

GENESIS: HOW UCSD CAME TO BE

IV. Land Swaps and Final Development

*By Jack C. Fisher
EA Historian and Edward A. Dickson
Professor Emeritus*

While the Camp Matthews transfer was taking place in 1959, UCSD was hoping to receive a portion of Camp Elliott, open land that lay east of NAS Miramar and miles from La Jolla. There had been rumors that the General Services Administration would declare surplus any property not required for Miramar operations. Given his insatiable quest for land, **Roger Revelle** naturally urged UC Vice President **Harry Wellman** to ask for 3,000 acres, which would allow for an experimental engineering station for rocket motors and where a “Very Large, Very High Energy Particle Accelerator” could be operated by UCSD physicists in collaboration with the Atomic Energy Commission. Added later to Revelle’s dream list was an animal care facility, perhaps even a primate colony operated in cooperation with the Public Health Service.

The usual political jockeying ensued and in February 1965, UCSD was granted another 507 acres at the distant site, far short of what was requested. In response, the university announced it would establish a laboratory animal care facility and perhaps a seismic testing center.

Special needs and opportunities required land concessions to the feder-



The Nimitz Marine Facility (MarFac) on the San Diego Bay. This 2012 photograph shows (left to right) FLIP, New Horizon, Roger Revelle, Robert Gordon Sproul, and Melville

al government. In 1962, the Regents conveyed 2.5 acres for a Bureau of Commercial Fisheries Laboratory on the SIO campus. In 1967, twenty-six acres of the Camp Matthews inheritance were returned for construction of an 800-bed VA Hospital. Given the Navy’s stipulation that the land it released was for educational purposes, the University specified that the hospital be made available “for purposes of clinical instruction in medicine.” UCSD’s School of Medicine thus became one of 60 medical schools with VA hospital affiliation.

When SIO’s expanding fleet of research vessels required additional harbor frontage and docking space, the Navy obliged in 1965 by granting a lease of 5.8 acres taken from the Naval Fuel Depot and Rosecrans Military Reservation. In 1975, the property was deeded for the perpetual use of SIO’s

ships, then including the Alexander Agassiz II, Alpha Helix, Ellen B. Scripps, *FLIP* (floating laboratory investigation platform), Melville, *ORB* (ocean research laboratory), Thomas Washington, and the *David Starr Jordan*, a National Marine Fisheries research vessel. When a

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new technical support facility was dedicated, it was named for Admiral **Chester Nimitz**, a former UC Regent and before that World War II Commander-in-Chief, U.S. Pacific Fleet (CINCPAC).

Revelle himself had assumed the role of developer in 1951 when he and fellow oceanographers purchased forty-two acres from **John Poole** who had acquired the property from the Scripps family for residential development. Uphill and adjacent to SIO land, a neighborhood evolved around Ellentown Road, named in honor of Ellen Browning Scripps. **Judith Munk** commented that it felt like “living upstairs over the store.” Nineteen partners shared the \$42,000 cost (about \$404,000 today). Twenty-four acres were set aside as common property to assure ocean views and preserve a natural canyon leading down to a beach. The remaining land was subdivided into 42 building sites. Partners drew numbers to establish the order of selecting home sites. The only restriction was to keep costs within a practical range for new faculty hires.

News of the Scripps Associates development provoked immediate concerns from the Real Estate Brokers Association (REBA), not only because of the price-fixing nature of the financial agreement but also because of longstanding restrictive covenants. There existed a so-called “gentlemen’s agreement” to keep out of the village “... any person whose blood is not entirely of the Caucasian race,” an obfuscation because the realtors also had in mind restricting Europeans of Jewish origin. The brokers had already blocked a 1948 residential plan initiated by SIO’s **Douglas Inman** involving a development on Torrey Pines Mesa above the SIO campus. Inman later recalled that the City Council was receptive only until it received pressure from real estate interests.

