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Fall 1985

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ST. MARY'S UNIVERSITY

a's all in the day's work" — a lesson learned along the way from classroom to career by St. Mary's alumni (left to right) Robert M. McAdams, partner, Carneiro, Chumney & Co., CPAs; Dr. Deborah D. Diaz, dentist, private practice; and Donald M. Britt, vice principal, H.B. Zachry Middle School.



#### EDITOR'S NOTE

# "It's all in the day's work."

Current since the 18th century

In this issue we turn our attention to the world of work — and particularly to the ways St. Mary's assists its students to succeed in that critically competitive, ever-expanding arena — the work place.

In our new Focus department, the cover story, "From Classroom to Career," takes us to the front lines of this transitional process — to our campus career planning and placement offices — and provides a look at some of the opportunities available to help our students get noticed and hired during those important first interviews. Additionally, St. Mary's curricula include internships that earn students academic credit and cooperative education jobs that are arranged between the university and employers. Both of these work-experience programs provide valuable hands-on contact with the "real world" of work, and serve to motivate students to achieve in school -and beyond. The department also directs us to that hidden paycheck tucked within your employee benefits program and asks an industrial relations alumnus to comment on future trends in compensation packages.

In our On Campus interview, we get down to business to consider the workup of an industrial engineer — and discover that people is what it's really all about.

Working through the issue we come to Sports and a story that scores well for the philosophy that today's good athlete makes for tomorrow's strong executive.

Academe picks up on our issue's theme and presents a management professor's tried and true strategies for the making of an effective

communicator — and a worker who wins!

In the midst of the mounting preoccupation of America's work force with securing that next impressive job title on the way to the top of the corporate ladder, our Class Notes department features an alumnus who's decided to think for himself, strike out on his own, and court success as a professional trouble-shooter.

Finally, our centerspread Profile highlights Brother Arthur L. Goerdt, S.M. He's a man who has lived through 73 years of the world's most radical changes — and yet knows that his work is still the same — praying.

As always, we really appreciate hearing from our readers and encourage you to drop us a line and tell us how you feel our magazine could be improved in the issues to come.

I thoroughly enjoyed Dr. Trankina's recent article in your Gold & Blue. Something useful and interesting for ALL the alumni.

Dr. Urban G. Terbieten (BA '55, BS '57, MA '68) Yancey, TX

Please make a change on your mailing list so that I can continue to receive an issue of Gold & Blue... a magazine I have begun to look forward to receiving. You're doing a great job!

Rev. Lawrence Doersching, S.M. (BA '67) Berkeley, CA

Thanks to your Gold & Blue, I feel that I have known you for a long, long time. My compliments on a great magazine. I'm sure you've had many, many folks tell you that

the magazine keeps them in touch with St. Mary's — count me as one more of those folks! Your article on Brother Rodney was great — it captured the man . . . . I have never been associated with a more dedicated man than Rodney. He would give everything he had to you today, and do it again tomorrow . . . . Again, my congratulations on a great magazine. Keep the same format. My prayers are with you.

Gene Kwasinski (BA '61, MA '76) Ballwin, MQ

I have read with interest in two of the issues of Gold & Blue the biographical sketches of Bro. John Donohoo and Bro. Andrew Cremer. Both articles describe well the Brothers as I knew them when I was a high school student of theirs and later on in Community both at St. Mary's University and elsewhere. I keep in touch with some 24 classmates (Chaminade '42) and would like to include copies of these articles in this year's Christmas mailing. Wishing you continued success in your publication.

Louis W. Pinckert, S.M. Marianist Seminary Community Toronto, Canada

Sincere thanks for your continued support. We'll be looking foward to hearing from you soon.

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



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#### From Classroom To Career

How does that intriguing metamorphosis of pupil to professional occur? At St. Mary's, it's taking place day in and day out — workday, that is — and it's a good workout, too, for the university's career planning and placement officers. Vicki H. Sledge takes us through the exercises of fitting students for life-after-school.



Profile: Brother Arthur L. Goerdt, S.M.

It seemed like all his schoolmates were joining the Marianists — Joe Schmitz, George and Louis Schuster, Charles Rahe and George Menke — even his own brother, Ed. Finally, Art's chance came — but, as he reveals to Nancy A. Roth-Roffy, he's never considered that decision of long ago a gamble. He's just always believed in *praying* on the future.



Communication In The Work Place

We all want to be effective, contributing members of the work force — and begin by bringing to our positions a positive work ethic. Effective strategies for intraoffice communication can also go a long way in polishing our performances, and Marian C. Schultz, Ed.D., St. Mary's management professor, suggests a few for our neo- (and not-so-neo-) professionals.



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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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# FOCUS

# CLASSROOM TO CAREER

# St. Mary's Role in the Transition to the World of Work

by Vicki H. Sledge

he scene is a familiar one to St. Mary's placement director: the senior saunters into her office a few weeks before graduation.

"I want to go into public relations or marketing research," the student declares.

"And why do you want to do that?"
Rosemary Droke repeats
enthusiastically for the thousandth
time.

"Because I love working with people."

"And what do you expect to do in this marketing job?" asks Droke.

With broad, descriptive gestures, the student relates his perception of the dream career. "So where can I get a job?" he concludes.

"Nowhere!" says Droke.

Droke has watched students and graduates tramp across her threshold for 12 years. The faces and career choices change. But the repeated misconceptions never vary: idealistic, foolish, unrealistic, ambitious. Or just hopeful.

Many alumni struggling in dead-end jobs or, worse yet, looking for new ones wonder at the expectations of graduates coming out of St. Mary's University these days. They have forgotten that they, too, were once idealistic, foolish, unrealistic, ambitious and hopeful.

From classroom to corporate cubicle—the transition is a difficult one, as countless St. Mary's grads begin an alltoo familiar course of job hopping.

Their quest: the perfect job. And the

question emerges, "Does St. Mary's help prepare its students for the sometimes harsh realities of the world of work?"

Fay Bourgeois, St. Mary's School of Law placement director and teacher of a graduate course in career planning and development, relates three theories of why we choose the work we do. "We choose a job that meets our needs. We imitate our parents. Or we choose a career that fits our interests and personality."

Many graduates choose a job because it's in San Antonio, because the position has a prestigious ring to it or because hours are from 8 to 5 with no overtime. Choices are being made today more often because of the lifestyle a graduate wants to lead than the career field he wants to pursue.

#### When To Begin?

A licensed professional counselor in Texas, Bourgeois ponders the puzzle of just where that preparation for the world of work should begin. She believes that by the time college rolls around, it may be too late.

"Some say it should start in school," she says. "Not high school. Elementary school. That's where the realities need to be addressed, where students begin to discover their interests, their aptitudes and personalities. By the time they get to high school, though, counselors are dealing with short-term rather than long-range problems. Consequently, most students come to college unaware of what their skills are,

what their values are, and just how they feel about things."

"The students who walk through our doors these days are the best dressed bunch of kids I've ever seen," Rosemary Droke says. "But their expectations of what they're going to be doing and earning after they graduate are totally off. They know someone else making \$24,000 and think that they should expect that too. They don't consider that that other graduate might have gone into a high tech field that is in high demand."

Some students, she believes, have unfair expectations built in by their parents: "Dad says, 'I'm paying for you to go to school. You're going to be a doctor.' They're scared their parents will be disappointed.

"I'm just not sure whose fault it is," she says. "Preparation for reality can't always be learned in the classroom."

Bourgeois sees the problem in law students as well. Many have the knowledge of their field but lack selfassessment, communication and research skills.

It's a frustrating task for both women in placement, who believe that St. Mary's has the resources for helping students gear up for employment realities — if only the students would take advantage of them.

One resource provided by St. Mary's placement office is SIGI — System of Interactive Guidance Information. It's a big name for a process of career selection based on

the student's values. Communicating with a computer terminal, the student weighs different values, chooses interests and winds up with a print-out of careers appropriate to him. "It's a decision-making tool," Droke explains, "terrific for freshmen and undecided majors."

The student with no job experience or an unmarketable degree also gets special help in writing a "skills resume." Droke helps analyze responsibilities he has had and translates those activities into solid experience, using such words as "managed," "demonstrated," "presented," "supervised" or "maintained."

But many students never seek the help available to them. Low visibility of the placement office is a problem.

"Half of St. Mary's students don't know where the placement office is," Droke says. "There's no way we can be sure they even know we're here. We're not exactly on the beaten track."

Law Career Preparation

Fay Bourgeois meets with about half of the law school's first year students on an individual basis each year. The meetings begin three-year-long relationships which include resume writing, videotaping interviews, mock interviews, counseling, referrals and information interviews with local attorneys. Professionals come on campus to present seminars on starting one's own law firm, practicing in a small town or working in a large accounting firm.

Bourgeois, familiar with the SIGI career selection system, has also made a proposal to the National Association of Law Placement to customize the system for law students. The modified computer program would help law students narrow their choice from the broad field of law to one particular area, such as maritime law, domestic relations or oil and gas law.

All the preparation of law students is geared toward the Big Interview. Some 75 employers will come to the Law Center this fall with jobs in hand. Another 75 will request that resumes be sent to them. The potential employers seeking St. Mary's law students have increased threefold since Bourgeois took the job four years ago.

"Employers want graduates who can come in and hit the pavement running," she says. "They don't want to have to show them where the courthouse is or how to write a brief or how to use the library. We hear employers telling us, 'We want graduates from your school, because your students know how to research, how to represent and how to ask questions.'"

Bourgeois learned an important

Having worked in St. Mary's undergraduate placement office prior to going to the law school placement office in 1981, Bourgeois believes the law school has an advantage in preparing its students because it is a specialist school, with a good blend of



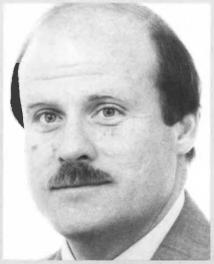
ob McAdams (BBA '65)

is convinced the accounting background given him by Brother George Malacek gave him the practical skills needed to pass the certified public accountant exam. Today a partner in the San Antonio firm, Carneiro, Chumney & Co., which hired him right out of college 20 years ago, he recalls: "I was apprehensive about starting the job. I remember thinking, 'I should take my accounting books with me in case I need to look up something.' But I handled the job just fine and didn't even have to use the books!"

lesson a few years ago when she called a law firm to "sell" a St. Mary's law school graduate. The employer told her, "Stop being a den mother. We want someone with initiative who can sell himself."

theory and experience.

Most law students realize that there will be trade-offs. They know they can go to work for a prestigious law firm—fresh from law school with no experience—and command a \$35,000 salary. The catch is, they'll be working



# Employee Benefits — The Hidden Paycheck

The list of benefits available to employees entering the work force today reads like the menu board at Luby's Cafeteria. "Cafeteriastyle," in fact, is the way benefits specialists describe an innovative trend in employee compensation.

The first question most St. Mary's graduates ask when looking at potential jobs is, "How much does it pay?" What they should be looking at, one human resources executive says, is the total compensation package that includes the hidden — often non-taxable — income provided by benefits.

Charles Umscheid (BBA '61), director of industrial relations for Chromalloy American Corp.'s turbine support division in San Antonio, points out the most people look at benefits as being something different from compensation. "Benefits are compensation," he insists. "And they're worth a lot of money."

Umscheid explains that benefits generally fall into these categories:

- Income stabilization, such as disability insurance and workers' compensation;
- Job loss protection, such as severance pay;
- Paid time off holidays and vacation;
- Expense reimbursement for travel or relocation;
- Matching contributions for charities or educational institutions;
- Employee services, such as child care, educational reimbursement, subsidized cafeteria or recreational facilities;
- Health care:
- Deferred income, as for pension plans; and
- Personal loss, such as auto or group insurance.

Of course, no company has every benefit in every category.

But a cafeteria-style trend in benefis management allows the employee to pick and choose up to a certain designated dollar value.

"Years ago, employers took the attitude, 'We know what's best for our employees,' "Umscheid says. "It's a different world out there today. Nowadays, employers say, 'We're going to give you a certain amount of money for benefits. You choose which benefits you want.' They realize that employees know better than they what's needed for their own lifestyles."

Twenty-five years ago, employees were happier with benefits — because they were something new and unexpected. In 1985, employees have come to expect basic benefits, which include life, health and dental insurance, vacation, sick pay and holidays. But tomorrow's graduate will be looking at the most innovative compensation packages — salary and benefits — ever. Employee benefits on the horizon for these alumni include group rates for legal counsel, employee physical fitness programs, day care for their children — even financial assistance for adoption costs.

Despite his professional emphasis on tangible benefits, Umsheid holds a personal conviction that the intangible benefits — advancement and the knowledge that one is doing important, meaningful work — are the ones that count. Unfortunately, employees don't choose employers for those reasons.

"Employers are spending more and more and getting less and less in appreciation and satisfaction for their investment," Umscheid says. The situation seems no-win for both

employer and employee.

"All companies have benefits," Umscheid points out. "The most important thing is whether the job is challenging. If I were looking for a job today, I'd be looking for a company where there's a lot of advancement, where I could express my full potential. I would hope that as I grew, so would the organization grow and continue to meet my needs. No one ever thinks he's compensated enough. But if you like your job — that's what's important."

