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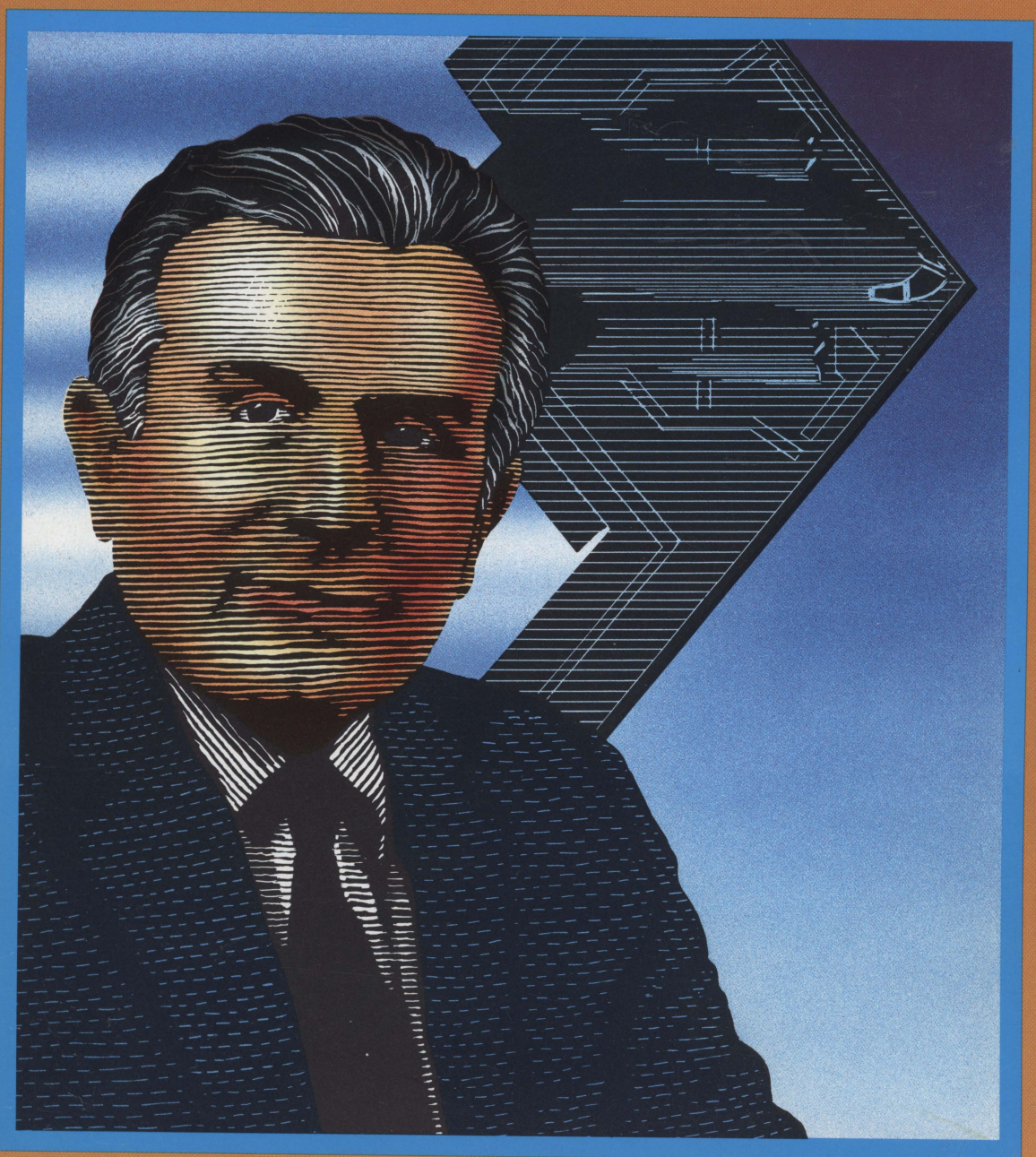
NOVA

THE MAGAZINE OF THE UNIVERSITY OF TEXAS AT EL PASO

QUARTERLY

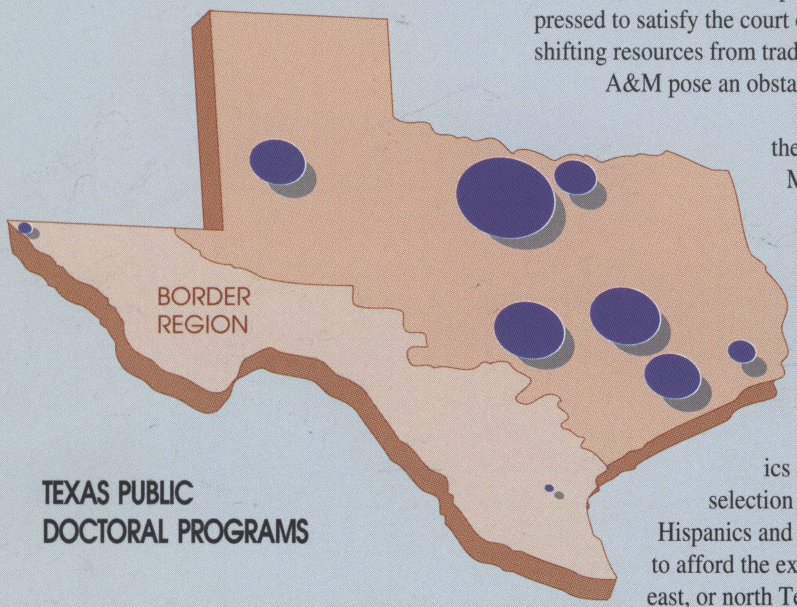


FALL • 1992

FROM THE EDITOR

No one would argue that equal access to higher education is not in the best interest of Texas. But in October of this year, the State of Texas plans to appeal a court order that declared the Texas higher education system unconstitutional. Earlier this year, State District Judge Ben Euresti, Jr. ruled that the system violates the Texas Constitution because it denies Mexican-Americans equal opportunity for education. He gave state officials until May 1993 to correct the inequities illustrated by MALDEF, the Mexican-American Legal Defense and Education Fund, representing a group of Hispanic organizations and individuals in a five-year-old law suit against the state. One argument in the state's appeal before the Texas Supreme Court may challenge the judgment on grounds that higher education is not a constitutional issue because the state constitution does not guarantee higher education equity for all Texas citizens.

If the Texas Supreme Court upholds the lower court decision, lawmakers will have no choice but to fund and implement a plan to fix the apparent inequities. But they will be hard pressed to satisfy the court order. The ailing state economy and the political implications of shifting resources from traditionally well-funded universities like U.T. Austin and Texas A&M pose an obstacle to an easy solution.



TEXAS PUBLIC DOCTORAL PROGRAMS

Doctoral Programs in Selected Texas Public Universities (1990)

U.T. Austin	121
Univ. of North Texas	115
Texas A & M	89
UTEP	2
Texas A & I	1
Texas Tech. Univ.	62
Univ. of Houston	48
U.T. Dallas	41
Texas Woman's Univ.	39
East Texas State Com.	26
U. T. Arlington	26

The controversial class action lawsuit spearheaded by LULAC, the League of United Latin American Citizens, and tried by MALDEF, charges that the State of Texas has discriminated against Hispanics living in a 41-county area along the Texas-Mexico border. As evidence, MALDEF, cited the disproportionate concentration of higher education funds, doctoral and professional programs, and research spending outside the border region—namely in the Austin, Houston, Dallas, and Lubbock areas. MALDEF argued convincingly that as a consequence of the lack of adequate higher education funding for border universities and their communities, Hispanics are denied access to comprehensive universities offering a wide selection of bachelor, masters, and doctoral programs. A majority of Hispanics and many other Texans living on the border are place-bound, unable to afford the expenses involved in traveling an average of 225 miles to central, east, or north Texas for their education.

MALDEF lawyers also pointed out that local communities are deprived of the economic and social benefits universities can provide to a community in the form of research, technology transfer, the arts and culture, technical assistance and a highly skilled labor force—all of which are essential to new business and industrial development. In this sense, the lawsuit addresses concerns for all Texans who live in the border area.

El Paso State Representative Jack Vowell says, "With three Ph.D. programs on the border, there is no way that anyone who lives on the border who doesn't have $8,000 to live on, and the ability to pay traveling expenses, can have access to higher education above a bachelor's level. And so the system is inherently discriminatory...we have to make the law fair."

MALDEF presented information, much of which is state-generated, showing the under-capitalization of border universities. The Texas border region has 20 percent of the state's population, but receives only 10 percent of the state's higher education dollars. Of nearly 600 doctoral programs in Texas, only three are on the border.

According to testimony in the trial, the border area has one health science center and no public law, pharmacy, architecture, veterinary or other professional schools. The area is also far behind the rest of the state in research dollars, library holdings, laboratory facilities, physical plant value, faculty salaries and other indicators of university quality.

At the same time, the border suffers from extreme poverty. Unemployment is twice the state's rate and family income is only two-thirds of the Texas average. Four of the five poorest counties in the United States are in the border region of Texas.

Although arguments are scheduled in the Texas Supreme Court this October, some progress has been made towards an out-of-court settlement. In June, border community leaders seized the initiative and presented the Border Region University Plan. It was well

(continued on page 6)

NOVA

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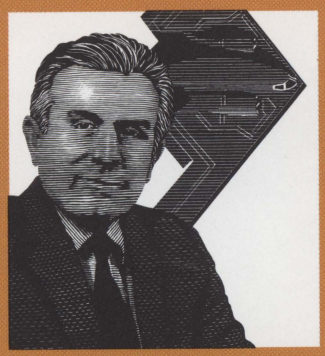
On the cover:

Illustration of Jaime Oaxaca, 1992 Distinguished Alumnus, by Geronimo Garcia.



Don't forget—
Homecoming '92,
September 28 - October 3

Homecoming game-
Saturday, October 3
UTEP Miners vs. Air Force
For more information call: 747-5533

Features

2
Pending Psychology Ph.D Program to Have Bicultural Focus
by Chris Williams

10
Jaime Oaxaca: 1992 Distinguished Alumnus
by Arturo Vásquez

16
One-Man Team—Miner Owen Price
by Nancy Hamilton

23
Paydirt Pete: Macho Mascot
by Nancy Hamilton

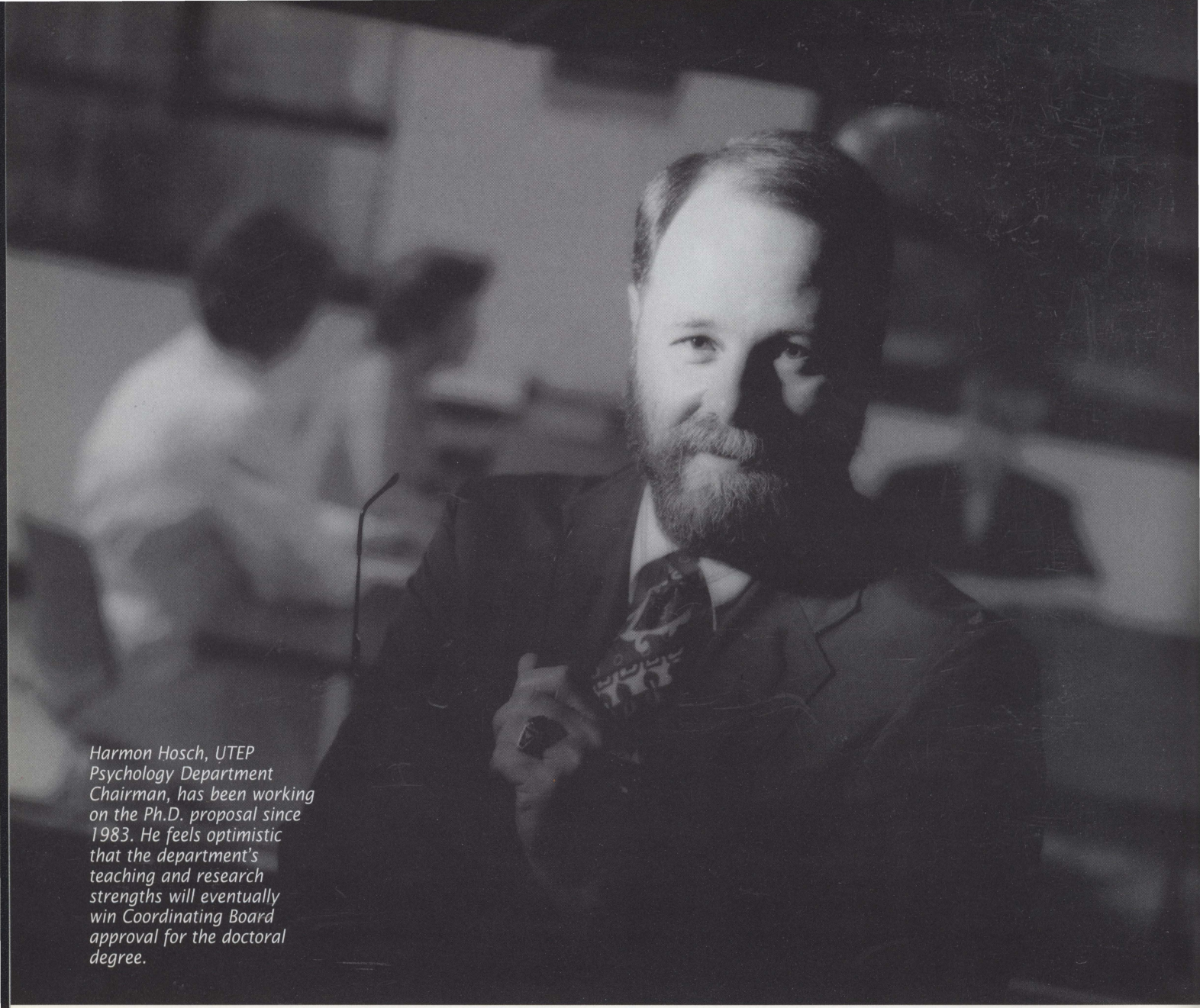
Departments

5
Partners

7
Highlights

15
Faculty Profile: Dr. Josefina Tinajero—Empowerment and Leadership Development: A Mission in Life
by Stacie Wilson

20
Alumnotes
by Jeannie Johnston



Harmon Hosch, UTEP Psychology Department Chairman, has been working on the Ph.D. proposal since 1983. He feels optimistic that the department's teaching and research strengths will eventually win Coordinating Board approval for the doctoral degree.

