

FROM THE ROOFTOP

The Newsletter of The Fromm Institute for Lifelong Learning



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THIRD WEEK TICKLE

Baseball has its Seventh-Inning Stretch and the NFL has halftime. The theater has intermissions (sometimes too many) and in the corporate world, it's gathering around the water cooler. Why even the Fromm Institute has a ten-minute break during the ninety minutes that you're with your professors, proving that we all can benefit from a change of pace.

Three weeks into the Fall Session as you're deeply immersed in Greek culture, western literature, mathematical equations, Leonardo's codices and the like, the "Rooftop" also has a pleasant distraction. Like the above formal pauses, it's intended to revive you so that you can move into the middle of your studies mentally refreshed and able to tell OPEC, APEC and NAFTA apart. Here goes!

Since our curriculum is woefully short of business courses, the subject "Upcoming Merges: The Latest Lowdown" will now be reviewed. In the wake of the Exxon/Mobil deal and the AOL/Time Warner implode, the "Rooftop" felt it should make its readers aware of the next impending mergers so you can boast that you knew it was inevitable, get in on the ground floor and, certainly, make big bucks. Here are our prognostications for the final quarter of the fiscal year.

- Hale Business Systems, Mary Kay Cosmetics, Fuller Brush and W.R. Grace Co. will merge and become Hale, Mary, Fuller, Grace.
- Polygram Records, Warner Brothers and Zesta Crackers will join forces and become . . . Poly, Warner, Cracker.



- 3M will merge with Goodyear and issue forth as MMMGood.
- Zippo Manufacturing, Audi Motor Car, Dofasco & Dakota Mining will merge to become, of course, ZipAudiDoDa.
- Federal Express is expected to join its major competitor, UPS, and consolidate as FEDUP.
- Fairchild Electronics and Honeywell Computers will become Fairwell Honeychild.
- Grey Poupon Mustard and Docker Pants are expected to become Poupon Pants.

And finally (we know you're probably ready to turn the page, so here comes the last one)...

- Knotts Berry Farms and the National Organization for Women will become Knott NOW.

THE FUTURE OF AGING

The **USF Interdisciplinary Committee on Aging** of which the Fromm Institute is a founding participant encourages all Fromm Institute students to attend a special lecture on **Tuesday, October 12 at 3:30 p.m. in the McLaren Complex**. At that time the distinguished physician, **Dr. Walter Bortz**, will discuss the physiological, social and psychological issues that he believes will redefine what is “old” in the 21st century. In his lecture, “The Future of Aging,” he’ll also explore the shift from cure to prevention and the benefits of such a medical paradigm for all of us.



Dr. Bortz is the past president of the American Geriatrics Society and the co-chairman of the American Medical Association’s Task Force on Aging. He is a specialist in internal medicine with a large clinical practice at the Palo Alto Medical Clinic. He is also a clinical associate professor of medicine at Stanford University. An avid runner, 70-year-old Dr. Bortz has completed over 20 marathons in cities including Boston, Honolulu, San Francisco, London, and Athens. Dr. Bortz has published over 100 scholarly papers in academic and medical journals, as well as articles in the popular media. His books, *We Live Too Short and Die Too Long*, and *Dare To Be 100* are bestsellers. Dr. Bortz stresses physical and mental activity as the key to longevity. He uses his vast clinical experience and immense knowledge to support his theories and research on aging.

This will be a lecture that you’ll want to attend and you’ll want to encourage your family, friends and neighbors to hear as well. Please join all of us in mid-October for this special address.

LAST DAY TO ENROLL COMES THIS THURSDAY

The last day to enroll in our Fall 2004 Session is this Thursday, September 30. After 5 p.m. that day anyone eager to be a part of the Fromm Institute will have to wait until the Winter Session pre-enrollment on Nov. 17. For those of you who are already members, the significance of September 30 is that it’s also the last day that you can add courses to your schedule. While all students can drop a course at anytime, remember this Thursday is the day by which you have to say, “I’m sticking with the courses I already had.”

