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International Inspiration. SDSU students are taking flight as citizens of the world.

Real-World Referee. FTC chair Tim Muris rules for consumers and fair competition.

One Singular Sensation. Musical theatre hopefuls polish their acts.

Teaching Teachers. San Diego State's original mandate remains a top priority.



Direc

The English word “excellence” comes from the Latin “excellere,” meaning “to climb higher.” Excellence is not about elitism; it is about life’s elemental core: the struggle to fully express and expand one’s capabilities.

California’s fiscal and political difficulties do not exempt San Diego State from its responsibilities for excellence. We will continue our important work – providing a high-quality learning experience for our students, supporting our faculty in their teaching and research, and serving our community as a resource and problem-solver. Climbing still higher will not only require the hard work and dedication of our faculty, staff and students but will also require the support of our alumni, friends and community partners.

In recent years, our growing excellence – in the preparation of our students, the groundbreaking work of our faculty and the community involvement of our students and colleagues – has been rewarded with sharply increased private support. In 2002-03, despite a dismal economic climate, SDSU attracted \$43 million in cash and \$19 million in pledges from its friends and supporters. At the same time, our faculty won more than \$130 million in federal, state and local grants and contracts. These funds have helped San Diego State climb still higher. In this time of shrinking government allocations, private giving is a critical lifeline for our ascent. Philanthropy is now a fundamental building block for SDSU’s excellence.

We invite you to join us in our climb. SDSU is increasingly recognized among the nation’s major urban universities. With more than 39,000 applicants competing for fewer than 7,300 undergraduate vacancies this fall, our incoming freshmen are better prepared than ever before. Their average GPA is estimated at 3.5; their average SAT is projected at 1071. We expect great things of these newest Aztecs as they pursue their education and then move on to assume positions of responsibility and leadership in our community and beyond. They are supported and helped on their way by faculty who are nationally and internationally respected scholars in their fields and by caring, dedicated support staff.

Now more than ever, I am grateful for your partnership. Together, we will continue to climb higher. At this critical moment, when the state of California cannot give us the support it would like, we look to you – our alumni and friends – to give these students the “hand up” they deserve as they stretch and grow, and the “hand up” our community must extend if we are to realize our potential.



Stephen L. Weber, president
San Diego State University

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Engineering Memorial

A tranquil corner of campus has been dedicated to the memory of engineering professors Chen Liang, Preston Lowrey III and Constantinos Lyrantzis, all fatally shot Aug. 15, 1996 by a graduate student.

A grouping of three tables and benches shaded by three trees, the L3 Memorial Park is located between the Engineering and Life Sciences North buildings. Each table is inlaid with a circular plaque honoring one of the three slain men with an engineering equation fundamental to his research.

"These three men were dedicated teachers, researchers and friends," said professor emeritus and former dean George Craig, who spoke at the dedication Aug. 25. "This memorial celebrates their contributions as academicians and ensures their legacy will be remembered forever."

Members of the engineering faculty and staff and Physical Plant and Facilities Planning designed the memorial space. SDSU Physical Plant donated labor and materials to create the park and its unique plaques.

"I can envision faculty and students sitting at the tables, reading the plaques and sharing their memories," said Scott Burns, Physical Plant director and himself an SDSU engineering alumnus. "I can't think of a more fitting tribute."

Sociologist Is New Arts and Letters Dean

Sociologist Paul Wong is the new dean of SDSU's College of Arts and Letters. Wong came to San Diego State June 30 from the University of Michigan-Dearborn, where he served as professor of sociology and dean of the College of Arts, Sciences and Letters.

No stranger to California, Wong moved to the Golden State at age 13 after emigrating with his family from China. He earned his bachelor's, master's and doctoral degrees at the University of California, Berkeley. Wong's career has also taken him to UC San Diego, Arizona State and Washington State. He has strong family ties in California: his three children, mother and brother all live in the state.

SDSU President Stephen L. Weber praised Wong for his scholarship. "Paul's rich academic background in public policy, ethnicity and diversity is extremely compatible with the areas of study in our College of Arts and Letters," Weber said. "His passion for creating a better understanding of how social phenomena impact local and international relations can only enhance the college."

Wong succeeds Paul Strand, who will take a sabbatical and then return to the faculty.



"Battle against terrorism cannot be fought only on military grounds. We must recognize that the allure of such movements is also group-centric. Therefore, if there is any hope of controlling terrorism it must come from offering ideological alternatives to the people."

Dipak Gupta, SDSU professor of political science, speaking Sept. 22, 2003 in New York during "Fighting Terrorism for Humanity: A Conference on the Roots of Evil."

To gauge the degree of change in a country, study its art.

A window on the effects of rapid change in China will open to the public this month at San Diego State's University Art Gallery. Partnering with several Balboa Park museums, SDSU's School of Art, Design and Art History has organized two striking exhibitions of photographs and video pieces by young Chinese artists deeply influenced by their country's rush to modernization. Taken as a whole, the images reflect a new China, saturated by Western media and wrestling with the warring notions of conformity versus individualism, traditional romance versus modern sensuality.

The University Art Gallery will display works from the collection of SDSU alumni Eloisa and Chris Haudenschild. Together, Eloisa Haudenschild and Tina Yapelli, director of the University Art Gallery, organized and curated the landmark exhibitions, which will run through April.

Haudenschild has also commissioned a new video work by Shanghai artist Yang Zhenzhong during his residency at SDSU this semester. The completed video will debut the evening of Jan. 31, 2004 at the San Diego Museum of Photographic Arts. Earlier that day, the San Diego Museum of Art will host a symposium on contemporary Chinese art, also organized by Yapelli and Haudenschild. Several internationally known curators and artists will serve as presenters.

Many artists in the Haudenschild Collection have exhibited in Europe and Asia, but not in the U.S., placing San Diego State in the vanguard of institutions recognizing this emerging genre. The Los Angeles County Museum of Art recently purchased one of Xiang Liqing's "Rock Never" series of six photographs. A complete series of the "Rock Never" photographs is in the Haudenschild Collection; a detail is shown at right.

Haudenschild, who describes the exhibition as "witty and intelligent," believes it provides rare insight into a mysterious but shifting culture. "It's reasonable to conclude that these artists are reacting to the speed of change in China," she said. "There is a hyperactivity of color and fantasy, as if they are imagining the world as better than it is."

—Coleen Geraghty

Detail. Artist: Xiang

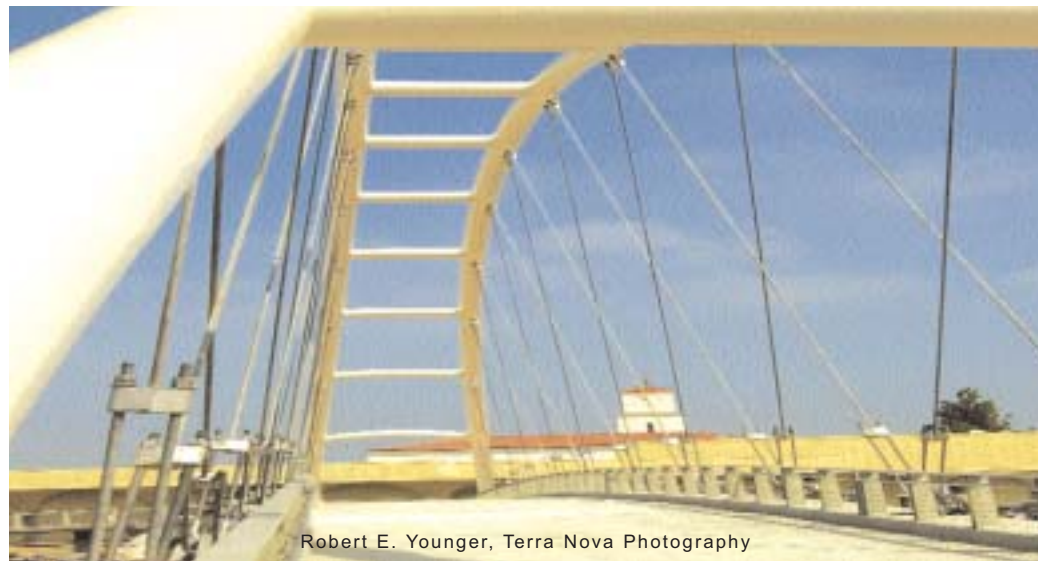


Tightening the Belt

Deep reductions from a shrunken 2003-04 state budget will force San Diego State to limit enrollment growth this year. But barring further cuts, the university will still be able to offer enough courses and services to ensure that its 34,000 students can continue to move toward graduation in a timely manner.

The California State University suffered \$105 million in net budget cuts last year and anticipates \$345 million in net reductions this year. SDSU's share of the burden was \$13.4 million last year and is projected to reach \$15.7 million for '03-'04.

Funding for enrollment will increase only 3.8 percent in '03-'04, and the state has indicated no enrollment growth funding will be available next year.



Robert E. Younger, Terra Nova Photography

Pedestrian Crossing

Construction of the San Diego Trolley's Mission Valley East Extension through the main San Diego State campus reached a milestone Sept. 2, the first day of fall classes, with the opening of a handsome new pedestrian bridge over College Avenue.

The suspension-style crossing, approximately 230 feet long and 45 feet high, provides direct access to the main campus from residence halls, parking garages and commercial establishments on the east side of College Avenue.

Meanwhile, work continues on the underground trolley station at the south end of Aztec Green between Aztec Center and Adams Humanities. Construction barriers have come down, revealing the facade of the new transit hub.

