

Journal

Volume I, Number 3

October-November 1985

U.T. Business Division
In The Black

"It's all by word of mouth. People just walk in the door, and it's happening while many other MBA programs around the country are declining."

Sometimes Dr. Leon R. "Lee" Hoke isn't quite sure if he's running U.T.'s rapidly growing Economics and Business Division, or if the division is running him.

Hoke, an energetic 5 foot 3 inch, professor with curly hair and an ever-present grin, concedes he is running fast to keep up with the demands of a division chairmanship bequeathed to him last June. And when he sits down to catch his breath and talk about it, he admits he is slightly overwhelmed by a division which seems to be steaming along under its own power.

It is, however, a problem many division chairmen would like to have. For while the 1970s were sort of an enrollment high water mark in the fields of social science and education, the 80s is the decade of the business major, at least at The University of Tampa.

And though business and economics has always been a strong division at U.T., an expanding national economy, the development of Tampa as a megatrend city, and the University's central location and close ties to the Tampa



Dr. Lee Hoke . . . trying to stay in front of the division.

business community have spawned a huge crop of management-bound majors that has changed the complexion of the University.

For example, almost half (49 percent) of U.T.'s 1985 student population have selected one of the division's eight programs as their major. By contrast, a decade ago (1976), business majors accounted for 31 percent of the student body. Also, in that period the division has grown by 89 percent, from 517 to 979 students.

"But you have to realize that much of that growth has come in just the last three years, from the addition of the Management Information Systems (computer science) and the new Marketing major which started this year," says Hoke.

The computer science major was initiated in 1982 after the NCR Corporation awarded more than \$1 million worth of computer hardware and software to U.T. Then the program received an additional boost

in the fall of 1984 when Robert and Lorena Jaeb, former owners of the Shop and Go convenience store chain, donated \$100,000 to U.T. for a microcomputer center, compatible with the NCR system.

Since its inception in 1982, the computer science program has swelled to 198 majors, second only to the Business Management major, with 461 enrolled.

Also, Hoke points out that a large portion of the division's 30 percent growth rate from 1984 to 1985 was the result of 34 new students who started Marketing classes in August.

And Hoke says the impressive growth rates within the division's majors are not just the result of the expanding business sector, regionally and nationally.

"I'll compare our faculty with any university in the country in terms of quality teaching. We don't do nearly the research here that you find at big institutions like the University of Maryland or Wharton, but at U.T. teachers are held in high regard because they are good teachers, which is different from the big schools where you are rewarded for research and publishing," said Hoke.

U.T. has traditionally drawn a large number of



Student . . . works on microprocessor in Robert A. Jaeb Computer Center.

INSIDE JOURNAL

Freshman enrollment up 3

Elena: A moving experience 3

Museum image dusted off 3

How to give more than you have 6

Roundball: Is three the charm? 7



Growth... from Page 1

its business students from the Northeast, and more recently, a portion from Florida. Upon graduation, they usually went back to their home cities, or to large metropolitan areas for jobs. But Hoke sees that changing as Tampa and the Greater Bay Area emerge as an economic center.

"Right now I'm teaching a graduate level class of 25 students, and 5 of them are U.T. grads who originally came from out of state. We don't have any hard figures, but I'd say about 20 percent of our business majors (students who came to U.T. from elsewhere) decide to stay in this area after graduation. That couldn't have happened 10 years ago because the jobs weren't there."

If current trends are any indication, there will be plenty of space for future graduates in Tampa. Within the next 15 years the available office space just in the central Tampa business district is expected to climb from 2.4 million square feet to 4.6 million. And the current number of workers in the downtown area (37,000) will double in the same time period, according to an Oct. 18, 1985 article published in the Tampa Tribune.

Eventually, says Hoke, he expects to see a much larger number of business graduates remain in the area, but "I still find that a lot of our graduates are somewhat discouraged because they are getting jobs in the lower management training levels. They don't realize that business people want those who are willing to start at the bottom and do any job."

"No matter what your major, you don't start out

"We should fight tooth and toenail to protect what has been our area of strength, i.e., strong relations with the business community."

where your dad is, with an office on the 16th floor, a secretary and a company car."

But one group of U.T. students who have already worked their way up to the middle and upper management levels are enrolled in the division's Master of Business Administration (MBA) Program.

Started in 1973, the program has blossomed the same way the undergraduate business programs have, and as U.T.'s only master program, it enjoys a special place within the division.

Since 1979 the program has grown 92 percent, from 128 students to 246 in 1985.

And what is somewhat astonishing, both to Hoke and to Professor of Marketing, Dr. Ronald L. Vaughn, is that the MBA program has been growing at about 15 percent a year for the last

two years with no sales effort whatever.

"It's all by word of mouth. People just walk in the door, and it's happening while many other MBA programs around the country are declining," said Hoke.

In addition to the personal treatment MBA students receive, Hoke suggests the reason for the program's steady growth may be the current population shift from the North to the Sunbelt states, coupled with Tampa's "mega" city status, and the University's strategic location near a major airport and the convergence of two major interstate highways. But he doesn't think those factors will be enough to keep the program growing in the long run.

Neither does Vaughn, U.T.'s Max Hollingsworth professor of American Enterprise, and owner of a marketing research company, who was lured away from Bradley University in Peoria, Ill. after 11 years on its faculty, partly because he too noted the population swing to the Sunbelt.

"Bradley had the misfortune of being an excellent university in a bad location. And it's very difficult to fight the tide of demographic change in Illinois when you have a 30 to 35 percent drop in the pool of college students, and in the same period, a 9 percent growth of students in Florida," says Vaughn, who came to U.T. last year to head up its new Marketing major.

One of Vaughn's primary projects is to evaluate the MBA program in terms of its potential and prepare a business plan to guide its future. He noted that the typical MBA student is in his late 20s, already successful, is moving up the corporate ladder, and finds he needs some intensive training in the areas of his new or pending responsibilities.

There appears to be a growing pool of MBA candidates, but there also is growing competition among regional schools and universities for their applications.

St. Petersburg's Eckerd College has announced an MBA program. The University of South Florida has one. Florida International is recruiting MBA candidates. Several other universities are marketing to the Tampa metropolitan area.

"Although I don't recognize it as a competitor in our

class, Tampa College has a new MBA program and they promote it very heavily on radio, in magazines, in the newspapers—and it's growing," said Vaughn.

