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ST. MARY'S UNIVERSITY

GOLD & BLUE

A P R I L 1 9 8 5



Mr. Oyster Bake — Bob Mason — gets ready for the 1985 extravaganza.

Yesterday: Looking Back at St. Mary's

About Our Cover

It's that time again! Fiesta Oyster Bake — one of St. Mary's most beloved traditions — is just around the corner. For 69 years, Oyster Bake has been a time for alumni and friends to troop back to campus for a little indulging in food, friends and nostalgia. This year's event, scheduled for Saturday April 20, is expected to draw more than 20,000 people.

In the cover photo, Bob Mason (BS '68) — chairman of this year's oyster bake — poses with buckets of the steaming Gulf Coast delicacies. You can read about Mason — and find out what it takes to pull off a party for 20,000 (*as well as why a person would want to*) — on page 29. You'll find the details of the Fiesta Oyster Bake on page 8. Scheduled a week earlier — on April 13 — the Homecoming Oyster Bake is a separate celebration staged exclusively for St. Mary's alumni, their families and friends. See page 8 for details of Homecoming Weekend '85.

Our cover photo of "Mr. Oyster Bake," Bob Mason, was taken by San Antonio photographer Gary Hartman.

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Morals and Economics

The American system of economics — especially its moral dimensions — has been under much discussion since the draft of the American Bishops' pastoral letter on economics late last fall. In the wake of that discussion, St. Mary's Myra Stafford Pryor Professor Paul C. Goelz, S.M., Ph.D., talks about the American free enterprise system — and its Biblical roots.



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Profile: Brother Andy Cremer

When it comes to picking the culprit from a crowd of classroom clowns, Brother Andy Cremer is known for uncanny accuracy. Nancy A. Roth-Roffy talks with this St. Mary's old-time hero who's known for his warm heart, good advice and ability to calm a crisis.



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The Marketing of St. Mary's

Student populations have declined, the costs of a college education have risen and — as a result — smart university administrators today are seriously involved in marketing their institutions to prospective students. In this issue of *Gold & Blue*, writer Sylvia McLaren gives us a comprehensive look at the marketing of St. Mary's — and its success.



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Alumnews: Dennis McCarthy Named 1985 Distinguished Alumnus



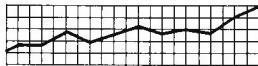
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Gold & Blue is produced four times each year by the University Relations Office for alumni, parents and friends.
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EDITOR'S NOTE

In our homecoming issue, we pause for a backward glance — and we celebrate the enduring contributions made by our predecessors to St. Mary's. Ours is a legacy forged by great vision and mammoth determination. Ours is a heritage that ennobles all of our endeavors and spurs us on to fulfill the university's destiny for preeminence.

In this spirit, our Alumnews department updates us on the details of Homecoming Weekend '85, including the Hall of Fame inductees, the Distinguished Alumnus Award dinner, and our 1960 and 1975 Class Reunions.

Our Class Notes story makes a "pit stop" — at our Pecan Grove's open pits, that is — where you can meet the St. Mary's alumnus who's responsible for serving us 66,000 oysters this year at the 69th Annual Oyster Bake, April 20. Because this Fiesta Oyster Bake draws crowds of more than 20,000, St. Mary's now stages a *strickly-Homecoming* Oyster Bake a week earlier for all of its alumni, friends and their families.

On Campus brings us "up close and personal" with legendary professor and pillar of the political science department of 36 years, Ken Carey. Also, for the benefit of those of you who haven't been back to the ol' campus for a while, we offer a look at our present-day enrollment/recruitment strategies, what's new in Campus Ministry programming, and the work of talented Marianist artist, Cletus, which is displayed throughout and beyond the halls of St. Mary's.

For almost as long as there's been gold and blue at St. Mary's, the name "Elmer Kosub" has been synonymous with "baseball" for loyal Rattler fans. Turn to our Sports pages for more memory-lane reminiscing.

Especially characteristic of this university over the years has been the achievements of its renowned Myra Stafford Pryor Professor of Free

Enterprise, Brother Paul C. Goelz, S.M., Ph.D. This issue's Academe contribution delves into the moral and philosophical foundations of the American economic system so examined by the draft of the Bishops' Pastoral Letter on Catholic Social Teaching and the U.S. Economy released last fall.

With the strength of past accomplishments adding to its momentum, Development reviews the current progress of *The Campaign for St. Mary's* with news concerning a \$1 million Marianist Faculty Residence pledge, the furthering of a Brother George Kohnen Memorial Scholarship, and a new vice president for institutional advancement.

Finally, our centerspread Profile waves a nostalgic wand to coax the grin of longtime "black coat" favorite, English professor and alumni association patronsaint, Brother Andy Cremer, S.M.

Our December issue resulted in several encouraging responses from our readers.

Compliments on your latest issue of Gold & Blue!

I have been impressed with each issue for the high calibre of articles, photographs and layout.

As a graduate of St. Mary's, as a former instructor and as a trustee, I am always glad to become more aware of the activities and people at the university. I have found the Gold & Blue a real concrete means of my being kept informed.

Keep up the excellent work!

Brother Tony Pistone, S.M.
(BME '56, MA '66)
Principal, Nolan High School
Fort Worth, Texas

Just a quick note to let you know how much I enjoyed your December issue. While I appreciated the attention given to the freshman writing program, with which

I am involved, I especially want to commend the publication for the article by Dr. Edna Fiedler. The article strikes me as helpful not only for our women alumnae in resolving some of the conflicts with balancing work and family responsibilities, but also for our male graduates in helping them to be more understanding of some of those problems.

I would like to commend the editorial staff of the Gold & Blue for including such faculty contributions. They enable the St. Mary's University faculty to continue to help our students, not just the ones who are currently enrolled at St. Mary's, but also those who remain "our" students even after they have completed their formal educations.

Palmer Hall, Director
Library and Instructional Services
St. Mary's University

I have this date received the latest copy of Gold & Blue and was quite surprised to read about myself in Class Notes for the class of 1980. Thank you very much!

Randall C. Stegall (JD '80)
Vice President/Legal Counsel
Safeco Land Title of Tarrant County
Fort Worth, Texas

We'd love to run your news, too, in our Class Notes. Drop us a line soon.

In closing, we're also very proud to note that our last issue's Academe piece by psychology department chairperson Edna Fiedler, Ph.D., was reprinted in its entirety in a March 1 Tribute to Women Supplement of Today's Catholic, a fortnightly newspaper that serves 32 counties of South Central Texas.

See you at Homecoming, April 11-13!

Nancy Arispe Roth-Roffy (BA '75)
Director, University Relations

The Moral Imperative of the Market System of Economics



Paul C. Goelz, S.M., Ph.D.

Editor's Note: With the issuing of the draft of the American Bishops' Pastoral Letter on Catholic Social Teaching and the U.S.

Economy last fall, our economic system — particularly its moral dimensions — has been the focus of much discussion. Here, St. Mary's Myra Stafford Pryor Professor Paul C. Goelz, S.M., presents the origins and developments of the American free enterprise system — and the university's continued commitment to its examination and promulgation, as we prepare for the challenges of the Information/High Tech era of the 21st century.

Economics. Economic activity is individual and systemic. *Individual* economic behavior ought to be monitored by the values of the moral/cultural order. *Systemic* economic policies are a complex of values, concepts, objectives, functions, structures, and coordinating mechanisms. There appears to be no major disagreement regarding the ethical obligations of the individual as he/she engages in the economic function of allocating his/her scarce resources in fulfilling needs and wants.

However, there are alternative points of view regarding the objectives, functioning, and coordination of the entire system if the objectives of the group, nation, or society are to be adequately achieved.

Much is being written regarding the deficiencies of the American economic system in providing material well-being for everyone. One gets the impression that what is proposed to cope with aberrative behavior is to substitute economic structures politically designed and state enforced. There is a considerable advocacy toward replacing the "market system" by socialism or a related type of state controlled economy. In this social engineering we are violating the jurisdiction, prerogatives, and areas of competency specific to each of the economic, political, and moral/cultural orders. Further, serious problems can result from such an approach — worsening the condition of the poor economically and culturally.

Is there a body of Biblical values and Aristotelian/Aquinian concepts which must be respected if an economic system is to contribute the material resources necessary for the human dignity of the individual created by God in His image? We believe there is such a body of theory. Refining and articulating these moral values and philosophical concepts so that they are functional in the Information Society, whose threshold we have crossed, ought to be a major mission of the Catholic university.

Biblical Foundations. God created man "in His image and likeness" with an intellect and a free will. At that time the concept of private property/ownership became an imperative. Since God does not create any two human beings alike, their talents, competencies, aspirations, et al. are not equal. Competition becomes another imperative.

In the Garden of Eden, after God completed this marvelous earthly creation, He did two things. He gave it all to Adam and Eve and their descendants, and He then charged them to be responsible for the vast and varied resources — to increase them,

unlock the secrets within the elements of nature, and bring them to their fullest potential. All this was to be done in behalf of His glory and for the benefit of His people. And the work of His people was to participate in God's own continuous creative act. John Paul II addresses this heavy responsibility in his *Laborem Exercens*.

Alternative Systems. Any society must develop for itself a system for allocating its resources. The space limitations of this article do not permit engaging in the interesting analysis of economic systems since the Garden of Eden to our present high-tech information society, or speculating on what kind of system we shall have following our present era. The significance of mentioning these evolving societies is that the nature of ownership/property in each — and its sources — are different. In a nomadic society, the nature/sources of ownership are the tools and the physical brawn of the person who fashioned and used them. In an agricultural society, it is the land and its cultivation. In an industrial society, it is the work of individuals (which includes the non-physical). And in an information society, the source of wealth is knowledge. In the latter case, a *knowledge theory of value* will replace the *labor theory of value*, so emphasized by Karl Marx.

By and large economic systems since the nomadic and agricultural eras have been command systems or variants of a planned system. Associated with them have been the poverty and tyranny which have been the history of the human race. The one bold experiment which freed us from this Janus-faced monster was the market system, structured on individual freedom, that was developed in America two hundred years ago — in stark contrast to the feudal system exported to South America by Europe. At that time an observer of the international scene predicted that in the future North America would be characterized by freedom and affluence, and South America would be characterized by tyranny and poverty. History records the accuracy of that prediction.

There are basically two approaches to allocating the scarce material resources of a people toward the satisfaction of their infinite needs and wants. On one end of the spectrum is a *command/planned* system where priorities, policies, and dicta are specified by a ruling elite: what is to be produced, for whom, and at what price. All these decisions are dictated by the value system of the decision-makers, their interpretations of historical developments, and opinions as to what is best for the masses. This approach is inadequate for a literate, complex, pluralistic, advancing society.

On the other end of the spectrum is the *market* system which places the decision making in the hands of countless individuals, hopefully imbued with the values of the Judeo-Christian tradition. This system is the most efficient in performing the economic functions dedicated to exchanging the products and services, which are the output of individuals' energy, time, and creativity, for the benefit of the individual rather than of the state. Human ingenuity is maximized, which is necessary for the creation of wealth. The intelligence, abilities, and drives of the individual are developed.

History tells us you cannot mix the two systems. Eventually the command system will predominate.

The two garments are different. One is a patchwork shackle — uninspiring and imposed by mandates of special interest groups — that results in deprivation and hopelessness. The other is a seamless magical robe of freedom — inspired and woven by the infinite reaches of the human spirit — that allows for boundless creative achievement. You cannot wear one atop the other. Nor can you cut up and sew parts of the two together and make a mantle that will provide inspiration to soar and create effective mechanisms for fulfilling the human need for security and advancement.

The Ethos. The market system is based on the two major contributors to our American ethos. The first is the values of our Judeo-Christian tradition. The other is crafted under the philosophical concepts of our United States Constitution. The critical component in achieving the needed level of economic production and the full scope of its benefits is the "ethos" of all involved: producers and consumers. The ethos is that body of values and concepts specifically related to economic activity which shapes the purposes of material striving and

consumption and gives character to these economic functions — all pursued in fulfilling God's mandate in the Garden of Eden.

Interdependencies. The concept of the free market is an abstraction. The breath of life to this theory is the functioning of "democratic capitalism." The market system is embedded in a pluralistic structure in which it is designed to be checked by both a political system and a moral/cultural system. There are fundamental interdependencies among the economic order, the political order, and the moral/cultural order. Each supports, has obligations to, and has legitimate expectations from, the other two.

The bridge between the moral order and the economic order is the human heart shaped by the pastoral ministry. *Only the values and principles of the Judeo-Christian tradition — guiding the decisions of free persons in a market exchange system — will assure equity (not equality) as these persons proceed to create wealth and satisfy the material needs of humanity, while reflecting upon and fulfilling God's charge in the Garden of Eden.*

If legislation, from whatever source, seeks to dictate economic policy and procedure, innumerable injustices will be committed against the immediate participants and all of society. If we seek to avoid the ill effects of free will exercised by the relatively few evil individuals in the market place by a bureaucratic control system, we merely transfer the locus of evil from the market participants to the agents of the bureaucracy — for they too are subject to original sin. History records who sins the more — and who suffers the more in such an economic/political arrangement.

Coordination. In the twilight of the 20th century, we behold the horizons of the 21st century as we reflect on all of previous history. As we follow the nomadic era, through the feudalistic and monarchial epochs, through the industrial society and into the information society, we begin speculating on what is to come. Analyzing the probable coordinating factors which promise the greatest benefits to the individual and society is a worthy assignment.

The heterogeneity, the complexity, the potential of what lies ahead will likely pale substantially what has gone before. The coordinating systems of the past evolved from the tribal chieftains, the lords of the manor, the monarchs and the dictators, to the

Politburos of command societies and, finally, then to the republics of free people. The evidences of the performance of their respective administrative modes are in. These modes are not adequate for what lies ahead.

What are the bases of what probably would be an effective mode in an era of high literacy, multi-faceted alternatives, expanded freedoms, refined value systems, international social structures, and complex multi-national economies? What factors complicate the fashioning of an adequate coordinating mode? It would seem that highly complex planning systems are required for this new coordination need. Yet our past models appear to have been the source of many of our economic and social problems. Do we need to rely more heavily on an enlightened, highly educated interplay of free choices? Will the "invisible hand" concept of Adam Smith be adequately operative? Will we require less outside regulation?

The Challenge. The spiritual, moral, and ethical values of the Judeo-Christian tradition are unchanging in each succeeding stage in the advancement of the human race. This relevance is not challenged by the evolving institutional functions and structures of economic, political, and cultural life.

All portions of the private sector — educational, familial, professional, and corporate — have a common goal in a pluralistic society of providing alternatives to public structures and solutions.

"Individual liberty" and the "free market" — allowing millions upon millions to pursue their material interests as they choose, enlightened by the Judeo-Christian ethic, with a minimum of interference by the state — will unleash an incredible and orderly outpouring of inventiveness and wealth. These twin ideas appeared like a dizzying flare of light in the long night of tyranny that has been the history of the human race. That light has begun to fade because of indifference, the loss of initiative, and the preference for security over self-reliance.