—Vicki H. Sledge

a 60- or 70-hour week.

That reality is not one that many young women who are mothers choose for themselves and their families. But if they're top students like Faye Bracey (JD '81), who was editor-in-chief of the "St. Mary's Law Journal" and clerked for a federal judge, prestigious firms will often negotiate less demanding jobs.

Bracey and the San Antonio firm, Martin, Shannon & Drought, reached an agreement which, at the time, met the needs of everyone — the firm, Bracey and her family. The young attorney worked three days a week at the firm, so she'd have more time with her baby daughter. Clients could call her at home if necessary, a comfortable situation for both Bracey and her clients.

But as her client list grew, the commercial real estate attorney began to want more independence in her work. The three days grew to five, from 9 a.m. to 4 p.m., with additional work taken home. Recently, she agreed to resume full-time work when she returns after the August birth of her second child.

"There's a lot of room for flexibility in my job," she says. "But there are always trade-offs." Bracey wants it all and is now at the point of finding out whether that dream is possible.

Unfortunately, not many employers are as trendsetting as Bracey's. And leverage isn't something every student possesses, especially undergraduates.

At the undergraduate level, more companies came to St. Mary's 10 years ago than there were graduates looking for jobs. But these days, fewer and fewer companies come to campus. They don't have to anymore. They're being bombarded by applicants from all directions.

Although approximately 150 companies — plus military branches and law schools — hold interviews on campus each year, the role of the placement office which Droke directs no longer focuses on providing opportunities for students to interview. Now the placement office teaches students how to go out and find their own jobs — to compete with others from the outside.

A case in point that Droke likes to cite is one close to home. Trish Perkins, a 1985 graduate in political science, worked in Droke's office as an (Continued on page 6)



Law student Sara Lauderdale, right, is typical of the many St. Mary's students fulfilling internships that include community service. Mary Anne Crosby, left, her faculty superviser, explains a legal point in Spanish to senior citizen Ernestina Castillo.

# Internships, Career-Related Jobs Beat 'Graduation Panic'

It's a Catch-22 situation: looking for that first job after graduation with little or no experience — and knowing there's no way to get experience until you get a job.

It's one thing to perform well at school — and good grades certainly indicate industry, talent and discipline — but quite another to shape up in the real world of work. This point is reflected in some business leaders' current disenchantment with hotshot MBAs who can be heavy on textbook theory and light on real-world savvy.

But you're a busy college student, studying hard and trying to balance your lifestyle so all work and no play won't make you a dull boy or girl. Attending classes, hitting the books, fitting in some social life. How do you get that valuable experience that may save your application from being seen by an employer as little more than a rundown of school activities?

It's a problem for which St. Mary's has found the perfect solution.

Long before students are ready to graduate, faculty members — plus staff hired specifically to find jobs for students — are regularly contacting employers to arrange work experiences

that match academic programs.

Some arrangements are unpaid internships that earn students academic credit as part of a prescribed program of study. Others are paid, part-time, full-time, or between-semester jobs geared to students' majors, interests and career aspirations.

Paid cooperative education jobs — so called because they involve cooperative arrangements between St. Mary's and the employer — do not carry academic credit. Just the same, they are selected and monitored by St. Mary's professional job-developers and faculty to ensure relevance to students' needs.

Without doubt, internships and career-related jobs can motivate students to succeed in school and after. Paid jobs, for instance, can mean the difference between a student staying in school or dropping out. Moreover, students learn to budget time and money by earning a regular income and juggling school and job responsibilities. Further, jobs and internships expose students to careers they need to try, while giving them that highly valuable experience to describe on their resumes.

Perhaps even more important, workexperience programs provide valuable mentors for student apprentices in a sheltered environment that commits both the employer and the university to review performance and present feedback.

And just as valuable as acquiring

hands-on know-how, are students' opportunities to meet real-world professionals and establish contacts that can lead to attractive job offers by the time they graduate.

"My internship/job did wonders for me," students write in their reports. "It showed me I *could* cut the mustard.... Once they saw my work, they began to rely on me, and that boosted my morale... developed my sense of responsibility...."

Right at the top of the many advantages that students gain from work experience, they say, is confidence — that crucial ingredient so vital to success, especially for students facing the terrifying campus affliction known as "graduation panic."

Emphasizing that confidence has been her greatest gain in a legal aid internship, third-year law student Sara Lauderdale discussed her fears of becoming an attorney with no court experience, in an interview in the San Antonio Light.

"Having gone through this gets you familiar with what you'll be doing," she said.

Lauderdale is among law students performing needed community services while earning credit for their degrees. Supervised by an attorney, the students help poor and ill senior citizens with legal problems such as wills, probates, guardianships, family law, and the rights of landlords, tenants, creditors and consumers.

Other students whose work benefits the community include those majoring in sociology, psychology and counseling. They help troubled people while gaining insight into these professions.

Thus, throughout the university, students are getting a taste of what their futures may hold. Budding political scientists and students preparing for careers in public and institutional administration are trying out positions in state, federal and local government — some even functioning as city managers in small municipalities. Business students are gaining practical experience in banks, savings and loans, accounting offices, marketing departments, advertising, etc. Computer science students are working in high-tech companies; English communication arts majors in newspapers and magazines; future teachers in pre-school centers; and premed majors in hospitals and medical laboratories. - Sylvia A. McLaren

intern. When she went to her boss for counseling about her own career, she stated her dilemma succinctly: "I've got the wrong major to get a job. Nobody wants to hire political science majors."

Droke told her, "Forget what they want. What do you want?" The placement director is convinced that a major isn't as important as the way the student feels about herself. She knew that Perkins' personality and confidence could get her any job she wanted.

Perkins followed Droke's advice, refined her job-search skills, used networking to establish local contacts and took a summer internship with the National Federation of Republican Women in Washington, D.C. — banking on the chance that it would lead to something permanent. Her bet paid off. Perkins recently accepted a position with the Republican National Committee. Droke likes to think she had a hand in preparing Perkins for the workforce.

#### On the Job

Once on the job, young employees today aren't willing to sit around for 10 years awaiting a promotion, even though, as one St. Mary's administrator admits, that's often what it takes in order to gain experience in certain fields. And, unlike their predecessors of 40 years ago, they don't feel eternally indebted to employers for giving them jobs.

"Graduates today want set hours with no overtime, no travel, good benefits and a high salary," Droke says. "They're looking at immediate rewards. Companies today are looking for someone who will be a 'company man' — or woman. Do they have a right to expect loyalty? I think a company does."

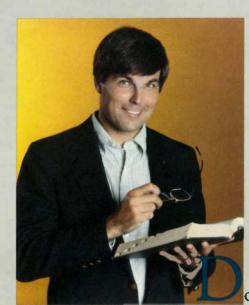
Results of a survey of May 1985 graduates conducted by the placement office indicate much dissatisfaction and a desire to change jobs — after as little time as two months on the job.

Nationally, the average employee stays with his first job three years, at which time a person usually moves up or moves on. "I'm not seeing that with our recent graduates," Droke says with a perplexed shake of her head. "They're staying six months, eight months, a year. Most think a year is all they should give."

Information gathered by St. Mary's business school professors, Dr. Charles

Weaver and Dr. James Carpenter, echoes the St. Mary's survey. Their study indicates that fewer people are satisfied with their jobs than were satisfied 25 years ago. Their evidence also shows that in the last 10 years, the values of employees have changed

"As the job starts, satisfaction drops almost immediately. We've given students so much preparation for their long-term careers that they become dissatisfied when they can't use everything right away as they expected."



onnie Britt's (BA '77)

physical education training at St. Mary's made him aware that the profession he had chosen — coaching — was going to consume a lot of time in life. From teaching and coaching, he's now moved into the vice principal's chair at Zachry Middle School in San Antonio. "The thing I remember most vividly at St. Mary's is the realization that there were a lot of people who would go out of their way to help me. People like Buddy Meyer. St. Mary's was much more personal than just sitting in a classroom."

toward more concern for money and less concern for intrinsic job factors such as a feeling of accomplishment and doing meaningful, important work.

"Satisfaction upon hiring is the highest," Carpenter says.

The associate dean of the School of Business and Administration calls the university's task "reality orientation," admitting that it's difficult to prepare students for the day-to-day details they encounter on the first job.

Although research shows satisfaction

increasing after a year or two at work, Carpenter points out that employees today pledge greater allegiance to their professions than to their companies. "For these persons," he says, "more money will decrease their dissatisfaction, but it won't increase their satisfaction. These employees depend on peer recognition, professional development, advancement — the intrinsic rewards —as their 'satisfiers.""

#### Placement For Long-Gone Alums

Although St. Mary's placement office is geared toward the job needs of graduating seniors — with only two persons, Droke and Beth Johnson, a recruiting coordinator, on staff — many alumni call for help. And Droke admits she's never turned away an alumnus.

Most calls are from alumni who have graduated within the previous 18 months and are in a job they're unhappy with. Most never set foot in the placement office while they were on campus.

"It's frustrating," says Droke,
"because I could have been working
with them as students in a group. But
they were too busy and didn't want to
take the opportunity to explore. Now
they drain us in the summer. When
one alumnus calls, it takes one-on-one
sessions, referrals and resume
preparation. It's time consuming. I
spend 10 times more time with an
alumnus than with a student."

St. Mary's offered a grant-funded alumni placement service in the late 1970s. But the service, which alumni paid for, did not become self-sufficient and subsequently folded.

#### The Employer's Perspective

St. Mary's graduates enjoy a longheld reputation for having received a top-quality education. But no smart employer will hire a St. Mary's graduate just because he's a St. Mary's graduate. "It can get him in the door though," Droke believes.

Employers consider the student's major and related work experience — although any work, even unrelated, is better than no work at all. Their selection hinges on grades and skills. But they also want a willingness to work and to learn —someone who is eager, ambitious and displays a good attitude.

A question Droke hears almost every employer ask students is, "Why

did you select St. Mary's?" How the student answers becomes an important part of the selection process. And the answers are as varied as the students: "Small classes." "I wanted to know my professors." "My parents wanted me to have a value-based education." "I

skills needed for a particular job. "But employers come to St. Mary's," Fay Bourgeois says, "because they know they'll find special graduates. Graduates who are ethical and professional and approach work with the Christian background our university gives."



r. Deborah Diaz's (BA'78)

graduation from St. Mary's was only one step in her journey toward becoming a dentist. The daughter and sister of doctors, she thought she knew what caring for people every day would be like. "St. Mary's was excellent in preparing me for dental school," the biology major says. "I did great in school and benefitted from the small classes and individual attention. But I didn't realize what the routine of being a dentist would be like someday dealing with people and their problems. paying bills, running an office." Diaz has been practicing dentistry for three years now in downtown San Antonio.

got a good feeling when I visited the campus."

Employers looking for bright new employees do hold a special regard for the St. Mary's graduate. Almost any student from any college is equipped with the knowledge, education and Bursting bubbles, as Droke often defines her job, is no fun. But the task of opening eyes to life-after-St. Mary's is a necessity. And it helps fulfill the university's role in transforming students' education and knowledge into real, tangible success in the world of work.

# **ALUMNEWS**

# CALENDAR

#### November 8:

Red Mass San Fernando Cathedral, 5:30 p.m.; Reception following at the Gunter Hotel

#### November 9:

Dedication of Ernest A. Raba Law Building; Law Center; 3 p.m.

#### November 9:

Law Alumni Banquet The Bright Shawl; 7 p.m.

#### November 9:

Alumni Basketball Game
Alumni since '76 take on this
year's Rattler men's team in spirit
of friendly rivalry.
Women's game at 7 p.m.
Men play at 8:15 p.m.
Free admission.
Reception hosted by St. Mary's
Athletics Booster Club follows in
Alumni Gym

#### November 22:

Style Show
Faculty, alumni and special guests model fashions by Foley's
St. Anthony Inter-Continental
Hotel; Cocktails 7:30-8:30 p.m.;
Show 8:30-9:30 p.m.; dinner and dancing follows. \$15 per person.
Reservations by Nov. 20

#### November 27-December 1:

Thanksgiving in Acapulco Trip includes roundtrip airfare via Mexicana Airlines, four nights at newly remodeled Acapulco Ritz on the beach, airport transfers, tax and tips. \$299 per person, double occupancy. Special rate for children under age 12.

Plans are being made to hold reunions for the classes of '61, '66 and '76. Be a part of the fun. Call Alumni Relations now (436-3324) to volunteer to help with your class reunion.

# On the Horizon

# January 30:

Alumni Reception

#### February 28:

Distinguished Alumnus Dinner

#### March 2:

Alumni/Admissions Reception St. Louis

#### March 3:

Alumni/Admissions Reception Houston

#### March 4:

Alumni/Admissions Reception Dallas

#### March 6:

Alumni/Admissions Reception Laredo

#### March 7:

Alumni/Admissions Reception Corpus Christi

#### March 15:

Faculty Appreciation Dinner

## April 11-13:

Homecoming Weekend '86 Activities include reunions for fraternities, sororities and classes of '61, '66 and '76, and a golf tournament

#### April 12:

Athletics Hall of Fame Luncheon

## April 12:

Homecoming Oyster Bake

# April 19:

Fiesta Oyster Bake

For more information about any event or to R.S.V.P., call Alumni Relations Office, 436-3324.

