

# HOMECOMING '87

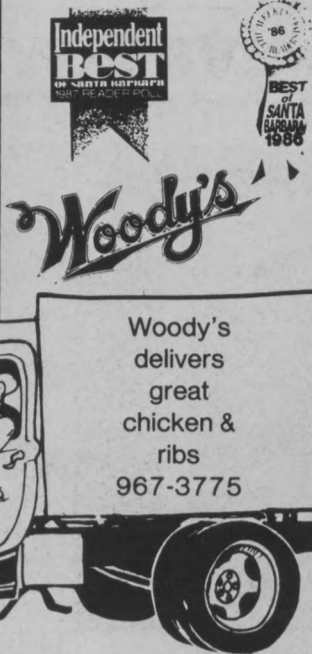
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## THE SCHEDULE

### Friday, November 6

- Alumni Golf Tournament**  
 9 a.m. — 12 p.m. tee times, Sandpiper Golf Course  
 Proceeds will benefit the UCSB inter-collegiate golf program. For more information, contact Coach Dave Atchison at (805) 968-6814.
- Men's Intra-squad Blue and Gold Basketball Game**  
 5:30 p.m., Events Center Gymnasium  
 See Coach Jerry Pimm's Runnin' Gauchos compete in a season-opening men's intra-squad basketball game.
- Spike-Off Reception**  
 6:30 p.m., Founder's Room at the Events Center  
 Have fun at a reception before the women's volleyball game.
- Women's Volleyball Game: UCSB vs. Fresno State**  
 7:30 p.m., Events Center Gymnasium  
 Join Coach Kathy Gregory, who recently celebrated her 300th career victory, and cheer on the women's volleyball team.
- Bonfire Pep Rally**  
 9:15 p.m., UCen lawn (by the lagoon)  
 Participate in a traditional football rally, meet the football coach and players, hear Chancellor Barbara Uehling give a speech, and groove down with the UCSB pep squad and marching band.

### Saturday, November 7

- Campus Tours**  
 9 a.m., meet in front of UCen  
 Check out UCSB's many developments during a 45-minute guided walking tour of the campus.
- History Associates and Alumni Reception**  
 9 a.m., History Lounge, Ellison Hall  
 Join fellow history graduates, faculty and associates for this special interest reception.
- Homecoming Brunch and Awards Program**  
 10:30 a.m., UCen Pub, \$10  
 Dine with old and new friends and participate in the program as Daniel Doiron, biomedical engineer, Georgia Jeffries, writer and television film producer, and Gail Schoettler, treasurer of the state of Colorado, are honored as Distinguished Alumni.
- Tailgate Party**  
 Noon, Storke Field  
 Get together with friends, enjoy a live band, the I.V. All-Stars and party down with Spuds MacKenzie on Storke Field before the football game.
- UCSB vs. Cal Lutheran Football Game**  
 1:30 p.m., Harder Stadium  
 Enjoy NCAA Divison III football under the leadership of Coach Mike Warren '67 and his 6-2 team. At halftime, wonder and be amazed at the infamous "Not Ready for Rose Bowl" parade.
- All Sorority and Fraternity Alumni Postgame Get-Together**  
 After the game, UCen Pub  
 Greek alumni are invited to get reacquainted at this informal gathering.
- Lambda Chi Alpha Fraternity 40th Anniversary Celebration**  
 7 p.m., Lambda Chi Alpha House  
 For more information call (805) 968-9149.

### Sunday, November 8

- Sorority and Fraternity Open Houses**  
 11 a.m. — 1 p.m., individual chapters  
 Twenty-five sororities and fraternities are holding open houses for their respective alumni. Contact each house for locations.

## THE EDITOR'S MESSAGE

**By Steven Elzer**  
 Editor In Chief

**Homecoming.**  
 The word hasn't necessarily sent chills down UCSB's collective spine. Yet.

This year may be different though. We have a two-year-old intercollegiate football team boasting a 6-2 record, we're increasing our stature among the top universities in the nation, and UCSB is continuing its intellectual and physical growth. It's time to stand proud and recognize how far we've really come. One way of paying tribute to the campus is Homecoming.

This is not just a greek event, although some have that misconception. In fact, UCSB's greek community has contributed little to the planning of this year's festivities. The event is truly a campuswide party.

Competition, socializing, nostalgic laughs and fun will be key ingredients to this year's successful outcome. And Friday is chock full of Homecoming activities. Alumni will gather early in the morning for a reacquaintance golf tournament.

Later that afternoon, returning Gauchos can also attend the men's intrasquad Blue and Gold basketball game, as well as Spike Off reception before the women's volleyball game on Friday night.

And the real blaze begins at 9:15 Friday night, when spirited revelers gather on the UCen lawn for a spectacular bonfire. Organizers expect to ignite 45 pallets for the occasion.

But as the smoke clears and participants go home, the fire will still be burning as Homecoming fever moves into day two. Campus tours will be available for interested parties at 9 a.m. Saturday and at the same time, history graduates can reunite at an Alumni reception hosted by the History Associates.

Morning activities will be highlighted by an alumni awards brunch, where outstanding UCSB-ites are recognized for their achievements.

Now that's all fine and good, you may say, but what about me, the typical UCSB undergrad? Where do I fit into this Homecoming thing? The bonfire could be hot (pun intended), but this other stuff sounds like something Grandpa Festus would enjoy.

Well I say, there's gonna be one helluva tailgate party before the big game. Storke Field will come alive at noon, as thousands of students, faculty and alumni gather around the modern-day Beer God, Spuds MacKenzie.... Go Spuds go.

And, after the socializing is over, it's football time as the Gauchos tackle Cal Lutheran in Harder Stadium. Kickoff time is at 1:30, and admission is still free with a reg. card.

Of course, UCSB's Homecoming game would be incomplete without the Not Ready for Rosebowl Parade, a special halftime event complete with original floats and lots of laughs.

Then, after we destroy Lutheran, get-togethers and reunions galore will prevail as the greeks and the classes of 1957, 1967 and 1977 talk about old times.

But the returning alumni don't come back to UCSB just to talk to each other, they want to know what's up now. It's interesting to sit in the bleachers talking to an old time UCSB grad. The "I remember when" stories are always thought provoking and mostly fun. Talk to a returning alum if you have a chance. Welcome them home.

Ten years from now, when our football team is nationally ranked and you wonder what the old campus is really like, you'll want to come home.

Catch the spirit this weekend.

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THE ALUMNI

Distinguished Alumni to Receive Awards at Brunch

Alumni Association to Honor Former Gauchos

By Scott Lawrence  
Assistant Sports Editor

Homecoming means returning to the ol' Alma Mater, seeing forgotten acquaintances and setting aside some time to reminisce and relive those sacred college experiences.