KORET HEALTH & RECREATION CENTER

A valid USF ID card gives all Fromm Institute students the opportunity to access the Koret Health & Recreation Center which is located on the northwestern corner of campus at Stanyan, Turk and Parker. The Koret Health & Recreation Center is a state-of-the-art facility with an olympic size indoor swimming pool (for lap swim, recreation swim and diving, adult swim lessons and clinic); an exercise room (life cycles, versa climbers, stair master, ergometric rowers, turbo cycles and treadmills); weight room; gymnasium and racquetball courts. The Koret Health and Recreation Center offers the students of the Fromm Institute four membership options:

- *A Drop In Anytime Pass for \$10 per visit*
- *A Multi-Use Senior Pass, good for 15 visits for \$40. You must be in the facility before 2 p.m. Mondays – Thursdays, and anytime on Fridays through Sundays.*
- *A Multi-Use Green Pass, good for 15 visits for \$45, good all day, any day.*
- *A Semester Membership for \$145, unlimited use for one of USF’s Semesters.*



KHRC hours of operation are: Monday through Thursday, 6 a.m. – 11 p.m. with the pool closing at 9:30 p.m.; Friday, 6 a.m. – 10 p.m. with the pool closing at 9 p.m.; Saturday, 8 a.m. – 10 p.m. with the pool closing at 7 p.m.; Sunday, 8 a.m. – 10 p.m. with the pool closing at 6 p.m. **For more information you can reach the KHRC front desk at 415-422-6821.**

LOCAL POLITICS ANYONE?

If you live in San Francisco's District 5 you may be interested in attending the **District 5 Supervisors Forum**. Sponsored by USF's *Leo T. McCarthy Center for Public Service and the Common Good* it will take place this **Wednesday, September 29 from 6 to 8 p.m. in the McLaren Center**. Voters in District 5 will have approximately two-dozen candidates to choose from when they go to the polls Nov. 2 to pick a successor to San Francisco supervisors' President Matt Gonzalez, who is not running for reelection. District 5, which stretches from the Inner Sunset to the Western Addition and includes Haight-Ashbury and Japantown, historically is the city's most politically left-leaning area. District 5 is home to the largest number of Green voters — 2,859 out of 5,095 but cannot be pigeonholed into one personality. If this is your district, or if you just enjoy a good political event, join the candidates who will participate that evening (12 have completed the necessary questionnaire at press time). **For more information, contact the McCarthy Center at 415-422-5662.**

ITALIAN GEMS AT *HUMANITIES WEST*

October 15 - October 16

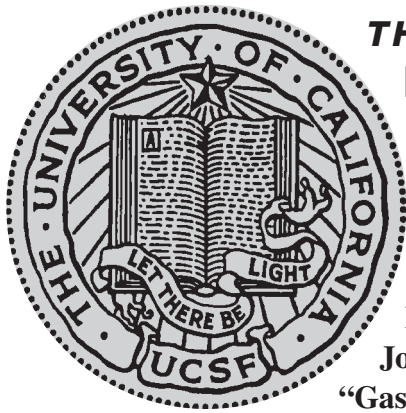
Founded in 1983 *Humanities West* explores history to celebrate the mind and the arts. Through its lecture/performance programs it has delighted a diverse audience of participants for more than twenty years. This fall they will present "Italian Gems," two days of events that will explore Urbino, Mantua and Ferrara. Friday evening's theme will be "A Tale of Three Cities" and Saturday's daytime program focuses on "Rebirth In The Hills." Details on this program and the others planned throughout the year can be obtained through *Humanities West* at 57 Post Street, Suite 814, SF CA 94104 or www.humanitieswest.org. Ticket prices and information are available through City Box Office at 415-392-4400. The Fromm Institute is honored to be a Partnering Institution with *Humanities West* and encourages you to go beyond your classroom learning through participation in their elegant programs. Brochures are on your information tables all this week.



Fr. Coleman, the Charles Casassa
Professor of Social Values at
Loyola Marymount University

NEW CENTER LAUNCHES AT USF

The **Joan & Ralph Lane Center for Catholic Studies and Social Thought** would like to invite the students of the Fromm Institute to join them for an inaugural event and special public lecture by **John A. Coleman, S.J.** on **Tuesday, October 12, 2004**. That afternoon, from **4:30 to 6 p.m. on USF's Lone Mountain campus in Pacific Rim Room 148**, Fr. Coleman, the Charles Casassa Professor of Social Values at Loyola Marymount University, will speak on the topic, "Globalization: Challenge to Catholic Social Thought." This lecture is free and open to the public with parking provided. **For more information, please contact 415-422-2531 or dowd@usfca.edu.**



THE DR. WALTER BIRNBAUM MEDICAL LECTURE SERIES

Are There Pros & Cons to Twenty-First Century Medicine?