# ON CAMPUS

# Around the Quad

Edward J. Lodell, Deirdre Harkins Richards Professor of Entrepreneurship at the School of Business and Administration, has been reappointed to the San Antonio advisory council for Region VI of the Small Business Administration (SBA). The region includes Texas, Arkansas, Oklahoma, Louisiana and New Mexico.

Dr. Charles Cotrell, dean of the School of Humanities and Social Sciences, discussed the new core curriculum on Catholic Cable-TV Channel 36's program "Vistas." The interview was also shown on Channel 17, the University and Fine Arts channel on the Rogers Cablesystem.

Dr. Paul C. Goelz, S.M., formerly the Myra Stafford Pryor Professor of Free Enterprise, has been named director of the Algur H. Meadows Center for Entrepreneurial Studies at St. Mary's. Dr. Wayne Ferguson, who was the Emil C.E. Jurica Associate Professor of Management, has assumed the free enterprise chair held by Goelz. Management professor Dr. Charles N. Weaver has been named to the position of Emil C.E. Jurica Professor of Quantitative Management. The endowment recognizes faculty members who are distinguished teachers, researchers and leaders in business professional organizations. Dr. James Carpenter has been appointed associate dean for academics at the School of Business and Administration.

Candy Kuebker, associate director of Admissions, and Ken Slavin, development writer, have been named to the "Future San Antonio" committee of the Target 90 Goals for San Antonio Arts and Culture Council.

Dr. Donald Haney, assistant professor of quantitative management, was one of 50 persons selected to participate in an advanced information systems faculty development institute at Indiana University this summer. His participation was funded by a U.S. Department of Education Title III

grant aimed at the "retooling" of faculty from one area of expertise to another. Haney retrained in the area of information systems management at the American Assembly of Colleges and Schools of Business-sponsored institute.

Dr. William Hamm, S.M. was interviewed on WOAI Radio's "Morning Magazine" program on Space Shuttle II and the infra-red telescope used in the summer '85



Four-year-old Brandon McKelvey and his mom, Heidi, were part of the "Music for Mom and Me" classes held this past summer at St. Mary's. Assistant music professor Mark Williams, a nationally recognized authority on the Kodaly concept of music education, taught children and their moms musical games, songs and rhymes. The classes were also designed for the expectant mother whose unborn child can hear sounds from the world outside as early as three months before birth.

flight. The telescope was a project of alumnus Dr. Giovanni Fazio, noted astronomer at the Harvard University Smithsonian Astrophysical Observatory and principal scientist for the project. Hamm, Fazio's former physics professor, also explained Fazio's role in the project on a KXZL Radio talk show. KMOL-TV featured the telescope during evening newscasts.

The article, "A Retirement Plan Decision Model for Small Business," by Dr. Jerry D. Todd, School of Business and Administration, has been selected as the outstanding feature article of 1984 in The Journal of Risk and Insurance. The article reported the results of a model designed to project the wealth at retirement of the small business owner with and without retirement plans. Todd's computerbased model showed that, in some instances, owner wealth is actually higher after contributions to a retirement plan than if there were no plan.

Gerry Beyer, law associate professor, outlines how to set up draft trusts for minors and incompetents in Texas in "Estate Planning Developments," an estate planning newsletter published for a readership of 5,000 attorneys and other professionals in Texas. Such trusts, says Beyer, provide for professional management of property earmarked for a minor or incompetent and also avoids having the court appoint a guardian to administer the estate.

**Dr. Edna Fiedler**, psychology department chairperson, held a research associateship during the summer to work on research in the Human Resources Lab at Brooks Air Force Base. **Dr. Maria Zavala**, economics department, will be in Washington, D.C. through this year writing a book and doing consulting work for international monetary agencies.

—Ітта Сиеттего

# Renovation Moves Law School to Number-One Spot

The exterior hasn't changed much and the building's still round. But what's happened inside has altered the very personality of what was once the library at the St. Mary's School of Law.

This renovation project — funded by the same gift which built the new Sarita Kenedy East Law Library — has resulted in a modern, beautiful facility. The layout of concentric circles houses faculty offices, classrooms, conference rooms, a faculty library and student organization offices.

"With this project complete," law school Dean James Castleberry says, "we truly have one of the most outstanding physical plants of any law school our size in the United States."

The Ernest A. Raba Law Building will be dedicated during the annual law weekend on Saturday, Nov. 9, at 3 p.m. The weekend observance begins on Friday with the day-long Procedural Institute, co-sponsored with the State Bar of Texas, and Red Mass at 5:30 p.m. in the downtown San Fernando Cathedral. A reception follows at the Gunter Hotel.

A law alumnus will be honored at the annual law alumni banquet on Saturday evening at the Bright Shawl.



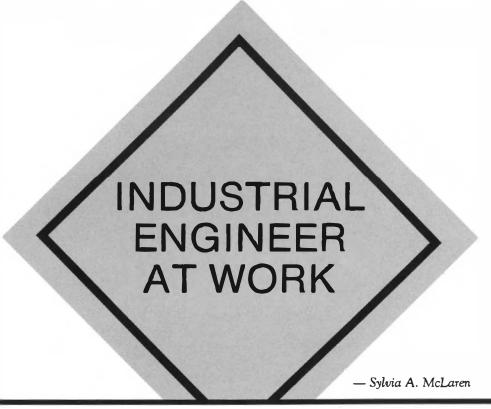


This summer, Bonnie Roberts and other faculty members moved into attractive private offices decorated in colors of rose and blue, left. School of Law Professor Tom Black does research in the faculty library which the newly renovated building now houses on the second floor, above.

Bright semi-circular classrooms where Gerry Beyer and other faculty teach were built into the former portico of the old law library, below. The familiar spiral staircase, right, in the faculty building now leads from a cozy student lounge area up to a contemporary reception room.







# "The number one concern of industrial engineers must be people."

n spite of widespread knowledge about the impact of high tech, the field of industrial engineering seems still to be full of mystery to many people.

To find out more about the work, Gold & Blue talked with the chairman of our engineering department, Dr. Abe Yazdani. Here's what he had to say:

"I am proud to say that St. Mary's industrial engineering program is well on the map," he began. "Its importance and visibility have been greatly enhanced, of course, by the prestige of our being the only university in the area with an industrial engineering program that is accredited by the highly respected Accreditation Board for Engineering and Technology (ABET).

Q. What would you say the primary function of an industrial engineer is?

A. To deal with systems of production — any production. It might be a factory assembly line; the distribution or flow of goods and services; designing an efficient inventory system for stores — also designing efficient goods and work places — the possibilities are limitless.

Q. Then isn't the occupation's name, industrial engineering, rather a

misnomer? Aren't we talking about a management function, something like time and motion studies that you'd get in our School of Business?

A. No, although a combination of options for the B.B.A. could come close. The big difference is that industrial engineers must have technical knowledge and training as well as management skill. That's why our program includes subjects like engineering mechanics, engineering graphics, electricity and magnetism, strength of materials, materials science, quality control and reliability, applied mathematics, chemistry, electronic data processing and so on.

Q. Would you say then that a person preparing for this career should be good at math and very technically oriented?

A. Well those interests are important, but I want to emphasize that the number one attribute for success in the field is a deep interest in people.

Q. Why is that, if they are going to be technical experts?

A. Because there really is no activity on the face of the earth that doesn't involve people. You can't have factories without people to run them — even

factories with robots. Robots and machines don't have minds of their own. They are designed by, and work and produce at the bidding of, people.

Therefore, industrial engineers need at all times to be aware of people at work. And they definitely need to be creative. It is their job to help people produce better by say, finding out their attitude to the work and if negative, why; perhaps rearranging work locations; testing to see if it's better for workers — and hence for production — to sit down, stand up, use a certain kind of chair, not let their eyes get tired. It is the industrial engineer's job also, in cooperation with others, to see that workers are protected from danger, boredom, hazards of any kind that will interfere with smooth operations and efficient production. They have to make sure, for instance, that workers have the parts and equipment they need, when and where they need them. They strive to motivate workers to want to perform well because they are proud of their jobs and know that management cares about them.

That is why our students study psychology, work design, human factors, work measurement, operations research, manufacturing processes — they must develop good skills in dealing with both workers and

management; have a good personality; be interested in the big picture, not just a tiny segment of it, so that the whole operation will run smoothly, efficiently, and profitably.

You can see why industrial engineers must be prepared to deal with . . . listen to . . . take into account . . . be patient with . . . the human beings in charge of operations and the workers who actually perform the jobs.

# Q. Are there specialties within the general field?

A. Yes there are. Take industrial design and, as an example, something you might do every day like turning on the kitchen stove. You may not realize that where the switches are is a very important matter that somebody had to decide. That's industrial design. Consider the dashboard of your car, a seemingly little thing like where the ashtray is could lead to accidents and has, when the design was bad. Imagine the complexity of the control panels packed into the cockpit of a plane. That calls for expert industrial design. Hundreds of lives are at stake if poor placement of all those dials gives pilots undue opportunities to make mistakes. Office furniture should be efficient and psychologically pleasing — not distracting or gloomy — and that's up to industrial designers. I could go on and on.

# Q. Are industrial engineering jobs open equally to women and men?

A. Definitely. I'm glad you asked that. In fact, women have certain characteristics that lead to success in the field. To begin with, let's kill the myth that women are not as good at math as men. They usually are, but more important are many women's exceptional skills with people. They tend to readily perceive trouble and want to put it right without riding roughshod over feelings. I think women are more sensitive to that side of the work than men.

# Q. How many industrial engineering students have we at St. Mary's?

A. We average around 50 — about half our engineering majors.

# Q. What is the outlook for industrial engineering jobs?

A. Excellent. Because of strong foreign competition, especially from Japan, American industry and





YOUTH and MATURITY in industrial engineering graduates — Patricia Mireles (BS '85), top, employed by United Parcel Service, and Ronald Monford (BS '61, MBA '79), bottom, vice president and chief executive officer at Sitterle & Companies, whose interests include home-building and subdivision development, interior decorating, oil and gas exploration and radio-station ownership.

commerce is keenly aware that we must find ways to improve our productivity and become more efficient if we are to hold our own in the world market. That means overhauling our manufacturing and business methods, and this is where industrial engineers can play a key role.

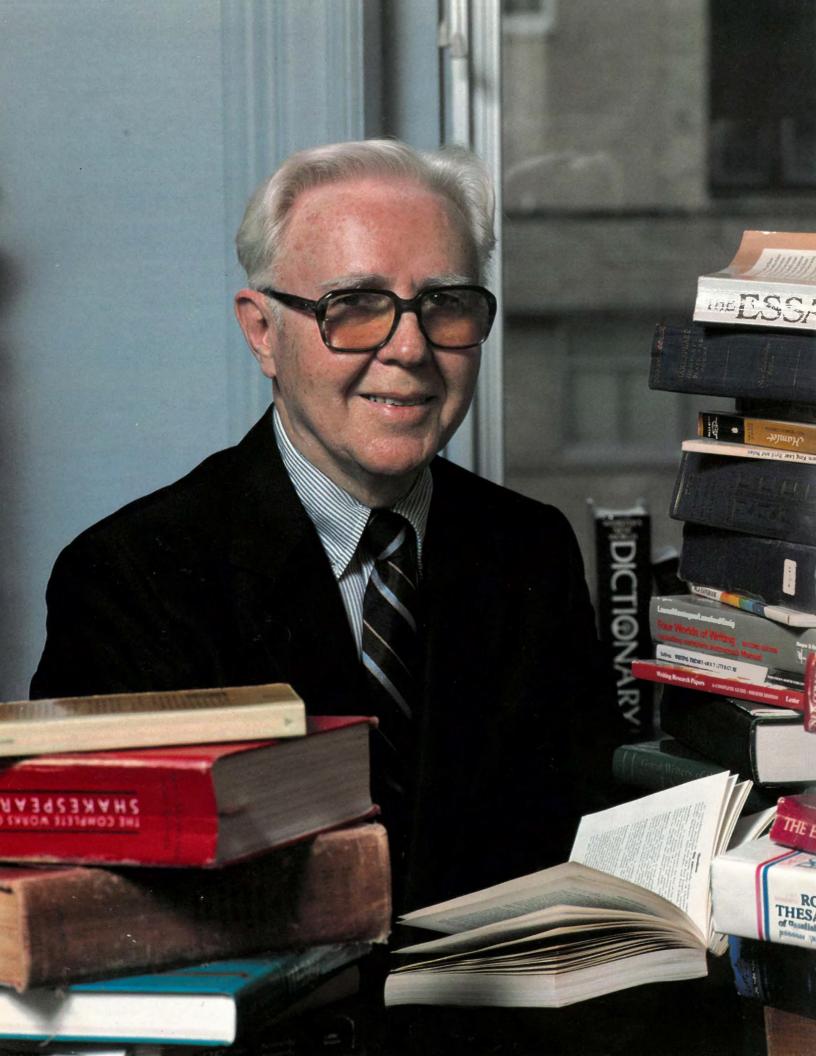
Also the upsurge in technology calls for expert industrial engineering. And by the way, the College Placement Council has estimated that 60 percent of the job offers received by 1985 college graduates were in engineering. That's a rise of 10 percent from last year. It's an impressive figure in view of the fact that only 10 percent of graduating college seniors each year are engineering students.