This year, three former Gauchos get to do all this and be honored by the UCSB Alumni Association for their achievements out in the real world.

Recipients of the 1987 Distinguished Alumni Awards will be honored at the Homecoming Brunch and Awards Program on Nov. 7 at 10:30 a.m. in the University Center. This year's honorees are:

**Daniel R. Doiron, Class of 1972** — A biomedical engineer who, after graduating in 1972 with a B.S. in nuclear engineering and earning his Ph.D in nuclear engineering in 1982, went on to become president and director of research at the Western Institute of Laser Treatment and Advanced Biomedical Instrumentation.

"Someone in the university nominated me, probably because I was successful in starting my own company," Doiron said recently. "I never thought that they would chose me, because I'm not that involved in alumni activities. I was real excited when they contacted me; it was a good feeling."

Doiron serves in various administrative, entrepreneurial, teaching and research capacities. As president of the Santa Barbara high-tech firm, Laserguide, Inc., he develops and manufactures peripheral equipment for medical laser systems. At the USC School of Medicine, he is an adjunct professor and has retained strong ties to UCSB as an associate research engineer.

**Georgia Jeffries, Class of 1970** — Jeffries is an executive vice president of the Rosenzweig Company, a television production firm in Los Angeles. She has received several honors and awards for her "Cagney and Lacey" television scripts on such troubling issues as alcoholism, teenage sexuality and battered women.

Jeffries is a recipient of the National Commission of Working Women Broadcast Award for one of her scripts for the popular drama. She also supervised all script development, wrote eight original episodes, and her work on the episode, "Turn, Turn, Turn — Part I" of "Cagney and Lacey" was nominated for an Emmy.

Jeffries was also recently named to the Women in Film

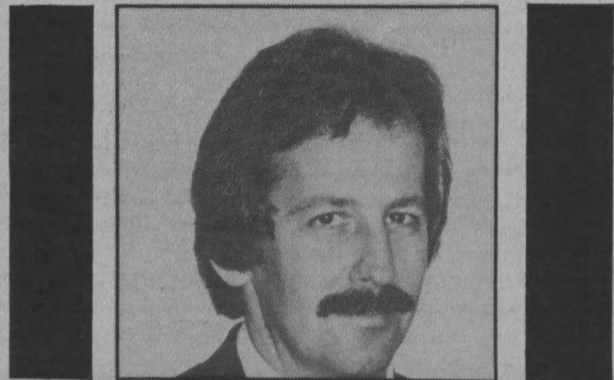
1987's Recipients



Gail S. Schoettler



Georgia Jeffries



Daniel R. Doiron

Foundation Board of Directors and presently serves on the advisory boards of both the Los Angeles Student Film Institute and the Los Angeles Commission on Assaults Against Women. She graduated *cum laude* from UCLA after three years at UCSB (one only needs to have been a student at UCSB for one quarter in order to be eligible to join the Alumni Association.)

**Gail Schoettler** — Schoettler is presently the state treasurer of Colorado and has been entrusted with that state's one-billion-dollar investment portfolio. She previously served successfully for three years as executive director of the state's department of personnel and as a member of Governor Richard Lamm's cabinet.

Schoettler graduated from Stanford University in 1965 and then earned her Masters (1969) and Ph.D (1975) degrees in history at UCSB. She demonstrated that women could organize and successfully run a bank when, in the late 1970s, she helped found the Women's Bank of Denver. She has also chaired the board of directors of the Equitable Bank of Littleton until her election as state treasurer.

"I got a letter a few months ago from the Alumni Association asking me to send them some information," Schoettler said. "Someone at the university nominated me and I had to run for the award before getting it. I'm real honored to have been chosen among others; it's a very flattering distinction."

Schoettler has dedicated many years to public education as an elected member of the Douglas County Board of Education and as a trustee of the University of Northern Colorado.

And, while these individuals have gone on to distinction, few realize that there is a vast repertoire of esteemed individuals who have walked through Storke Plaza on this isolated beach campus and have then gone on to bigger and better things. Cases in point:

**Michael K. Douglas**, star Hollywood actor of *Fatal Attraction* and *Romancing the Stone* fame. He graduated from UCSB in 1968 and was honored in 1975 for his work in the performing arts.

Present Santa Barbara Congressman **Robert J. Lagomarsino** graduated from UCSB in 1950 and was given a Distinguished Alumni Award in 1974.

The list also includes **Robert Ballard**, a 1965 graduate honored in 1985 for his expertise in the field of science. Ballard was involved in the recent discovery of the *Titanic*.

**Lewis A. Tambs** earned degrees from UCSB in 1962 and 1967. He was given an Alumni Award last year for his position as U.S. Ambassador to Costa Rica. He attained international recognition for his role as a witness in the Iran-Contra Affair.

There have been 68 Distinguished Alumni Award winners since 1960 (including this year's three), representing areas from military achievement to technological advancement to successful business ventures.



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*5	8.96	12.24

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## THE COMMITTEE

## Resurrecting Gaucho Homecoming Tradition

In Four Short Years, Student Alumni Has UCSB on Big Time Road

By Patrick Whalen  
Sports Editor

Kyle Hoffman is not so much a man with a dream as one who builds a vision from past successes. Take the 1987 Homecoming, for example.

The 30-year-old Hoffman, UCSB's director of Student Relations at the Alumni Association, was one of the main sparkplugs when the rich tradition of Gaucho Homecomings was reinstated in 1984 after over a decade in *absentia*. As Homecoming coordinator, Hoffman took a small shot at resurrecting the dead tradition, measured his success and continued to design a new program that would catch on and thrive with UCSB's unique location and student body.

In 1987, after a successful 1986 event and with a collective budget of around \$15,000, Hoffman is confident — make that very assured — that "Catch the Wave," as Homecoming is being called this year, will be the biggest in a long time.

Hoffman recalled in a recent interview what it was like trying to rekindle an event that for so long had been buried in UCSB's past.

"The mood on campus (in 1984) was just really not supportive of athletics at all," Hoffman said. "It was almost an anti-mood on campus. But by '84, people were kind of changing their attitudes; the football effort was developing some momentum.... And for the Alumni Association, this

gave us an opportunity to revive the Homecoming effort, something which had died shortly after the football program."

The process wasn't easy, and Hoffman and his staff of student committee members and volunteers went through a lot of trial and error in 1984 and '85.

They tried Homecoming dances and 'Pizza and Cheer' contests at basketball games that were scheduled during Homecoming weekend. Although these events drew some support and Hoffman admits "we had a lot of fun," it just wasn't catching on big with the general student body, and scheduling problems created difficulties.