"So the opportunity is clearly there. And I expect we'll take advantage of it or there'll be increasing numbers of competitors who will. We should fight tooth and toenail to protect what has been our area of strength, i.e., strong relations with the business community."

Strengthening those bridges to the business community is a priority for Hoke and Vaughn.

"We don't have receptions for new people in town. We don't send out literature, we don't have posters scattered around to attract them, and we need that kind of approach," adds Vaughn.

Historically, says Hoke, university business professors and high-powered businessmen travel in separate social and economic circles.

"I get requests from businessmen to meet them for lunch at the Tower Club or some other club. Typically, I invite them over here and buy them lunch in the River Room for \$1.32," said Hoke.

However, the division's "opportunity for growth" poses somewhat of a dilemma for U.T. because it comes at a time when the economics and business faculty is having to teach overload classes just to accommodate the current student load.

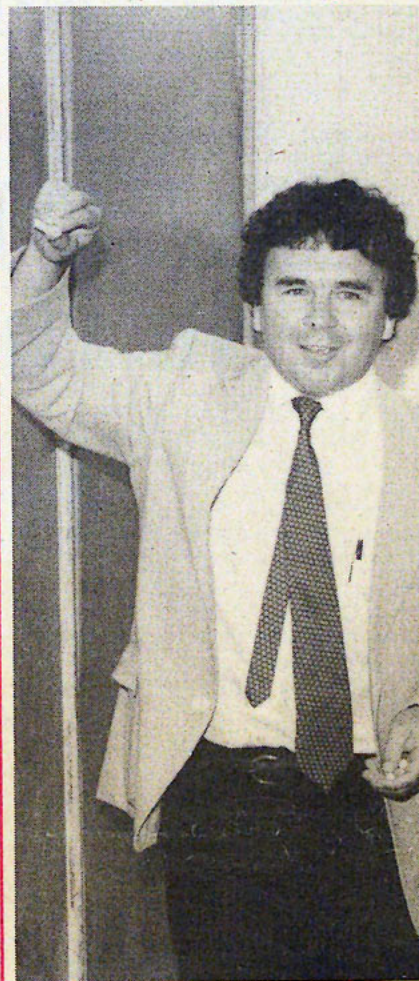
"I'm somewhat ambivalent about it. In truth, we have about as many students as our faculty can accommodate right now, without add-

"I get requests from businessmen to meet them for lunch at the Tower Club or some other club. Typically, I invite them over here and buy them lunch in the River Room for \$1.32."

ing more teachers," said Hoke.

There are plans to add another fulltime position in marketing next year, but that isn't likely to meet the challenge of the growing MBA program, say Hoke and Vaughn.

Other alternatives to take the pressure off could include the toughening of the admission standards for the MBA program. That would naturally reduce the numbers of students entering.



Dr. Lee Hoke...
the business lunch for \$1.32.

As for the undergraduate business programs, the University could end the practice of allowing students to take business courses in their freshman and sophomore years, and make them wait until the last two years in an effort to ease the pressure on faculty.

"It's ironic that we are fast approaching a point where we will have to decide how big we are going to let the business programs grow, especially when there's a shortage of students elsewhere," chuckled Hoke. U.T.

Journal

The University of Tampa Journal (USPS 748-810) is published seven times a year by The University of Tampa, 401 West Kennedy Boulevard, Tampa, Florida 33606-1490, with issues in July, August, October, December, February, April, June. Second-class postage paid at Tampa, Florida.

Karl Funds
Editor

Grant Donaldson
Writer

Lynne Hays
Art Director

POSTMASTER: Send address changes to The Journal, The University of Tampa—Box 84F, Tampa, Florida, 33606-1490

The University of Tampa is an Affirmative Action/Equal Opportunity Employer.



Dr. Ron Vaughn... view of a strategist.

Freshman Enrollment Up 18 Percent

An anticipated rush of freshmen flooded U.T. in August as new and returning students started classes.

The incoming freshmen class of 514 students represents an 18 percent increase over 1984 and has pushed the University's total enrollment to approximately 2,410, the largest student body in the last decade.

"We are delighted with the increase because it indicates that the efforts we have made recently to attract more and better quality students is working," said U.T. President Richard Cheshire.

Reasons for the increase are the result of many factors, but several relate directly to recent efforts to move the University into a more competitive position in the student market.

"There's been an intentional effort at the institution through publications, though recruiting efforts, through financial aid to bring in qualified, high-achieving scholars and leaders, to reconstruct the nature of the student body, and it's paying off," said Susan Komives, Vice President for Student Development.

Changing demographics have required a greater concentration on in-state students. In 1975 only 16 percent of U.T.'s student body was from Florida. Last year the figure had risen to 42 percent as a result of an effort to attract high quality students by offering more and better scholarships.

"We have also been engaged in a concerted campaign to visit more Florida high schools to let people know of the improving quality of education at U.T.," said Walter M. Turner, Director of Admissions.

He cited on-campus improvements such as the construction of new residence halls, the Spartan Sports Center, improved music and classroom facilities, the addition of two new majors (marketing and telecommunications) as positive factors which students consider when deciding to come or continue study at U.T.

The greatly expanded scholarship program also was named as an inducement. About 80 percent of the students attending the University receive some type of assistance, ranging from academic honors scholarships to need-based financial assistance.

"We are one of the few universities in the country which is giving scholarships to high school students on the basis of their leadership ability," said Turner, "but that is the quality of student we are looking for."

One reason given for the increased enrollment was the 300 percent jump in the number of Army ROTC scholarships awarded.

"Another significant fact this year is that our graduate student population increased 32 percent, and most of those students are from Hillsborough County," added Turner.

U.T. has one masters program, Business Administration, and most of the graduate students are from the Bay Area. There are now 238 Master of Business graduates students enrolled, compared to 180 in 1984.

"We expect all our new efforts to continue attracting more students in the next four years or so, and we also expect the percentage of Florida students to rise," said Turner. **U.T.**

New Director of Plant Museum Dusts Off Old Image



Macbeth is trying a modern approach to market the old museum.

The new director of U.T.'s Henry B. Plant Museum plans on dusting off the old image of the facility and putting a new shine on it in the months to come.

Curator Jim Macbeth comes to the museum, which occupies the ground floor of Plant Hall's south wing, with 25 years of experience under his belt. It is a profession he got into almost by "default," but he says he has no regrets.

As an entomologist working in Hawaii 25 years ago, Macbeth said he met a person who was working from the Smithsonian Institution who arranged an interview. A year later he secured the job and had been involved with museums ever since, first as a program director in the marine science museum, later as the director of the Florida State Museum, and for the last 11 years, as Director of the Museum of Florida History.

