

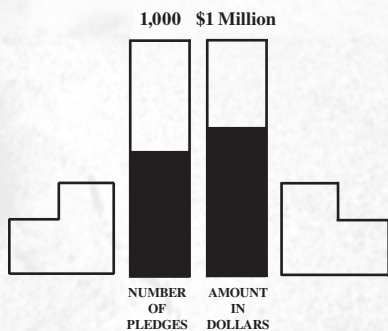


A Word from Martin Buber

as explained by Alan Wendroff

The philosophy of the Fromm Institute dovetails with Martin Buber's philosophy of "All real living is meeting." We attend to expand and extend our learning, and experience the thoughts of the brightest professors in our community. Integrated within this experience, so subtle that most of the time we don't even notice it, is an aspect of life that we refer to as a civilized society: the meeting with our fellow students. Stimulation can't be purchased or commanded; it is a natural occurrence that happens when like minds seek out each other in a society of inquiring minds. This is why the building of a new home for the Fromm Institute, is so important to all Fromm Institute students. In order to live our lives to the fullest, we need a place to meet! Please join the 547 students who have already supported this campaign.

Alan is a member of your "Raising A New Rooftop" Campaign Committee.

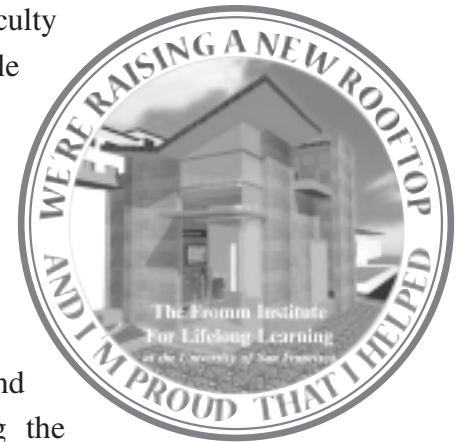


Our goal is two-fold: to raise \$1 million and to have 100% participation from students, faculty and staff.

GET A LOAD OF OUR CENTERFOLD

Three months ago the Fromm Institute kicked off its "Raising A New Rooftop" Campaign with great fanfare and expectation. The thought of a permanent home for our lifelong learning program in a newly renovated and centrally located part of the USF Campus had all of us dreaming of an exciting future. On that bright and warm autumn day we were also invited to be a part of that future and to become a part of a larger \$10 million gift to the University of San Francisco.

Our goal, as announced on October 24, 2003, was two-fold — raising \$1 million from 1,000 members of the Fromm Institute. This effort by the students, faculty and staff would be added to the sizeable contributions of the Fromm Family, the Friends of the Fromm Institute and the general philanthropic community, and comprise the largest living gift ever presented to the University of San Francisco. In turn, the building we now call Xavier Hall would become Alfred and Hanna Fromm Hall and in it, among the dormitory residents and undergraduate fine art students, the Fromm Institute would have its new state of the art facilities. To date, the results of this effort have been remarkable — so much so that this week, as part of this "Rooftop," we made you our centerfold.



We all love pictures of ourselves taken when we look our best and it's that snapshot of generosity and caring that is placed in our newsletter this week. Take a moment to look at all the good people who have joined together in common purpose so far. We've arranged you, as in a class picture, in rows according to the various giving levels as stated in our pledge materials, just as they will be permanently displayed within the halls of our new home. While waiting for the rest of our fellow members to join us — we still look quite impressive.

The response of our students, faculty and staff has been amazing and in only 90 days we have rallied to this challenge with incredible enthusiasm. In this short amount of time, our "Raising A New Rooftop" Campaign has raised approximately \$650,000 from about 540 members. With the assistance of the

rest of you, the new students who have just joined this session and those of you who have been a part of our program but have yet to make a contribution, we know we will reach our goal. By the end of this academic year in June 2004, as the construction begins, there will be 1,000 members committed to “Raising A New Rooftop” for their own benefit and for that of the generations who’ll follow after them. In the Fall of 2005, when the doors open and we enter Fromm Hall for the first time, those of you pictured in our centerfold this week, and the 460 who will join us in the next few months — 1,000 strong — we’ll glance at our names inscribed forever there on those walls and together we’ll be able to say, “Boy, do we look good!”