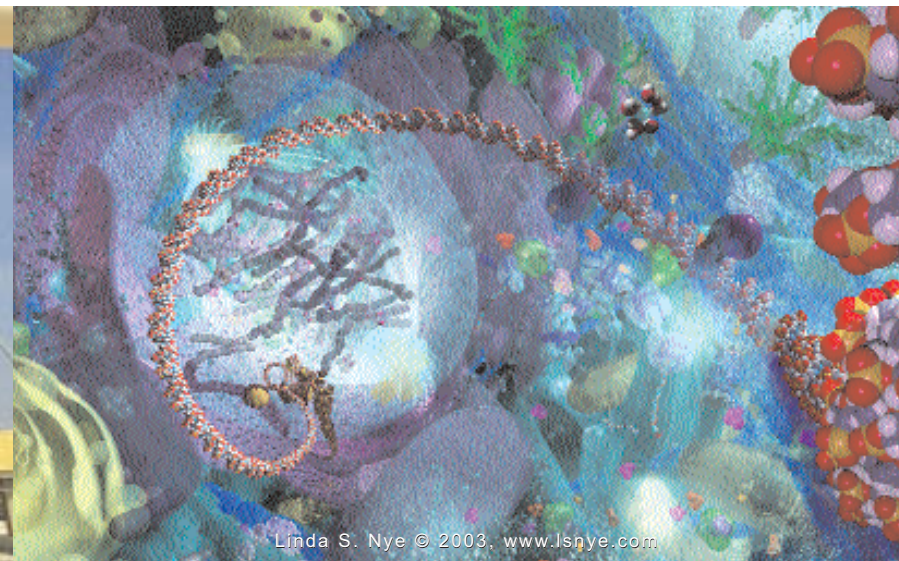
To see the results, along with computer-generated renderings and video clips of the landmark project, look online at www.sdsutrolley.com/visuals.htm.

Funded largely by federal allocations, the \$496 million trolley extension will connect to existing stops at QUALCOMM Stadium and in La Mesa. It is scheduled to open in mid-2005.

A BioScience Center for Researchers and Biotech

San Diego State will break ground next year on the SDSU BioScience Center, a five-story campus facility that will house several of the university's top research programs and serve also as an incubator for community biotech entrepreneurs.

Home to the SDSU Heart Institute, Center for Microbial



Linda S. Nye © 2003, www.lsnye.com

Sciences and Molecular Biology Institute, the new building will enhance town-gown collaboration and foster rapid progress across a broad research agenda including disease prevention and bioterrorism defense.

Judith Zyskind, biology professor and co-founder of Elitra Pharmaceuticals Inc., will direct the facility. With its completion, she anticipates expanded opportunities for both faculty and students.

"Our students are a major source of research staff for area biotech firms," she said. "Work experience within the center will enhance their career opportunities and provide [the companies] an even more highly trained source of employees with unique skill sets."

Of the \$13 million needed to complete the project, more than



Tom Farrington/ITS

\$8 million in financing has already been secured through the San Diego State University Foundation.

The BioScience Center will complement other new science buildings on campus, including the \$31 million Chemical Sciences Laboratory opened last year, and the just-completed renovation of the Chemistry-Geology building, a \$23.4 million effort.

Sports Update

The Aztec Athletics Center is displaying plenty of new hardware these days – trophies won by spring sports teams that are establishing an annual tradition of dominating the Mountain West Conference.

The season's top headline grabber was SDSU's track and

field team, which claimed the Mountain West title, ending a 21-year championship run by Brigham Young. The Aztecs went on to finish 29th at the NCAA Track and Field Outdoor Championships.

San Diego State also brought home regular-season or conference tournament titles in softball, men's tennis and women's tennis. And the men's golf team turned in a strong performance, finishing second in the conference tournament and advancing out of the NCAA West Regional to become one of 30 programs to play for the national title. Kudos also to the Aztec water polo team, which finished a program-best fifth place in the Mountain Pacific Sports Federation – far and away the sport's toughest league in the country.

Inner Space, Outer Space Exploring the Micro and the Mammoth

By Coleen L. Geraghty

In film and fiction, university science labs are often depicted as soundless, sterile chambers tucked away in some deserted corner of campus and permanently off limits to the public. Get real.

San Diego State's core scientific facilities are bustling hubs. Thousands of students, faculty and private researchers stream through each year, working individually or on group projects. A degree of disorder is part of the equation.

Two of these facilities are about to become even more user-friendly. With new equipment and improved computer interfaces, SDSU's Electron Microscope Facility and Mount Laguna Observatory will be more accessible than ever to undergraduates, other CSU constituents and the general public.

ATOMIC INSIGHT

A \$390,000 grant from the National Science Foundation recently enabled the university to purchase a new transmission electron microscope, as well as a high-resolution digital camera to enhance the instrument's operation. Motorized and computer controlled, the new microscope can automatically collect images of a researcher's sample during a stable, controlled rotation. The result: an accurate reconstruction of the sample quickly captured, then displayed on a high-resolution monitor. Steve Barlow, who operates the Electron Microscope Facility, is delighted. "No longer will we have to sit in a dark room poring over a faintly glowing screen through binocular eyepieces," he said. The new scope is operated in dim light, not darkness, and the computer monitor displays the image with considerably more contrast and better resolution.

A second type of electron microscope, which scans the surface of samples rather than transmitting beams of electrons through them to produce images, is also available in the lab. Barlow will continue to use this instrument in his outreach work with Clear View Charter School in Chula Vista. Through an existing cable hook-up between the lab and the school, students can see their own pre-prepared samples of plants, insects, pollen, sand and dust mites on a classroom computer screen linked to the microscope viewing screen in the SDSU laboratory 14 miles away. The microscope operator controls the focus and magnification, and a fixed camera in the lab allows students to videoconference with Barlow and other SDSU scientists.

STAR POWER

About 40 miles east of the Electron Microscope Facility, at a dark site in the Cleveland National Forest, San Diego State's Mount Laguna Observatory also serves campus and community. Its primary research instrument: a 40-inch reflector jointly operated by SDSU and the University of Illinois at Urbana-Champaign. Also on site are 24-inch and 16-inch telescopes for student, faculty and independent researchers, plus the 21-inch "Buller Visitors' Telescope," donated by Reginald Buller for use by SDSU general education students, accredited school groups and participants in special public programs. The general public may also join the Mount Laguna Observatory Associates for access to special observatory events.

Academic Excellence

The observatory, the only facility of its kind in the California State University System, operates under a special-use permit from the U.S. Forest Service, which recently challenged SDSU to increase accessibility for visitors with disabilities. As a result, the telescope will become more usable for students as well.

"The issue is enabling people to look through the telescope if they're unable to climb the ladder," explained Paul Etzel, astronomy department chair and the observatory's director. "We can't lower the telescope; it needs a certain range of motion."

Instead, SDSU astronomers envisioned a remote, computer-operated system that would allow users seated in the visitors' center to control a modest-sized, 10-inch telescope by pointing and clicking on a graphic of the sky.

NEW HORIZONS

"The solution opened up some new horizons for us," Etzel said. "We thought, why not extend that capability to our beginning astronomy students? They've been using our campus telescopes for lab classes, but the nights are usually too cloudy for good viewing because of the marine layer. Why not set up computers on campus with remote control of a Mount Laguna telescope? Additionally, our undergraduate majors would have an exciting tool to initiate their own research projects, which would carry over to further research at Mount Laguna under faculty direction."

A \$60,000 grant from the O.P. & W.E. Edwards Foundation will support a graduate student for three years to develop the remote system and help upgrade the existing 40-inch telescope's control system, among other duties. Etzel predicts a day when newer and larger telescopes at Mount Laguna will be controlled over the Internet. Eventually, the link could be extended to all CSU campuses where astronomy is offered.

Tom Scott, dean of SDSU's College of Sciences, applauds the university's advances in exploring both inner and outer space. "For most of human history, our inquisitiveness about the natural world has been limited to what our senses could convey and our minds imagine," he said. "In rapid succession, about 400 years ago, came the invention of the microscope and the telescope. The Electron Microscope Facility and the Mount Laguna Observatory are SDSU's ultimate vehicles for informing people of what the micro and the mammoth worlds hold."

The general public can visit the Electron Microscope Facility and view the stars through SDSU's campus telescope during "Inner Space/Outer Space," the College of Sciences' annual open house, on Saturday, Nov. 15. For more information, call 619-594-6182 or check online at <http://www.sci.sdsu.edu/emfacility/>.



One Singular Sensation

By Colleen DeLory

With ev'ry move
that they make,
SDSU's musical
theatre students
grow as scholars
and performers



Photo: Ken Howard

SDSU alumna Colleen
Suddeth in "Beehive."



Photo: Joel Zwink

Colleen Suddeth started to cry two minutes into the Broadway production of "Dreamgirls" and continued weeping throughout the show. A performer since the age of four, she had acquiesced to her parents' request that she "please not take theatre" at college and was studying business instead. But during this fateful trip to New York, she realized she had to follow her heart.

Flash forward 10 years. Colleen herself appears on Broadway in "Sunset Boulevard," a moment she describes now as an out-of-body experience. "I could hardly take in that something I'd wanted to do since I was a little girl was actually happening," she says.

This is the world of musical theatre – where dreams come true and stars are born. Where, from the first notes of the overture, the audience is swept into a world exploding with color, motion, drama and song. And it all seems effortless.

But peek behind the curtain, and another story unfolds: performers, directors, designers and choreographers, spending a lifetime in the study and practice of their craft. In their pursuit of excellence, a chosen few, like Colleen, attend San Diego State University's master of fine arts in musical theatre degree program.