Pending Psychology Ph.D Program To Have Bicultural Focus

by Chris Williams

Jorge Ramirez is a 23-year-old Mexican citizen who's working on his Master's degree in clinical psychology at UTEP. He lives with his mother, grandmother and two brothers in Cd. Juárez and works 20 hours a week as a UTEP research assistant to help support his family.

Like many UTEP graduate students, Jorge faces a dilemma. He wants to pursue his Ph.D. in psychology, but to do so means he'd have to leave El Paso because UTEP does not offer a doctoral degree in his field. That would make it difficult to support his family.

Jorge's problem could be solved in the fall of 1993. Pending approval by the Texas Higher Education Coordinating Board, that's when the UTEP Psychology Department hopes to begin offering a Ph.D. program. If approved—and UTEP officials are optimistic it will be—the Ph.D. in psychology will be the third doctoral degree offered by the university, along with geology and electrical engineering.

In addition to helping students who would have difficulty pursuing graduate training elsewhere, the new Ph.D. will help relieve the nationwide shortage of spaces available in psychology Ph.D. programs.

"Doctoral programs are turning away people," says Dr. Harmon Hosch, chairman of the UTEP Pyschology Department. "There's no question we'd have applicants."

The program has several other impressive selling points:

Community need. Comparatively little research has been done on the special needs of a bicultural, bilingual community like El Paso/Juárez. UTEP Psychology Department faculty are already involved in cross-cultural research, but with a doctoral program, those research efforts could be greatly expanded.

Top-quality research. The Psychology Department faculty include Dr. Donald Moss, winner of the 1991 Burlington Resources Foundation research award given to the outstanding researcher at UTEP, and Dr. Judith Goggin, who's been associate editor of two prestigious psychology journals, *American Psychologist* and *Journal of Experimental Psychology*.

Overall, Hosch says, the department is ranked third statewide, behind the University of Texas at Austin and the University of Houston, in terms of grant money brought in by psychology departments. In the last 10 years, the department has generated $4.8 million in research contracts and grants.

Strong job market. The new program may be able to provide expert training for its doctoral candidates. But will there be jobs for these freshly-minted Ph.Ds? No problem, Hosch says.

"There's virtually no psychology unemployment," he says. "And our graduates will be uniquely trained. I can't believe they won't be scooped up in seconds."

The proposed program has already been approved by the University of Texas System Board of Regents, and that, coupled with the program's many strengths, leaves the program strategically positioned for Coordinating Board approval, says Richard Adauto, assistant to UTEP President Diana Natalicio.

"I think we have to be optimistic," Adauto says. "We've done everything that has been asked to get this thing through, and we don't see any other issues out there."

A Ph.D. in psychology would also be significant because it would be UTEP's first doctoral degree offered outside the Colleges of Science and Engineering, Dr. Natalicio says.

"Science and engineering have been our traditional strengths, but we're very strong in other areas as well," she says. "The psychology department is more than ready to offer a very high quality doctoral degree. And our data show that there are many students in this region who would like to pursue that degree."

As with the science and engineering programs, Natalicio believes the psychology department can make an important contribution to the community doing research on issues of regional importance such as business, health care, mental health and criminal justice.

"It's another example of a program we're more than ready to offer," she says. "I believe if we're judged on the quality of what we're proposing, we'll get approved."

Hosch concedes that the notion of psychology having a broad community impact might seem odd to someone who thinks of a psychologist as a person who sits next to a couch, listens to people's problems and hands out Kleenexes.

Dr. Barbara Ellis and Dr. Guido Barrientos focus much of their research on cross-cultural psychology, including the cultural relevance of psychological tests and the use of mental-health services and professionals by the Hispanic community.

Although such work, known as clinical psychology, is certainly an important type of activity performed by psychologists, the field includes many other types of activity as well, Hosch points out.

The UTEP Psychology Department "is in the business of doing applied research psychology, studying human behavior in the community," he says. "This may help clinical psychologists, but it can also help many others, including businesses, government agencies and health care professionals."

For example, it's probably not surprising to most people that psychologists are involved in helping businesses and industry develop tests for hiring personnel. But they also work with engineers on such projects as making work stations more efficient.

In one such case, UTEP psychology lecturer Ron Noel served on a team to help the fast food industry make its cash register keyboards more efficient by determining which products were ordered most often and in what order.

"If you know what people order the most, and in what order, it can help you place the keys," Hosch says.

Psychologists can also help businesses develop more appropriate training programs based on their knowledge of how people learn and think, Hosch says.

Because comparatively little research has been done on how bicultural, bilingual people learn and think, the UTEP Psychology Department's border location is ideal for making an important contribution in that area.

Not surprisingly, then, much of the department's research focuses on the El Paso/Juárez region's bicultural, bilingual population.

Dr. Barbara Ellis specializes in cross-cultural psychological measurement, making psychological tests designed for people brought up in one culture applicable to people brought up in another culture. For example, if a test measures certain abilities, attitudes and personality traits in a person brought up in the Anglo culture, does it need to be changed to measure the same traits in someone brought up in the Mexican or Mexican-American culture? Among the applications for Ellis's research are personnel selection and assessment of job satisfaction by businesses.

Ellis has just been awarded a grant from the National Institute of Mental Health to assess the measurement equivalent of a Mexican-Spanish translation of a well-known personality test in English.

"What that means is, do the test items that are translated into Mexican Spanish mean the same thing to Hispanics and to Anglos?" Ellis explains. "If you have items that don't measure the same thing for Hispanics and for Anglos, you may come to very invalid conclusions about differences and similarities between the two groups."

The research of Drs. Judith Goggin and Stephen Sands is even more basic: does the language of the person make a difference in how a person processes language information? Apparently the answer is yes, Goggin says.

Graduating psychology major Norma Mendoza finishes an undergraduate research project on the effect of interpreters on courtroom verdicts. Victor Carrillo, senior psychology major, and summer research assistant, Melissa Lazarin, assist with final video editing of a mock court case involving English and Spanish testimonials and translations before a bilingual jury.

"It appears that there are differences between how people who speak English and people who speak Spanish process language information," she says.

Dr. Guido Barrientos's research is more mental-health related. He's studying circumstances under which people will seek help for coping with stress, and the kind of help they seek. His study focuses on patterns of coping in Mexicans, Mexican-Americans living in El Paso and non-Mexican-Americans living in El Paso.

Folk wisdom has it that Mexicans cope with problems in the family, and if they go outside the family, it's to a priest or folk doctor. Anglos, on the other hand, are more individualistic and more likely to seek out a health care professional.

However, Barrientos's preliminary data suggest that Mexicans and Mexican-Americans seek out professional help much more than commonly believed.

As a result, Barrientos says, "We can design an instrument that can tell us what kinds of professional help they're looking for. We can ask them if they'd rather use a private hospital or a public one, or see a Spanish-speaking psychologist or not. We can give them specific choices in professional help now that we know they're interested in professional help."

Hosch himself is also involved in mental health-related research. Along with Barrientos and UTEP graduate Larry Meyer, who works at El Paso's Life Management Center for Mental Health/Mental Retardation Services, Hosch studies ways to help schizophrenics take their medication regularly.

According to Hosch, schizophrenia is the most prominent chronic mental health disease, affecting from 1 to 2 percent of the population. About 4,000 schizophrenia cases are on file at the Life Management Center.

Schizophrenics, like other people with chronic diseases, don't follow their medical regimens for a number of reasons, Hosch says. They don't understand what doctors are telling them, they forget, they don't like the side effects of the medication. In addition, schizophrenia is a cyclical disease, and when patients are feeling good, they sometimes don't take their medication.

Hosch and his colleagues are looking through the Life Management Center files to see if they can find a pattern of why schizophrenics aren't taking their medication. The psychologists hope they can develop a program to help families help the schizophrenics manage their lives.

Overall, department research efforts will only become stronger if the Ph.D. program in psychology is approved, faculty and students say.

Now, without a Ph.D. program, "It's difficult to keep a laboratory going with skilled people because they leave once they've got the skills," Goggin laments. "Some other institution gets the benefit of their training. With a doctoral program, we'll have trained people around for four or five years."

"We could become frontrunners in minority research," says Norma Mendoza, 24, who's beginning a master's program in experimental psychology at UTEP this fall.

Norma, a Mexican native now living in El Paso, completed her undergraduate work at UTEP this summer and will receive a B.A. in psychology and journalism with a minor in English and Spanish interpretation and translation. She plans to use all three disciplines in her area of research interest, cross-cultural studies in consumer behavior. Like Jorge, Norma wants to pursue a Ph.D. in psychology. Upon completion of her degree, she wants to live somewhere in the Southwest to do research and teach.

"I'd like to stay in an area with a predominantly Hispanic population," she says.

Norma is now studying the impact of courtroom interpreters on bilingual juries. When bilingual jurors hear Spanish testimony through an English interpreter, they're only supposed to use the English interpretation for their decision. Norma is trying to determine if, in fact, the original Spanish affects the jurors' decision and under what circumstances.

Jorge's research is also cross-cultural. His research focuses on acculturation—the process by which a person from one culture adopts the patterns of another culture—and its impact on Hispanic families.

Widespread interest in cross-cultural research is another strong selling point for a Ph.D. program in psychology, Hosch says.

And with the continued growth of the minority population in Texas, "The demand for this type of program is just going to get higher." he says. ■

Chris Williams is an El Paso freelance writer and UTEP journalism lecturer.

Growing Your Own

El Paso hospitals and rehabilitation centers are flooded with patients who wait hours to see a professional physical or occupational therapist, but are often diverted to aides or technicians for treatment. The reason? An estimated 50-70 physical and occupational therapy positions went unfilled in El Paso in 1990–comparable to the number of vacancies every year.

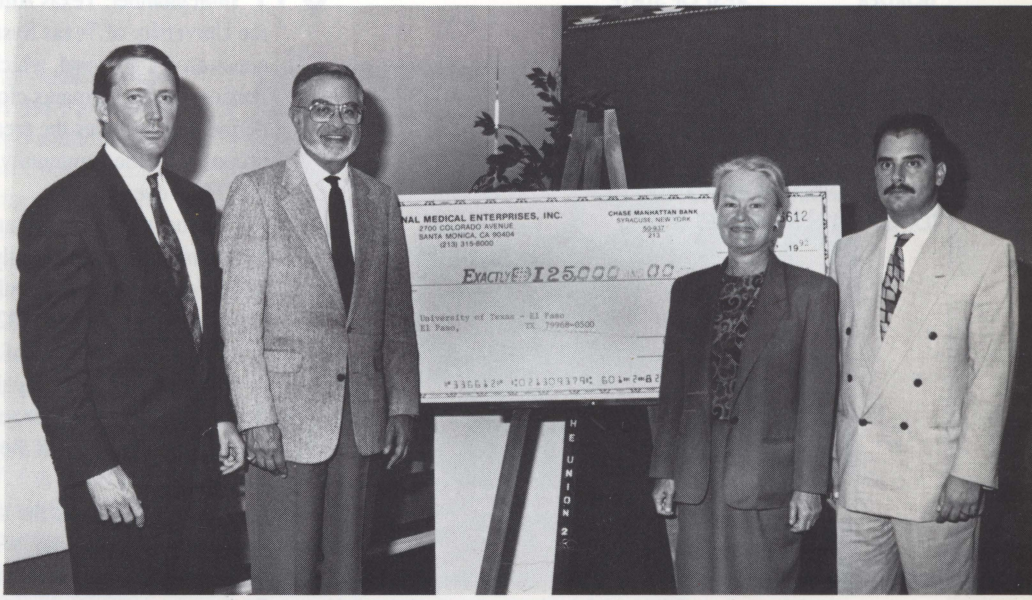
In an attempt to reduce these shortages, the University of Texas at El Paso and the University of Texas Medical Branch at Galveston are cooperating to offer a master's degree in physical therapy and a baccalaureate degree in occupational therapy. But they won't do it alone.