Each of us has an exceedingly great responsibility to not let this flame of unique freedom die. We must enkindle it, refine it, and cause it to burn as a tremendous aurora that will ennoble the lives of countless future generations as they provide for the material needs of our people and for those of the entire world. This must be our dedication!

ALUMNEWS



Distinguished Alumnus

Dennis McCarthy (BBA '51), president of Del Petroleum in Houston and a leading figure in the oil industry for a number of years, has been named St. Mary's Distinguished Alumnus of 1985.

The Alumni Association Board of Directors selected McCarthy for the honor in recognition of his professional accomplishments, his dedication to St. Mary's and his service to his communities. McCarthy is currently a member of the St. Mary's Board of Trustees and the university's President's Club. He is also a member of the board of directors of the Corpus

Christi National Bank and a member of the President's Council for M.D. Anderson and Tumor Institute of Houston.

McCarthy will be feted at a banquet in his honor on Friday evening, April 12, in San Antonio's Hilton Palacio Del Rio Hotel. For reservations call Alumni Relations, (512) 436-3324.

Athletics Hall of Fame

They are a distinguished group of men by anyone's standards. Among their ranks are St. Mary's University's first All-American athlete, professional baseball players, inspiring coaches, a supporter who helped turn the dream of V.J. Keefe Field into a reality, and humanitarians. Together they make up the 1985 Athletics Hall of Fame.

Their magic on the courts and fields has enamored thousands of fans. But the 10 new Hall of Fame members are equally infatuated with the years they spent at St. Mary's.

As one 1985 Hall of Famer said on learning of his award: "St. Mary's provided an education second to none, with a wealth of knowledge. But more than that, it was the discipline of those three years (as an athlete) that taught me how to live."

The 10 will be inducted into the Hall of Fame at a luncheon ceremony Saturday, April 13, at La Mansion del Norte. Call the alumni relations office (436-3324) for ticket information.

Jack Allen ('49), San Antonio, is remembered by his teammates as being "the quickest of all the forwards" during his basketball days in the '40s. He was high in the scoring column every game.

After World War II interrupted his college education, Allen returned to St. Mary's. The university gave no scholarships then, but he paid his own way and led the team in scoring, minutes played, and assists for the next three years. He lettered in basketball five years.

Stan Bonewitz ('68), San Antonio, was a four-year starter and letterman in both basketball and baseball from 1964 to 1968 at St. Mary's. His basketball honors included All-Conference for three years, All-District his junior year and membership in the 1,000 Point Club. With 1,383 career points, he ranks eighth among St. Mary's all-time top 10 scorers.

In baseball, Bonewitz was named All-Conference two years and was a leading homerun hitter his sophomore year. He had a .302 batting average his freshman year and a .280 overall batting

average. He is currently head basketball coach at East Central High School.

Frank Cernosek ('60), San Antonio, had a overall three-year pitching record at St. Mary's of 21 wins and three losses and was voted All-Conference each year. From 1957 to 1960, he pitched 261 complete innings and struck out 339 batters. His game high — 22 strike-outs — came in 1960.

He was named to the All-Tournament team in regional competition and was voted outstanding pitcher in the National Amateur Baseball tournament in 1959. His hitting talents were noticed by the Los Angeles Dodgers, who signed Cernosek as an outfielder.

He's been a member of the St. Mary's Athletics Booster Club for the past 10 years.

Ken Collins ('63), Houston, was named All-American (first team) during the years he played baseball at St. Mary's (1960-63). A catcher for the Rattlers during his senior year, he distinguished himself in his school work as well — receiving the Bob Delaney Award for Academic Achievement in 1961, 1962 and 1963.

Tony Crosby ('34), San Antonio, played center on St. Mary's football team in 1930 and 1931. Now retired, Crosby was the first Booster Club president.

He was one of the key persons who began development of V.J. Keefe Field and helped complete the building of Alumni Gym.

The late **John Kloza** ('58), San Antonio, received four-year letters in both basketball and baseball, was named All-Conference for three years and was the only unanimous selection for All-

Conference his senior year. Following graduation, he played professional baseball with the Alpine Cowboys.

A basketball official for 25 years, Kloza helped establish the Southwest Basketball Officials Association. He was athletics director at St. Ann's School, athletics director and coach at LaSalle High School, coach at Antonian High School and golf coach at Churchill High School.

Doug Locke ('41), Midland, was accomplished on both the baseball and football fields. Captain of the 1936 football team, he carried the ball 232 times in 10 games that year for 1,274 yards — an average of 5.2 yards per carry.

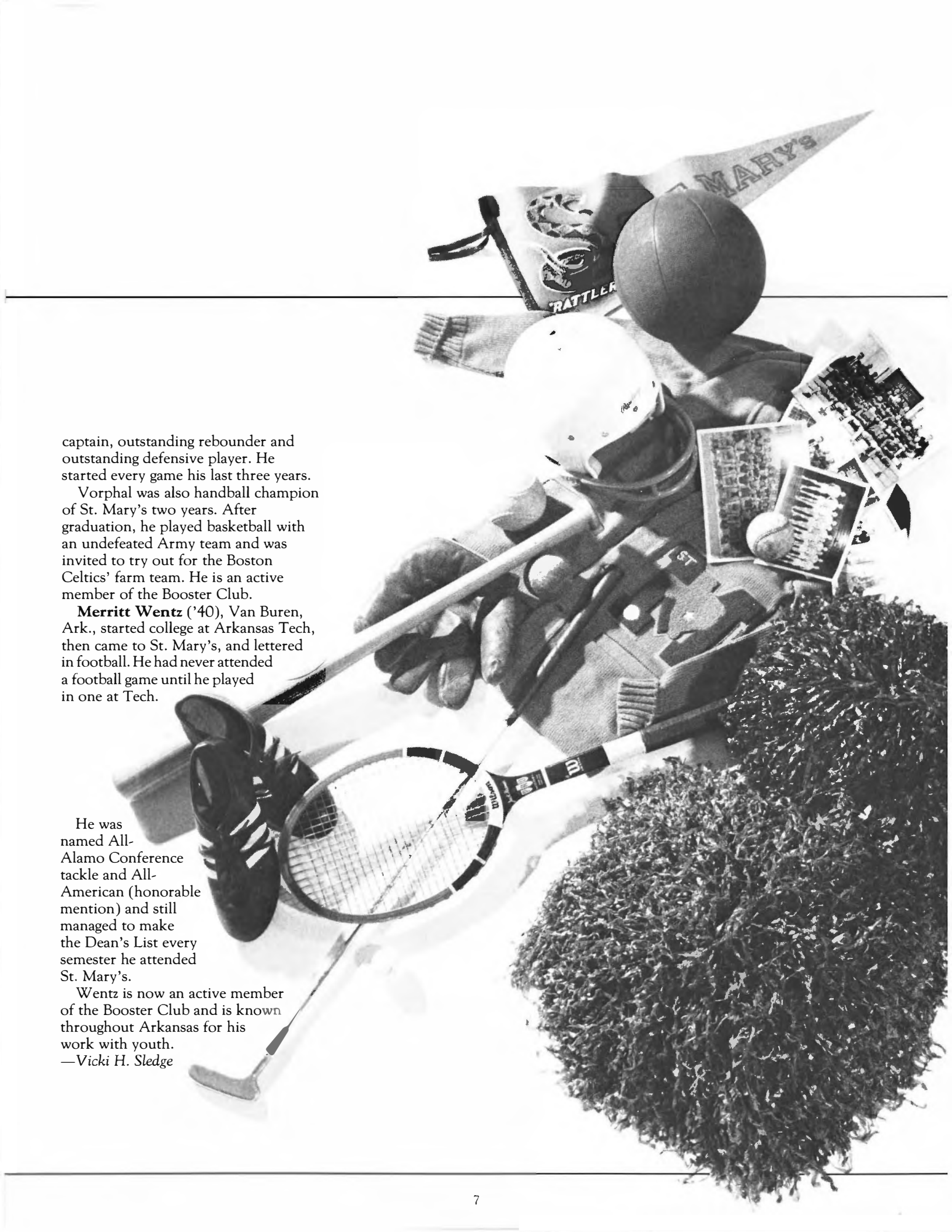
He was named All-American (honorable mention), making him the first St. Mary's athlete to gain All-American status.

His jersey, number 54, has been retired. He is called "the greatest running back to ever wear the Rattler Gold and Blue."

When spring came to the St. Mary's campus, he played shortstop and boasted a batting average of .414 in 1935. He is now retired from ownership of a sporting goods store.

Gary Tomaszewski ('77), San Antonio, was an All-American basketball player at St. Mary's in 1973, 1974 and 1975. After leaving the university, he was drafted by both the Chicago Bulls of the NBA and the San Antonio Spurs — then an ABA team. He recently moved back to San Antonio from Milwaukee, Wis., where he played city league basketball.

Rosy Vorphal ('41), San Antonio, garnered a list of honors related to his basketball playing: All-Conference for three years, Little All-American (honorable mention) in 1939, team



captain, outstanding rebounder and outstanding defensive player. He started every game his last three years.

Vorphal was also handball champion of St. Mary's two years. After graduation, he played basketball with an undefeated Army team and was invited to try out for the Boston Celtics' farm team. He is an active member of the Booster Club.

Merritt Wentz ('40), Van Buren, Ark., started college at Arkansas Tech, then came to St. Mary's, and lettered in football. He had never attended a football game until he played in one at Tech.

He was named All-Alamo Conference tackle and All-American (honorable mention) and still managed to make the Dean's List every semester he attended St. Mary's.

Wentz is now an active member of the Booster Club and is known throughout Arkansas for his work with youth.

—Vicki H. Sledge

There's nothing like relaxing under the stars with good food, good friends, a little entertainment and lots of conversation ticklers like "Do you remember the time we . . . ?" and "Whatever happened to good ol' Charlie . . . ?" to put you in the mood for one of the most satisfying social evenings of the year.

HOME COMING '85

This year, Homecoming Oyster Bake — that exclusive evening in the St. Mary's Pecan Grove for alumni and their families and close friends — is Saturday, April 13, from 5-11 p.m.

It's an evening that is becoming increasingly popular now that the fund-raising Fiesta Bake — to be held on Saturday, April 20 — has become such a favorite public event that it's hard to find old classmates among the crowd.

For our Homecoming Bake this year we have engaged a highly reputable local caterer to prepare and serve a varied menu. There will be booths selling coupons for the purchase of beverages and a choice of delicious food items. Of course, there will be oysters — baked, raw and fried — and, by popular demand, shrimp. Other items available will include fajitas, hot dogs, anticuchos, nachos, beer, wine and soft drinks.

CLASS OF '75 REUNION

The Class of '75 Reunion is an on-campus event from 4-6 p.m. Saturday, April 13, timed conveniently to fit in with our Homecoming Oyster Bake. It will make a great lead-in to the Bake, so how about planning to make a night of it? Remember, alumni other than the Class of '75 are welcome, along with spouses and guests, so the organizers headed by Norma Gutierrez hope for a big turnout. The action will be in the first floor lounge of the Alkek School of Business Building, just a few steps from the Pecan Grove. If y'all haven't seen the gorgeous Alkek Building, here's a good opportunity. If you have, you'll know it's an attractive

setting for a party. Musical entertainment will be by Sojourn, a band that will float you back to sounds of the '70s. That's why we picked them — it's their music specialty.

CLASS OF '60 DINNER-DANCE

If you haven't yet received your invitation for this fun reunion, here's what's in store for you with this 25th anniversary group: a relaxed dinner with dancing and plenty of table-hopping as the Class of '60, together with all other interested alumni and their spouses and guests, look back at the Eisenhower era — skinny ties for men; stiffened petticoats under full party skirts for women; crewcuts; the twist and the bop; and St. Mary's prom queens before the school was officially coed. The nostalgia kick will be Thursday, April 11, at the Petroleum Club of San Antonio, beginning at 7 p.m. San Antonio attorney Ed Dylla (BA, JD '60) is coordinating the event.

SIGMA BETA GET-TOGETHER

Sigma Beta Chi fraternity brothers have a full program planned for their 35th reunion during Homecoming Weekend. The kickoff will be a 7 p.m. cocktail reception in the Brass Lamp on Friday, April 12, followed by a softball game on the 13th. A Mass, a double-decker bus tour of San Antonio, business meeting and barbecue will be held on the 14th. For details check with Rick Castillo, (512) 436-3126 (office)/(512) 680-2200 (home); Ron Plunkett, (512) 673-

5709; or Roy Moriarty (512) 438-2870.

ALUMNI DIRECTORIES

If you've not yet bought a copy of the hot-off-the-press updated Alumni Directory, you might want to order one before Homecoming '85 events bring you face to face with "what's-her-name" or "what's-his-name." It's always a friendly greeting to be able to say, "I knew you had moved — I read it in the new Alumni Directory." The Alumni Relations Office has a limited number of copies for sale at \$35 each.

FIESTA OYSTER BAKE

This year's public Oyster Bake on Saturday, April 20, will be celebrating its 10th year as an official Fiesta Week event.

From noon to 10 p.m. it is anticipated that 66,000 oysters will be consumed. Of course, there will be the traditional food booths serving fajitas, sausage, shish kebabs, egg rolls, chalupas, chili, pizza, ice cream, hot dogs, hamburgers, watermelon and bagels. And you can count on a variety of games for all ages plus continuous musical entertainment. Admission will be \$5 per person. Children 12 and under are free. Via Park-n-Ride bus service from Wonderland Mall will be available for your convenience.

—Sylvia A. McLaren

FOR INFORMATION about all Homecoming '85 events and Fiesta Oyster Bake, call Alumni Relations, (512) 436-3324.



DON'T MISS THE FUN.

Homecoming Weekend '85

- **Thursday, April 11, 7 p.m.**
Class of '60 Reunion Dinner
Petroleum Club, 8620 N. New Braunfels
- **Friday, April 12, 7 p.m.**
Distinguished Alumnus Award Dinner
Hilton Palacio Del Rio, 200 S. Alamo
- **Saturday, April 13**
Noon, Athletics Hall of Fame Luncheon
La Mansion Del Norte, 37 N.E. Loop 410
4-6 p.m., Class of '75 Reunion
Alkek Building, St. Mary's University
5-11 p.m., Homecoming Oyster Bake
Pecan Grove, St. Mary's University



Coaches Corner

Decades of experience separate the two. St. Mary's own "father of baseball," Elmer Kosub, has been at the game for over 40 years. Although Bobby Jaklich is no rookie when it comes to basketball, the ink has barely dried on his diploma. New to the basketball coaching staff, Jaklich received a physical education degree from St. Mary's in 1981. Still, the two share a love for sports and the athletes who play them. Their enthusiasm and commitment to St. Mary's athletics program earn them both the title of "coach" — with all its respect, all its responsibility.

Elmer Kosub

Position: Baseball coach

Primary Vocation: "My objective here is to give young people an opportunity, through the discipline of baseball, to see what the real world is like. I don't know of another sport that does this better. I tell the boys, 'When you put on that uniform, you have to take what comes with it — the good and the bad.' That's when the strength of their fiber is tested. We see these kids with a lot of different emotions — fear, pain, joy. Coaching provides an excellent opportunity to guide them."