"(Some students) really got into it," Hoffman said. "They had signs, banners, that kind of stuff and it was fun. But, that year we had an intercollegiate basketball game on Homecoming and, at the time, (Homecoming) was so new we couldn't rely just on the football game, so we were tying everything else we could into it, and it worked out fortunately that we had a basketball game going on that weekend."

"But, in '85, there wasn't an intercollegiate basketball game. All there was was a Blue and Gold game (intrasquad) and it really wasn't the same; we couldn't count on having a real game for that weekend."

*"If the momentum continues it might not be too unrealistic to see a Homecoming parade down State Street again one day."*  
— Kyle Hoffman

In 1986, the game was given up in favor of the bonfire (see page 10A) and the "Not Ready For the Rose Bowl" parade took over for the 'Pizza and Cheer' event.

Student Alumni Association Executive Committee member Suzy Boucher, a senior, described how the Homecoming movement has grown. "UCSB is so apathetic, and it's really great to see how many more people are getting involved now than when it started," she said. "I think that now Homecoming is much more visible; a lot more people are getting involved.... I think it has to do a lot with the fun aspects, like the tailgate party, which is of course the best part."

Events like the tailgate party, the bonfire and the parade are part of the program Hoffman is trying to instill in current UCSB students.

Hoffman hopes this program will become "the trio of predominantly student events" that will become annual rituals, apart from the various reunions and alumni events that also occur.

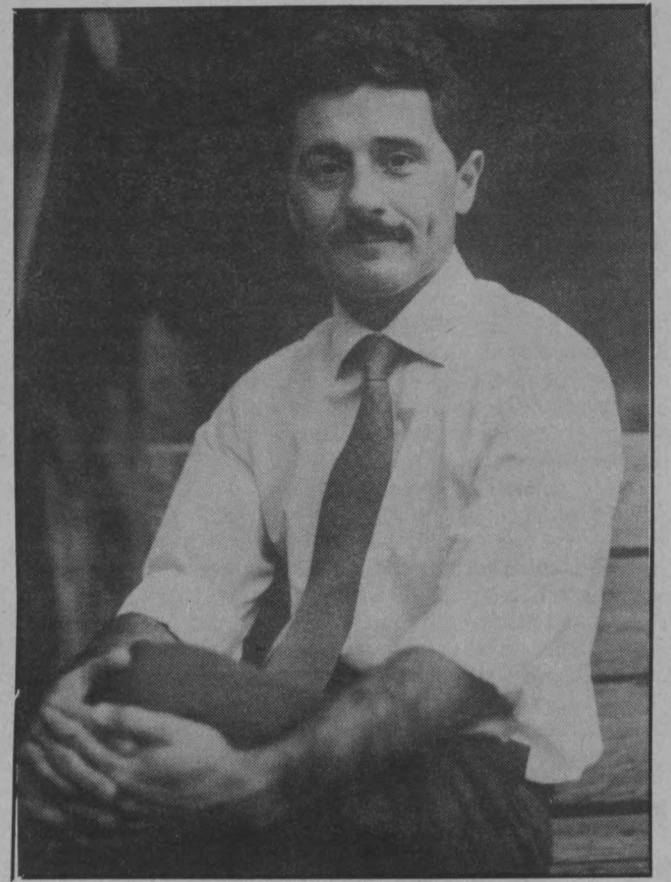
*"I think that now Homecoming is much more visible; a lot more people are getting involved."*

— Suzy Boucher

One of those fixtures could be the humorous "Not Ready For the Rose Bowl" parade. Like most of the other events, it originated from Hoffman's meetings with student groups.

"We were sitting in a meeting with the student committee and we said 'What's Homecoming without a parade?'" he said. "But, we had no foundation whatsoever so what could we do along those lines.... And we were surprised by its success, you know. We had about eight or nine groups out there, the crowd seemed to enjoy it, and it was so UCSBish."

Along with holding meetings, Hoffman and his staff —



UCSB Alumni Association Director of Student Relations Kyle Hoffman is coordinating this year's Homecoming activities.

comprised of about 20 committee members and about 30 volunteers — actively recruit and promote Homecoming's coming of age.

The committee targets social groups with the greatest number of possible participants, such as the greek system and on- and off-campus residence halls, he said.

But, even Hoffman has been surprised by Homecoming's growth in four short years. Plans for the future are zooming rapidly through his head.

"We'd love to see more participation, but we're almost at a point right now, based on the response that we're getting from the greek system and the residence halls, that we might take that a step further next year where we might go for a parade around the I.V. loop or something like that," Hoffman said.

He believes that "if the momentum continues, it might not be too unrealistic to see a Homecoming parade down State Street again one day. It sounds ridiculous and two years ago I would have said 'sure, right,' but we're really getting a lot of interested people."

"So, when you're getting that sort of support from the general students, I think that's a good sign that the idea is catching on and that was one of our initial goals. I mean, there are seniors right now at UCSB that know of no spirit-oriented tradition at UCSB and they're going to laugh it off or whatever."

"But for freshmen that are coming in, that are coming right out of high schools with strong Homecomings and football traditions, what's to make them believe that college is anything less or anything different? And so we're trying to capitalize on that, and from the very beginning get them excited about that," he said.

But why the change in student attitudes so quickly? "It just seems that the people that would support a Homecoming tradition are becoming either more visible or more active. Because when I was a student, although I had a lot of pride in UCSB, I was never a big athletic supporter and I didn't see a whole lot of enthusiasm about athletics ... and yet now, I don't think you really have to look for it. I think it's just becoming very evident."