Star scholars

One of only three graduate musical theatre programs in the country, SDSU's program is dedicated not only to advancing the students' craft, but also to furthering the field. "Our focus on the academic side of the genre is what distinguishes us from the conservatories that concentrate solely on singing, dancing

Recent Productions:

Honk!, Merrily We Roll Along, A New Brain, Saturday Night, 110 in the Shade, Anything Goes, Somewhere Over the Rainbow: Yip Harburg's America, Children of Eden, Triumph of Love, Company, Flora the Red Menace, Berlin to Broadway with Kurt Weill

and acting," explains Paula Kalustian, the program's director. "We are graduating scholars in the field of musical theatre."

In fact, three alumni from the class of 2000 have gone on to teach at the college level. One, Jim Brown, joined another Aztec, John Bell, '88, in the musical theatre program Bell launched at the University of Central Florida in Orlando. By design, the Florida curriculum reflects the collaborative instructional approach of Bell's own professors at SDSU, including Terry O'Donnell, on the musical theatre faculty since the program's inception in 1981.

"We're very simpatico," says O'Donnell of his interaction with colleagues Rick Simas and Paula Kalustian. "There's something about the connection of our artistic energies and values that is quite cohesive; it's a powerful feeling in the classroom."

All three professors collaborate in the studio class, the heart of the musical theatre curriculum,

One Thrilling Combination



Photo: Joel Zwink

Faculty and students used three versions of the script and score to fashion the 2002 production of “Anything Goes” in the Experimental Theatre.

“This program is helping to keep the art form alive.”
—Rick Simas

which emphasizes the synthesis of acting, singing and movement as one exercise. This holistic approach distinguishes San Diego State from conservatories that teach the three disciplines separately. With only eight to 10 applicants accepted into the SDSU M.F.A. program every two years, students intent on honing

their on-stage talents receive the kind of individual instruction they could otherwise never afford as starting actors. After one year, Alison Bretches is already reaping the benefits.

This summer, she got a callback for a new Broadway show – a first despite having lived and auditioned in New York for three years before coming to SDSU. “I got in front of the full production team,” Bretches says. “It reaffirmed the work I’m doing here at San Diego State. I’m in a good place and will be in a better place in terms of my art and my craft after another year of study.”

History lessons

On the academic side, SDSU’s curriculum emphasizes the genre’s unique origins. “Musical theatre as we know it is really an American art form,” Simas says. “From European operetta and comic opera to turn of the century vaudeville and burlesque, American musical theatre emerged from the New World melting pot.”

Students spend considerable time tracing these theatrical roots. “The faculty have a really firm belief that to know where you’re going, you need to know where you came from,” says Bretches. “We learn the history of musical theatre and choreography and study all the great American composers and lyricists such as Jerome Kern, Rodgers and Hart, the Gershwins and Cole Porter.”

Bretches and her classmates’ studies are enhanced through access to one of the most impressive archives of musical theatre materials on the West Coast – libretti, songbooks, sheet music, audio and video recordings – Simas’ own collection. “In musical theatre, many materials are never published or are out of

print,” he says. “I began collecting from a very young age to preserve this rich heritage.”

In the spotlight

Students also benefit from real-world opportunities provided by San Diego’s vibrant arts scene. Although New York may be the pinnacle of musical theatre, San Diego boasts two Tony award-winning stages – The Old Globe and La Jolla Playhouse – plus a wide range of smaller venues.

SDSU students have understudied for musical productions at both the Globe and the Playhouse, and have performed in a slew of productions at the San Diego Repertory, Starlight, Moonlight, North Coast Repertory, Lamb’s Players, Diversionary, Sledgehammer and The Theatre in Old Town, where Kalustian is artistic director.

Countless students and alumni have worked there in long-running San Diego favorites like “Beehive” and “Forever Plaid.” “This theatre’s been a wonderful way to bridge the gap between a university and professional situation,” Kalustian says.

Road shows

Many other students and graduates have cut their chops on the road with national and international tours such as “Victor Victoria,” “The King and I,” “Ragtime,” “South Pacific” and “Beauty and the Beast.” The current class is hoping to travel to Gothenburg, Sweden, in the spring to work on a bilingual, cross-cultural program at Högskolan för Teater, Opera och Musikal vid Göteborgs Universitet (School of Theatre, Opera and Musical Theatre, University of Gothenburg).

“They love American musicals all around the world,” Simas

says. “We want to expose our students to the training and opportunities available globally.”

Another invaluable travel experience offered by the program is the New York showcase, which enables students to audition for casting directors and agents. To fund these important trips, the program strives to attract grants and private donations.

Maintaining close contact with colleagues in New York and other theatrical centers also helps the faculty remain current with developments in the field. “We produce two musicals a year and consciously steer clear of the old war horses,” Kalustian says. “We focus on intriguing new pieces or find an interesting way to reconstruct an older piece.”

For example, the first musical of the program’s 2003-04 season, “Honk!,” was the 2000 Laurence Olivier winner for Best Musical in London, but still isn’t well known in North America. Simas will direct the pop musical, which is based on the famous children’s story, “The Ugly Duckling.”

“It’s a family musical with a great moral about diversity, acceptance, tolerance – all the things you want young and old people to think about,” Simas says.

This is the power of musical theatre – to entertain and enrich us with a living portrait of a certain time, place and social order. From the interracially charged New York City of “West Side Story” to the wartorn Vietnam of “Miss Saigon,” the audience is an active participant in life. Bretches hopes to carry on a distinctive tradition. “When one person can turn around and touch hundreds of people as a teacher and performer, it has a ripple effect,” she says. “It’s like ‘pay it forward.’”

As swing girl in “Sunset Boulevard” on Broadway, Colleen Suddeth mastered more than 32 parts, understudying eight women of the chorus who each had four or five roles in the show.

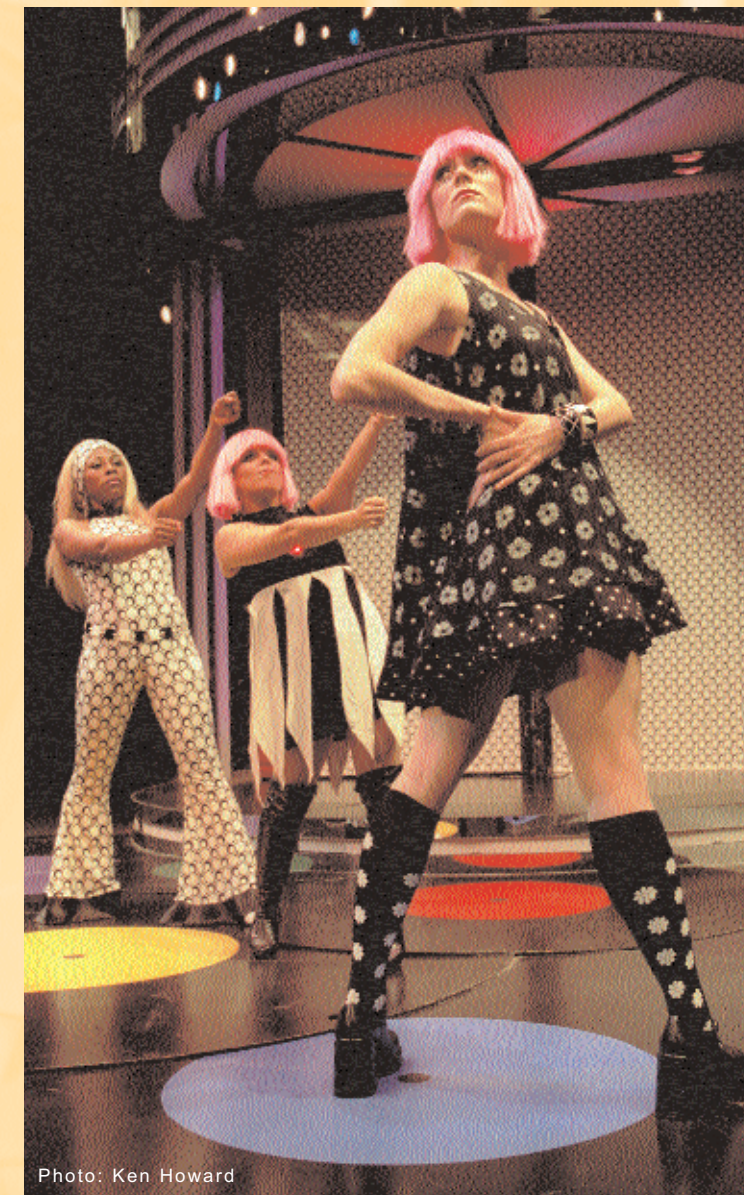


Photo: Ken Howard

L to R: Emily Mitchell, Laura Lamun and Colleen Suddeth in “Beehive.” Mitchell and Suddeth are SDSU alumnae.

International Inspiration

Given an open window, more and more San Diego State students are taking flight as citizens of the world. Provost Nancy Marlin planned it that way.



By Coleen L. Geraghty

“The philosophic aim of education must be to get each one out of his isolated class and into the one humanity.”

—Paul Goodman, American poet, essayist, social theorist

Raised on a midwestern farm, Dawn Renze Wood enrolled at the University of Northern Iowa to study social and behavioral sciences. She never considered spending a semester overseas.

But a part-time job working for the provost, the university’s top academic official, changed her plans – and her life. “I was inspired by the provost,” Wood recalls. “She was this energetic force who really supported the international programs. She wanted me to study abroad. She wanted everyone to study abroad.”

Wood took that advice. She completed a business program in Denmark, then went on to teach English in the Czech Republic. Eventually she returned to the U.S. to earn a master’s degree in international education, and now recruits foreign students to study at San Diego State University.

And what of the woman who launched Wood’s career? In 1998, she became provost at another university – San Diego State.

Roots and wings

Nancy Marlin laughs when reminded of her transformational role in Dawn Renze Wood’s life. “Dawn is one of my success stories,” she says. “Her experience demonstrates that international study transforms people; it changes them fundamentally. There is nothing more powerful we can do, educationally, for our students than encourage them to study abroad.”