Childhood Ambition: "I thought about being a player, not a coach. But when I was 19, war broke out and I enlisted in the Navy. When I got out, I was told by the professional scouts that 23 was too old to play ball. So I did the next best thing: I started coaching (in '46) at St. Gerard's High School and enrolled as a student at St. Mary's, where I played baseball. I was working seven days a week — going to school, coaching, teaching Texas history and sociology, and driving a school bus."

What's Important: "I've spent half my life here at St. Mary's. I feel I've neglected my family in doing my job here. But my family is important to me. Now I look forward to seeing my children's families and careers develop. My faith and outlook on life are important. And I've always had strong feelings about my country and have served it in many different ways."

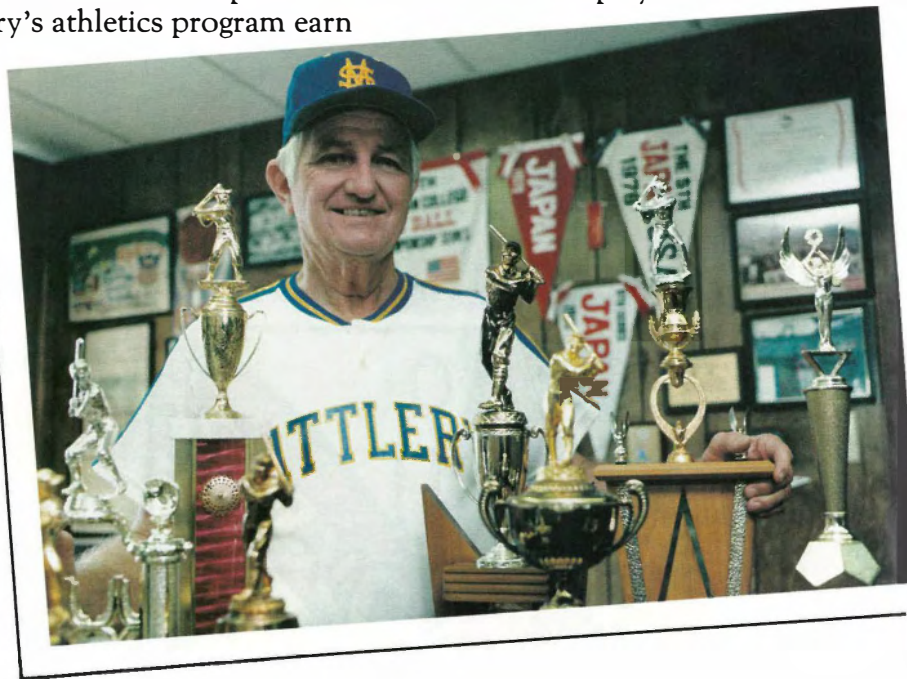
Personal Weakness: "Being a little impatient, which is a common trait in a

competitive business like this."

After Hours: "With recruiting, scouting, public relations, public appearances at high schools and civic functions, there's not much time left. But as my career here winds down, I'll want more time for myself. I want to do some improvements on my house. I've been trying to get a new roof on my house for four years. And I want to give more time to international baseball, as long as I'm able to do that. It does so much for underdeveloped countries."

Goals: "St. Mary's is approaching a crossroad of decisions about the direction its athletics program will take. I'd like to have some input in planning for the future."

Ideal Athlete: "One who understands, when he's being disciplined, what we're trying to accomplish; one who understands the



nature of the game and its similarity to life — with wins and losses."

Coaching: "Sometimes, it's like conducting a symphony."

Other Interests: "I know a little about show business. When I was 17, I started working in radio. I was a master of ceremonies in Navy shows with big names like Henry Fonda. Later in San Antonio, I was an emcee with some big bands — Ted Weems, Glenn Gray — at the Club Seven Oaks, which was on Austin Hwy."

Talents: "I'm a good groundskeeper at V.J. Keefe Field! I do a respectable job coaching. I have the ability to communicate with people."

Sports: "I used to run. I have arthritic problems, so I walk a lot now. Because I've been involved with major sports, I never developed a sport that has carry-over value into adult life, like golf or swimming."

Bobby Jaklich

Position: Assistant basketball coach

Primary Vocation: "I have all the responsibilities of an assistant — recruiting, scouting, being at practice. And I'm also director of intramurals — responsible for all extracurricular athletics activities."

Experience: "I was assistant basketball coach at Clark High School (San Antonio). My contract there ended at noon on June 1 last year. I started at St. Mary's at one o'clock. I've been going ever since. I played basketball here — point guard — from 1976 to 1979, until I hurt my foot. Yes, it still hurts on cold days."

Goals: "I'd like people to say that our intramurals are professionally run. I want St. Mary's Rattlers to win a national championship, which I think we're capable of doing. I hope I can make a difference."

Most Educational Experience:

"Leaving home (Racine, Wis.) to go to college — and finding out Mom wasn't going to pick up my clothes, cook my meals and remind me to study. I think everyone should have to go away from home to college."

What's Important: "My family is number one. They've been there when times were rough. And it's important for me to contribute to the community and St. Mary's. They've given me a lot; I want to give something back."

Ideal Athlete: "A hard worker, who strives to do the best he possibly can in school, on the floor, in the way he treats people. Around here we live by



the motto, 'Tough times never last; tough people do.' "

Childhood Ambition: "Every kid practicing out in the backyard has the dream of being in the pros. That was my dream. When I realized that I wasn't going to be, I wanted to be a coach. I'm lucky to have a job I look forward to coming to every day."

Talents: "I'm able to get along with people well. I'm aware of people's needs and treat everyone with respect. As for athletics, I think I've made a contribution. I don't have all the talents that others have, but I'm a hard worker and will stay until the job gets done."

Negative Personal Characteristic:

"Unrealistic idealism. Thinking I can change the world. Or you could say I'm too short (5'9"). I am taller than Darren Brunson is — but he won't ever admit it."

After-Hours Activity: "There is no 'after hours.' But when there's no more scouting to do, no other basketball films to watch, I look forward to going home to spend time with my kids. They make me feel that no matter how bad the day was, it wasn't that bad. They don't go to bed until I've read them 'Horton Hears a Whoo' or some other story. We've got the whole Dr. Seuss library. I've got those books memorized."

—Vicki H. Sledge

VICTORY! VICTORY!



It Could Have Been Just Another Game.

After all, the St. Mary's Rattlers didn't really need to win over the UTSA Roadrunners. Coach Buddy Meyer and his boys were more concerned with Big State Conference play.

But when the last of the 6,000-plus crazed basketball fans found his seat in HemisFair Arena, amid the frenzy of flapping "Go Rattlers" placards and pulsating music of an excited St. Mary's jazz band, it became obvious: this was no ordinary game.

The spirit was electric in the stands and on the floor on that Monday evening, Jan. 21, as the Mayor's Challenge Cup II hypnotized fans for over two hours. And in the end, Rattler revenge was sweet: 88-81. St. Mary's had proved to all that when you play with Buddy Meyer, every game counts.

—Vicki H. Sledge

Marianists Pledge \$1 Million to Campaign

The Marianist priests and brothers of St. Mary's University have pledged \$1 million to *The Campaign for St. Mary's*.

The money, to be given over the next five years, will be used to fund a number of scholarships for top graduates of Society of Mary high schools in the Society's St. Louis province, which includes San Antonio.

Brother Andrew Cremer, S.M. — acting chairman of the Marianist Trust of the Society of Mary Faculty Residence — said the scholarships will also be awarded to top graduates of all Catholic high schools in San Antonio.

Each school will receive one full-tuition, four-year scholarship — except Central Catholic Marianist High

School, which will receive two of the scholarships.

Schools to receive the Marianist awards include Chaminade, St. Mary's and Vianney high schools in St. Louis; Assumption High School in East St. Louis; Thomas More High School in Milwaukee; Gross High School in Omaha; and Nolan High School in Ft. Worth.

San Antonio high schools to benefit — in addition to Central Catholic Marianist High School — include Antonian, Blessed Sacrament Academy, Holy Cross, Incarnate Word, Providence, St. Francis Academy and St. Gerard's.

Brother Cremer said the money to fund the scholarships will come from the Marianist Trust Fund which was established about 10 years ago. The St.

Mary's brothers and priests have pooled and invested their salaries to create the trust.

Several other gifts have been made recently to *The Campaign for St. Mary's*. They include an anonymous \$25,000 gift for the Brother George Kohnen Memorial Business Scholarship, which is awarded to a distinguished accounting student. The scholarship is named in honor of Brother Kohnen who was dean of the School of Business and Administration and a major factor in developing the school.

Gifts also include two unrestricted gifts of \$10,000 each. One gift is from Richter Bakery and the other from the Santa Fe/Southern Pacific Foundation.

Law Fund Meets Goal

When the books closed on the 1984 fund drive for the Law Alumni Scholarship Loan Fund, a victory had been recorded. The goal was to bring the endowment up to \$250,000 — and the final endowment figure was \$250,107.

"We're positively elated," said Law School Dean James N. Castleberry Jr., noting that much of the credit for the drive's success goes to Frank Baker (JD '49), chairman of the 1984 Law Alumni Annual Fund Drive.

At the end of May last year — before the drive got under way — the fund contained \$195,558. The efforts of the law alumni have increased the endowment significantly each year. In 1981-82, the endowment was \$31,078.

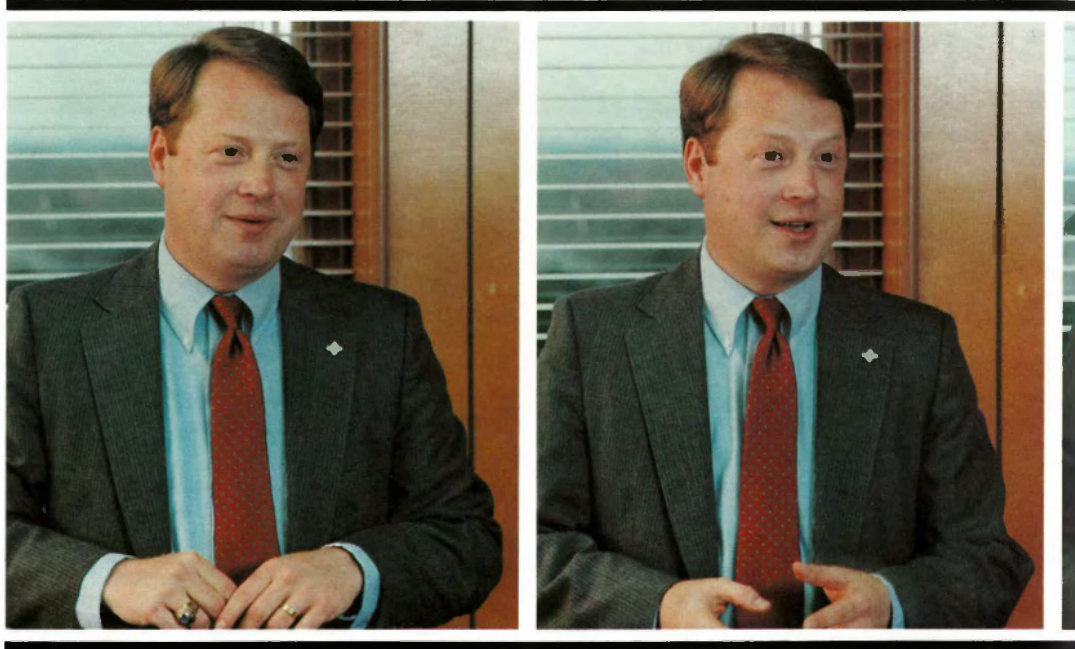
Interest from the loan fund endowment is issued to provide student loans that help meet the expense of attending law school.



Outstanding graduates of Marianist high schools — as well as top graduates of San Antonio Catholic high schools — are candidates for scholarships funded by the Marianist Trust of the St. Mary's Faculty Residence. Above, University President, the Rev. David J. Paul, S.M., explains the far-reaching benefits of this scholarship program to St. Mary's students.

Michael Frick was officially appointed St. Mary's vice president of institutional advancement by the board of trustees in February. A graduate of the University of Notre Dame, Frick is no stranger to St. Mary's. As an associate for the national consulting firm, James W. Frick Associates, he worked several months as a consultant for St. Mary's capital campaign before taking the position of vice president.

St. Mary's has a New Vice President: **MICHAEL FRICK**



Previously, Frick was vice president of development for the University of St. Thomas in Houston. He has also worked as assistant director of development at Vanderbilt University. Frick replaces John Laframboise who resigned last fall. In the interview that follows, Frick talks about St. Mary's, the capital campaign and why he decided to come here.

Q. How will the change in vice presidential leadership affect THE CAMPAIGN FOR ST. MARY'S?

A. Some of the campaign deadlines will change and some of our approaches will change. But it's important to note that — with the exception of this position — there have been no changes in the campaign leadership. The campaign cabinet is intact and the rest of the development staff is still in place. Without doubt the campaign will continue and it will be successful.

Q. You said some of the campaign deadlines will change?

A. Yes, the deadlines will be pushed back — and the primary reason for that is we want to contact all of St. Mary's friends and alumni. You see, previous plans called for involving only a small group of people. But we feel it's important to involve everyone who wants to be involved in this forward thrust. Even with the deadline extension, we expect to wind the campaign up in June of 1986, which is only a little later than the original deadline and is still an extremely tight schedule.

Q. As a consultant, you had a unique opportunity to take a close, but objective look at St. Mary's. What do you think the university has going for it?

A. St. Mary's has a great deal going for it. It is one of the largest and most successful Catholic universities

between New Orleans and the West Coast. St. Mary's has an excellent law school, a top-notch business program, good pre-med and pre-dental programs — the list goes on and on. But in addition to all these strengths, both volunteers and administrators agree there is untapped potential here. That's why we're in this campaign — we're going to tap that potential.

If you want to consider what we have going for us in the area of the capital campaign, we have the two essentials from which to build. One is the priority statement, "Decisions for Excellence," which maps out realistic and well-considered goals for the university. The second is good volunteers. If you work with St. Mary's volunteers, you can't fail to be impressed by their strength and dedication.

Q. As far as the capital campaign and institutional advancement go, where do you think St.



Mary's needs work?

A. We need more research, more education and more computerization. The computerization speaks for itself, but if I could, let me be more specific in the other areas. We need to research all of our constituency — from alumni to corporations and foundations. We need to know more about these groups and where we can fit. As far as education goes, we need to do more to inform our friends and alumni about St. Mary's accomplishments, as well as its goals and philosophies. That educational process includes taking the story of St. Mary's out to its communities.

Q. Your father, Jim Frick, has a national reputation as an expert in university development. Is that how you got involved with development?