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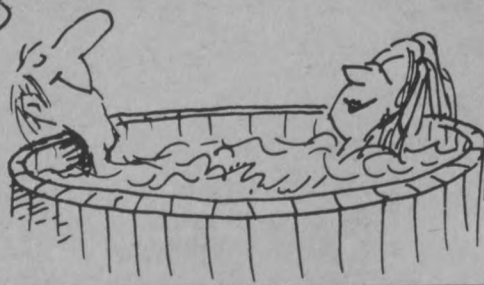
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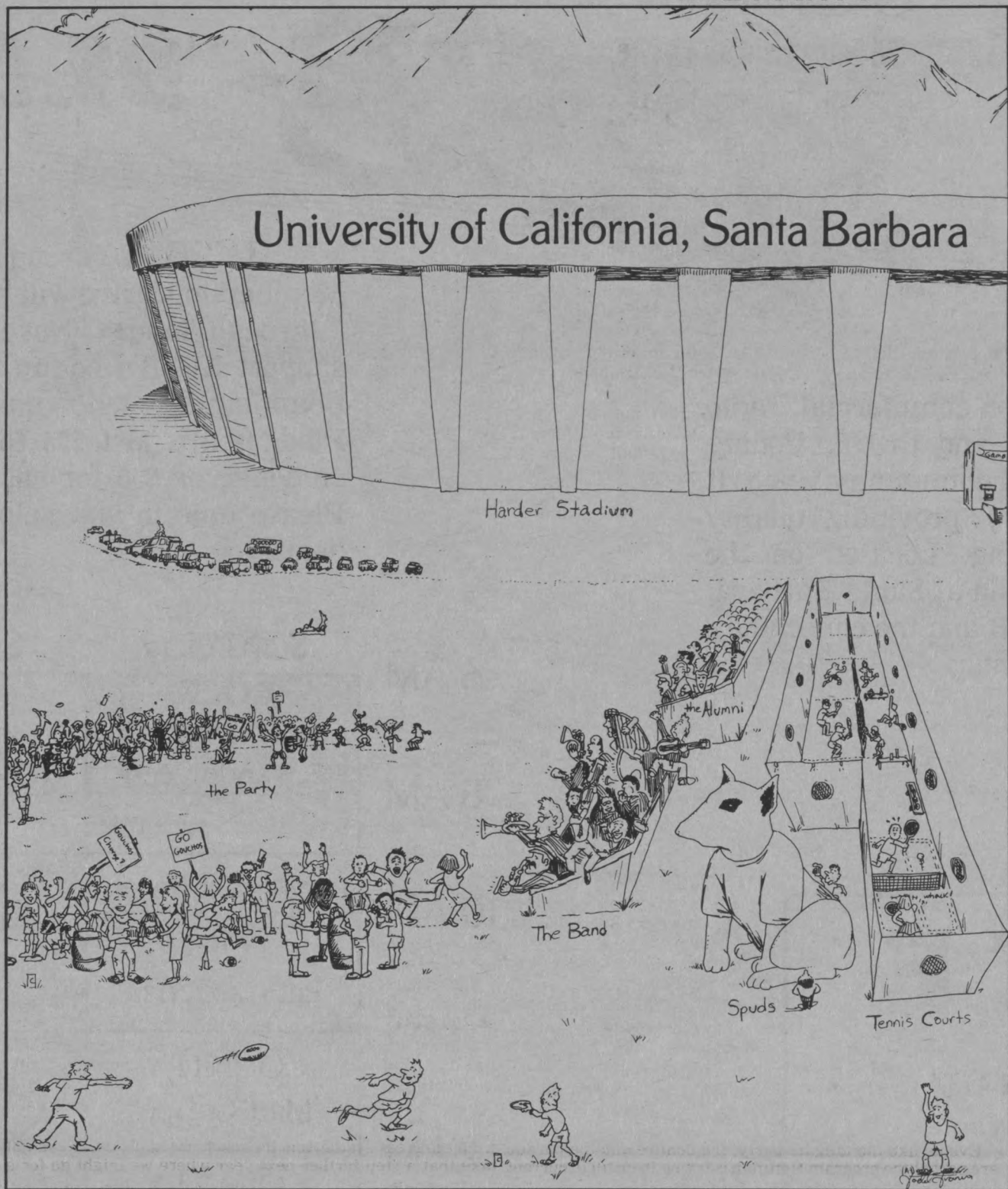
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THE PARTY



play from noon until 1:30.

Tailgate participation requires signing up before Saturday, and it promises to be a big event, according to party organizers. "We had 2,000 last year, and we have a good response, more than last year," said Woodmansee. In fact, she predicts the party to double last year's turn-out.

"We'll have a keg out there and just enjoy the game," said Sigma Phi Epsilon's Arne Bracchi.

Sigma Nu's Scott Gordon seconds the motion. "We probably won't have a float, but we'll be in the tailgate," he said.

Bryan Lewis, the Resident Assistant of the Mixers Hall in Santa Rosa Dorm, says his hall will have a reunion on Storke Field starting at 1:30, and will participate in the tailgate party. "I'm going to see all the old guys, but I can't drink," he said, alluding to the responsibility of his position. "Some people who lived here last year are coming just to have a good time, but some of the freshmen are going just to drink."

Following the tailgate, the partiers can make their way into the stadium for the game.

At halftime, there will be a parade featuring floats from various organizations. Most float entries for the Not Ready for Rosebowl Parade are still a mystery. "Ours will be part of the 'Catch the Wave' theme, and it will be big and obnoxious," said Woodmansee of the SAA's float.

Don't think the partying will stop during the game. "Last Saturday we brought a case of beer into the game and got really drunk," said Bracchi. "Mike Warren and the football team will hear the support of the greeks."

Woodmansee and her executive committee have been meeting weekly since early August preparing for this weekend. Partial funding of the events has been made possible by donations from Pacific Beverage Company, Club Gold, Francisco Torres, and others.

Organizers Expect 4,000 at Tailgater

By Dan Goldberg  
Sports Staff Writer

Line up ladies and gentlemen. Twist off those bottle caps, crank up those tunes, put on that blue and gold and prepare to party. Homecoming '87 is here — and in a big way.

The pre-football festivities will begin Friday night, extend through the football game Saturday night, and finally wrap up Sunday afternoon. (See schedule of events on page 2.)

"It's going to be better than Halloween," said President of the Student Alumni Association and Student Homecoming Coordinator Linda Woodmansee.

People are excited. "I'm looking forward to it because I'll get to see all my alumni friends again," said UCSB graduate student Lana Sherman.

Then again, not everyone is as enthusiastic about the events. "I didn't even know Homecoming was this weekend," said senior Ryan Pribble.

And some people aren't even sure what all the celebrating is about. "What the hell is Homecoming?" asked freshman Jamie Bennett.

And so it goes. For students, the party begins to rage at 9:15 Friday night, following the volleyball game. UCSB's marching band and cheerleaders will lead a parade to the edge of the lagoon, behind the UCen. There, football coach Mike Warren and Chancellor Barbara Uehling will say a few words, as the UCSB fire marshal sparks up a 45-pallet bonfire.

