley Bank in Santa Clara.

'66 **Douglas Barry** (JD '74) is the president and chief executive officer of the Portola Group Inc. of Menlo Park. . . **Francisco Callejas** and his wife, Reyna, live in Gainesville, Fla., where he is president of Technical Share Services Inc. . . **Tom Casazza** practices law in San Jose and is an arbitrator with the American Arbitration Association. . . **William Ford III** lives in Santa Monica and is a partner in the Los Angeles law firm of Ford and Daze. . . **Allen Hayes** is an insurance agent for New York Life in Gilroy. . . **Michael Ranahan, M.D.**, is an obstetrician and gynecologist in Livermore.

'67 **James Collins** and his wife, Jonine, live in Stuart, Fla., where he is the vice president for marketing and sales for the Willoughby Golf Club. . . **James Kelly** is the general manager of Black's Photography in Plymouth, Minn. . . **Patrick O'Brien** is the president of SASSCO Real Estate in Tracy. His home is in Pleasanton. . . **James Smith, D.D.S.**, is an orthodontist in Freedom. His home is in Watsonville.

'68 **Diana Danna** (MBA '72) is the owner of Sources and Resources in San Jose. She helps businesses solve problems of growth and finance and get a clearer perspective on aims. . . **Barry Dysart** is a commander in the U.S. Navy. He and his wife, Lynn, live in Orange Park, Fla. . . **Ronald Sutter**, a partner in the Washington, D.C., law firm of Powers, Pyles, Sutter & O'Hara, successfully represented the University of Georgetown Hospital in an action before the U.S. Supreme Court. . . **Maggie Wittenburg** works for CBS News in New York and is a segment producer for *This Morning*, a New York City program.

'69 **Alyn T. Beals** (MBA '71) is a general contractor and developer in Redwood City. His wife, **Cherie (Guichard)** is a project coordinator for Mission Hospice of San Francisco County. Their home is in Foster City. . . **Gayle (Wells) Bellows** is the controller of the James River Corp. in San Leandro. . . **Creighton Casper** is the general manager of the Stanford Court Hotel in San Francisco. . . **Maureen (Daley) Henderson** teaches fifth grade at Neal Dow Elementary School in Chico, where she lives with her two sons, Stephen and Greg. . . **Marilyn (Hunt) Lorimor** is an office manager for American Family Insurance. She and her husband, Joseph, live in Evergreen, Colo. . . **Helen (Healy) Modie** is a marketing manager for IBM. Her home is in Mercer Island, Wash. . . **Keith Paulson** is an account manager for Coors Distributing Co. of San Jose. . . **James Ruhwedel** lives in Anchorage, Alaska, where he is a construction project manager for H.C. Price Construction Co. . . **Joseph Sawaya** (MA '70, PhD '84), is a psychologist in San Jose. . . **F. Michael Swalling** and his wife, Linda, live in Anchorage, Alaska, where he has his own general contracting firm. . . **Charles Toohey** is a marketing administrator with Pacific Telesis. His wife, **Mary (McNerney '67)**,

Power Woman

Brenna Bolger '64 was one of SCU's first women graduates

When Brenna Bolger '64 was in grammar school, she proved to be a little too rambunctious for the Catholic girls' school she attended in Toledo, Ohio. Her mother, who was a substitute teacher, knew Bolger was not as "lovely" as her older sisters and agreed to place her in a public school.

"I'm a very action-oriented person, and the nun's didn't understand," Bolger said. "All the nuns had a mind-set of how well-behaved I would be, and I wasn't. My sisters were lovelier children."

But the spirit that tested the nuns' patience is part of the drive that has made Bolger one of the most respected women in the San Francisco Bay Area.

Bolger is founder and president of PRx, one of the top 10 public relations/advertising agencies in the area. The Saratoga resident sits on a number of boards of directors, was named one of the 100 most recognizable people in Silicon Valley by *West Magazine* last year, and was given a Woman Power Award by the Woman's Yellow Pages.

"She's a driven individual," said Kathleen Tanelian '78, manager of worldwide personnel communications at Hewlett-Packard Co. "She has the energy of five other people, except it's all been rolled into one."

Tanelian met Bolger through a Jesuit priest at SCU. Bolger attributes "luck" to her acceptance into the first class of women graduates at the school. Soon after her mother moved the family to the Bay Area from Toledo, she heard officials were looking for women to attend the University. She went through a board interview and was

accepted on a partial scholarship.

Some of her opinions about women in business are a direct result of having been one of the first women at Santa Clara.

"I don't see being a woman a problem in today's business environment; I see it as an opportunity," Bolger said. "Anyone who can't get through the corporate



The energy of five rolled into one

structure because of 'old thinking,' I encourage to leave and work for a smaller business, where you can have more control.

"Being a woman has never held me back. At Santa Clara, the ratio was 15 to 1. You can't stand around and moan about being a minority and let that get in your way."

Although she studied philosophy and history, Bolger pursued public relations. After working 10 years at

G. Coakley and Co., now called Coakley-Heagerty, she started PRx, with a three-ring notebook and a file cabinet.

"It was the right time for me to select the types of accounts I was interested in," Bolger said. "I wanted to serve the kinds of accounts that were stimulating to me."

Her accounts began with the medical industry. One of the first clients she had was Valley Medical Center in San Jose. Today, she sits on the board of the Valley Medical Center Foundation.

"I found a couple of accounts I wanted to work with—I never thought about how it's going to grow," Bolger said.

PRx continued to grow, and today it is a 25-person operation and is listed 54th in the nation among advertising agencies by O'Dwyer's directory. Although the company was based in Cupertino for 14 years, Bolger recently moved it to downtown San Jose.

To manage the company and find time for her husband and herself is a task, but again, Bolger's energy helps her manage.

"She has the ability to concentrate on so many things at once," said Kathy McCarthy, executive assistant to Bolger.

Bolger admits there are times when accomplishing simultaneous tasks isn't such a good idea, but with her 14-hour days at work, there doesn't seem to be a way around it.

"I blow-dry my hair and read a newspaper," she said. "I drive to work and I read another newspaper, even though I know I shouldn't do that. But they've proved that people can accomplish two or three different things at once—why not do it?"

Bolger, who has been married for five years to Barry Gottlieb, said her husband understands the demands of her job.

"He doesn't complain that I work long hours, because he works long hours, too," she said. "We are constantly on the go. He's become more involved (in volunteering) because we go to a lot of events together."

Although her time is restricted, Bolger volunteers much of it working with the community. Friends and co-workers all noted the time she spends helping others.

"I think she's done virtually more than any other person in this area for volunteer causes," Tanelian said. "There's the San Jose Cleveland Ballet, and many others—you can just fill in the blanks."

Bolger's ability to make quick decisions and share her ideas has been attributed to part of her success, McCarthy said.

"I think she operates in the immediate," McCarthy said. "She's always been very decisive."

Currently, Bolger is trying to decide where to take the company. She has hired an outside consultant to help with the restructuring, which now is divided into categories: corporate, high-tech, sports, medicine, special events, and real estate.

"Now that we have reached this size, I don't know yet what I want to do with it," Bolger said. "I didn't have a big plan or vision when I started the company—it kind of grew into the vision." —*Sue Klyabu*

Sue Klyabu is a Peninsula Times Tribune staff writer. Reprinted by permission.

is director of training and assistant vice president with IMCO Realty Services. Their home is in Santa Rosa... **Ashley Wells** (MBA '76, JD '80) practices law with Spencer & Frank in Washington, D.C.

'70 **David Byrns** is an engineering consultant with Lockheed Missiles and Space Company in Phoenix, Ariz... **Robert Ching** is a CPA with Price Waterhouse in New York... **Kevin Cody** and his wife, Beverly, live in Hermosa Beach, where he publishes *Easy Reader*.

'71 **Maurice Eckley Jr.** is a member of the San Jose CPA firm of Ireland, SanFilippo & Company... **Joseph Kaakua** is a civil engineer for the Honolulu Board of Water Supply.

'72 **George Berrettoni**, his wife, Kathleen, and two children live in Woodland, where he is the secretary/treasurer of Romey's Liquors... **Kerry Daly** is president of The Daly Plan-It, a special events, meeting planning company in San Francisco, where she lives with her husband, James Swarthout, and son, Blaine... **Jose Estremera** is the director of the Legal Aid Society in San Jose... **John Germano** is an engineer for Digital Equipment Corp. in Mountain View... **Esau Herrera** (JD '76) practices law in San Jose with McTernan, Stender, Walsh & Schwartzbach... **Joseph Moriarty** is a San Francisco fireman... **Charles Rausch** is a city planner for the City of Los Angeles... **Milton Righetti** practices law in Oakland.

'73 **Victor Colunga** is the vice president, operations

for Dakin Inc., manufacturer and distributor of plush toys and accessories. He has been with the company since 1977... **Robert Finocchio Jr.** is vice president of sales, marketing, and services at 3Com Corp. of Santa Clara... **Richard Mora** is vice president of finance at Actel Corp. of Sunnyvale... **Sharon Gocke** lives in Napa, where she is a professor of philosophy and humanities... **David Greiner** is president of the Bank of San Ramon... **John Reddell** has his own accounting firm in Foster City... **Eric Rendler** received his master's degree in electrical engineering in June from San Jose State University. He works for Litton/Applied Technology in San Jose, where he lives with his wife, Katherine, and children, Erica and Douglas.

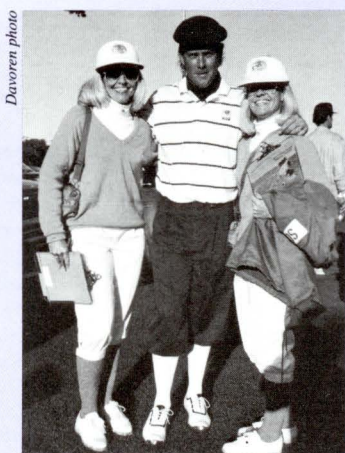
Fore Goodness' Sake

Pam and Tricia Davoren '75 help raise dollars for charities

From Clint Eastwood to Bob Eastwood, George Shultz to Charles Schulz, Jack Lemmon to Harry Oranges—imagine working with such well-known personalities in entertainment, sports, and business while enjoying sweeping vistas of some of the world's most breath-taking ocean-front scenery.

Imagine a "job" where grown men spend an average of five hours coaxing a small dimpled ball to its final destination—a 4 1/4" cup, which looks more like the eye of a needle. The job, of course, is the game of golf.

The occasion was the AT&T Pebble Beach National Pro-Am where, for four days in January, my sister, Tricia, and I served as volunteer scorers. The AT&T, formerly "The Crosby," is the first celebrity tournament and the first tournament in America to be played on more than one course simultaneously. Professional and celebrity golfers are pitted not only against their peers, but against three of golf's most beautiful—and toughest—courses: Pebble Beach, Cypress Point, and Spyglass Hill on the Monterey Peninsula.



Pam, Payne Stewart, and Tricia

As with all PGA-sponsored tournaments, proceeds—\$1 million dollars in the case of the AT&T—go to local charities. This is due in part to the efforts of 900 volunteers, from marshals and chauffeurs to communications personnel and scorers. Enter the Davoren twins.

For the past two years we've been scorers for the AT&T. In addition to tallying the number of strokes, we scorers are responsible for recording such statistics as hitting

the fairway on a drive, longest drive, hitting the green in regulation, number of putts, etc. For four days, we were official "Girl Fridays" to those whose wing-tipped shoes bore spikes and who sported such titles as "The Bear" (Jack Nicklaus), "The Shark" (Greg Norman), or "The Walrus" (Craig Stadler).

Tricia kept score for Stadler, as well as Julius "Dr. J" Irving, his amateur partner. Other pro golfers for whom we've kept score include Scottish golfer Sandy Lyle (1988 U.S. Masters champion), Lanny Wadkins, Peter Jacobsen, and Corey Pavin, to name a few.

But as far as we're concerned, many of the amateurs are just as colorful as their pro partners. Some of the more interesting personalities include the Episcopal Bishop of California, *Sports Illustrated's* editor-in-chief, Oakland A's first baseman Mark McGwire, and SCU Board of Fellows member Jim Mahoney, public relations agent to the stars, who has played in the tournament more than 25 years.

Ah, the spoils of being a twin! As I was assigned an earlier tee-off

time than Tricia, you can imagine the number of marshals, (including fellow Santa Claran, Mike Hennessy '74) who did double takes when she greeted them on the course several foursomes later. Another time, I was finished with my round and waiting at the scorer's tent for Tricia, when her foursome, leaving the tent one by one, shook my hand and thanked me for a job well done.

All in all, the happy and memorable impressions we experienced only served to reinforce our reasons for taking up the game. Where else can you get free million-dollar lessons in a million-dollar setting and still have the satisfaction of knowing your volunteer work is helping needy charities?—**Pam Davoren** ■

Pam Davoren '75 is a tour lecturer at NASA Ames Research Center/Mountain View and house manager at SCU's Mayer Theatre. Tricia '75 does volunteer work on special events for the Alumni Association. Both serve on the Board of Friends of Mayer Theatre.

'74 **Margaret Breen** is a utilization review coordinator at UCLA Medical Center. . . **Ron Campbell** is a reporter for the *Orange County Register*. He lives in Santa Ana. . . **Albert DeNuzzio M.D.** is an internist in Wethersfield, Conn. Stan Fujishin is the Chief, Employment Section, Western Region, of the Internal Revenue Service, in San Francisco. . . **Robert Galli** is the vice president, technology division, of Silicon Valley Bank in Santa Clara. . . **Peter Kiefer II** and his wife, **Janet (Kennedy '75)**, live in Aloha, Ore. Peter is the director of trial court programs for the Oregon State Judicial Department. . . **Kerry Krebsbach** lives in Stamford, Conn., where she is a training coordinator for Charter Federal Savings and Loan Association. . . **Daniel Mount** (JD, MBA '77) is a partner in the San Jose law firm of Mount & Stoelker. His wife, **Barbara (Smith)**, is a music teacher. They live in Saratoga. . . **Norma Navarro** is a staff financial analyst for IBM in San Jose. . . **Richard Ridley** works for Hewlett-Packard as a learning products developer. . . **John Stege** is a product specialist in the data products division of Xidex Corp. in Irvine. . . **Stephen Wiley** is a lawyer in the office of the Santa Barbara city attorney.