#### Q. Can you give some examples of the jobs our recent graduates have filled?

A. Yes, and an important point is that often long before our students graduate, they work at the place that subsequently hires them. That's because our curriculum requires them to seek out and work on a real industrial problem, not a theoretical one, in a real workplace, and present viable solutions to the employer. Employers frequently accept those recommendations and congratulate us on our fine students. Then they go ahead and offer them jobs.

We have a new graduate working at the distribution center of Dillard's Department Store. Another is at United Parcels Service. She is currently assigned to Connecticut to review the company's vehicle replacement needs, but is returning soon to UPS in San Antonio. One of our students who completed his master's degree is at the national headquarters of Church's Fried Chicken. Then there's one at Baker Packers - manufacturers of oilfield equipment here in San Antonio - and one of our women graduates is at Magnetic Peripherals Inc., a plant that manufactures computer parts in San Antonio's Vista Verde redevelopment area.

One more thing I'd like to say about our program. We are proud that our students work hard, but we also want them to have fun. The faculty are intensely interested in the students and we believe that students don't have to suffer in order to learn well. It's a question of effective motivation. Learning should be a delight . . . exciting . . . stimulating . . . and we do our very best to make it so. It seems to work.



# PRAYING ON THE FUTURE

Dyersville, Iowa. 1924.

t's a dry, Indian-summer afternoon. Miles and miles of newly harvested corn fields stretch out in checkered order to surround the single-room, red brick schoolhouse. Inside, a 12-year-old battles gravity as he attempts to sit upright on his bench and concentrate on his teacher's lecture. Try as he might, however, his thoughts transport him to the future and to a place that awaits him 25 miles east — Dubuque. Next year he'll wave goodbye to this little country schoolhouse and head to the big city to attend Xavier High School. That's a school run by the Brothers of Mary and a Brother of Mary is what Arthur L. Goerdt really wants to be.

The seasons pass quickly. Harvests are sown and reaped. Having graduated from Xavier, Art returns home to work on the farm for a while before he joins the Marianists.

What he hasn't planned on, however, is contracting a severe fever that comes to plague him ruthlessly. Confined to his bed as the months creep by, Art is tutored in patience. For three years his lean frame is forced to serve under the illness, but his spirit is never dampened and his forward motion toward the Marianist novitiate is not diverted.

In August of 1932, Art Goerdt makes his first profession of vows within the Society of Mary — and his prayers of eight years are answered.

"I always had it in the back of my mind that I was going to join the brothers," he shares matter-of-factly. "I've always felt that this is what God wanted me to do. The conviction was so strong — I never questioned it."

By 1935 he had completed a B.S. degree in education from the University of Dayton and started work as a high school librarian and English teacher. The next couple of decades found him in Marianist schools in Belleville, San Antonio, St. Louis,

Detroit and Milwaukee. Through summer and night classes, Brother Art finally earned, in 1942, a bachelor's in library science from Our Lady of the Lake University that was followed by a master's in English from St. Louis University.

After a half dozen years directing the formation process of the young scholasticates, Goerdt returned in 1963 to St. Mary's University — and to teaching, his first, his best, destiny.

Art's seen 50 years of composition courses and class rosters. Fifty years of American literature and Shakespearean sonnets. Fifty years of grading essays and annotating term papers. And he's still convinced it's been quite a good life.

"I've liked every place I've ever taught," he says. "I just wouldn't want to go back to teaching high schoolers now, though. That takes too much energy!

"Here, at St. Mary's, there were never any disciplinary problems in the classroom. The students' attitudes have changed a bit over the years — but they've always been good kids. It seems like the quality of our entering freshmen just continues to improve with each passing year."

During the past five decades, Brother Art has been active in several professional organizations such as the National Council of Teachers of English, the National Council of College Publications Advisers and the Associated Collegiate Press. He was elected to the national presidency of the Catholic Library Association (1959-1961), after having served as unit chair, chair of the national high school section, a member of its executive board and association vice president. The association awarded him a life membership in 1964.

A contributor to national publications, Goerdt has appeared over the years in numerous biographical collections including Men of

Achievement, Contemporary Authors, the Dictionary of International Biography, and both the American and International Directories of Scholars. Additionally, he's received Who's Who recognition — Who's Who in America, in Library and Information Services, in Education and in Community Service.

But when you speak with Art Goerdt, it's certainly not the scholar/author/grant recipient who engages you. It's his kitten-soft smile. It's the delicate glimmer that escapes from his eyes. It's Art's individual brand of 100-proof sincerity that gets hold of you —mostly, of your heart.

Chances are he'll begin to recount one of his past hunting or fishing exploits — or how he goes about cooking his wild game or tanning the animal hides (coon, beaver, possum) that he fashions into exotic garments.

Or, perhaps, he'll talk to you of the future.

"Well, now that I'm not teaching a full load anymore, I hope to be spending these next years reading novels, traveling, doing some writing. Maybe I'll keep busy working in the library —special collections, or something — or practicing on the word processor," he adds with a grin before pausing.

"And I really should spend more time praying, too. Praying that young people will come to join the Brothers and Daughters of Mary.

"St. Mary's could remain an excellent Catholic university without us around. But if it is to survive as a *Marianist* institution . . . . Well, we'll need some new vocations to continue our missionizing.

"I am optimistic. I think the Holy Spirit will continue to inspire people — to do the right thing, to keep the Church alive . . . .

"I guess I just have to keep on praying." —Nancy A. Roth-Roffy

# SPORTS



Rattler guard —
and tomorrow's professional —
Ken Jackson.

# Climbing the Corporate Ladder On a Golf Club

Being able to play a fair golf game, more than any other sport, can be instrumental in the climb up the corporate ladder, some believe. Athletics Director Buddy Meyer agrees that there are very practical benefits and great carry-over value in the game of golf, often called the business sport. "A lot of things are done on the golf course," Meyer says, alluding to the time the game allows a player to be with other people. Donald Dunn, writing about the sport in Business Week's Guide to Careers, points

ife isn't a superhighway with no bumps in the road. Crudely put — but true — this nugget of wisdom is what Athletics Director Buddy Meyer hopes to impart to every student athlete at St. Mary's.

St. Mary's varsity athletes, Meyer feels, have the unique opportunity to learn that lesson. "Being a good team from a small school, we compete against major universities, like Texas A&M and the University of Oklahoma, that have more funding and better facilities for their athletics programs. It's an added challenge — because in our sports

program we don't have everything on a silver platter. It's a situation that mirrors life," he explains.

For the men's basketball team that Meyer coaches, the lesson goes something like this:

- Be on the court for practice at 6:15 in the morning and don't be late.
- After a road trip that ends in the wee hours of the morning, don't even think about missing an 8:20 a.m. theology class.

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out that in the time it takes to play 18 holes — about four hours — only about a half-hour is actually devoted to the effort of getting the ball from the tee to the next hole. "The rest of the time partners and rivals walk together . . . with plenty of opportunity to chat amiably about life's pleasures and problems," Dunn says.

Meyer points to Freddy Starkes, a senior finance major and Dean's List scholar from Seguin, as one St. Mary's golfer who is developing "people skills": "As a golfer and an employee, Freddy will be able to compete and to socialize. Thanks to the skills he's learned through intercollegiate golfing, he'll probably be able to improve his position in a corporation."

• And finally, expect to be hounded by the coaching staff about completing your education and getting your degree.

"We want our athletes to meet their first priority — to get an education," Meyer says. "We try to put the emphasis there, even though that might not be the priority for everyone."

Those who come to St. Mary's with basketball or baseball on the brain often find the drive toward education to be contagious among their athletic colleagues. Preliminary results of a study being done by assistant baseball coach, Charlie Migl, indicate an exceptionally

high graduation rate among the university's athletes. Among the men basketball players alone, approximately 80 percent have graduated from St. Mary's or transferred to other institutions to continue their educations.

"I feel that the people who are real achievers and make successes of themselves are competitive people," Meyer says. "Our students understand competition. That's why so many are successful — not only in athletics, but later in life as well."

True, there are some who come to St. Mary's unprepared for the academic rigors. As a coach and a representative of the university, Meyer feels a special obligation to work with them.

"When we find out that a student's got serious academic problems, we say to ourselves, 'If I'd known then what I know now, we wouldn't have admitted him.' But since we did, I damn sure don't think we should a kick a kid out," Meyer says. "People think we want that kind of athlete. But it makes my job a lot harder — staying awake at night wondering whether that player's going to be eligible in December."

If they become the survivors Meyer and his staff drill them to be, St. Mary's athletes develop a lot more skills than dribbling or catching. There are demanding schedules, discipline, organization and an obligation to the rest of the team to consider. "Being on a disciplined team teaches players they can do things as part of a unit that they could never do alone," Meyer says. Hopefully, they will become team players — valued by employers as well as coaches.

Although not as structured as varsity

sports, intramurals for the not-soathletic athlete are equally important, Meyer believes, in preparing students for a well-balanced post-college life: "All people need a certain amount of exercise. If you put a little bit of competition with that, it's even better. You can jog and compete against your time or play golf by yourself and compete against your score. The competition is good for you."

The list of successes who've graduated from St. Mary's athletics to positions in the business world is infinite. And Buddy Meyer is happy to have had a part in some of their success stories.

Walter Essex (BBA '71), a Del Monte Corp. executive, and Bob LeGrand (BA '70), head basketball coach at the University of Texas at Arlington, are just two to whom Meyer points with pride. Neither was a great athlete. Neither made All-American. But their training in athletics at St. Mary's has contributed, Meyer likes to believe, to their success.

Every day — on the courts, courses and fields of St. Mary's — Essex's and LeGrand's stories are being repeated as athletics programs help other young men and women develop the competitive edge needed for living and working in the world beyond the university.

by Vicki H. Sledge

# **ACADEME**

# Communication in the Work Place: What Makes You Effective?

by Marian C. Schultz, Ed.D.

"The opportunity to finally impress the corporate world with my capabilities has arrived — at last! With years of preparation behind me, I'm ready to pursue a professional identity within my career field. The technical and academic expertise I've amassed is only surpassed by my brilliant ability to organize the myriad of information I've accumulated throughout my college career. I've

professor Schultz
shares some pretty effective
strategies to assist our young
professionals with that difficult
adjustment from the campus to
the corporation — so effective, in
fact, that even some of us veteran
members of the work force
might surely be able to
learn a thing or

Cent

two...

survived the dreaded rigors of The Job Interview' and am now prepared to assume the responsibilities of my position. While I realize that I will have to learn the norms and complexities of organiational life in order to become one of its contributing members, my greatest apprehension centers on whether or not I have sufficiently prepared myself to meet the other numerous challenges of the new job."

- a 1985 St. Mary's grad

ne of the challenges a newly employed college graduate quickly discovers is that it is frequently inappropriate in the corporate world to compete solely on an individual basis. Rather, success will be measured by the ability to participate as a team player. Consequently, a sense of competence and effectiveness is derived from the ability to function within a changing work environment as well as to interact with co-workers on all levels of the organization. Obviously, communication skills are vital to both short- and long-term success.

Communication effectiveness, in turn, is measured in terms of the results achieved. A concerted effort to strengthen and develop effective communication skills is mandatory. Needless to say, practice makes perfect.

While there are no rule books that can guarantee you success, here are some general guidelines which may provide some insight into the complexities of communicating within the organizational setting.

1. Follow the "Golden Rule" concept. Although it may sound outdated, treat others with the respect

that you would like to receive. While managerial styles may differ, observing the human dignity of others is paramount if effective communication is to occur.

2. Contrary to popular belief, the respect rendered to you by your subordinates is not automatically inherited with the position or title. The respect of your subordinates and coworkers must be earned, and is necessary in order for you to be effective. Remember, your success in the job may be directly attributable to the performance of your subordinates.

While they may not desire to have your job, they may not want you to have it either.

3. Communication is not limited to he verbal message. One's body language, gestures, surroundings and dress are vital influences in the communication process. The initial impression you make may have a long-term effect on working relationships.

4. Working relationships must be handled carefully. Effective managers realize that human resources are the most vital commodity within the organization. They also recognize that they are not always afforded the luxury of terminating difficult employees. Instead, they must be prepared to make a concerted effort to work through and solve interpersonal problems. Remember, each working relationship brings to the organization a unique quality that no other relationship can offer.

5. Being hired into a supervisory position is not an indication that you are all knowing — or even that you know more than your subordinates. An over-inflated ego amid a group of experienced employees can bring your uccess to a halt rather quickly! Academic credentials do not represent a guarantee that you possess the knowledge to provide a feasible solution for every problem. What they do represent is your success in attaining a level of mental discipline which allows you to assimilate and process information necessary to make a perceptive decision. Use every source of information at your disposal in the decision process. Do not function as a separate entity; integrate your skills with those of the total organization.