"Tapping resources" is



A resident watches as water from the Hillsborough River floods Plant Park and inches toward the U.T. fountain.

Hurricane Forces U.T. Evacuation

A year-old evacuation plan and quick response by students, staff and campus police resulted in a "smooth" evacuation of almost 1,000 U.T. students from campus Aug. 31 when hurricane Elena brushed Tampa.

The gale force winds were pummeling Plant Hall and high tides were already lapping at U.T.'s back door on the Hillsborough River when the order was given at 1 a.m. to evacuate.

Some students had already gone to bed, though many were winding up an evening of partying when the word spread across the campus that Elena had changed course and was aiming at the Bay Area.

"There could have been a lot of panic and confusion, but it went very smooth," said U.T. Police Chief Hal Schmelzer, the architect of the evacuation plan, completed last year.

One Residence Hall Adviser (RA) said she had to do some talking to convince a few students the evacuation order was real, "especially the ones who were just coming back from the Rathskellar."

But by 3:30 a.m. the campus was quiet and secured. Many students with cars had packed up and headed north and east.

"We got calls from students who had driven as far as Gainesville before they found hotel accommodations," said Schmelzer.

Many camped out at off-campus apartments of fellow students over the weekend. The police department had rounded up two vans and transported about 200 stu-

dents to the evacuation center at King High School.

RAs knocked on every door to make sure the evacuation was complete. Capt. Joe Griffith, Sgt. Charles Wolfer and officers Bill Roberts and Ray Sheridan stayed on duty during the 48-hour crisis. U.T. students Elaine Ermis and Lisa Hoernli volunteered to stay on at the police department to handle the numerous phone calls during the emergency.

Once at the King High evacuation center, U.T. students plunged in and helped out, rather than sit by as passive storm victims.

In an effort to keep spirits up and boredom down, Nancy Morhaim and Jeff Branch led in the singing of songs from "A Chorus Line," and assisted the elderly storm victims. Julie Diamond, Kim Baran, Jenn Bizjak and Fernanda Palermo helped serve food. RAs Karim Francis and Paul Folsom stayed the entire weekend at the shelter, along with Residence Life and Housing Director Jan Jardieu, helping out where they were needed.

The actions of U.T. staff and students at the shelter resulted in the recommendation of a letter of commendation from the Red Cross.

"Their spirit (the students) never wavered. They busted their butts feeding people, carrying senior citizens to the bathroom, and a hundred other things. I don't know what we would have done without them," said Cecilia Harker, an official at the King High School center.

Meanwhile, U.T. police

were busy towing students' cars out of the flooded parking lot at the Rivershore residence hall where one room on the ground floor was damaged and the swimming pool was filled with dirty brown water from the rising Hillsborough River. Campus patrols were beefed up to prevent damage to private property.

Night supervisor Pete Gonzalez had to evacuate his home but he spent most of his time on campus securing Plant Hall and other buildings. Other members of the custodial staff manned watches to ensure that water damage was kept to a minimum.

"For all the stress involved, it could have been bad, but everyone behaved and we had amazing cooperation," said Vice President for Student Development Susan Komives of the massive evacuation procedure.

The emergency did highlight some needed corrections to the plan. A staff alert system will be put into place, said Dr. Komives. Staff members will be asked to wear identifying tee-shirts during emergencies. The student handbook will include a check list of items a student should take in an evacuation. Contingency plans will be made to board up windows in Plant Hall and the museum. Precautions will be taken to protect valuable documents from water damage.

By the time the emergency was over some 44 hours later (on Sunday evening) there were only about 50 students still staying at the evacuation shelter. The others had found alternative accommodations.

Full food service started on campus as scheduled at 7 a.m. on Monday morning and classes resumed as usual on Tuesday following the hectic Labor Day weekend.

"We were lucky that we didn't lose electricity, phones or water service. Otherwise we would have had to go in and check everything out before letting the students back in," said Schmelzer.

As it was, some students were intent on getting back into the residence halls early Sunday to take showers, but had to be turned away. About half of the University lies in the flood prone Zone 20 which extends from the river to Pepin/Rood Stadium, and that was the area damaged.

Damage to U.T. was minimal, according to facilities supervisor Jimmy Dailey. Three oak trees were blown down. Plant Park was flooded from the river to the fountain. **U.T.**

what Macbeth considers to be his main responsibility as director, in addition to restoring and maintaining the collections which are the "center point objects that count."

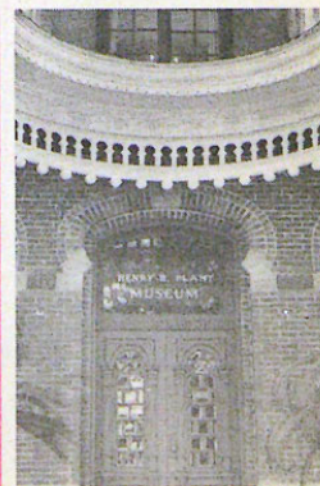
"I see this position as a challenge and a dream. I would like to be comfortable here, and work on the museum to make a unified image."

Macbeth said his three main goals are: to focus on the art objects of the old Tampa Bay Hotel, to publicize the story of shipping magnate and hotel founder Henry B. Plant, and to

research and make the Tampa community more aware of Tampa's history.

He will be busy this year with projects involving an exhibit on the works of Plant Hall architect J.A. Wood; an exhibit of sketches and publications of Ulysses S. Grant's visit to Florida; a focus on displays by bringing them closer to viewers; and a visual story of how the Tampa Bay Hotel was built.

"I want to make it a good experience for visitors," Macbeth said. "If the public has a good experience, it would be a contribution to the University." **U.T.**



Seldom used entrance to the Henry B. Plant Museum.

Alumni News

Tom Feaster '76 M.Ed., Director of Alumni Affairs and Parent Relations.



Our student alumni association, better known as the U.T. Diplomats, has been busy this fall. The group, organized in 1983, provides a valuable volunteer service to the University. The 25 students in the organization give of their time and talent to provide better communication between the University, its alumni, parents, and the local community.

This fall they have already helped stage two very successful events. In late August, they welcomed a record freshman class of 514 new students and their parents during Orientation 1985, and on September 21 they wel-

comed alumni members of the Tampa Alpha Chapter Kick-Off Party at the Tower Club in Tampa.