The results of Marlin’s zeal for internationalism are evident not only in Wood’s story, but also in a growing proportion of SDSU students whose lives reflect the influence of their academic and cultural experiences overseas. Just as San Diego State alumni have always established roots in their chosen professions and communities, those who study abroad also gain the wings necessary for success in the global society.

Tom Weismann, a former retail manager, went back to school, studied in Hungary and plans to work with a humanitarian nongovernmental organization. Jennifer Winfrey, a graduate

Transborder trajectory

The impetus for this current wave of international interest dates back to 1997, when SDSU President Stephen L. Weber committed the university to internationalism as part of a strategic plan called Shared Vision. “We will expand opportunities afforded by our special location on the U.S.-Mexico border,” the plan reads. “We will seek new and innovative ways to prepare students to function effectively in a variety of cultures and settings.” The following year, Weber recruited Marlin, who was attracted to San Diego State in



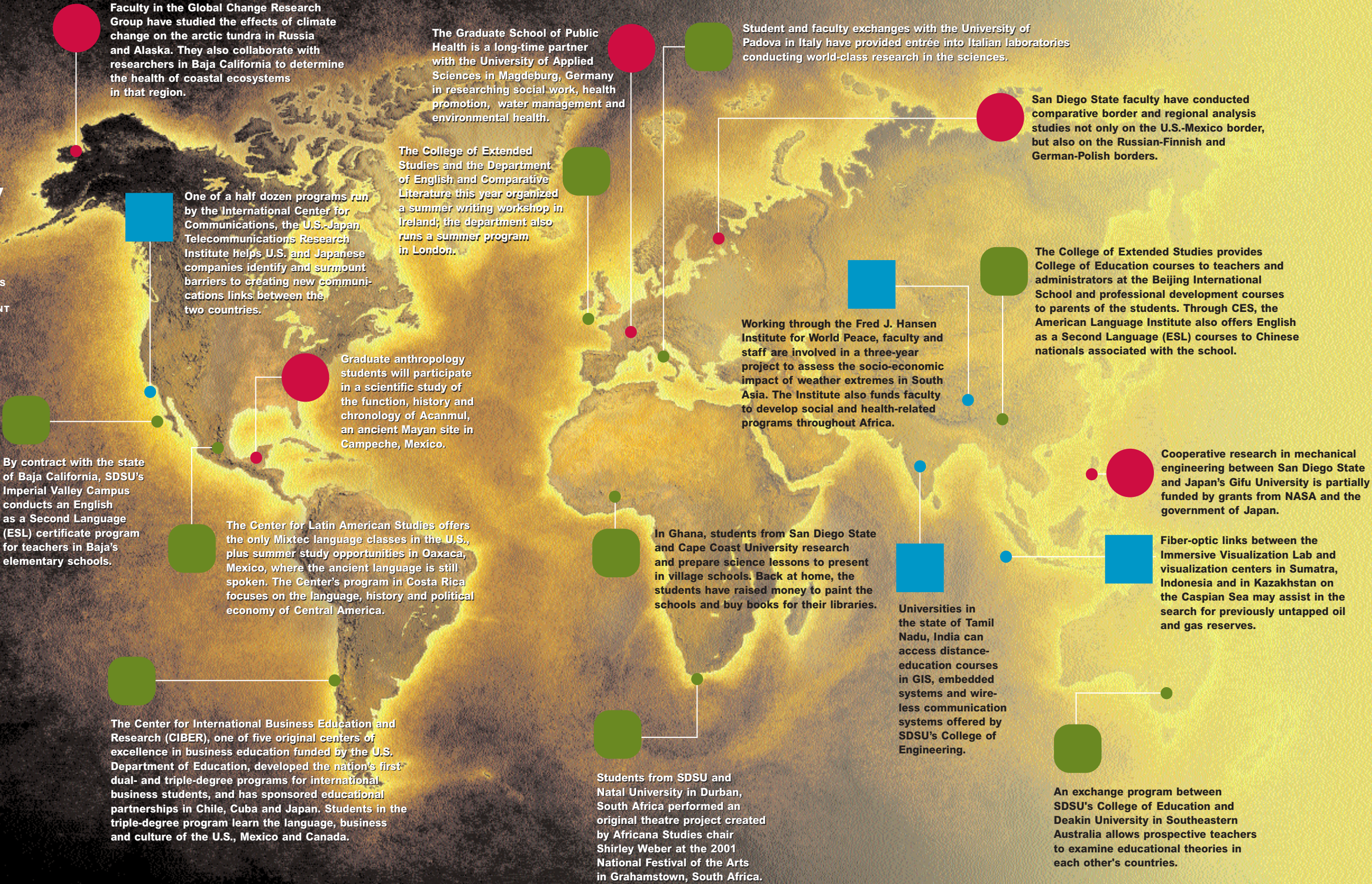
student specializing in intercultural and international communication, put classroom theories to the test during four weeks studying in Southeast China. Jessie Rich-Greer enrolled in SDSU’s unique CaMexUs program; he’ll graduate with three separate degrees from San Diego State and universities in Canada and Mexico, plus linguistic fluency and cultural savvy in French and Spanish.

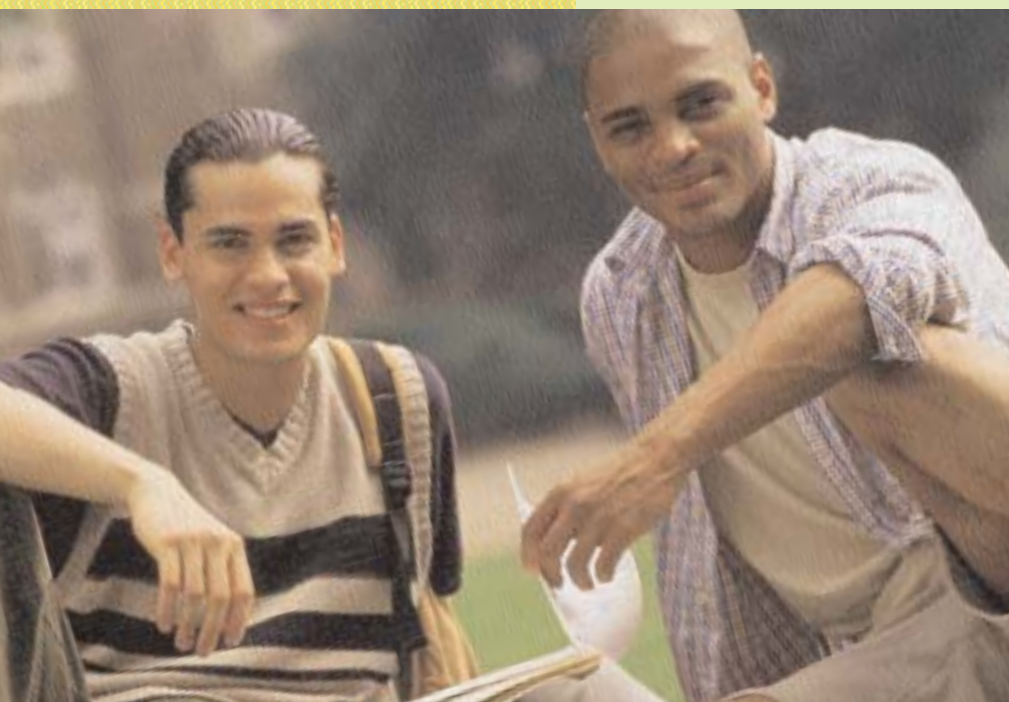
part by the collective academic muscle of the faculty. Building on the international projects, institutes and relationships already established by academics in every college, Weber and Marlin charted a trajectory to transform San Diego State into a global university, an institution known for encouraging both faculty and students to develop international perspective.

Global Reach: San Diego State's international projects and partnerships span the globe and the disciplines. Here's a representative sample.

map key

- EDUCATIONAL PARTNERSHIPS
- MULTINATIONAL RESEARCH PROGRAMS
- GLOBAL DEVELOPMENT AND TECHNICAL ASSISTANCE





Others found ways to inject global perspective into the curriculum. At the university's Language Acquisition Research Center (LARC), for instance, students hone their Spanish skills by reading authentic documentation of human rights abuses in Latin America. Since 1983, the Institute for Regional Studies of the Californias has involved students in research projects on transborder environmental issues, sustainable development and California-Mexican relations. In fact, one could argue that San Diego State's global mindset dates from 1942, when the Institute for World Affairs opened its doors as a campus forum on contemporary international affairs.

The Institute still invites foreign diplomats and international experts to speak on timely topics, but the audience has changed. As a result of SDSU-sponsored exchanges and study-abroad programs, many students on campus have already lived in a country not their own.

That difference is a measure of the success of the Office of International Programs, established five years ago with a \$275,000 annual budget and a director, Alan Sweedler, who had taught overseas and traveled extensively. This year, a time of fiscal restraint, Sweedler expects to disburse \$200,000 in competitive grants to faculty members. The seed money will help develop new international programs, as well as research and internship opportunities for graduates and undergraduates.

"It's critical for SDSU students to experience another culture first-hand and to meet people from different cultures in their own countries," Sweedler said. "An internationally minded faculty is essential to the process."

The results have been remarkable. Since 1998, the number of Aztecs studying overseas each year has jumped from 200 to more than 950 – almost 16 percent of the annual graduating class. Citing this dramatic increase, in 2002 the Institute for International Education ranked San Diego State fifth nationally among doctoral institutions for the number of students studying abroad.

This year, SDSU, Yale University and Indiana University Bloomington were singled out among large universities for "exemplary internationalization" by NAFSA, an association of international educators. And Marlin, as architect of San Diego State's global blueprint, recently received the prestigious Michael P. Malone International Leadership Award for integrating international activities into university life.