You may be familiar with gallstones, gastritis and peptic ulcers but have you ever heard of achalasia, haemochromatosis or helicobacter pylori infection? All of them are gastrointestinal diseases and that's the general topic of the Birnbaum Medical Lecture Series this week. Going beyond just identification, **John Cello, M.D.** will speak on new tests and treatments in his lecture "**Gastrointestinal Diseases — The 21 Century Introduces New Diagnostic Tools & New Treatment.**" Join us on **Wednesday, September 29 at 10 a.m. in McLaren 252** and hear all about the latest methods and remedies for these illness of the stomach and intestines.

Next week the eyes do indeed have it as we move to the topic, "**Lasers, Lasers Everywhere; But Are They Good For Your Eyes?**" On **October 6, Creig Hoyt, M.D.**, Professor of Ophthalmology at UCSF and Vice Chair of the Department of Ophthalmology, will lecture on the appropriateness of this modern treatment technology. Like all lectures in the series, it will start at **10 a.m. in McLaren 252.**

AUSTRALIAN FILM SERIES



It's comedy this week and then mystery the next as the Australian Film Series screens "**The Castle**" on **Monday, September 27** and "**Picnic at Hanging Rock**" on **Monday October 4 at 10 a.m. in McLaren 252.** The latter film, based on the novel by Joan Lindsay, is set in 1901 and tells the story of three schoolgirls who mysteriously disappear while at a picnic with schoolmates. This film went on to become the first great international success of the Australian New Wave. "**Picnic at Hanging Rock,**" directed by Peter Weir, runs 1 hour and 46 minutes.

SAN FRANCISCO OPEN STUDIOS

"ART MADE HERE"

Open Studios is a backstage pass into the San Francisco art scene. It's an uncensored and non-juried event, so all 900 participating artists have an equal opportunity to show their work in a non-competitive environment that highlights their artistic and creative process. This October there are four weekends devoted to the open studios in various neighborhoods, as well as an Open Studios Exhibition (Oct. 2–24) and its October 1 Gala Opening, art demonstrations, a panel discussion and even a young professionals cocktail soirée. Try it out. When you visit artists in their workspace, you'll get to explore what lies behind the studio door, meet emerging artists and begin or expand your art collection. **For more information call San Francisco Open Studios 2004 at 415-835-3150 or visit www.openstudios.com.** Pick up a comprehensive guide to Open Studios at coffee shops and bookstores throughout the city or while visiting the SomARTS Gallery at 934 Brannan Street.



TECH TIP: Did you know that if you read or download the catalog from our website and see a URL in the text you can double click on it and it should launch in a web browser? Try it here. Go to the SF Open Studios story above, and double click on the URL (www.openstudios.com). You should be using Acrobat Reader 5.0 or later for it to work.

student by-lines

If you want to know what's on her mind, just ask Fromm Institute student and humorist Pat Swendsen (pictured, right) to write something for the "Student By-Lines" column. During the first week of classes we did just that, and she completed the assignment not only with her usual flair but also gave it to us . . .



Once More With Feeling

by Pat French Swendsen

We are a country of fads and phases — from hoop skirts to Hula Hoops. We'll try anything for a short amount of time and we're whimsical! Pet Rocks? Green Hair? Goatees. Chia Pets. Strange tattoos — in stranger places. Forget about common sense. Let's create a nation of teenage mentalities and if things get really bad, we can always run away from the home planet.

That's why frivolous lawsuits took over. My favorite is the burglar who filed suit against the homeowner because he fell through the skylight and got cut up in the act of burglarizing. Wait, who makes hand grenades and land mines? Why can't those victims sue if they have to limp around the rest of their lives with shrapnel in them? Armaments' manufacturers, your days of profit are over! Next ambush: water balloons and they'll probably soak the government for those too.

This is only to prove how amuck we have gone. My son Paul says to head a nation, a church or an army all you need is a crazy hat, a bullhorn and a Swiss bank account. Napoleon and Washington had three-corner hats, the Pope has a miter and the Iron Chef has . . . a colorful topper.

We are fickle. We can't think up enough things fast enough to keep us in trouble. Pyramid schemes, time-shares, white, white teeth. Movie houses are closing. By the time we realize that we really like to go out to the "big screen" our neighborhood theaters will all be parking lots. Stop and think, yes, and smell the flowers.

What are all these inspirational T.V. shows? The ones where you eat live grubs or bungee jump with an extra long rope — nothing too stupid or dangerous as long as it can be copied by any kid watching, right?