But the Scripps Associates transaction represented a sale of private property beyond the Council’s juris-



Ruth and William H. Black

diction. There were last minute competitors for the land, but Poole respected the oceanographers’ objective and honored a handshake agreement. Meanwhile, both Roger and **Ellen Revelle** took their turns on the La Jolla Town Council and eventually persuaded a majority that the broker’s restriction was shameful bigotry. Meanwhile, there were other residential developments afoot immediately adjacent to the proposed University site. The most significant was the development of a 240-acre parcel purchased by **William H. and Ruth Black** in 1947 purchased from Scripps family interests. This land, adjacent to former Camp Callan, became what was called La Jolla Farms.

While Revelle was nurturing a community of scholars adjacent to SIO and helping the Theater Arts Foundation secure a site for its popular La Jolla Playhouse, he was concerned about the living conditions of SIO graduate students. Many of them were veterans of the Korean War and were arriving with wives and growing families. He consulted architect **Robert Mosher** and asked him to design enough apartments to serve 100 married students. Taking him to a site overlooking SIO, Revelle asked for no loss of the existing foliage. Mosher complied by planting three trees for every one that had to be taken down. The resulting complex, Coast Apartments, was later expanded with the

sacrifice of only a few more trees.

Despite conflicting newspaper accounts of what kind of institution might replace the former Marine base, local citizens demonstrated their early support with gifts of property, among them the **Kelloggs**, a prominent La Jolla family. Inspired by the prospect of a major university in her community, **Florence Scripps Kellogg** prevailed on her son **William Scripps Kellogg**, grandson **William Crowe Kellogg**, and family trustee **Adeline Bishoff** to grant the Regents three land parcels, each a part of Pueblo Lot #1297. A group of local investors, including family patriarch **Fredrick William [F.W.] Kellogg** had in 1927 recognized the potential for a small yacht basin in a natural estuary north of the village and south of “the oceanographic,” as locals referred to SIO. In 1931, F.W. purchased a lifetime share in a club that owned twenty acres surrounding the estuary. By 1935, he owned the entire club plus several more lots in La Jolla Shores including a beachfront B&B called Spindriff Inn, later transformed into a seaside restaurant. After four tennis courts were added, “Beach and Yacht Club at La Jolla” became the La Jolla Beach and Tennis Club. Soon after Florence’s death, Kellogg estate trustees signed a grant deed of transfer on December 9, 1960 to UCSD.

Mrs. Kellogg probably never imagined the influence the family enterprise has since had on university expansion. Two spectacularly located public venues still owned and operated by the Kellogg family, a beachfront restaurant (Marine Room) and a hotel (La Jolla Shores Hotel, known to old-timers as the Sea Lodge), have long accommodated prospective faculty and visitors and provided venues for research workshops and clinical symposia.

Other gifts of privately owned land came from **Kenneth and Via Beers** (1961), **George and Helen Griffith** (1961); **Hall and Constance Holder** (1961); **John Templeton, Grace McKinney**, and the Templeton Foundation (1965), as well as unnamed donors acting through the La Jolla Shores Improvement Association (1960). But

the largest campus addition of private land, the purchase of the William Black family's La Jolla Farms development (1967), was wrapped in irony because of the unanticipated and never fully explained participation of UCSD's tenacious opponent, Regent **Edwin Pauley**.

William H. Black, a native Texan who lived in San Diego during the 1920s, returned with his young family in 1937, and one year later relocated to a house on Cave Street in La Jolla. In 1947, Black and his wife Ruth purchased 240 acres of unimproved land within Pueblo Lots 1312 and 1313, some of it used by Camp Callan during WWII. Enthusiastic about thoroughbred horses, the family developed a breeding and training facility called La Jolla Farms.

In 1949, they began to convey bluff-top parcels to friends wishing to build homes overlooking the ocean. In 1950, the Blacks selected their own home site and engaged noted Santa Fe architect **William Lumpkins** to design a house in the pueblo revival style. Five years later, the Blacks allowed much of the remaining land to be subdivided into 92 residential building sites ranging from less than one acre to just over seven. Their son **William F. Black**, returning in 1958 from service as an Air Force pilot, formed a company with friends to purchase and individually resell the subdivision's unsold inventory.