'75 **Michael Bing** is a district sales manager for Airborne Express Corp. in San Francisco. His wife, **Pamela (Ficco)**, teaches communication—handicapped students and special education programs—for the Marin County Department of Education. . . **Ron Chin** (JD '78) is in private general law practice in Lynwood. . . **Tom Crotty** is the chief financial officer of Medallion Mortgage Co. of San Jose. . . **Ken Hamilton** is in real estate sales and

marketing for Valwest Properties Inc. in San Jose. . . **Lori (Cimino) Johnson** (JD '79) is an attorney with Intel Corp. in Santa Clara. She and her husband, Dean, live in Cupertino. . . **Michael Roesser** is an attorney in Zephyr Cove, Nev. His wife, **Terry Steik**, JD '82, is an attorney in the Carson City district attorney's office. . . **Sherri Sager** is an executive assistant for San Jose Councilwoman Patricia Sausedo. . . **Molly (Hall) Stampher** is director of personnel for the LeBaron Hotel in San Jose. Her husband, **Joseph**, (MBA '87) is a senior statistical engineer with Lockheed in Sunnyvale.

'76 **Mike Brozda** received a master's degree in journalism from the University of Southern California and is editor of *Ethics Magazine* in Marina del Rey. Mike lives in West Los Angeles. . . **Brian Buckley** is a senior vice president with Dean Witter Reynolds Inc. in Las Vegas. . . **James Hardin** is a field sales engineer for Hewlett-Packard in Mountain View. . . **Joe Kelly** has joined **Gerry Guadarrama** (MBA '86) and partners as owners of SGB and Associates Inc., an international import/export and management consulting firm in San Jose. SGB also owns and operates the Phil-Am Travel Agency of Santa Clara County Inc., also in San Jose. . . **Robert Moles** is president of Contempo Realty, with executive offices in Campbell.

'77 **Vladimir Belinsky** is a broker with Damon Raikes & Co. in Los Angeles. . . **Chuck Della Sala** is president of the Monterey Peninsula Chamber of Commerce. . . **Timothy Mason** is an economist with the Arkansas Public Service Commission in Little Rock. . . **Brian Mills, D.D.S.**, is a dentist in Cupertino. . . **Bradley O'Connor** is a partner in the Palo Alto

accountancy firm of Hart, Byars, Eng, Kambe & O'Connor. . . **Elgin Olrogg** is a commercial lending officer for Seattle First National Bank. He lives in Everett, Wash. . . **Tom Petit** is president of Sega Enterprises (USA), a San Jose maker of video arcade simulation games. . . **Michael Prout** is an engineer at Hughes Aircraft in Fullerton. . . **Ann Roth** is a flight attendant, international division, for United Airlines. . . **John Schuck III** is an attorney in Palo Alto. . . **Nicholas Skaff** and his wife, **Charlotte (Joseph '78)**, live in Walnut Creek. He is the chief financial officer of Neurocare. . . **David Stevens** is a safety engineer for IBM in San Jose. . . **Henry Vitkovich** is president of Tires Unlimited/Tire Outlet in San Jose. . . **Paul Walker** (JD '82) is a partner in the San Jose law firm of Popelka, Allard, McCowan & Jones. He specializes in insurance coverage and "bad faith" litigation.

'78 **John Albert** is an assistant professor of mathematics at the University of Oklahoma in Norman. . . **Thomas Bonnel** and his wife, **Kathleen (Reedy)**, live in Birmingham, Mich. He is a leasing programs coordinator, fleet and leasing sales, for the Lincoln Mercury division of the Ford Motor Company. . . **Gilbert Garrasco** is a visiting professor of law at the Seton Hall University School of Law in Newark, N.J. . . **Jeffery Hoff** is the editorial manager for *Accolade*, a publisher of entertainment software for home computers. He and his wife, Jill, and daughter, Jenna, live in Petaluma. . . **Mark Holt** is a senior chemist with Ciba-Geigy Corp. in Ardsley, N.Y. . . **Colleen Hunter** is the executive director of the United Way of Ventura County. Her office is in

Camarillo... **Stephanie (Ragland) Johnson** is a pastoral associate at St. Joseph's Church in Seattle... **Karen (Wagner) LaMothe** works for Franklin Properties in San Mateo as a manager of investor services... **Peter Marchica II** is a pool and spa contractor and general building contractor in Covina... **Rick Mederos** (MBAA '79) and his wife, **Nancy (Luciano '80, MA '86)**, live in San Leandro. He is a salesman for Abbott Laboratories... **Bruce Reynolds** (JD '81) is a staff attorney at Federal Deposit Insurance Group in San Jose... **Sheri-Lee SanFilippo** works for Keith Sportswear International in Richmond as a merchandise manager... **Victoria (Fernandez) Schmitt** is a marriage, family and child counselor in Torrance... **Julie (Beyers) Weiner** and her husband, **Ken**, live in Auburn. She is an accountant and auditor for Placer County.

'79 **Peter Buckley** is a director at the Ferndale Repertory Theatre. He is also a writer and radio personality. He and his wife, **Catherine**, live in Arcata... **Holly (Starkweather) Christensen** is a marriage and family therapist in San Jose. Her home is in Redwood City... **John Cruden III** is an insurance broker in San Francisco... **Linda (Keydeniers) Darnell** is a civil engineer for the U.S. Forest Service in the San Bernardino National Forest. She and her husband, **James**, live in Diamond Bar... **Ellen Fields-Sischka** is a financial analyst/planner with Ampex-MTD in Redwood City. She and her daughter, **Nikki**, live in Newark... **Greg Finn** (MBA '88) and his wife, **Karen (Lawson '80)** live in Sacramento, where Greg is a broker for Paine Webber... **Roy Gerber** is president of a software/consulting firm, WorkEasy Inc. in San Mateo. He earned a doctorate in biological science from Stanford in 1985... **Jess Haro** works for Motorola in Cupertino as an accounting manager... **Susan Heider** is a secretary for the Gates Foundation in Denver, Colo... **Wayne Higgins** is an attorney in the Pasadena law office of John Riley & Associates... **Tom Hunt**, CPA, is a shareholder at Stoughton Davidson Accountancy Corp. in Fresno. He is a commissioner on the Fresno County Economic Opportunities Commission and is on the board of directors of the San Joaquin Business Investment Group... **Kirk Ireland** owns the World Gym in San Francisco... **David Peterson** is an associate director of Morgan Grenfell Capital Financing Co. in San Francisco... **Jeffrey Reusche** is a police officer in Alameda... **Jonathan Ruth** is a graduate student in physics at the University of Colorado in Boulder.

'80 **Jeff Bowers** is a senior program planning analyst at Lockheed in Sunnyvale... **Jaime de Sequera** is a corporate analyst with Pacific Basin Development Corp. in Vancouver, B.C... **Missy Figara** lives in Rocklin and is a district manager and account executive with Jack Nadel Inc. in Sacramento... **Marie Gibbs** is director of development and marketing for Holy Family Services Counseling and Adoption in Los Angeles... **Ann (Kilty) Hernandez** and her husband, **Tom**, live in Huntington Beach. She is an advisory marketing support representative for IBM in Los Angeles... **Mark Hirten** is California state manager for Schieffelin & Somerset, importers of wine and spirits... **Julie (Ferrari) Jarvis** is a vice president of Lindsay's Business Supplies and Furniture Inc. in San Jose... **Gordon Kelly** is a CPA and lives in Saratoga. He is working toward a master's degree in tax at Golden Gate University... **Timothy Murchison** works for Murchison Construction Co. in Sacramento as a project manager. He and his wife, **Lori**, live in Carmichael... **Claire (Dudley) Owens** is a senior buyer at Hewlett-Packard, Stanford Park division... **Bill Quinlan** had leading roles in the West Coast premieres of two Broadway musicals, **Smile**, and

Rags... **Maureen Reedy** is director of marketing for the Sacramento Court Club... **Katherine Salera** works for Food Dimensions Inc. in San Francisco, as a senior staff accountant... **Duffy Segale** is vice president for international trading at the Commodities Reserve Co. in San Francisco... **Jennifer (Parik) Spoutz** is a staff technical consultant at the Federal Home Loan Bank of San Francisco... **Nicholas Tooliatos II** (JD '83) is an attorney and shareholder in the San Ramon law firm of McNichols, McCann & Inderbitzen. His wife, **Joni (Chiesa, MBA '82)**, is a financial analyst with IBM in San Jose... **Kathleen Werra** is a physician and surgeon in Ukiah, where she lives with her husband, **James Persky**.

'81 **Paul Bacigalupo** practices law with the Los Angeles law firm of Howard Hom and Associates, in the practice of immigration, naturalization, deportation, exclusion, international law and general business... **Marilyn (Vierra) Clarke** teaches art history at Cabrillo Community College in Aptos and at UC-Santa Cruz... **Scott Conn** is vice president, sales and marketing, for the Dublin Group in San Francisco. His home is in Pleasanton... **Cynthia Davis** is a CPA with Tostevin Accountancy Corp. in Monterey... **Mary Ann (Grijalva) De Costa** works for IBM in Monterey in technical marketing and support... **Maureen Doherty** is a registered nurse at the University of San Francisco Medical Center. She and her husband, **Edward Franco**, live in San Mateo... **Marshall Grimes** is vice president of investments at Cowen and Co. in Houston, Tex... **Roger Hansen** is a tax accountant with Arthur Young in San Jose and is working toward a master's degree in tax at San Jose State... **John Herber** works for IBM in San Jose as an advisory engineer... **Mark Johnson** is a civil engineer with CH2M Hill Inc. in Emeryville. His wife, **Julie (Mack)** is a market research manager for Pacific Bell Directory. They live in Lafayette... **Alanna (Rebello) Jones**, her husband, **Michael**, and three children, live in Colorado Springs, where she is a part-time children's librarian... **David Kalez** is vice president, acquisitions, for Safeguard Security Systems Inc. in Beaverton, Ore... **William Kelleher** and his wife, **Judith (Ramirez '83)**, live in San Jose, where he is a CPA and senior tax manager with Price Waterhouse and she works for SSE Technologies as an electrical engineer... **Maria (Ruiz) Lazzarini** is an assistant vice president in corporate banking for Banque Nationale de Paris in San Francisco... **Mary (Plungy) McCurdy** (JD '84) practices law in San Jose... **Jamie Ollinger** is an attorney in the Orange County Public Defender's office. She lives in Huntington Beach... **Lauren (Madrid) O'Mahoney** (JD '85) is an attorney with HMS Communications, a television syndication company in San Francisco. Her husband, **Ben**, JD '85, works in commercial real estate for Barry S. Slatt Mortgage Co... **Kelly Rickon** works for the San Diego National Sports Training Foundation as an executive assistant... **Nina Santomieri** is a legislative director for San Jose Mayor **Tom McEnery** '67 (MA '70).

'82 **David Callaway** is a captain in the U.S. Army, stationed near Seoul, Korea... **Daniel Greco** is a deputy district attorney for Douglas County in Nevada, which includes the Lake Tahoe area... **Stephanie Gwerder** works for Apple Computer in Cupertino as a licensing coordinator in the legal department... **Alex Koontz** is a system manager at Measurix in Cupertino. He and his wife, **Linda**, and two sons live in San Jose... **Tom Madden III** (JD '87) is an attorney with Berliner, Cohen & Biagini in San Jose... **Deborah (Taylor) Mizukami** is a legal secretary in the law office of Arthur Ferraro in San Jose... **Tom Obot** is a sales engineer for Quorum Technical Sales in Santa

Clara... **Susan Scibetta** works for Dataquest Inc. in San Jose as a manager of research training... **Andrew Scott** is a sales representative for A.M. Bruning in Sacramento... **Carmen (Barros) Silva** is a supervisor of corporate customs and export compliance for Qume Corporation in Milpitas... **Stacie Solari** practices law with Fenwick, Davis & West in Palo Alto... **Chris Valeriote** is a real estate developer with Valco Development in Fairfield.

'83 **Lynn Balling** is a sales and marketing director for Silma Inc. in Cupertino... **Patrick Corpus** is an electrical engineer with Maxtor Corp. in San Jose... **Gary Hopkins** works for Liberty Mutual Insurance in San Bruno as a claims adjuster... **Michael Inamine** works as a field engineer for the California Department of Water Resources, Division of Safety of Dams, in Sacramento... **Danielle (Modeste) Pezzini** (JD '88) is an attorney with Hancock, Rothert and Bunshoft in San Francisco. Her husband, **John**, (JD '82), is a national account manager at Computer Associates in San Jose. They live in San Mateo... **Tom O'Brien** (MBA '86) is a product manager at Inmac in San Mateo... **Teresa Trapani** works for Brooks Technical Group in Mountain View in electronics sales. Her husband, **David** ('84, JD '87), is an attorney with Adleson, Hess, Christiansen & Kelly in San Jose.

'84 **J. Kevin Allen** lives in Sunnyvale and is a financial analyst for Verifone in Redwood City... **Peter Boschetti** is a project manager with Dillingham Construction in Pleasanton... **Robert Brencie** is an applications systems engineer for IBM in Sacramento... **Paul Conn** (MBA '88) is an assistant chief operating officer for ICN Pharmaceuticals in Costa Mesa. He lives in Santa Ana... **Julie (Harper) Cooper** is a budget analyst in the San Jose mayor's office... **Anne Feit** is the sales manager for the Stouffer Concorde Hotel in Los Angeles... **Julia Fischer** (MS '88) is an account systems engineer at IBM in San Diego. She received a U.S. patent in software design while assigned to IBM in Tucson, Ariz. She also is a children's swimming coach and teaches night school at Palomar Junior College... **Karen Grundon** is a paralegal in the law offices of Michael Mooney in San Mateo. She is also in the MBA program at the College of Notre Dame... **James Kambe** is a marketing representative for IBM in Los Angeles... **Michelle Komes** is a news editor and assistant to the operations manager and news director of WTOP NewsRadio 15, Washington, DC's only all-news radio station. Her home is in Rockville, Md... **Michael Kropp** is a graduate student in organic chemistry and the University of Illinois in Urbana, where his wife, **Barbara (Hayes '84)**, earned her master's in special education. She works at the Developmental Services Center, Children's Services, in Champaign... **Kathleen McGill** lives in Philadelphia and is in her first year at the Wharton School of Business at the University of Pennsylvania, working toward a master's degree in business... **Mary Morrissey** lives in San Mateo and is a sales representative for Eastman Kodak in San Jose... **Peter Norrie** is a real estate loan analyst with Norris, Beggs & Simpson in Portland, Ore... **Bill Sautter** is director of product marketing for Trilliant Computer Corp. in Milpitas. His wife, **Julie (Lopes '83)**, is a marketing manager with Centex Telemanagement in San Francisco. They live in Belmont... **Eric and Laura (Hollis '86) Schuck** live in San Diego, where he is a product marketing manager for Arrow Electronics... **Carol Seidler** is an audit manager for Arthur Andersen & Co. in Los Angeles. She lives in Pasadena... **Theresa Smith** is an assistant product manager in international product management for Apple Computer. She lives in Santa Clara...