They are also the group responsible for coordinating Family Weekend, Nov. 1-3, 1985. Diplomat Coordinator Tom Pignataro '86 and Penny Hane '87 have assured me that this is going to be one heck of a good time. The planning includes a moonlight cruise, U.T. day at Busch Gardens, and much more. The complete brochure with a reservation form should be in the mail shortly for all our parents.

Alumni, don't forget to plan your winter vacation in Tampa, Feb. 7-10, 1986. It's Gasparilla Weekend in Tampa, and Homecoming at U.T. Please contact me in the Alumni Office if your class would like a special reunion at this time. U.T.

Go Spartans!



Sam Guinta '60, (left) President of the National Alumni Association chats with Jack Rodriguez '68, President of the Tampa Alpha Chapter and Christina Petti '85 during the Tampa Alpha membership kick off party at Tampa's Tower Club.



U.T. basketball coach, Richard Schmidt (right) talks with Rick Thomas '72 (left) and Jim Collins '88 and U.T. Diplomat at the Alpha kick off party.



Barbara Grimmer '89 (left) is following her brother Jeff's '80 (center) footsteps at U.T., seen here talking with Dr. and Mrs. Richard Chesbire at the Alpha Party.



Diplomats Brent Tatum '87 (left) and Debra Tamborello '88 help some of the parents of the 514-member freshman class which arrived on campus to hectic schedules.

IN MEMORIAM

Dr. Louise Carroll Leonard '35

A.M. "Ray" Prado '35

Earl Richard Hatcher '35

William R. Bender '49

Michael Roche Brennan Sr. '50

John Paul Bagley '52

Thomas John Mahin '57

Ray L. Brumfield '57

Christopher Napoli '59

Charles A. Bardin '63

Linda Jean Scrivner '67

William Montano '68

Sam Lee Huey Jr. '71

Charlie Gomis Jr. '72

William R. Powell '76

Walter Linden Baxter '79

David Christopher Hackett '83

Kevin Michael Keane '85

Walter T. "Coach" Burrell Sr.
First Football Coach at U.T.

Chelo Huerta
Former U.T. Head Football Coach

Clyde Reed
U.T. Biology Professor

Charles Walker
U.T. Biology Professor

Come in and see the new bookstore and take advantage of the 10 percent alumni discount on everything from umbrellas to tee-shirts. There is an excellent selection of quality merchandise (books not included).

C L A S S N O T E S

'51

Jasper G. (Tracy) Taylor Jr. was awarded the Bronze Star in a ceremony at MacDill Air Force Base on July 15, 1985 for meritorious service while engaged in ground combat against an enemy of the United States in defense of the Philippine Islands from Nov. 20, 1941 to Oct. 2, 1945.

'56

James Crosby has been named 1985 Teacher of the Year by the University of South Florida Alumni Association. Crosby is a music instructor at Woodrow Wilson Jr. High in Tampa.

'59

Matt Jetton, retired Hillsborough County Commissioner, spends his time on his Hillsborough County Horse Farm. Jetton's goal is to see one of his horses run in the Kentucky Derby.

'68

Gwen Aman has joined Merrill Lynch Realty/Florida Inc.'s Brandon Office. Prior to the move she worked with various other area real estate firms, including Prestige Properties and Watson Realty.

'70

Lorraine Bode is engaged to wed Wayne Atkins. The wedding is planned for October 12th at the Tampa Garden Center.

'73

Michael R. Pender Jr. was the recent recipient of the Dirk Lippe Panhandler Award, presented annually at SEMCON, the yearly meeting of the Downtown Association of Sarasota. Pender's vocation is certified public accountant with Cavanaugh & Company of Sarasota.

'74

Lynn Anderson has joined AgMax Inc., Frankfort, as manager of technical services for Country Fresh Feeds. Anderson and his wife, Leita, live in Frankfort.

'76

Richard Brodbeck was appointed President of Brodbeck Piano's, Inc. He succeeds his father, Emil. The succession inaugurated the fifth generation of Brodbeck's to run the company.

Charles J. Gutierrez recently received an M.S. degree in Cardiology from the University of Central Florida, and is a staff cardiopulmonary therapist at Humana Hospital Lucerne in Orlando, FL. Gutierrez has been accepted to the University of South Florida to pursue the Ph.D. in Curriculum and Instruction emphasizing Medical Science.

Steve Johnston and Jeaneen Whittenburg were married August 24th at Columbus.

'77

Mary Kay Pippin and Glenn S. Uchiyama were married July 27th in the MacDill Air Force Base Chapel. The couple live in Fort Rucker, Ala.

'78

Kevin P. Astuccio and Christine Easterlind announce their plans to marry September 13, 1985.

Jacqueline Diss, realtor, has been inducted into the Tampa Board of Realtors.

Herbert R. Fisher has been nominated to sit on the nine member advisory committee of the newly created Florida Real Estate Commission Education and Research Foundation.

'80

Nona Edelson teaches English at East Bay High School and was recently named women's track coach.

'81

Harry Micheli and Jayne Ware were married August 10th in the First Baptist Church of Temple Terrace.

'82

Eddie Edelson is an ad sales representative with the Denver Post.

Shelly Reyna Havas and Robert Lee Carnaroli '85 were married August 10th in Sacred Heart Catholic Church, followed by a reception at U.T. The couple live in Tampa.

'84

Second Lt. Thomas S. Conrad has graduated from the U.S. Air Force Communications Maintenance Officer Course at Keesler AFB, Miss.

Air Force Second Lt. Edward E. Murphy Jr. has been awarded the Joint Service Commendation Medal at Castle AFB, California. He is an executive officer with the 93rd Security Police Squadron.

'85

Sgt. Donald G. Blair has graduated from the U.S. Air Force Information Systems Operators course at Sheppard AFB, Texas. He is scheduled to serve with the 64th Flying Training Wing at Reese AFB, Texas.

Robert Bovarnick is currently working full-time at Bryn Alan Studios.

Lynette Michelle Colterlyahn and David Roy Hirth were married August 3rd in Bayshore Methodist Church.

Alicia Montes is the new administrative director of the Florida Center of Contemporary Arts. She assumed the position in April 1985.

Elizabeth G. Stern has moved temporarily to Cheshire, CT and is in a management training program in a Macy's branch store in New Haven.

Faculty

New Faculty Fill the Bill

The University of Tampa added eight new names to its faculty roll in the areas of business and economics, nursing, humanities, and social science this year, and made four one-year appointments in the art, humanities, music and business and economics divisions to help with the increasing teaching load.