Complaining has become an art form. Take the "big rigs" and the delivery vans that block off parking on Geary, Clement and everywhere in the city. Did it ever occur to anyone that all you have to do is pass an ordinance that deliveries have to be made one hour before the business day begins? Shoppers rejoice! And isn't that what it's all about?

Common sense? We don't have to spend a trillion dollars on prescription cards that nobody wants just because it's an election ploy.

They say, having a pet lowers blood pressure, and the word pet comes from the verb that means "to pet," which eliminates all exotic "pets" that scare off the mailman or take off the finger off the feeder. "Finding Nemo" is my mantra, or was it "Free Willy?" Anyway, let's not try to clone back the dinosaurs either. If we succeed, what do we with them? Think ahead.



SAN FRANCISCO MUSEUM & HISTORICAL SOCIETY - HOLDS NINTH ANNUAL HOME TOUR OCTOBER 9

The San Francisco Museum and Historical Society will host its **9th Annual Home Tour** on **Saturday, October 9th from 10 a.m. to 4 p.m.**, presenting an opportunity to view the interiors of six splendid Victorians on Alamo Square. The tour will begin at the oldest surviving house in

San Francisco, (the Phelps House) and then proceed to several Victorians surrounding Alamo Square, including two on San Francisco's famed postcard row. Tickets are \$25 for non-members of the Museum and Historical Society and \$20 for members. **For further information and to order tickets, call 415-775-1111.**

WHAT'S THE RECIPE?

Through our office sweep many stories and compliments that are truly heart-felt regarding your experiences at Fromm. So today I ponder further... what are the ingredients, then, that make the Fromm Institute such an extraordinary concoction of learning, work, and purpose? I think several ingredients are obvious. There are the founders, the Board, the staff, the faculty, the classes, the campus...all are indispensable parts to the whole. But one item I feel is extra special. That is the Fromm Institute students themselves – oh yes – you! You are like flour or salt. Without you, the Fromm Institute could not rise, nor would it have its zing – its particular intellectual and social flavor.

The ways you show gratitude for, or rather give spice to, the Fromm Institute are both kind and interesting. Let me give you some examples. There are those who send cards on holidays with best wishes, words of appreciation, or a zany "Hello!" There are those who write letters, emails, or postcards from far away places or submit cartoons or stories to the 'Rooftop.' There are those who bring hand-made pastries or chocolates to the office for our happy consumption – sometimes apples, sesame crackers, cheeses, and wine! Valentine's Day is a favorite. The Fromm office is inundated with every sweet and sweet note you could dream of!

On the more discreet side, there are those students who stop in just to say "Hello, how are you?" while other students like to help however they can in the classrooms. For example, Margaret Keyes often volunteers to distribute handouts. John Sadler and David Merkel volunteer to shut off the lights during slide shows. Walter Peach helps professors with the TV/VCRs. Carole Krotzer offers to help move tables and chairs. My favorite is when Anita Dickson offers to put up the class list and get water for the professor, while she jokingly says, "You need a manager!" Then after a chuckle, she adds, "Any way I can, I'll help." I know she means it, and yes, every little thing does help, especially the hug after, or the joke, or the personal inquiry.

Lastly, I dare not forget to mention the great example of helping for this fall session! Several brave souls have stepped up to the plate, above and beyond expectation. These are the honorable students who are now 'designated drivers' for our *Frommabout* car. Derek sent out a call for volunteers to drive our electronic car that carries our student body to and from classes (pick up a schedule and map of stops in your classrooms). Fourteen people offered to assist, either as a main driver or an alternate. Eleven people are in fact 'designated drivers' either primary, secondary, or tertiary. Four of these great folks are new Fromm members, and one returning student offered assistance after a long sabbatical from school! It takes gusto and confidence to drive that little electric car around campus. And without these drivers, the *Frommabout*, might have fizzled out. Students are helping each other, which helps our jobs tremendously. Need a ride? Wave the *Frommabout* over and get onboard!

Of course, there are those who tell us how to do things better, which we also appreciate even if we feel a little grumpy at first. Without such admonitions, the Fromm recipe would be a little off, don't you think? All are acts of giving – simple and small, obvious and large. All comprise the spirit of this remarkable program.

FROMMTOONS

BY RANDY HARRISON



ASUSF
College Players
Rumors
Sept. 30,
Oct. 1, 2, & 6, 7, 8, 9
Gill Theater 8 p.m.
\$5 with USF I.D.