A. Growing up, I had no interest in development. It's a profession in which

you have to be fairly intense — and it takes time that could be used recreationally. But in college, I began to change my mind after becoming involved with volunteer work in the admissions and public relations offices. I was impressed by the quality of people working in those areas — both staff and volunteers. After finishing college, I took a job with the Academy of the Sacred Heart (Lake Forest, Ill.). Sacred Heart is a Catholic secondary school, and I was director of public relations and development — which meant I was chief cook and bottle washer, too. I raised money, designed publications, wrote news releases, worked with alumni and special events. It was a great experience and great fun. When people ask me now about getting into university development, I often tell them to go to work for a secondary institution first — you learn so much. From Sacred Heart, I went to work for Vanderbilt University as

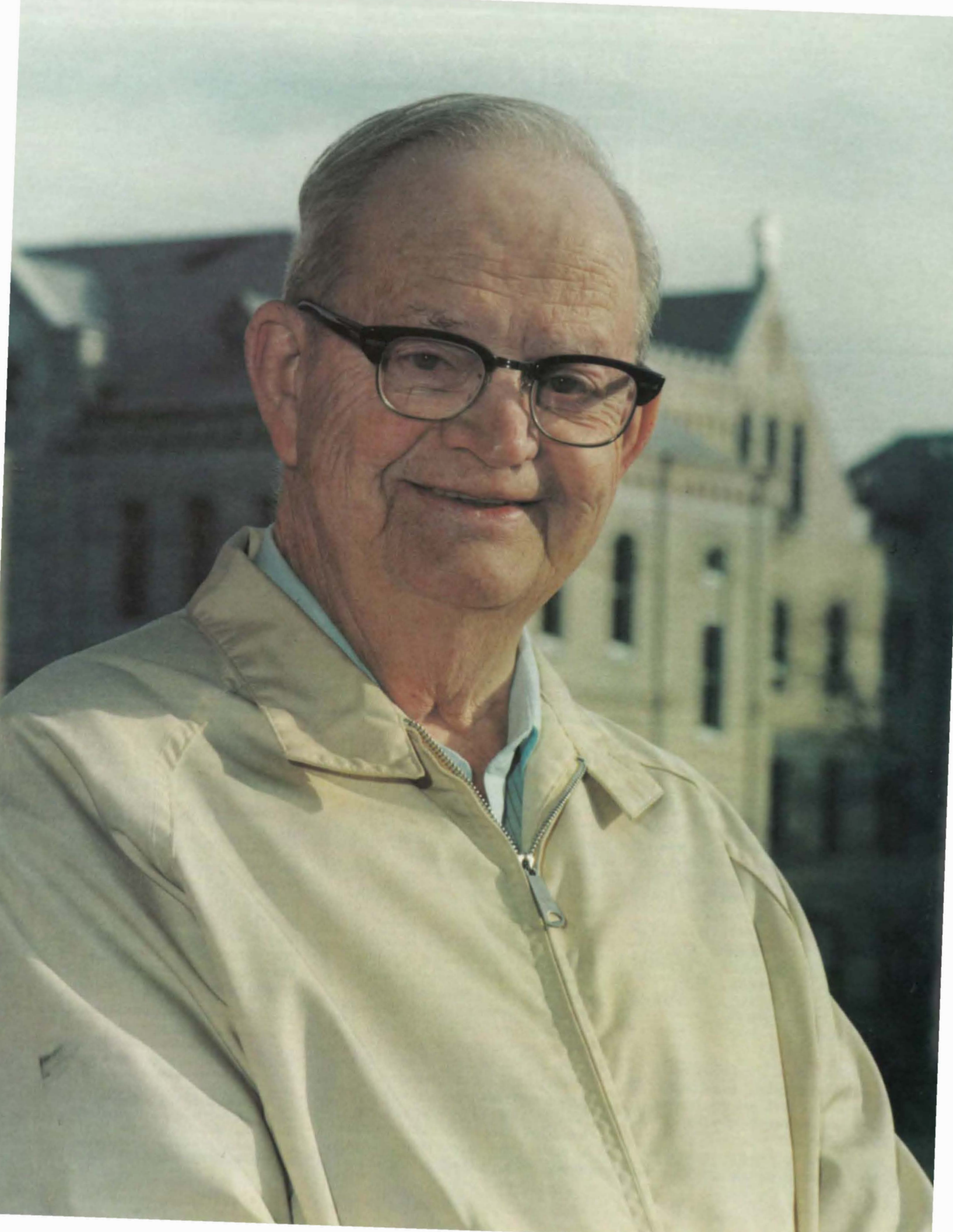
assistant director of development during the university's \$150 million fund-raising campaign.

Q. Why did you come to St. Mary's?

A. Consulting has a lot of good points, but I missed working with one program. As a consultant, you're on the road all the time and you don't have the satisfaction of being in one place to see a program succeed. I had been impressed by St. Mary's — and I was very pleased when the opportunity opened to me. —Vickie Davidson

What is institutional advancement?

It is new to St. Mary's, but the term "institutional advancement" is a succinct and accurate representation of the job Michael Frick takes on as vice president. Over the last 20 years, the term "development" has come to mean fund raising. Institutional advancement, on the other hand, encompasses fund raising, alumni relations, university relations and planning and financial forecasting, as well as work with board members, the faculty, volunteers and the media.



Negotiation Never Had It So Good

“They loved him and were scared to death of him, all at the same time.”

He's a cross between your favorite grandpa, closest fishing buddy and lifelong hero — but his typical, even-keeled temperament can be sparked by the magic of the Arthurian confidante, Merlin, or the sternness of the barbaric Hun, Attila.

He's Brother Andrew J. “Andy” Cremer, S.M., and he says he's “as well as can be expected for a guy who's 76!”

Don't let his cautious comment fool you, though. Brother Andy's had one up on everyone for years . . . and has always seemed to capitalize on his innate ability to read people — to peer into their faces, empathize with their situations, and come up with a just and productive resolution to each and every problem.

“He brings a calming effect to crisis situations. He's a true arbitrator. When something needs to be resolved, people from both sides of the fence come to him to settle the problem — and everyone goes away happy,” comments a member of the university community.

Born in Dubuque, Iowa, he left home at the age of 16 to join the Marianists. With a B.A. from St. Mary's in Latin, and an M.A. in English from St. Louis University, Brother Cremer spent many years teaching in Marianist high schools — in Peoria, East St. Louis, St. Louis and San Antonio — before being moved behind the principal's desk.

Keeping up with all those creative young minds kept Brother Andy on his toes and polishing up his sixth sense — or maybe just his highly refined network of informants. Whether his powers emanated from wizardry, or from just an extra dose of good ol' common sense, the boys came to know their principal as a “benevolent dictator” who ruled with a no-

nonsense charm and an amazing propensity for reeling in any prankster from a sea of angelic faces.

Even Brother Andy admits it, “I could nearly always zero in on the culprit in a crowd of those clowns. I'd walk up to ol' Carl Fisher (*names have been changed to protect the guilty*) and ask, ‘Did you *buy* that firecracker you rigged up in the biology lab today . . . or did someone *give* it to you?’ ”

Not that Brother completely disapproved of a really good display of ingeniousness now and then. The *boys'* endeavors seldom ever topped his *own* adolescent repertoire of frolic and tricks.

And then there were the times when down-to-earth-honest-and-blunt Brother Andy got some practice at fine tuning inter-personal skills . . .

“One time,” he confesses, allowing his mischievous grin to creep across his full-moon face, “when I was principal at Central Catholic, our team was playing St. Gerard's. Well, a couple of our clowns got so excited about this that, in the black of the night, they went to St. Gerard's and whitewashed *our* mascot on the side of *their* gym. At daybreak, the pastor of St. Gerard's got on the phone to me first thing, and he was pretty irate about it all . . . So, I let him go on for a bit and then just told him, ‘*Oh, fap. Let's not argue before breakfast, and hung up!*’”

Negotiation never had it so good.

Brother Cremer left his high school work in 1966 to return to St. Mary's as director of the Marianist Faculty Residence — a post to which he was named for an unprecedented three terms. In this job, he was responsible for the human and spiritual needs of 54 brothers and priests. The men went to Brother Andy for encouragement and advice — and with good reason.

“It's just that Brother Andy always

seems to have time for people. He's very sensitive to your feelings; he treats you like you're special,” shares one of his flock.

In addition to his duties as religious superior, Brother taught English, served as secretary-treasurer of the university's board of trustees, was a member of the Executive Council, and served on the St. Mary's Alumni Association Board of Directors. Today, he remains a special mentor for all alumni in his post as member emeritus on the alumni board.

“I enjoy the alumni work. You get to know a lot of people. Our alumni now are the best organized that I've seen 'em in years. Mickey (Schott) is doing a fine job.”

Retiring from the classroom in 1980 — after 14 years of steering thousands of St. Mary's students clear of using the nondescript adjective “nice” in their compositions — Brother Andrew remains an avid detective fiction buff and a faithful fisherman who loves to grab his pole and sneak away to the lake or river.

Carefully piecing together all the clues, you come to realize there's something amazingly gripping about this man. It's something very special.

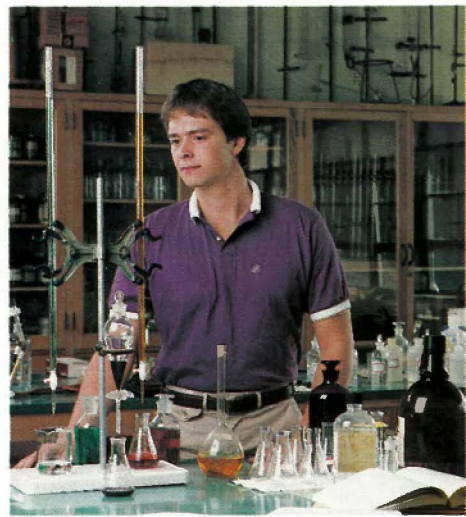
You can see it in his sparkling eyes. You can hear it in his hearty chuckle. You can feel it in his tolerant manner.

You go for broke and press him to concede his winning strategy with the intensity of a spotlight and your drum-roll question, “Has it really been a *good* life?”

He's silent for a while, and then offers a quiet, simple response.

“I don't think that I've *ever* been unhappy.”

Bingo!
—Nancy A. Roth-Roffy



Bill Ralstin of Fort Worth, here checking a chemistry project, got a hands-on look at St. Mary's as a high school student during a campus Sleeping Bag Weekend regularly sponsored by Admissions. He liked what he saw and now is about to graduate with the Class of '85 and enter Baylor University's dentistry program.

Marketing Plan is Moving St. Mary's Ahead

A decade ago, who would have thought that an academic institution's most crucial document for the 1980s would be a carefully prepared, professionally researched market plan?

Not many of us. But then the environment for higher education was different. Today, as St. Mary's 43-page market plan document reminds us, the number of high school graduates nationwide will be declining by 15 to 20 percent between 1980 and 1992.

True, the text goes on to say that the decline of high school graduates in Texas is expected to end by 1987. But after that year the picture is unclear.

Other critical factors affecting higher education, the report points out, are that college costs have risen at a double-digit rate over the last several years and, conversely, financial assistance from the federal government has dropped 20 percent.

St. Mary's market plan, designed to meet these challenges, is a flexible, ongoing blueprint for the school's recruiting strategies and student retention programs.

Setting the Stage

The guide is a direct result of the appointment by university President David J. Paul, S.M., of a professional

assistant — Dr. Barry Abrams — to concentrate on enrollment management. Abrams has an Ed.D. degree in student personnel administration from Columbia University Teachers College and is experienced in developing and implementing a college market plan.

With input from research consultants and many campus sources, Abrams set about working up St. Mary's first comprehensive plan for marketing the school's education programs and services.

Now, with the plan in place, Abrams is supervising its implementation, as well as coordinating the activities of the offices of Admissions and Financial Assistance; co-chairing the university's Task Force for Retention of Students; serving on the university's key decision-making groups — the Executive, Academic and Student Services councils; coordinating recruitment of the traditional-age undergraduates; and advising on the recruitment of non-traditional-age undergraduates as well as graduate students.

"Professionalism must be the underlying characteristic of our student recruitment activities," Abrams says. "The highest standards of integrity, judgment and technical

competence will be blended in the continued development of a St. Mary's 'style.' The premier Catholic institution in the Southwest must be presented aggressively — but with good taste, appropriate dignity and responsibility."

As in any enterprise, a basic challenge facing St. Mary's is the need to aggressively and effectively communicate the merits of the "product" to prospective "consumers" — and, at the same time, to constantly strive to improve that product for current, as well as prospective consumers.

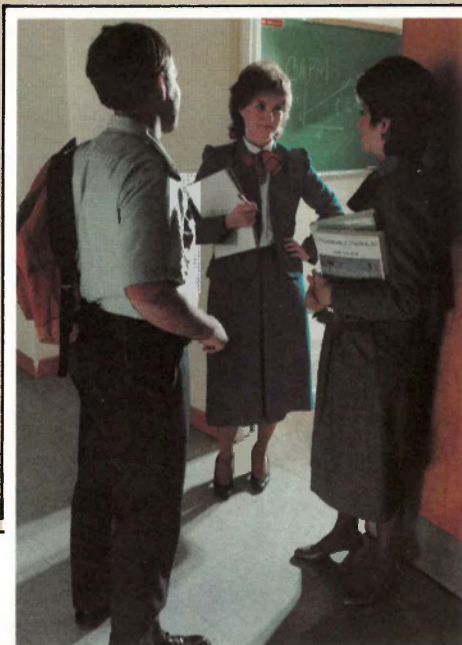
The "Product"

Recognizing the strengths of the school's "product" — that is, our educational programs and supporting services — the plan defines the university's basic strategies as:

- Highlighting the quality of St. Mary's education and career preparation.
- Emphasizing the school's distinctive Catholic and Marianist values.
- Demonstrating the affordability of a personalized, private education.
- Promoting the San Antonio location and surrounding resources.

Marketing Tools

An important and highly visible part



Faculty member Dr. Joan Lamm, center, chats with non-traditional students attending evening classes. Irma Guerrero is an English communication arts major. Army Sgt. 1st Class Douglas Langager is working on a bachelor of applied science degree in occupational management. St. Mary's Evening College pays special attention to helping older students.

of the school's new marketing thrust is a cohesive, high-caliber publications program, unified by St. Mary's new corporate identity activities.

Designed to awaken interest and give accurate information, colorful and dynamic recruiting publications discuss the school's distinctive advantages — its Catholic identity, Marianist heritage, academic strengths, personalized instruction and desirable location.

In addition, imaginative and judicious advertising is being used in carefully selected publications to get the word out on the excellence of St. Mary's offerings.

Personal contacts with student prospects and their parents are also being systematically intensified.

Key university administrators, faculty and admissions counselors are hosting receptions for prospective students and their parents, current students and their parents, and St. Mary's alumni — in Dallas, Houston, Corpus Christi, Laredo and St. Louis.

Contacts are also being augmented by implementing more student-to-student approaches. For example, St. Mary's students help admissions counselors staff telephone banks to respond to inquiries from prospective students and their parents with information regarding campus life at St. Mary's. That same approach is working well for high school visitation days and Sleeping Bag Weekends during which our current students take an active part in helping to acquaint prospective students with St. Mary's.