UTEP has joined hands with National Medical Enterprises, Inc. (NME), one of the nation's largest health care service companies, in a partnership to supply El Paso with more health care professionals.

The California-based NME, owner of Rio Vista Rehabilitation Hospital and Sierra Medical Center in El Paso, has donated $250,000 to UTEP for the construction of two new laboratories in the College of Nursing and Allied Health, one for physical and one for occupational therapy. This constitutes the second contribution NME has made to UTEP. Completion of the Anton Berkman Biology Lab was supported in part by NME through the establishment of a $50,000 endowed fund.

"NME, as a corporate philosophy, has attempted to use its resources to work with a number of universities across the country in enhancing a particular program and this gift of $250,000 to the University of Texas at El Paso is reflective of that philosophy," says NME board member Peter de Wetter.

The addition of the new curriculum at UTEP is in answer to cries from students seeking specialization in physical and occupational therapies and from the medical and health care sectors of the community seeking trained professionals. Most students in El Paso cannot afford to travel elsewhere for the training.



(from left) L. Marcus Fry, Chief Executive Officer of Sierra Medical Center, John C. Bedrosian, Senior Executive Vice President of NME, Diana Natalicio, President, The University of Texas at El Paso, Jude Torchia, Administrator/CEO of Rio Vista Rehabilitation Hospital.

Occupational therapists are concerned with a patient's ability to function normally in their home or work environment. A therapist aids the patient in resuming daily activities such as learning to cook from a wheelchair or learning to write after losing the use of a hand. Occupational therapists also guide mental health, helping a patient maintain a sense of self-worth and positive social interaction.

A physical therapist treats acute and chronic movement disorders to prevent or limit permanent physical disabilities. Treatment can include exercise, electrical, heat or ultrasound therapies.

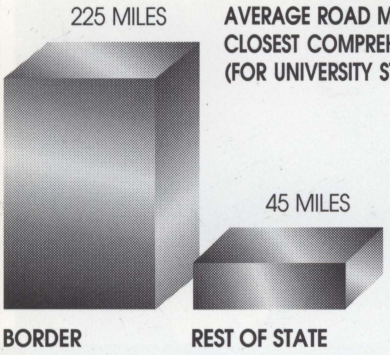
The new programs in physical and occupational therapy at UTEP will each accommodate 15-20 students per class in the beginning, but are expected to reach a maximum class size of 30-36 students, increasing the pool of physical and occupational therapeutic practitioners in El Paso to help meet future demands.

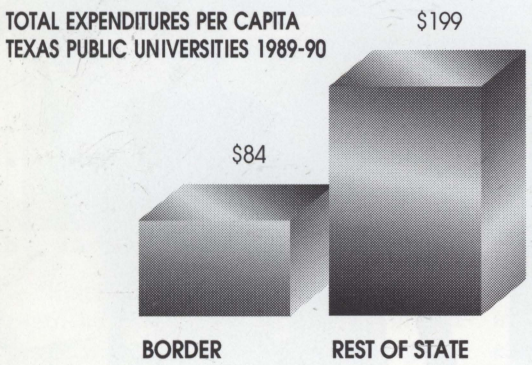
"These new programs address the community's growing need for health-care professionals," says Jan Cavin, director of Development and Alumni Affairs. "If you need professionals, like we obviously do in physical and occupational therapies, you grow them, and that's exactly what we are going to do.

"By creating the training opportunities here in El Paso, we are opening up 50 or 60 very good paying jobs," adds Cavin.

The occupational therapy program begins in January 1993 and UTEP will begin turning out trained professionals in two years. The physical therapy program will commence in May 1993, producing trained therapists ready for the job market in three years. Students in both programs will be gaining clinical experience in local clinics while they pursue their degrees.

—by Stacie Wilson





SUMMARY OF THE COMMUNITY BORDER REGION UNIVERSITY PLAN FOR UTEP

- *Over 15 new doctoral programs in the sciences, engineering, social sciences and health fields.*
- *A similar number of new master's programs in these fields to create a comprehensive graduate university in El Paso.*
- *Other professional programs in pharmacy and architecture.*
- *El Paso will be one of the three graduate engineering schools in the region.*
- *A significant research component will complement the expanded graduate programs*

$260 Million

From the Editor...

(continued from inside front cover)

received by the public, some legislators and the media, which referred to the community settlement proposal as fair, well thought out, and "an opportunity that the legislature should embrace."

The community plan calls for $2 billion dollars to be spent on border universities over 10 years. If adopted, it would double the amount of money spent at 10 border universities. A dramatic increase in academic programs at all levels is proposed, as well as new facilities and research capabilities consistent with the particular strengths of the recipient universities and regional needs. UTEP's share is $260 million.

In September, Texas Attorney General Dan Morales, and the chancellors of the University of Texas System and the Texas A&M University System, announced a proposal, which on the surface closely resembles the community version. It also earmarks close to $2 billion for the border over a 10-year period, but excludes the creation of pharmacy, law and medical schools proposed by the community plan. Approximately $275 million is earmarked for UTEP over 10 years.

"We have long needed an expansion of educational opportunities in South Texas, but never so critically as now," said Morales. "The border area has one of the fastest-growing populations among college-aged youth. Projections indicate that by the year 2025, young people between the ages of 19 and 25 will comprise 57 percent of the border region's population."

Morales went on to say that, in light of the pending North American Free Trade Agreement, border residents must be equipped with the necessary resources and training if they are to meet the economic and social challenges of the future.

While both sides in the lawsuit seem to be near an agreement, the bigger challenge is yet to come: Where will the the money for either plan come from? The state's financial woes are well-publicized and many legislators, including the governor, appear unwilling to raise taxes.

LULAC District Director Robert Perez puts it bluntly: "The money is there. It may mean reapportioning it or reshuffling it. Hey, we are not asking for reparations, only 10 years of funding for the future. We've been waiting for over 20 years, so we have been fair about this."

For UTEP, the implication of a legislative-funded settlement or prolonged litigation is enormous. It could mean the difference between answering the exploding demand for higher education or closing the doors to future students.

Though experiencing one of the fastest growing enrollments in the state (a record 17,000 plus this fall), UTEP receives only 42 percent of its budget from the state. That's hardly sufficient to provide basic academic and student support services, let alone develop and launch needed doctoral programs, expand research activities and community outreach, or bring staff and faculty salaries in line with other Texas universities.

UTEP may never have another opportunity to take the quantum leap forward to become the economic and social catalyst the Paso del Norte area needs—a role the university has clearly demonstrated it can perform. Over the past five years, UTEP has enhanced academic, research and community outreach programs, positioning the university at the leading edge of institutions facing extreme economic pressures and the challenges of changing student demographics. Much of what UTEP has accomplished recently is the result of the university's entreprenueral spirit, the hard work of faculty and staff, and the hope of tomorrow—its students—the finest example of UTEP's accomplishments.

Does the rest of Texas have the political will and the vision to recognize that strengthening institutions like UTEP will benefit the entire state? That will be the ultimate test for a Texas that prides itself on being the best.

—Arturo Vásquez, Editor

HIGH LIGHTS

USER-FRIENDLY HIGH TECH CENTER ON LINE

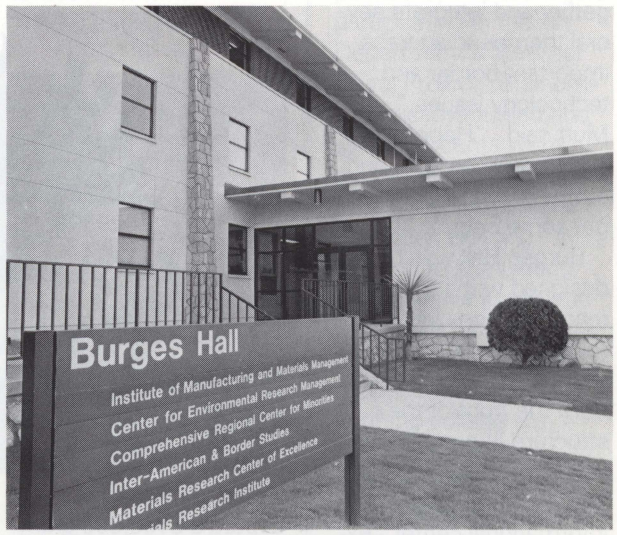
UTEP's growing research prowess among Texas universities and the university's ever-expanding mission to share technological expertise with its binational, border community is now physically manifested in the form of a campus building that was originally constructed as an athletic dormitory.

The newly renovated Burges Hall, built in 1963, officially opened on August 21 amid much celebration as the university's new location for the Institute for Manufacturing & Materials Management (IM3) and several related technology transfer centers. National and local dignitaries saluted the handsomely restored four-story, 24,000 square-foot structure that sits near the western edge of the campus overlooking Mexico. The planning and renovation cost more than $2 million and took almost two years to complete.

"Burges Hall is a confirmation of the university's commitment to regional industrial development through the transfer of advanced technology and the promotion of cultural understanding," Hans Mark, chancellor of the University of Texas System, told several hundred people on hand for the hall's dedication.

Completion of the federally-funded project, in large part navigated through the federal bureaucracy by U.S. Rep. Ron Coleman, D-Texas, enables the university for the first time to assemble under one roof the various campus entities dedicated to border, environmental, minority, energy, materials research and development and technology transfer issues. Don Michie, director of IM^3, was instrumental in helping obtain the grant from the General Services Administration which financed the renovation.

"Burges is more than laboratories," Michie said. "It is a unique concept in research design that pulls together the needs of the academic community with those of border industry, government and the community. The program is seen as a boost to industrial development in our Paso del Norte region, as well as a resource for our faculty and students."



Burges Hall, on the western edge of the UTEP campus, sports a new look and new mission as a high tech and border research center.

The new technology center houses the following: The Center for Environmental Resource Management (CERM), The Center for Inter-American and Border Studies (CIABS), The Comprehensive Regional Center for Minorities (CRCM), The Institute for Manufacturing & Materials Management (IM^3), Materials Research Institute (MRI), The Materials Research Center of Excellence (MRCE) and the Texas Centers for Border and Enterprise Development.

"Burges Hall is a physical symbol of the university's outreach mission to share its academic resources and research capabilities with the border community and industry in seeking answers to complex environmental, manufacturing and socioeconomic issues in the region," President Diana Natalicio said.

Dr. Larry Murr, the director of MRI, says Burges will serve as both an experimental laboratory for students and a research cooperative for border manufacturers.

"The building is not simply a matter of providing space for people, but a mechanism for trying to get people to work to-

gether and integrate several themes to address important border and technology issues," Murr said. "Hopefully people will come in, find out what's going on and get some help."

Burges Hall was redesigned with its outreach mission clearly in mind. A glass-enclosed vestibule that protrudes from the front of the structure at ground level (the second level) serves as a reception area and informational center. Exhibits, photographs and displays provide insight into the kinds of activities taking place within the center. Its location overlooking Ciudad Juárez at the western entrance to the campus reinforces the center's importance as a link to the community at large and the burgeoning *maquiladora* industry across the border.

The rest of the second level houses a visions systems lab, precision manufacturing production lab and various offices. The first level is devoted to waste disposal and management research; the third level to MRI, MRCE, CIABS and CERM offices and projects; and the fourth floor to IM^3.—*Robert McCorkle*

THE COCA-COLA FOUNDATION

$150,000 GRANT SUPPORTS EDUCATION

UTEP President Diana Natalicio recently accepted a $150,000 grant from The Coca-Cola Foundation to support the El Paso Collaborative for Academic Excellence, a consortium of area educational, government, civic and business entities. The Collaborative's goal is to improve academic achievement among all El Paso area students by bringing together key people in education, government and the general community to evaluate current needs and map out a plan to upgrade school curriculum in a way that motivates students, teachers and parents.