POETRY LOVERS TAKE NOTE

There are some ‘Poem Crazy Junkies’ at the Fromm Institute. And they want you! Our poetry club meets every Thursday, at noon in University Center, Room 421. The group shares and discusses favorite poems and poets. Material written by the presenter or material written by your mother-in-law can be read. This is a joyous opportunity to meet poetry on a level that will pique your interest and curiosity. *If you are interested in joining, contact club organizer and fellow student Mel Flyer at 415-386-1926.*

IS MAKING A PHONE CALL DIFFICULT FOR YOU OR SOMEONE YOU CARE ABOUT? FREE TELEPHONE EQUIPMENT & SERVICES

California State legislation has made equipment available **at no cost** to assist people who, when using the telephone have difficulty hearing, speaking, seeing the numbers, dialing or holding the telephone and/or interpreting information. Available to qualified individuals are amplified telephones, cordless telephones, speakerphones, headsets, large button telephones and more. The equipment provided is paid for by a small surcharge on all Californian’s telephone bills – **and there is no additional charge to you!**



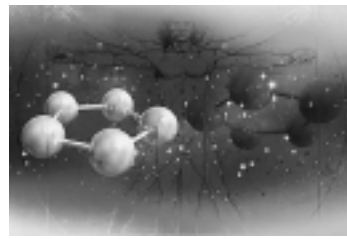
The drop test was used to determine how strong a phone needs to be.



Your telephone is a social connection, your link to your family, friends and your school. It’s even a lifeline when you need help. If using the telephone has become difficult, it’s time to get in touch with the California Telephone Access Program (CTAP). Join with your fellow Fromm Institute students and welcomed members of the university community of faculty, staff and students next **Tuesday, February 10 at noontime in McLaren 250** to discover the products and services available to make the phone easy again. Hope to see everyone there for this most informative session.

WONDERS OF SCIENCE SERIES

TO BEE OR NOT TO BEE?



Stop for one moment and wonder what the content could be in a lecture entitled “**The Incredible Likeness of Beeing.**” If you thought it would concern itself with the first instance of parasitic larvae cooperating to mimic the females of their host, then you should go to the head of the class. In his lecture scheduled for this **Wednesday, February 4 at 10 a.m. in McLaren 252** **Professor John Hafernik** from San Francisco State University’s Biology Department will speak about just that. Additionally, he’ll lecture on how the blister beetle uses the cooperative behavior of close relatives to form triangululin aggregations away from flowers and show beetle and bee in their native habitat the Kelso Sand Dunes of the Mojave Desert. Join us for this topic that has earned Dr. Hafernik attention in *Nature* and received news coverage in *Science News*, *The Scientific American* and other popular publications.

Next week for Valentines Day, it’s the return of **Dr. Stephen Glickman**, Professor of Psychology at UC Berkeley and his ‘exciting’ lecture entitled “**Sex and the Spotted Hyena.**” That’s a week from now, on **Wednesday, February 11 at 10 a.m. in McLaren 252.**



INVESTOR EDUCATION: THE DO’S AND DON’TS OF WORKING WITH BROKERS

The USF Law School Investor Justice Clinic has been representing investors throughout the country in disputes with large and small brokerages. Through this experience they have learned the legal problems ordinary investors encounter when dealing with stockbrokers—and some preventative steps that can be taken to avoid losing legal rights both before and after an investment may go sour. **With the intention of sharing this information to a wider audience, they are offering all Fromm Institute students a chance to learn about a client’s rights and a broker’s obligations at a noon time ‘Brown Bag’ February 18 in Room 102 of the Kendrick Law School.**

At that time and in the Law School facility located across from St. Ignatius Church on Fulton Street, Clinic Director, Law Professor **Robert Talbot** and Adjunct Law Professor **Matthew O’Toole** who teaches Securities Regulation, as well as law students and business students who are part of the Clinic, will discuss this important subject as well as answer your questions. Among the topics to be discussed will be: researching your broker; their duties to investors; the right way to open an account & what to do when a problem arises; broker violations & your legal remedies and the importance of prevention.

This USF program has been featured on *NPR* radio, *The New York Times*, *The Philadelphia Inquirer*, *The San Francisco Examiner*, CBS TV, legal newspapers such as *The Recorder* and *The San Francisco* and *Los Angeles Daily Journal*, business newspapers throughout the country as well as having been the feature article on law.com. Now it’s your turn to draw from this incredible resource that is right here on campus.