But she's not resting on her laurels. In public remarks and private conversations, Marlin never misses a chance to share her convictions about the importance of international perspective, and to reiterate her

hope that eventually 30 percent of all SDSU undergraduates will study abroad.

"Our task – to produce liberally educated students and refine their ability to think critically and understand their place in the world – must have an international dimension," she says, pausing to add emphasis. "To say that international experience is one of many options we offer students is not appropriate. It should be in a separate category above and beyond other experiences in its centrality for a student's education."

Global partnerships

Notwithstanding the provost's enthusiasm, the "internationalization" of San Diego State has not been a strictly top-down effort. Even before the Weber-Marlin era, dozens of faculty, on their own initiative, built a global network of partnerships with government, business and educational leaders. Simultaneously, they developed numerous foreign study and research opportunities for SDSU students.

"There is nothing more powerful we can do, educationally, for our students than encourage them to study abroad."

Academics and internships

Today, with more than 70 exchange or dual-degree programs available to students, the international business program is arguably the university's premier foreign-study vehicle. Enrolling more than 700 students, the undergraduate major requires a semester abroad, fluency in a foreign language, course work equivalent to a minor in cultural studies and an internationally oriented internship.

"No one's curriculum is more rigorous, innovative or international than ours," declares Steven Loughrin-Sacco, chair of the international business program. And he can cite the honors to prove it. In 2002, the program won awards of excellence from both the North America Small Business Trade Educators (NASBITE) and the Institute of International Education. And it placed 11th among similar programs in the most recent U.S. News & World Report rankings.

Since 1989, international business students have completed internships in 42 nations across four continents, resulting in numerous success stories. Scot Hecht, for example, who graduated in 2000, interned at Santa Benedetta, a small family winery founded in 1670 near Rome. Hired to help penetrate the U.S. market, Hecht was immersed for two months in the business of wine production, bottling, labeling and transport. He capped his internship by representing Santa Benedetta at an international wine convention and negotiating the vintner's first sale to American distributors. Hecht

subsequently received job offers from several Italian wineries.

Leo Hamacher, a class of 2000 international business graduate who interned in France, was hired by San Diego-based Watkins Manufacturing to run its international service division in Europe. He has just been promoted to European sales manager and will work with Watkins clients in 20 countries.

"Leo came to us very highly qualified," said Rick Schlottman, director of international sales for Watkins. "His language skills are indisputably important for the job, as is his knowledge of the culture. Many U.S. companies don't have people who understand the nuances of international business."

A practical response

Robust demand for entry into the international business program – and International Security and Conflict Resolution (ISCOR), currently the only other single-degree program that mandates study abroad – provides clear evidence that the "shared vision" of a global university is not an idealistic goal, but rather a practical response to student needs.

At Marlin's urging, most language and area studies programs also will consider requiring foreign study for undergraduates. Already in colleges and departments where study-abroad was once seen as a luxury, students consider it an integral component of their university education.

"I always had a desire to explore Australia, and I thought what better way to do so than to study and live there," recalls liberal studies major and future educator Holly Windham. "I think it's

essential for teachers to be well-rounded and not naïve. Studying in a foreign country helped broaden my education, not only intellectually, but also culturally and socially."

Windham typifies a growing segment of the SDSU population whose educational goals dovetail with Marlin's objective to graduate more globally minded students. Windham's chosen career in teaching traditionally would not require international study. In fact, the structure of the liberal studies curriculum most future teachers take often deters students from study-abroad programs, because they don't include the classes necessary to satisfy state requirements for teachers.





Overcoming obstacles

Robert Carolin, assistant director for education abroad, works with deans and program directors to circumvent such obstacles to foreign study. Currently, Carolin and liberal studies coordinator Phoebe Roeder are looking at curriculum alternatives that would allow liberal studies students to go abroad in their sophomore year, a little earlier than usual, but before upper-class requirements become overwhelming.

In the College of Business Administration, travel study has been constrained by tradition, not curriculum. Until recently, students outside the international business program rarely studied abroad. To reverse that trend, Dean Gail K. Naughton tapped Teresa Cisneros-Donahue, director of multiple degree programs, to develop study-abroad opportunities for that population.

The first is Project AMIGOS (American Management Initiative for Global Operating Skills), designed to help students

without prior training become bilingual, bicultural managers. Program participants will acquire degrees from both SDSU and ITESM, Latin America's top-ranked business school, where they will take Spanish immersion classes and, eventually, a full year of coursework in Spanish.

Naughton and her counterparts at other SDSU colleges are also working with William Byxbee, dean of the College of Extended Studies (CES), to devise 5- to-8-week study-abroad programs targeted to specific courses or curriculum. The strategy has a proven track record – Women in China and Women in India were both successful study-abroad programs offered by CES for women's studies majors.

In every college, the search is on for quality institutions that will partner with SDSU in mutually rewarding student and faculty exchanges. Marlin believes such partnerships will help maximize the number of study-abroad experiences SDSU can offer. "We are at the stage where it's ineffective to send one student here and two there," she says. "We must find good partner institutions abroad and build up programs with them."

For example, Richard Gersberg, chair of occupational and environmental health in the Graduate School of Public Health, is a consultant for a proposed project to install floodgates in the canals of Venice to hold back the encroaching sea. His job involves testing canal water for bacteria to determine if the floodgates pose a potential health risk.

Through contacts at the Universita Ca' Foscari Venezia, and with funding from Sweedler's office, Gersberg arranged for SDSU student Hilary Brooks to

fulfill her master's degree internship requirement in Venice by measuring levels of hepatitis A virus in canal water. Another of Gersberg's students will complete graduate research work in Venice later this year, and the Venetian universita is eager to reciprocate by sending students to San Diego.

Nearly a third of SDSU's full-time tenure-track faculty have received seed money for similar international projects, but "there's much more demand than we can meet," Sweedler said. As a result, some faculty are seeking independent funding to send their students abroad.

Art and design professor Wendy Maruyama, asked the Japan/U.S. Friendship Commission to sponsor an exchange. Woodworking student Matt Hutton spent a summer in Japan while a Japanese student came here to study under Maruyama, head of the furniture design and woodworking program.

"The body of my work is still directly inspired by what I learned in Japan," Hutton said. "And that experience helped me get a job teaching woodworking and furniture design at the Maine College of Art."

Faculty efforts such as Gersberg's and Maruyama's, backed by Weber, Marlin and Sweedler, have contributed to San Diego State's reputation for breadth and force in its drive to globalize. Expect even greater accomplishments in the years ahead. As Sweedler notes, "The fundamental programs are now in place. Over time, an international experience will be the norm for a large number of our students."

If you would like to help more SDSU students study abroad, please E-mail us at 360mag@mail.sdsu.edu.



Student exchange programs provide valuable opportunities for SDSU scholars to study abroad while their international counterparts experience academic life at a U.S. university.

Welcoming the World to Campus

The flip side of sending students abroad – attracting scholars from other nations – is a crucial mission for any global university, and one San Diego State embraces with increasing success. In 2002-03, SDSU welcomed 1,429 students from some 90 countries representing every continent but Antarctica.

The International Student Center (ISC), run by Ron Moffatt, is a gathering place for students from overseas. Moffatt came to SDSU in 1984, a committed internationalist who had spent a chunk of his 20s teaching and traveling in Africa and East Asia. But it wasn't until President Stephen L. Weber and Provost Nancy Marlin arrived in the 1990s that Moffatt had the resources to "fix what was broken" in the international student program.

His first move was to hire staff trained in the field. Now each overseas inquiry receives a personal e-mail response from ISC staff. Other specialists from Enrollment Services manage the complicated evaluation process that follows. Results have been dramatic. From 1998 to 2002, admissions of international students more than doubled.

A degree of credit for that increase goes to the faculty, who have rapidly developed student exchange programs with institutions all over the world. These quid pro quo agreements provide valuable opportunities for SDSU scholars to study abroad while their international counterparts experience academic life at a U.S. university.

In addition, more than 2,000 short-term students come to SDSU each year through the College of Extended Studies (CES). Most attend its American Language Institute (ALI), the largest university-based program of its kind in the country. In the wake of Sept. 11, 2001, however, CES is taking more of its programs abroad to serve students discouraged from entering the U.S. by tightened visa restrictions.

"We have a pilot program in Tokyo, and we're trying to start similar programs in Thailand and Buenos Aires," says William Byxbee, CES dean.

The college is also expanding its travel-study program, which enables students to spend from six weeks to a full semester abroad, enough time to make an impact in language acquisition. Last year, enrollment in the program was 380 – twice the number from 2001-02. Byxbee hopes to double the total again by 2004-05.

For the future, Byxbee envisions CES designing and delivering complete SDSU degree programs overseas. Each college would maintain full academic control over its own degree programs, while CES would handle registration and administration. Already, there's an MBA program in Taiwan and the promise of an engineering program in Singapore. "It's a boon for the academic colleges because they receive international exposure and extra income," Byxbee says, "plus opportunities for their faculty to go overseas and teach."

Real-World Referee

FTC Chairman Tim Muris Rules for Consumers and Fair Competition

Truly a mind that moves the world, Timothy J. Muris is chairman of the Federal Trade Commission (FTC) in Washington, D.C. He was nominated for the post by President George W. Bush, confirmed by the Senate and sworn in on June 4, 2001.

Muris graduated from San Diego State in 1971 with high honors and a multidisciplinary bachelor's degree in political science, history and economics. He also holds a law degree from the University of California, Los Angeles.

No stranger to the FTC, Muris led both major branches of the commission – first the consumer protection bureau and then the anti-trust bureau – during the 1980s. He also served with the president's Office of

Management and Budget and was for many years a law professor at George Mason University and an attorney in private practice.