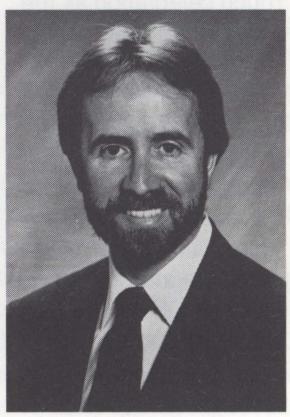
The Collaborative is a partnership that includes administrators in the El Paso Community College, El Paso Chamber of Commerce, Hispanic Chamber of Commerce, Region XIX Education Service Center, El Paso Interreligious Sponsoring Organization, the El Paso, Ysleta and Socorro school districts, City Council of El Paso, County Judge Alicia Chacon and El Paso Mayor Bill Tilney. According to Coca-Cola officials, the Coca-Cola Foundation commits its resources to support quality education at all levels, from educational programs and elementary schools to public and private colleges and universities.

NEW DEAN OF STUDENTS

Dr. Charles Fey, a 19-year veteran of student affairs management, has been appointed the new dean of students.

Fey comes to UTEP from Our Lady of the Lake University in San Antonio where he was vice president and dean of student life. He earned his doctorate in education from Texas A & M and has worked at Keene State College and St. Mary's University during his professional career.

Also hired recently to flesh out the Division of Student Affairs were Dr. John Kerrigan, director of counseling services, and Kyrstin Scott, coordinator of student wellness programs. Kerrigan was the supervisor of clinical training at New Mexico State University Counseling Center; Scott is a doctoral candidate at NMSU where he has taught courses in nutrition, exercise, weight management and swimming.



Dr. Charles Fey

UTEP SUMMER YOUTH ACTIVITIES

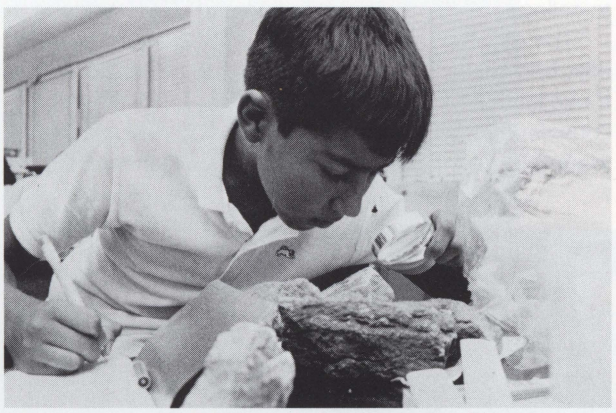
UTEP is not just for BPOC's (big people on campus). It's also for little kids, medium-sized kids, or any other kids. Behind the walls of the university's Bhutanese buildings this summer were youths of all ages engaging in science, engineering, fine arts programs and informal, non-credit classes.

Adventures in Learning, a 4-year-old Continuing Education program, brought 130 youths this summer, ages 11-14, to UTEP to take classes just for fun. UTEP's faculty and staff answered the call to teach the two-week courses tailored to interest young participants.

"These are summer enrichment courses for children to learn about a field they want to enter," said Conni Quintana, assistant director of Continuing Education. "We try to provide hands-on experience, discussion and a lot of activity for the children."

Participants learn about journalism and law, how to play musical instruments, or develop their artistic talents through drawing and sculpture classes.

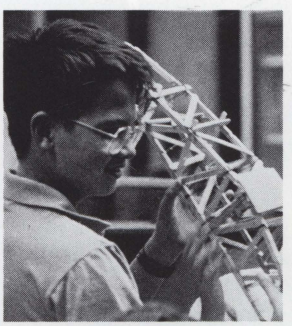
While plenty of learning took place indoors, a number of youth activities were staged outdoors. More than 100 Cub Scouts swam at the UTEP swimming pool, sailed homemade boats down a rain gutter, watched scientific demonstrations in engineering and geology, and witnessed a simulated earthquake.



The scouts' usual summer playground, a 10-acre lot at the Zach White Boy Scout Camp facility, was sold to the YWCA and is no longer available for Cub Scout use. UTEP offered its sports facilities and classroom space for this year's Cub Scout programs.

The UTEP swimming pool is no stranger to splashing youngsters and floating cardboard boxes. The Summer Engineering Institutes brought 350 students on campus to participate in hands-on, two-week sessions covering mechanical, electrical, civil and metallurgical engineering. A boat race at the end of each session challenges participants to apply their engineering skills by designing a cardboard canoe that will float. Small prizes are awarded to contest winners.

"The engineering camp has exposed me to a little bit of college life," said David Johnson, a high school senior from Bend, Oregon. "Staying here in the dorms for two weeks and talking with the students who have already graduated from high school has helped me get a better idea of what classes to take my senior year and what to expect my first year in college."



At the top of the staircase on the third floor of the Education Building, passers-by come face-to-face with a life-size mural painted by five teenagers participating in the Art Department's Summer Mural Project. Economically disadvantaged and at-risk students were paid a small stipend to create the mural in the Education Building. In addition to stimulating their creative juices, the Summer Mural Program, now in its second year, exposed the young students to college life through interaction with college students and UTEP professors.

Fifteen other students, ages 14-17, got a little taste of college life as well through their participation in the *Encounters* program. Potential artists molded sculptures and brushed canvases to be displayed in the Union Gallery. The young artists' self-esteem was bolstered through considerable local media attention given to their efforts.

"We were not looking necessarily for the most talented students, but students who were interested in art," James Quinnan, art lecturer, said. "The idea was to get them on campus so they could visualize themselves succeeding in the university environment."

The aspiring artists worked in rooms adja-

cent to regular college classes where they could observe college students at work each day.

Encounters was funded in part by the Gifford Foundation. The Summer Mural Project was multi-funded. The Junior League of El Paso donated $3,000 for the mural endeavor, the UTEP Art Department supplied $500, and the Chicano Studies Research Program and the Center for Inter-American and Border Studies chipped in $200 each.

Other students created computer animated art in one of the most popular UTEP youth offerings. It wasn't Disney, but young minds created colorful characters, moving letters, swirling spirals, and dancing figures with computer software during the summer Computer Animation Classes. About 40 local students, grades 6-10, attended a two-week session in which they learned basic computer graphics techniques.

The National Science Foundation-funded program, in its second year, is designed to be fun and excite youth about going to college.

"The university benefits because a lot of these kids really weren't considering UTEP, but were thinking of going to other places. Being involved in this program, seeing what we have to offer, may have prompted them to reconsider," said George Bell, computer science lecturer and program coordinator.

At the session's end, students leave with a new-found knowledge of computer animation and a video tape of their own animated program.

"I think all of these programs have a very positive impact on youth," said Alberto Lopez, assistant director of External Relations. "They become more aware of what a university education requires with regard to high school preparation. They learn to feel confident on a university campus, become more acquainted with the university setting and UTEP personnel specifically, and therefore, are more likely to enroll at UTEP. If students had doubts of the university's interest in their future, most of them would no longer have those doubts after attending a summer program."—*Stacie Wilson*

CONTINUING EDUCATION PROGRAM BOOMING

Director Robert L. Stakes reports phenomenal growth in his 10-year-old Professional and Continuing Education program during recent years. During the 1991-92 academic year ending August 31, Stakes' division enrolled more than 13,000 participants in 600 continuing and professional education programs, a 43 percent jump from the previous year and the second consecutive annual increase.

"We took in more than a million dollars during the year and provided more than 200,000 contact hours to participants," Stakes said of the self-supporting program. "We're offering everything from kids' classes to international conferences meeting on and off campus."

When UTEP's continuing education program first opened its doors a decade ago, only 700 signed up for non-credit courses, generating $50,000 in income, according to Stakes. The staff then consisted of a part-time director, two secretaries and one administrative aide. Today, Stakes runs his burgeoning program with seven people.

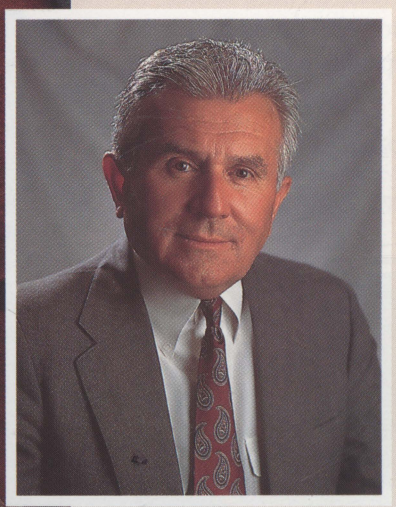
Stakes is understandably proud of the role his division plays in offering a variety of personal and professional development opportunities that are readily accessible to the community. The division's most recent catalogue of this fall's non-credit, short courses, which was mailed to 89,000 households, lists more than 140 courses. The most popular courses continue to be professional computing skills, stress reduction, language instruction, free trade and the *maquiladora* industry.

The first classes begin Sept. 14 and the registration deadline is one week prior to class start date. Call 747-5142 for more information.—*Robert McCorkle*

1992 UTEP DISTINGUISHED ALUMNUS

by Arturo Vásquez

JAIME OAXACA



Oaxaca enjoys sailing the "Elisa," his 47-foot world cruiser sailboat named after his daughter.

Cruising the neighborhood streets around El Paso High School on a hot summer afternoon with Jaime Oaxaca is like taking a guided tour in a time machine to El Paso of the 1930s and '40s. The man's memory is impeccable.

"The Bustamantes lived on Rio Grande. Bobby Mapula lived here on the 1000 block of Brown Street. Bobby Jones, a guy who became a great golfer, lived there, and over here, Tom Lee, the artist."

Oaxaca parks in front of a red brick house.

"This is the first house we owned, 1209 Nevada. My dad bought it for $900 in 1935."

He points to the rectangular, jagged-sided address sign hanging from the beam across the porch. "It's still there. I made that in my high school wood working class."

After describing the antics of Ms. McCormick's 50 cats from across the street, Oaxaca drives off and continues the neighborhood recollections.

"Over here we used to sell sodas at the El Paso Tennis Club and I remember Pancho Segura and Gene Stogner (now the pro at Santa Teresa Country Club) playing here when I was just a boy."

Driving down Noble Street, he points out from his mental directory where the Lee's, the Treviño's, the Galicia's, the Rodarte's and many other Hispanic and Anglo families used to live. The Texaco filling station on Cotton and Montana, where he worked, and the Moon Grocery on Brown Street, which was owned by the Woo family, still stand as landmarks of his childhood.

"I had a paper route on these streets," he says, taking time to elaborate on the aerodynamics of newspaper folding and throwing.

Carolina and Jaime Oaxaca with President Reagan after Oaxaca's presidential appointment to the General Advisory Committee on Arms Control and Disarmament.

Driving up Brown Street he describes scenes like a narrator of old news reels, recounting boyhood games with dynamite caps and BB guns on what used to be called rubber hill, just north of Murchison Street and below Rim Road.

"We all had these thin helmets we ordered from the comic books. Fortunately, we were lousy shots and nobody ever got hurt.

"Up here lived Dr. Farquear, the English professor at UTEP. He was a great teacher. Wonderful family, very aristocratic....I used to play chess with Dr. Farquear when I was a kid. "

"He'd tell me, 'Don't you know how degrading it is to lose chess to someone who's only 16 years old? Who teaches you?' "

"I told him Mr. Galicia and Mr. Oliveros, the barber, taught me, and he'd say, 'You got to take me down there, this is embarrassing.' Really neat guy, We learned a lot from him."

Carolina and Jaime Oaxaca married at St. Patrick Cathedral after he graduated from TWC.

For Oaxaca, the neighborhood of his childhood and teen-age years was a springboard for the rest of his life. His memories revealed the neighborhood as an extended family, a breathing, living cradle with shared values and communal nurturing rare in today's inner cities. Here, Oaxaca attended grammar school, high school and the university. He learned basic survival skills, how to work and treat people with respect, how to compete in chess, tennis, and billiards. And here, he married Carolina Hernandez. He went off to serve in the Navy on a destroyer and returned to finish his studies at UTEP (then called Texas Western College).

Jaime Oaxaca left El Paso in 1957 after graduating from TWC with an electrical engineering degree. He took a job in California with one of the world's largest defense and aerospace contractors, Northrop Corporation, where he advanced from an associate engineer to president of Wilcox Electric, a Northrop subsidiary.

Oaxaca settled his family in Rancho Palos Verdes CA, located in the southwestern part of Los Angeles. His two-story house overlooks the Pacific from the hillside community. Currently undergoing interior remodeling, its decor is spartan. This has been the Oaxaca residence where Carolina and Jaime Oaxaca raised three children: Francisco, now a general manager for KNSE radio in Los Angeles; Jorge, a dentist; and Elisa, an advertising account executive.