"Students today are much more sophisticated — much more consumer-oriented," Fernando Yarrito, director of Admissions, points out.

"Enrollment planning and admissions marketing has come of age, as it were. We have expanded and deepened our activities and refined our procedures to develop a well-planned, targeted program. Our recruitment and retention efforts have become much more intensive — and we intend to remain on the cutting edge in developing our share of the market."

Financial Assistance

The likelihood of obtaining financial assistance is of paramount importance to students contemplating enrolling in college. Knowing that, the school's financial aid function has been thoroughly revamped to improve efficiency. All the university's scholarship programs are now handled centrally, resulting in better management of funds and better service to students. A down-to-earth brochure has been devised to give prospective students a clear idea of what they might expect in financial aid.

And a public education program has been launched to help parents and prospective students understand that private education can be as affordable as education at a state institution.

Innovative ways of helping families finance education costs are also being explored and efforts are being made to make the availability and benefits of expert counselor advice better known.

Moreover, new markets in the

northeastern and southeastern states, as well as in Puerto Rico and the Virgin Islands, are being tapped with the introduction of innovations such as the Chaminade Grant Program. This program guarantees a minimum of \$10,000 for eligible undergraduates during four years of education at St. Mary's. The award includes the pooling of federal, state, university and other grants for which a student may be eligible.

"Part of what we are trying to do is tell families, 'Look, don't dismiss St. Mary's as too expensive,' " David Krause, director of Financial Assistance, says. "It's not so. We point to these facts: 64 percent of our students get financial aid, and on the average those aid packages meet 75 percent of direct costs — that is, tuition, fees, books, and room and board on campus. The package, of course, includes loans, part-time work, scholarships and grants. But, about 60 percent of that package, on the average, is grant assistance."

Among the school's academic plans to enhance both recruitment prospects and retention efforts is a bold new Honors Program scheduled to begin this fall. The program calls for 20 to 25 high-potential freshmen to be awarded scholarships each year. Their challenging curriculum will include one special class each semester in addition to the normal course of study.

The program also includes a variety of extracurricular activities designed to stimulate the leadership qualities, of these outstanding students, along with



Mary Brennan (BA '78, JD '81) is among alumni helping to spread the word about St. Mary's. She is a member of the Law Alumni Association board that visits alumni groups in various Texas cities.

their intellectual, moral and cultural growth.

Faculty Involvement

Recognition of the special rapport that exists between teachers and students has led to improved plans for involving St. Mary's faculty in recruiting and retention efforts.

One way the school is tapping faculty members' enthusiasm for their chosen fields is by offering area high schools a list of our teachers who are willing to address classes on specific topics. The idea is to give college-bound students first-hand information on how the various disciplines at St. Mary's realistically prepare students for a wide variety of careers and a life-style based on Christian values.

A plan has also been devised to provide more intensive training for faculty advisers, so that they will be better prepared to participate in an "early warning system." Through this program, students experiencing adjustment problems can be helped by the school's learning assistance resources and counseling services.

The Older Student

Our enrollment planners are aware that among prospective clients who merit special attention are non-traditional students — so called because they are older than traditional college students who enter the university immediately after graduating from high school.

In the fall of 1984, 396 undergraduates aged 23 and over

enrolled at St. Mary's, compared with 127 just two years ago.

Approximately 70 percent of these students are enrolled in evening courses and roughly 60 percent enjoy some type of tuition rebate arrangement with their employers.

St. Mary's marketing approach, therefore, includes working closely with key San Antonio employers so that education programs most needed by their employees can be offered.

The result so far has been a slate of six degree programs arranged in the evenings through courses cycled for the benefit of adults who work during the day.

A creative advertising campaign is being used to heighten awareness of St. Mary's Evening College and the special help that is available to non-traditional students.

These services, designed to ease the college life of non-traditional students, involve providing them their own special orientation, their own publications — including a question-and-answer guide for older students and a regular newsletter — their own club and easy access to academic tutoring and personal counseling in the evenings and on weekends.

"We are here to serve the non-traditional student," emphasizes the Evening College director, Jacqueline Ribaud. "In every institution there is always a certain amount of red tape. For an evening student this can be compounded by lack of the time it takes to cut through the tape.

"That's where our office can be

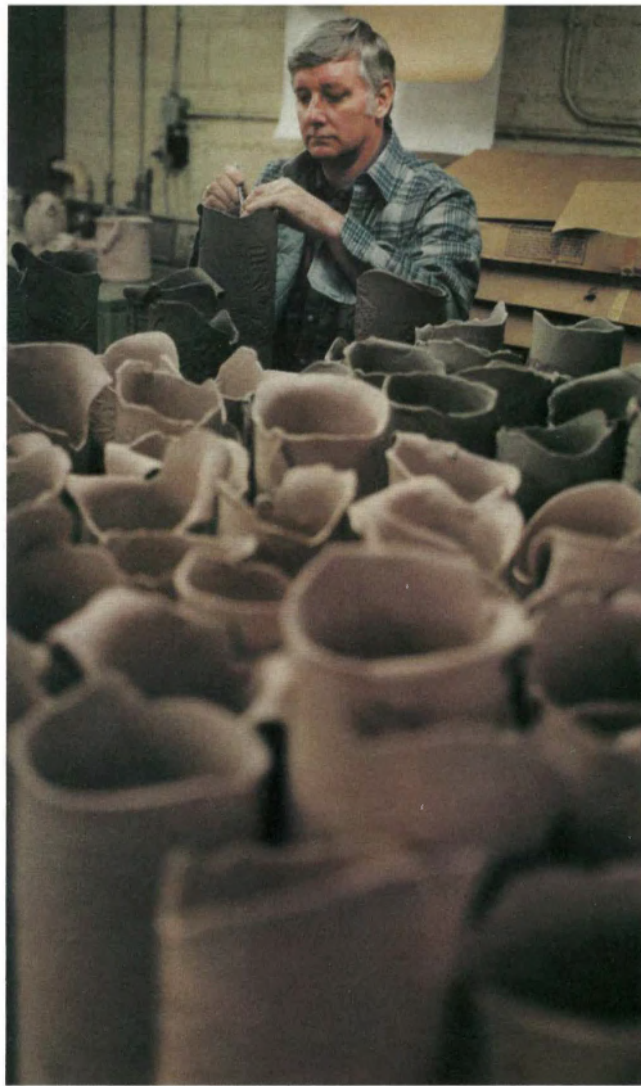
most helpful. If students have problems concerning classes, scheduling, financial aid, finding the right adviser — or if they just want to talk about their difficulties — we're here to help. And we're here at the times when they are free."

The "Consumers' " Response

Service to students. That's the attitude stressed by all those responsible for recruiting our students and caring for those already enrolled. They hold the unanimous view that this is what St. Mary's is all about — striving to do the best for our "consumers." Perhaps a cool look at the numbers is the best indication that the team of professionals implementing this market plan is succeeding. In the fall of 1984 our total enrollment rose by 108 from the previous year to 3,312 students.

And this spring, the increases over the spring of 1984 are: undergraduates, 2.94 percent; graduates, 21.95 percent; and law, 10.54 percent.

—Sylvia A. McLaren



CLETUS: An Artist of Drive and Imagination

A Brother of Mary Celebrates Life with Creativity

Who would believe that at age 28, one of St. Mary's best-known artists ran into trouble trying to draw a simple bean pot?

It happened — and Brother Cletus Behlmann, S.M., doesn't mind telling you it happened to him. "I was given paper, a piece of charcoal and the bean pot — I had the worst time." A warm laugh ripples from him.

Until he took on the bean pot, Cletus had taken only one semester of art in high school. "I was always interested," he says. "But when I joined the Brothers of Mary and came here (to St. Mary's), there were no art courses at the time." Instead, Cletus studied English and music. He received his degree in 1956.

His first opportunity to study art

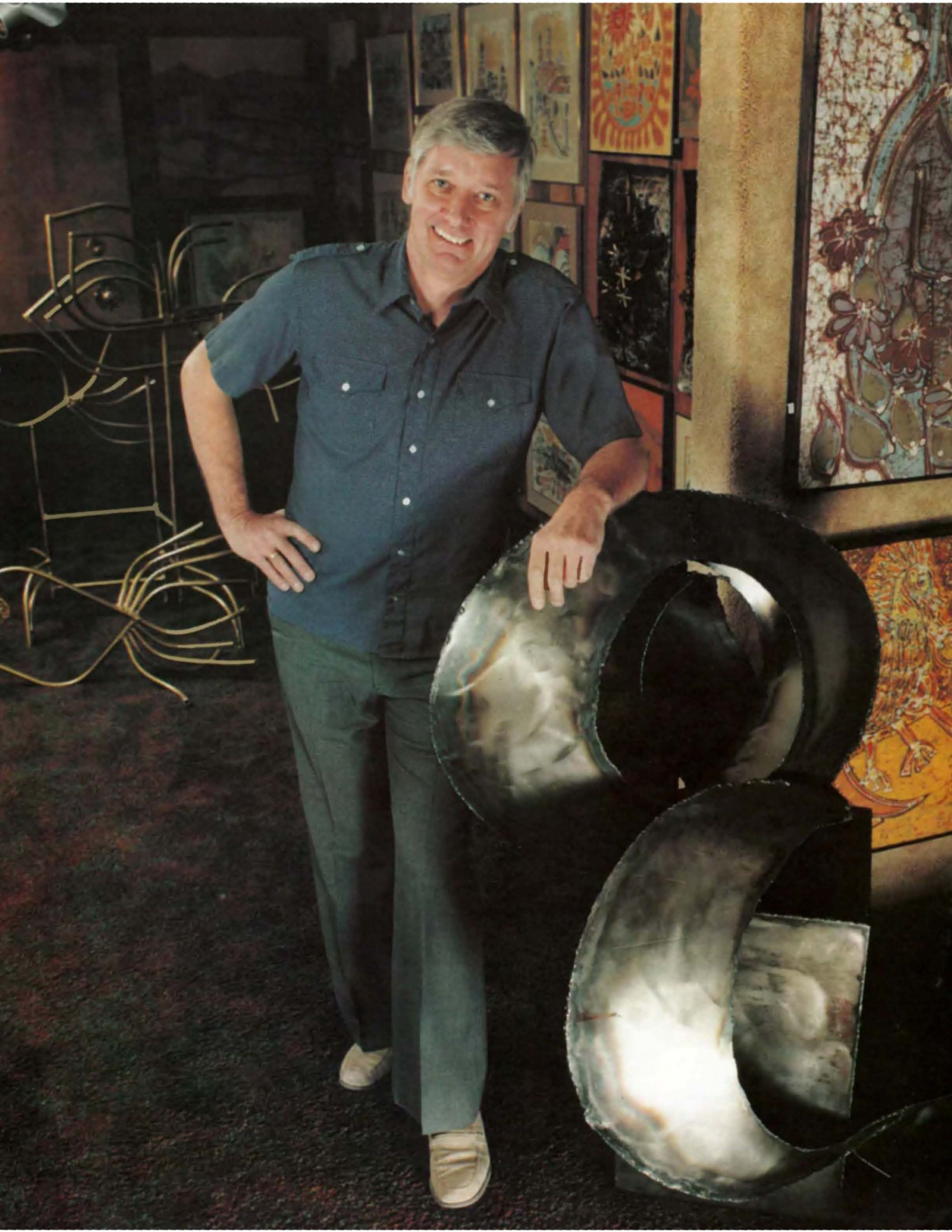
came when he was teaching at a parish school in El Paso. Though the results of that lesson with the bean pot may have been less than encouraging, the artist in Cletus was taking off. He continued to take lessons and later studied at the Chicago Institute of Art and Washington University.

Today, Cletus is almost shockingly productive — and imaginative. The drive that fires that productivity and imagination is not something you see on the surface. On the surface, he is quiet and unassuming. Yet, the drive is there behind the graying hair and blue eyes, and it can certainly be seen on the canvas in bold, bright colors — often yellows and golds. You can see it, too, in his artistic inventiveness, which encompasses not just his art work, but also the gallery, workshop and grounds

of the St. Mary's University Art Center, which he renovated after moving to San Antonio in 1977.

Since he's been in San Antonio, Brother Cletus has done literally hundreds of paintings, metal sculptures, ceramic pieces — and various other assorted designs and art work. His pieces — all signed 'Cletus' — hang at St. Mary's in the president's office, the student center, the Alkek Building. They're also off campus in churches too numerous to mention, as well as in hotels, galleries and private collections.

Cletus, who is the chairman of St. Mary's fine arts committee, is at the art center full time. He runs the center and he gives demonstrations and classes. But mostly he works — and the fruit of his labor fills the rooms of the art





center. Those works are for sale — the prices are moderate from \$25 to \$500 — and all proceeds go to the Society of Mary.

“My work is not typical of a lot of artists — in that it is a little more suggestive than it is obvious,” explains Cletus. The spiritual quality of his work, for instance, is more suggested than obvious in one of his most used themes, “the celebration of life.” This theme appears on canvas as a semi-abstract with the almost simple lines of folk art.

His work also includes more traditional landscapes — often watercolors he does when he travels. And there are ceramic fish, ceramic vases, metal sculptures, batiks and abstract paintings.

While some of his work may be abstract, there is nothing abstract about the way Cletus works. Like most



of us, he puts in a regular day. He goes to his studio at 8:30 a.m., six days a week and keeps at it until it’s time for 5 p.m. Mass.

“You’ve got to be producing,” says Cletus, who explains that he usually has several projects going at once so that he can work at the one he feels best about working on at the time.

Perhaps, the most telling factor in Cletus’ work is his attitude about it. “It’s not a job,” he says. “It’s something I love to do.”

—Vickie Davidson

Opposite page: Cletus amid his work.

This page top photo: A Swiss scene.

Mid-left photo: A batik of Mary and Child.

Mid-right photo: A painting reflecting Cletus’ “Celebration of Life” theme. This painting hangs in the Alkek Building on campus.

Bottom photo: A watercolor done in Mexico.



Campus Ministry Symbolizing the Mission of St. Mary's

Campus Ministry team provides creative atmosphere in which spiritual lives flourish.

It might be exaggeration to say that they'll do anything to get attention. But Brother Don Boccardi and the rest of his Campus Ministry team will go to almost any length to involve every member of the university community in a spiritual lifestyle.

Those lengths include film festivals, awards ceremonies, discussion groups, meals of soup and bread, retreats, plays and observances that call attention to world concerns.

"We try to use every means possible to get people's attention," Boccardi, director of Campus Ministry, says. "One example is our recent film festival — about how Hollywood viewed Catholics in the 1940s. It helps raise a consciousness about religion in our society."

The purpose of Campus Ministry is two-fold: to serve as a university parish, providing all the services that any parish would, and to ensure that the Marianist heritage on which the university was founded continues.

Boccardi, a Marianist who came to St. Mary's from the University of Dayton in 1982, defines this heritage as an accumulation of all the work his Society of Mary brothers have done in pursuing an ideal. "That ideal," he says, "is that we are on a mission, not unlike Mary's mission, which was to give birth to Jesus. We're here to, in a sense, 'give birth' to Jesus every day in individual lives and the community."