Since taking the helm of the Commission two and a half years ago, Muris has earned high marks for his leadership. This year's introduction of the FTC's National Do Not Call Registry delighted consumers, who quickly registered more than 50 million phone numbers. (At press time, the Registry was facing court challenges.)

In 2002, SDSU honored Tim Muris with a Monty award, recognizing him as a distinguished alumnus from the College of Arts and Letters. 360 editor Sandra Millers Younger recently talked with the chairman by phone.

By Sandra Millers Younger

— Q —
360: You seem to have a sincere passion for doing the right thing, and you seem to relish your opportunity to do that as chairman of the Federal Trade Commission. What led to this commitment to justice?

— A —
TJM: Through my academic training and professional life, I've come to have keen appreciation for how our economic system works. There was a significant debate in the last century about how an economic system should be organized. And that debate is now over, because the evidence conclusively shows that market-oriented systems are better than state-run systems. Now a market system isn't a system without rules; the rules of the game are very important. And that's what we do at the Federal Trade Commission; we

enforce the rules of the game. These rules are so simple a lot of people don't even think of them as rules. They're rules that say you shouldn't fix prices or get together with your competitors to restrain competition. You shouldn't engage in fraud. You shouldn't break your contracts. You shouldn't engage in deceptive advertising. By enforcing those rules, I think we have a very beneficial impact on the economy and help consumers.

— Q —
360: How would you explain the FTC's work in terms of how it affects our everyday lives?

— A —
TJM: Most of what we do people don't see, because most of what we do is enforce the basic rules of the game that I talked about. So most of what we do is

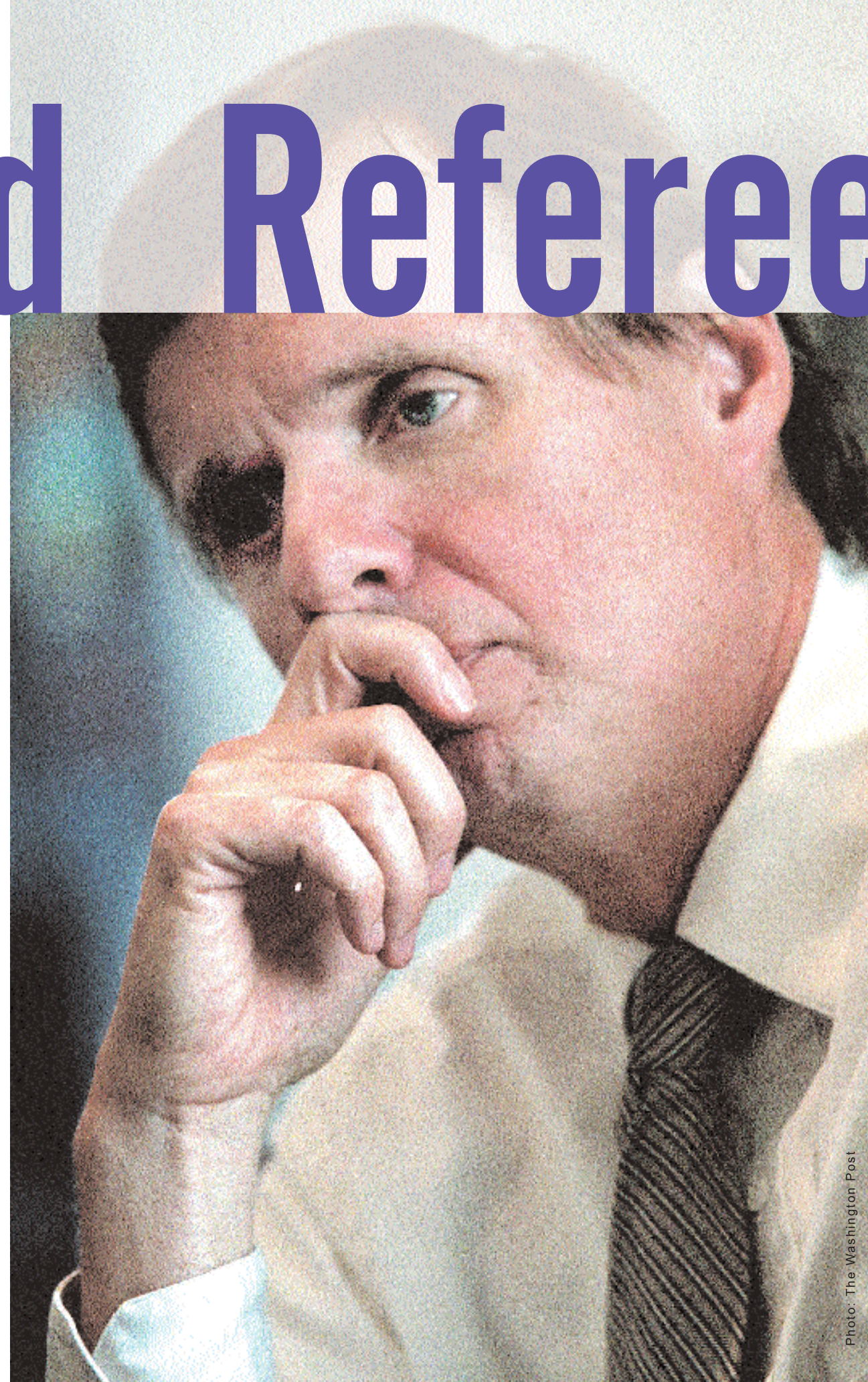


Photo: The Washington Post

"A market system isn't a system without rules; the rules of the game are very important. And that's what we do at the Federal Trade Commission; we enforce the rules of the game."



to go after fraudsters, as we like to call them. We spend a lot of time going after people for trying to merge in ways we think would be anti-competitive, for fixing prices and for engaging in deceptive advertising. Sometimes what we do touches the everyday person, like with the Do Not Call Registry. And on our Web site at ftc.gov, there's a very excellent set of materials on consumer education that applies to lots of purchases people are engaged in and lots of things they do in their daily lives.

Q
360: Speaking of the Do Not Call Registry, because of its success, The Washington Post recently declared you "as close to a hero as any Washington bureaucrat ever gets." What will you do for an encore?

A
TJM: There are some very important issues. We are stepping up our efforts to go after the fraudsters. More and more of our problems involve the Internet; they involve people from outside the United States trying to sell to the United States. We have a plan that includes new legislation, new cooperation with people around the world to go after so-called cross-border fraud. A lot of that involves spam. We're spending a lot of time on the spam issue. Identity theft has also become a growing problem. On the anti-trust side, we're spending more and more of our resources on health care. We've done a lot to try to prevent branded drug companies from stopping competition from generic drug companies. We've done a lot to try

to increase competition in health care. We've also held a major set of hearings that are still under way about how we can make the health care market more competitive and how we can provide better information about health care to consumers. So there's really a lot on our plate.

Q
360: Some privacy advocates have criticized your focus on enforcement rather than new legislation. How do you respond?

A
TJM: The privacy advocates, particularly in the last year or so, have been quite happy with our aggressive agenda. They're very happy with the Do Not Call list. They're very happy with increased efforts toward identity theft. We've sued several firms, including Microsoft and Eli Lilly, for breaking promises about keeping data confidential. We've been engaged in the spam effort as I mentioned. We now spend many more times the resources on privacy than the FTC did before I arrived here, and I think we're spending it in the right way. Quite frankly, although some of the privacy advocates would still like legislation, when they see what we do, they applaud.

Q
360: Let's go back to your days at San Diego State. What brought you to SDSU? And how has your undergraduate experience contributed to your career?

A
TJM: Actually, I came to San

Diego State somewhat accidentally. When I was in high school, I thought I wanted to go to the Air Force Academy. After I was accepted at the Air Force Academy, they put you through a fairly rigorous set of discussions that convinced me that I really didn't want to go there. San Diego State was the only other school I applied to, so I decided to go to San Diego State. I've never regretted the decision. I had a very positive academic experience. I received an excellent liberal arts education. My major combined economics, political science and history. It also had a broad background in the history of thought in philosophy, sociology and science. I thought it was a very good background for law school and for law and economics, which form the basis for what I've done with the rest of my life. And there really were some tremendous professors at San Diego State, as I'm sure there are now. A few of my professors became valued advisors, and I stayed in touch with them post-graduation.

Q
360: I have a question about the FTC's anti-trust actions. You successfully opposed a merger of pickle manufacturers. So how do we explain Time Warner and other conglomerates in the news business, which is so critical to our democratic process?

A
TJM: Well, the main answer to your question is that most of the issues about media concentration, in fact almost all the issues about media concentration, involve the Antitrust

Division of the Department of Justice and the Federal Communications Commission. So we're not a significant player.

Q
360: Would the Microsoft suit fall under that same explanation?

A
TJM: Yes. In Washington, it's rare that there's only one agency to address one issue. With antitrust, we have two primary agencies and then a few others that do it for certain industries. The Antitrust Division of the Department of Justice and the Federal Trade Commission both enforce the same statutes, although they can do criminal antitrust and we cannot. Also, we enforce the consumer protection laws, and they do not. We don't duplicate each other.

Q
360: Is there anything you feel is left out of media coverage or public debate about the work that you do?

A
TJM: It's natural that the focus is on what we do day-to-day. I think there's less attention on how we fit into the big picture, which is what I tried to explain at the beginning. There are enormous benefits from a market economy. This country is so wealthy; it's so much more prosperous than it used to be. And that's because of our market economy. What's missing sometimes in media coverage is our role in making that economy work. It's very important to have rules of the game, and it's very important to have agencies that enforce the rules.