Born Risk-Taker

Agnieszka Winkler '81 (MBA) propelled her way to the top of a San Francisco high-rise

Her life reads like the plot of a popular novel: From the opening chapter when the expectant parents flee Poland just as the Iron Curtain is falling (with only a gold bracelet for financial security) to the climax where our heroine runs a multimillion dollar advertising firm in San Francisco.

In between chapters, her adventures include travel, toil, determination—and an MBA from Santa Clara.

Agnieszka Winkler '81, president and CEO of Winkler McManus, is the protagonist in this true-life adventure. Her business philosophy, as well as her philosophy of life, is rooted in her heritage.

"My parents were risk-takers," she says. And that inbred risk-taking spirit has propelled Winkler to the top of a San Francisco high rise, where she conducts business from a glass-walled office that offers a panoramic view of the Bay Bridge and East Bay.

"I fell into advertising by accident and liked it enough to want to start my own business," she says. She founded Commart Communication,

a marketing communications business in Santa Clara, then went on to found Winkler McManus, an advertising agency serving Fortune 500 companies in high tech as well as emerging technology industries.

The move from Santa Clara to San Francisco is recent. "San Francisco is the 'talent center' and we needed to be where the talent is," she says of the decision to move their headquarters. "We create a better product for the client."

It wasn't until after she had started her first business venture that she decided it would be helpful to bone up on marketing and accounting. With a B.A. from Holy Names College in Oakland and an M.A. in History from San Jose State, undergraduate business classes didn't appeal to her, so she embarked on an MBA at Santa Clara, which she says took her seven years to accomplish.

"The MBA enabled me to look at the organization as a 'system,' rather than from one perspective or functional area—like finance or marketing. The various functional parts are all interrelated, not driven

from just one point of view," says Winkler.

According to one of her classmates, SCU's MBA Alumni Director Martha Kidder, Winkler was part of the education process. "Agnieszka addressed our marketing class on how she had 'happened' to win a Clio (advertising's most prestigious award). 'It was a highlight of my MBA program,'" Kidder says.

Maybe it was the 13 schools she attended ("I learned never to look back—how can you, when you're always entering new situations?"), or the stimulating dinner discussions on world affairs her parents encouraged ("No grabbing a quick bite at my house!"), or, family games of Clue in Polish that encouraged Winkler's success.

"You have to take a risk... feel comfortable coming into a new situation; deal with a lack of structure and uncertainty. Have a positive attitude and a passion for what you do. Believe that you can. Get your money together, write up a business plan, get your office and a telephone... and do it!" advises Winkler.



Winkler photo

Travel, toil, and determination

Has the fact that she's a female CEO given her an edge or been a disadvantage in the marketplace? "I don't dwell on the female aspect. I'm a person. I'm who I am. I have a feminine side as well as a macho (some would say) side," she laughs.

The mother of two college-aged daughters, Winkler says immigrants are what makes the United States strong. "They know how good it is here," she says. "We tend to take our country for granted. They hold up the flame."

Epilogue: Winkler's mother still has the gold bracelet.

—Patricia Fowler

Frederick Walker III lives in Ithaca, N.Y., and is enrolled in Cornell's MBA program. . . **Scott Weaver** is a mortgage banker with First Union Mortgage Corp. in Seattle.

'85 **Joseph Alvarnas** is a senior medical student at the San Francisco Medical Center, University of California. . . **John Breen** is a bartender at the Islands Restaurant in Irvine. . . **Peter Brennan** is a chief estimator and project manager for Channel Constructors Inc. in Irwindale. . . **Chris Elbeck** is a loan officer and loan broker with Service Mortgage Co. in Belmont. . . **Mary Faulders** is an assistant to the vice president, business development consignments, at Sotheby's in Beverly Hills. . . **Lisa Goblirsch** is a CPA at Arthur Andersen & Co. in San Jose. . . **Kathleen Harvey** is a paralegal at Gray, Cary, Ames & Frye in San Diego. . . **Serena Ianora** lives in Seattle, where she is the assistant director of the Shoreline Senior Center. . . **Stephen Kozel** is a computer systems manager for Oakland National Engraving. His wife, **Suzanne (Kearney)**, is a buying systems analyst for Safeway in Oakland. . . **Mary Moncrief** lives in San Jose and is a customer service coordinator for Octel Communications in Milpitas. . . **My To Pham** works for FMC in San Jose as a systems programmer. . . **Douglas Piper** is the wine and spirits supervisor for Colorado, Kansas, Oklahoma, and New Mexico for Brown-Forman Beverage Co. . . **Nicola Simpson** is a district manager for Oracle Corp. in Boston. She lives in Winchester, Mass. . . **Diane Sklensky** is a graduate student in plant physiology at Cornell University in Ithaca, N.Y. . . **Danielle Weldon** lives in Arlington, Va., and is a project manager for the U.S. Department of Justice, Immigration & Naturalization Service in

Washington, D.C.

'86 **Sally Bochner** is an accountant with Peat, Marwick, Main in San Jose. . . **Rosemary (Sou Fong) Brett** is a registered nurse at Suburban Hospital in Bethesda, Md. She and her husband, Peter, live in Rockville. . . **Margaret Burns** is publicity assistant and hometown news coordinator in the public relations office at Boston University. . . **Kevin Earley** works at Security Pacific National Bank in Redwood City. His wife, **Catherine (Long)** is in advertising and sales at the Times Tribune in Redwood City. . . **Stuart Johnson** works for Alhambra National Water Co. in San Leandro as a commercial sales manager. . . **Mike MacFarlane** is a catcher with the Kansas City Royals baseball organization. . . **Lisette Moore** is an assistant budget analyst in the San Jose mayor's office. . . **Elizabeth Ristau** is a commuter services coordinator at the College of St. Thomas in St. Paul, Minn. . . **John Robbins** is an associate engineer at Lockheed in Sunnyvale, and working toward a master's in engineering at SCU. . . **Peter Suhr** is an attorney with Ropers, Majeski, Kohn, Bently, Wagner & Kane in San Francisco. His wife, **Mary Beth (Fox)**, is a commercial lending officer at the Bank of San Francisco. They live in Menlo Park. . . **Marc Vallancey** works for International Microcircuits Inc. in Santa Clara as a central regional sales manager. . . **Heidi Zahn** is a manager at Apple Computer in Sunnyvale. . . **Jeff Zanardi** is a product manager for Tymnet in San Jose. His wife, **Eileen (Ward '86)**, is an internal auditor for Lockheed.

'87 **Catherine (Burke) Agelson** is an accounts receivable administrator at IBM in Sunnyvale. Her husband, Louis, is a teacher and athletic director at St.

Andrews School in Saratoga. They live in Santa Clara. . . **Scot Asher** is the assistant director of minor league operations for the San Francisco Giants. . . **Africa Daza** lives in Fremont and is a satellite operations engineer at Lockheed. . . **Julie Fink** is a legislative assistant to San Jose Mayor Tom McEnery. . . **Joseph de Lavios** is a civil engineer with Earth Sciences Associates in South San Francisco. . . **Dean Harpster III** is an assistant supervisor in operations at the San Jose main office of Summitomo Bank. . . **Mona Hrapkowicz** is a technical sales engineer at Texas Instruments in Santa Clara. . . **Monica Kiehl** is in her second year in the Jesuit Volunteer Corps. She is a teacher and counselor with the birth, education, training and acceptance program in Orlando, Fla. . . **Joanne Krebs** is an underwriter for Allstate Insurance Co. in San Jose. . . **Michael Krupa** is an information systems analyst with Tandem Computers Inc. in Cupertino. He lives in Santa Clara. . . **John Leupp** is assistant controller at First Savings & Loan Association in Beverly Hills. . . **Doug Lonkeker** is the chief financial officer and operations manager for Pete's Brewing Company in Palo Alto. . . **Timothy Maloney** works for Lockheed in Sunnyvale as an associate engineer, space vehicle technology group. . . **Rhonda McCown** lives in San Jose and is a substitute elementary school teacher for the San Jose Unified School District. . . **Kurt Palmtag** is an accountant and financial analyst with NEC Electronics Inc. in Mountain View. . . **Cheryl (Manson) Porter** is the direct mail production manager with *Sunset Magazine* in Menlo Park. . . **Lori (Hoskins) Rose** lives in San Jose and is a financial analyst for Ford Aerospace and Communications Corp. in Palo Alto. . . **Steven Sovik** is a consultant with Arthur Andersen & Company in

San Francisco. . . **Olaf Vancura** is a graduate student in physics at Johns Hopkins University in Baltimore. . . **Kristin Van Inwegen** is an account executive at Airborne Express in San Francisco.

'88 **James Campbell** lives in Denver, where he is attending the University of Denver School of Law. . . **William Casey** is a product engineer at VLSI Technology in San Jose. . . **Patti Ernstrom** is a program instructor at the CloseUp Foundation of Washington, D.C., the nation's largest civic education organization. Patti is responsible for implementing the educational program. . . **Stacey Forst** is a systems design engineer for Amdahl Corp. She lives in Santa Clara. . . **Jerry Granucci** is the graphic arts director for Alpine Awards Inc. in Union City. . . **Amy Kraemer** is a technical editor at Apple Computer in Cupertino. . . **Erin Nally** is an undergraduate admissions officer at Georgetown University in Washington, D.C. . . **Karen Scholte** lives in Sunnyvale and is a teacher at Challenger School in San Jose. . . **John Nevelle** is an associate of Habendum Corp., a Seattle-based international trading firm that acts as a buyer or manufacturers' agent. . . **Maura Sexton** is a video journalist for Cable News Network (CNN) in Atlanta, Ga. . . **Margaret Shea** is an advertising assistant at Lena Chow Advertising Inc. in Palo Alto. ■

ADVANCED DEGREES

'49 **Ronald Maas** (JD) and his wife, Barbara, live in San Jose, where he is in private law practice.

'60 **Allan W. Nicholson** (JD) is an administrative law judge in the San Jose Appeals Office in Campbell. He and his wife, June, live in Aptos.

'64 **Thomas P. O'Brien** (MS) is a department manager at Argosystems in Sunnyvale.

'66 **Herman A. Bustamante** (Eng) works for Stanford Telecommunications in Santa Clara, as an electrical engineering department manager.

'67 **Art Napoles** (MBA) is the director of corporate ethics for Ford Aerospace & Communication Corp. at their new corporate headquarters in Newport Beach.

'70 **John R. Whitson, Jr.** (MBA) is director of fiscal services at King Fahad Hospital in Riyadh, Saudi Arabia.

'71 **Phillip M. Sims** (JD) was named the 1989 winner of the Bryl R. Salsman Award, given by the Santa Clara County Bar Association for "unstinting and selfless work on behalf of the County Bar Association."

'73 **John R. Alcorn** (JD) practices law in Laguna Hills. . . **Barbara Gruber** (MA) writes books, gives seminars, and is a nationally-known consultant for teachers. She lives in Saratoga. . . **Joseph A. Kalashian** (JD) was appointed Municipal Court Judge for the Visalia Judicial District by Gov. George Deukmejian. . . **John Shynne** (MBA) and his wife, Jolene, live in San Jose, where he is controller of G-2 Inc.

'74 **John Amarant** (JD) and his family live in Danville, where he is a business consultant. . . **Richard Hluchan** (JD) is an attorney with Drinker, Middle & Reath in Voorhees, N.J. . . **Wesley D. Smith** (MS) is a community development manager for the City of Milpitas.

'75 **Jack Holland** (JD) is an associate attorney at Hafner, Stark & Marois in Sacramento. . . **Charles S. Poochigian** (JD) was appointed chief deputy appoint-

ments secretary to Gov. George Deukmejian.

'76 **Douglas Duncan** (JD) is an attorney in Seattle and achieved the largest monetary recovery in Washington's history in an individual employment discrimination case (\$360,000). . . **C. Kerry Fields** (JD) practices law in Orange. . . **Ron Jeziorski** (MA) is a financial planner with the Levine Financial Group in San Francisco. . . **Susan Levin** (JD) is in solo practice in San Jose as an applicant's workers' compensation lawyer. . . **Alan Martin** (JD), a partner in the Beverly Hills law firm of Greines, Martin, Stein & Richland, is chair of the Appellate Advocacy Committee of the Tort and Insurance Practice Section (TIPS) of the American Bar Association for the 1988-89 bar year.

'77 **Cory Aguirre** (JD) practices law in Fullerton. . . **Thierry Colaw** (JD) is president of the Orange County Trial Lawyers Association. He is a partner in the Santa Ana law firm of Hunt, Colaw & Roe Inc. . . **Richard Lee** (JD) is an attorney in Santa Barbara with Schramm & Raddue. . . **Stephen Pickering** (JD) is a supervising attorney for the State Compensation Insurance Fund in Salinas. . . **Corinne Tomeo** (JD) was elected chairman of the board of Santa Clara County's Multiple Sclerosis Society.

'78 **Steven Larsen** (MS) is an engineer with Kentrox in Portland, Ore. He lives in Tigard. . . **Lonna (Quement) MacLeod** (MBAA) is a business development consultant, working out of her home in Los Altos. She is the daughter of the late **Arthur Quement** '30. . . **Janak Pathak** (MBA) is vice president of sales for Network Computing Devices Inc. of Mountain View. . . **Robert Vezzolini** (JD) practices law in San Jose.

'79 **Carol Arnold** (MBA) is a financial planner with Foothill Financial Group in Sunnyvale. . . **Carl Lyle** (MBA) and his wife, Cherie, live in Danville. He is president and chief financial officer of RGB Technology in Berkeley, and has just concluded his ninth year of teaching business classes part time at San Jose State University. . . **Ellen Shannon** (MBA) works for the Bank of America in Hong Kong as a vice president and section head in world banking.

'80 **Phyllis Bartu-Corzo** (MAE) teaches the learning handicapped in the Gilroy Unified School District. . . **John Blaettler** (MBA) is a partner in the Gilroy CPA firm of Greco Filice & Blaettler. . . **Rebecca (Gatchet) Kenison** (JD) practices law in Seattle. . . **Helen Senkowski** (MBA) works for Intel Corp. in Santa Clara as a documentation supervisor.

'81 **Larry Janda** (MS) is the public works director for the city of Mountain View. . . **Susan Kirk** (JD) lives in Detroit, where she works for Michigan Consolidated Gas Co. as their assistant secretary and senior attorney. . . **Kathleen Ward** (MA) is a teacher at John Reed School in Rohnert Park.

'82 **Kent Ball** (JD) is an associate in the San Diego law firm of John W. Mullen, working in the area of workers' compensation defense and is chairman of the workers' compensation section of the San Diego County Bar Association. . . **Tess Reynolds** (MBA) works for Software Publishing Corp. in Mountain View as a group product manager, marketing department, for graphics software.

