



# ARIZONA DAILY WILDCAT

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## Eller students on par for course

By Brett Fera  
ARIZONA DAILY WILDCAT

*Editor's note: This is the second part of the Wildcat's series examining the relationship between athletics and academics at the UA.*

If it's said that most big business deals happen on the golf course, then the PGA and the UA's Eller College must have been listening.

"I could sit across from you in a desk and tell you, 'I'm selling 300 of these,' and we're indoors wearing suits with stale coffee and the whole deal," said William Kane, a 1987 UA graduate and head professional at Randolph Golf Course. "But if I tell you, 'Hey, let's go out and play La Paloma (Resort and Spa) and that it's on me, and we're out having a good time, somewhere, out on the fifth hole, that 300 is going to change.'"

A similar idea was the basis of the "Golf: For Business and Life" program of college classes, a creation of the Professional Golf Association of America that gives universities nationwide the ability help students learn

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examines  
coaching skills

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how a day in the sun with a five iron in hand has the potential be a greater business tool than any indoor meeting with pie charts and bar graphs could ever be.

Kane, a former Wildcat who played on the UA golf team in the early to mid-80s, teaches the course, offered to upper-division business majors at the UA, as a joint venture between the physical education department and the Eller College of Management as PE 219.

Alongside assistants Robby Watson and Pete Federhar, a 2002 UA graduate, Kane instructs three separate sections of the course. Each meet twice a week for an hour and 40 minutes at Randolph Golf Course, 600 S. Alvernon Way.

Accounting senior Svetlana Pitman said while using the golf course as an office could be a successful way to market her ideas once she graduates, the ability to get out of the classroom was enticing enough to sign up.

"You're outside, you're learning some-



SAUL LOEB/Arizona Daily Wildcat  
Randolph Golf Course professional and PE 219 instructor William Kane teaches entrepreneurship and marketing senior Illisa Larimore proper backswing technique yesterday at Randolph Golf Course.

thing, and it has nothing to do with your major," said Pitman. "When you have 15 units and nine of them are accounting classes and all you do is look at the books, it's nice to go outside and get out of the classroom."

The Professional Golf Association of America began the program five years ago, after PGA players selected for the 1999 Ryder Cup — a tournament pitting the top players from United States against Europe's best — wanted to be compensated in some capacity for their efforts.

The result: an agreement between the

PGA and its pros to donate a lump sum of money to a charity in the player's name.

The plan led former UA golfer and U.S. Open champion Jim Furyk to donate his share to the UA when he made the 2001 Ryder Cup team, and ultimately led to donations this year in the name of 12 Ryder Cup members, including Stanford alum Tiger Woods and former Arizona State star Phil Mickelson.

The UA received a cut of \$100,000 just a couple of weeks ago in Furyk's name,

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## Humanities program may be eliminated

Program's future before  
Board of Regents tomorrow

By Natasha Bhuyan & Lisa Rich  
ARIZONA DAILY WILDCAT

The Arizona Board of Regents could authorize the elimination of UA's Humanities Program tomorrow, a proposal that has been controversial among faculty members.

Proposed by UA President Peter Likins in January 2003, the disestablishment of the humanities program falls in conjunction with Focused Excellence — a plan which narrows the emphasis of university programs to provide more specialized education.

Other proposed eliminations included the School of Health Professions and Medical Technology and the department of atmospheric science, as well as the French Ph.D. program and Masters program in Russian.

"The Humanities program offered a special brand of interdisciplinary teaching, bringing together art, literature and philosophy into the same course," said Richard Poss, director of the humanities program.

However, in a 2003 eliminations proposal, the humanities program was labeled incomplete, concentrating primarily on lower division units, which classified it as "not a normal comprehensive academic department."

If the curriculum is cut, tenured faculty will be reassigned to departments of media arts, classics, religious studies, English or astronomy. Poss said the university has assisted nontenured faculty and staff in finding new positions.

"There was a great deal of discussion at first, and we considered many different alternatives," Poss said. "We explored all the possibilities. The faculty at this point agrees with the elimination ... they're accepting what's happening."

However, not all faculty agree.

Bolla Vivante, associate professor in the humanities program, said when she was first notified of the

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## Prof: Media distorts black image

Media arts professor Beretta E. Smith-Shomade discusses the programming and target audience of shows aired on BET yesterday at Gallagher Theatre.

KEVIN B. KLAUS/  
Arizona Daily Wildcat



By Kylee Dawson  
ARIZONA DAILY WILDCAT

The public's perception of black people continues to be distorted in the media, a media arts professor said yesterday in a lecture on Black Entertainment Television, part of the Faculty Fellows Speakers Series.

The lecture titled, "And for the Girl Backstage, Never Mind Who You Thought I Was. I'm Rick James B\*\*\*h!" was delivered by media arts professor Beretta Smith-Shomade at the Gallagher Theater yesterday afternoon.

"It's important that we think about, examine and understand the way that

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## Meal plan could be mandatory next year

By Jennifer Amsler  
ARIZONA DAILY WILDCAT

Freshmen who live on campus might be forced to dine at the student unions if the UA adopts a mandatory meal plan.

The UA is considering a mandatory meal plan for incoming first-year students living in dorms that would tack on about \$1,800 to \$2,200 extra in tuition, said Nathan Bell, Associated Students of the University of Arizona senator.

UA student regent Ben Graff said while the plan is still up in the

air, the university is definitely weighing the options, and if approved, might begin with next year's incoming freshmen.

The plan would apply to freshmen living on campus, he said.

"In black and white, this would be a form of increased tuition," said Graff, a second-year law student.

Arizona Student Unions director Dan Adams said he is discussing feedback with students and is looking at many different options, including an all-you-can-eat plan and use of the CatCard at

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