By Sandra Millers Younger

Teaching Teachers

San Diego State's original mandate remains a top priority

This is how it began. A group of students intent on becoming teachers. A school dedicated to their success. More than a century later, that fledgling teachers' institution, the San Diego Normal School, has grown into San Diego State University, a major urban campus serving 34,000 students and offering dozens of disciplines. But throughout its 106 years, SDSU has held true to its first mission: teaching teachers.

Today, San Diego State's School of Teacher Education offers educators and aspiring educators a pro-

gressive and unique curriculum designed to ensure their real-world success and, in the process, to continue fostering the educated citizenry San Diego's early leaders and Normal School founders judged essential to the region's prosperity.

"Education has been a major component of the institutional activity at San Diego State for its entire history," said Lionel R. "Skip" Meno, dean of SDSU's College of Education. "This is a major national university, yet there's been a continuing priority to have a quality K-12 teacher education

program. This reflects our understanding that quality elementary and secondary education is just as important to the future of the city today as it was 106 years ago."

A unique approach

The largest department in the College of Education, the School of Teacher Education each year accommodates about 550 new credentials candidates, 180-200 master's candidates, and, through joint programs with other institutions, several doctoral students. The credentials curriculum takes only two full-time semesters to

complete, but candidates must first earn a bachelor's degree and fulfill certain pre-requisites.

Although other San Diego area universities offer credentials programs, Meno believes SDSU stands apart, not only as the region's first teachers' school, but also because of superb faculty, innovative methodology, strong relationships with area school districts, and involvement in all stages of a teacher's professional life.

"Partnership with the school districts in the preparation of teachers is one of the key things that makes

us unique," Meno said. "Once some viewed teacher preparation as unconnected to student performance in K-12 schools. What we're learning is that there's essential linkage between teacher preparation and the preparation of younger students so that they qualify for college; in other words, we have a responsibility to participate in K-12 education.

"Second, we really can't do teacher preparation if the school districts aren't participating in providing a quality student teaching experience," he continued. "Then the third stage is actual induction of new teachers into the work force. Again

that needs to be a partnership. Finally, we participate in ongoing professional development. So instead of being involved in only one component of the continuum of a teacher's life, we now need to be involved in all of those components."

On-site education

SDSU's partnerships with area schools enable credentials students to spend an entire year with a single group or "cohort" of classmates, not on the SDSU campus, but at one of several participating school sites. Student teaching occurs simultaneously

The Jim and Janet Sinegal Scholarship

New possibilities for new teachers

The letters, as Janet Sinegal said, “tell the whole story.”

“I pray that I will be able to touch the lives of the children who come into my classroom.”

“My wish is to be a shining example to my students of somebody who accomplished his dreams and aspirations despite the harsh realities of poor urban life.”

“My greatest dream is to become a teacher. Without help like yours it would be impossible. Thank you for believing in me.”

Twenty-five letters in all, from the first recipients of the Jim and Janet Sinegal Scholarship, funded for five years with a \$250,000 gift from Janet and her husband, Jim. “Isn’t it wonderful?” she responded. “These are kids who otherwise might not have the opportunity to complete their teaching credentials.”

Janet and Jim Sinegal are like that. She is a former educator who loves helping others succeed. He is co-founder, president and CEO of Costco Cos. Inc., a trustee of

Seattle University and a director of SDSU’s Campanile Foundation, yet a man who counts his family as his own greatest success. Both believe in education and consider the preparation of quality teachers “a mandate for our nation.”

But the couple’s decision to invest in teacher education at SDSU was a matter also of roots and value. Janet earned her teaching credential at San Diego State, and Jim attended as a business major. “I think it’s still one of the great values in education in America,” Jim said. “I’m particularly proud of that.”

The \$2,000-\$2,500 Sinegal scholarship for basic credential candidates is based on academic performance and financial need. “The initial response has been very, very impressive,” said Lionel R. (Skip) Meno, dean of SDSU’s College of Education. “It’s really reinforced that a lot of people who want to be teachers have significant financial need. So this is a wonderful gift from the Sinegal family.”

—SMY



Jim and Janet Sinegal

with coursework. This year-long immersion experience helps future teachers feel they belong to a “community of educators,” said Nancy Farnan, director of the School of Teacher Education.

“Our research shows that the more communication that districts, schools and the university have, the better they’re able to prepare teachers,” she said. “We give complementary messages about what’s important. We’re not working at cross purposes, but together.”

The concept works. In fact, the City Heights K-12 Credential Program, a cohort led by Farnan and SDSU colleagues Doug Fisher and Nancy Frey, recently was named one of four nationwide recipients of the 2003 Christa McAuliffe Award for Excellence in Teacher Education, presented by the American Association of State Colleges and Universities.

San Diego State administers three City Heights Schools as part of the City Heights Collaborative, a bold, educational reform project designed to improve student performance and break the cycle of poverty in the inner city.

Aida Allen, a fifth-grade teacher at one of those schools, Rosa Parks Elementary, has mentored about 25 San Diego State student teachers. “I think they’re wonderful,” she said, “and one of the beauties of the City Heights cohort is that they’re able to become part of the staff. They’re not just student teachers; they really get hands-on experience. They’re dealing with reality, not just book learning, and it makes a big difference.”

Students also applaud the cohort approach. One graduate told Farnan she’d talked to new teachers from other credentials programs who felt nervous about their first year on their own. “But our stu-



dent said she felt like she’d already done her first year of teaching, because our program was so thorough and so well supported,” Farnan said.

Lily Chen, a brand new math and science teacher at Marston Middle School in Clairemont, has already come to appreciate the real-world immersion she experienced as part of the City Heights cohort.

“City Heights really prepared me in many ways,” Chen said. “Many of my classes focused on motivation – how to engage my students – and I think that’s really an important part of teaching. Also, at City Heights I learned a lot about how to teach English language learners. Now, about 50 percent of my students are English language learners.”

Assessing results

Another distinguishing characteristic of San Diego State’s teacher education programs is an emphasis on research. The master’s and doctoral programs focus on assessment as an essential teaching tool. And faculty practice what they preach, evaluating credentials candidates during and after training. “It’s important for us to know how well we’re doing with the people coming through our program,” Meno explained.

Further evidence of SDSU’s expertise in evaluation: San Diego State is providing leadership to the California State University (CSU) in creating a system-wide survey to assess CSU-educated teachers. San Diego State faculty

are also leading a consortium including Stanford and University of California campuses to develop a new teacher-performance assessment tool likely to be adopted statewide.

“It’s the first of its kind in the nation,” Meno said of the CSU survey, now in its third year. “A lot of surveys have been sent out to graduates to ask what they thought of their training. But we also ask employers, what do you think of this particular graduate’s performance? How well prepared was he or she?”

A follow-up question might be: how satisfied is he or she with teaching? Allen, also an SDSU credentials grad, has an answer: “I think it’s a great career.”

The President's Leadership Fund
Realizing the vision for the future

Remember your first day at college? Moving into the dorm? Meeting your roommate? Saying good-bye to Mom and Dad? You were finally on your own. Exciting, but also a bit frightening. Perhaps even overwhelming.

At San Diego State, it's easier now. This year, more than 4,000 first-time students and their parents were greeted with a first-class welcome at a special New Student/Family Convocation ceremony held Aug. 30 in Cox Arena. Lori White, dean of students, organized the new tradition, which she believes will yield mutual benefits. "Helping students feel they belong to San Diego State from their very first day on campus contributes to student success and fosters lifelong loyalty to the university," White said.

The convocation would not have been possible without financial support from The President's Leadership Fund, a new source of flexible funding available to SDSU President Stephen L. Weber to support strategic university initiatives. "We established The President's Leadership Fund to enable President Weber to seize emerging opportunities, encourage academic excellence and reward deserving individuals and programs, despite limitations imposed by shrinking government allocations," explained Theresa M. Mendoza, vice president of University Advancement.

Although most colleges and universities have long relied on such unrestricted funds, less than .003 percent of SDSU's overall budget was previously available to the president to invest at his discretion. With nearly 30 founding partners involved thus far, the program is working toward a goal of 100 initial donors. Serving as volunteer chair is Thomas E. Darcy, '73, executive vice president and chief financial officer, Science Applications International Corporation (SAIC) and a member of The Campanile Foundation board of directors.

"I believe in what Steve Weber is doing to develop and transform SDSU into a world-class academic institution," Darcy said. "I'm fully committed to helping him secure the necessary resources to achieve the university's vision."

The President's Leadership Fund has also contributed to Project Lead the Way, a national training program linking SDSU with middle- and high-school teachers in an effort to interest their students in engineering. Currently, a shortage of homegrown engineering professionals is forcing area employers to look outside the county for new hires. "Engineering is the cornerstone to technology, our infrastructure and our future," said David T. Hayhurst, dean of SDSU's College of Engineering. "It's critical that we pave the way for future engineers, and at an earlier age."

The partnership of alumni and friends is essential in these efforts, Darcy emphasized. "We appreciate the support of our members in launching programs such as Project Lead the Way and the New Student/Family Convocation," he said, "which will allow San Diego State to reach new heights of excellence."
—SMY



Class Notes

1940s

'44: **Francesjane O'Neill Kapsch** ★ (social science) celebrated her 80th birthday in January. Over the past four years she has enjoyed trips to Spain, Slovenia and Egypt. She still plays golf and looks forward to the Pre-'60 homecoming reunion. Kapsch lives in Santa Ana, Calif.

'48: **William Merit True II** ★ (economics), with his son Deryck, has written and published "The Cow Spoke French," a book about the elder True's experiences as a paratrooper in World War II. He and his wife, Jane, live in Port Hueneme, Calif.