'83 **Elizabeth Howe Faber** (JD) is a staff attorney with the Los Angeles law firm of Mercer Meidinger Hansen. . . **Marcus Gunkel** (JD) lives in San Jose, where he is a partner in Sims and Gunkel. He argued his first case before the Supreme Court last November. . . **Diane (Elliott) Roberts** (MA) is a social worker at the Watsonville Community Hospital.

'84 **Efthimia Andrews** (MS) is a group engineer with Lockheed in Sunnyvale. . . **Steve Burchett** (JD) practices law in San Diego with Schall, Boudreau & Gore. . . **Yvonne Smith** (MBA) is a sales representative for MED AgVet, Division of Merck & Co. She lives in Canyon, Tex.

'85 **Cathy Thorsteinson** (JD) is a trademark attorney with the U.S. Patent and Trademark Office in Washington, D.C.

'86 **Cindy Akiyama** (MBA) is vice president of operations for Telesciences Transmission Systems Inc. in Fremont. She oversees all manufacturing operations of the maker of microwave and fiber-optic communications systems. . . **Jeff Bryan** (MBA), is assistant vice president and commercial loan officer at Sanwa Bank California's Fremont office. . . **Betsy (Fox) Fisher** is a marriage, family and child counseling intern at Counselors and Consultants Inc. in San Jose. . . **Michele Chambers** (MBA) is a business operations manager with Stanford Telecommunications Inc. in Santa Clara. . . **V. Rangarajan** (MBA) is a project design engineer for Tandem Computers in Cupertino. . . **Peter Suhr** practices law with Ropers, Majeski, Kohn, Bently, Wagner & Kane in San Francisco. . . **Virgil Rose** (MS) is senior vice president and general manager of PG&E's distribution business unit in San Francisco. He and his wife, Carol, and daughter, Julie, live in Foster City. . . **Aaron Spain** (MA) is a teacher in the Morgan Hill Unified School District.

'88 **Nina Frappier** (MBA) works for Krames Communications in Daly City as a product manager, market management. . . **Mahmoud Mahmoudzadeh** (MS) is a manufacturing manager and mechanical engineer with Hussmann Refrigeration in San Jose. . . **Kelly Schuster** (MA) is a personnel representative with Hewlett-Packard in Palo Alto. She lives in Sunnyvale.

MARRIAGES

'69 **Helen Healy** to Neil Modie, on January 1, in Maui, Hawaii. Their home is in Mercer Island, Wash.

'70 **Joan Depaoli** to James Lopes, on December 10, at St. Joseph of Cupertino Church. They live in Fremont.

'72 **Richard Toohey** to Carolyn O'Connor, on May 14, 1988, at Mission San Juan Capistrano.

'73 **Dr. Donald M. DiTullio** to Carolyn Isaacson, on November 19, at Mission Santa Clara. They make their home in San Jose.

'79 **Priscilla Kisting** to Victor Palmer, on November 5, in Mission Santa Clara. Their home is in San Jose.

'80 **Nancy Baldwin** to David Reimann, on September 17, at St. Paul the Apostle Church, in Westwood. They live in Los Angeles.

'81 **Nina Santomieri** to Brian Grayson, on January 22, at the Doubletree Inn, in Santa Clara. They make their home in San Jose. . . **Marilyn Ann Vierra** to Lt. Col. Michael E. Clarke, USA, on November 26, at the Naval Postgraduate School, in Monterey. They live in Watsonville.

'82 **Josephine Morano** (MA) to Raymond Alvaro, on June 25, in St. Martin's Church, in Sunnyvale. They make their home in San Jose.

'83 **Andrea DeKlotz** to Don Pitsenbarger, on January 7, at Shepherd of Peace Lutheran Church, in Irvine. Their home is in Orange. . . **Lenette Mazur** to Victor

Starting a Start-up

William E. Foster '69 (MS) gambled his kids' tuition to begin Stratus Computer

Jet lag has been blamed for many things, but William E. Foster '69 (M.S.) '74 (MBA) may be the first to use it as an excuse to start a \$300 million company.

Foster—president, chief executive officer, and co-founder of Stratus Computer, Inc.—was having trouble sleeping his first night in London in June 1979. He woke at 3 a.m., and the thought hit him: "I'm going to do it. I'm going to start a company."

"I'd been thinking about it on and off for quite a while, but I didn't have the guts. I didn't have an idea," Foster said.

"I can't really explain why it was, but all of a sudden I started thinking that the worst possible thing that could happen would be to wake up one day when I was 70 years old, look back over my life, and say to myself, 'Gee, you never even tried to do it,'" Foster said.

Less than three weeks after that night in London, the 35-year-old father of three resigned from his lucrative job as vice president of software engineering at Data General. Gambling the \$50,000 he had saved for his children's future college tuition, he set about trying to come up with an idea that would sell to venture capitalists.

He decided to challenge Tandem Computers because he had been studying the company and it had no competitors in the fast-growing transaction-processing market.

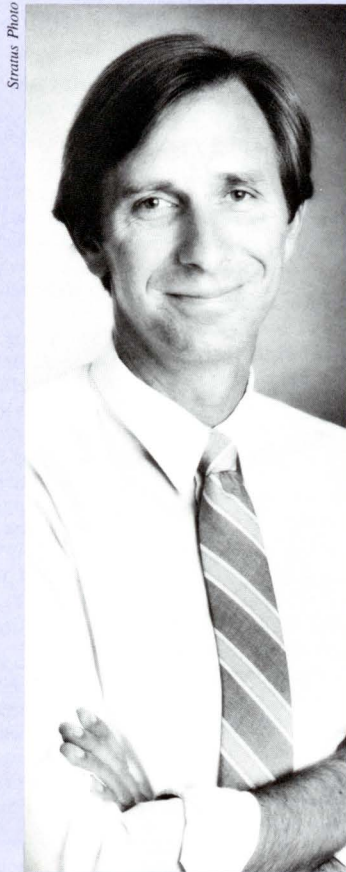
"It's good to be No. 2 in a market," Foster said. "It gives you a market to go after. You can be very focused. To be No. 1, you really have to be smart because you have to prove there is a market. If you wait to be No. 3, 4, or 5, you might be too late."

So far, Stratus has proved Foster's point. About \$200 million in venture capital has been invested in companies trying to enter the transaction-processing market since 1980, he said.

"We took \$14 million," Foster said. "The other \$186 million has all gone down the drain. That just shows how risky it is."

But to Foster, the personal risk was not that great.

"The biggest risk was if I failed I'd have to face my family and friends," he said. "It was unlikely I was going to get cancer or starve



People want to see him succeed

to death."

Foster and his two co-founders—Robert A. Freiburghouse and Gardner C. Hendrie—had never

people root for. Other people really want to see him succeed."

Hendrie agrees with Reid's assessment.

"He's not an egocentric entrepreneur whose every other word is 'I,'" Hendrie said. "He has leadership qualities. He's a good salesman, but he doesn't have to be right. He just wants to get the job done."

And that's what Foster and his co-founders did.

They shipped their first computer—on schedule—in 1982. Stratus went public in 1983, with the sale of 2.8 million shares of common stock traded on the NASDAQ national market system. The company now has 1,800 employees, and revenues for fiscal year 1988 were up 44 percent from 1987.

Stratus has blossomed where others have failed because the founders had a better idea, a better marketing focus, and, said Foster, chuckling a bit self-consciously, better management.

Foster credits his business professor Ronald Stucky for helping prepare him to start a company. In Stucky's class, the students had to draw up fictitious business plans.

"I was able to write a business plan because of my training at Santa Clara," Foster said. "Stucky used to say that the only way to ever really use an MBA degree is to go out and start a company."

Foster, who worked for Hewlett-

ing together on the same program doing exactly the same thing at the same time. If one fails, the other will take over and let the user know that the first system has failed.

Foster also has made contributions in the management field. He believes in an open management style, letting everyone in the company know what the business plan is. Execution of the plan is what is important, not whether competitors learn about it.

To that end, Foster holds monthly meetings during which all employees discuss the company over pizza. He keeps the door to his modest office open. No secretary protects him from those who want to see him. He also has random lunch meetings with employees, especially newer ones so they won't feel intimidated by his position.

"They can see I'm a normal guy who makes mistakes," he said.

Foster made some mistakes in his attempts to start Stratus. He spun his wheels for a while because he went to venture capitalists before he put his team together. The native Californian admits wasting time trying to start his company in Silicon Valley, where there were so many start-up firms that it was difficult to attract people for his team.

When Stratus, which is located in Marlboro, Mass., near Boston, began operations in 1980, it was the first start-up company in New England since 1971. Since then, there have been about 100, Foster said.

Besides less competition for entrepreneurs, more engineering talent in systems was out there, he said. And New York, a major financial center, is one of the biggest markets for transaction processing.

Foster also found it was easier to expand to Europe from the East Coast. Stratus now sells 40 percent of its products overseas where it has 10 offices in Western Europe and the Far East.

Foster plans to make Stratus a \$1 billion company, but he has "no magic formula."

"We'll just execute the basics," he said, which include "innovating as quickly as possible."

"Our market is so big, I'd be very surprised if someone did something to us. Our destiny is in our hands."

—Susan Frey

**It's good to be No. 2 in a market.
It gives you a market to go after.
You can be very focused.**

started a company before, but they convinced venture capitalists to invest \$1.7 million; and in 1980, founded the company named for a cloud with 20 employees.

Reid Dennis of Institutional Venture Partners in Menlo Park, was the first and largest investor in Stratus.

"The nice thing about Bill Foster was he didn't have all the answers," Dennis said. "He is thoroughly likeable, very sincere. He's someone

Packard for seven years, also remembered the advice of his old employer David Packard, who told his employees a technical contribution is what makes a product strong.

"I couldn't copy Tandem because David Packard wouldn't let me do that," Foster quipped.

Foster and his colleagues' technical contribution is an almost 100 percent reliable computer that has two central processing units work-

Rodrigo, on September 17, in Mission Santa Clara... **Mary Briehl** to Thomas L. Smith, on July 23, in Mission Santa Clara. They live in Campbell.

'84 **Peter Boschetti** to Lynda Haxton on September 3 in Mission Santa Clara. They live in San Ramon... **Helen Carlson** to David Turner, on November 5, at Holy Cross Church, in Santa Cruz... **Kenneth Comee** to Nora Tompkins on, October 8, at Old Mission San Ynez, in Solvang. They make their home in London, England... **Gregory Hahn** to Linda Gallagher, on August 20, in Mission Santa Clara. They live in Cupertino... **Lena Vartanian** (MBA) to Varouj Altbarmakian, on May 21, 1988 at the St. Nicholas Greek Church in San Jose. Their home is in Fresno.

'85 **Francis J. Byrne, Jr.** to **Linda Anne Hollis** '86, on February 18, at Holy Family Church, in Portland, Ore... **Kari Clark** to **Vinton Hawkins**, on August 27, in Glenbrook, Nevada. They live in San Francisco... **Mary Nalty** to Herman Bustamante, Jr., on August 7, in Mission Santa Clara... **Mary Kay Seidler** to **Todd Gates**, on September 24. Their home is in Pasadena.

'86 **Kevin Earley** to **Catherine Long**, on October 15, in the Santa Clara Mission... **Mary Fox** to **Peter Suhr** (JD, MBA) on July 23, in the Santa Clara Mission. They live in Menlo Park... **Maria Lianides** to Bulent Celebi on June 20, 1987 at the Palace of Fine Arts, in San Francisco... **Seta Simonian** to Douglas Atamian, on July 9, in Watertown, Mass. They live in Weston, Mass... **Srila Sircar** to **Oliver Colvin III** (JD '88), on October 8, at Mission Santa Clara. Their home is in Los Gatos... **Eileen Ward** to **Jefferey Zanardi**, on April 16, 1988, in Chico. They make their home in Saratoga.

'87 **Catherine Burke** to Louis Agelson, on July 9, at St. Rafael's Church in San Rafael... **Gregory Calcagno** to Ann Scharrenberg, on February 20, 1988, in Mission Santa Clara. They live in San Jose... **Ted Pistoressi** to **Patty Xenos**, on August 27, at St. Nicholas Greek Orthodox Church, in San Jose. Their home is in Fresno... **Theresa Cravalho** to Paul Webb, on June 18, in Mission Santa Clara.

'88 **Julie Dixon** to David Darknell, on July 9, at the San Mateo Garden Center. They live in San Jose.

BIRTHS

'73 To **Rick Hagan** and his wife, Suzanne, their second child, Kelli Noelle, on February 1, in San Diego... **Anne Roeth-Adair** and her husband, a daughter, Caitlin, on August 23.

'74 To **Meredith Nino-Egbert** and her husband, John, their third child, Kristin June, on October 11, in Woodinville, Wash.

'75 To **Roger Idiart** and his wife, Jan, a son, Peter John, on January 7... to **Michael Prout** and his wife, Debra, a son, Ross Michael, on October 26. Their home is in Yorba Linda... to **John Schuck** and his wife, Julie, a daughter, on December 25... to **Dave** (MBAA '77) and **Debbie** (Cunningham '76) **Shoquist**, a son, Eric, on September 23, 1987. They live in Los Gatos.

'76 To **Brian Buckley** and his wife, Susan, their third child and first son, John Michael, on January 13, in Las Vegas.

'77 To **Patrick Killen** and his wife, Patricia, their

third child, Thomas John, on June 1. Their home is in Los Gatos... to **Dennis and Mahgie (Dean) Murphy**, their first child, Dennis Francis Jr., on February 12, 1988, in Houston, Texas.

'78 To **Lisa (Santana) Bakewell** and her husband, Thomas, a son, Thomas Joseph, on December 19. They make their home in San Jose... to **Peter and Karen (Marold '79) Filice**, a son, Daniel Peter, on May 1, 1988. They live in Sunnyvale... to **Jeff and Penny (Rich) Osorio**, their first child, Thomas Jeffrey, on May 10, 1988. Their home is in Cupertino.