6. Encourage and accept feedback from co-workers. Foster a climate that is receptive to feedback. People want to be recognized as an important element of the organization.

7. Decisions are only as good as the quality and quantity of information available to make the decision. Decisions based on unreliable or incomplete information may result in ineffective or incorrect action. The more knowledge one has of a given situation, the better the opportunity for an informed decision. A mistake early in the career may be forgiven but it may not be forgotten until you have sufficiently proven yourself in other

situations.

8. Don't be afraid to ask questions of subordinates. Learning is a lifelong process. Effectiveness is not judged by the absence of mistakes, rather by the ability to work through the problems and ultimately learn from them. The failure to acknowledge accountability for errors or to admit to not knowing all the answers may compromise your long-term credibility among subordinates and co-workers.

9. Expect that people will be different from yourself. Each individual is unique and may not necessarily be supportive of your ideas, goals, ambitions or beliefs, regardless of how right you believe them to be. Respect the right of others to be different. Different philosophies may bring about new and creative solutions to problems. Always remember that there may be more than one acceptable solution to any problem. Keep an open mind and encourage creative thinking.

10. Remember that competition within the organization is beneficial when it enhances the total organization. Today's corporate world places a premium on team players. The member who seeks self satisfaction or is immersed in self aggrandizement may actually become a liability to the company. The manager who takes credit for the work of his subordinates, or who seeks the limelight in order to advance his own career, does not understand the true value of team building. The truly wise individual does not need to solicit applause or recognition from others. Rather, a manager's satisfaction should be derived through the accomplishments and successes of his subordinates.

III. Issues are perceived differently by individuals at various career stages. Be aware of the priorities and sensitivities of others within the work environment. Each of us seeks employment to satisfy a variety of needs, be they psychological, economic or social in nature. Therefore, it is important to remember that coworkers and subordinates are motivated to accommodate or satisfy their own individual needs. Each individual requires the presence of a unique set of conditions or circumstances to be motivated. Only through the communication process will an individual be able to discover the needs and motivations of others.

12. Relationships at the early career stage should be malleable and receptive to changes in the day-to-day demands of the organization. Trust is a precondition for developing working relationships that are mutually beneficial. Success at the entry level position is often enhanced by the guidelines of co-workers who have acquired much experience with the company. It is important for the new employee to identify with the organization and to learn from those most familiar with organizational philosophies. Be cognizant of the potential reciprocity of relationships within the organization and don't be afraid to learn from the experiences of others.

13. Some conflict within the organization is inevitable. Perceived conflict is just as valid as apparent conflict. When conflict arises, recognize that how you handle it may have a long-term effect on the organization. If possible, deal with conflict before it has reached the crisis stage. Combine the complementary strengths of the various employees, thereby turning a win/lose situation into a win/win situation.

14. The skills and abilities demonstrated to acquire a position may prove inadequate for ensuring continued success on the job. You should be proud of your prior accomplishments — the hard-earned degree, the memberships in professional organizations, the technical expertise you've acquired and the letters of praise and recommendation. However, acquired competencies in specific areas of concentration often signal a time to move forward and seek new challenges. In short, don't rest on your laurels! Be prepared to keep moving ahead.

Marian C. Schultz, Ed D is an assistant professor of management and the human resources management adviser for the St. Mary's University School of Business and Administration With a master's degree from Pepperdine University and her doctorate from the University of Southern California. Schultz has previously taught at the University of Hawaii, Chaminade University of Honolulu, and the University of Texas at San Antonio. She holds membership in the American Society for Personnel Administration, Academy of Management, American Institute for Decision Sciences, American Management Association, the Society of Delta Epsilon and the American Society for Training and Development.



# **LOST ALUMNI**

CLASS OF '61 Jorge G. Aliaga William J. Beuckman H. Ray Bozeman Jorge I. Cabrejos Uvaldo Champion Jr. Francis Chang Thomas H. Collins III Maxwell Cooper Jr. Edward C. Garza N. Roy Greiner James R. Harkins Charles D. Helmsing Andrew Hernandez Jr. Joseph A. Hudson Jr. Charles E. Hurst Herbert N. Jackson Homero Iimenez Ed R. Kirsch Anthony R. Kujawa Reginald E. LeClair William F. Lindlev III Clyde L. Lowrimore Robert A. Mangold Richard E. Martindale Ir. L. Rav McCullev William C. McGovern Richard L. McKinney Leslie A. McLean Richard H. Menard Terrence O. O'Donnell Arthur C. Ormsby Jesse Paez Lester B. Parker adis F. Pokluda Binum R. Ricks James Riordan William L. Row William T. Schejbal Henry L. Schroeder Melvin C. Seibel Alan F. Siebenaler Jerry L. Skloss John E. Smith Lynten H. Stebbins Vernon R. Thompson Jr. Ronald M. Tissier Shigeo Tokoro Lester L. Williams Jr. Edward L. Withers John Woulfe S.M. Richard Zeplin Jr.

CLASS OF '66

Iov A. Barrera Mary Bielamoweiz lames F. Bisset James M. Black III Herb Bosch Ir. John W. Brown Ir. Thomas A. Burris Alan Byrd Edward Card Ir. Isaac Cardenas William K. Cubbison Ronnie Davis Santos De La Pena Joseph V. Dedinas Robert S. Diaz Bergin V. Dickey Mariano E. Dominguez Joel C. Donze James Doyle Edward J. Dryden Stephen A. Durbin Robert C. Dwver Goodloe Elkins A. L. Emerson Claude E. Erwin

Maurice T. Evans Jr.

Galal Fakhr El Din Kenneth R. Falgout Jose J. Fernandez George Fort Robert J. Fuchs Rodolfo L. Garcia Raymond E. Gattinella Wayne George Charles O. Gilfillan Teddy R. Gonzales Gerardo Gonzales-Lol Frank A. Grill Kurt A. Guerdrum Thomas E. Hall Ir Walter B. Hudson Samuel R. Kalvort Vincent Kelty Ir. Richard E. Kirsch Ralph Ladestro Iames C. Leissner Ray Lozano Nelson S. Magedman Ann G. Martin John J. Martinez William T. Mason John H. Matthews John McNamara FMS Michael I. Measels Richard Minus Pelegius Moczygemba -Joseph C. Monita Nelda A. Mumme Garv E. Nadolski Wilton L. Pate John S. Peter Albert J. Phillipp Jr. Elmo J. Pruitt John A. Rex Robert S. Rodriguez Courand N. Rothe Jr. Rodney T. Russell Ramiro Sanchez Jr. Noe Sandoval Jr. Gustavo Santos III Ivo Saric-pardo Vicente Saric-pardo Roger Schilling Robert M. Schleinat Gregory J. Schulte Elmer J. Schul Bragi F. Schut Carey W. Scruggs Margaret J. Singer Albert A. Skroska Robert W. Small Robert H. Spicer Harold E. Stimel Chris Stock Michael F. Stringfellow Richard Suarez Richard L. Sweeney William B. Thrift Frank G. Trevino Jr. Virginia W. Varney Louis Velez Raymond L. Vuylsteke Aubrey White Albert Whiteside III Terrence F. Woods Jr. lames C. Wright Ir. Roger F. Xavier Laurence Zimmermann

Van M. Etheridge Josephine Flores Terrence P. Ford Ray W. Freeman Ir. Ray T. Garza Jack A. Glascock Michael G. Gomez Michael M. Gonzalez Ernest S. Guerra Ir. Elvira Guicharnaud John T. Hennessey Arthur E. Hernandez Sandra Hernandez Svlvia N. Hinoiosa J. B. Holland John M. Holm Saundra James Bush James Jack L. Jobe Rudolph T. Juarez Mary C. Kneese Larry A. Lopez David A. Luna Ronald W. Mann Italo J. Marsano Alejandro Martinez Belda I. Martinez Sixta I. Martinez Scott T. Meier-Susana Mendez Homer T. Merrill II Doris J. Meyer Juan R. Mireles John J. Morrison Raymond D. Nolen Henrietta Quintero Jose A. Ramirez Pedro Ramirez Jr. Sylvester G. Ramirez M.D. Lorretta S. Ray Ira A. Roane Graciela Rodriguez Manuel V. Rodriguez Raul O. Rodriguez Eduardo E. Salmeron Samuel N. Sanchez John A. Schlag Clara B. Smith Cleavy Stanley Jr. Sharon A. Stecklein Martha E. Talamas Wilburn G. Tanner **Jorge Torres** Maria A. Torres Ovidio R. Treio

Gordon F. Atcheson

Karen A. Barksdale

Manuel A. Blancas

Willie L. Bryant

Robert Campos

Linda Coffey

Wolfgang A. Brocks

Jacqueline E. Burke

Lawrence L. Burkett

Harold W. Carson

Nolan S. Criswell

Beverly J. Delich

James C. Elliott

Carlos Esquivel

Harry H. Cunningham

Darrell G. Bass

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CLASS OF '76

Reynaldo Alejandro

Robert Wearden Ir.

Steven R. Williams

David A. Wong

Joseph R. Williamson

# Nominate a Hall Of Famer

Nominated by you the alumni, Athletics Hall of Fame honorees will be selected from one of the following categories and honored on April 12, 1986.

**LETTERMEN:** Outstanding in one or more sports, exhibiting sportsmanship, character, integrity. Have completed athletics eligibility at least 10 years ago.

**COACHES:** No more than one coach will be inducted each year. Have completed service with the university at least 5 years ago.

ASSOCIATES: Associated with athletics program. Have demonstrated loyalty, dedication, service to university and advancement of athletics.

Honorees may be inducted posthumously.

Nominee	_Class year
Address	Phone
City/State/Zip	
Your name	Class year
Address	Phone
City/State/Zip	

Complete this form and mail, along with a **list of nominee's distinguishing achievements** on a separate sheet, to Athletics Department, St. Mary's University, One Camino Santa Maria, San Antonio, Texas 78284-0400. Deadline for nominations is November 15, 1985.

# Nominate a Director

St. Mary's alumni will elect new directors this spring to lead the dynamic, active, growing Alumni Association. But you can have a part in the election even before the voting takes place.

Nominate someone you know — or even yourself — for the job. Any former student of St. Mary's who retains an enthusiastic school spirit and exhibits a willingness to participate in board activities would make a good member of the board of directors.

If you know of an alumnus who qualifies, send the information to the Alumni Relations Office.

This person would make a great member of the St. Mary's Alumni Association board of directors:

Nominee's name	
Address	
City/State/Zip	
Home phone	
Class year/degree	
Occupation:	Business phone
Comments:	
	2222
Your name (optional)	

Return to Alumni Relations Office, St. Mary's University, One Camino Santa Maria, San Antonio, Texas 78284-0400. Deadline for nominations is November 15, 1985 Robert Aguirre is president of the public utility district that supplies homes in San Antonio's Braun Station and surroundings with water.



# Robert Aguirre

Lighting Candles in the Dark

by Sylvia A. McLaren

obert Aguirre (BBA '75) is a trouble-shooter with a letterhead that states only his name and address.

He admits it's hard for him to answer that All-American question — "What do you do?"

"Well, my degree is in accounting, but I never had any intention of practicing as an accountant," he says. "Too restricting.

"I'd probably describe myself as an independent business consultant, although it's a label I dislike. It really doesn't cover what I do. I have always been much more of a problem-solver. That's what St. Mary's taught me—how to think. I have a history of

trouble-shooting. You might call me a corporate physician. I love a crusade — tackling really tough problems.

tackling really tough problems.
"For example," he offers, "I'm currently working on setting up a vegetable cannery."

And with that topic on the table, he's off and running — his eyes sparkling with enthusiasm as he warms to his subject.

"People — all sorts of people — come to me for help on how to put their ideas into action . . . get a project rolling . . . see it through — right from the beginning to its completion."

The people who came to Aguirre with the cannery idea knew only that they wanted to start a food canning



business. They knew not how or where. It's a project involving dozens of problems and he loves it . . . a challenge he can sink his teeth into.

"We will locate it in a place with high unemployment so we have plenty of labor," he explains, and adds with relish, "There are a great many factors on which its success will depend. I'll research them all carefully, help get the financing, get the operation soundly established and keep on monitoring its progress."

#### **Neighborhood Politics**

That's a quick glimpse into the business expertise of Aguirre. On the flip side, he is heavily involved in the politics of his neighborhood.

Remember the uproar in the summer of '84 about contaminated drinking water in San Antonio's Braun Station housing development? As the elected president of the public utility district responsible for the water service, Aguirre took all the heat.

The news media pressed him day and night on the scores of sick homeowners who were forced to boil their drinking water or buy it bottled.

Throughout the ordeal, Aguirre never lost his cool. But then he candidly declares that his "basic mode of operation" welcomes "areas with the most problems . . . the worst assignments." Characteristically, he turned the hubbub of the Braun Station water crisis to his own advantage, making it a learning experience to further his career. While working closely with top U.S. hydrologists to solve the contaminated water mystery, he intensified his knowledge of geology (a subject he had studied at St. Mary's) and acquired more know-how about the hot political issues surrounding public water.