In 1966, when UCSD was still in its infancy, Regent Pauley played a constructive role. He invited the Blacks, father and son, to a meeting in his Beverly Hills office. Their discussion focused on the University's interest in purchasing thirty-four remaining unsold lots together with other La Jolla Farms property still in family hands. This included the horse stables and barns, the half-mile training track, a canyon with a paved switchback road leading down to the beach, nearly a mile of sandy beach between the cliffs and mean-high-

tide line (still known as Black's Beach), and finally, a spectacular 25-acre parcel facing the ocean and referred to by locals as "the Knoll," believed ideal for a university conference center.

Although reluctant at first to dispose of their holdings, the Blacks heard what they understood to be "veiled reference to the potential for condemnation hearings." And so, they entered amicable but arms-length negotiations with UC officials. Their dialogue expanded to possibly acquiring the Black residence as a home for the UCSD Chancellor. A deal was struck for all of the family holdings, approximately 132 acres. Multiple grant deeds transferring these parcels to the University were signed on February 27, 1967, and recorded on March 9, 1967. Transfer was subject to a remaining three-year lease of one parcel that included the stables and track.

The notion that the Regents were forced to pay a premium for La Jolla Farms is unsubstantiated. The Black family believed they handed the university a bargain purchase at a price well below existing market value. There were rumors of irregularities because tax-exempt status was claimed for interest received on the unpaid portion of the purchase price, but the propriety of the tax treatment for such receipts from a public university was later affirmed.

Community reaction was immediate, one-sided, and largely negative. Why, neighbors asked, did University officials believe there was need to expand into an established residential community, attract unwanted traffic, and reduce property values? Chancellor **John Galbraith** was forced to answer such questions time and again. Even the Black family wondered whether the University was going to find good use for the property. Their private residence did become University House, a home for chancellors from 1967 until 2004 when structural problems forced closure and a major reconstruction. Reopening in 2014 as



John Galbraith, Second Chancellor of UC San Diego, 1964-1968

the **Audrey Geisel** University House, an acknowledgment of her \$3 million gift, it now stands at 12,000 square feet and serves both as a Chancellor's residence and an event space.

The University gained its desired conference center, not on the knoll, but instead from a leasing agreement with a private builder granted ten acres for construction of Estancia La Jolla Hotel & Spa with 22,000 square feet of meeting space. Another parcel was developed as Blackhorse, a gated community of 141 townhomes on long-term lease with ownership retained by the University. As for "The Knoll," it remains in its post-war "natural" state, one part of the 1,000-acre Scripps Coastal Reserve that includes the 400-foot-high mesa, a coastal canyon, a sandy beach, an offshore coastal plain, and a submarine canyon.

The subdivided lots acquired by the University were all eventually sold, not directly to faculty but via developers at significantly appreciated prices. Some critics believed the university never intended to use them for faculty housing, but instead saw the purchase as an investment opportunity. With hindsight it seems only logical that La Jolla Farms

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should have evolved into a favored residential refuge for scientists and other scholars, not only from UCSD but also from the Salk Institute, General Atomics, and other distinguished research institutes nearby. The list of residents includes a Nobel laureate, a president emeritus of the Salk Institute, and one electrical engineer turned UCSD Chancellor, all in a place once considered “isolated property.” While the University did not plan for this outcome, it did come about. Call it geographic determinism, or the Black Family Legacy for San Diego’s science community.

Beginning in 1962 with the appointment of **Joseph Stokes** as Dean, the Medical School made use of temporary space while awaiting acceptance of Marine land and began planning for construction of its top priority, a building devoted to the basic sciences. Meanwhile, a clinical teaching facility was needed, and San Diego County Hospital in Hillcrest seemed the likely prospect.