During his first 10 years at Northrop, Oaxaca built a reputation as an innovator. He developed the first transistorized circuits that later became integrated circuits and was responsible for the star-tracker that positioned the Apollo spacecraft for astronaut re-entry.

In 1965, Oaxaca won the Von Karmen Award for his technical achievement as project engineer for the airborne lightweight optics system. This is the system that provided all the airborne television pictures of the Gemini and Apollo spacecraft.

Oaxaca's subsequent development and marketing achievements for Northrop's electro-optical systems earned him a Sloan Fellowship to attend the Stanford University Graduate School of Business.

After graduating, he returned to Northrop as division manager of marketing and planning where he was responsible for the acquisition of $100 million in contracts annually.

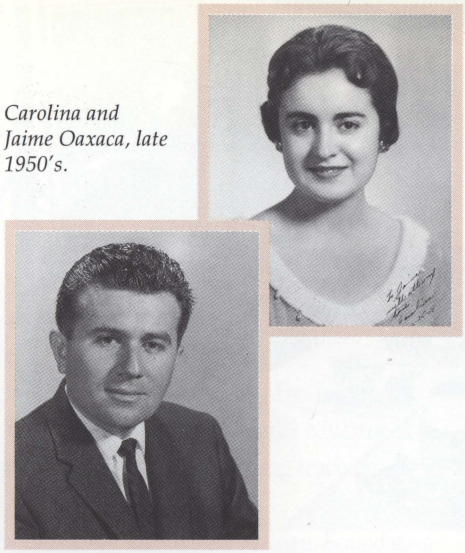
His marketing efforts brought him in touch with high-ranking officials and heads of state in Europe, the Middle East and Latin America.

Stacking up experience, Oaxaca climbed another step up the corporate ladder in 1976 when he was appointed vice president for Northrop's Electro-Mechanical Division. For the rest of the seventies and up to 1984, Oaxaca managed corporate ventures and concept definitions for air-to-air missiles for high-performance aircraft and provided leadership for policy and management for domestic and international marketing—efforts that placed him at the forefront of negotiations with Congress, the U.S. Armed Forces, and countries in the Middle East, Far East, Latin American and Europe. Under his leadership, his Northrop division acquired over $100 million in annual contracts.

As his final encore with Northrop, Oaxaca steered Wilcox Electric, the world's largest manufacturer of ground-based navigation systems.

Oaxaca retired in 1989 and is presently vice chairman of Coronado Communications, a family business in public relations, marketing, research and Spanish-language radio.

In addition to his impressive corporate career, Oaxaca has gained recognition from the government and the community. He was appointed by President Reagan to the General Advisory Committee on Arms Control and Disarmament, a post he still holds under President Bush. Most recently in 1990, Bush appointed Oaxaca to a six-year term as member of the National Science Board. The significance of this appointment is underscored by the critical shortage of engineers and scientists in America.



Carolina and Jaime Oaxaca, late 1950's.

Oaxaca credits his corporate achievements to two things: his parents and the education he received at Texas Western College. As to how his being Hispanic played in the corporate power maze, Oaxaca concedes that while some compromises are made along the way, a person's culture does not need to be sacrificed. In Oaxaca's case, quite the opposite happened. His bilingual and bicultural heritage proved to be one of his strongest assets. Oaxaca's parents, though of limited financial means, imparted a rich tradition of Hispanic folk wisdom, self-confidence, family values and love of community.

"I lived in a world of proverbs," says Oaxaca. "'Que no se te pare la primera mosca,' my father used to say. Don't let the first fly land on you. The analogy is that all through your life you walk around carrying a cake, and if a fly lands on you, you have to throw it away. So the name of the game is to keep the flies from landing on it. We run into a lot of flies trying to land on our cakes," Oaxaca explains with deliberate intonation.

"I followed my dad's three steps that said excellence is its own reward, hard work is its own reward, and don't ever come to anybody with the excuse that the reason that you are failing is because someone is picking on you.

"The one solid thing is performance. That's the bottom line. From my dad's and mom's training I learned to create my own destiny. So, when you're in a competitive mode, it's literally mind over matter."

Oaxaca and Northrop's prototype Tigershark jet fighter.

Ignacia Hernandez, Oaxaca's mother-in-law, and Elisa, Oaxaca's daughter, share Ms. Hernandez's chilaquiles and frijoles on a Saturday afternoon in California.

At Northrop, Oaxaca says he never felt that being Hispanic got in the way. On the contrary, "Northrop was a very enlightened company in those days, still is. I had a terrific career," Oaxaca says with an air of satisfaction.

He recalls, though, that people used to doubt he could speak Spanish.

"They had this doubt in corporate America for years. But one time we were to receive a big delegation from the Mexican Air Force. The guy who hired me, knew me for 20 years, said, 'We need you to be the spokesperson and the go-between for the chairman and these_people. Now, you're sure you really know how to speak Spanish?' I told him in Spanish, 'I would never lie to you.'

"So the Mexicans came over and we started talking and it turned out one of them knew my family in Chihuahua, and then all of a sudden it was a different thing. If we went to Spain, Mexico or anywhere in Latin America, I was in that big corporate jet with the man—the chairman of the board.

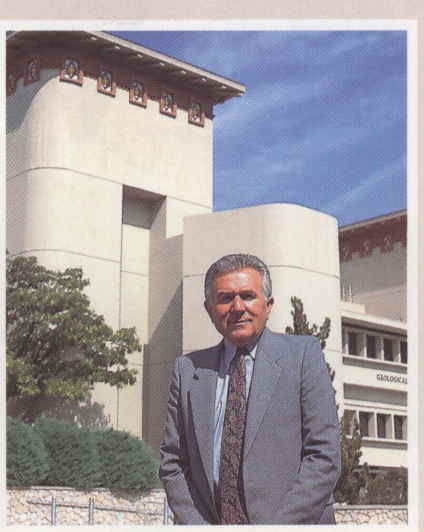
"The key is building alliances," says Oaxaca. "'Dime con quien te juntas y te diré quien eres,' (Tell me who you hang around with and I'll tell you who you are) my parents used to say. And it's true."

The Oaxaca family produced more than one star. In many ways Fernando, Oaxaca's older brother, pioneered the family road to success.

"Fernando was my role model. He really influenced me all along the way," says Oaxaca with obvious admiration.

Fernando came from a 1950s lineage of highly accomplished UTEP engineers. After serving in the Army, he studied electrical engineering at the Texas College of Mines and Metallurgy, as UTEP was called in the '40s. Upon graduation in 1950, he worked in El Paso in the construction industry before he was recruited by Lockheed and moved to California. He worked in the aerospace industry at McDonald Douglas, the Aerospace Corporation and TRW, spearheading developments such as the Mark 12, the first multiple warhead re-entry system. After two years at TRW, he left the to create his own company, Ultra Systems.

Fernando's credentials are lengthy and so impressive that a selection committee could argue for a second Oaxaca UTEP Distinguished Alumnus. His involvement in politics lead him to a post as associate director of the Office of Management and Budget under President Ford, making him arguably the most influential Hispanic in the government.



Jaime's sister, Virginia Oaxaca, also graduated from UTEP in the early 1960s with an education degree. A Sloan Fellowship enabled her to acquire a degree from the Stanford Graduate School of Business, and today, she works for ARCO, one of the largest petroleum companies. Most recently, after the L.A. riots, she was selected by her company's chairman to be the ARCO loan executive for Rebuild L.A.

For many years Oaxaca's wife, Carolina, was involved in California politics and today is a nationally recognized volunteer with CASA (Court Appointed Special Advocates for Children). In 1992, she received the National CASA Child Advocate of the Year Award.

When it comes to education, Oaxaca is passionate about his views. He has established a reputation as a keynote speaker for student groups and professional seminars. Since his days at Northrop, Oaxaca has worked to influence science and engineering education policy. He was quoted in *Hispanic Engineering Magazine* in 1985 as saying,

"I get so much pleasure out of speaking with young students that it's almost become a selfish thing.

"Education is the great equalizer," Oaxaca says emphatically. "None of what has happened in my life could have been possible without a higher education. And my parents firmly believed this. There was never a question that we would get a college education.

"I remember my dad instructing me to take math and chemistry, physics and foreign language which turned out to be Spanish. But I was told by a counselor I should sign up for woodworking and auto mechanics. When I told my dad, and I was upset, he said in his great wisdom 'Tienen razón. You have to take those courses and the other ones too, because if something happens to me, you and Fernando will have to provide for the family.'

"When I went into college something similar happened. There were about 100 students. The dean or the president of the university said, 'Only five percent of you will finish in engineering.'

"To this my father said, 'That is terrific. Think of all the personal attention you are going to get.' Never did he doubt that I was going to be one of the five. Five of us finished and four were Hispanic."

(...continues on page 22)

Empowerment and Leadership Development: A Mission in Life

DR. JOSEFINA V. TINAJERO

"Dr. Tinajero is an excellent role model for mothers and daughters in the Mother-Daughter Program. She exemplifies a career woman, a caring mother and a supportive colleague who is willing to share ideas."

FACULTY PROFILE

Professor, director, national fellow, author—she wears many hats, but has only one focus: to empower others to help themselves.

Described by her colleagues as idealistic, optimistic and hard working, Dr. Josefina V. Tinajero is a catalyst for leadership development in youths and adults. A bilingual educator at UTEP for 10 years and mother of four, this academic trooper juggles parenting, teaching, writing and management.

Tinajero's many skills made her an excellent candidate for the W. K. Kellogg Foundation National Fellowship Program, and in 1989 she was one of 50 individuals from throughout the United States to be selected for the honor. The Kellogg Fellowship is a leadership development program that offers personal and professional growth opportunities through the exploration of interdisciplinary fields that expand a fellow's knowledge base. Fellowship recipients also challenge their own perspectives on topics of national and international concern.

Kellogg fellows focus on improving the quality of life for others in the same career field. Following a personal development plan, Tinajero directed her research toward youth leadership development, gaining knowledge through a series of seminars and field experiences. She traveled to countries abroad, visited institutions such as intensive care units, schools, and AIDS wards, and met with university presidents and community leaders from around the United States.

"My participation in this fellowship has given me a different perspective of the world. I feel I am now able to better understand my students here at UTEP, where they are coming from and what their problems might be," Tinajero says thoughtfully.

But Tinajero attributes much of her success to UTEP.

"If I wasn't here at this university, I don't think I would have received the Kellogg," the honoree says modestly.

Tinajero adds that her base of support provided by UTEP has made it possible to reach out to the community and have a meaningful impact.

"She has brought tremendous expertise and valuable insight to the Mother-Daughter Program through her activities with the fellowship program," remarks, Tita Yanar, associate director of the Mother-Daughter Program.

As director of the Mother-Daughter Program, Tinajero says she strives to "raise the aspirations of the girls so that they will stay in school and think more about a professional career." The dark-haired, petite UTEP graduate has been with the program since its inception in 1986, assuming the directorship two years later.

The Mother-Daughter Program, in collaboration with the YWCA and the El Paso area school districts, is designed as a school retention and college recruitment program for Hispanic girls (grades 6-12) at risk of dropping out of high school. Each mother becomes a driving force in her daughter's life. Together they participate in leadership development activities such as summer camps and visits to area businesses. Their goal: to look beyond present circumstances, achieve independence and work toward a post-secondary education.

An unanticipated benefit of the program has been the motivation for many of the mothers to continue their own education. Last May, Rosa Juárez, at age 39, earned her bachelor's degree in secondary education. A former factory worker, Rosa says she was inspired by her daughter Jessica's involvement in the Mother-Daughter Program. Jessica, 17, is now a senior at Ysleta High School.

"Dr. Tinajero is an excellent role model for mothers and daughters in the Mother-Daughter Program," Alberto (Beto) Lopez, assistant director for External Relations and director of

(continued on page 22)

ONE-MAN TEAM

—MINER OWEN PRICE

by Nancy Hamilton

As the 1941 football season ended, the Miners held national individual rankings of first in punting and number of plays, second in passing, and third in kickoff returns and interceptions. They also ranked nationally in total offense and scoring by individuals.

But it wasn't the Miner team that earned these records: It was one man—Owen F. Price.

He was the national punting champion for two years—1940 and 1941—a feat not replicated until 1970-71 by a player who was primarily a punter.

Price starred in the days before players specialized. He was one of many who played both offense and defense. He did it all.

His 1941 national individual player rankings were:

- First in punting—45.33 yards average on 40 punts;
- First in total number of plays—430 plays;
- Second in passing—94 completions;
- Third in kickoff returns—282 yards;
- Tie for third in interceptions—8 for 124 yards;
- Fifth in total offense—1,472 yards;
- Tie for eleventh in scoring—11 touchdowns for 66 points.