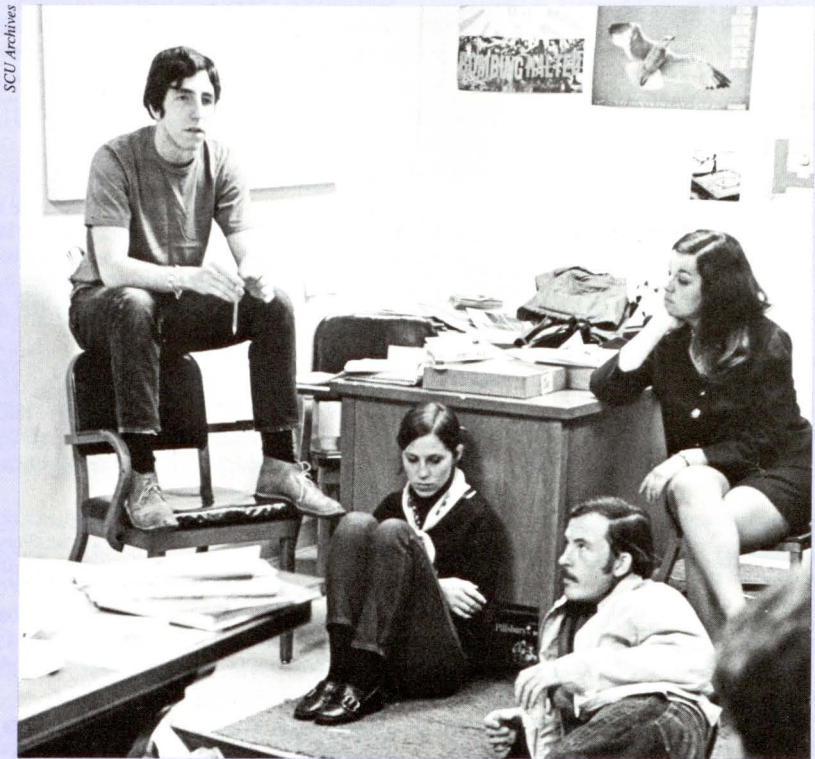
'79 To **Catherine (Stinner) Dickman** and her husband, John, a son, Christopher John, on February 6. They make their home in Redwood Shores... to **Mike** (MBA '87) and **Kathy (Kirrene '80) Gonzales**, a son, Gregory Michael, on December 20. They live in Santa Clara... to **Dan Kelleher** and his wife, Monique, their second child, Madison Rose, on December 12, in Burlingame... to **Mike and Lynn (Filippi) Momboisse**, their second child, Richard Matthew, on May 21, 1988, in Mountain View.

'80 To **Carolyn (Cossette) Mink** and her husband, Gilbert, their second son, Gregory Cossette, on October 12, in San Jose... to **Louis (Meagher) Robinson** and her husband, Harry, their second child, Alexander William, on July 5, in San Jose.

'81 To **Gregory Ocampo, D.D.S.**, and his wife, Candyce, their first child, Matthew Gregory, on November 8, in Watsonville.

'82 To **Erik and Audrey (Dormer) Foraker**, their first child, Erik Andrew, on September 29... to

THE WAY WE WERE—1969



Bob Cooney '72 (on chair) holds forth at a Redwood yearbook staff meeting

Stephen J. Giovanisci, D.D.S., and his wife, Catherine, their first child, Nicole Marie, on November 25. They live in Tujunga... to **Gregory Heiland** and his wife, Mary, a daughter, Katherine Mary, in Phoenix, Ariz... to **Larry Oreglia** and his wife, Cheryl, their second daughter, Kelley Ann, on December 22, in Overland Park, Kansas... to **Andrew Scott** and his wife, Katrina, a daughter, Alexandra Kristine, on October 13, 1987, in Sacramento.

'83 To **Mariana (Girard) Leberknight** and her husband, Randall, a son, Matthew Scott, on April 17, 1988... to **Madeleine (Arias) Ziemba** and her husband, J. Thomas, a daughter, Katherine Marie, on August 17.

'84 To **Efthimia (MS) and Mark (MBA '86) Andrews**, a daughter, Patricia Christine, on January 10, 1988... to **Megan (Ruder) Martinelli** and her husband, John, a daughter, Anna Patricia, on January 25, in Santa Cruz. They live in Watsonville... to **Fred Walker** and his wife, Liz, a daughter, Emily Boyd, on February 11 in Ithaca, N.Y.

'85 To **Jimmy and Peggy (Fake) Monreal**, their third child, Christina Margaret, on December 8, in Fresno... to **Dominic and Stacey (Pruett '86) Taddeucci**, their first child, Alexandra, on January 18, in Pacific Grove... to **Michael and Beni (Holtmann) Wegener**, their first child, Will Michael, on January 31, in Sacramento.

'88 To **Todd Gardiner** and **Patricia Keady** '89, a son, Aidan Joseph, on December 29, in San Jose. They live in Santa Clara.

DEATHS

'27 Emile D. Maloney, on February 1, in Oakland. He received a bachelor of laws degree from Oakland College of Law in 1929 and was admitted to practice that year. A native of Larkspur, he joined Pacific Telephone and Telegraph in 1925 as an outside salesman, retiring in 1957 as vice president of personnel. After retirement, he was a consultant to the Hibernia Bank in San Francisco. He was a member of the board of directors of San Francisco's Children's Day Home, the Chamber of Commerce, and the advisory committee of St. Mary's Hospital. He was also a Knight of Malta and a member of the Olympic Club. He is survived by his wife, Eleanor; daughter, Sheila Carmassi; son-in-law, **Herman Carmassi** '56; daughter-in-law, Linda Maloney; five grandchildren, and three great-grandchildren.

'34 Alfred M Duckart, on November 3, 1987, of heart failure, in Modesto. He is survived by his wife, Doris; son, Michael; and three daughters, Pamela, Patricia, and Karlene.

'35 John S. Hellenthal, on February 5, of a heart attack in Anchorage, Alaska. He practiced law in Alaska for 50 years and was a prominent figure in the early development of Alaska. He served on the Territorial Constitutional Convention, was a member of the first two Alaska state legislatures, and became an active member of the Alaska Democratic Party. At the time of his death, he was working on a history of the Alaska Bar Association from 1865 to 1965. He was born in Juneau in 1915. He is survived by his wife of 43 years, LaRue; a daughter, Cathy; two sons, Marc and Steve '73; and eight grandchildren.

'35 Chester Vivaldo, on January 12, of pneumonia, in Redwood City. He was an electrician for Dahl Beck Electrical, in San Francisco, before his retirement. He is survived by his wife, Marie; daughter, Karen Lindholm and her family.

'36 Edmund Conroy, on May 15, 1988, of cancer, in San Francisco. He had been retired from Safeway Stores since 1980. He is survived by his wife, Bea; his daughter, Jan; two sons, Ed and Ross; and one grandson.

'36 Louis C. Doll (LLB '38), retired Santa Clara County Municipal Court judge, on February 22, at a San Jose hospital after becoming ill earlier in the day. He was 74. Judge Doll retired from the bench in 1984. He had been appointed in 1963 by Gov. Edmund G. Brown. He served as an enlisted man in the U.S. Army in the South Pacific in World War II, and was recalled to active duty during the Korean conflict and served as a legal officer with the judge advocate general's office at Sixth Army Headquarters at the Presidio of San Francisco. In 1957, he was named administrative assistant to District Attorney **Louis Bergna** '44, (JD '48). He is survived by his wife, Rosalie; a daughter, Catherine; two sons, Robert and John; and two grandchildren.

'36 Randall Ward, on January 1, of a heart attack. His home was in Santa Rosa. He is survived by his wife, Virginia; daughters Gayle and Barbara; and two grandchildren.

'39 James G. Coughlan, on January 2, in San Carlos, after a long illness. He is survived by his wife, Polly; daughters, Molly, Nan and Peggy; and six grandchildren.

'40 Robert A. Cronin, on April 7, 1988, of a heart attack. He was 69. After graduation from SCU, he became a salesman for Zellerbach Paper Co. in San Francisco. He married in 1946 and then became a salesman for American Seating Co, finally moving to Sacramento in 1951. In 1957, he formed the Robert Cronin Co. Inc., a Sacramento building specialties company, engaged in school, commercial, and public construction in northern California and western Nevada. He is survived by his wife of 42 years and business partner, Mary.

'41 James P. "Phil" Lumley, on January 27, in Salinas. A native of King City, he was 70. He served in the U.S. Army for 20 years at many military installations throughout the world, retiring as a captain. He is survived by daughters Marrene and Stacia; son, James Jr.; three grandchildren and two great-grandchildren.

'48 John J. Harrison, on February 5, at Stanford University Hospital after a sudden illness. A native of San Francisco, and a 30-year resident of Palo Alto, he was a U.S. Marine Corps veteran, serving as a sergeant in World War II. He is survived by three sisters.

'51 Paul F. Pelliccione, on January 1, of a heart attack, after collapsing while attending the 49ers game in San Francisco. The Gilroy native was a real estate broker, associated with Red Carpet Realtors of Gilroy, before assuming management of the Gilroy Elks Club facilities about six years ago. He is survived by his wife, Rose; four daughters, Lisa, Debra, Linda, and Diana; and three grandsons.

'51 James S. Prejean, suddenly, on January 19, in Rochester N.Y. He retired from the American Can Corp. in 1985, and he and his wife opened their own winery in New York's Finger Lakes region. He is survived by his wife, Elizabeth.

'52 Denis J. Kiely Jr., on November 8. His home was in Daly City. He is survived by his brother, Richard; and sister, Catherine O'Brien. A captain in the U. S. Army Reserve, he taught engineering at San Jose State and Cogswell Institute in San Francisco. He was 58.

'55 William E. Gleason, on January 13, in Colorado, of a stroke.

'61 John A. Ursick, M.D., on March 1, in Omaha, Neb., after a lengthy illness. He earned a doctorate from the University of Nebraska in physiology and chemistry and taught at the College of Dentistry there for three years, before receiving his medical degree from Creighton University. He was in private practice in Omaha in internal medicine and cardiology. He was the director of Douglas County Hospital, medical director of Douglas County Corrections Center, director of Nebraska State Correctional Center in Omaha, and a part-time faculty member at Creighton. He is survived by his wife, Sharon; children, John Jr., and Suzanne; and a brother, **William** '68.

'63 John D. MacDonald and his wife, Nanci, in a private aircraft crash, on May 28, 1988. He was the chief executive officer for Brooks Products Inc. in El Monte. Their home was in Alta Loma.

'68 Gary G. Bowman (MSE), on January 15, of cancer, at his San Jose home. He was 56. He was a space flight pioneer and chief of flight equipment engineering at NASA/Ames Research Center. He oversaw the design and development of a wide variety of scientific equipment used in support of life science studies in space. He also was project manager for the RHESUS Project, a joint venture between NASA and

the French Space Agency (CNES) to study biomedical problems affecting man in space. A native of Des Moines, Iowa, he earned his undergraduate degree in aeronautical engineering from Iowa State University. He is survived by his wife of 30 years, Yvonne; and a son, Gregory.

'71 James M. Gawley, on February 10, from heart disease. A dentist, his home was in Tiburon. He is survived by his wife, Isabel; and three children.

'75 Marjorie C. Phillips (MACP), on February 5, in Turner, Oregon. A native of Wausaukee, Wisc., she married Woodrow Phillips, in San Jose, in 1943. Together they served as pastors, educators, missionaries, and authors. Their ministry created opportunities to minister and teach in 87 countries. She is survived by her husband, Dr. Woodrow Phillips; daughters, Trish and Marjorie; and sons, Woodrow Jr., and Steven, and 10 grandchildren.

'76 Erik C. Nelson, on September 13, in Seattle, of leukemia. He was a publications assistant at ERIC Clearinghouse on Educational Management, in Eugene, Ore. He is survived by his wife, Kathryn.

'77 Timothy S. Shanahan, on February 12, in San Jose. He is survived by his wife, Heidi; and daughter, Rachel.

'79 Gregory J. Zell, on October 18, 1987. He was 30. He was in post graduate studies at Los Angeles State College, where he had obtained his teaching credentials. He was developing extensive experience in the art of painting, and distinguished himself as a teacher at Mother of Sorrows, a parochial school in Los Angeles. He also spent a year as a teacher with the Jesuit Volunteers. He is survived by his father, **Harry** '40; brother, **Peter** '69; and two sisters, Gretchen and Elizabeth. ■

FACULTY/FRIENDS DEATHS

Joseph B. Ridder

Joseph B. Ridder, a member of the Board of Trustees since 1974, died January 23 in Honolulu. He was 68.

Ridder was publisher of the San Jose Mercury News from 1952 to 1977 and took an active role in political and community affairs, receiving more than 80 awards in his lifetime in recognition of his efforts. He was a generous contributor to numerous organizations and institutions, including Santa Clara, and served on many of their boards. From 1965 to 1970, he served on the Board of Regents at SCU. He was the 15th person to be designated a founder of SCU.

He was a key donor to Orradre Library when it was built in 1964. The periodical room of the library bears his name.

A native of New York City, Ridder graduated from William and Mary College in Virginia.

A Mass in his memory was concelebrated in Mission Santa Clara February 15, with Father Paul L. Locatelli, S.J., as the principal celebrant.

Gene L. Perry

Gene L. Perry, who was news director at Santa Clara for ten years during the 1950s, died February 8 in Alameda following a long illness. He was 68.

Perry left Santa Clara to become the first public relations director for the Oakland Raiders in 1960. Prior to coming to SCU, he was a sportswriter for the Oakland Post-Enquirer.

FROM DONOHUE ALUMNI HOUSE

Glen Matsumura



Our annual Spring Family Day, Saturday, May 13, is just around the corner. The Mission campus is the place to be if you are interested in having a full serving of Santa Clara.

This year we will feature an extension of the Back to the Classroom program, with 22 undergraduate departments set to welcome back former students. Your options are numerous. For example, engineering alumni will gather in the Sullivan Engineering Center quad for coffee and greetings from Acting Dean Shu-Park Chan. Next, a quintet of engineering faculty mainstays, Professors Gene Fisher, Tim Healy, Michel Saad, Joseph Fedock, and Mohammed Ketabchi will provide tours of their respective areas, complete with explanations and demonstrations of the new advanced systems and equipment in their fields.

Across The Alameda in the Daly Science Center quad, a group of faculty from the Leavey School of Business and Administration and the College of Arts and Sciences will conduct lectures, present demonstrations of the latest computerized teaching methods, provide departmental tours, and discuss the current and future status of their departments. Each gathering will be an excellent opportunity to get an update in your major field while you catch up with faculty and alumni friends.

Before the annual Spring Luncheon, Jack Going '49 will lead interested alumni on a tour

of the new entrance road to the University and discuss its development now that The Alameda is scheduled for closing next summer. Jack has been SCU's consultant on this vital project for the past few years.

Paul Neilan '71 reports that the premier chefs from the Watsonville Chapter, headed by Bud Rowland '31 and a variety of Scuriches, will again be ready for all who attend the luncheon.

Besides the Alumni/Varsity games in soccer, rugby, lacrosse, water polo, and football, basketball coaches Carroll Williams and Caren Choppelas are set to provide a fundamental basketball clinic for aspiring hoopsters of all ages.

Spring Family Day will conclude with a Mass in Mission Santa Clara at 5:30 p.m.

Alumni Update (page 42) in this issue lists times, places, and topics for each departmental program.

A special note to parents of students: In 1985, we expanded Spring Homecoming to Spring Family Day to include and encourage you to join your sons and daughters for a day on campus, to meet the faculty, and to share a day with Santa Clara alumni. We hope you will be able to be with us this year.