Following the example of the Virgin Mary, Campus Ministry seeks to create the kind of environment in which students and staff can reach their



fullest potential as individuals and children of God.

Alumni from a decade ago might not recognize Campus Ministry in the prominent role that it assumes in the university community today. "We've come a long way," Boccardi says. An increase in personnel — to four full-time and five part-time employees — has had a tremendous effect on activities sponsored by Campus Ministry.





Left, Campus Ministry scholarship student, Joan Quinn of Omaha, Neb., participates in, as well as plans, ministry activities. Such as a blood drive which benefits unwed mothers who need money for the expense of pre-natal care and delivery.

Opposite page, Members of Phi Tau Omega sorority and Sigma Phi Epsilon fraternity and children from Holy Rosary Parish take a much-needed rest after roller skating the afternoon away. The outing is typical of social ministry projects organized by Campus Ministry.

Additional help comes from 22 Campus Ministry scholarship students who work with the team in programming activities.

The Rev. Eugene Sweeney, liturgy coordinator, oversees three Masses daily in Assumption and Guadalupe Chapels. He coordinates priests, musicians, hospitality ministers, readers and those who help distribute Communion. Inquiry classes — for those interested in becoming Catholic or those with religious questions — are also under his direction.

He and Sister Grace Walle, another Campus Ministry staff member, also provide information and counseling to persons considering religious vocations within the Society of Mary.

Campus Ministry programming fashioned by Sister Grace, a 1978 St. Mary's graduate, follows the ideal of Marianist founder, Father William Joseph Chaminade, to completely integrate the religious and the spiritual with every other part of life. Retreats and spiritual growth sessions meet specific needs — career or marriage choices, a flagging faith, problems with self-image.

"Social ministry's purpose," explains the division's coordinator, Joe Forman, "is to look outside ourselves.

Social ministries give people the opportunity to express their love in action."

St. Mary's students have opportunities to respond to their community through tutoring at St. Joseph's and St. Peter's Home for children, visiting the elderly or ministering to San Antonio's "street people." Hunger Awareness Week in the fall and Respect Life Week in the spring often make students stop, take notice and act.

One student who took notice two years ago is Joan Quinn. Back in her hometown of Omaha, Neb., she had seen her mother establish an emergency pregnancy service, which included medical care, a telephone hot line and counseling.

Soon after arriving on campus, the freshman decided that the Respect Life emphasis was something she wanted to be a part of. That year, she volunteered her time to the project. For the past two years, she has traded her input for Campus Ministry scholarships.

She and five other students make up the social ministry committee working with Joe Forman. Their input on projects such as Hunger Awareness Week and blood drives "keeps me aware of the issues," the junior biology major says.

A film sponsored by her committee last fall is one Quinn will not soon forget. *El Norte* took Quinn and other viewers along the journey of two orphaned teenagers who leave their South American home to find a better life in the United States. The siblings endure incredible hardships to enter the country illegally, only to find that their dream of happiness is only that — a dream.

"What a shock it was, to see what they go through," Quinn recalls, slowly shaking her head. "We get so wrapped up in school; we get so isolated. It's like our own little world here at St. Mary's. We tend to forget what's out there. I'm glad Campus Ministry is here to bring opportunities for us to get involved, to add another dimension to our lives, to feel good about ourselves."

In reminding its "parishioners" to integrate this spirit of service into their lives, Campus Ministry has set goals for itself in several areas:

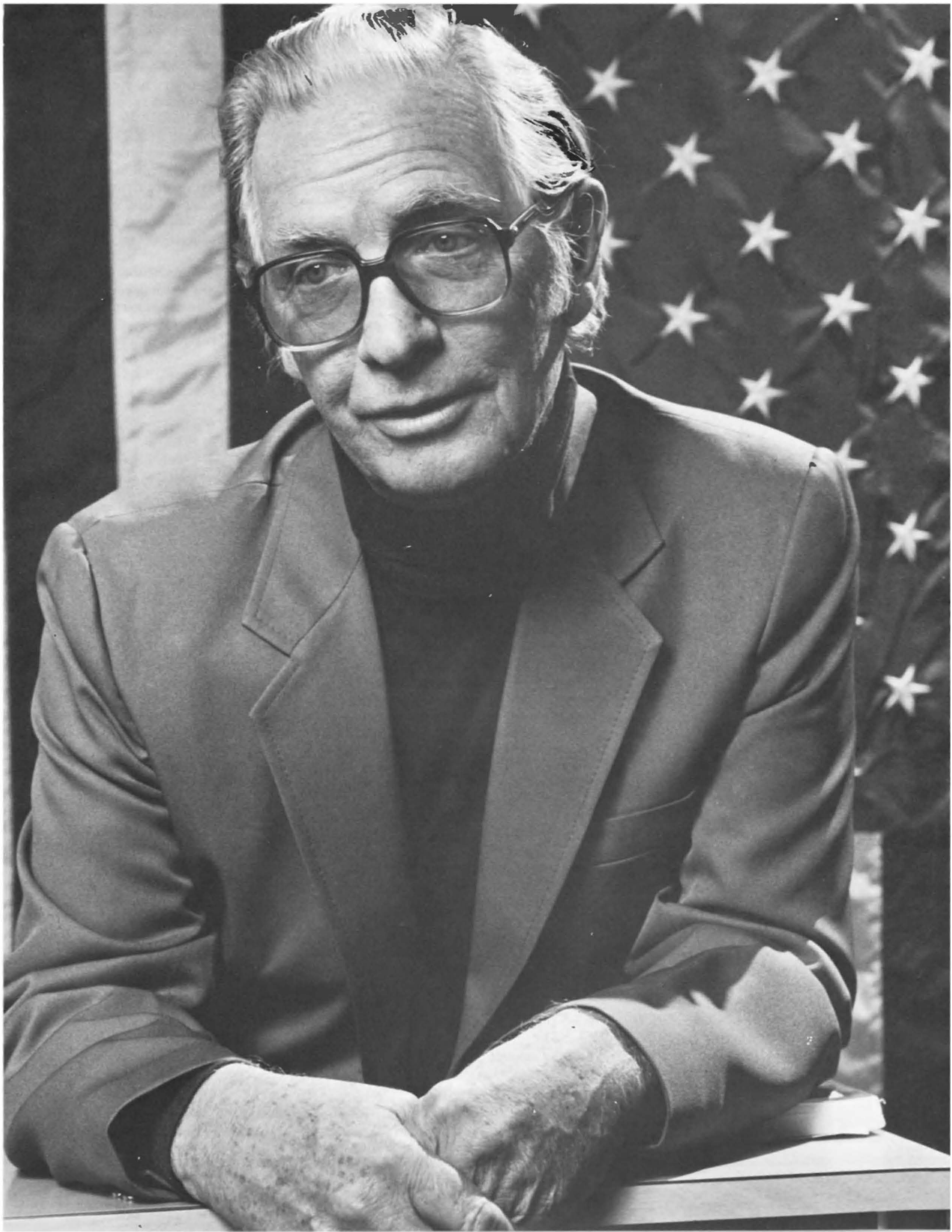
- Encouraging personal prayer and faith development — through retreats, Christian Life Communities (small fellowship and prayer groups), and Bible study;
- Being a greater presence in the student residence halls;
- Educating fellow parishioners about such issues as the bishops' pastoral letter, the Society of Mary and world hunger;
- Providing service ministries — to the poor, the young, the elderly;
- Counseling — helping students develop spiritually and personally;
- Programming for faculty and staff including prayer luncheons and retreats;
- Developing a community of faith — through campus-wide events such as Noche de Paz at Christmas and St. Mary's Alive, a reflection of the Lenten season held in February;
- Providing ecumenical ministry, to persons of all faiths;
- Helping faculty discover the religious dimensions of their fields — such as morality and the law or the spiritual lessons in literature.

"We're here to educate," Boccardi explains. "But we're here to educate in a certain context — a religious context. Campus Ministry is trying to help establish that context which adds value to the students' education."

It is the belief of Boccardi and other advocates of the spiritually integrated lifestyle that Campus Ministry does indeed make St. Mary's more of a "university," in the true sense of the word.

In exploring *universal* ideas and uplifting the individual as a spiritual creature, Campus Ministry has given birth to a body of believers, joined together at St. Mary's in mutual support and love.

—Vicki H. Sledge



Professor Prepares for Retirement

To Ken Carey, St. Mary's is Home

Driving up Cincinnati Avenue to St. Mary's one recent day, Ken Carey's mind took one of those meandering forks in the road that a mind will take — and he started wondering how many times he'd driven up that street to work.

"I got so caught up in it, I even figured it out — you know trivia is so popular these days." In the spirit of fun, Carey leans to the desk to double-check how many times he has driven up Cincinnati since he joined the faculty as a political science instructor in 1949. "It's 20,000," he announces lightly. "My car knows the way by heart."

Ken Carey — who is tall with a ruddy complexion and a shock of white hair — has his lighthearted moments. And yet, he is very serious. During his years at St. Mary's, he has been one of the pillars of the political science department — and the university. He's been chairman of that department four times and president of the faculty senate three times. He was one of the co-founders and co-directors of the Institute of International and Public Affairs at St. Mary's, a group he led 23 years. He's had the honor of being named to the prestigious Academy of St. Mary's, and in 1983, he received the Marianist Heritage Award for lay persons who exemplify the ideals of the Society of Mary.

Carey undoubtedly was a force in making political science a major in 1953. And he was undoubtedly a force in making the department grow — from 10 or 15 majors in 1953 to a peak of 160 in the early 1970s.

When Carey retires at the end of the

spring semester he will have spent 36 years — his entire teaching career and more than half of his life — at St. Mary's. Thirty-six years in the same place is certainly not commonplace — you have to ask how it came about.

"That's the \$64,000 question," he banters. But his answer is serious. His reasons for staying at St. Mary's 36 years have to do — in part — with the freedom to teach the way he saw fit.

"I have been here 36 years, and at no time has anyone in the university administration ever complained to me about what happened in my classroom. Never."

"Money's never been important to me," he continues. "What has been important is the sense that you were doing something." And for Carey, there have been years rich with the sense of doing something. He talks about the students. Some came into his classroom not willing to work at school, not willing to take it seriously — but they changed. Others came into his classroom with low self-esteem.

"They were students who would sit quietly in the back of the class, afraid to say anything," he says. "We told them they were as good as anyone. And over four years, there was a transformation. They stood up straight. They looked you in the eye. They expressed their opinions." Carey puts out his cigarette. "That, I think, was worth doing."

There have been other things worth doing. Carey talks about the students' — and the faculty's — involvement in civil rights fights in the early '60s. "Before we had often complained about student apathy, but then they stood and joined the fight

and we applauded."

As much as anything, Carey's reasons for staying at St. Mary's 36 years have also had to do with people. "During the early years, everybody saw each other every day. The faculty got together. Everything was very close and very personal. I formed some tremendous friendships." He speaks with generosity and respect for the people who influenced him — both lay professors and the brothers.

"I can't say enough about the tremendous influence of the 'S.M.'s' (The Society of Mary priests and brothers)," he says. "These are extremely good people. I have some very close friends among them." Both Carey and his wife, Evelyn, are affiliates of the Society of Mary.

While Carey has gained a lot from the people around him, they have also gained from him. "Ken's greatest contribution is his wisdom, humanness and unifying spirit," says Brother Tom Hoffman, Ph.D., chairman of the political science department. "Ken helps pull the department together around important issues."

Carey is finishing up his full-time teaching career this spring. "I think it's time," he says. But he won't be leaving the university — completely. He'll be back to teach a course from time to time. "This is home," he says. "This is my university. I have a great sense of responsibility to this university and this department because I was part of building it. We have problems and we have warts — but there is a sense of satisfaction here for me."

—Vickie Davidson



Students enjoy San Antonio's record-breaking 13 inch snowfall.

Around the Quad

George S. Coronado (BA '75) is the new director of public safety on campus. His responsibilities include developing and implementing policies,

Marianists Celebrate Jubilees

Four Marianists — three of whom have been closely associated with St. Mary's throughout their careers — celebrated anniversaries March 8 with a Mass in the Guadalupe Chapel followed by a reception attended by their families and friends at the University Center.

Brother Wilfrid P. Moran and **Brother Gerald J. Schnepf** commemorated the 60th anniversary of their religious profession. **The Rev. Louis Reile** celebrated the 25th anniversary of ordination into the priesthood, and the **Rev. Thomas M. Schelble** marked the 50th anniversary of his first vows.

Brother Moran, currently assisting in St. Mary's Development Office, was vice president of the university's financial operations from 1971-76. He then spent eight years with the Society of Mary in Rome, where for five years he was treasurer-general for the order. His service at Marianist teaching institutions has included 28 years at Villa St. Jean, a former Marianist international high school in Fribourg, Switzerland.

Brother Schnepf's connection with St. Mary's covers 27 years, and he also has been a treasurer-general for the order in Rome, where he spent 16 years. His contributions to St. Mary's have included serving as a professor of sociology; vice

procedures and programs that ensure the safety and protection of students, university personnel, campus visitors and university property. A St. Mary's political science graduate, he completed a master's in public administration at UTSA. He was previously employed as a police officer at the UT Health Science Center in San Antonio where he served nine years.

Also fresh from UT Health Science Center is new faculty member **Dr. Michele L. Trankina**, biology. Her

president-director of community services; vice president-business manager; director of adult education; and editor of the school's catalogue. His articles on social issues have been published in numerous magazines and journals.

Father Reile has taught at St. Mary's for 19 years and is widely known for his cinema arts classes and his key role in the annual Hemisfilm competition for filmmakers from throughout the world. He also is a writer with several books to his credit, including "The Battle and Brother Louis," "Running Giant," "Winding Flows the River" and "Films in Focus." He professed his first vows in 1950 and was ordained in 1960. A native San Antonian, he is a graduate of St. Mary's who later studied at the University of Fribourg, Catholic University of America and Johns Hopkins University.

Father Schelble is currently assigned to Holy Rosary Parish. He was ordained in 1946 and taught in Marianist schools in the United States before spending three years in Spain and more than 30 years in Peru with the missionaries of the St. Louis Province of the Society of Mary. Most of his missionary years were spent in Arequipa, where he was director of the scholastics for seven years and professor and dean of the faculty of theology at Santa Maria University.

specialization is nutrition. She holds B.S. and M.S. degrees in zoology and a Ph.D. in nutritional physiology from Iowa State University. She was a post-doctoral fellow in the department of biochemistry at the UT Health Science Center in San Antonio.

Recipients of this year's Marianist Heritage Awards are **Dr. Charles Cotrell**, dean, School of Humanities and Social Sciences, and senior students **Pat Morrissey** and **Marcia Nelson**. Based on all-school nominations, the annual awards are presented by the Campus Ministry office in cooperation with the university president, the Rev. David J. Paul, S.M. They are presented to a lay person associated with the university and a senior woman and man student who exemplify the spirit of Marianist heritage. Cotrell was cited for his longtime dedication to St. Mary's, beginning as a political science student in 1958 and, since 1966, his uninterrupted contribution to the university as a faculty member and key administrator. Nelson was cited for her leadership in the Campus Ministry Christian Life Community project; student government programming; sports; crisis work with adolescents and presidency of the campus Sociology Club. Morrissey's contributions have included leading Kappa Sigma fraternity in community service projects and performing outstanding services as a resident assistant, especially in helping freshmen adjust to campus life. As dedicated members of Campus Ministry, both students have served as Eucharistic ministers.

