

Meet Rotary's international president for 1981-82.

STAN McCAFFREY: Life of service

by Carson Magill

THE CALIFORNIA sun splashed over the University of the Pacific's red brick campus buildings with kleig-light intensity. It was noon, and the mall was crowded and humming with the relaxed chatter of students returning from morning classes. A distinguished, well-dressed couple—a handsome gray-haired man and his striking blonde wife—slowly made their way through the youthful throng.

One was tempted to look for the television cameras. Was this a scene being filmed for a Hollywood movie? Was the distinguished couple from central casting?

No, this was real—University President Stanley E. McCaffrey and his wife, Beth, were on their way from his office to lunch at the school cafeteria.

And this routine event in the McCaffrey daily calendar gave an insight of the true nature of the man who will serve as president of Rotary International for 1981-82. For this short trek across the campus mall took more than 30 minutes, due to a series of warm, human encounters: person-to-person communications with Stan's student family.

Stan and Beth met a freshman from Denmark; a young couple from Saudi Arabia—so grateful for President and Mrs. McCaffrey's warmth and friendliness that they had invited the McCaffreys to their upcoming nuptials in their native country; a young drama student who breathlessly announced she had just received a scholarship from Lincoln Center, thanks to President McCaffrey's help; a basketball star with a near-perfect grade average; and the Catholic chaplain, who entertained them with a dazzling string of jokes.

The point? Stan McCaffrey cares about people. He cares about serving people and their institutions. In a broader sense, he cares about serving humanity. Acknowledge this fact, and you will realize the secret of his success as a person, as an executive, as an educator, and as a Rotarian leader whose presidential theme, World Understanding & Peace Through Rotary, packs the power of his personal commitment to public service and the example of his lifestyle behind it.

Success has not come easily to Stan McCaffrey. He just makes it look that way. Born in Taft, California, U.S.A., and raised in Whittier, he attended the University of California at Berkeley, where he was student body president, earned two varsity letters, and graduated with Phi Beta Kappa honors and a B.A. degree in 1938.

He was a promising young executive with Standard Oil of California when he met Beth Conolley, a former University

of Washington coed. They were married 10 months later. The couple has two grown children, Stephen and Nancy, and three grandchildren.

Stan was commissioned an ensign in the U.S. Naval Reserve before Pearl Harbor and was awarded a Silver Star for gallantry in action and exceptionally meritorious service in the China theater. Following World War II and a brief period with Kaiser Industries, he was associated with the University of California for 13 years, first as executive manager of the California Alumni Association (1948-56) and then as vice-president of the university (1956-60).

Because of his outstanding performance at the university, he attracted the attention of some of California's top corporate leaders. Result: He was appointed president of the San Francisco Bay Area Council (SBAC), an organization dedicated to keeping the area attractive to business and industry. His success in broadening the horizons of SBAC was so outstanding that it was with extreme reluctance that the board gave him permission to apply for the coveted presidency of the University of the Pacific. Stan won this choice academic plum from a field of more than 100 applicants.

The University of the Pacific is recognized as one of the outstanding moderate-sized universities in the western United States, and Stan was recently named president of the Western College Association.

Now in his tenth year as head of this respected private university (Pacific was founded in 1851 as the first chartered institution of higher education in California), he has led the university to an all-time enrollment high (more than 6,000 students). Stan has also supervised substantial physical ex-

Top: Stan is proud that his university has more than 300 students from 60 countries, and he enjoys visiting with them. Here he is shown with (left to right): Ashraf Chaudhry of Pakistan, Hoshiko Yoshikawa of Japan, Ahmed Ahmed of Kuwait, Alice Benarroch of Venezuela, and Toby Nord of Sweden. Stan hopes to develop an "international center" on the UOP campus, where students from all nations can visit and develop friendships and understanding.

Right: Rotary's first couple—Stan and Beth McCaffrey.