ADMISSIONS WORKSHOP

The final semester of high school each year is the time when most college-bound students learn if they have been selected by the college of their choice. Usually the news is welcome, but sometimes it is not. Unfortunately, alumni relatives who apply to Santa Clara are not exempt from disappointment either. Having worked closely with Admissions Dean Dan Saracino for many years, I know one of the difficulties comes from the rejection of a student who might have qualified for admission if he or she had taken the proper steps. Particularly frustrating are the

records of those students who took the wrong preparatory courses or who eased up on their studies in their senior year. Invariably, excellent candidates find their application declined because they either learned too late what the requirements were or thought their three earlier years of positive performance would carry them through their senior year.

Well, if you will have a prospective student applying in the 1990s, you may want to visit Spring Family Day and find out firsthand from Dan Saracino what to do to become a Santa Claran. Also present for the day will be Rita Le Barre, director of financial aid, who will talk about the equally important problem of how to finance a college education. Many wonder when to begin to pursue the admissions process. Quite simply, the answer is now. Parents of students from the 8th grade through the junior year of high school, will benefit from this Family Day program.

NEW GIANERA DATE

A special note to Gianera Society members: Your annual gathering has been moved this year from Spring to Fall to coincide with the 50th anniversary celebration of the class of 1939. Judge Ed Nelson, who is the dean of the '39 reunions, says his class will extend their celebration for a week after fall homecoming for a trip to Herm Lemke's home town, Honolulu.

INVEST NOW

Jack Kuehler '54, national chair of the Annual Fund, and Chuck Packer '80 (JD/MBA), head of the 1988-89 appeal, report that the drive is in step with most of its goals thus far. There is still a way to go to reach the Invest in Santa Clara fund goal of \$1.4 million, however, so if you haven't done so, please consider

making a gift as we enter the final quarter of this effort. ■

DOCTOR CAS

The quarterly luncheon-meeting of the Class of '38 reunion gift committee enjoyed a couple of surprise visits recently. First, Len Casanova '27, SCU's head football coach for the 1950 Orange Bowl victory, dropped in to see some of his former players. Later, Father Paul Locatelli, S.J., stopped by to tell the committee that Len will be receiving an honorary degree from Santa Clara this June. Congratulations, Cas!

SPECIAL OLYMPICS

Besides being the date for Spring Family Day, May 13 is also the day for Special Olympics' 20th anniversary celebration at the LeBaron Hotel in San Jose. Julie Driscoll, chair of the event, encourages alumni who helped with Special Olympics when they were students to attend. In fact, you are not only welcome, you are wanted. Phone Julie at (408) 255-1473 or Donohoe Alumni House (408) 554-6800 for more information.

CLASS NOTES

The section of *Santa Clara Magazine* alumni turn to first is class notes. Class Notes Editor Doris Nast asks that you continue to send in news about your job but encourages you also to report on what you do in your community as a volunteer. It might provide a boost to the organization you help, or an incentive to a fellow Santa Claran to become involved. ■

Jerry Kerr '61
Executive Director

HOMECOMING/ FAMILY DAY

MAY

12 Recent Alumni Reception (Classes 1984-1988), Alumni Park, 6 p.m.

12 Previously Recent Alumni Reception (Classes 1968-1983), Williman Room and Patio, 6 p.m.

12 Class Reunions for 1949, 1959, and 1979, 7 p.m.

13 Class Reunion for 1969, 7 p.m.

13 9 a.m.—Meet the Faculty—Continental Breakfast. Engineering Alumni, Sullivan Engineering Quad; Business, Arts Alumni, Daly Science Center area behind de Saisset Museum.

13 9:30-12:30—Forty Minute Forums. *Divorce and Remarriage in the Catholic Church*, Father Theodore Mackin, S.J., Religious Studies; *Observations of Russia After Two Weeks in the Soviet Union*, Dr. Witold Krassowski, Anthropology/Sociology; *Japan in Transition*, Dr. Barbara A. Molony, History; *Marketing in the Information Age: Computers in Marketing*, Dr. Shelby McIntyre, Marketing; *Economics for Fun and Profit*, Dr. Larry Iannaccone, Economics; *Retirement Planning: Why It May Never Be Too Early to Start a Program*, Dr. Francis J. Corrigan, Finance; *How to Prepare for Admission to Santa Clara and When to Begin the Pursuit*, Dean Daniel J. Saracino, Admissions; *How to Meet the Costs of a Santa Clara Education*, Rita LeBarre, Financial Aid.

Also, *Department Updates and Tours in 23 undergraduate departments in the Colleges of Arts and Sciences, Leavey School of Business and Administration, and Engineering.*

13 12:30-1: A Final Tour. Guided tour of The Alameda reroute and the new entrance road to the University. E. Jackson Going, Jr., '49.

13 Noon-3 Spring Family Barbecue in Alumni Park.

13 Alumni/Varsity Games 10-2—Soccer, Rugby, Lacrosse, and the Annual Football Scrimmage. Buck Shaw Stadium and Athletic Fields.

13 1:30-3 Basketball Clinic, Leavey Activities Center.

13 5:30 Mass in the Mission Church.

*The Campus Bookstore will be open from 9 a.m. to 4 p.m.

*All facilities, including Leavey Activities Center and the swimming pool, also will be open.

14 Mass in the Mission Church, 10 a.m., followed by **Mother's Day Brunch** in Benson Center, 11 a.m.

Alumni/Parents Update

MAY

10 Los Angeles—Santa Clara of the Year Dinner, Los Angeles Athletic Club, honoring John F. Marten '36. Special guest speaker will be University President Paul L. Locatelli, S.J. Chairperson: Jim Kambe '84, (213) 621-6145.

12 Santa Clara—Law Alumni Graduation Reception, Mission Gardens behind Donohoe Alumni House, 4:45-6:30 p.m. For information, call (408) 554-5473.

12-14 Santa Clara—Homecoming and Spring Family Day. See copy this page.

17 SANTA CLARA—Catala Club Luncheon, 11 a.m. Chairperson: Abby Sobrato '83, (408) 370-0533.

24 East Bay—Reception with University President Paul L. Locatelli, S.J. Lake Merritt Plaza Building, Oakland. 5:30 p.m. Chairperson: Kevin Corbett '80, (415) 582-4500.

JUNE

3 San Jose—Recent Alumni Boat Dance, featuring D.J. Steve Maggioncalda. Pier 39, departure 8:45 p.m. Chairperson: Karen Nalley '87, (408) 765-1433.

3-4 Santa Clara—Festa Italiana, site of Casa Italiana. Featuring performances by Gaylord and Holiday, University Choral, University Orchestra, and GLI Amici. Great food, wonderful wines, and awesome prizes. Call Mary McLane, (408) 554-4947.

13 Santa Clara—Annual MBA Wine Tasting and Dinner, Mission Gardens, 6 p.m. Call Martha Kidder MBA '82, (408) 554-5451.

16 San Jose—11th Annual Bronco Bench Golf Tournament. Shotgun start at the Santa Teresa Golf Club, 1 p.m. Also, post-tournament raffle, auction, and barbecue steak dinner. Call (408) 554-6921.

22 Sacramento—17th Annual Santa Clara of the Year Dinner. Also, special guest speaker will be University President Paul L. Locatelli, S.J. Chairpersons: Mark and Nancy Ferro '80, (916) 483-2091.

22 San Francisco—Summer Luncheon, New Pisa Restaurant. Reception at 11:30 a.m. and lunch at 12:15 p.m. Chairperson Linda Bugelli '82, (415) 956-1500.

24 Santa Clara—6th Annual

Superstars Competition, Leavey Activities Center and Athletic Fields. Prospective spectators and participants, call chairperson Tom Narey '72, (408) 287-1400.

AUGUST

30 San Jose—27th Annual Football Kick-Off BBQ, Alumni Park. Call (408) 554-6921 for information/reservations.

SEPTEMBER

10 San Jose—Vintage Santa Clara VI Wine and Food Festival. Mission Gardens, 2-5 p.m. Chairperson Maria Chambers (408) 255-0377.

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.

May 19-21, 23-27—Jesus Christ Superstar. Rice & Webber's rock opera is a quest after human and divine truths. Directed by Frederick Tollini, S.J. Mayer Theatre. Also, preview performance, May 18 at 8 p.m., \$2. For tickets, call Mayer Box Office.

June 16-18, 23-25—The Mikado. Featuring the Gilbert & Sullivan Society of San Jose. Mayer Theatre. Admission \$8 to \$12. Call (408) 735-7292 for ticket information.

July 2—Theatre Santa Clara Summerfest '89. Begins with a complete barbecue chicken dinner at 4:30 p.m. in front of Mayer Theatre, featuring entertainment by the Peninsula Banjo Band and the San Jose Taiko Group. Tickets, \$7.50 per person. Followed by special 7 p.m. performance of *The Mikado* in Mayer Theatre (Separate admission for the play.)

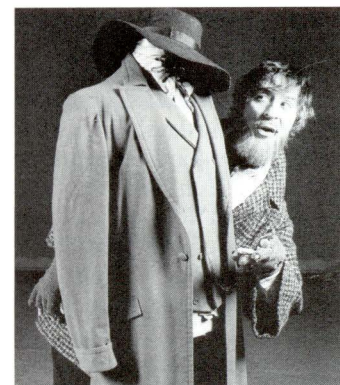
July 7-8—Dance Collision. Theatre Santa Clara Summerfest brings together five Bay Area performing groups to collide and interact. Featuring the Margaret Wingrove Dance Company, Bay Area Repertory Dance, Karl Schaeffer & Erik

Stern, the Janlyn Dance Company, and Jancy Limpert. Mayer Theatre. Tickets: Adult, \$10; Students, seniors (60+), and SCU employees, \$7.50. Call (408) 554-4015 for ticket information or to charge by phone.

July 8—Master Class with Tandy Beal. Beal and panel on "Careers in Dance" Dance Building, 600 Bellomy Street. \$14 per person, includes lunch. Call (408) 554-4989 for more information.

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 or 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.



Oliver! opens in July

ART EXHIBITS

Unless otherwise noted, exhibits are free and are in de Saisset Museum. The museum is open 10 a.m. to 5 p.m., Tuesday, Wednesday and Friday; 10 a.m. to 8 p.m., Thursday, and 1-5 p.m., Saturday and Sunday. Closed Monday. For information, call (408) 554-4528.

April 29-June 9—Joan Snyder Collects Joan Snyder. More than 30 works from the personal collection of the artist.

April 29-June 9—Michael Tang: Wreck of the Deutschland. This environment of paintings and three-dimensional forms was inspired by the poem

John Quinn



Wreck of the Deutschland environment in de Saisset

of English Jesuit Gerard Manley Hopkins, written in 1875, to commemorate a shipwreck which killed five nuns who had been expelled from Germany.

April 29-June 11 and July 9-September 1—Selections from the Permanent Collection. Featured are works in two or three dimensions and a variety of media.

April 29-June 11—Statements of Faith: Works from the Permanent Collection. Works selected focus on spiritual and religious faith. Organized to complement the Michael Tang installation, Wreck of the Deutschland.

May 4 and 11—Student Show. Senior art majors work. Receptions, 4-6 p.m. both days. Call (408) 554-4594 for more information. Freightdoor Gallery on campus. Free.

May 18—Annual Juried Student Art Exhibit. Opening reception in the Freightdoor Gallery, Art Building, 4-6 p.m. Call (408) 554-4594 for more information. Free.

July 9-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. Tuesday through Sunday, 11 a.m. to 4 p.m., de Saisset Museum (summer hours).

INFO UPDATE

The Information Booth in Benson Memorial Center is open seven days a week: 7 a.m. until midnight weekdays and 10 a.m. until midnight weekends. To verify the time or place of an event, call (408) 554-4764.

July 9-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. Tuesday through Sunday, 11 a.m. to 4 p.m., de Saisset Museum (summer hours).

MUSIC CONCERTS AND RECITALS

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

May 22—Departmental Student Recital. Music at Noon Series, 12 to 12:45 p.m. Music Concert Hall. Free.

June 2—Santa Clara University Guitar Ensemble. Robert Bozina, director. In de Saisset Museum, noon. Free.

June 2—Santa Clara Choral. Lynn Shurtleff, director. A concert for parents, grandparents, and children, planned especially to introduce the world of music to children of all ages. Featured will be children's opera, *The Reluctant Dragon*. Mission Church. Tickets: Adults, \$8; Children, \$5.

June 2—Santa Clara University Jazz Ensemble. Rory Snyder, director. Tickets: Adults, \$5; Children, \$4. Mayer Theatre, 8 p.m.

June 4—Gala Outdoor Sunday Afternoon Concert. Henry Mollicone, directing the Santa Clara University Orchestra, featuring Tchaikovsky's Piano Concerto No. 1, with Hans Boepple,

piano; Vivaldi's Concerto for Guitar and Orchestra, with Robert Bozina, guitar; and selected Italian songs and arias, with Nancy Wait Kromm, soprano, and Leroy Kromm, baritone. SCU Intramural Field, Bellomy Street. 2 p.m.

June 25—Roger Nyquist Recital. Opening recital of the Far West Regional AGO Convention. Music Concert Hall, 8 p.m. Free.

SPEAKERS

May 12—Pete McCloskey. Congressman from California (1967-1983). Kenna Club luncheon. Williman Room, Benson Center. Noon. Members \$10, non-members \$14. Reservations required (408) 554-4699.

May 15—The Bible as Literature: Yesterday and Today. William R. Schoedel, the Bernard J. Hanley Professor of Religious Studies at Santa Clara. He is a professor in religious studies at the University of Illinois, Urbana. Adobe Lodge Faculty Club, 4 p.m. Free.

May 18—Hong Kong: Balance Sheet for 1997. Edward Malatesta, S.J., director of the Institute for Chinese-Western Cultural History, Lone Mountain-University of San Francisco. Kenna Club luncheon. Williman Room, Benson Center. Noon. Members \$10, non-members \$14. Reservations required (408) 554-4699.

June 9—Comparing Management Syles—Boston and Silicon Valley. SCU Business Dean Andre Delbecq. Kenna Club luncheon. Williman Room, Benson Center. Noon. Members \$10, non-members \$14. Reservations required (408) 554-4699.

June 28—The Cry of the Poor: A Slide Presentation on El Salvador. Stephen A. Privett, S.J. Williman Room, Benson Center. 7:30 p.m. Free.

July 9—Lecture on Abstract Options. Phyllis Pious, curator of the University Art Museum, Santa Barbara. In conjunction with the Abstract Options exhibition in de Saisset Museum. 2 p.m. Free.

July 19—Catechesis and Life: How Are They Related? Anne Marie Mongoven, O.P. Williman Room, Benson Center. 7:30 p.m. Free.