#### Courts Trouble

The result: When the Concord Public Utility District that administers Braun Station is annexed soon by the City of San Antonio, he contemplates running for a seat in the San Antonio River Authority.

What's the background of this man who deliberately courts trouble?

He explains: "At St. Mary's, I was not a great student. Not because I lacked commitment, but because I found it tough to compete on an academic level with my peers. I discovered, however, that I could get things done — both through my own efforts and by motivating others. In seeking out the worst assignments things no one else wanted to do - I felt I couldn't help but shine. Looking back, I draw the analogy of a candle. After all, where does a candle shine the brightest — in a fully lit room, or in a dark room?"

He readily provides his own answer: "It's where it's darkest that a candle shines the brightest. It's a thought that works well for me — and I pass it on whenever I get the chance."

#### Role Model

Aguirre, 35, sees that he gets the chance, with young Mexican-Americans, to whom he feels a strong obligation to serve as a role model.

Born in a southwest San Antonio family of eight, he began working in

his father's TV and radio fix-it shop at 13 and soon became skilled at electronics repairs. By 16 he was helping to pay his tuition at La Salle High School, contributing to the family budget, and putting aside a little for college. He did it by bagging groceries at Handy Andy, and it was there that he came under the influence of St. Mary's Distinguished Alumnus of 1976 — the man who was to become

Ruben Escobedo (BBA '60) was Aguirre's Handy Andy boss. "School comes first," he told the youth. "As long as you stay in school, you can work here."

It was Escobedo who started him up the corporate ladder, Aguirre says. "He allowed me to work around my school schedule . . . let me work and learn there . . . . I credit him with my commitment to education as well as my community involvement."

#### American Values

Just as Aguirre's parents had done, Escobedo instilled in the young man the traditional American values: the belief that persistence, willpower, a good education, and hard work are the ways to successfully beat poverty and prejudice. It worked —and it's what Aguirre tells young Mexican-Americans today who feel they are disadvantaged.

He made steady progress in the grocery business, becoming Handy Andy's assistant corporate controllertreasurer at 27, then moving on to gain business experience in oil and gas, real estate and investment management. His last position before striking out in his own business this year, was president and chief executive officer of a food service company with more than 1,000 employees.

His career and status in the community as a model Mexican-American businessman was recently featured in the National Magazine, Hispanic U.S.A.

But Robert Aguirre is more than a hard-driving businessman. He is a caring family man who delights in the

pleasures of great literature.

As the interview draws to a close, he talks fondly of the teachers he remembers at St. Mary's more than 10 years ago. "Please remember me to Father Reile," he says. "When I was in his class on the anthology of literature, I was too immature to appreciate it, but now I'm truly grateful for what he taught me. Now and again I take my old literature book from the shelf and thoroughly enjoy re-reading it."

# 1918

**Dr. Octavio Garcia** of McAllen (Class of '18) has published the book, Otros Dias, an historial account of his life.

1941

Joseph Romo (Class of '41) of Ocala, Fla., retired athletic trainer for the Oakland A's, received a plaque from the Professional Baseball Athletic Trainers for his 13 years of service in professional baseball.

1943

William Powell (Class of '43) has been appointed general manager of the Inn at Oak Hills in San Antonio.

1950

John Gilliland (JD '50) is now working for the Texas attorney general in Austin.

Jim Hasslocher (Class of '50), president and chairman of the board of Frontier Enterprises in San Antonio, has been elected vice president of the National Restaurant Association.

Perry Lomax (BBA '50) has been elected assistant vice president of Southside State Bank in Tyler.

1952

Charles E. Ebrom (BBA '52) of San Antonio has been named to the board of directors of Harlandale Bank of Commerce. He is executive vice president of administration and accounting for H.B. Zachry Co.

Rev. Joseph Uvietta, S.M. (BA '52), of Berkeley, Calif., has assumed the presidency of his alma mater, Central Catholic Marianist High School.

1953

Charles E. Tucker (BA '53) of Seguin has been promoted to executive vice president of Melmc Investments. He had served as senior vice president of the investment firm for the past year. In his new position, he is supervising real estate purchases, sales and development.

1954

Joe B. Martinez Jr. (Class of '54) of San Antonio, president and founder of Alamo Masa Co., Inc.,

has been appointed to the board of governors of the Red Cross, which oversees 3,000 Red Cross chapters in the nation.

1956

Carl E. Fields (BBA '56), manager of the Ramada Inn in Corpus Christi, has been elected president of the Texas Hotel-Motel Association.

1957

Jack Pasqual (JD '57) is the new president elect for the San Antonio Bar Association.

Margaret Matthis Rice (BBA '57) of San Antonio was presented the Golden Poet Award for 1985 in Reno, Nev., by comedian Steve Allen. Allen made the award on behalf of the World of Poetry.

1958

William J. Hickey (BA '58, BBA '58) of Swarthmore, Pa., has been named vice president for administration at Philadelphia College of Osteopathic Medicine. He directs four corporate departments and the school of allied health and assists the president in administrative duties.

Herb Waldschmidt (Class of '58) has been named vice president of consumer lending at Kelly Field National Bank in San Antonio.

1961

Gene Kwasinski (BA '61, MA '77) of Ballwin, Mo., began his ninth year as a teacher at Vianney High School this fall. He teaches religion.

James E. Mulligan (BBA '61) of Houston has been named vice president of personnel for Texas Eastern Gas Transmission Corp.

1962

August Moczygemba (Class of '62) has been promoted to assitant vice president, banking officer and assistant manager of San Antonio Savings Association's Floresville regional office.

1963

Frank McIlhenny (BA '63) of San Antonio is owner and partner in two businesses, Looseleaf Specialists and Ad Pro-Specialties. He is also a sales representative for Universal Custom Products and Universal Bookbindery. 1964

Olin B. Strauss (BA '64, LLB '64, MA '82) of Jourdanton, a partner in the firm, Strauss & Haverlah, has been named judge in the 81st District in Atascosa County.

James L. Burch (BS '64) of San Antonio has been appointed vice president of the division of instrumentation and space research at Southwest Research Institute.

Marvin Koehl (BS '64) has been named director of data processing for the City of Corpus Christi. He was formerly a programming manager and analyst.

1967

Leland Blank (BS '67) of College Station has been elected vice president and trustee of the 43,000-member Institute of Industrial Engineers. He is the author of textbooks on economic decision making and engineering statistics.

William M. Kelly (BBA '67, MA '73) of San Antonio has been elected senior vice president of Valley-Hi National Bank. He has 20 years banking and commercial lending experience.

1968

James H. Richardson Gonzalez (BBA '68) of Mission, director of the Minority Business Development Agency of the Commerce Department, spoke at the 10th annual convention of the Texas Association of Mexican American Chambers of Commerce in San Antonio this summer. The highest ranking Hispanic in the department, he urged the group to take aggressive steps to ensure that they aren't excluded from the nation's entrepreneurial spirit.

Edward D. Hodge III (Class of '68) is the new president and chief operating officer of the Bank of San Antonio.

William H. Long (BA '68) of San Antonio has been named southwest regional sales manager of Simplimatic Engineering Co. He is serving on a St. Mary's advisory board to establish a new major in social science, business and international relations.

1969

Anthony G. Harris (JD '69) works with the Fort Worth firm, Bayly, Martin & Fay International Inc.

James Pigg (BA '69, JD '76) was recently promoted to lieutenant colonel and reassigned to K.I. Sawyer Air Force Base as staff judge advocate for the 420th Combat Support Group. He supervises four other attorneys, six paralegals and two civilian employees.

1971

Randy Pommerening (BA '71) has been named vice principal of E.M. Pease Middle School in San Antonio. He formerly was assistant principal at Anson Jones Middle School

1972

Roy Barrera Jr. (BA.'72, JD '75), San Antonio state district judge, has been appointed by President Reagan as one of seven national correspondents in the United Nations (U.N.) program of crime prevention. The appointment makes him an American representative in the U.N. Program for Prevention of Crime and Treatment of Offenders, an international crime-fighting program.

Glenn George Bixler (BA '72) has received the M.D. from the University of Texas Health Science Center and is entering a pediatrics residency at Oklahoma Memorial Hospital in Oklahoma City, Okla.

Andy Mireles (BA '72, JD '75), an attorney with Watkins, Mireles & Brock, has been elected a director of the San Antonio Bar Association.

**Pasquale A. Perillo** (MA '72) is the new director of the Catholic Youth Organization for the Archdiocese of San Antonio.

1973

Carlos L. Ancira (BBA '73') of Austin has been named a partner of the national accounting firm, Seidman & Seidman. Ancira formerly worked with Arthur Andersen & Co. and Seidman & Seidman in San Antonio. He and his wife, Mary Lou, have one daughter.

Ron C. Bird (JD '73), a partner in the firm, Bird & Noll, has been elected a director of the San Antonio Bar Association.

Jimmie L. Bowers (MA '73) has been promoted in the U.S. Air Force to the rank of colonel. Bowers is a retirements division deputy chief with the Air Force Manpower and Personnel Center at Randolph Air Force Base. He is married to the former Patricia Kane of Trinidad, Colo.

Ed Courtney (MA '73), an independent realtor in his business, Ed Courtney & Assoc., for over five years, has joined the Century 21 system.

Alice L. Emanuel (MA '73) has been promoted in the U.S. Air Force to the rank of colonel. She is a

# 

CLASS YEAR \_\_\_\_\_\_DEGREE\_

Important: Is this a new address? ☐ Yes ☐ No

commander with the Air Force Reserve Officer Training Corps at St. Joseph's University in Pennsylvania.

Charles Gonzales (JD '73), a county court of law judge, has been elected treasurer of the San Antonio Bar Association.

John M. Hannon (MS '73) of Lincoln, Neb., is serving as senior scientist group leader at Dorsey Labs, a division of Sandoz

rmaceutical. He is chairman of Nebraska section of the American Chemical Society.

Sister Anna Huth (BA '73) was the first woman graduate at Oblate School of Theology to earn the master of divinity degree, the four-year professional degree for pastoral ministry, in May. She is now director of justice education at the University of Dayton.

David Jayne (JD '73) of San Antonio, an attorney with Tinsman & Houser Inc., has been named Attorney of the Year by the Pro Bono Law Project of the Bexar County Legal Aid Society. Selected from 450 volunteers, Jayne has provided indigent clients with legal aid since the project began in 1982. In addition to his volunteer legal work, he gives time and encouragement to burn victims. A Vietnam veteran, he was severely burned in a helicopter accident in 1959 and recovered at Brooke Army Medical Center, where he continues to volunteer his time to burn victims.

David La Brec (JD '73), formerly with the Texas Municipal League in Austin, has assumed the position of first assistant city attorney for Dallas.

ohn Marino (BA '73) has been moted to vice president and head of C.I.T. Corp.'s Wichita, Kansas, division, which includes Kansas and Oklahoma. He received his M.B.A. from St. Louis University in 1978.

Bruce M. Miller (JD '73), vice

president, director and partner with Tinsman & Houser Inc. in San Antonio, has been selected for publication in Who's Who in American Law.

Dan Mitchell (MBA '73) of San Antonio has been named senior manager of the banking department at Padgett, Stratemann & Co. certified public accountants. He supervises and directs audits of banks and banking software installations.

Jose A. Pacheco (BA '73) of San Antonio has been appointed vice president of Union Bank, responsible for handling commercial, real estate and consumer loans. He has six years of banking experience, most recently as vice president of University National Bank.

# 1974

Daniel A. Augustyniak (MA '74) of San Antonio has been named to the position of legal assistant with the law firm, Weir & Alvarado. He is president of the San Antonio College Legal Assistants Alumni Association.

**Douglas E. Dooley** (BBA '74) of San Antonio, formerly director of corporate accounting at Datapoint Corp., has been appointed director of corporate accounting for Harte-Hanks Communications Inc.

Rodney J. Lewis (BA '74, MA '76) is a dentist and financial planner with Professional Planning Services in San Antonio.

**Joe Ramos Jr.** (MA '74) of San Antonio is manager of Industrial Rehabilitation Services.

Evan G. Wittig (BA '74) of San Antonio has been ordained to the permanent diaconate at St. John's Church. He is married to Theresa Wittig, a registered nurse at Santa Rosa Medical Center. They have

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two children, 3-year-old Evan Ross and 1-year-old Anthony Bryan. Wittig works with the family office furniture business, Wittig's Inc.

# 1975

Robert Aguirre (BBA '75) of San Antonio is president of the Concord Public Utility District.

Joe F. Brown Jr. (JD '75), an attorney with Thornton, Summers, Brock & Biechlin, has been elected a director of the San Antonio Bar Association.

Sister Brigid Anne Drea (MA '75) has been named director of educational services for the Archdiocese of San Antonio. A member of San Antonio's Brigidine Order, she supervises Assumption Seminary, the diaconate, vocation office, school office, catechetical center, campus ministry and the archdiocesan pastoral council office.