John Todd, assistant professor of management, fills a new position in marketing. Todd was an assistant professor of marketing at St. Leo College since 1983, and the "Outstanding Instructor of 1983-84." He received his Masters in Business Administration degree from the State University of New York.

Theodore Bahn fills a new assistant professor of Management Information Systems position and brings with him 13 years experience in data processing. Bahn graduated from Yale University with a Bachelor of Arts degree in political science. He received a Master of Science degree in automatic data processing from George Washington University, and an M.P.S. in management auditing from New School for Social Research.

Dr. Richard Moss, associate professor of economics, replaces Dr. Charles Hyde who retired. Moss taught economics at the University of South Florida (USF), and served as an economic consultant to the City of St. Petersburg and the Tampa Chamber of Commerce.

Moss hold a Bachelor of Science degree in economics from the University of Iowa, a Master of Arts from the University of Delaware, and a Ph.D. in economics from Virginia Polytechnic Institute and State University.

Associate professor of economics **Dr. David Roberts** taught finance and economics at the University of Miami, and at Rutgers College. He received his B.A. in business administration from U.S.E, an M.A. in economics from the University of Florida (U.F.), and a Ph.D. from Duke University.

Nursing assistant professor **Nancy Talley** was the Horizon Hospital Director of Ambulatory Care in Clearwater, and a part-time faculty member in the Nursing Program since its inception. Talley received her Bachelor of Science in Nursing and her Master of Nursing in psychiatric nursing degrees from the U.F.

Joanne Trekas, the second new assistant professor of nursing, held that rank at the University of Wisconsin-Milwaukee from 1980-1983. Prior to U.T., Trekas served as an occupational health nurse at the A.C. Plug Company. She holds the B.S.N. and the M.S.N. degrees from the University of Wisconsin-Milwaukee, and an A.B.D. degree from Marquette University.

The new Modern Languages coordinator is **Dr. Martin Favata**. Favata taught at Roanoke College

as a tenured associate professor of Spanish for 10 years. Favata, raised in Tampa, received his B.A. degree from U.S.E. He received his masters degree from the University of North Carolina, and his Ph.D. from the U.F.

Dr. Doug Timmer, associate professor of criminology, replaced Dale DeWild who went to India to teach. Timmer has served as an assistant professor of sociology at the University of Dubuque since 1981. He holds three sociology degrees, the B.A. and M.A. from the University of Northern Iowa, and the Ph.D. from Colorado State University.

Visiting professor **John Caputo** replaces Lew Harris who is on sabbatical. Caputo was an associate professor of art at the University of North Alabama. To prepare himself for an art career, Caputo attended Broward Community College for an Associate of Arts degree in visual arts, U.S.E for a B.A. degree in art education, and U.F. for a Master of Fine Art degree in printmaking.

Band director **Carol Green**, a one-year appointee with a three-quarter time teaching load this year, taught elementary music in the Pinellas County School system and served as a faculty member at Florida Southern College, on a part-time basis. She holds two music degrees, a B.A. and an M.M., both from U.S.E.

While he's on sabbatical leave this year from Eastern Michigan University, visiting professor **Dr. Charles Hoi-tash** will teach marketing at U.T. He earned a Bachelor of Science degree in economics from Harvard College, and then entered the marketing field, receiving an M.B.A. from Cornell University, and a Ph.D. from Michigan State University.

Alice Perrin replaces Jan Boxill while she is on a leave of absence. Perrin will serve as a visiting professor of philosophy. She received her B.A. in philosophy from Florida Atlantic University, an M.A. from the University of Miami, and is presently a doctoral candidate. **U.T.**



... Huerta

'Chelo' Huerta Dies

Marcelino "Chelo" Huerta Jr. died Oct. 9 of cardiac arrest at St. Joseph's Hospital in Tampa. He was 61.

Huerta was head coach of The University of Tampa Spartans football team during its formative years, 1951-62, and was well-known and respected in Tampa sports circles.

"I was in Miami when Chelo was coaching at U.T. He was an innovative, colorful fellow and he really put the football program together at U.T. and brought

a lot of national attention to the University," said Athletic Director, Fran Curci, who had dinner with Huerta the night before he died.

Huerta, an Ybor City native, also coached at Wichita State and Parsons College but he returned to Tampa in later years. When he died, he was executive vice president of MacDonald Training Center in Tampa. **U.T.**



... Walker

Retired U.T. Professor Dies

Retired biology professor, **Charles F. Walker Jr.**, died of natural causes Oct. 3. He was 67.

Walker was a professor at U.T. from 1956 until his retirement in 1983.

He coached legions of students through U.T. during his 27 years of teaching. In 1963, he was appointed dean of administration and named vice president for academic affairs in March of that year.

However, he returned to teaching in 1967 and continued as professor of biology until his retirement.

He earned his Ph.D. and M.S. degrees at the University of Kentucky. He also held a M.A. from West Virginia University, a B.A. from Marshall College and a B.S. and B.S.Ed. from Union College. In 1967, Union College also awarded him an honorary doctor of science degree. In 1984, he received The University of Tampa Medal. **U.T.**



Store manager John Mason shows off some of the wares in the new U.T. Campus Store. He describes the facility as a general store which contains everything from Mousse to Melville. The store opened in August in new quarters, a renovated old church, after it outgrew its former space in the U.T. Student Union. Alumni receive a discount on everything but books.

Capital Ideas

The Advantages of Giving Now

by Bob Grimsley
Estate Planning Counselor



The Federal budget deficit isn't going to go away, though not much is being done about it right now. The administration and both houses of Congress each have versions of tax reforms poised and ready to drop on a public whose attitude is largely, "who cares?"

The idea in all three versions is to reduce income tax rates significantly; preserve most of our cherished deductions, reduce our horrendous budget deficit—and not make anybody real angry, a feat akin to cooking an omelet without breaking any eggs.

Some adhere to the principle of "if it ain't broke, don't fix it." But the consensus is that the tax structure is indeed "broke." The betting is, therefore, that there will be some reform this year or next, and it's going to effect each of us—some drastically.

If tax reform happens this year, it will be important in year-end planning. We hope to have more solid information for our next issue and will pass along the best advice we can get on specific ideas to help you take advantage of whatever the law allows.

A couple of things seem certain. If reform does take place (and it is almost a certainty this year or next), tax rates will be reduced for almost everyone. This means that all deductible items are worth more before the tax change than after. Any deductions that can be taken in 1985 should be; the higher the tax rate the

greater the value of your deductions.