With him as kingpin, the Texas College of Mines team in 1941 finished sixth in the nation in team passing, averaging 135.4 yards per game, only a fraction behind fifth-ranked powerhouse Notre Dame.

The 1942 Official Football Guide described Price as "something of a one-man show."

THE PROSPECTOR

BUY A BOND

By Subscription Only

El Paso, Texas, October

No. 5

College Players To Pick Cast

Tryouts for "Arsenic and Old Lace," fall production of College Players, will start Monday, President Bob Tappan announced today.

Three women's and seven men's parts are available. College players are invited to try out for the parts in Mrs. Myrtle Ball's office in the Administration Building, at [illegible]

Music Department To Give Two Hour Victory Concert

Personable New Economic Prof Varsitonians Enjoy Deer Hunting, Singing

Gold Diggers, Band To Show

Admission Price To Be Ten Cent Defense Stamp

The College of Mines Band Varsitonians and the Gold Diggers will present a two hour victory war concert and community sing at Liberty Hall, 7:45 p. m., Monday.

The program will present a large variety of music. The band will play familiar songs while the Varsitonians will use a patriotic theme throughout their musical selections. Also during the concert members will be presented in choral ensemble of the creed

Price Pilots China Planes; Mines Ex-Star

First Lt. Owen F. Price, former College of Mines football and track star, is one of the American pilots of transport planes operating between the fighting zones and United Nations' bases in China, press dispatches reported Friday.

Lieutenant Price, who folded away his sheepskin and moleskins upon graduation from the College of Mines in January, 1942, enlisted in the Army Air Corps

His performance in 1941 earned him the titles of Texas Mines Most Valuable Player and All-Border Conference Quarterback. He was named the first team Little All-American Quarterback by Collyers News Service and was picked for the Associated Press second team.

He stood 5 feet 11 inches and during his college career kept his weight at 175 to 180 pounds.

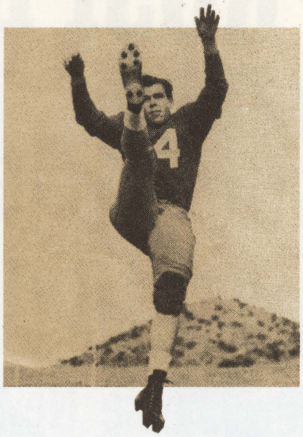
Price's son, Charlie, who lives in Charlottesville, Va., believes his late father's record is deserving of national recognition. He has submitted information to the College Football Hall of Fame and the Texas Sports Hall of Fame.

"They both assure me that they have reviewed a wealth of documentation I sent," says Charlie, "and that he is up for consideration. But it is a secret process and very competitive."

Owen Price's football achievements were not limited to 1941. Nor was his athletic prowess limited to football—he also lettered in track and field and baseball at the College of Mines.

He continues to be listed in the UTEP Football Media Guide at the top in two individual record categories. The Best Average Per Punt for a Season is his 48.0 yards for 1941, and Most Passes Completed in a Game (30), also from 1941.

An outstanding athlete in his pre-college days, Price was pursued by Northwestern University but instead accepted a full athletic scholarship to the College of Mines, UTEP's predecessor.



One reason was a job offer from his uncle, Robert Price of Price's Creameries. In a Los Angeles Times interview, he said, "I figured a job was worth more than the public adulation."

Owen Francis Price was born May 13, 1918, in Martinez, near San Francisco, the third child in a family of seven. He grew up participating in various sports. At Mount Diablo High School in Concord, Calif., he lettered in baseball in his freshman and sophomore years and won a junior pentathlon competition sponsored by the Oakland Tribune.

In 1935, Owen and his brother, Ira, were sent to Morgan Park Military Academy in Chicago. Their grandfather, a professor at the University of Chicago, was interested in their education.

During his two years there, Owen lettered in football, baseball, basketball, and track and field, was a member of the Junior ROTC, and made the Dean's List.

The academy was in the Midwest Prep Conference, sponsor of annual track and field meets. In the 1936 meet, Owen won a medal for shot put. The next year he won the discus throw, the javelin throw and the broad jump, plus an award for most points in the meet. Morgan Park Academy voted him best all-around athlete in his senior year.

In 1937, Price entered the College of Mines, majoring in business administration. He became starting quarterback for the freshman football team, known as the Yannigans. Marshall Pennington was the freshman coach.

Mack Saxon, the varsity coach, was impressed by his talent and in 1938 made him backup quarterback to another legendary Miner star, Ken Heineman. Price was called on to punt, place kick, rush, pass, return punts and kickoffs, receive and play defense.

During that sophomore year, the team played against Texas Tech and the University of Arizona. Tech hosted the game on Oct. 22, 1938, at Odessa. Although the Miners lost, 14-7, they played impressively against a team that ended the season ranked 11th nationally by the Associated Press.

The Arizona game was played on Armistice Day, Nov. 11. Owen started as fullback and was on the field when the Miners made a three-touchdown comeback in the fourth quarter to win the game.

Despite a leg fracture during that season, he missed only one game. The Miners finished the season 6-3 and Price received a varsity letter. Heineman at that time was named to several Little All-American teams.

With the change of seasons, Price turned to his other sports interests, lettering on varsity teams in track and field and baseball.

As he had done the year before, he spent the summer of 1939 working for his uncle and playing semi-pro baseball.

Rather than risk further damage to the leg that had been fractured, he sat out the 1939 football season, but played semi-pro baseball in California. He returned to El Paso in January 1940, again lettering in track and field and baseball in the spring. The Border Conference annual track and field meet in May found him at Albuquerque, where he took second in broad jump and third in the javelin throw.

He returned to both semi-pro ball and Price's Creameries for the summer of 1940 and took some college courses to make up for what he had missed the previous fall. He studied sales and advertising, which he put to work in the fall when, as business manager for the yearbook, the *Flowsheet*, he

established a new record in advertising sales. He also was a contributor to the student newspaper, *The Prospector.* He pledged Kappa Sigma Kappa fraternity.

Price's greatest sports achievements came during his junior and senior years. He was starting quarterback in fall of 1940.

In the season opener against Arizona State, he scored three touchdowns. The final game, played against New Mexico A&M (now NMSU), saw Owen gaining 180 yards rushing and scoring three touchdowns, one of them on a 74-yard run from scrimmage through the middle of the Aggie defense. During that same season, he kicked an 85-yard punt in a game against nationally ranked Hardin-Simmons.

Although the win-loss record of 4-4-1 was not impressive, Price was a dominant player in the southwestern region, racking up these statistics:

- First in scoring—60 points, tied for ninth nationally;
- First in touchdowns scored—10, tied for fifth nationally;
- First in punting—48.0 yards-per-kick average on 30 punts, first nationally and still a Miner record;
- Second in rushing—596 yards, average of 5.05 yards per carry, 18th nationally;
- Fifth in total offense—888 yards, 24th nationally;
- Tie for third in interceptions—6 for 47 yards, tied for second nationally with several others;
- Sixth in punt returns—15 for 189 yards, unranked nationally.

No other player in the region had such high statistics in so many categories. John Kimbrough, Texas A&M All-American back and later a College Football Hall of Fame member, was behind Price in each of these categories except rushing, where he bested the Miner by 15 yards. Owen's yards-per-carry average, however, was better than Kimbrough's 3.77.

With his 48-yard national punting average record, Price was recognized as national collegiate punting champion. His record held until 1950 when it was beaten by 48.2 yards. As late as 1989, he continued to be ranked nationally in punting achievement—seventh highest ever among qualifiers for the national championship.

Price returned to his alternate sports in the spring of 1941—finishing first in broad jump, second in javelin and fourth in discus and competing on the relay team in the Border Conference. At the fourth Texas College of Mines Relays, he won first in broad jump.

That summer he continued his custom of working for his uncle and playing semi-pro baseball, adding another job as auto mechanic.

His greatest season came in the fall of 1941, when he compiled the impressive record given at the beginning of this account. In the game against Loyola of Los Angeles on Oct. 17, he completed 29 of 55 forward pass tries, both records. He also punted six times for an average of 44 yards per punt.

Sports writers compared him to the legendary Sammy Baugh.

When the season's statistics were compiled, Price became the only player from that era to finish in the top five in five national major categories in any one year: punting, passing, total offense, interceptions, kickoff returns and total number of plays.

Only weeks after the nation went to war, Price received his B.A. degree in business administration in January of 1942. He had won nine varsity letters and had brought national attention to his school and the Border Conference.

Although the New York Giants wanted him, he entered the military to train as a pilot in the U.S. Army Air Corps. In 1943, he became a member of Gen. Clair Chennault's famous Flying Tigers in China.

After a distinguished military career, during which he attained the rank of lieutenant colonel in the U.S. Air Force, Price retired in 1958, continuing in the Reserve until 1963. He then became a successful real estate salesman and broker in the Washington, D.C. area. He suffered a fatal heart attack at the age of 52 on Nov. 24, 1970.

Price's widow, Bess, is now 76. She is a retired Fairfax County school librarian, living in Charlottesville and is very active. Their son, Charlie, also lives there, and two of Owen's brothers and one sister live in the West.

Charlie is hoping that one day his father will be honored by the College Football Hall of Fame and the Texas Sports Hall of Fame.

It is a nice honor that they find him worthy of consideration," he says, "and they have told me that he was a good athlete."

Meanwhile, Owen Price is still named as the record holder in two categories at UTEP—after more than 50 years.

Nancy Hamilton is a retired Texas Western Press writer and editor and former ***Nova*** *assistant editor.*

ALUM NOTES

20's

Trebor Morris, 88, (attended 1927) spent 6 years working for American Smelting and Refining Company in Mexico, attended A. S. & M. in Cleveland, Ohio, and studied chemistry at the University of Houston. His specialty is metallurgy and he has held offices in the American Society for Metals.

40's

John G. Sindorf (B.S. '49) a retired geophysicist, is a geology instructor at Mat-Su College, University of Anchorage, Alaska. He was awarded a Master of Liberal Arts degree from Alaska Pacific University in Anchorage. His wife, Marion (attended '46-'49) received her B. Ed. at the University of Anchorage.

50's

James R. Peak C.F.R.E. (B.A. '58) has been approved as a Certified Fund Raising Executive by the Certification Board of the National Society of Fund Raising Executives.

60's

Glenda Eldridge Watson (B.S. Ed. '61) is personnel administrator for the Union High School District in Fullerton, California. She received her Ph. D. in education in 1991 from the University of La Verne in La Verne, California.

The 1962 Pledge Class of the Gamma Gamma Chapter of Zeta Tau Alpha Fraternity celebrated its 30-year reunion at the UTEP Alumni Lodge (formerly the Zeta house) on June 12, hosted by Steve Tredennick, Alumni Association president. Those attending were Elaine Maxwell Brock, Kaliko Hutchins Farmer, Carol Anne Robinson Feickhert, Ann Glover Hastings, Claire Miller McMahan, Sue Glover-Mottinger, Ginny Behrens Satterwhite, Helen Ann Farney Shanley and Carol Fleming Smith.

Sue Glover-Mottinger, Ph. D. (B.A. '65) management training and development consultant with The Evans Group in Dallas, Texas, will be a visiting faculty member of the University of Charleston, South Carolina for the coming year.

Darlo O. Prieto (B.A. '68) received his Master's degree in counseling from the University of Maryland, College Park, where he was Outstanding Minority Graduate Award recipient in 1983. He has recently joined the staff of the National Institute for Mental Health in Rockville, Maryland, as Manager of Minority Institutions Research Programs. He has been recognized for his work and contributions to minorities in medicine by several organizations, including the National Medical Association, Inter-American College of Physicians and Surgeons and the Association of American Medical College's Group on Student Affairs.

Daniel D. Tovar (B.A. '69) received his Master's degree in social work from the University of Maryland and is now pursuing his Ph. D. He will be an assistant professor at the University of Houston this fall.

70's

Paula Ellison Olivares (B.A '70; M.A. '74) has been elected to the Board of Trustees of the William S. Hart High School District in Los Angeles, California. She is employed as a senior engineer at Pacific Bell.

Michael Cannon (B. S. Ed. '72; M. A. '89) is one of six teachers statewide selected for an award given by the Texas Committee for the Humanities. The awards are given to teachers whose innovative ideas have enhanced extracurricular programs related to the humanities. He is a teacher at Bassett Middle School in El Paso.

Charles Wist (B.B.A. '72) practices law with the Wist, Boyd, Holland and Dailey firm in Houston. He is certified in tax law by the Texas Board of Legal Specialization.