Rev. J. Willis Langlinais, S.M., will become president June 1 of the Southwest Texas Archaeology Society. The San Antonio-based society comprises largely non-professional archaeologists who are interested in and participate in digs.

Our marriage and family therapy program has received accreditation from the prestigious Commission on Accreditation for Marriage and Family Therapy Education. Only 12 other universities in the country have been accredited.

Dr. Jose Miguel Cimadevilla, associate professor of biology and director of the school's federally supported education and training program for Minority Access to Research Careers (MARC) has been selected by Ohio State University to participate in the school's Visiting Scholars Program for Distinguished Professors of American Hispanic Descent.

—Sylvia A. McLaren

Meet Mr. Oyster Bake BOB MASON



Behind most successful events, you'll find someone with sore feet and jangled nerves — and good reason to have both. This person was one of the first to get to the scene and will be one of the last to leave. If you ask, he'll admit that he's been eating, dreaming and sleeping the event for months.

We're talking dedication — the sort of dedication a person does not give for money alone. In the case of Bob Mason (BS '68), he's not giving that kind of dedication for money *at all* — at least not money in his own pocket.

Bob Mason is chairman of the 1985 Fiesta Oyster Bake. In that spot, he has the job of tending to all the details that will make the 1985 version of that longstanding St. Mary's tradition a success. Oyster Bake, sponsored by the Alumni Association, is a money-maker with funds raised going into scholarships and support of Alumni Association programming. Oyster Bake is also a big friend-maker for St. Mary's. This year's bake, scheduled for April 20, is expected to bring more than 20,000 people to the campus.

The details involved in making Oyster Bake fly are staggering. Sixty-six thousand oysters and 1,500 pounds of fajitas must be ordered. Some 1,500 volunteers have to be lined up and ditto for tons of equipment — from booths and barbecue pits to the dozen electric knives that cutting fajitas will burn out in the course of the day. In addition, there's the matter of lining up music for 10 hours and games to keep kids of all ages entertained.

"Oyster Bake is the most time-consuming thing I'm involved with," admits Mason matter-of-factly. "You have to plan your time real well." Oyster Bake isn't Mason's only respon-

sibility. He is manager of the statistical analysis section, automatic research division, at Southwest Research Institute. He is also a family man. He and his wife, Carmen, have three sons, and Mason is involved coaching sports for the boys. In addition, he's been president of the St. Matthew's Catholic Church Parish Council and was chairman of the church's building committee which recently oversaw a \$1.5 million church expansion.

While the responsibility of Oyster Bake may fall on Mason's shoulders, he'll be the first to tell you he doesn't do it all himself — he has the help of other volunteers and Alumni Relations Director Mary Etlinger. They've been working on the 1985 extravaganza since the dust cleared on the 1984 event last spring.

"We've been working steadily, but January is the time you start bracing yourself," Mason said one recent morning from his office at the Southwest Research Institute. Mason knows — he's not coming into Oyster Bake cold turkey this year. He worked as an assistant to former Oyster Bake Chairman Doug Cross for the past three years. During that time, much of the bake was revamped, a number of areas were refined — and the annual

event became even more successful.

"When you see things go that well, you really think you've helped St. Mary's," says Mason — which brings us to the point of why Mason is involved again this year. After three years of hard work, many people would have signed off, feeling they'd done their share.

"As a student, I got so much at St. Mary's," he explains. "When I was there, I didn't realize how much I was getting. But then I left San Antonio for seven years — and it began to dawn on me what I had learned from the priests and brothers of the Society of Mary. The more time I spent reflecting, the more I realized how much I'd gotten from them."

What he'd gotten, he says, has to do with a deep disciplinary way of living and a way of looking at life. "At St. Mary's, you see a whole philosophy of life — not just your specialty. Then, I had children and I wanted to pass that on. If one of my sons grew up to be a Marianist, I'd be very delighted." He says it with complete conviction and then, apparently thinking of his sons, laughs. "Though I'm not expecting that to happen."

Mason and his wife — Carmen is this year's Oyster Bake coupon chairman — have made their devotion to the Society of Mary apparent in more ways than putting hours into Oyster Bake. They're both members of the Affiliates of the Society of Mary, a close-knit, extended-family group associated with the religious order. In addition, Mason is active in the booster club and Alumni Association. He'll be president of the association in two years.

"The heart of my involvement is that I feel like I owe something to St. Mary's," stresses Mason. "I know I will never be in a position to give the university \$50,000, but if I give my time, then perhaps I will have contributed something — it's a way of saying thanks." — Vickie Davidson

1940

Merritt R. Wentz (BS '40) was inducted into the Arkansas Tech University Hall of Distinction in October.

1941

Anthony Cubriel (BA '41), of San Diego, has been told by the board of trustees of the San Diego Independent School District that the junior high school gymnasium has been named the Anthony Cubriel Junior High School Gymnasium in appreciation for his years of service and dedication to the public schools.

1944

Margaret M. Marty (Class of '44), of San Antonio, is engaged in genealogical research, concentrating on colonial Cape Cod, colonial Virginia and the Republic of Texas. She is a member of the Association of Professional Genealogists.

1950

Donald P. Oliphant (BBA '50), of Rochester, Minn., has sold his real estate business and retired.

1953

Thomas W. Hardy Sr. (JD '53), of Littleton, Colo., has been installed as president of the Colorado chapter of the Federal Bar Association. Hardy returned to Littleton in 1978 after a career as an airspace management consultant to the U.S. Air Force in Europe, Africa and the Middle East. He is an adjunct faculty member of Loretto Heights College.

1955

Leon J. Mocek (BA '55), of Lafayette, La., has been named general manager of Southwest Louisiana Electric Membership Corp., one of the largest electric cooperatives in the nation. He has also been named to serve on the board of directors for Cajun Electric Power Cooperative in Baton Rouge, La. Mocek is a member of the parish council at his church, Holy Cross Catholic Church.

Gus H. Rehberg Jr. (Class of '55), of San Antonio, has retired as owner of Rehberg Distributing Co. His business experience has focused on the foods industry throughout the United States.

1957

Paul Brand (BA '57) has moved from Elmira College to the University of Alabama in Huntsville to assume the position of director of athletics.

William E. Fleming (BBA '57), who owns the commercial and investment brokerage firm of Fleming Realtors, was installed as treasurer of the San Antonio Board of Realtors (SABOR) in December. He was vice chairman of the commercial industrial committee. He is executive vice president of SABOR Toastmasters and is on the North San Antonio Chamber of Commerce's statistical task force committee.

1959

Dr. William Peche (BA '59) has been named chief of the medical staff of the Santa Rosa Medical Center in San Antonio. He is an obstetrics/gynecology specialist who has been in private practice in the city for 14 years. He completed medical school in Monterrey, Mexico, and did his residency and internship at Medical Center Hospital in San Antonio. He has been a member of the Santa Rosa gynecological teaching staff for seven years.

1961

A.L. Herndon (BA '61, JD '61) has law offices in San Antonio and Houston, representing clients in all areas of the law, including criminal and oil and gas. He is also president of Herndon Oil Co., which invests in oil/gas prospects in Texas, Louisiana and New Mexico. He plays in tennis tournaments throughout the country and is San Antonio singles champion in his age category. Recently he and his wife, Charlotte, were declared mixed doubles champions in a Laredo tournament. He has coached youth sports programs with the YMCA and is a founding member of the San Antonio Petroleum Club.

Charles A. Umscheid (BBA '61), director of industrial relations at Turbine Support, Chromalloy American Corp. in San Antonio, has been re-elected region 15 vice president of the American Society for Personnel Administration. The region includes Oklahoma, Texas and New Mexico. He is former president, vice president of membership and vice president of programs for the San Antonio Personnel Management Association. He serves on the boards of Junior Achievement of South Texas, the Bexar County Opportunities Industrialization Center and the St. Mary's Alumni Association.

1967

Michael R. Dushner (Class of '67) has been decorated with the Meritorious Service Medal at Carlisle Barracks, Pa. The medal is awarded specifically for outstanding noncombat meritorious achievement or service to the nation. Army Staff Sgt. Dushner is a dental specialist with the U.S. Army Dental Clinic.

William M. Kelly (BBA '67, MA '73) recently joined Kelly Field National Bank in San Antonio as senior vice president in the commercial loan department. Prior to his appointment, Kelly was vice president of Mercantile National Bank in Dallas and vice president of Mercantile Texas Credit Corp. of San Antonio.

Alan N. Ladd (BA '67) was named executive director for the newly formed West Texas Diagnostic Center. He has 14 years of experience in the health care industry. He was most recently director of management services at the University of Texas Health Science Center in Houston.

1968

Laurence R. Beneke (BA '68, MA '70), president of First United Mortgage Corp. in San Antonio, has been selected for inclusion in The International Who's Who of Intellectuals, published by the International Biographical Center in Cambridge, England.

Guy Seay (BBA '68, MBA '71) has been elected president and board member of Summit Bank in San Antonio. He has been in the financial services industry for over 14 years, including the president's post at Fidelity Bank and a stint in the real estate division at RepublicBank.

1970

Mike Card (MBA '70) has been promoted to vice president, merchandising, at Value Club, a five-store chain of wholesale warehouses headquartered in San Antonio. He is supervisor of the buying and merchandising staff for food and perishables for all five stores. He has more than 12 years of buying and merchandising experience.

Steve J. Kilmetz (BBA '70), of Stamford, Conn., has been appointed corporate director of telecommunications for Savin Corp. He previously served as communications director for Paine Webber's western region, based in New York City's financial district.

Arthur D. Robb (Class of '70), vice president of TLT Enterprises Inc. in San Antonio, has been elected international vice president

of education services for Data Processing Management Association International. He has been a member of the organization since 1968.

Robert D. Wieder (MA '70) has been promoted to vice president, investment property, at Naylor Realty Inc. He has been with the company for three years.

1971

Barbara B. Benavides (BA '71) has been appointed senior vice president of marketing and business development at InterContinental Bankshares Corp. in San Antonio. She was previously assistant secretary and treasurer of Hixon Properties Inc.

1972

Ray M. Jones (BBA '72, MBA '75), of Alexandria, La., was ordained to the priesthood in Shreveport, La., in February.

Julian R. Lange (BBA '72) has been elected operations officer, real estate, at RepublicBank of San Antonio. He attended the Louisiana Banking School for Supervisory Training and worked at Citizens Frost Bank for 12 years before joining RepublicBank.

1973

Jim L. Bowers (MA '73) has been decorated with the third award of the Meritorious Service Medal at Randolph Air Force Base in San Antonio. The award is given specifically for outstanding non-combat meritorious achievement or service to the nation. Air Force Lt. Col. Bowers is a personnel programs staff officer with the Air Force Manpower and Personnel Center. He is married to the former Patricia Kane of Trinidad, Colo.

Daniel Constanzo Jr. (BA '73), of Von Ormy, has been elected president of the 275-member Christopher Columbus Italian Society for a two-year term. He has served as the society's treasurer for six years, second vice president for two years and first vice president for two years.

John W. Gilbert (BA '73, MBA '75) has been named supervisory senior in the tax department of Arthur Young in San Antonio. He joined the firm in 1983 after working with the Greater San Antonio Chamber of Commerce and First National Bank of San Antonio.

Mary Monroe Marty (BA '73), of San Antonio, earned a master's degree in piano performance and was accredited in music education at Trinity University in 1975. She

earned a second master's degree in special education from Trinity in the spring of 1983. She is currently teaching a special education class at Fox Tech High School. She and her husband, Irving H. Middleman, a pharmacist, have a 5-year-old daughter.

1974

Richard J. Adan (BA '74) has arrived for duty at Fort Knox, Ky. Army Capt. Adan, an instructor with the U.S. Army Center and School, was previously assigned at Southeastern Louisiana University in Hammond. He is married to the former Darlene Benzoni of San Antonio.

James A. Meurer (BBA '74), of Katy, has been named to the President's Club '84 of Becton-Dickinson & Co., a worldwide supplier of medical components to the health care industry. This is the second time in three years he's received the award. He and his wife, Laurie, have one son, Brett.

Rodolfo Patino (BA '74), of San Antonio, a State Farm Insurance agent for the past five years, recently purchased his own agency location.

Doris Brietzke Slay (BA '74), of Adkins, is a consultant for the Education Service Center, region 20, and an instructional consultant for superintendents and administrators in 52 South Texas school districts.

1975

J. Michael Belz (BA '75), president of the Catholic Life Insurance Union, was recently invited to a briefing at the Executive Office Building in Washington, D.C. Afterwards, he was greeted by President Reagan at a White House reception.

Anthony M. Chapa (BA '75, MA '80) was selected to the 1984-85 class of Leadership San Antonio, a program of the Greater San Antonio Chamber of Commerce. He is currently assigned to the research and planning section of the San Antonio chief of police's office.

George Coronado (BA '75) has been named director of university public safety at St. Mary's University. He received his M.A. in public administration from the University of Texas at San Antonio in 1983. He has been employed by the University of Texas Health Science Center's police department for the past nine years.

Thomas H. Milligan (MS '75) has been decorated with the second award of the Meritorious Service Medal at Sheppard Air Force Base. The medal is awarded specifically for outstanding non-combat meritorious achievement or service to the nation. Air Force Major

Milligan is a detachment commander with the 3314th Management Engineering Squadron. He is married to the former Dorothy De Shays of San Antonio.

Jose A. Mulet Jr. (BA '75) has been appointed district sales manager for Mexicana Airlines in San Antonio. He previously was reservations sales representative for Mexicana. He also has worked in reservations, customer service and general sales with Braniff Inc., Philippine Airlines and other air carriers.

Ked Mullins (BA '75, MA '77), of San Antonio, announces the birth of his fourth child, Patrick Irvine, on Sept. 26. He has two other boys, 7-year-old Michael Kedrick and 5-year-old David Tillman, and a daughter, 3-year-old Deirdre Marie.

Joe Ramos (BBA '75) has transferred to San Antonio after living in St. Louis, Mo., for three years. An employee of Southwestern Bell Telephone Co. since 1974, he is manager of installation and repair in the public services department.

Roger S. Segura (BA '75) married Yolanda Marie Doerfler (BA '81) of Hebronville on Nov. 17 in St. Mary's Assumption Chapel. The couple honeymooned on the West Coast.

1976

Michael M. Gonzalez (BA '76) has joined the San Antonio office of Coldwell Banker Commercial Real Estate Services and will specialize in the sale and leasing of industrial properties. He previously served as director of marketing for industrial real estate for Barshop Enterprises Inc.