Year End Check Up

Now is a good time to start your year-end planning to maximize deductions and minimize taxes for 1985 so you will be in a position to act quickly if a retroactive tax reform package is passed next year.

Interest on home mortgages and other financing, a portion of medical expenses, state and local taxes, expenses incurred as a volunteer and, of course, charitable gifts can all help reduce your tax bill.

Itemizers can deduct charitable gifts amounting to half of their gross income. All gifts made through Dec. 31 count as a 1985 transaction. The current tax year also presents the best opportunity so far for non-itemizers to reduce the after-tax cost of their gifts up to 50 percent of their adjusted gross income. However, that advantage for non-itemizers is proposed to be eliminated under the new tax packages.

Increase The Value, and Joy, of Giving

Choosing the best ways to give can be as important as making the choice to give. Most of us own property in various forms, some of which may make more practical gifts than we realize because we gain the advantage of a reduced tax burden.

Stocks and Bonds, Give More at Less Cost

This may be the best year ever to give securities and

other properties which have increased in value since purchased because changes in tax laws in 1984 have made it possible to deduct the full value of properties held more than six months. Previously, you had to wait a year.

The following example details how you can give securities or real estate to a favored institution and still get the best possible tax treatment for your own estate: Joe and Mary Spartan are considering the best way to give their Alma Mater \$5,000. They purchased 200 shares of stock in 1983 for \$2,000. Now the shares are worth \$5,000. Joe and Mary feel they can't personally afford to give \$5,000 in cash from their pocket. But they can afford to give an asset valued at \$5,000, provided they reduce their joint tax burden, especially if they get

the deduction under the current tax rate of 50 percent. Let's examine the difference in the benefits they receive if they give the shares at their 50% tax rate rather than at the proposed maximum rate of 35% under the new proposal. **U.T.**

Joe and Mary decide they would benefit by giving this year rather than taking the risk that tax changes may make the gift less valuable to them next year. The \$2,500 in tax savings represents an after-tax return of 25 percent on their original \$2,000 investment—plus no capital gains tax—and they have the satisfaction of making a full \$5,000 gift to U.T. which only cost them \$2,000 initially.

It was a good and timely move, benefiting not only Joe and Mary, but U.T. as well. **U.T.**

	Current Tax Rates of 50%	New Tax Rate of 35%
Value of stocks gift.....	\$ 5,000	\$ 5,000
Tax savings from gift	- 2,500	- 1,750
After tax cost of \$5,000 gift ...	2,500	3,250
Long term capital gains tax avoided	- 600	- 525
Net cost of \$5,000 gift	\$ 1,900	\$ 2,725

Spartan Sports

Spartans Charging Hard for Finals

by Robert Dale Morgan

Will the third time be the charm?

That's part of a question that The University of Tampa's 1985-86 men's basketball team hopes to give an affirmative reply to this season. In only its third year of competition, the program has established itself as one of the best of its kind in the country.

The Richard Schmidt-coached Spartans are the only team in NCAA history (in any division) to participate in NCAA post-season play in each of its first two seasons.

Following a 13-year hiatus, the University brought back men's basketball and produced a team that won the Sunshine State Conference Tournament championship and a bid to the NCAA Tournament where they finished a respectable third in the South region.

The Spartans' 1984-85 encore turned even more heads and served notice that the previous year's showing was no fluke. Not until eventual national champion Jacksonville State University used its home-court advantage in the NCAA South Regional championship final had U.T.'s stellar second year come to a close.

It was at the end of last year that the NCAA regional runners-up and nationally-ranked Spartans garnered their most cherished individual accolade, the naming of sophomore sensation Todd Linder to the NABC's First Team All-America squad.



... Todd Linder



... John Jones

Linder, a 6-7 junior forward from St. Petersburg, Fla., who led the Spartans in scoring with a 17.3 points per game average, had yet another honor bestowed on him when Street & Smith Magazine named him to its 1985-86 pre-season "Super 5" team. The magazine, one of the nation's foremost and well-respected publications, also photo-featured Linder in its small college report, while ranking the Spartans in its illustrious "Top 15".

The United States Basketball Writers Association also found it appropriate to place the Spartans among the nation's finest, ranking them in their 1985-86 pre-season "Top 20 poll".



... Nate Johnson



... Doug Olsen



... Andrew Bailey

While accolades continue to find Linder, it is the play of his roommate, John Jones, which also contributes vastly to U.T.'s on-court success.

Jones, a 6-4 junior from Sarasota, Fla., is considered one of the most versatile college basketball players in the country by Coach Schmidt.

On several occasions last season, situations forced Jones, the Spartans' second-leading scorer with 11.8 points per game (ppg) and rebounder (5.6 ppg), to play every position on the floor—from point guard to center. The second team all-conference performer also led U.T. in assists (101) while directing the Spartan offense.

One player who wasted no time finding a spot in the Spartan line-up last season was Nate Johnston, a 6-8 sophomore from South Shore, Fla. Johnston, who was the Spartans fourth-leading scorer (9.3 ppg) and rebounder (5.3) as a freshman, will be heavily counted on during the 1985-86 season.

The Spartans' fourth returning starter from a year ago is Doug Olsen, a 6-3 sophomore guard from Louisville, Ky., where he spent last summer playing against some of the best roundball talent in the country. Olsen, who comes from a sound basketball background (his father is University of Louisville Athletic Director Bill Olsen, a former U of L assistant coach under De Crum), will again be looked to for his steady, heady play and outside, zone-breaking and shooting ability.



... Moses Sawney



... Craig Cohen



... Michael Morse

In addition to the Spartans' quality-laden quartet of returning starters, six other lettermen bring to 10 the number of experienced veterans who will again this season don the scarlet, black and gold.

Of the six, three will show their expertise at the guard position. Andrew Bailey, Moses Sawney, and Craig Cohen each came off the bench at strategically-critical moments throughout the season to provide ball-handling and offense-directing prowess.

The trio saw action in a combined total of 84 games, while teaming up for 128 assists and 47 steals. Bailey, a 6-2 sophomore from Louisville, Ky., and Sawney, a 6-3 junior from Tampa, were the Spartans' fifth and sixth-leading scorers a year ago. Cohen, a 6-3 junior from Voorhees, N.J., was the player looked to in ball control and foul-shooting situations, hitting nearly 85 percent from the charity stripe last season.