If you are interested in attending this 45-minute program, let the Fromm Institute staff know by **calling 415-422-6805** or by stopping in their office to register for this eye opening brown bag. On the day of the workshop you’ll be able to bring a lunch into Room 102 with you and when you’re done you’ll come out with some incredible food for thought about working with brokers. **Remember to register your interest by Friday, February 13** as this will be a most profitable Brown Bag and we’re sure many students will wish to attend.

HONOR ROLL OF DONORS

"RAISING A NEW ROOFTOP" CAMPAIGN

Below are the names of all student, faculty, and staff donors who have contributed to our building campaign as of January 27, 2004. Printed to recognize their enthusiastic response, this list is sorted by the various categories noted in the pledge materials distributed on October 24, 2003. Any corrections to individual listings should be reported to the Fromm Institute office, UC 538. Another updated list featuring these and new donors will be published in four weeks at the end of the session. Pledge materials are readily available in the Fromm Institute office and all contributions, regardless of the size of the gift, are most welcomed.

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Thank you!

TOUR AND TRAVEL NEWS

THE PLAY'S THE THING

The play's the thing that brings together 450 actors, directors, technicians and administrative staff to produce 778 performances a season at the Oregon Shakespeare Festival. You are invited to see four of those performances in our June 21-24 trip to Ashland.

We have tickets for Shakespeare's *Comedy Of Errors*, *Much Ado About Nothing* and *King Lear*, plus Kaufman and Ferber's *Royal Family*, all in prime seating.

A lecture on *King Lear* is scheduled, exclusive for our group. You also have a choice of a backstage tour of all three theatres, or a second lecture. Four star accommodations, welcoming dinner, daily wine reception and midnight snack (gourmet PB & J sandwiches) round out the Ashland amenities.

Space is filling up on this tour. Don't be left behind! See flyers in your classrooms or give me a call on my direct line at 707-257-1804

And watch for notice on a Brown Bag Lunch coming later this month where we'll cruise down the Blue Danube.

Happy Travels!
Susan Kennelly



The beautiful Allen Theater (top right) surrounds the open air Elizabethan Stage. Ashland's downtown plaza (bottom left) at a quiet moment. When the Oregon Shakespeare Festival is on, it is abuzz with activity.

COMMAND PERFORMANCES

SHOW SUGGESTIONS & USF'S THEATER

I enjoyed meeting so many new students (over 100!) this session at the new students luncheon last week. I hope all of you have gotten your student IDs by now and have ventured forth to use them to get some of the great student discounts available to you now as Fromm Institute students. I have some suggestions for you to start with...

The *Marin Theatre* is now presenting "The Last Schwartz," a very clever comedy starring the husband/wife team of Jill Eikenberry and Michael Tucker. It is the perfect outing for a dreary winter's Sunday matinee. They have extended it a week; that gives you two more weeks to catch it. If you are looking for something a little more serious, check out *A.C.T's* superb production of Ibsen's "A Doll's House," now playing for another week downtown at the Geary Theatre. Rene Augensen gives one of those brilliant performances you always hope to see but rarely do. And if a musical is what you crave, catch *Theatreworks'* new musical "Memphis" at the Mountain View Performing Arts Center this coming weekend. It's a catchy and fun show that is heading for Broadway, so you get a chance to see it before they do it back East.

USF presents free concerts during the year which are open to all Fromm Institute students. These are given in the Presentation Theatre at the Education Building on Turk Street. This theater is a delightful space for a concert or play, and if you haven't been there yet, do give it a try. The next concert is the Spring Music Faculty Showcase on Thursday, February 12 at 7:00 p.m. Look for the brochures on the information tables in your classrooms for other upcoming concerts.

A reminder...please don't take the programs marked "Office Copy: Do Not Remove" from the classrooms. They are there for all students to look at while you are in class to get a preview of a show you might be interested in. If you have inadvertently taken them home with you, please return them.

More next week about our upcoming noontime Brown Bag on Thursday, February 26. Be sure to catch it!

Bob Morgan

“What To Eat or Not To Eat... Today’s Most Burning Question”

Today, we are constantly being bombarded with diets ranging from A (Atkins) to Z (The Zone), with many other bizarre diets somewhere in between (including my personal favorite, the Blood Type Diet!!). The problem is that many of these diets greatly disagree on which foods to include and which to exclude. I’ll try my best to clear up this confusion...