Priscilla Bothwell Evans (B.S. Ed. '74) was the recipient of the 1992 Teacher of the Year award at Jefferson High School where she has taught math for the past 18 years. She was also selected as a finalist for the El Paso Independent School District's Teacher of the Year award.

Alma Maria Garcia, Ph. D. (B. A. '74) received her Ph. D. in sociology from Harvard University. She is an associate professor of sociology and ethnic studies at Santa Clara University in Santa Clara, California, and has recently been appointed director of the university's Women's Studies Program.

Gail E. Bauer (B.S.M.E. '76) was recently honored by El Paso Natural Gas Company for 35 years of service.

Maria-Teresa Vitela (B.S.N. '76; M.B.A. '82), a school nurse at Burges High School, El Paso, has been awarded a Johnson and Johnson Live for Life School Nurse Fellowship at Rutgers University. She will attend a summer study session on drug and alcohol abuse.

Linda Miller (B.B.A. '78), vice president and controller of First City, Texas in El Paso, has been appointed to the bank's board of directors.

Ruth Cartagena-Nutter (B.A. '78) Maj. USA, has been assigned to Command and General Staff College in Ft. Leavenworth, Kansas. Her prior duty was Chief of the Media Relations branch of Public Affairs, HHB US Center, Ft. Bliss, Texas. She recently displayed her singing and dancing talents during the Latino Combo concert when Ft. Bliss celebrated Armed Forces Day.

Oscar G. Gabaldon, Jr., J. D. (B.A. '79) received his Doctor of Jurisprudence degree in May 1982 from the South Texas College of Law in Houston, Texas. He became the Regional Attorney for the El Paso/Midland/Odessa area of the Texas Department of Human Services in June 1992.

Alan Roth (B.S. '79) received his Master's degree in special education from the University of Arizona in May 1992. He currently teaches science to visually impaired and blind students at the Arizona State School for the Deaf and Blind.

80's

Hector M. Estrada, J. D. (B.S.C.E. '80) received a Doctor of Jurisprudence degree from South Texas College of Law in May 1992. Former Governor John Connally presented the commencement address to the 273 graduating students.

Donald M. Ziemski (B.B.A. '80) has been employed by Sylvania since his graduation from UTEP. He was recently promoted to District Sales Supervisor for Sylvania-U. S. Division in the Great Lakes Sales District located in Dearborn, Michigan. He is active in The Illuminating Engineering Society.

Linda Patterson Wuellner (B.S.N. '81) earned her M.S.N. from Northwestern State University in the spring of 1992.

Joan Helena Martel (B.S. '83) is currently controller for a $30 million venture capital fund in Woodside, California.

Daniel Olivas (B.S. '83) was recently promoted to project manager for all F.A.A. projects at Los Angeles International Airport.

Kristen Rita Wulf Rahn (M.A. '83), a speech pathologist, specializes in augmentative communication skills for non-verbal retarded and/or physically handicapped adults at a developmental

achievement center in Richfield, Minnesota.

A. Melinda Rainey (B.A. '83) earned her Master's degree in 1987 at the University of Texas at Austin. She has been accepted into the ophthalmology residency program at Baylor University.

Nancy Cordes (B. S. Ed. '84) has been named Teacher of the Year for the Socorro Independent School District. A life and earth science teacher for 7th and 8th graders at Salvador Sanchez Middle School, she also works with students of all ages through the SPICE gifted and talented program.

Hector Enriquez (B.B.A. '87) has been elected to the Board of Directors of the Socorro Independent School District for a three year term.

90's

Deanna Michaelle Suggs (M.S.N. '91) is a nursing instructor at New Mexico State University in Carlsbad, New Mexico. Honors include: Who's Who Among American College Students; Who's Who Among American Nurses; membership Sigma Theta Tau Nursing Honors Society.

OBITUARIES

Virginia Aikins McCoy (M. Ed. '72) October 14, 1991. Mrs. McCoy taught in elementary and secondary schools in the United States and overseas for the past 29 years. Survivors include two daughters, three sons, two sisters and three grandchildren.

David Murrell Marcum (B. M. '70) January 25, in Houston, Texas. A former El Paso resident, he had been School superintendant for Tornillo Independent School District and a teacher and administrator for the Ysleta Independent School District. He taught at UTEP in the Music and Education departments. He is survived by his wife, Katy, daughters Amour, Misty and Angel, his mother, maternal grandmother and a sister.

Daryl A. Fernandez (B.A.'78; M. Ed. '85) January 29. A resident of El Paso for 19 years, he was a counselor for Lancaster Elementary School in the Ysleta Independent School District. He is survived by his wife, Myra, a son, daughter and step daughter, his mother, two brothers and a sister.

Joseph James Balough (M. Ed. '69) February 3. He was a teacher at Glen Cove Elementary School in El Paso and a veteran of WWII and the Korean conflict. Survivors include his wife, Dorothy, and three sons.

Robert Gabriel Chavez (B.S. Ed. '81) April 3. He lived in El Paso all his life and was employed at the Life Management Center. He is survived by his parents, three brothers and a sister.

Ray Clyde Pulaski, LTC (Ret) USA, (B.A. '65) April 17. He had been a resident of El Paso since 1949. Survivors include his wife, Grace, one son, a daughter and a daughter-in-law.

Gene Lewis (B.M. '54) April 26. He was an assistant professor of music at UTEP and directed the UTEP Band from 1972 to 1976. He was a well known jazz musician in El Paso. Survivors include his wife, Kathleen, one daughter and two sons.

Ruth Kennedy Galloway (B.A. '42) April 28, in San Antonio. She founded Galloway Research Service 30 years ago and remained active in its operation until her death. She served on the board of the San Antonio Better Business Bureau and was a member of the Greater San Antonio Chamber of Commerce. In 1976 she was named Outstanding Small Business Person for her region by the National Chamber of Commerce. Survivors include her husband, five sons, one daughter, two sisters, one brother and 19 grandchildren.

Margaret "Sheri" Ramsey (B.S. Ed '80) April 28. She lived in El Paso 31 years and was a teacher at Logan Elementary School.Survivors include her husband, John, two sons, Todd and Michael, her mother and a sister.

Richard B. Herr (B.A. '47) May 1992. He retired from the gas company after 32 years. He had lived in El Paso since 1938 and was an Airforce Veteran of WWII and the Korean conflict. Survivors include his wife, Helen, a grandson and a granddaughter.

Leopoldo Mimbela, Jr. (B.S. Ed. '80) May 18. He was named Teacher and Coach of the Year in 1988 at Griner Junior High School in Dallas, Texas. He is survived by his parents Manuela and Leopoldo Mimbela, Sr., five brothers and two sisters.

Jack T. Niland (attended '32-'38) May 9. He practiced law in El Paso for 42 years and was a member of the El Paso and Texas Bar Associations. He was a professor of law at the Federal Reserve Banking Institute. He is survived by his wife of 56 years, Adella, four children, seven grandchildren and one brother.

Guillermo Tovar (B.S.E.E. '49) May 15. He was a retired electrical engineer for Metropolitan Water District of Southern California. He received the Outstanding Ex Award from Bowie High School in 1984 and was active in the California Bowie Exes Association. He is survived by his wife, Berta, three sons, one daughter and four grandchildren.

Margaret A. Loera (B.S. Ed '65) May 19. She was a lifetime resident of El Paso. Preceded in death by her mother, she is survived by her father, a brother and a sister.

Tom Wiseheart (B. A. '48) May 24. He owned KILE Radio Station in Galveston. He was named to Who's Who in the Southwest and received Father of the Year and Man of the Year awards in Galveston. He was active in numerous civic organizations and was a member of Mensa. He is survived by his wife, Cookie, two daughters, a son and two grandchildren.

Amy Eileen Ryan Elliott (attended in 1943) June 23, in Golden Colorado. She is survived by two sons and one brother.

Mary J. Strange (B.A. '73) July 1. She is survived by her mother and three sisters.

Helen Melissa Campbell Stern Lt. Cmdr. (Ret) USN, July 13. She was an assistant professor of psychology at UTEP. A resident of El Paso for 44 years, she worked as a clinical psychologist with the Veterans Administration and in private practice. She is survived by her husband, Dr. J. Edward Stern.

Oscar H. McMahan (Professor Emeritus) July 24. He was a school superintendant in Sayre Oklahoma and established Sayre Junior College in 1937 where he remained president until 1942. He earned his Master's degree in physics at the University of Arizona. He later worked for the Eastman Corporation before moving to El Paso in 1946. He taught physics and math at UTEP, retiring after 29 years. On campus he served as the first chairman of the faculty council in 1960, chaired the campus building committee, and was director of the Wesley Foundation. Survivors include his wife, Delores, a daughter, a son and a step-daughter. He was preceded in death by his first wife, Maurine.

Jean Louise Meffley Ponsford, "Mrs. P" July 29. She was a retired secretary for the communication department. Affectionately known as "den mother," she counseled both students and teachers during her many years in the department. Her sense of humor and dedication to her job and to those with whom she worked earned her the Distinguished Service Medallion at the annual UTEP Publications Awards Banquet in 1967. She was a member of the UTEP Women's Auxiliary and a longtime UTEP supporter. Survivors include two sons, four grandsons, one granddaughter and one brother.

Carolina and Jaime Oaxaca at home in Rancho Palos Verdes, California.

(Distinguished Alumnus... from page 14)

Oaxaca also has vivid recollections of Texas Western College.

"These professors were not only brilliant and outstanding teachers, but they were compassionate: Paul Hassler, Dean Thomas, professor Rintelen, we used to call him Rin Tin Tin.

"Floyd Decker, for example, was a top-notch instructor, but he was also like family to us. We could call him up at night when we had problems we couldn't solve.

"Dr. Barnes, in the physics department, who had contracts and connections at White Sands, and other professors, personally bought transistors to teach us the latest on point contact transistors. Man, we had the leg up with these professors.

"When I went to Northrop in 1957, the big seller was that I knew transistors. So that was a tremendous advantage I had over guys from Cal Tech and MIT. The top students from UTEP were just as good, if not better than, the Cal Tech and MIT people."

Oaxaca's efforts on behalf of education and Hispanics have been recognized by the Society of Hispanic Professional Engineers, which honored him with one of their three national service awards, and he was the recipient of the Institute for the Advancement of Engineering's Outstanding Engineer Merit Award—just two of many similar awards.

To friends and long time acquaintances, Oaxaca's selection as the 1992 UTEP Distinguished Alumnus came as no surprise.

"I remember him as having great people skills. Jaime always had a spark and you always got the feeling that he was going faster than the person next to him," commented Hector Holguin, a 1958 TWC graduate and former UTEP Outstanding Ex.

"Jonathan Rogers referred to him as the Henry Cisneros of El Paso because he was very dynamic and very knowledgeable," says 1957 classmate Kiki Bustamante who could also attest to Oaxaca's jesting abilities.

"At a keynote address by Jaime," says Bustamante, "this representative from Rockwell had a tie with little airplanes on it. Jaime was wearing a solid blue tie and he asked the Rockwell rep what the airplanes were. The Rockwell rep said, 'Oh, yeah, this is the latest in aeronautical technology,' and Jaime looks at him and says, 'No it's not, this is it," as he pointed to his tie.

"The Rockwell rep said, 'I can't see anything,' and Jaime quipped, 'You got it.' We couldn't help but laugh. Northrop was designing the Stealth!"

Bobby Vigil, an old friend from the neighborhood and TWC electrical engineering classmate, also attributes Oaxaca's success to his people skills. "The easiest thing to pinpoint is that he always cared about people, and I think that carried on through his life," says Vigil. "This, plus the fact that the man has a very sharp mind, has enabled Jaime to reach the heights of corporate America."

As for receiving the UTEP Distinguished Alumnus Award, Oaxaca was absolutely thrilled. "You go along trying to be a good citizen and something special like this happens and it's tremendous icing on the cake."

Fernando Oaxaca imparts a closer insight on the award's meaning:

"El Paso is home and if you go back to the 50s, the choices for college education were sort of limited for Hispanic kids who were not millionaires.

"Since our days at UTEP, Jaime and I have gotten involved in national and world affairs, so to be recognized in your own town is very special. El Paso is still our childhood, our growing up years, and it spells happiness and progress and awakening." ■

(Faculty Profile... from page 15)

Recruitment, notes. "She exemplifies a career woman, a caring mother and a supportive colleague who is willing to share ideas. She is seen as a national leader in bilingual education."

Tinajero's travels with the Kellogg program have taken her from the U.S. to Israel, Costa Rica and El Salvador where she worked on a project aimed at revitalizing education. Her participation in the Central American Peace Scholarship Program initiative in El Salvador resulted in the creation of three U.S. training sites for El Salvadorean leaders who are working on rebuilding their country's educational system after the civil war. It was Tinajero's efforts and grantsmanship savvy that positioned UTEP as one of the three U.S. training sites for that program. In November of 1991, Tinajero directed the first group of 25 El Salvadorean leaders participating in the training program at UTEP.