Two returning forwards who should add front line strength during the 1985-86 campaign are Michael Morse and Ben Schell. Morse, a 6-5 senior from Fort Myers, is the only senior on this year's squad and a co-captain who saw action in 23 games last season. Schell, a 6-6 junior from Bradenton, Fla., will provide much-needed bulk in the middle and strength on the boards throughout the season.

A 6-10 sophomore from Bellefontaine, Ohio, Dan Hurley, who saw action in 14 games as a freshman, is expected to continue his development toward a strong player at the pivot position.

Even with an exceptional nucleus of 10 battle-ready stalwarts, the Spartans added two high school all-state guards, each with excellent leaping abilities. Maurice Jones, a 6-3 freshman from Louisville, Ky., came to the



... Ben Schell



... Dan Hurley

Spartans after a highly-touted prep career in that basketball hotbed, where he led his team to the state tournament semifinals. Ro Brown, a 6-5 freshman from Fort Myers, Fla., joined U.T. after being named Southwest Florida Player-of-the-Year during his senior high school season of 1984-85. Both will see considerable playing time and neither has been ruled out of a starting position despite being freshmen.

Though a tough schedule features Florida State, North Carolina State, Iowa, Oregon State and Kansas State, along with Sunshine State Conference foes, the quality of returning players suggests that the Spartans will be knocking on the post-season door. **U.T.**

Spartans, Bulls to Meet

One of the most talked about and long-sought collegiate match ups in the Tampa Bay Area will happen Feb. 26 when the U.T. Spartans and the University of South Florida (U.S.F.) Bulls basketball teams go at each other in the U.S.F. Sun Dome.

Officials of the two universities announced the game Sept. 30 at a joint news conference in the downtown Tampa Club.

"I don't think that there's any question that the people of Tampa will support the game," said Fran Curci, U.T. director of athletics.

"From our standpoint, we would have obviously liked to play the game earlier in the season and showcased the event, but the two schools just couldn't get together on an earlier date."

A game between division II (U.T.) and division I (U.S.F.) has been talked about for years, but the Feb. 24 game was the first concrete development.

The playing date comes just days before each of the two teams enter their

respective conference tournaments. The Spartans' Sunshine State Conference Tournament is slated for Feb. 28-March 1, while the Bulls' Sun Belt Conference Tournament is tabbed for February 27-March 1.

"I have a feeling that people are going to choose up sides and get involved like never before," said Richard Schmidt, U.T. head basketball coach. "I hope this develops into the same kind of crosstown rivalry that they have in Philadelphia with the Big 5."

Both institutions have indicated that the portion of the 10,258 tickets which each receive will be a part of their respective ticket packages.

And while there has been no commitment by either school for future games, the possibility cannot be ruled out.

Game time is 7:35 p.m. at the Sun Dome. **U.T.**

In The Gallery...



(For more information on exhibits, contact The Lee Scarfone Gallery, 253-3333, ext. 217. Gallery hours: Mon.-Fri. 9 a.m.-4 p.m.; Sat. 1-4 p.m.)

Nov. 15-29. "Womanart": a mixed media exhibit by various female artists.

Dec. 6-20. U.T. Faculty Exhibition: new works by art professors John Caputo, Dorothy Cowden, Gilbert De Meza, Harold Nosti and Joe Testa-Secca.

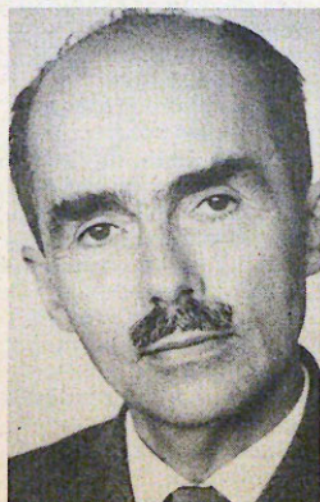
At The Podium...

Nov. 5. The U.T. Honors Program presents a lecture on "Social, Political Change and Tradition in Africa" by **Dr. Kofi Glover**, an African native who is currently Director of Interdisciplinary Social Sciences at the University of South Florida. This free, 4 p.m. discussion will take place in Plant Hall, Room 425.

Nov. 6/Dec. 5. The International Issues Forum, a series of timely speeches by well-known world leaders, begins Nov. 6 with African prince and apartheid opponent **Mangosuthu Buthelezi**. Prince Buthelezi is expected to speak on the racial turmoil in his homeland. On Dec. 5, Austrian/German politician and author **Dr. Otto Von Habsburg** will discuss European politics and international affairs. For more information concerning the International Issues Forum, contact the U.T. Public Affairs Office, 253-3333, ext. 480.



... Prince Buthelezi



... Von Habsburg

THE UNIVERSITY OF TAMPA

Journal

Playbill...

Nov. 1-3. The Tampa Ballet begins its season with an evening of Russian classics—"The Firebird," danced by Patricia Renzetti and choreographed by Artistic Director Martin Fredmann, and "Paquita," staged by Marina Stavitskaya of the famed Kirov Ballet of Leningrad. Performances are at David Falk Theatre. Curtain times are 2 and 7:30 p.m. on Sunday, 8 p.m. on Friday and Saturday. For tickets, call 229-8637.

Nov. 9. Jerry Herman's lively, irresistible musical comedy, "Mame," is **The Spanish Lyric Theatre's** first English-language performance of the season. This captivating story of a young orphan and his free-spirited aunt (played by Helen Gordon Davis) will be performed at 8 p.m. in McKay Auditorium. For ticket information, call 248-3594.

Nov. 22-23. Class Act Productions, a young people's theatre arts ensemble, presents one of Rogers and Hammerstein's most famous and beloved works, "The Sound of Music." Curtain times at David Falk Theatre are 8 p.m. (Fri. & Sat.) and 2 p.m. (Sat.). For ticket information, call 961-3347.

Dec. 9-22. Three spirits visit a miserly old man on Christmas Eve—and change his life forever—when the **Tampa Players** present a musical adaptation of Charles Dickens' timeless classic, "A Christmas Carol." A holiday treat for the entire family, "A Christmas Carol" will be performed at David Falk Theatre. For tickets, call 254-0444.

Dec. 26-31. The Tampa Ballet's critically-acclaimed production of Tchaikovsky's "The Sleeping Beauty" returns to dazzle audiences this holiday season. Persons attending the Dec. 31 show may also attend the Tampa Ballet's Gala New Year's Party immediately following the performance. For more information, call 229-8637.