Beginning Saturday at noon, Storke Field will be the site of a horseshoe-shaped tailgate party (see diagram above). The party will be accompanied by the I.V. All-Stars, who will

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WINE / Champagne	Sale	Reg.
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



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10 AM	Caretakers of Wonder	<b>REGGAE</b> Bernard H
Noon	FOLK Pat Cardenas	<b>JAZZ</b> Eugene Hug Sylvia Cur
2 PM	COUNTRY Matt Cohen	<b>SOUL</b> Ken Hint
4 PM	COUNTRY Gina Ramirez	Afrikan Kaleido
6 PM	<b>REGGAE</b> Sherri Higgins	LATIN Ray Ram
7 PM	<b>ROCK</b> Dan Goldwag	
8 PM	<b>ROCK</b> Uli Elser	LATIN Raul Rico
10 PM	<b>ROCK</b> Eric Stone	<b>JAZZ</b> Peppermint
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## Fall 1987

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday
OSPEL w Brown	JAZZ Phil Regalia	REGGAE/SKA/ DEAD Steve Christman	ROCK Steven M.	ROCK Charlie & Mike	LATIN Yolanda Marquez
REGGAE rd Hicks	Talkback	Big X Public Affairs	Feedback/Feedforward	TV Today & Tomorrow	Viewpoints
JAZZ e Huguez/ a Curtis	JAZZ Charles Hurst	LATIN Xavier Montes	ROCK Kevin Binkert	REGGAE Peter Kraus	REGGAE African Brother
SOUL Hinton	ROCK Chris	BLUES/ AMERICAN Greg Drust	ROCK K. York	ROCK/AFRICAN Radio Free Lunch	REGGAE Joseph I
Kaleidoscope	JAZZ Joe Woodard	4:45 Pleasures of Wine	ROCK Bruce Shinden	ROCK Dave Robertson	SOUL Michelle de Rei
	News & Sports	News & Sports	News & Sports	News & Sports	News & Sports
LATIN Ramos	Live under Storke T.	Live Law	AS Show	Life Before Death	Jr Soul Patrol
	You Can't Keep a Good Woman Down	Poet's Gallery	Mind & Body	The Culture of Protest	SOUL Sam Mack
	Madness in Studio B Behind the Headlines	Third World News Review	Gay & Lesbian Perspectives	The Other Americas	
LATIN Rico, Jr	JAZZ Wayne Alper	Red Earth Radio	ROCK Jay Hinman	BLUES Mitch 'n' Dan	SOUL Sir Lance & Co.
JAZZ mint Patty	JAZZ Greg Turner	BIG BANDS	ROCK Mary Ellen Mason	REGGAE Pablo Phillips	SOUL Frank Ramirez
e Fiction	ROCK Linda Akyuz	NEW AGE Paul Hunter	ROCK Mike Iampietro	ROCK R. Allen J. Kornmann	SOUL/DANCE Dominic Wu
ROCK Arkangel	ROCK Pat Kraus	ROCK Chris Nevis	ROCK Sam Reed	ROCK Marcus Frochtzweig	SOMETHING Somebody

drd

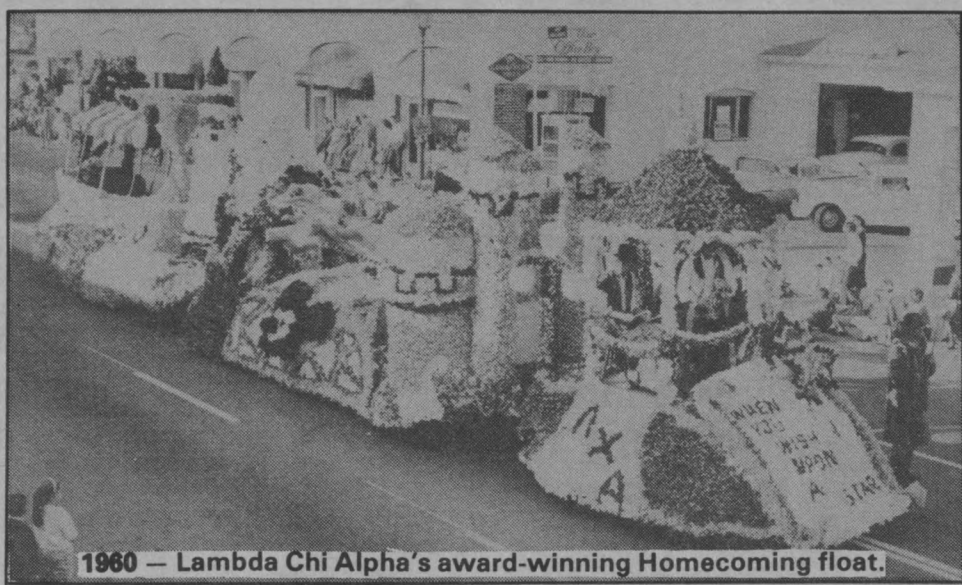
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# H O M E C O M M I



1960 — Lambda Chi Alpha's award-winning Homecoming float.

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1966 — Kappa Sigma's "The Mating Game" skit.

## THE TRADITION

### Galloping Gauchos?

#### State St. Parades Part of Homecoming History

By Doug Arellanes  
 Friday Magazine Editor

Time was, Gauchos partied *seriously* on Homecoming.

None of this forty-foot-inflatable-yuppie-dog crap. When Homecoming came around, Gauchos on the left and right got into it.

So what exactly was Homecoming like back in those old glory days?

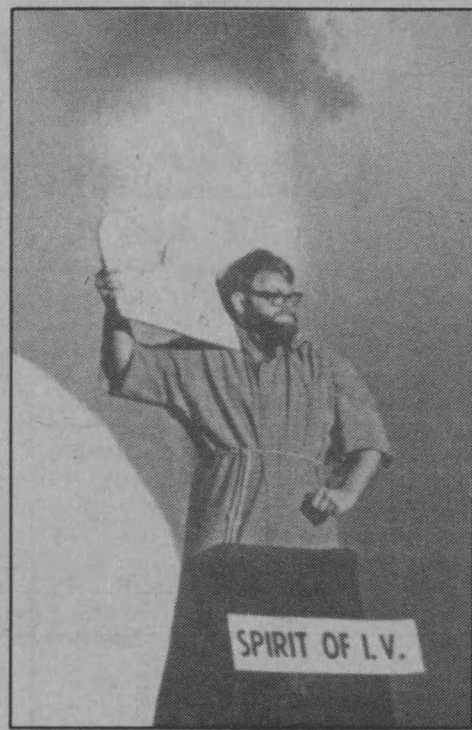
For one thing, Homecoming was preceded by a week of events — concerts, parades, and an odd hybrid thing known as the "Galloping Gaucho Review." Students and faculty would get in front of rowdy crowds in Campbell Hall or some other large venue and perform things like "The Mating Game" (Kappa Sigma fraternity, 1966 First Place winner). Another, more avant-garde performance that year was Pi Phi and Sig Ep's "Paradise Lost, or Pandora's Box, \$2.98," where one robed and bearded Spirit of I.V. came down from the mountain and sent fireballs overhead.

