

Businessmen, Educators Hear Plea For Joint Effort

Don't Train Individualists, Then Offer Meaningless Jobs

By MEL BAUGHMAN
Sentinel Staff Writer

The largest luncheon audience ever assembled in Santa Cruz Thursday heard a strong plea for businessmen and educators to join forces to create the people who can work effectively and live happily in a rapidly changing world.

Jack Chapman, training director of Kaiser Foundation Hospital, said:

"We teach the kids to be democratic to think, to be themselves, to stand up for themselves and to take on their own identity, but when they go to work for us in business we expect them to look alike and think alike."

He addressed more than 600 persons at a luncheon at the Holiday Inn highlighting the third annual Business-Education Day sponsored by the Santa Cruz Area Chamber of Commerce.

"We've created a system to take people and make little man-machines out of them. But people don't want to be machines," Chapman said.

"We've got an awful lot of crummy jobs that you're training kids to take," he told the teachers. Addressing business and professional men, Chapman

urged them to restructure jobs, "to make work more interesting, challenging and meaningful."

Said he, "The things that make people happy are what they do that are worthwhile, provide opportunities for growth, achievement, and recognition. These, not just money, are the factors of happiness."

The task facing the schools and the business world, Chapman said, is compounded by the nature of today's youth.

"Kids today are more conscientious, more aware, more sensitive, and more concerned about social issues than ever before, but we turn them off," he said.

He urged educators to stress instruction that will enhance youth's ability to get along with others and to function in a group, as well as to meet other needs of business.

But, he added, businessmen must tell the schools what their needs are in a manner that will be understood.

The luncheon followed a morning of visits by educators to business, professional and governmental facilities.

Educational institutions taking part included the Santa Cruz City Schools, Live Oak Schools,

Scotts Valley Schools, Cabrillo College, UCSC, Holy Cross High and Elementary Schools, Good Shepherd School, Virgil Hauselt Memorial Academy, and the Santa Cruz County Office of Education.

Participating firms and agencies were Antonelli Brothers, Aptos Beach Golf Club, Armstrong and Associates, Bank of America (Pacific Avenue Mission Bay and East Side branches), Bob Bowman Volkswagen, British Motor Cars of Santa Cruz, Brunswick Surf Bowl, Charles Interiors, Ltd., Al Cheney Ford.

City of Santa Cruz, Community Action Board, Community Hospital, County Bank, County of Santa Cruz, Credit Bureau, Crocker-Citizens Bank, Vester Dick Studio, Dominican Hospital.

EBSCO Industries, Inc., Fiber Photics, Inc., Goodwill Industries, Judies, KSCO, Leask's Department Store, Lockheed Missile and Space Company, Pacific Gas and Electric, Pacific Plantronics, Inc., Pacific Telephone, Prolo Chevrolet, Reynolds and Co., Roaring Camp, Inc.

A. K. Salz Tannery, Inc., Santa Cruz Land Title Co., Santa Cruz Medical Clinic, Santa Cruz Music Center, Santa Cruz Sav-

ings and Loan, Santa Cruz Seaside Company.

The Sentinel, Santa Cruz Veterinary Hospital, Sky Park Airport, Sylvania, TelePrompter of Santa Cruz, Walti-Schilling and Co., Watkins-Johnson, Wells Fargo Bank, West Coast Associates, and William Wrigley Jr. Co.

Charles Gilbert, chairman of the chamber's task force on education, presided. Other speakers were Bob Petersen of Santa Cruz Savings and Loan, Dr. Carl Wilsey, Santa Cruz schools superintendent, and Wayne Matthews, president of the chamber.

Petersen, who also is a member of the governing board of the Mountain School District, and Dr. Wilsey, served as co-chairmen in arranging the program that was designed to focus attention on the need for continuing relations between the business community and local educators.

The Rev. Bernard Corneliussen offered the invocation.

A series of panel discussions followed the luncheon.

According to Gilbert, the crowd was the largest ever assembled for a luncheon in the history of Santa Cruz.



Some 600 teachers, administrators and local business people, reportedly the largest luncheon crowd in Santa Cruz

a history gathered Thursday noon to hear a talk by Jack Chapman, training director of

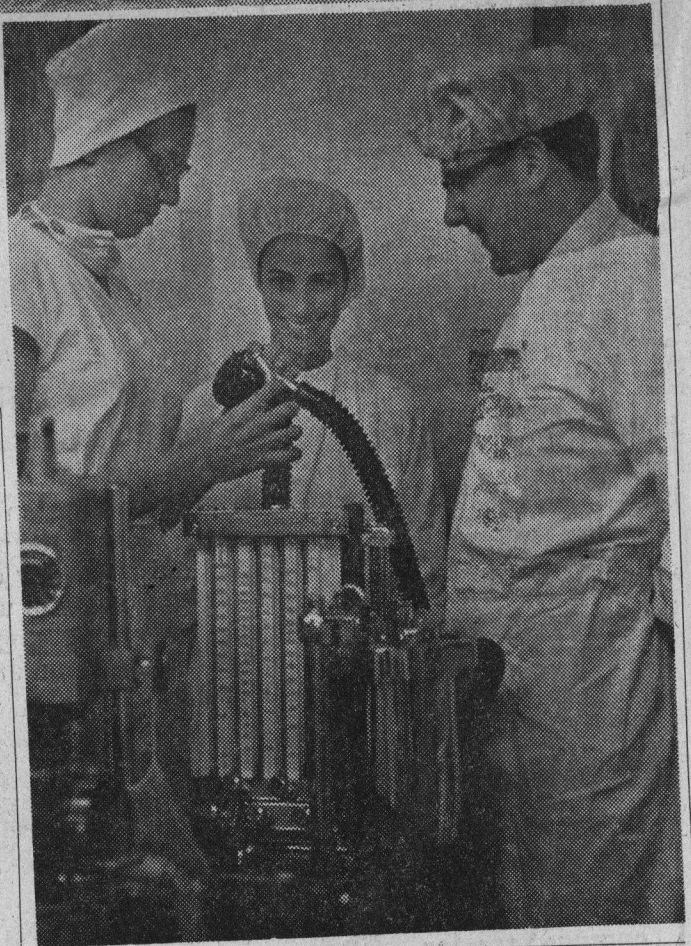
Kaiser Foundation Hospital. His address highlighted the annual Business-Education Day sponsored by the San-

ta Cruz Area Chamber of Commerce. Local school personnel toured various businesses prior to the luncheon.

Youth Workshop
Saturday In SV



In photo above, teachers and school administrators learn about the meat packing business from Larry Wolfson, of Walti Schilling meat packing plant. Below, Nurse Marlene Proechel demonstrates anesthesiology equipment to Mrs. Janice Dong, city school's psychologist, and Ed Payne, Soquel High geography teacher, at Community Hospital.



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