CONFERENCES

May 11—Ethics in Nursing Conference. Continuing education credits available. Open to anyone interested.

Sponsored by the Center for Applied Ethics. On campus, 8 a.m. to 3:15 p.m. For more information, call (408) 554-5319 or 554-4653.

May 31—Second Annual Donors Forum. Learn about funding opportunities and programs at this afternoon panel discussion/small group discussion forum. Ends with wine and cheese reception. 1 to 5 p.m. Mayer Theatre. \$20 per person. For information, call (408) 452-8181.

SPECIAL EVENTS

May 23—Harold Tapay Memorial Dedication. Presentation of a special memorial to Harold Tapay, civil engineering professor at Santa Clara for 38 years, who died October 13. Ceremony will be in Sullivan Engineering Center Quad at 4 p.m. For more information, contact Joe Fedock (408) 554-6868 or (408) 554-4468.

June 3 and 4—Festa Italiana. The start of a new tradition for Casa Italiana, a new student residence center to be constructed soon on campus. Entertainment, food, wine, and awesome prizes, in a two-day celebration featuring top recording artists Gaylord and Holiday, Santa Clara Chorale, University Orchestra, and GLI Amici. Admission is \$5 per person. For more information, contact Mary McLane (408) 554-4400.

26th Annual Coaching Camp for Boys and Girls (9 to 15). Week long camps for boys in basketball, baseball, football, soccer, swimming, tennis/personal fitness; for girls in volleyball, softball, basketball, soccer, swimming, tennis/personal fitness. Sessions July 9-14 and July 16-21. Residence plan, \$285; Day plan, \$160. For application and/or information, please call (408) 554-4063.

COMMENCEMENTS

May 13—School of Law Commencement. U.S. Circuit Judge James J. Browning, speaker. For those receiving juris doctor degrees from the University. Mission Gardens. 10:30 a.m.

June 3—Graduate Commencement. California congressman Norman Mineta, speaker. For those receiving advanced degrees from the University in Business, Engineering, Counseling Psychology, Education, and Religious Studies. Mission Gardens. 11 a.m.

June 10—138th Commencement. Governor George Deukmejian, speaker. For those receiving baccalaureate degrees from the University. Mission Gardens, 9:30 a.m. ■

Not Just for Blacks

The civil rights struggle of blacks helped other minorities

BY GARY Y. OKIHIRO

We have come a long way.

A recent visit I made as "editor for a day" with the *San Jose Mercury News* could not have been contemplated by my parents' generation. A quick glance at West Coast newspapers before the 1950s will confirm that fact: Asians were not welcome.

That realization, coupled with the timing of my visit on Martin Luther King, Jr., Day, led me to reflect on the meaning of it all.

Many today see the civil rights movement of the 1950s and '60s as a protest by blacks for black civil liberties. It also appears that many of us, including Asian Pacific Americans, would take for granted my visit with the *Mercury News* editorial staff as quite ordinary.

Yet I don't believe my visit could have been possible without the civil rights movement; consequently, I don't believe the struggle of blacks for civil rights aided blacks only. Clearly doors were opened to other minorities—American Indians, Chicanos/Latinos, and Asian Pacific Americans—as a result of legislative and judicial mandates for equal opportunity in education, employment, and housing.

But the beneficiaries of the civil rights movement include more than minorities. Whites, too, gained a greater degree of freedom from the inclusion of minorities in American society. The idea of equality encompasses women, the poor, the elderly, and gays—indeed, all those who live in the United States.

Racism exacts economic, political, and psychological costs from individuals and society. The eradication of racism, accordingly, is not only a black struggle for blacks. Anti-racism is everyone's struggle for human dignity and the promise of American democracy.

In a way, taking for granted those rights of equality was a goal of civil rights advocates like Martin Luther King, Jr., who dreamed of black children walking hand-in-hand with white children as naturally as spring follows winter.

Generations should grow up in an atmosphere that assumes the full dignity of all people. Everyone should be astonished at the existence of racism, which someday will be relegated to films in dusty archives.

On Dr. King's birthday, outgoing President Reagan claimed in a television interview that some civil rights leaders exaggerated the extent of racism in America to keep their cause alive and serve their own selfish ends. For the president to equate the cause of freedom with a business befits his level of understanding of social reality.

The persistence and prevalence of racism today have been documented by numerous public and private commissions and studies. Constant vigilance, thus, informed

It is not just a "black thing" that black children are twice as likely to die during their first year of life than white children.

It is not just a "American Indian thing" that Indian children attend a poorly equipped school in Montana while just across the river white children sit in new classrooms and study in a library with the latest books.

It is not just a "Chicano thing" that unemployment among Chicanos in West Fresno is twice that of whites who live on the other side of town.

It is not just an "Asian Pacific thing" that 35 percent of Vietnamese live below the line of poverty as opposed to 7 percent of

Rich Sieberman



judgment, and a collective determination to eradicate this pestilence should be our singular object.

I recall just the tiniest slice of how racism is passed on, still, from generation to generation. About a month ago, my family and I sat in a restaurant in San Jose. Behind us sat a solitary black man, and to our side, a table with an elderly white woman and three children, apparently her grandchildren. Beyond that group sat the children's parents.

The youngest, a boy of about 6, yelled across the room, "Mom, that black man is looking at me." The child then turned to our 7-year-old and declared, "Get out of here, Chink!"

whites.

Those indexes of inequality affect all of us, in human terms, in social costs, and in lost productivity.

For that reason, everyone should celebrate the birth of a man who pursued his dream of sisterhood and brotherhood, and should remember the countless others who wrestled through the night toward the dawn.

The journey awaits us. We have come a long way, but we have not yet arrived. ■

Gary Y. Okihiro is an associate professor of history and director of Ethnic Studies at Santa Clara.
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Salman Rushdie's Curse

It is clear that writing is a political and dangerous act

BY EDWARD KLEINSCHMIDT

What would Henry David Thoreau, who knew "in literature it is only the wild that attracts us," think of Waldenbooks using the name of his home and then not selling a book some foreign dictator railed against?

Salman Rushdie's writing is wild. He has no interest in the usual novel of social realism, believing that ordinary life doesn't

It's hard to look at this man who seems so at home in himself, and imagine that forever after, we'll be afraid to fly on the same plane with him.

exist: even banal lives mask extraordinary events and perceptions. Anyone who's read his earlier works (*Midnight's Children* and *Shame*) knows he's politically savvy, with the astute exile's ability to translate a culture into metaphor and story. Oddly, the Ayatollah Khomeini's decree, the ancient rage, the Moslems plotting to kill the writer, all seem like a surreal plot from one of Rushdie's novels.

I'd like to think the Ayatollah is just plain jealous, a frustrated novelist himself, who has been trying for the past 60 years to write the Great Iranian Novel and has never gotten beyond the first few pages, tearing page after page out of the typewriter, mildly cursing someone else's God. Why has Rushdie had all the luck, he thinks. If only I could finish this novel, it would be published easily, and I could command everyone to read it. "Instant bestseller," the *Times* advertisements would read; Waldenbooks and B. Dalton would order copies by the boxcar.

We American writers stand astonished at the fate of *The Satanic Verses*. Such serious attention! Shouldn't more books pull diplomats out of countries, terrify bookstore clerks, provoke riots, wake the dead? That would please Rushdie.

He was in the Bay Area two years ago, and he was controversial even then. He commented that American writers write about what's inward, while European and

Third World novelists write about forces outside themselves. He confessed surprise that American writers, living in the most powerful country in the world, didn't take as their subject the abuses of power. Recently, I reran the videos of his interview at the Poetry Center at San Francisco State University. There he is chatting about Bombay, which he calls home, even though his fami-



Rushdie and "Shame" cake

ly doesn't live there now, and about Karachi, another home, since that is where his family lives. He has a third home in England, where he is now hiding. At the moment he lives a double exile. It's hard to look at this man who seems so at home in himself, funny and urbane, and imagine that forever after, we'll be afraid to fly on the same plane or go into a restaurant with him.

Where will Salman Rushdie go? Where is he? Is he writing in some Cotswold village? What is he thinking and with whom is he talking? I am thinking of him, in some small room, peering out of the corner of a curtain, toward the crocuses that will be pushing up in a few weeks. Or, over breakfast, he's reading newspaper articles by writers around the world who, because they cannot have coffee with him, have resorted to sending him notes through the papers, full-bloom statements of solidarity: that the

word cannot be suppressed for more than a minute.

I've spent every morning the past few weeks reading newspapers filled with Salman Rushdie. Someone I've only been able to read about previously in the book review section now has "a price on his head," a phrase I haven't heard since the Westerns I saw as a child. And suddenly what becomes clear is what we knew all along: Writing is always a political act, a dangerous thing to do. This event asserts the vibrant power of words, how dangerous it can be to speak the truth by one's own light. And fear comes just behind these taken-for-granted realizations: Is Pinochet going to offer \$100,000 for the head of some exiled Chilean poet, Qaddafi a cool half-million for someone he wants to strike off his reading list? These acts could proliferate.

The night after the Poetry Center interview, Salman Rushdie and a few other writers came over for dinner at our home in San Francisco. I vividly remember having a conversation about how our dreaming process was so similar. That afternoon, a friend and I bought a chocolate cake for dinner and asked the baker (who gave us strange looks, but this is San Francisco) to pipe "Shame" on top: for Rushdie's 1983 novel that we had recently read. Now I look at the photo we took of Rushdie holding up the cake he was so amused with. He smiles, his face next to the round cake, with "SHAME" in lemon icing. It is as if he is telling us that we should feel some very human kind of shame for our time, mixed with our outrage and frustration that this should ever, can ever, will ever again happen to freedom. But, then, freedom always has to be reinvented, doesn't it?

An extreme action should beget an extreme reaction. Let President Bush clarify his original ineffective comments and command the librarian of Congress to order 250 million copies of *The Satanic Verses* and to send one to every citizen of the United States, part of a national literacy campaign, or let him propose a law making it illegal not to own a copy.

Like Khomeini, I haven't read the entire book, only excerpts. When will my favorite independent bookstore get its order? Perhaps there's someone in Iran, now, who is memorizing *The Satanic Verses* in its entirety and who will pass the story along to history through the oral tradition. ■

Poet and fiction writer Edward Kleinschmidt teaches English at Santa Clara. His book, *Magnetism*, won the 1988 Bay Area Book Reviewers Association Award for Poetry. Reprinted by permission of the San Jose Mercury News.

Motherhood and the Church

Some burning questions the Church needs to address

BY MARC TUNZI

Perhaps it is because I took some, but not enough, philosophy and theology classes at SCU. You know, the a-little-knowledge-is-a-dangerous-thing syndrome. Perhaps it is because, as a physician interested in ethics, I feel a responsibility to think about these things. I don't know. What I do know is that Lisa Sowle Cahill's article "Manufactured Motherhood" (*Santa Clara Magazine*, Winter 1989) rekindled in me the burning questions I have concerning the Catholic Church and applied technology, contraception, reproduction, and the class-economics of progress.

1. *If the application of a particular human technology is not natural, then what is it?*

Supranatural? Subnatural? Unnatural? It seems to me that the fruit of human ability—of human nature—must be natural. Why should some human inventions and interventions be natural and others not? Natural law cannot possibly find all man-made technologies immoral because then most of what we do—including modern medicine—would involve unnatural, immoral processes. Some applied technologies may be immoral because they are offensive or destructive, but not simply because they exist.

2. *Why is artificial contraception in marriage wrong?*

The Church states that there is an inseparable connection between the two parts of the conjugal act—that is, between the expression of love and procreation. This connection is derived, as Dr. Cahill notes, from reflections on past human experiences of sex, marriage, and parenthood—not from a strictly religious perspective. That is, it is derived from the application of the natural law.

Anyone who believes the desire of married couples to have intercourse without procreation is unnatural needs to spend time with some loving contemporary families. It may have been natural to have 12 children in an age of high-infant mortality when an agricultural economy required the labor of many people, but I do not think it is so natural today. Furthermore, anyone who denies the desire to have intercourse without procreation and yet religiously checks cervical mucous and plots basal body temperatures before even

getting out of bed in the morning (while the six-month-old is screaming its head off in the next room) is lying. How is this any more natural than using a barrier, taking a medication, or having surgery to avoid procreation? All four techniques are the result of human technology. All four have the same intent: the expression of love through intercourse without the risk of pregnancy.



3. *What is the role of "manufactured motherhood" within marriage?*

The Church has stated that artificial insemination by the husband (AIH) practiced under certain conditions, is acceptable. Similarly, the Church has found that gamete intrafallopian transfer (GIFT), whereby an ovum and sperm are placed within the fallopian tube before fertilization has occurred, is also acceptable if practiced under strict guidelines. In vitro fertilization (IVF), however, is not. Why? Because AIH and GIFT, unlike IVF, are thought to facilitate rather than replace the conjugal act's role in reproduction. Practically, however, the Church is stating that placing sperm at the cervix or placing sperm and an ovum side-by-side in a fallopian tube is natural while uniting a sperm and an ovum

in a petri dish and then placing them in a woman is not. I am not convinced.

4. *What are the roles of selfishness and power in the use of reproductive and other technologies?*

Since most reproductive technologies are expensive and not covered by most health insurances, the question of whether they contribute to class differentiation by creating a "super race" must be addressed. Further, even though the desire for children within marriage may be normal and natural, the ethics of using sophisticated technology to bring new children into an overpopulated, underfed world must also be addressed. Is it right or is it natural—on a societal or global level—to use these technologies, and the time, money, and other finite resources they entail, on a chosen few? What is our greater responsibility here?

Admittedly, I am not a theologian or philosopher, just a slightly overeducated layman who knows these questions are not new. Why, then, do they remain so troubling? Two reasons, I think. The first is that these are annoyingly hard questions. The second is that the process used to answer them seems arbitrary. Natural law ethical teaching is contingent upon human knowledge and experience. For it to be understandable and acceptable as true, it must reflect the fact that human knowledge and experience change. Acknowledging some changes while neglecting others seems arbitrary and wrong. Clearly, the Church needs to examine these changes from a sacramental and New Testament perspective. It also needs, however, to develop a better means of keeping pace with them as well as a better means of communicating its reflections to the rest of us.

If the Church cannot keep pace with new knowledge and experience in a thoughtful and rational way, and if it cannot reasonably address these questions for those of us still struggling for answers, we may all soon discover the questions have become irrelevant and the struggle has stopped. ■

Marc Tunzi '80 received his M.D. degree from the University of California at San Diego. After completing a three-year internship in family practice at the Fresno Valley Medical Center, he is a family physician at the Indian Health Service hospital in Crow Agency, Montana. He, his wife, Dr. Danielle Acton, and their two-and-one-half-year old daughter, Gabriela, live in Hardin. Beginning next summer, however, Marc and Danielle will practice medicine at the migrant/ community/low-income clinic in Twin Falls, Idaho.