The 1966 Galloping Gaucho Review played for the three nights preceding Homecoming to packed crowds in Campbell Hall. While that excitement was going down, hundreds of students massed in Santa Barbara's Pershing Park to build elaborate floats, which paraded down State Street.

The game that year had 12,000 people break in the new Theodore "Spud" Harder stadium, and at halftime organizers had a card section spell out "HI SPUD."

The celebrations continued into the evening, where the Gauchos took over the Earl Warren showgrounds for a dinner-dance/feeding frenzy, which was capped off by a concert by the Righteous Brothers (for those less historically inclined, they sang "You've Lost That Loving Feeling," which Tom Cruise covered so well in *Top Gun*).

Real 60s partying. But earlier Homecoming celebrations were just as elaborate. In 1956, one of the award-winning floats was Tesoro, Madrona and Palm Halls' "TGIF since B.C." TGIF in 1956?



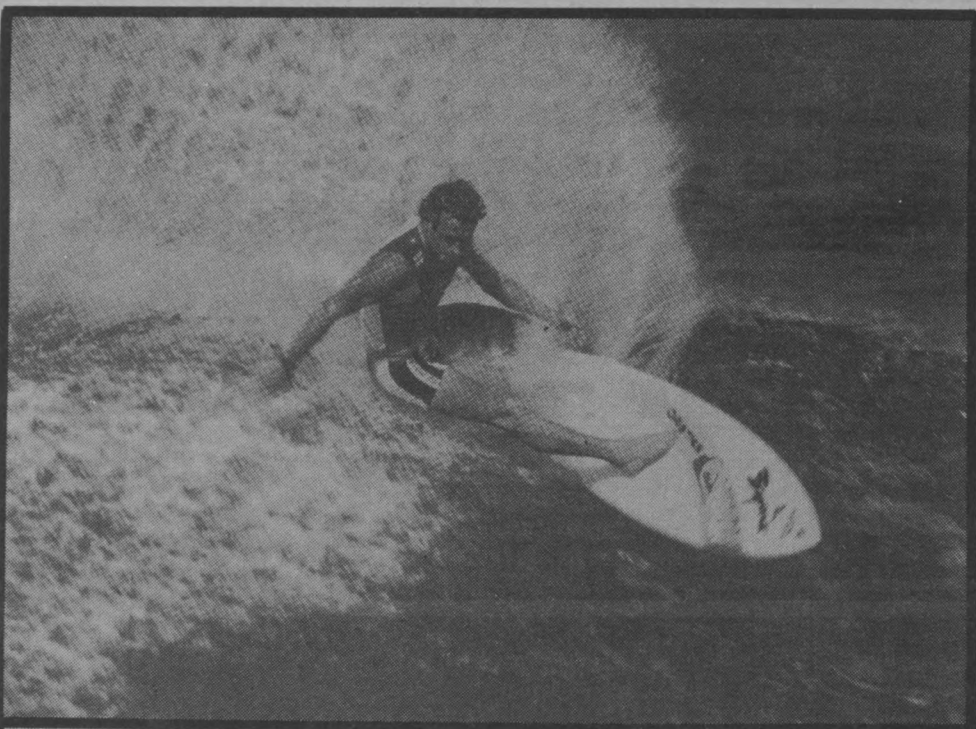
1966 — "Paradise Lost, or Pandora's Box, \$2.98."

Homecoming 1961, the year of Camelot and small, razor-sharp ties, was described in *La Cumbre* as a time of "riotous color, sophisticated design and exhaustion." First place for a float that year went to Alpha Phi sorority, for their "The Hand That Rocks The Cradle Rules The World."

*La Cumbre* also described that year's Galloping Gaucho Review as "UCSB's answer to the Ziegfeld Follies, the Academy Awards presentation and a San Quentin riot all rolled into one." The winning skit that year was Chi Omega sorority's "Brush Up Thy Shakespeare," followed closely by Santa Rosa Hall's "Females Through The Ages."

Mary Jane Salcedo remembers Homecoming well. A UCSB student from 1958 to 1962, Salcedo, a member of Delta Gamma sorority, still stays active in campus-related events. Now on the UCSB Alumni Association's Board of Directors, she shared some of her recollections of past Homecomings.

(See HISTORY, p.9A)



## Surf 'n' Wear

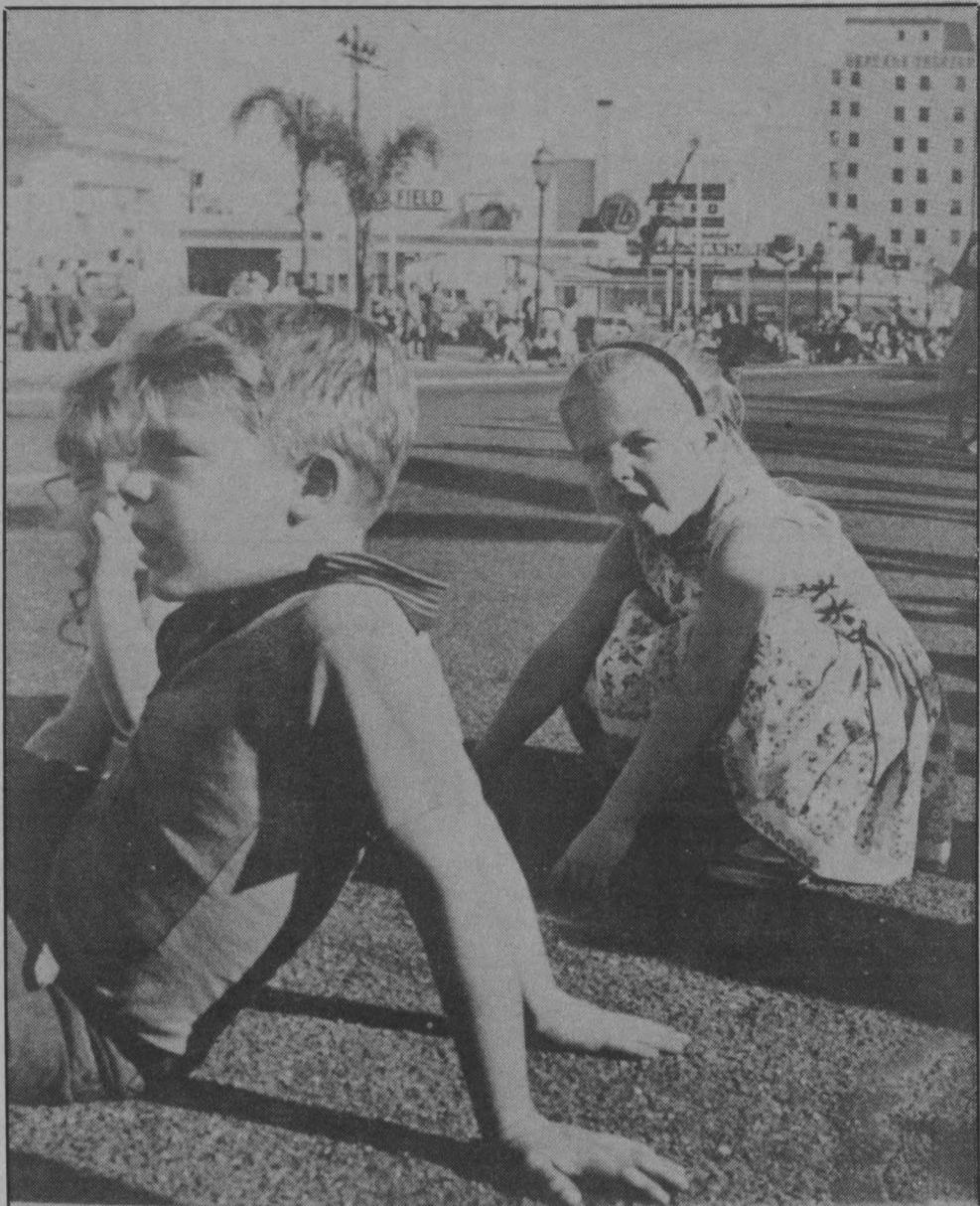
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N G S P A S T