Prior to 1855, county governments provided little more than a place for the poor to die. Based on that standard, San Diego County maintained a “City Poor Farm” in Santee, a functioning dairy farm where the poor could exchange their labor for subsistence and sometimes the visit of a doctor. The California Pauper Act of 1855 mandated that counties make better provision for the indigent, prompting San Diego to

offer clinic care for the first time in Old Town’s unused Cobblestone Jail and later in a rented Mission Valley house.

The Pauper Act of 1900 defined higher standards of care that resulted in a statewide network of county-sponsored general hospitals for “relief and support of all incompetent poor persons.” San Diego responded in 1903 by purchasing 50 acres of undeveloped Hillcrest land on a bluff overlooking Mission Valley. One year later a completed four-floor hospital with 259 beds and twenty-seven bassinets commenced operations on behalf of the county’s indigent. The budget provided for only one physician salary, a medical director, while community physicians and dentists provided all other care without charge.

An annex was built in 1926 to ease congestion in a very busy facility. Meanwhile, the Sisters of Mercy opened Mercy Hospital nearby, successor to St. Joseph’s Sanitarium established in 1891 by San Diego’s legendary **Sister Mary Michael**. Mercy was San Diego’s first private hospital. Considering the proximity of the two institutions, civic leaders saw a medical complex in the making. Physician office buildings soon followed, and the area became known as “Pill Hill.”

Alarming news came in 1956 when the *San Diego Union* reported the county’s hospital was no longer

safe for inpatients. Even worse, the problem could not be fixed. Originally constructed of brick without steel reinforcement, the structure failed building standards established after San Francisco’s 1906 earthquake. The annex was built with added steel, passed code, and remained in use. Patients in the condemned building were transferred to a cluster of temporary one-floor wooden structures, one of them designated for victims of tuberculosis, another for the mentally ill. Meanwhile, continued use was made of the troubled facility for offices, clinics, laboratories, and a kitchen.

After voters approved a \$12-million bond issue for a hospital replacement, construction began on November 12, 1960. The new facility with 623 beds and 38 bassinets was ready to receive patients on June 23, 1963. News reporting highlighted the elevated ceiling clearances that made eleven floors equal in height to a nineteen-story residential building. Because of its location, the hospital reached a higher elevation than any other structure in the city. Reporters also featured a basement excavated fourteen feet deep, qualifying it as a nuclear bomb shelter.

Years before new hospital construction began in 1960, county government was aware of negotiations for a UC campus in San Diego. In 1961, supervisors approved a proposal to relieve themselves of a hospital burden by donating land and improvements to the University of California: 40 of its 50 acres plus all structures adjacent to the new hospital site. When it became apparent that the Regents were not taking the bait, County Administrative Officer **T.M. Heggland** insisted that Supervisors allow him to have the condemned hospital demolished; his excuse was additional parking space, but his motive was to make the property more appealing to the University. Meanwhile, Supervisors had to keep finding



San Diego County Hospital circa 1920

contingency funds for maintaining hospital operations.

Almost from the beginning there was a disconnect between the county and the Regents, and between the medical community and the Medical School. County officials imagined a school operating in existing structures adjacent to the new hospital. The medical community imagined itself serving as faculty for medical students. Meanwhile Medical School planners were building on the **Bonner Plan**, named for UCSD’s biologist who championed a proximity between the university’s biological scientists and the school of medicine faculty with graduate students and medical students participating in that collaboration. There would be no medical school in Hillcrest, only clinical rotations for students and advanced specialty training for resident physicians, as well as new services and treatment programs brought to San Diego for the first time by UCSD faculty: kidney transplantation, gene therapy, psychotropic drugs, a burn center, a myocardial infarction research unit (MIRU), pediatric dysmorphology, craniofacial reconstruction, pulmonary thrombendarterectomy, and more.