Far right, center: The McCaffrey family gathers in front of the president's home on campus. Back row, from left: Stan, daughter Nancy; daughter-in-law Heather; son Steve; and Beth. Front: grandchildren (by Heather and Steve) Kevin, Darren, and Brooke.

Far right, bottom: "A Pacific Basin Community" was Stan's speech topic at the 1979 Asia Regional Conference in Seoul, Korea.





Above: Stan, who played varsity baseball in college, got a crucial base hit in the University of California varsity-alumni game in 1978, the 40th anniversary of his graduation. After that exhilarating game, he retired from active play, saying: "It's better to quit while you're still ahead."

Below: Stan started jogging in 1961—and he is still in step. He runs every day.



Right: As president of the University of the Pacific, Stan personally presents diplomas to more than 1,500 graduates at 10 individual commencement exercises each May.



pansion of the university. However, he takes most pride in the "total educational experience" gained by students at Pacific. "Our mission," he says, "is to help young people to grow and develop their full potential and to become contributing members of society."

Indicative of the success of the McCaffrey "mission" are these quotes and testimonials:

- A student, Susan Pillow, writes: "Your interest in my studies, my Rotary Foundation Fellowship application, and my plans for the future indicate to me a concern for your students that is quite remarkable, and certainly an integral part of the special ambience I have found at Pacific. . . ."

- Rotarian and Past District Governor Cliff Dochterman, who serves as vice-president of the University of the Pacific, says: "Stan is a rare individual. He works longer and harder than anyone else at the university. He is warm and sensitive in dealing with personal concerns of students and faculty, but can be tough and demanding when difficult decisions must be made. There is no question about it, Stan provides the university with dynamic leadership."

- Edward Pohlman, a professor at the university, writes to Stan: "You have succeeded impressively in drawing students in times of dwindling supply. I suspect one reason for this

success is your emphasis on the needs and problems of students. I have the feeling that you run University of the Pacific for the students and not just to please the faculty, which is as it should be. . . ."

Stan McCaffrey began his 32 years of service to Rotary International in 1948, when he joined the Berkeley, California, club. He served as club president in 1954-55, and governor of District 513 in 1964-65. In 1968-69, Stan served as a director of R.I. The following year, he became first vice-president of R.I. A complete list of his Rotary activities, plus his civic associations and awards of recognition, would fill the pages of this magazine.

We all know the huge difference between "lip service" and placing one's future on the line by living up to a personal philosophy. A list of specific examples of how Stan lives his "dedication to service" lifestyle seem appropriate to mention here:

- ... the time Henry Kaiser, Sr., offered Stan the opportunity to name his own title and salary if he would stay with Kaiser Industries. And Stan replied: "Thank you, Mr. Kaiser, but my career goals are oriented toward public service."

- ... the fact that Stan and Beth have helped 13 non-U.S. students through the University of California by providing

live-in jobs for them at the McCaffrey home near the Berkeley campus.

... the Filipino busboy at the St. Francis Yacht Club in San Francisco, a qualified X-ray technician and graduate of the University of Manila, who once expressed his career frustration to the ever sympathetic McCaffreys. Soon afterward, Stan found the young man an opening in his chosen profession at Pacific Medical Center.

There are dozens of other "McCaffrey benefactor" stories, but they all illustrate the fact that service to people has been a cardinal principle of Stan's life.

To fully understand Stan McCaffrey, it is necessary to know of his lifelong devotion to sports. A varsity baseball and football player as an undergraduate, a devoted jogger years before it became fashionable, and an above average club tennis player, Stan has retained 100 percent of his competitive instincts—as the following anecdote illustrates.

Stan was the first baseman—and a good one—for the University of California baseball team from 1935 to 1938. Traditionally, the 'Cal' varsity opens its season against an alumni team composed mostly of young, recent graduates. Stan, however, has missed but a few games since his graduation. In 1977, almost 40 years after playing as an undergraduate, he scored his greatest triumph.