COMMAND PERFORMANCES

I hope all of you who wanted to take advantage of the *Symphony* 1/2-price Student Offer have looked at the brochures in your classrooms and have your series. They're still available and will be for another month, but I urge you to not hesitate too long or you'll miss out on a great deal. The Friday and Wednesday series have not yet begun and you can "pro-rate" the Thursday series if you're fond of its program.

The original *San Francisco Opera* Student Series sold out. However, they have made available two new 5 and 3 series which you can now find on the info tables in your classrooms. Be sure to pick one up. Since they're different from the previous ones, you might wish to order these too. Don't procrastinate because at 75% off, they'll fill fast, and once full will not be available again until next season.

San Francisco Performances has made a special offer exclusively to Fromm Institute Students for 1/2-price tickets for their series of lectures and performances on Brahms and Mozart & Haydn. You can get tickets for either the whole series or individual performances. Look for the single sheet on your tables in the classrooms and enjoy the Alexander String Quartet and Robert Greenberg. This is yet another amazing opportunity for you as Fromm Students.

A.C.T. Student Brochures are now in your classrooms and they're also a fantastic 1/2-price! In addition, you are able to create your own series from the remaining shows for the season as well as subscribe to the whole remaining season. Many have already subscribed, so pick one up and don't wait if you are interested.

Mark your calendar right now for **Thursday, October 21st at noon in McLaren 250.** We will



photo from A.C.T.'s
"A Mother"

have a noontime 'Brown Bag' lecture from the dramaturge of A.C.T. explaining the remaining plays in the season as well as answering all your questions about A.C.T.

See you next week!
Bob Morgan

TOURS AND TRAVELS

LIFE ON MERCURY

Want to have an out-of-this-world experience? Try life on Mercury. Not the planet but the four-star Celebrity cruise ship will sail out of San Francisco on March 20 with a special deal for 'Frommies' on board. Our students plus their family and friends are invited to enjoy 10 days of beautiful sailing and fascinating ports — all at a special group savings.

Prices start at \$801 per person for an inside cabin and a remarkably low \$1631 for the Concierge Level Verandah Stateroom, with other categories in between. Prices are plus port charges and tax. Please see the flyer in classrooms for full details, and pick up your own cruise book from the Fromm Office.

Celebrity Cruise Lines has 7 of the "10 Best Large Cruise Ships in the World" according to *Conde Nast Traveler* and the Mercury is among them. Boasting "high tech comfort," sumptuous amenities and impeccable service, the ship carries 1,870 passengers, a mid-size ship by today's standards.

With a two-story theatre and similar dining room, a casino, nightclub, cinema, cocktail lounges and reading rooms, even a "virtual golf" simulator, life on the Mercury is filled with relaxation.

You'll enjoy springtime in five fascinating ports along the Mexican Riviera and beautiful California Coast. Take a look at this modern beauty when she is in port at Pier 35 on Oct 3, 13 or 24.

For a full preview of life on the Mercury, mark your calendars for next week's 'Brown Bag' Luncheon on **Wednesday Oct. 6 in McLaren 250 at Noon.** Call me at 707-257-1804 or email at spk@napanet.net

Happy Travels!
Susan Kennelty



The Mercury

Fromm Institute Events & Reminders

SPECIAL NOTE: Prof. Haslam's class will meet at Noon this week only. This first half hour will be an audio lecture followed by the movie "Shane."

Monday, September 27
10 a.m., McLaren 252

Australia Land Down Under - The Film Series
The Castle - Directed by Rob Sitch

Wednesday, September 29
10 a.m., McLaren 252

Medical Lecture Series *with* John Cello, M.D.
"Gastrointestinal Diseases"

Monday, October 4
10 a.m., McLaren 252

Australia Land Down Under - The Film Series
Picnic at Hanging Rock - Directed by Peter Weir

Wednesday, October 6
10 a.m., McLaren 252

Medical Lecture Series *with* Creig Hoyt, M.D.
"Lasers, Lasers Everywhere: But Are They Good for Your Eyes?"

Wednesday, October 6
Noon, McLaren 250

Tour and Travel Brown Bag *with* Susan Kennelly
"Life on Mercury"

MARK YOUR CALENDAR:

Special Lecture October 12, "The Future of Aging" with Walter Bortz M.D. at 3:30 p.m. in the McLaren Center. Refreshments will be served. This event is sponsored by The USF Interdisciplinary Committee on Aging and the Fromm Institute for Lifelong Learning.



**The Fromm Institute
For Lifelong Learning**

at the University of San Francisco
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