"I think UTEP's selection as the only university in the group of three training sites speaks to the ability of this institution to serve the world community," she notes.

Tinajero is also part of a team of national writers working with the widely respected publisher, Macmillan/McGraw-Hill, to design elementary school instructional materials for teaching language and reading to minority students.

The noted author is president of the Texas Council of Reading and the Bilingual Child, president elect of the Texas Alternative Certification Association, board member and chair of the El Paso Literacy Coalition and board member of the local American Heart Association.

Numerous awards speak to Tinajero's efforts including the Merit Award for Excellence in Bilingual Education, the Outstanding Hispanic Leader Award from the Mexican-American Women's National Association and the Diamond Jubilee Gem Award for outstanding service to UTEP. But this accomplished professional attributes her success to her desire to instill self-help skills in people who will in turn share those skills with others.

Tinajero's longtime friend and colleague, Yanar, says of her peer: "She strives to make things better for the next generation."

—by Stacie Wilson

MACHO MASCOT

by Nancy Hamilton

Homecoming is the busiest time of year for Paydirt Pete. I lose about five or ten pounds that week," says David Permenter, senior management marketing major, now in his third year in the mascot's role.

He shares the honor with freshman English major Adrian Marquez, who last year wore the Panther costume of Austin High School.

They were chosen in April tryouts and will alternate in the Pete role through this year.

Paydirt Pete's image was revamped in 1983. A leaner and meaner look replaced the dwarf-like Disney version.

"For football games, we take one half each," explains Permenter. "I prefer the first half. One advantage is the costume is dry and you're not out there at the end of the game if your team loses. But there are advantages for the second half, too—especially when you have a victory, and you get to help lead the celebration."

Paydirt Pete's costume—now lined with fiberglass and vinyl for easier cleaning—has undergone three incarnations since he bowed in at the UTEP-Texas Tech football game of September 6, 1980.

His name dates to 1974 when physics professor Michael Blue won a contest to name a spunky miner with a pick across his shoulder. He had been drawn by Marshall Meece, an alumnus who served on the contest committee.

When Richard Pearson was president of the Alumni Association in 1980, he was instrumental in having the first Pete costume made by Roschu of Hollywood, which made costumes for Disneyland. The drawings for it were by Henry Martinez and Mike Stiernagle, El Paso artists.

The new mascot was part of a broader effort to improve the university's identity. The colors were changed from the same orange-and-white used by UT Austin to Columbia blue, white, and a richer shade of orange. And "The Eyes of Texas" was left to UT Austin as a pep song. "Miners Fight" took over.

Jimmy Legarreta, then Student Activities coordinator, became the first Paydirt Pete when the new costume arrived in the fall of 1980. Pete had a round, almost cherubic face with a brushy mustache and a grizzled beard. He wore a floppy miner's hat with the UTEP logo across the front. He had a pudgy body and looked like—well, somebody you might meet at Disneyland.

The evolution of UTEP mascot Paydirt Pete began with a Disney creation in 1980.

In 1983, he was streamlined to look leaner and meaner. An El Pasoan, Richard Glass, designed Paydirt Pete II. His predecessor, dubbed "Sweet Pete," served as a goodwill ambassador when Pete II

took over at athletic events.

The University trademark figure of Pete was created by a 1972 graduate, Bernie Lopez, as a tough guy wearing a UTEP shirt, carrying a pickax in his left hand, and sporting a miner's hat on his head. The outline of Texas is on his right shoulder and a lone star on his left.

The second incarnation of Paydirt Pete (1988).

Although Pearson was no longer head of the alumni, he continued to call on "a lot of good people and the Alumni Association" to fund the second and third versions.

A few years ago, he recalls, when the first mean Pete had a cigar tucked into his mouth, the anti-smoking forces caught up with him. "There was a ceremonial cigar removal," says Pearson.

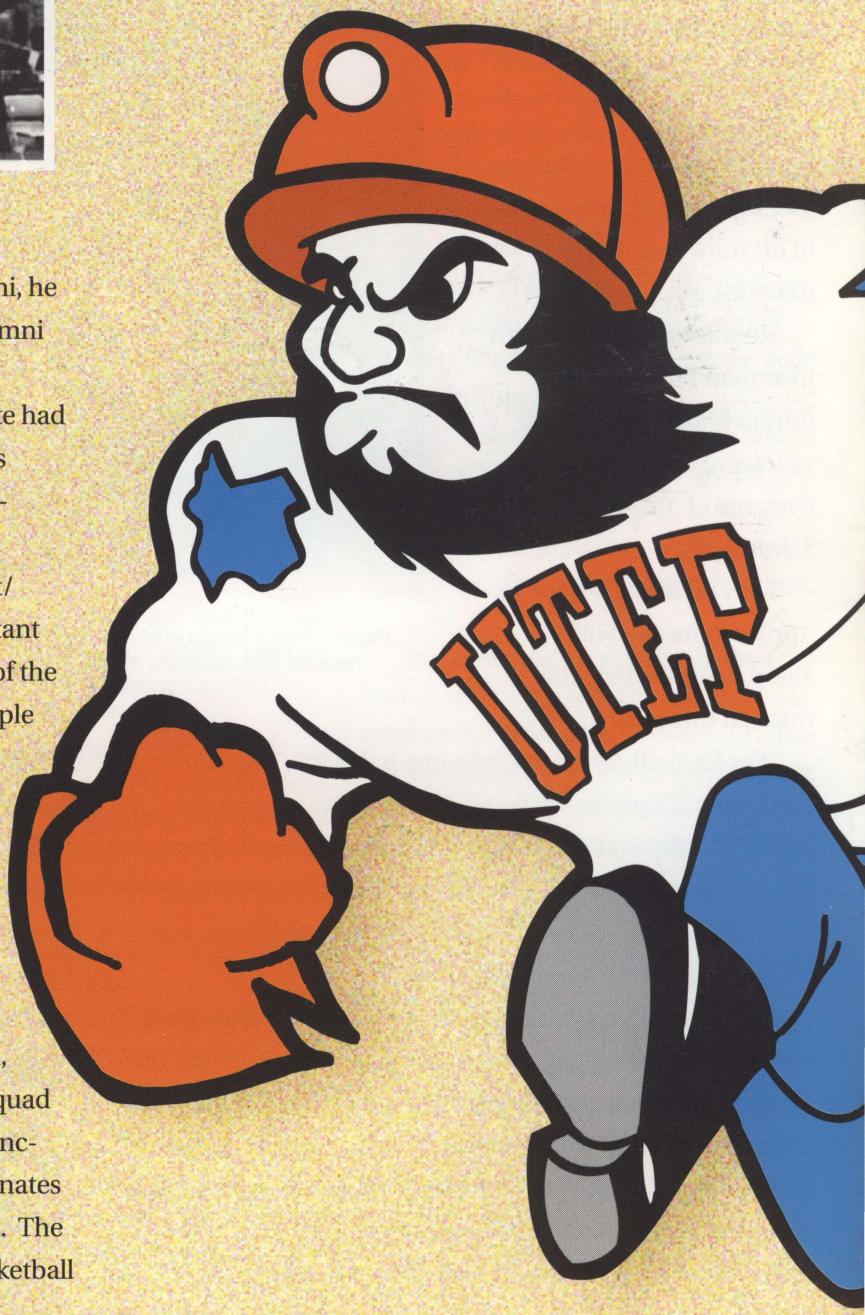
Maxine Neill-Johnson worked in the Development/Alumni office when Pete came into being. Now Assistant Athletic Director, she says, "We are told we have one of the best mascots in the country in terms of costume. People are pretty impressed with him."

Paydirt Pete has to meet certain qualifications as well as ranking well in a tryout, according to Virginia Burkett, cheerleader coach for the Music Department. The first requirement is a minimum height of 5 feet 10 inches. The two Petes develop their own routines and do not rehearse with the cheerleaders.

There are two teams of cheerleaders—the A Squad, this year with six men and seven women, and the B Squad which has four women and two men. The B Squad functions at women's basketball games and provides alternates or successors for the A Squad, in case anyone leaves it. The A Squad travels to some out-of-town football and basketball games.

The two Petes go with the cheerleading team to an annual summer camp. This past July they attended one at Southern Methodist University in Dallas.

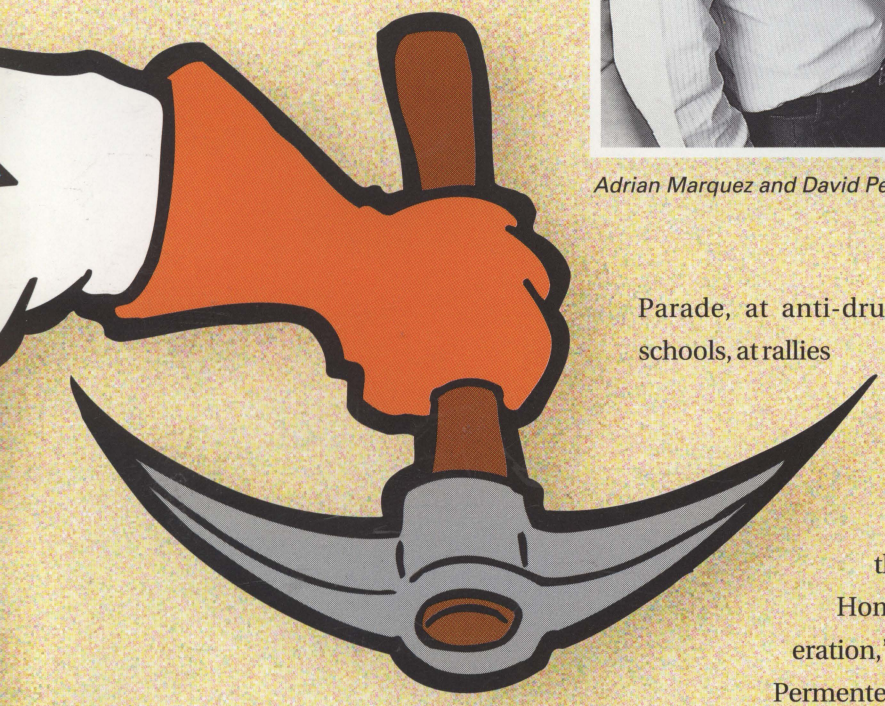
"I also attended camps in Santa Barbara the previous two years," says Permenter. "We have to pay half our own way because there is funding for only one mascot. But it's worth it—that's a good place to pick up material. We learn a lot from the other mascots, doing skits and exercises and trading ideas."



Permenter and Marquez work out their own routines with the goal of presenting Pete as a macho Miner who urges the crowd to cheer the team to victory. Whereas Adrian has a background in music, David is not crazy about dancing and doesn't do a lot of it in his routines.

They also split the responsibilities when Pete is called upon to appear in the Sun Bowl Parade, at anti-drug campaigns or similar promotions in local schools, at rallies to help the Athletics Department sell season tickets and myriad other activities.

Adrian Marquez and David Permenter #2, the men behind the Paydirt Pete persona.



Today, Paydirt Pete personifies the fighting spirit of UTEP athletic teams.

Permenter is grateful to his employer, Texas Commerce Bank, for allowing him to work irregular hours during the times when Pete is on the road or has long stretches of duty during Homecoming. "I couldn't do it without their cooperation," he notes.

Permenter has found in the world of mascots, there are some unwritten codes. One involves mock fights.

"You can pretend to fight with the other mascot at a game," he explains. "If you're at his home, you let him win. If the crowd is big enough that there's a lot of your supporters there, too, you can do a mock fight for them, and he'll let you win. But if the fight turns into a real one, you have broken that code and you're in trouble."

Most large schools have two people for each mascot figure. At UCLA, says Permenter, there are two mascots, male and female, with two students for each.

Pearson, now CEO of KTSM, recalls that in the days before Paydirt Pete, "there was a guy who wandered around with a burro, and then the burro got to be too much trouble. We had no real mascot."

Now the Miners have their man—and Paydirt Pete demands respect wherever he goes. ■

Demographic Dynamics of the U.S.- Mexico Border

Edited by John R. Weeks and Roberto Ham-Chande

A baseline for the decade of the 90s for understanding the demography of the U.S.-Mexico border, a unique sociopolitical region with a growing significance in international relations...the perspective on both sides of the border...issues of population size and change, family planning, mortality, migration, labor force characteristics, family formation, population policy...loaded with charts, graphs, data. Twenty-one researchers have contributed to this book, representing government and university settings from Mexico and the U.S.

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