Sue McCoy Hall (JD '75) has been elected a director of the San Antonio Bar Association.

Michael Peden (JD '75) of Biery, Biery, Myers, Peden and Armstrong in San Antonio, has been appointed county court at law judge.

Gerald R. Rendon (BBA '75) has been named sales representative at Edco of San Antonio, a decorative lighting specialist. An Edco employee since 1978, he represents the company's builder division to decorators and builders.

Paul W. Roth-Roffy

(BBA '75), tax manager for Carneiro, Chumney & Co., has been named to Outstanding Young Men of America, 1985 edition.

# 1976

Jesus R. Bernal (BBA '76), a graduate student at the University of Texas at Austin, received the Graduate Opportunity Fellowship for 1985-86.

Claude Ducloux (JD '76), who works with the firm, Robinson, Felts, Starnes, Angehend & Mashburn, has received board certification in civil trial law by the Texas Board of Legal Specialization. He was recently re-elected to his second term on the board of directors of the Austin Young Lawyers Association.

Michael Kouremetis (BA '76) has been named the new South Texas agent for Employers Insurance of Texas. He is operating the Michael Kouremetis Insurance Agency in San Antonio.

Richard E. Martinez (BS '76) of San Antonio, a family physician, has joined the Holy Cross Center.

Matthew Daniel Piermatti (JD '76) has his own law practice in Ridgewood, N.J.

Alan H. Webster (MS '76) has been promoted in the U.S. Air Force to the rank of lieutenant colonel. He is an air operations officer and pilot with the 22nd Air Force at Travis Air Force Base in California. He is married to the former Andrea Brooks of Big Spring.

Charles G. White Jr. (MS '76) of Anaheim, Calif., has been decorated with the third award of the Meritorious Service Medal at Hickam Air Force Base in Hawaii. The medal is awarded specifically for outstanding non-combat meritorious achievement or service to the nation. Maj. White is an air operations officer with Headquarters, Pacific Air Force. He is married to the former Tori Unverferth of Laguna Hills, Calif.



David Antonini (JD '77) of Costa Mesa, Calif., is a partner and certified public accountant with the Anaheim, Calif., firm, White and Nelson.

Peter Bloodworth (JD '77) works with the Texas Legislative Council's legal division in Austin.

Donald Britt (BA '77) has been named vice principal of H.B. Zachry Middle School in San Antonio. He had been vice principal of Earl Rudder Middle School since it opened in 1982 and was also a teacher and coach at Hobby Middle School.

Tony Chauveaux (JD '77), who practices law with the firm, Collie & Chauveaux, in Beaumont, was named to the board of directors of InterFirst Bank-West Beaumont.

Robert G. Dowd Jr. (JD '77) has been appointed to a circuit judgeship in St. Louis, Mo.

Raymond Flume (JD '77), a San Antonio attorney, has been named chairman of the advisory council for the Salvation Army Adult Rehabilitation Center. He has served on the board six years and has been in private practice for eight years.

Kenneth Kreis (JD '77) has opened a law practice in Boise, Idaho.

Vic M. Luna (BBA '77) of San Antonio has been named personal loan officer at Texas Bank. He had been finance manager at University Honda in Los Angeles, Calif., and an assistant manager at Barclays Bank and Security Pacific Bank of California.

Rankin Tippins (JD '77) works with Metric Systems Corp. in Fort Walton Beach, Fla.

1978

Jacinta Downing (BS '78) has completed a 30-week sales training course for the position of sales representative for Burroughs Wellcome Co. in Triangle Park, N.C.

David F. Eriksen (BBA '78) has been named cashier and senior operations officer at MedCentre Bank in San Antonio, responsible for overseeing the daily operations of the bank. His experience includes serving as assistant vice president of operations at Colonial Frost Bank and assistant vice president of mortgage loan administration for the Gill Companies.

Susan S. Kirk (MBA '78) of San Antonio has been appointed director of the office of personnel services at Trinity University. She had been associate personnel director at the University of Texas Health Science Center.

Bonnie Reed (JD '78) of San Antonio has been appointed county court at law judge. She has been in private practice since graduation.

Carol Richter (BBA '78) of San Antonio has been promoted to assistant vice president at First City Bank-Windsor Park, where she manages the accounting department. She has more than six years experience with First City banks.

Patricia Wueste (JD '78), an attorney with the office of Robert F. Ritter, has been elected a director of the San Antonio Bar Association.

# 1979

Joseph Richard Herzer Jr. (BBA '79) of Dallas has been promoted to regional servicing manager of Anchor Mortgage Services Inc.

Stephen L. Luttrell (BA '79), formerly of Irving, has been promoted in the U.S. Air Force to the rank of captain. A training officer in the Philippines with the 17th Surveillance Squadron, he is married to the former Doris Durette of San Antonio.

Connie Stein McWilliams
(BBA '79) has been promoted from vice president to senior vice president and manager of the real estate credit evaluation department at Gill Savings Association/Gill Companies in San Antonio. Before joining Gill, she was assistant vice president and credit manager at First City Bank-Central Park.

Ken Oden (JD '79) of Austin was elected Travis County attorney for a four-year term beginning last January. He supervises 20 other attorneys.

Mary Anne Rickhoff (MA '79) has joined the Mini-Blind Co. as a commercial sales representative. She was a sales representative for Rogers Cablesystems.

Orlando Javier Suris (BS '79) received the M.D. from the University of Texas Health Science Center in San Antonio in May and is now doing an obstetrics and gynecology residency there.

Patrick D. Whitley Jr. (BBA '79) is an account representative with Southwest Office Supply in San Antonio.

1980

Taylor Boone (JD '80) was

honored as the 1985 Outstanding Young Lawyer of San Antonio by the San Antonio Young Lawyers Association in April. A member of Oppenheimer, Rosenberg, Kelleher & Wheatley, he was selected for distinguished service to the legal profession and his community. He is a director for the Law Alumni Association and is active with the American Diabetes Association.

Maria C. Cruz (MA '80), who received a Ph.D. from the University of Vermont, is a clinical assistant professor of pediatrics at the University of Texas Health Science Center and a clinical psychologist at the Santa Rosa Medical Center at the Children's Cancer Center in San Antonio. She has a 12-year-old son.

Kathleen M. Gray (BBA '80) has been promoted to manager of the Dallas office of Peat Marwick, the international public accounting firm. She joined the firm in 1980 and works in the accounting and auditing department.

Elena Gutierrez (BA '80) married Gabriel Durand-Hollis, project architect with Hylton Dey Associates, on June 9, 1984. She is a fully licensed stockbroker for George E. Dullnig & Co. in San Antonio, where she has been an account executive for the past two years. The top grossing new account executive for the firm, she has also been working on a master's degree in business administration at the University of Texas at San Antonio and is seeking her options/principal-dealer license.

Bruce C. Hill (JD '80) has been appointed to the advisory board of Allied American Bank in San Antonio. He is general counsel and partner with Tierra Investments.

Scott McInnis (JD '80) is a practicing attorney and state representative for District 57 in the Colorado House of Representatives. He is vice chairman of the appropriations committee and a member of the agriculture livestock and natural resource committee and the legal services committee.

Annette Perrault Occhialini (BS '80) received the M.D. from the University of Texas Health Science Center in San Antonio in May and entered a general surgery residency at the Hospital of St. Raphael in New Haven, Conn.

Brother Michael T. Maurer (BA '80) has received the D.M. degree from the Chicago Theological Seminary. Recently named to Who's Who of Human Service Professionals, he serves on the board of directors of the Illinois Substance Abuse Counselor Certification Board Inc. and is director of counseling at Hales Franciscan High School in Chicago.

Juan Manuel Parra (BA '80) received the M.D. from the University of Texas Health Science Center in San Antonio in May and has entered a pediatrics residency there.

Hal Walker (JD '80) and his

wife, Elizabeth. are the parents of a daughter, Jordan, born January 12.

1981

David W.K. Baldree (BA '81, BS '81) and his wife, the former Mary Ainsworth, have one daughter, Amelia, born on March 27, 1984. A senior loan accountant at Mercantile Bank in St. Louis, Mo., he has purchased a 105-year-old home in nearby Waterloo, Ill., with plans to restore it.

Fay L. Bourgeois (MA '81) has been licensed by the National Board of Certified Counselors. Now serving as director of law placement and law alumni at St. Mary's, she is also a licensed counselor in Texas.

Robert Andrew Cisneros (BA '81) received the D.D.S. from the University of Texas Health Science Center in San Antonio in May and has entered general practice in Austin.

Keith Coehlo (MBA '81) of San Antonio has been appointed chairman of the development board of Texas Bank North. He is the chief financial officer for the Tom Rohde Development Co. and has worked several years in finance control, investment tax credit and rehabilitation credits.

Nelson W. Davidson (BS '81) graduated from the University of Texas Medical School in June and has begun a three-year residency training program in pediatrics at the Medical College of Virginia Affiliated Hospitals in Richmond.

Christopher W. DeMartino (BA '81) of San Antonio married Lou Ann Pfeiffer on June 8. He is a prosecutor with the Bexar County district attorney's office and she is employed with Texas Osage Royalty Pool Inc.

Gloria E. Farina (BA '81) of Terrill received her medical degree from the University of Texas Medical Branch School of Medicine in May. She is continuing her training with a residency in internal medicine.

Hector David Garza (BA '81) received the D.D.S. from the University of Texas Health Science Center in San Antonio in May and has entered general practice in the city.

Gabriel Gonzales (BA '81) received the M.D. from Baylor College of Medicine in May and has begun his residency in internal medicine at the University of Texas Medical School in Houston. He is married to the former Celeste Narro (Class of '82).

Leticia Cruz Mata (BBA '81) of Los Fresnos is business manager for Surgicare in Brownsville.

Sandra Neskorik McElroy (BS '81) was awarded the M.D. degree from the University of Texas Medical School at Houston in June. She is now doing a psychiatry residency at the Medical College of

# In remembrance of Brother Puckett

Bob Richmond

Brother Walter Puckett, one of my former teachers, died last week. A member of the Society of Mary, he taught English at St. Mary's University for 30 years.

Arriving late for the funeral Mass, I stood in the back of Assumption Chapel at St. Mary's University and silently reminisced about my classes with Puckett and the other brothers, priests and lay people who taught me many years ago.

When I first moved to San Antonio in 1967, I applied to the graduate school at Trinity University — I had attended a Catholic seminary in St. Louis where a grade point average was thought to reflect not just knowledge but humility as well. Trinity rejected my application, suggesting that my GPA wasn't high enough. Crushed, I eventually applied to St. Mary's where I was conditionally accepted — my application being lost for six months. Special acceptance meant that I had to maintain a B average — I made straight A's.

While a student at St. Mary's, I began to appreciate the communality and collegiality of the brothers. I felt they were in the business of more than just teaching courses

— they were trying to form citizens. They wanted to imbue future San Antonians with a sense of excellence.

As I stood in the back of Assumption Chapel at St. Mary's, I began to remember my years there. I remembered Puckett teaching Drama and Poetry Analysis — years later he would remind me that I had taken his Poetry Analysis course (which I hadn't) and suggested that my fledgling ability to write was a result of his poetry course.

Last Monday, the community of Marianists came together to remember one of their own — one who had worked among them for 40 years, who had dedicated his life to a community of men who had chosen not to marry but who had decided to dedicate their lives to God and to his sons and daughters. Puckett was a man like other men; he lived as best he could. What makes him remarkable is that in an age of yuppies, Puckett was an anomaly. He lived a simple life; he took common meals and said common prayers and felt that his life merely was a part of a larger community. Eventually he was buried in the common ground of his fellow priests and brothers.

"When to the sessions of sweet silent thought I summon up remembrance of things past..." rolled through my mind as I watched his casket being carried to the cemetery. A young girl carrying a tennis racquet passed by, a young man moving into the dorms — each oblivious to the passing of an era.

Puckett belonged to a time we will not see again — a time of dedication and total life commitment. The Marianists have been an inspiration and lifelong role models for their students.

Puckett, Louis Reile, Art Goerdt, Louis Schuster, Andy Cremer, Francis Greiner, David Fleming — my teachers — they not only taught me — they inspired me. The San Antonio community is a better place because of them.

As I stood for the Requiem Mass, I asked myself what Puckett would have wanted. After the burial, we all adjourned and drank a beer and ate dinner — Puckett would have appreciated the repast. Had Puckett been alive for his funeral, he would have toasted us all and asked for another sandwich.

God bless Puckett and all of those Marianists who have spent their lives in our behalf. In an age of consumption and acquisitiveness, in a time when lifestyles have replaced lives — the simple, common life of the Marianist Community should give us all pause for reflection. May they endure forever.

Reprinted from the San Antonio Light, August 26, 1985, with permission of Bob Richmond (MA '70). Richmond has taught in San Antonio schools for 15 years and currently has a talk show on San Antonio radio station KRNN-AM (93).

# Brother Gerald Schnepp, S.M. — 60 Years of Marianist Service

by Sylvia A. McLaren

"He was a very pleasant, congenial man who was always joking and easy to live with."