On February 16, 1965, the *San Diego Union* reported that the Regents had approved a transfer of hospital management on a date to be determined by Medical School authorities not planning to admit students until 1968. County patients would be cared for by UCSD faculty using a payment formula agreed upon by supervisors and Regents. Prior to enacting the transfer, Dean Stokes surprised the medical community by announcing that school faculty would be admitting their private patients, a first for the county hospital. On July 1, 1966, UCSD assumed operational responsibility for the hospital and a new name was announced: University County Hospital, later abbreviated to University Hos-

pital. When the Regents purchased the hospital in 1981, another new name was announced: UCSD Medical Center. What became of that is another story, still unfolding, and a corking one at that.

The result of this decades-long interplay of events, people, and institutions – an outcome that could not easily have been predicted at the outset – is a venture in higher education that has already achieved world-class status. It surely speaks well for all those who had a helpful hand in shaping it.

Epilogue

Now into its sixth decade of astonishing growth, UCSD now occupies land totaling 2144 acres. For the La Jolla campus – 1152 acres; for outlying properties that include Camp Elliott research facilities, the medical campus in Hillcrest, and the Nimitz Marine Facility – 427 acres; and for land assigned to the UC Natural Reserve System – 565 acres.

The next phase of development is designed for a student body increasing from 32,000 to 42,000, faculty and staff growing from 16,000 to 23,000, and occupied facility space expanding from 15 million to 23 million square feet.

Vehicle access to campus will not undergo substantive change but public transportation access will multiply. Already visible is the requisite grading and support towers for

an extension of San Diego’s light rail system. The “UC San Diego Blue Line” will arrive from Old Town in 2021, stopping first in Pepper Canyon before proceeding across I-5 to UCSD Medical Center La Jolla.

In addition, facilities covering more than 192,000 square feet of external space are now under lease, mostly for the Health Care System, UCSD Extension, and several departments. Currently under development is a 66,000-square foot downtown building, “UCSD Urban,” with lecture, exhibition, and performance spaces, as well as a rooftop garden, small amphitheater, restaurant, and off-street parking.

New facility construction on campus will include 1) a transit plaza to receive Blue Line travelers; 2) a Gateway Complex incorporating UCSD Extension, the International Center, UCSD Alumni, and more; 3) the Torrey Pines Living and Learning Neighborhood that becomes the home of Sixth College; 4) an Innovation and Design Center for the Jacobs School of Engineering.

This is the final installment of an edited, much-abbreviated history based on extensive research in primary sources. The full version (including a wealth of footnotes) is available online at <http://library.ucsd.edu/dc/object/bb4371434f>.

UCSD’s Cumulative Acreage 1912-81 including Sources:

| | | | |
|------|-------|--------|-------------------------------------|
| 1912 | 170 | | City (land for SIO) |
| 1955 | 7.9 | 177.9 | City (land trade for a theater) |
| 1961 | 58.5 | 236.4 | City (first UCSD building site) |
| 1964 | 456.5 | 692.9 | City (former Camp Callan) |
| 1964 | 545.3 | 1238.2 | Congress (Camp Matthews) |
| 1965 | 507 | 1745.2 | Congress (Camp Elliott) |
| 1967 | 132 | 1877.2 | Private (La Jolla Farms) |
| 1969 | 29.8 | 1907 | City (land adjacent to Salk Inst.) |
| 1975 | 5.8 | 1912.8 | Congress (for Nimitz Facility) |
| 1981 | 50 | 1962.8 | Bd. of Superv. (County Hospital) |

The Amalgamated, a Response

.From Joseph Watson, Professor Emeritus of Chemistry:

Sandy Lakoff’s piece in Anecdote on The Amalgamated apartments reminded me of the profound effect my visit to the cooperative had on my understanding of my social and economic disadvantages.

I was born and raised in Harlem and attended the local elementary and junior high schools. For high school I traveled by subway to DeWitt Clinton in the Bronx. At Clinton I developed a close friendship with a fellow student. Our conversations ranged from school work to our hopes and plans for the future. Although he was white, I viewed our economic and social circumstances as similar. For example, his father was a butcher and mine a postal worker and, from our perspectives as high school students, both our families could have used additional income.