1960 — Children sit on State Street awaiting the Homecoming Parade. The "children" are now at least 29 years old.



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1956 — At the Galloping Gaucho Review, members of the Cal Club, a long-dormant service organization, sang an ode to the Goleta campus and its ever-present surfers.

## HISTORY

(Continued from p.8A)

"When I first came to UCSB the campus was in Goleta but most students lived in Santa Barbara in boarding houses or fraternity and sorority houses. We only had Santa Rosa dorm. Because we lived in Santa Barbara, the town was very used to the students because they lived there," she said.

During the years she attended, the Homecoming parade went down State Street. "To make these floats, we went down to the National Guard Armory downtown, and the exciting thing about it for the women students was that Homecoming was the only night of the year that we were allowed to stay out past 12:30 a.m."

Salcedo went to several football games during her years here, when the Gauchos played at La Playa stadium on what is now the SBCC campus. "The ladies wore dresses and the men wore coats and ties to the games. When I was at school the women were not allowed to wear pants on campus. It was very oppressive."

At the games, Salcedo said, the alumni

who returned were rowdier than the students.

A picture comes to mind of a group of suit-wearing Gauchos, behaving fairly well at one area of the stadium, and a group of alumni completely raging out of control in another section. "That's pretty accurate," Salcedo said. "They would go down to the field and lead cheers, holding suspicious-looking paper bags which they would swig from pretty frequently."

The Galloping Gaucho Review was no less boisterous. "To get onto the show you had to try out before an A.S. committee," Salcedo said. "People would try out and be very straight, singing songs about butterflies or something, but the night of the performance the lyrics would change — for the worst. Usually it would offend someone. But in those days if you said 'damn,' it would have offended somebody."

Salcedo, who has two sons attending UCSB, said she would be busy this weekend partying with her husband's fraternity brothers, members of UCSB's Lambda Chi Alpha fraternity, returning to Santa Barbara for their 40th anniversary celebration.

"Homecoming for me was a lot of good partying. It still is," Salcedo said. "I'm looking forward to this year's events."

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THE STUDENTS

The Myth of Homecoming:  
Reviving an Old Tradition  
Students Uninterested

When you walk into Harder Stadium, can you almost hear the grunts and cracking pads of years of top-flight college football? When you're tailgating on Storke Field can you feel the souls of the thousands who have partied before you? When you walk through campus on Homecoming day can you feel the excitement mounting as the grand tradition nears?

Well, you probably can't, due to the fact that there is no tradition. At least, no tradition in the last 15 years to build a raucous Homecoming on. (See Homecomings Past on pages 8A and 9A.)

It was the consensus of many UCSB students that the reason for lack of interest in Homecoming festivities is due to the lack of tradition and also a lack of a Division I football program.

When asked a week and a half before the game what he thought of Homecoming, one student replied, "I didn't go." When told that it hadn't happened yet, he said "I'm not going." When asked what he thought could be done to get more students involved, he answered, "I don't really care."

When football died at UCSB in 1971, so did the Homecoming spirit. But, now Santa Barbara has a football team again, and Homecoming is entering its fourth year since returning as an annual event in 1984.

Here is a sample of what current UCSB students think about the upcoming Gaucho Homecoming.

Interviews and text by Aaron Heifetz.

Kelly Volland — sophomore:

"We have to promote it more within the greek system and the dorms. Last year, when I was a freshman, I hardly heard anything about it."



Michelle Banks — freshman:

"I heard it was a lot of fun and it's something everyone can get involved in. If we could have Homecoming-related activities the whole week leading up to the game, more people would be involved."



Ryan Ballance — senior:

"I haven't been involved (with Homecoming) in the past, but I think it's a good idea. It could be more of an uplifting event, you know — do something better for it, like more publicity."



THE BONFIRE

Bonfire Concept  
Gets Second Try  
at Raising Spirit

By Dan Vasen  
Sports Staff Writer

Hoping to return to the traditional roots of Homecoming celebration, UCSB Homecoming Coordinator Kyle Hoffman approached a committee of administrators last year with the idea of having a bonfire the night before the Big Game. According to Hoffman, in the 15 years before the football program was resurrected, campus spirit had diminished so much that few could even remember bonfires of the past.

"We revived the tradition of Homecoming in '84," Hoffman said. "Last year, after doing it two years, we felt that the momentum had built and that it was time to

do something different." Hoffman proposed the pep rally atmosphere that would be present at bonfires — huge, smoking fires that administrators, fans and athletes alike could gather around — would generate increased school spirit and be the spark for future Homecoming festivities.

"Because last year was the first year of having one, we were excited about it," Hoffman said. "It was an event whose time had come."

"I'm real excited about it; it'll be a good experience for the players," said football Head Coach Mike Warren, who will be speaking at this year's blaze. "I'm an alumni here and I can remember big bonfires with lots of students and wild enthusiasm. It's a great part of college football. The whole idea is to have some good, clean fun. Let's hope for a big student turnout."

Hoffman admits that the task of making a bonfire a reality was not as easy as putting some wood in a pile and lighting it on fire. Appearing in front of an administrative committee and explaining his plan was a grueling experience. "There were a number of concerned administrators that we had to receive approval from first," he said.