First of all, it is important to recognize that these diets have sprung up for one reason, America’s Obesity Epidemic. Data from the 1999 National Health and Nutrition Examination Survey (NHANES) revealed some disturbing information. Almost 65% of Americans are defined as overweight, and 33% being clinically obese. Being overweight increases a person’s risk of developing heart disease, diabetes, liver disease, arthritis and some types of cancer. More worrisome is that future projections only show the problem getting worse with close to 40% of Americans becoming obese by 2010. And, as is the American Way, there have been many people who have taken this opportunity to strike it rich with the “Sure-Fire, Super-Quick, Hunger-Free, Permanent-Weight-Loss, Health-and –Happiness Diet”. In order to bring some perspective to the hysteria, the most recent issue of Nutrition Action presented the low-down on several popular fad diets. Let’s take a look at the most notable of them all: The Atkins Diet.

The late Dr. Robert Atkins introduced his low carbohydrate diet back in the 1970’s to little fanfare. When he released it again several years ago, packaged as his New Diet Revolution, it was an instant hit. He claimed that carbohydrates stimulate fat storage and increase cholesterol levels by increasing insulin levels in the blood. Almost overnight, carbohydrates became Public Enemy #1, with red meats and fatty foods replacing vegetables and whole grains on many people’s menus. A recent study in the New England Journal of Medicine investigated the effectiveness of the Atkins Diet and reported that it resulted in greater weight loss than a low fat diet over a 3 and 6-month period. However, over a 12-month period weight loss was equivocal, calling into question its long-term efficacy over a more balanced low calorie diet. Regardless of its short-term weight loss benefits, there are a couple of troubling aspects to the Atkins Diet that must be stressed:

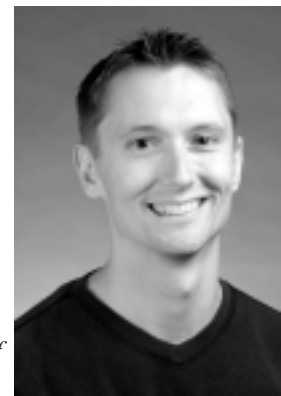
- 1. Too much red meat in the diet increases saturated fat intake and may raise cholesterol, risk for colon cancer, and promote calcium loss from bones.*
- 2. Lack of fiber, vegetables, and fruit may reduce intakes of essential vitamins and minerals as well as increase the risk for heart disease, stroke, and colon cancer.*

Don’t get me wrong, I am not saying that the Atkins Diet is any worse than many of the other fad diets on the market today. I simply did not have enough space in this column to address all the other diets out there. In fact, almost all these diets are based on little or no credible science. Additionally, many require the consumer to buy expensive supplements to replace nutrients that are missing from their staple foods (talk about raising a red flag!). Instead, let me offer several recommendations to help guide your food choices.

- 1. Reduce saturated fat in the diet by limiting consumption of red meat and full-fat dairy products. These foods have been shown to raise the risk for many chronic diseases.*
- 2. Aim for 5-9 servings of fruits and vegetables every day. These foods are a valuable source of vitamins, minerals, fiber and water.*
- 3. Choose whole-grain sources of bread, rice and pasta over processed, refined grains. Simply put, brown grains beat white grains every time! Whole grains contain more vitamins, minerals and fiber than their more processed counterparts.*

Most importantly, remember to enjoy what you eat. Food itself is one of the most wonderful pleasures in this world. Until next time, I’ll see you on campus...or in the cafeteria!

Christian Thompson, Ph.D. is Assistant Professor of Exercise and Sports Management in the School of Arts and Sciences.



Coming soon to the Fromm Institute

**Wednesday, February 4
10 a.m., McLaren 252**

**Wonders of Science with John Hafernik - SF State
“The Incredible Likeness of Beeing”**

**Tuesday, February 10
Noon, McLaren 250**

**Winter Session Brown Bag
California Telephone Access Program**

**Wednesday, February 11
10 a.m., McLaren 252**

**Wonders of Science with Stephen Glickman - UC Berk.
“Sex and the Spotted Hyena”**

Monday, February 16

**Presidents Day
Holiday — No Classes**

**Have an opinion on a particular issue?
Got an announcement to make to the Fromm Institute community?
Or, written a story or poem that you'd like to share?
Send it to the *Rooftop* for publication, or drop it by the office, UC 538.**



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