For a particularly extensive and challenging homework assignment we decided to work together for an extended period after school and he proposed that we do so at his home which was nearby. We walked to his home

and, from my first views of the building and his apartment, I was so amazed by their size, amenities, and grandeur compared to my family’s rented apartment in Harlem that I asked dozens of questions about the apartment and learned of the history and ownership arrangement of the Amalgamated Cooperative before I could turn my attention to the homework.

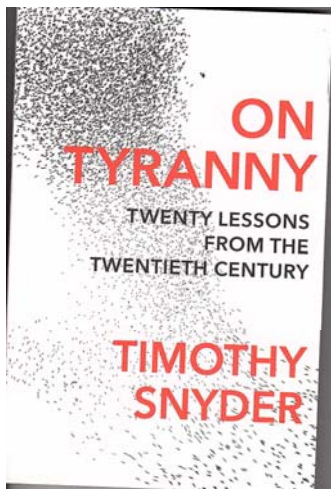
Before my visit to the Amalgamated, I understood that my family and those of other African Americans living in Harlem were disad-

vantaged relative to whites: I perceived the disadvantage in quantitative terms. After the visit, I understood that the disadvantage was considerably greater, it was qualitative!

A Response from Sandy: A poignant and distressing memory, especially compared to my fond recollection of summers there. It’s worth noting that the Amalgamated website now makes clear the project is now well integrated, racially and ethnically.



Emeriti Association Book Club

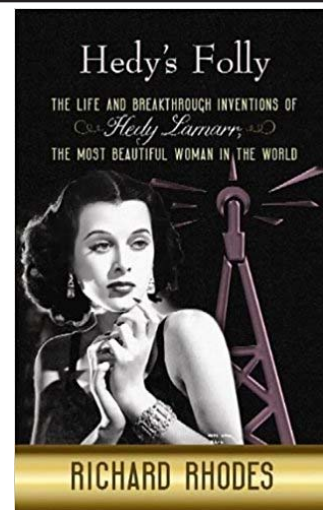


Monday, April 24th

The UCSD Emeriti Association’s Book Club meets from 11:30 AM to 1 PM, on the fourth Monday of each month at the Ida & Cecil Green Faculty Club.

Please RSVP on the EA RSVP website: <https://hrweb.ucsd.edu/ea/>

Each month a different Book Club member facilitates the discussion of the book. Howard Kushner will present the April book selection, and Jack Fisher will present the selection for May. Join in the lively discussions.



Monday, May 21st

Anecdotalage

By Sandy Lakoff

Watts in a Word?

(Thanks to Phee Sharlin)

Let's face it -- English is a crazy language. There is no egg in eggplant, nor ham in hamburger; neither apple nor pine in pineapple. English muffins weren't invented in England or French fries in France. Sweetmeats are candies while sweetbreads, which aren't sweet, are meat. We take English for granted. But if we explore its paradoxes, we find that quicksand can work slowly, boxing rings are square and a guinea pig is neither from Guinea nor is it a pig.

And why is it that writers write but fingers don't fang, grocers don't groce and hammers don't ham? If the plural of tooth is teeth, why isn't the plural of booth, beeth? One goose, 2 geese So one moose, 2 meese? One index, 2 indices? Doesn't it seem crazy that you can make amends but not one amend? If you have a bunch of odds and ends and get rid of all but one of them, what do you call it?

If teachers taught, why didn't preachers praught? If a vegetarian eats vegetables, what does a humanitarian eat? Sometimes I think all the English speakers should be committed to an asylum for the verbally insane. In what language do people recite at a play and play at a recital? Ship by truck and send cargo by ship? Have noses that run and

THERE IS NO EGG IN THE EGGPLANT.



feet that smell? How can a slim chance and a fat chance be the same, while a wise man and a wise guy are opposites? You have to marvel at the unique lunacy of a language in which your house can burn up as it burns down, in which you fill in a form by filling it out and in which, an alarm goes off by going on.

English was invented by people, not computers, and it reflects the creativity of the human race, which, of course, is not a race at all. That is why, when the stars are out, they are visible, but when the lights are out, they are invisible.