According to Hoffman, Campus Fire Marshall John Kennedy "was very supportive. He worked closely with us and the fire department will handle the actual fire-lighting ceremony."

"We'll be working in conjunction with the Santa Barbara County Fire Department," Kennedy said. "There will be a crew on duty to participate and be available to assist in the lighting and putting out of the fire."

This year, the organizers are polishing the program and a number of administrators will make appearances at the event. The executive director of the Alumni Association, Jack Kinney, will make brief remarks before introducing Chancellor Barbara Uehling, who will also speak. Athletic Director Stan Morrison and Warren will address the audience and be followed by performances by the marching band and the cheerleading squad. The KTYD Video Van will also be on hand.

"We're trying to get back to the tradition of a homecoming pep rally," Hoffman said. "I think UCSB can use an element of that and then I'd like to see the crowd really fill the stadium."

"This is a good boost for school spirit; the students will see that there is more to do than sit around the night before the game," Kennedy said. "This activity revolves around the homecoming tradition — we can get behind the team and have a controlled and fun event."

**HE'S THE GURU OF GOOD TIMES!**

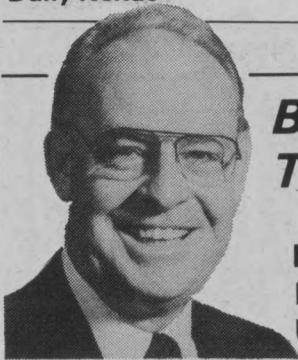
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THE COMMENTARY



**Bigger and Better Than Ever**

By Jack Kinney  
Executive Director,  
UCSB Alumni Association

Homecoming '87 at UCSB this weekend promises to be bigger and better than ever.

Homecoming at most colleges and universities in America is as traditional as apple pie and the girl next door. Alumni return to their Alma Mater for a gala weekend consisting of class reunions, award ceremonies, bonfires, pep rallies, tailgate parties, dances, receptions, open houses and, of course, the big football game. For many it is a chance to see old friends, reminisce about happy college days, talk about jobs and families, and perhaps, even the stock market.

This will be the fourth Homecoming at UCSB since the program was reinstated in 1984 after a lapse of many years, principally because football had been dropped at the university. With the emergence of a club football program in '84, Homecoming got off to a modest start, and it has been building momentum ever since, helped by the change of the football program to the NCAA level.

The Homecoming '87 Committee, under the direction of Kyle Hoffman, has scheduled a wide variety of events to attract alumni, students, faculty and staff. On Friday there will be an alumni golf tournament at Sandpiper Golf Course, then a men's Blue and Gold intrasquad basketball game at the Events Center, followed by the UCSB vs. Fresno State women's volleyball game. The evening will be topped off with a giant pep rally and bonfire at the lagoon behind the UCen. Chancellor Barbara Uehling, Athletic Director Stan Morrison, Coach Mike Warren and many football team members will attend.

Saturday will feature the annual Homecoming Brunch and

Distinguished Alumni Award Program at the UCen, to be followed by tailgate parties at Storke Field and the football game between the Gauchos and Division II powerhouse Cal Lutheran. Fans will be treated at halftime to the infamous "Not Ready for Rosebowl Parade." Following the game there will be an all sorority and fraternity alumni get-together at the Pub, plus a Valhalla Club Reunion (for current and former members of the Board of Directors of the Alumni Association), and reunions for the Classes of 1957, 1967, 1977. The Black Alumni Club will hold a dinner dance Saturday night, and the Lambda Chi Alpha Fraternity will host a 40th anniversary celebration. Then, on Sunday, most of the sororities and fraternities will host open houses for alumni.

Scattered around the globe there are nearly 80,000 alumni of UC Santa Barbara who the association serves with regional clubs from California to New England. Many of them will return this weekend to participate in activities and to become reacquainted with a campus they remember with great fondness. Those who have not returned for many years will be shocked by the size and growth of the university. But, just as their own personal lives have grown and developed, so has the institution. Alumni can be very proud of the great strides UCSB has made in recent years in teaching, research and public research.

The UCSB Alumni Association is happy to sponsor Homecoming '87 which is just one of the many projects and programs it promotes to help retain the interest and involvement of a very pluralistic alumni body. Great universities enjoy great alumni support, and a major objective of the UCSB Alumni Association is to be a partner of the university in achieving broad goals and objectives for the institution.

We look upon today's students as "alumni in residence." Therefore, it is appropriate for us to say "welcome" to students and to graduates alike. We invite you to participate in the many Homecoming '87 activities, and we hope you have a great weekend.

Saddle oxfords. Pompoms. Letterman's jackets. Sock hops. Bonfires. Crewcuts. Pony tails. Jitterbugs. World War II. Butch wax. Yearbooks. Hoop skirts. Angora argyles. Vietnam. Hula hoops. Phone booth stuffing. Beer busts. Rumble seats. Blue and Gold. Clearasil. Bobby sox. Sinatra, Elvis and the Grateful Dead. Surf's up. Vernon Cheadle. Korea. Jack Curtice. Food fights. Sunsets. Friday nights. Saturday mornings. Econ. The riviera campus. Division I. VWs. Volleyball on the beach. ECEN. UCEN. Send money. Care packages. Boogaloo. Squares. Pizza. Fast food. Slow food. Dorm food. Home cooking. Rock n' Roll. 7.2 on the richter. Draft cards. Bra burnings. tear gas. Root beer floats. Anthro. Bicycles. Alpha Beta Gamma Delta ..... GDI. Skateboards. All-American. Gauchos. Moonlight. Country Western. John Glenn. Gumby. Hi-fi. Dentyne. Button-down collars. Philosophy. Sunglasses. Backpacks. Holding hands. Bow ties. Old gym. Nachos. Hall of Fame. Sorority presents. West Side Story. Nexus. Halloween. T-shirts. Gaucho Joe. Credit cards. UCen burritos. Roses. Swimming. The library. Pills. Professors. Headaches. Bean chairs. Competition. Grad school. Winning. The real world. Fun. Rocky Horror Show. Bumper stickers.

If anything you've read conjures up a vision and subsequently a smile on your face, then welcome to Homecoming. Coming home to your university — your Blue and Gold, your Gauchos — your good times. Return to the past, but do it now. Tell lies with old friends. Tell lies with new friends. Watch your per game average go up and your hundred-yard dash time go down. Join the Department of Intercollegiate Athletics on Storke Field at the greatest

**Welcome to Homecoming**

By Stan Morrison  
UCSB Athletic Director



tailgate party this side of Haskell's Beach. Get fired up for the football game at 1:30 p.m. as Mike Warren and his exciting football team take on Cal Lutheran in Harder Stadium.

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