Told before the game that he was going to bat against Cal's star pitcher, the number two draft pick of the Oakland A's professional team, Stan remarked: "I'd consider it a moral victory if I got a foul tip."

The game started, and the first two alumni batters walked. The 1938 vintage batter was up next. Stan swung at the first pitch and hit nothing but air. The college fireballer threw another bullet at the plate. But this time Stan made contact. It was a line drive to right field, and a runner sped across home plate while Stan streaked to first.

"It's unbelievable!" George Wolfman, the alumni coach

declared. "The man's 59, and he gets a solid hit off a wild young left-hander. Wow!"

But there is another dimension to this hard-driving, motivated executive—his spiritual side. While not the type to "wear his religion on his sleeve," every morning on his way to the president's office, Stan visits the university chapel for what he describes as a "few moments of prayer and reflection." A regular pre-dinner ritual at the McCaffrey home is the saying of grace by the host, as the guests join the benediction by holding hands in a circle around the table.

Before he announced the theme for his presidential year, Stan eloquently set the tone for his term in an address he gave during Rotary's 75th anniversary year. "As we look to the future," he said, "I feel completely confident Rotary can and, I believe, *will* play an even more important role in bringing about understanding among peoples and thus contribute to world peace more than ever before.

"'Out where the action is' is where Rotary should be and I think *will* be in the years ahead. We will continue to serve our communities and help meet local needs, but I believe Rotary International will increasingly be a positive influence for good, as a humanitarian organization, in meeting the needs of people, *wherever those needs may be*—in Cambodia, in the Philippines, or in Africa. Rotary knows no bounds and Rotary's service knows no bounds. In the future, let the word 'Rotary' mean hope for the hungry, the homeless, and the underprivileged, *wherever they may be*."

Fellow Rotarians, meet your 71st president, Stan McCaffrey, whose life of service has been the ideal preparation for leading Rotary International toward the lofty but attainable goals of "World Understanding & Peace Through Rotary." ☉

• Carson Magill, an old friend of Stan McCaffrey's, was a reporter for the San Francisco Examiner before beginning a 30-year advertising career. Now an advertising/marketing consultant, he is a member of the Rotary Club of Honolulu, Hawaii, U.S.A.



Beth McCaffrey

The 'Sunshine Girl'

IT IS hard to conceive of a better background for becoming the first lady of Rotary International than being the wife of a university president.

Beth McCaffrey scores a solid "10" on all the ratings categories. She is charming, vivacious, attractive . . . and much more. And for all that, she is essentially low-key, with a delightful sense of humor that relaxes her "super-achiever" husband and everyone around her. The New Zealand Rotary Institute captured the essence of her personality by calling Beth the "Sunshine Girl," an insightful endearment that has already been picked up and used with affection as the

McCaffreys travel around the world of Rotary.

Born Beth Conolley in Woodside, near San Francisco, California, U.S.A., she attended the University of Washington in Seattle and met Stan near her family's summer home in Rio del Mar, California.

On any given day, she may find herself hostess at events varying from wine and cheese parties to sit-down dinners. Included in the wide variety of events in the president's home at the University of the Pacific are student gatherings, parent receptions, alumni open houses, and dinners for visiting dignitaries. Recent guest lists have included industrialists Stephen D. Bechtel and Edgar Kaiser, U.S. Secretary of Defense Caspar Weinberger, sportscaster Don Meredith, UOP alumna and actress Janet Leigh, and newspaper columnist Abigail "Dear Abby" Van Buren.

Beth's talent and ability will be valuable assets to Stan—and R.I.—during her husband's presidency.

When the UOP Board of Regents was screening candidates for the president's post, the chairman said "We were told that with the McCaffreys we'd get 'two for one.' Beth certainly has more than lived up to that prediction."

And Rotarians around the world who have met Beth agree.

—CARSON MAGILL