Etc...

Nov. 1-23. Brush drawings of Florida, Cuba and Mexico by 19th-century artist Frank H. Taylor will be on display in the **H.B. Plant Museum**. Entitled "A Stately Picturesque Dream," the exhibit features views of Key West, Silver Springs, Havana, Veracruz and other places circa 1880. H.B. Plant Museum is open Tuesday through Saturday from 10 a.m. to 4 p.m. Admission is free, however, voluntary donations of \$1 are accepted.

Nov. 12/Dec. 3. The Honors Program Film Festival, a free film series sponsored by the U.T. Honors Program, will offer the following films in Nov. and Dec.: "Ceddo," an African political thriller concerning the kidnapping of a beautiful princess (Nov. 12) and "Inherit the Wind," a fictionalized account of the 1925 Darwinism trial of John T. Scopes, starring Spencer Tracy and Frederic March (Dec. 3). Films will begin at 7 p.m. in the Library, Room AV II.

Go Spartans!!!



The following sports schedules are for home games only. All soccer games are played at Pepin/Rood Stadium and all volleyball and basketball games at the Spartan Sports Center. For tickets or additional information, contact the Spartan Sports Center, 253-3333.

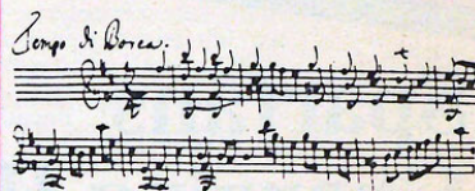
Spartan Basketball: Beginning Thanksgiving week, the men's basketball team "slam dunks" its way to another exciting season against the following opponents (start time for all games is 7:30 p.m.): Concordia (11/25), Edward Waters (11/27), Nova (11/30), Florida Memorial (12/4), West Virginia Wesleyan (12/7), Urbana (12/12), Flagler (12/14), Cedarville (12/20). A special tournament, the Far West Classic, will be played on Christmas Day.

The Lady Spartans take to the court against Edward Waters in their Nov. 23 season opener. They'll also play against the following teams in Nov. and Dec. (all start times are TBA, so call the Spartan Sports Center for more information): Clearwater Christian (11/25), Judson (12/8), Valdosta State (12/14) and West Florida (12/16).

Spartan Soccer: The soccer team concludes its season in November against these opponents: U.S.F. (11/2—7:30 p.m.), Maryland (11/8—8 p.m.) and South Carolina (11/10—3 p.m.).

Spartan Volleyball: Cheer on the Lady Spartans as they wind up another season of volleyball action. Beginning at 7 p.m., the Lady Spartans will face St. Leo on Nov. 13 and Florida Southern on Nov. 20. The final home game will be a conference tournament Nov. 22-23.

CALENDAR



Music... Music... Music...

(For more information on U.T. musical events, contact the U.T. Music Dept., 253-3333, ext. 353. Florida Orchestra ticket information may be obtained by calling the Orchestra's box office, 877-5715.)

Nov. 7. Acclaimed cellist Nathaniel Rosen performs an evening of Druckman, Walton and Schubert with the **Florida Orchestra** at 8 p.m. in McKay Auditorium.

Nov. 12. The Minaret Series presents a lecture by *Washington Post* music critic **Paul Hume** at 8 p.m. in the Ballroom. Tickets are \$2, \$1 for U.T. students, faculty and staff, available at the door.

Nov. 15. The critically-acclaimed Master Chorale, a 120 voice chorus and orchestra of accomplished Tampa Bay area artists, presents Bach's majestic "St. Matthew's Passion." This not-to-be-missed special performance, part of the 1985 Choral Masterworks Festival, begins at 7:30 p.m. in McKay Auditorium. For tickets, call 974-2323.

Nov. 16/Dec. 14. Pre-College music students perform in a series of free recitals at 2 p.m. in the Ballroom. Immediately following all recitals, artist-in-residence **Esther Glazer** offers a violin master class for pre-college students in the Fine Arts Center Band Room.

Nov. 17. U.T. senior music student Patrick Ricchiuti offers a free 4 p.m. organ recital at Hyde Park Methodist Church.

Nov. 19. Pianist Stefanie Jacob and cellist Scott Tisdell, also known as **The Pohadka Duo**, bring their own blend of musical artistry to the **Minaret Series**. Tickets, available at the door, are \$2, \$1 for U.T. students, faculty and staff.

Nov. 24. U.T.'s popular Collegiate Chorale performs "Spirit Child"—a Christmas cantata composed by U.T. music professor David Isele—in a free 4 p.m. recital in the Ballroom.

Nov. 26. U.T. music students perform a free, 3 p.m. recital in the Ballroom.

Nov. 30. Renowned Broadway musical star John Raitt joins conductor Skitch Henderson and the **Florida Orchestra** in a "CitiCorp Super Pops" tribute to "The Popular Songs of Lerner and Loewe," at 8 p.m. in McKay Auditorium.

Dec. 4. A joint concert featuring the **U.T. Jazz Band** and the **U.T. Select Winds** (an ensemble composed of U.T. music students and talented high school students) will be offered at 8 p.m. in McKay Auditorium. Admission is free.

Dec. 5. Maestro Irwin Hoffman conducts the **Florida Orchestra** in performances of Strauss' Serenade for Winds, Ives' Symphony No. 4 and Beethoven's Concerto for Violin in D Major. Special guest artist is violinist **Cho-Liang Lin**. The concert begins at 8 p.m. in McKay Auditorium.

Dec. 6. A free violin recital by students participating in U.T.'s **Pre-College Music Program** will be presented at 7 p.m. in the Ballroom.

Dec. 6-7. The U.T. Show Chorus and **U.T. Travelers** musical ensembles salute the 100th birthday of composer Jerome Kern with performances of some of his best-loved Broadway melodies. Also on the program will be selections from the hit Broadway musical, "Joseph and The Amazing Technicolor Dreamcoat." Curtain time at David Falk Theatre is 8 p.m.. Tickets, available at the door, are \$2, \$1 for U.T. students, faculty and staff.

Dec. 7. Pre-College pianist Mark Thomas offers a free recital in the Ballroom at 2 p.m.

Dec. 15. The Minaret Series presents the first of two recitals of "Sonatas by Brahms and His Friends" featuring artist-in-residence **Esther Glazer** on violin and **Dorita Berger** on piano. Tickets for this 3 p.m. concert in the Ballroom are \$5, \$1 for U.T. students, faculty and staff.