Jay Huntzinger (BA '76), of Houston, who received the M.D. from the University of Texas Health Science Center in San Antonio in 1981, has completed a residency in family medicine at Baylor College Affiliated Hospital. In July, he was appointed to the faculty of the family practice department of the University of Texas Medical School at Houston. He is in private practice in family medicine at the U.T. Family Practice Health Care Center.

Michael E. Murphy (BBA '76) has been named controller for Rehler Vaughn Beaty & Koone Inc. — architects, landscape architects and interior designers — in San Antonio. A certified public accountant, he handles all accounting and treasury functions of the firm. He previously was employed as corporate controller of Severance Reference Laboratory in San Antonio.

Steve Nienhaus (Class of '76) has been named building manager of the Crossroads Building in San Antonio. He has over seven years of property management experience.

1977

Tom R. Gonzalez (BA '77) and his wife, Mary Jane (BA '79), of San Antonio, announce the birth of a son, Daniel, on Jan. 16, 1984. Tom, a former counselor at St. Mary's, now works at the Bexar County Mental Health-Mental Retardation Center. Mary Jane is an English teacher at Lowell Middle School.

Gayle Hanna (BA '77), a captain in the U.S. Army Nurse Corps at Brooke Army Medical Center, married Capt. James A. Dasher on June 16.

Jeff R. Landrum (BBA '77) is a vice president in the retail lending division at First City Bank, Central Park, in San Antonio. He previously was a loan officer with Interfirst Bank. He is an active member of the Kiwanis Club of San Antonio and the Davy Crockett Lodge of Free and Accepted Masons.

Morgan Dunn O'Connor (JD '77), of Victoria, was among 10 Americans receiving the Northwood Institute's Distinguished Women Award on Nov. 9 in Beverly Hills, Calif. Northwood Institute is a three-campus college which promotes free enterprise and fosters relationships between business and the arts. O'Connor is executive vice president of Fagan-O'Connor Inc., an independent oil and gas exploration firm. She is trustee of the Victoria Regional Museum Association, Victoria Preservation Inc., the Texas Heart Institute at Houston, the Art Museum of South Texas at Corpus Christi and the Victoria Arts Council. She is also a member of the Texas Sesquicentennial Committee.

Jack H. Welge Jr. (JD '77), of Longview, has become board certified in family law.

1978

Mary L. Brennan (BA '78, JD '81), of San Antonio, was recently appointed to the board of directors of the Bexar County Legal Aid Association.

John P. Fetherston III (MBA '78) has been promoted to senior professional hospital representative in Kansas City, Mo. He and his wife, Gretchen, live in Leawood Estates, Kansas.

Philip Mahar (BA '78) and his wife, Mit, announce the birth of a son, Ryan Lawrence, on Nov. 7.

Candy Dasovich McCaffrey (BA '78), of Columbia, Mo., has established Eagle Ears, a hot line set up to help seventh grade students deal with being themselves. An eighth and ninth grade teacher at Oakland Junior High School, she began the program after seeing the growing concern for "latch-key" children, those who are alone after school. The anonymous hot line is open every day from 3 to 5 p.m. Trained ninth graders staff the

phones, with McCaffrey supervising them.

Ted M. McFadin (BBA '78, MBA '83), of Converse, has completed a year as an accountant in the financial management division of City Public Service. In 1984 he became a member of the City of Converse Economic Development Committee.

1979

John Gargulak (JD '79), of Cudahy, Wisc., is a tax supervisor in the Milwaukee office of Ernst & Whinney. He was in the firm's San Antonio office since November 1979.

Nancy Villa Glanowski (BA '79) lives in Houston with her husband, Mark, and 3 year-old-son, Philip.

Mary Jane Gonzalez (BA '79), of San Antonio, and her husband, Tom (BA '77), announce the birth of a son, Daniel, born Jan. 16, 1984. She is an English teacher at Lowell Middle School. Tom, a former counselor at St. Mary's, is working at the Bexar County Mental Health-Mental Retardation Center.

Michael R. Perna (JD '79), of Denver, Colo., received the master of law degree in transnational business and taxation from the University of the Pacific McGeorge School of Law in May. He is now a senior attorney with the Mountain States Legal Foundation.

1980

Judy A. Atkinson (MA '80) has been decorated with the third award of the Air Force Commendation Medal at Randolph Air Force Base in San Antonio. The medal is awarded to those individuals who demonstrate outstanding achievement or meritorious service in the performance of their duties on behalf of the Air Force. Capt. Atkinson is chief of the quality control branch with Headquarters Air Training Command.

Greg Burns (BA '80) is the new racquetball pro at Amfac Resort at Bear Creek. Before joining Amfac, he was the tennis and racquetball pro at West James Courts in St. Louis, Mo., for four years. In 1982 Burns topped the point list of the St. Louis Metro Tennis Association Grand Prix.

James H. Fuller (MA '80), of San Antonio, was promoted to regional sales trainer with E.R. Squibb & Sons Pharmaceutical Co. He and his wife, Barbara, are also co-therapists working with troubled couples and families. They are both licensed professional counselors.

Veronica Nuncio Garza (BA '80), of Houston, was promoted to customer services manager for

Foley's downtown store. She and her husband, Gilbert Jr., announce the birth of their first child, Trey, born Sept. 15.

Joseph N. Gonzales (BBA '80), of San Antonio, has been appointed to the De Paul Family Center's board of counselors.

Dr. E. Penn Jackson Jr. (BA '80) married Carlayne Mertens, a second-year medical student, on July 21.

Dr. David A. Little (BA '80) is practicing dentistry in San Antonio, after receiving a doctor of dental surgery degree in May 1984. He married Lee Ann Mathers in June.

Dr. Karen A. Montemayor (BS '80) is currently doing a pediatric residency at the University of Texas' teaching hospital in San Antonio.

Glenn A. Swilling (BA '80) has been promoted to the rank of captain in the U.S. Air Force. He is a missile combat crew commander with the 10th Strategic Missile Squadron at Malmstrom Air Force Base in Montana. He is married to the former Mary Huston of Great Falls, Mont.

Bruce L. White (BBA '80) has been decorated with the Meritorious Service Medal in Frankfurt, West Germany. The medal is awarded specifically for outstanding non-combat meritorious achievement or service to the nation. Army Capt. White is chief of the officer management branch with Headquarters, 3rd Support Command. He is married to the former Elsa Loera of San Antonio.

1981

Armando G. Barbosa (BBA '81) has joined Alamo Investment Co. in San Antonio as branch manager in charge of residential loan production. He has been in the real estate industry in San Antonio for more than 10 years.

Yolanda Marie Doerfler (BA '81), of Hebronville, married Roger S. Segura (BA '75) on Nov. 17 in St. Mary's Assumption Chapel. The couple honeymooned on the West Coast.

David P. Leland (BA '81) was involved in a NATO-sponsored exercise to develop uniformity of doctrine, standardize response procedures, and demonstrate a solid commitment to NATO goals. Capt. Leland is a logistics officer with the 4th Infantry Division at Fort Carson, Colo.

Charles E. Messina (MA '81) has been decorated with the Meritorious Service Medal at San Diego State University. The medal is awarded specifically for outstanding non-combat meritorious achievement or service to the nation. Air Force Capt. Messina is an assistant professor of aerospace studies.

1982

Annie Sweetish Ginn (BA '82), of Corpus Christi, is in her second year of teaching third grade in the Sinton Independent School District. She and her husband announce the birth of a son, Christopher John, on Jan. 1.

Patrick McDowell (BBA '82), of St. Louis, Mo., is an examiner with the Federal Home Loan Bank Board.

James F. Shrewsbury (JD '82), of St. Louis, married Dr. Mary Michael Herrmann on Oct. 13. He recently joined the law firm of Kroening, Mertz and Frapolli and continues to serve as an alderman in St. Louis City.

Richard B. Zakrzewski (BA '82), of San Antonio, was coordinator of veterans affairs at St. Mary's following graduation. In September 1983 he became an intelligence research specialist with the Air Force Electronic Warfare Center at Kelly Air Force Base. His job takes him to various parts of the world. He is currently pursuing a master's in English communication arts at St. Mary's.

Paul Zaldivar (BBA '82), of San Antonio, is employed in customer service with Alamo Title Agency.

1983

Wanda N. Busscher (MA '83) has been promoted to captain in the U.S. Air Force. She is a detachment commander at Wright-Patterson Air Force Base in Ohio.

Jason K. Church (BA '83) has completed an officer rotary wing aviator course and received the silver wings of an Army aviator at the U.S. Army Aviation School at Fort Rucker, Ala. Second Lt. Church was among students receiving instruction in helicopter flying techniques, tactical instrument flying maintenance, navigation and radio procedures. He is married to the former Kerrye Kimball of San Antonio.

Mark R. Eaton (MS '83) has been chosen company grade officer of the year for the Electronic Security Command. Air Force Capt. Eaton was selected in competition among contemporaries for exemplary duty performance and military professionalism. Selection was based on job knowledge, leadership, and management of resources. He is chief of logistics with the 6952nd Electronic Security Squadron at RAF Alconbury in England.

Elizabeth Macias (BBA '83), of San Antonio, married Richard E. Miller Jr. on Aug. 13, 1983. She is a computer applications programmer for Satelco Inc.

Edgar Saenz (BA '83), of Stanford, Calif., is completing his second year at Stanford Law School. This summer he will be working

with a Los Angeles law firm. He and his family will move to Spain in the fall, where Saenz will study Spain's constitutional tribunal in an externship at the University of Madrid.

1984

Travis J. Hestilow (BS '84) has been commissioned a second lieutenant in the U.S. Air Force, following

graduation from officer training school at Lackland Air Force Base in San Antonio. The 12-week course trains selected college graduates to apply communication skills, professional knowledge, leadership and management to positions of responsibility. He will now be assigned at Edwards Air Force Base in Calif.

Richard A. Migliore (BBA '84), of Helotes, is working for Texas Valuation Service Corp. as a commercial real estate appraiser.

Joseph John Christy (BA '31) died Dec. 16 at the age of 76. He worked for the Federal Reserve Bank in San Antonio until 1941, when he moved to Washington, D.C., to work as an auditor for Reconstruction Finance Corp. He joined the Army Audit Agency in 1950 as southern district manager in Dallas and Atlanta and retired in San Antonio in 1978. He was an active member of St. Luke's Catholic Church.

Harvey James Buchek (BS '34), of San Antonio, died Nov. 23 at the age of 71. He was a member of St. Luke's Episcopal Church, where he was a member of the vestry and a board member for St. Luke's Episcopal School. He was a member of the trustee advisory board of St. Mary's. Buchek was retired chairman of the board of Alamo Machinery Co., former president of San Antonio Taxpayers League, and a former member of the Kiwanis Club of San Antonio.

Tribute

Paul Daily (BA '27), of San Antonio, who was honored in 1984 as the oldest living athlete inducted into the St. Mary's Athletics Hall of Fame, died Feb. 20. His association with the university spanned more than 60 years. As a student, he played guard on the football team from 1924 to 1926 and outfield on the baseball team from 1924 to 1927. In 1978 he sold his small aircraft engine parts business, donated the proceeds to St. Mary's and made his home with the Marianists priests and brothers at their campus residence. In 1979 he was named a Distinguished Alumnus and in 1981 received the school's first Marianist Heritage Award for his lifelong devotion to the Society of Mary. Last year the school's Booster Club initiated the Paul Daily Athletics Scholarship in his honor.

Farewell to Friends

Three friends of St. Mary's who loved and were loved by the university community have died leaving us full lives as their legacies — H.B. Zachry, Charles Cheever and Brother John T. Donohoo, S.M., Ph.D.

Zachry died Sept. 5, 1984. St. Mary's benefited from the innovation and generosity that marked his life and the company that bears his name. Lourdes Hall, a women's residence hall, is a monument to the modular precast concrete construction technique that he developed.

The Texas A&M alumnus supported his interest and belief in education in many and varied ways. His company endowed a scholarship to help high potential students pursue business degrees at St. Mary's, naming it for Amado Cavazos, a St. Mary's graduate and retired Zachry Corp. executive.

Zachry's membership in the St. Mary's President's Club was evidence of other generous gifts he made to the university during his lifetime.

A member of St. Mary's board of governors from 1958 to 1963, Charles Cheever, who died Jan. 6, was no less generous in his contributions to St. Mary's. In his position on the board, he was chairman of the development council and made faculty excellence the top priority of his development goals.

To honor the man who was its chief executive officer for 16 years, the United Services Automobile Association (USAA) established the Charles E. Cheever Chair in Risk Management at the School of Business and Administration in 1980.

Brother John Donohoo, who died Jan. 11, will be remembered as the highly esteemed designer of St. Mary's successful premedical and pre dental programs. He was a faculty member and administrator at St. Mary's for more than 30 years — 18 of those as chairman of the biology department.

A tireless and beloved teacher, he guided countless students through a health science program which was highly regarded by medical and dental schools. He was given an award of appreciation by the Bexar County Medical Society and the Texas Association of Advisers for the Health Professions for his contributions to the preparation of students for medical professions.

During his long career at St. Mary's, Donohoo also worked as director of financial aid, supervisor of student residences, moderator of fraternities, vice president of student services and director of the physical plant.

CONTINUING A PROUD TRADITION



Every year the St. Mary's Alumni Association helps outstanding students fulfill their promise by awarding several full-tuition and several partial-tuition scholarships. "Funding these scholarships is one of the most important things we do," says Director of Alumni Relations Mary Gwynn Etlinger (BA '79). "It's very gratifying to watch young people blossom as a result of their education here."

To raise the money necessary to continue the scholarships, the Alumni Association sponsors the annual

Scholarship Sweepstakes every April. This year's sweepstakes is at 9 p.m., April 20 — and is part of the Fiesta Oyster Bake activities.

The winner of the event will drive home a Mercedes-Benz, 300-D Model. But every participant will have the satisfaction of knowing that the money raised will go toward helping high-potential students pursue their education.

Established in 1976, the Alumni Association Scholarship Endowment has — to date — provided nine full-tuition scholarships and eight partial

scholarships to deserving young people.

You may turn your sweepstakes tickets into the Alumni Relations office through April 19. On the day of the event, they can be turned in at the Sweepstakes Ticket Booth at Oyster Bake.

Because of the rising cost of higher education, the suggested donation is \$5 per ticket; no purchase is necessary to be eligible to participate and win.

If you have not yet received your tickets, they can be picked up through Alumni Relations or at the sweepstakes booth on the day of the event.



**THANKS, DAD,
FOR RECOMMENDING MUSIC LESSONS,
SUMMER CAMP . . . AND YOUR ALMA MATER.**

When it came to her college education, nothing but the best would do. That's why we decided on St. Mary's University — and its School of Business and Administration. It's one place where the professors know you by your first name and bring a special values orientation to all their teaching.

My daughter, the CPA. Prepared. Confident. I'm sure she's ready to take on the challenges of the big corporate world.

Just hope she'll have the time to get to my tax return.

St. Mary's University — a proud past, a proud present — and the desire to push forward in the future. At St. Mary's, the decision has been made — for excellence.



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