In Search of We

Babyboomers have a far greater destiny than to be yuppies

BY RUSSELL W. GALLOWAY

The destiny of the Me Generation is to become the We Generation and lead the United States out of the great regression that has held us in its grip for two decades.

The Me Generation is not, as the name implies, a generation of Americans. It is merely a temporary phase—a developmental stage—of the baby-boom generation. Babyboomers, because of their numerical dominance over the electoral system, have the opportunity and moral duty to end what has been labeled the barbaric counter-revolution and to inaugurate a new age of reform.

The babyboomers, born between 1946 and 1964, entered a world that held the promise of ever greater prosperity. Spared the dislocations of war and too young to understand the traumas of the McCarthy era, the first wave of babyboomers grew up during a period of unprecedented economic progress and prosperity. The 1950s witnessed the American juggernaut roll toward its

over-30 Great Depression and World War II generations were wrong and must be replaced by a new ethical system stressing the unity of all travelers on Spaceship Earth and requiring unity and sharing instead of separateness and selfishness. The hunger for unity was manifest in the rediscovery of the mystical religions of the East, a major trend of the 1960s.

The dreams died hard, killed by the bullets that struck down John Kennedy, Martin Luther King, Jr., and Bobby Kennedy; the race riots and backlash of the 1960s; the dishonesty and inhumanity of the Vietnam War; and the corruption of Watergate.

New forces became clear in the 1973-75 recession, the worst economic downturn since the Great Depression. At that time, babyboomers flooded the job market, armed with Ph.D.s and high hopes, and found unemployment, not utopia. It was time to get a job, buy a house, and raise a family; but there were no jobs, and houses

rated from Dylan to the meaningless drivel of disco. Movies went from *David and Lisa* to *The Godfather* and pathological excesses of violence and horror. The tax revolt flared, and the Great Society went down in flames.

As the century's final decade approaches, babyboomers face new truths: homelessness, AIDS, crack cocaine, poverty, toxic wastes, corruption in high places, concentration of economic power, cutbacks of non-military government programs, leaders who snooze while the rich loot the national treasury and the national debt reaches \$3 trillion.

Once again, deregulation has led to greater good not for greater numbers, but only for the rich. The numero-uno ethic has not worked for the Me Generation. It has never worked. It never will work as a guiding principle for society.

The babyboom has now matured. Its youngest members are in the work force or graduate schools; its oldest members are in the Senate and the boardrooms of major corporations. Its numbers dominate the electorate and will do so for years.

The time has come for babyboomers to take a hard look at the reality of their four decades of experience, to discard the discredited shibboleths of the past two decades, and to recognize they need not, indeed must not, remain the Me Generation. The Me Generation phase was necessary perhaps at the time, but is destined to pass away.

Babyboomers must repudiate the ethics of the past 15 years and inaugurate a new era of social responsibility; because, if they do not, *they* will be left twisting slowly in the wind. If they don't reawaken the nation's conscience, they will grow old and die in a society that will not care for them. The beliefs of the 1950s and 1960s concerning progress and prosperity may have been false, but the belief that we travelers on Spaceship Earth must sink or swim together remains true. We must care for each other. We must share and conserve what we have, not plunder it.

Babyboomers, in short, have a far greater destiny than to be known as yuppies of the Me Generation. If true to their calling, they will soon reactivate the truths of their youth and move beyond the Me Generation phase. Reincarnated as the We Generation, they will take control of the political process, end the great regression, and move the nation forward into a new age of unity and social responsibility. ■

Russell W. Galloway, Jr., is a professor of law at Santa Clara.

Babyboomers must repudiate the ethics of the past 15 years and inaugurate a new era of social responsibility; because if they do not, they will be left twisting slowly in the wind.

apparent goal of economic utopia. It was an age of optimism and of delusions of grandeur.

By the early 1960s, euphoria had given rise to the myth of the affluent society. The production problem, it was believed, had been solved. Only the distribution problem remained—a rather easy task—and utopia would be at hand. Competition would be replaced by cooperation, and the Age of Aquarius would dawn—an age of love, unity, and feeling groovy.

Nurtured on such pleasant hopes, babyboomers learned in their formative years that the dog-eat-dog, rat-race ethics of the

had become too expensive to buy. The age of limits had dawned.

Faced with this searing new reality, the babyboomers renounced their altruism and optimism, turned inward, and entered a new developmental stage. The Age of Aquarius, the shortest era of U.S. history to date, ended. The Me Generation was born.

This is common knowledge. Ask any professor who was teaching at the time: The reform impulse disappeared, and the second wave of babyboomers began looking out only for themselves. The great regression was under way. Social causes gave way to self-improvement cults. Music deterio-

Three to read

Though different, these choices are not incompatible

BY CEDRIC BUSETTE

Recently, I enjoyed reading Loren Eiseley's *The Star Thrower* (Harcourt Brace, 1979), a collection of humanistic essays on scientific thought and achievement, and Wanda Coleman's *A War of Eyes and Other Stories* and Joyce Carol Oates's *Assignation*, both collections of short stories. At first, these books seemed very different and even unrelated, but on further consideration, I discovered they were not really incompatible.

Eiseley presents an objective, distanced, often analytical, and always synthetic view of the world, suffused with the warmth of the observer. Coleman's book presents a raw, intimate quality, which preserves the uniqueness, integrity, and point of view of depressing realities and the characters who live them. Coleman is objective, as she allows her readers to mediate the distance between themselves and the characters, and subjective, in the distinctive ideological point of view inherent in her choice of subject matter. Oates's book establishes the absolutely unique emotional tone for each situation and evinces a superb mastery of craft, which makes each piece perfect and complete in its own right.

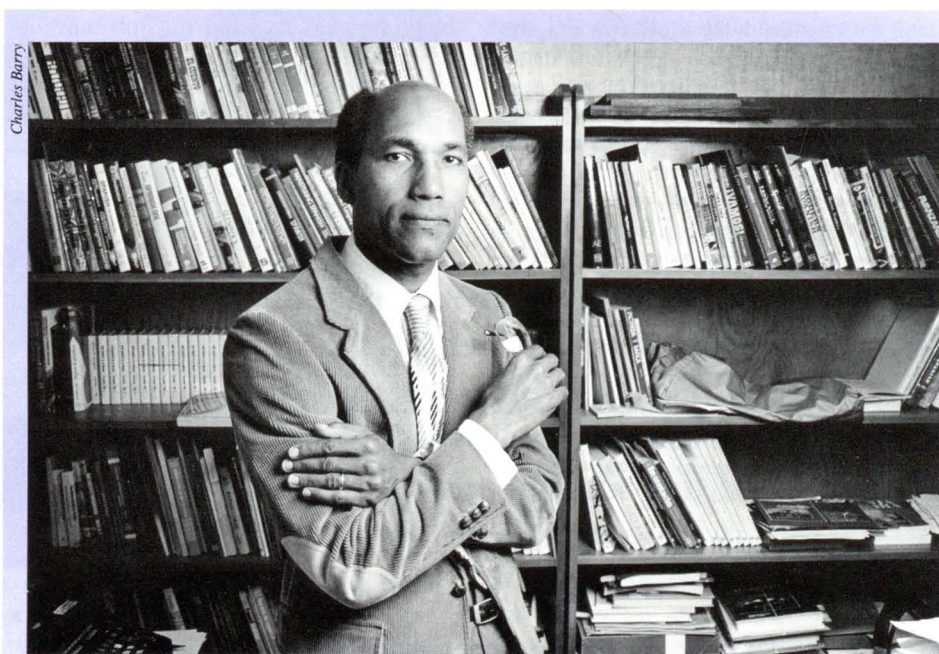
The differences in these books are also evident in their substance: Eiseley discusses the great sweep of scientific ideas advanced to explain the origin and development of life, in its multiple manifestations, on our planet. He discusses the rise of organic life from the sea to the land, and the ascent of mammals, including homo sapiens. He discusses the contributions of Darwin, Newton, Mandel, Freud, Emerson, Thoreau, Leakey, and others, to the understanding of life, and places these within the context of his own understanding of science and his work in physical anthropology and paleontology. He acknowledges the contribution of religious and philosophical thought as partners with science in helping us understand the meaning of life. Through it all—through his unique vision and reverence for life—he helps us see the wonder, the miracle of life. Coleman's and Oates's books deal with time frames that are much more limited than Eiseley's, and with particular places: In Coleman's, it is the restricted and depressed lives of those living in material and spiritual ghettos: the wounded, traumatized manifestations of life, the gray tones of despair and hopelessness. Oates takes the critically de-

cisive moments in the lives of her characters, small moments that form the vital web of existence, and builds in the anticipation, the tension, the insights and enlightenment associated with those moments, showing us, ultimately, to be all small vulnerable creatures of circumstance.

Representative of Eiseley's book are, for instance, an apocalyptic view of New York City, invaded by conquering pigeons, and his encounter with a woman, whom he considered to be a late (out of time) ape-form of homo sapiens. In Coleman, we experience, as an example, the sadomasochistic physical and sexual abuse of a poor mother, who, as a last hope, tries to become a model, only to be subjected to systematic degra-

dation as she is put through physical and psychological torture in preparation for a life of prostitution. In Oates, it is the newly gained status and flair for life of an older couple, whose untimely interest in love-making, that has relegated their proud, professionally successful and somewhat superior daughter to the status of a nonentity.

The differences perceived in these books, because of the distinctive texture of life each presents, might, on further consideration, be only of degree: In Eiseley's multimillennial view, with its great chain of interconnections, a place is reserved for the life encountered in the Oates and Coleman books. Their realities would find a comfortable niche somewhere in Eiseley's world. They would, of necessity, throb with greater tension and social and psychological intensity, for a brief moment, a *beep* in time, but would, in the end, be a part of that great interconnected chain of life on our planet that is Eiseley's domain. ■



Charles Barry

About Busette

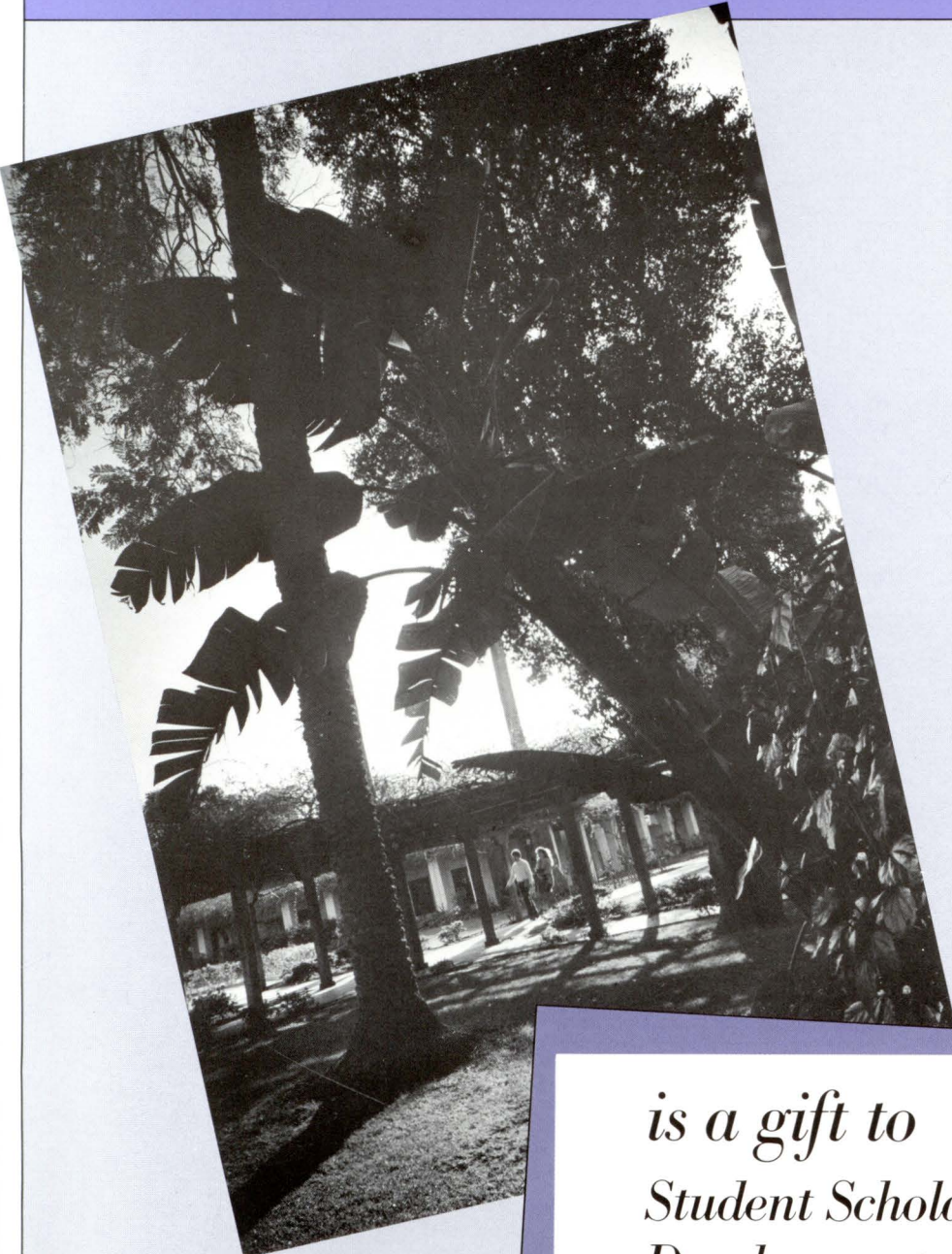
Dr. Cedric Busette, associate professor of modern languages, was born in Trinidad, where he received his elementary and secondary education. After graduating from high school, he left Trinidad for New York City, enrolled in Brooklyn College and completed his undergraduate work. His graduate studies were at the University of Southern California, where he received a Ph.D. in Spanish in 1968.

Before joining the Santa Clara faculty in 1980, he taught at the State University of New York at Fredonia, Queen's College in New York City, and Wilkes College in Pennsylvania, and worked for five years in several different roles for the

Commission for Teacher Preparation and Licensing in Sacramento.

Busette currently teaches courses in Cervantes: Don Quixote, Post-Civil War Literature, and introductory and advanced Spanish. During the 1987-88 year he served as a faculty representative on the University's Board of Trustees.

He and his wife, Millicent, have three children, Camille, 26, a Ph.D. candidate in political science at the University of Chicago; Nicol, 25, a mechanical engineering major at SCU; and Andres, 19, a sophomore at Stanford University. In his leisure hours, Professor Busette enjoys reading, writing, and playing soccer.



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18th century Dublin is explored in City of 1,000 Years (page 18)