Brother Gerald J. Schnepp, S.M., 77, a member of the Society of Mary for 60 years and well-known teacher-administrator at St. Mary's University, died September 29 after a short illness.

His most recent work at St. Mary's has been compiling and editing the school's annual catalogs and working on the administration's policy manuals.

While hospitalized in the last days of his life, he was busy correcting the proofs of a book he has produced on the history of the St. Louis Province of the Society of Mary, governors of St. Mary's University.

Schnepp's long service as a Marianist includes professor of sociology at St. Mary's University from 1932-36 and 1938-45 — years during which he also aght part time at Incarnate Word College and Our Lady of the Lake University. From 1947-54 he was professor of sociology at St. Louis University.

He was vice president and director of adult education at St. Mary's from 1954-55

and vice president and business manager of the university from 1955-60.

From 1961-76, Schnepp was assigned to Rome as director of the Society of Mary's Department of Socio-Economic Affairs. On his return to St. Mary's, he again took up the work of adult education, becoming director of enrichment studies in the division of continuing education.

Schnepp is remembered by his colleagues as a talented scholar and enthusiastic writer—and for his outstanding comradeship and love of life—including regular hunting and fishing trips around the Texas coast and countryside.

He held a B.A. from the University of Ohio, an M.A. in anthropology and a Ph.D. in social science from Catholic University of America.

He was the author or co-author of six books on Catholic sociology subjects and also a regular contributor of articles to Catholic and sociology journals. He was book-review editor of the American Catholic Sociological Review in the '50s, and editor of the newsletter of the European Chapter of the National Association of Social Workers in the late '60s and early '70s.

Schnepp was president of the San Antonio Social Workers Association in the '40s and chairman of the South Texas Chapter of the National Association of Social Workers in the '50s.

He was a regular contributor of book reviews to San Antonio daily newspapers on sociology topics, including marriage and family matters.

The staff and faculty at St. Mary's feel the loss of Brother Schnepp as a warm and friendly spirit who, among his other social graces, served as the school's Santa Claus at Christmas parties for needy children and the campus community.

He is survived by two brothers, the Rev. Alfred Schnepp, S.M., San Antonio, (St. Mary's University), and Walter Schnepp, Chicago, (birthplace of the deceased); and a sister, Mrs. Alice Briggs, Bronxville, New York. Brother Gerry was buried in the Marianist Cemetery on campus following a funeral Mass celebrated during the afternoon of October 2.

Virginia Affiliated Hospitals in Richmond.

Mark Miller (JD '81) of Studio City, Calif., has completed the Peter Stark Motion Picture Producing Program at the University of Southern California, receiving a master of fine arts degree.

Joseph Paul Monier (BA '81) received the D.D.S. from the University of Texas Health Science Center in San Antonio in May and has entered general practice in the city.

Mario E. Perez (BA '81) graduated from law school at Georgetown University in 1984 and is now press secretary to Congressman Albert Bustamante in Washington, D.C. He married Janet Nethercutt of Greenville, N.C., on Sept. 1.

Alfred Rath (BS '81) has been appointed assistant principal at Rudder Middle School in San Antonio.

Margaret Adelle Vajdos (BA '81) was awarded the M.D. degree from the University of Texas Medical School at Houston in June. She is doing an internal medicine residency at Brooke Army Medical Center in San Antonio.

Miguel D. Wise (BA '81, JD '84) of Weslaco, an attorney with the office of Richard S. Talbert, attended Big Pine III wargames in Honduras as a controller for the United States and Honduran armies.

# 1982

George J. Atiee (BA '82) received the M.D. from the University of Texas Health Science Center in San Antonio in May and has begun a family practice residency at Baylor College of Medicine in Houston.

Karl Basile (JD '82) is associated with the law offices of Marvin B. Zimmerman in San Antonio.

Celeste Narro Gonzalez (Class of '82), married to Gabriel Gonzales (BA '81), is attending the University of Texas Dental School in Houston.

Mary Rohmer (BA '82) has joined the San Antonio public relations firm, Dublin, McCarter & Associates, as a senior account executive. She was formerly with United Services Automobile Association, where she edited the insurance firm's employee newspaper and managed a staff of three.

James F. Shrewsburg (JD '82) has been elected to the board of aldermen in St. Louis, Mo.

F.L. "Doc" Spellmon (BA '82) of San Antonio, an artist with Black Art Studio Ltd., received the 1985 Artist of the Year Award, presented by the Texas Emancipation Day Commission Inc. He is listed in American Artists of Renown and the Afro-American Art Institute Directory.

# 1983

Brett Bray (JD '83), formerly briefing attorney for the Texas Court of Criminal Appeals, has been associated with the Austin firm, Booth, Simmons & Newsom.

Craig Guhl (JD '83), who received the master of law degree in tax from the University of Miami in Coral Gables, Fla., in 1984, is associated with the Fort Worth firm, Watson, Ice, McGee, Morgan, Hughes & Liles.

Ken Hamilton (JD '83) is a new associate with the Austin law firm, Salmanson, Smith, Deitch & Travis. He was formerly a briefing attorney for United States District Judge Filemon B. Vela in Brownsville.

John Medellin (BBA '83, MBA '85) has transferred into the banking consulting department at Padgett, Stratemann & Co. certified public accountants in San Antonio.

Terry Mitchel (JD '83) is associated with the firm, Jones, Day, Reavis & Pogue, in Austin.

Steve Morris (JD '83) has received the master of law degree in tax from New York University and is working with Stubbeman McRae in Austin. He and Diane Weidert (JD '84) were married on July 20.

Jacqueline G. Reyes (BA '83) of Devine received a master of science degree in nutrition from Incarnate Word College in August.

# 1984

Kenneth D. Brazle (JD '84) has formed a law partnership with Donald J. Jemela in New Braunfels.

Laura H. Burney (JD '84) is a visiting professor of law at St. Mary's, teaching classes in property law.

Bruce W. Cobb (JD '84) of Beaumont was appointed briefing attorney to the 9th Court of Appeals in March.

Roger Coleman (BBA '84) of San Antonio has been named account executive at Warren Reed & Friends Inc., responsible for account service and new client acquisition. He has more than five years experience in the restaurant industry as general manager or bar manager.

Christopher De Garza (BBA '84) of San Antonio has completed the U.S. Army military intelligence officer basic course, ending his active duty commitment. He is now a junior systems engineer with Neural Systems Inc.

Kelly Gaffney (JD '84) is associate with the Dallas firm, Clark, West, Kller, Butler & Ellis.

Stephen Green (JD '84) has become associated with the law firm, Green & Mashburn, in Conroe. Job C. King (Class of '84) has completed basic training at Fort Sill, Okla. He received instruction in drill and ceremonies, weapons, map reading, tactics, military courtesy, military justice, first aid and Army history and traditions.

Thomas M. DeWitt (MA '84) has been named battalion logistics officer for the 69th Signal Battalion in Angsburg, Germany. He is a captain in the United States Army.

David L. Grice (BA '84) has entered medical school at the Texas College of Osteopathic Medicine in Fort Worth. He previously served as an admissions counselor at Schreiner College in Kerrville.

**Paul E. Petri** (BBA '84) is a sales and marketing representative with Ricos Products Co. in San Antonio.

Diane Weidert (JD '84) married Steve Morris (JD '83) on July 20. She has been a briefing attorney with the Texas Supreme Court this past year.

1985

T.J. Connolly (BA '85) of San Antonio has been promoted to assistant director of human resources and special events/projects coordinator for Benson Management Company. He works with the company's automotive dealerships, banks and the New Orleans Saints football

Clea Byron Efthimiadis (JD '85) was sworn into the U.S. Navy on July 1 by law professor, William Francisco, a retired Army colonel.

Christopher Metress (BA '85) has been awarded a fellowship at Vanderbilt University in Nashville, Tenn., where he is enrolled in the master's program in English.

Marc A. Ripley (BBA '85) of San Antonio is president of his own publishing firm, Antartic Press, which is now readying the comic book, Mangazine, for national distribution. He also received the Douglass Entrepreneurial Award from the Alamo Group Inc.

Jack T. Rothe (BA '85) married Rissa Schultz (BBA '85) on May 11. He is employed by H.B. Zachry Co. as a computer programmer. She has joined St. Mary's as assistant director of alumni relations.

John Schaus (JD '85) passed the Arizona bar exam and was admitted to the bar in May. He is associated with the law offices of James F. Kahn in Phoenix.

# **Tributes**

1936

Alfred Baumgartner (BA '36) of St. Louis, Mo., died in June.

1939

Louis Baumi (Class of '39) of San Antonio died on March 17.

1951

Michael Rizik (Class of '51) of San Antonio died on June 27 after a short illness. He was 59. He had practiced law since 1953.

1955

Robert M. Conway Sr. (BBA '55) died in St. Louis, Mo., on June 17, from a gunshot wound. The owner of the popular restaurant, the Pelican, was 52. He had been president of Tower Grove Bank and Trust Co. until he resigned in 1978 to form his own firm, Robert M. Conway and Associates.

# 1964

Louis H. Hulshof (BS '64) of Tullahoma, Tenn., died April 4 in a hunting accident.

1970

Robert R. Haley III (JD '70) of Seattle, Wash., died June 22 at age 49

\_14/1\_

Woodrow Wilson Bean (JD '71) of El Paso died in July.

1975

Michael H. Bailey (JD '75), a
Fort Worth assistant city attorney,
died May 23 following a 14-year
bout with Hodgkin's disease. Bailey,
42, became ill during a vacation in
Florida and was hospitalized in
Sarasota for about a month before
his death. He helped form the Livin
With Cancer Committee in 1978
that later became Can-Surmount, a
branch of a national organization
that provides rehabilitation
assistance and counseling for cancer
patients.

# THE MAYOR'S CHALLENGE CUP



# ST. MARY'S RATTLERS VS. UTSA ROADRUNNERS

With a victory apiece, the cross-town rivalry turns electric when the St. Mary's Rattlers meet the UTSA Roadrunners in a tie-breaking competition for the Mayor's Challenge Cup.

While only one team will be leaving the court with that coveted trophy, athletes of *both* schools will be the winners when the game's proceeds are split between the athletics funds of each institution.

TICKETS: \$5 & \$3, available at: UTSA's Ticket Office, St. Mary's Athletics Office, the Spurs Box Office, Joske's, the Majestic Theater, Beacon's, Hasting's, and area military bases.

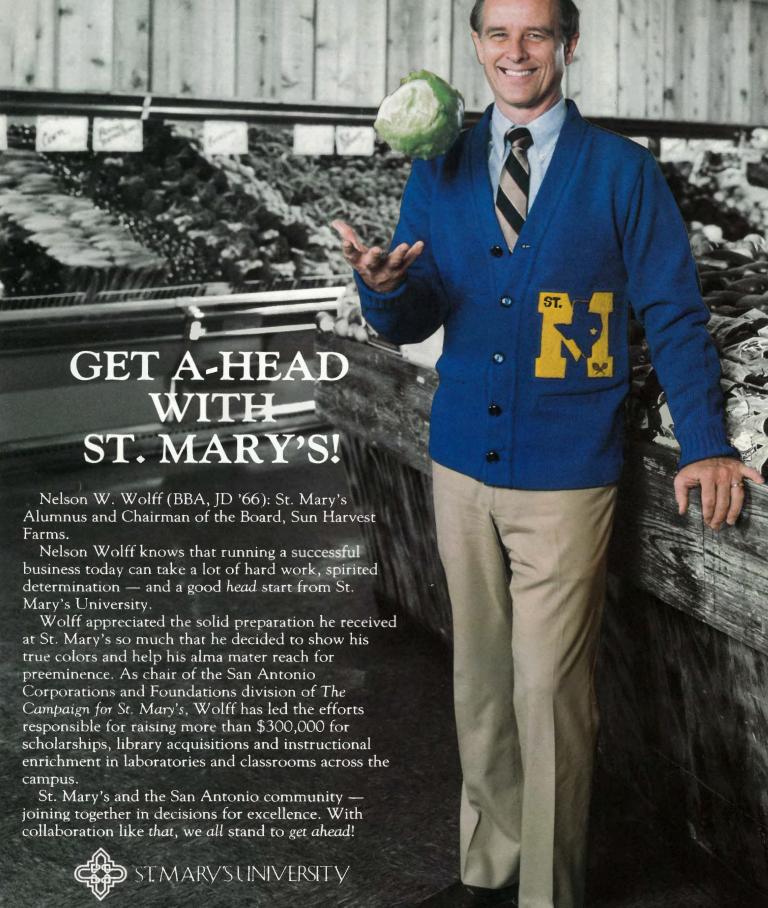
Special presale price of \$1 for St. Mary's and UTSA faculty, staff and students (with university I.D.). Convenience charge applied at ticket outlets.

# BE THERE. HEMISFAIR ARENA. JANUARY 13, 8:00 P.M.

The Mayor's Challenge Cup game is presented with the generous support of Miller High Life and KMOLTV.

Catch the Rattlers in HemisFair Arena as they take on Lamar University, December 14, 7:00 p.m.

Call St. Mary's Athletics Office (436-3528) for ticket information.



St. Mary's University

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