(Thanks to Marv Hoffman)

New Senior's Exam; you only need 4 correct out of 10 questions to pass and keep on receiving your pension...

1) How long did the Hundred Years War last? 116 years

2) Which country makes Panama hats?

Ecuador



3) From which animal do we get cat gut? Sheep and Horses

4) In which month do Russians celebrate the October Revolution? November

5) What is a camel's hair brush made of? Squirrel fur

6) The Canary Islands in the Pacific are named after what animal? Dogs

7) What was King George VI's first name? Albert

His Royal Majesty King George VI



8) What color is a purple finch? Crimson



9) Where are Chinese gooseberries from? New Zealand

10) What is the color of the black box in a commercial airplane? Orange (of course)



Proposed Slate for 2018 - 2019

Officers

| | |
|----------------|---------------------|
| Phyllis Mirsky | President |
| Robert Knox | Vice President |
| Winifred Cox | Secretary/Treasurer |
| Morton Printz | Past President |

Executive Committee

Members at Large: Mark Appelbaum (Psychology, Campus), Stan Chodorow (History, Campus); Fran Gillin (Health Sciences); Allen McCutchan (Health Sciences), Greg Mitchell (Scripps Institution of Oceanography), and Henry Powell (Health Sciences).

Ex Officio: Dick Attiyeh, Representative to CUCEA; Jack Fisher, Historian; Liaison to the UCSD Retirement Association; Sandy Lakoff, Editor, Chronicles, Suzan Cioffi, Managing Editor, Chronicles, and Director, UCSD Retirement Resource Center; and Maxine Bloor, Liaison to Oceanids.

The election of the proposed slate will take place in April by email. If you do not have access to email, you are welcome to mail in your approval of the proposed slate, or your proposal of an alternate officer or Member at large to: Suzan Cioffi, Director, UCSD Retirement Resource Center, UCSD, 9500 Gilman Drive, #0020, La Jolla, CA 92093-0020. The deadline for mail ballots is April 24, 2018.

Chronicles

Newsletter of the UCSD Emeriti Association

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|----------------|-----------------|
| Sanford Lakoff | Editor |
| Suzan Cioffi | Managing Editor |

Officers

| | |
|----------------|------------------------|
| Morton Printz | President |
| Phyllis Mirsky | Vice President |
| Robert Knox | Secretary/Treasurer |
| Mark Appelbaum | Past President, Awards |

Executive Committee

Members at Large: Stan Chodorow, Winifred Cox, Fran Gillin, Marguerite Jackson, Henry Powell and Gill Williamson. **Ex Officio:** Dick Attiyeh, CUCEA Chair, Jack Fisher, Historian, Gail Geddis, Representative, UCSD Retirement Association, Sandy Lakoff, Editor, Chronicles, Suzan Cioffi, Director, Retirement Resource Center, and Maxine Bloor, Liaison to Oceanids.

*Forward queries, changes in mailing/email address to:
Suzan Cioffi, Director, UCSD Retirement Resource Center,
UCSD, 9500 Gilman Drive, #0020, La Jolla, CA 92093-0020.*

Telephone: (858) 534-4724, Emeriti@ucsd.edu

BOTH of the following events are on WEDNESDAY, MAY 9

**Chancellor's Scholars
Freshman Cohort
Academic Poster Session—
Free of charge / open to all
Meeting Rooms 1-2-3, UCSD
Faculty Club, 10:00 AM - 12:00 PM**



**Annual Business Luncheon
Atkinson Pavilion, UCSD Faculty Club
11:30 AM - 2:00 PM
Fee: \$25 member/\$40 non-members
Donald A. Norman, Ph.D.
Director of the recently-established Design Lab at UCSD
Named by Business Week as "one of the world's most
influential designers"
Topic: "21st Century Design: Humane and Democratic"
Mail your check to the UCSD Emeriti Association
9500 Gilman Drive, MC 0020, La Jolla, CA 92093-0020**