1950s

'52: **James Kuhn** ★ (accounting) has received the California Society of CPAs (CalCPA) distinguished service award, the organization's highest honor. A CPA since 1955, Kuhn is a past president of CalCPA and its San Diego chapter. He's also a past president of the SDSU Alumni Association. Kuhn owns an accounting practice in La Mesa and lives in Temecula with his wife, Darlene.

'58: **George L. Stevens** ★ (general education), former deputy mayor and council member for the City of San Diego, is a representative for California State Assemblywoman Shirley Horton. Stevens also is a member of the San Diego Unified School Board re-districting committee.

'59: **Barbara A. Stewart** ★ (elementary education) has retired from working as a teacher, paralegal and California horse racing pari-mutuel clerk. She lives in Surprise, Ariz.

1960s

'62: **Wayne Sander** ★ (mechanical engineering; '66, M.S., business administration) has donated a 1970s-vintage exotic sports car, the Aztec 7, to SDSU's mechanical engineering department, to be used for hands-on, project-based instruction. Sander hopes the vehicle will rev up students' interest in engineering.

'65: **Allan D. McCune** (social science; '78, special education credential) has published "Mortimer the Magic Monkey," a book for children, ages 8 to 12. McCune teaches special education and world history at Valley Center (Calif.) Middle School.

'67: **Robert Watkins** ★ (speech communication) has been appointed to the San Diego County Board of Education. He is president of R.J. Watkins & Co. Ltd., an executive recruiting firm, and is a member of the SDSU Alumni Association Board, the College of Business Advisory Board and SDSU Ambassadors for Higher Education.

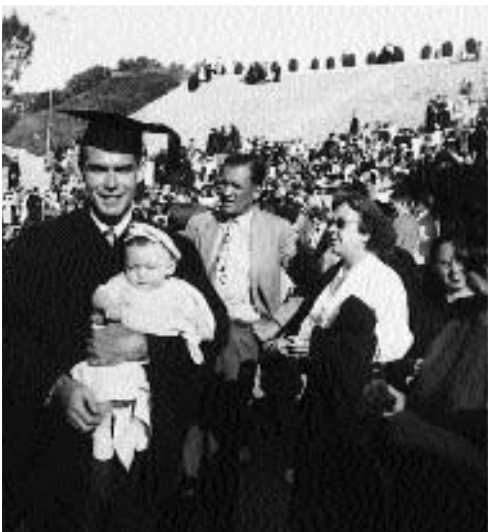
1970s

'71: **Robert C. Brandt** (communication) has joined Feinberg, Mindel, Brandt & Kline LLP as a named partner. A certified family law specialist, Brandt has served

Please send your news to the SDSU Alumni Association, 5500 Campanile Dr., San Diego, CA 92182-1690 or sshook@mail.sdsu.edu.
★ = annual member; ★ = life member

When I was at State...

I was fresh out of the 101st Airborne Division Paratroops and nearly three weeks late for the fall 1945 semester when I enrolled. Everyone treated me wonderfully, a delightfully welcome change from the military.



Bill True and son Deryck at Commencement 1948.

For the first year or so, any sudden loud noise triggered my hit-the-ground combat instincts, but I managed to stay on my feet and avoid damaging my newly acquired civilian togs. To walk about the campus and through the quad past Montezuma, mingling with incredibly beautiful

coeds, was a satisfying and delicious contrast to my years in Europe.

I had survived the war; I had no fear whatsoever of a sudden sniper shot or machine gun burst; and I was fulfilling my dream of a college education. It was an emotional experience beyond description.

William Merit True II, '48, economics

Alumni Association
2003 - 2004

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The 2003 Faculty Montys

For 32 years, San Diego State University has recognized the talents and achievements of distinguished faculty and alumni with “The Montys,” awards of distinction presented by the SDSU Alumni Association. This year’s faculty Montys were awarded Aug. 28 in Cox Arena at University Convocation, the official opening of the academic year. Alumni awards will be presented at the Montys gala next March. Congratulations to the following distinguished faculty awardees.

College of Arts and Letters

Bonnie Zimmerman, Ph.D.

A leader in the field of women’s studies, Bonnie Zimmerman is a stellar instructor, a devoted graduate advisor and a respected scholar who has pioneered in the areas of lesbian studies, literature and popular culture. She is a popular speaker, the author of four textbooks and a frequent contributor to journals. A member of the women’s studies faculty since 1978, Zimmerman recently became SDSU’s associate vice president for faculty affairs.

College of Business Administration

George (Joe) E. Belch, Ph.D.

Marketing department chair Joe Belch conducts research in advertising, marketing communications and consumer decision-making. He is co-author of a leading textbook and has published more than 25 journal articles. A faculty member in SDSU’s executive MBA program since 1990, Belch was recently honored for outstanding faculty contribution. In 2000, he was named Educator of the Year by the Marketing Educators’ Association.

College of Education

Eleanor Whiteside Lynch, Ph.D.

Eleanor Lynch is best known for her role in transforming the field of early intervention in special education to better serve the needs of infants and toddlers with disabilities and their families. At SDSU she has three times been named outstanding department faculty member. Lynch is also the author of several books and nearly 30 articles. In addition, she serves on the board of the Exceptional Family Resource Center in San Diego.

College of Engineering

fredric j. harris

A student favorite in the classroom, fredric j. harris (yes, he prefers lower case) is also a well-known expert and international speaker in the field of digital signal processing. A member of the engineering faculty since 1967, harris currently holds the Cubic Signal Processing Chair within SDSU’s Communication Systems and Signal Processing Institute. Earlier this year, he became a fellow of the prestigious Institute of Electrical and Electronics Engineers and received an award for excellence in teaching from Northrop Grumman.

College of Health and Human Services

Maria Roberts DeGennaro, Ph.D.

Maria Roberts DeGennaro’s teaching and research focus on the practical application of research findings and have contributed to changes in practices within social agencies and

Zimmerman



Belch



Lynch



harris



DeGennaro



Aufesser

organizations. A professor in the School of Social Work for 23 years, DeGennaro has been instrumental in the development of a viable distance-learning program that enables SDSU to offer graduate education in social work to students in the Imperial Valley.

College of Professional Studies and Fine Arts

Peter M. Aufesser, Ph.D.

Peter Aufesser has invested his life in pioneering new ways to help others regain and maintain optimal health and physical fitness. His interests in this area are perhaps best expressed through the Fitness Clinic for the Physically Disabled, a community-based program he founded in 1983 and still operates. One of only two such facilities in the nation, the clinic each year serves more than 80 clients and provides training for more than 100 students.

College of Sciences

Judith W. Zyskind, Ph.D.

Judith Zyskind is blazing trails in science as co-discoverer of a process that promises to expedite development of new antibiotics. Her research led to the formation of Elitra Pharmaceuticals Inc. and offers hope in the battle against drug-resistant bacteria. During her 20 years at SDSU, Zyskind has also helped develop a nationally ranked program in microbiology, and coursework in recombinant DNA technology. She is a past director of the CSU Microchemical Core Facility and a fellow of the American Academy of Microbiology.

Imperial Valley Campus

Breena Coates, Ph.D.

Breena Coates balances a joint appointment to SDSU’s Imperial Valley Campus in Calexico and the School of Public Administration and Urban Studies on the main San Diego campus. She excels in teaching and initiated after-class tutoring sessions to help students improve their writing. Currently editor of the Public Administration and Management Journal, Coates also helped plan a joint master’s program in public administration to be offered by SDSU and the Universidad Autonoma de Baja California.

Library

Charles Vincent Dintrone

Chuck Dintrone, head of reference services, is a dedicated librarian with more than 30 years of service to San Diego State. Dintrone has been a member of the SDSU Faculty Senate and has been actively involved since 1984 in the American Library Association. A reference expert in the areas of history, political science and communication, he is the author of “Television Program Master Index,” a guide to the critical analysis of television.

Zyskind



Coates



Dintrone



1970s Class Notes

as a judge pro tem in Los Angeles County. He lives in Calabasas. **Alan Brown** ★ (social science; '72, multiple subject instruction) has been elected to a 6th term on the San Marcos Unified School District Board of Education. He teaches at Escondido Elementary School.

'72: **John L. Nunes** ★ (journalism) has published his first novel, “DreamCatcher Games.” Nunes is marketing and public relations director at San Diego Mesa College.

'73: **Brian Butler** ★ (M.A., communication) is manager of marketing communications for the SBA Division of U.S. Bank. He and his wife, Marsha, live in San Diego.

'74: **Dennis A. Ackerman** ★ (recreation administration; '79, elementary curriculum and instruction) is a commissioner of the California Interscholastic Federation (CIF) San Diego Section.

'76: **Karen McWilliams** (M.S., educational technology) has authored three fictional narratives based on historical accounts of the lives of slave children. The most recent is “The Journal of Darien Dexter Duff, an Emancipated Slave.”

'78: **Katha Winther** (English) has published “As I Was Saying ... ,” a book about mothering. Also an accomplished singer, Winther has performed in Europe and at the White House. She lives in San Diego and reports that her husband and daughter are also SDSU grads.

'79: **Charlie A. Jones Jr.** ★ (civil engineering) is director of transportation for the Solano County Department of Transportation. He and his wife, Kathryn, live in Sacramento.

1980s

'81: **David Scott Gleckman** ★ (criminal justice) and **Julie Ann Ryan Gleckman** ★ (psychology)

own an embroidery, screen printing and digitizing company. The older of their two teen-age daughters is a biology major at SDSU. The family lives in Mission Viejo, Calif.

'82: **Philip S. Lanzafame** ★ (English) received a Fannie Mae Foundation Fellowship in February and participated in the Senior Executives in State and Local Government Program at Harvard University's John F. Kennedy School of Government. He and his wife, Melinda, live in Glendale, Calif.

'83: **Nikki M. Gelardi** ★ (journalism) has been named event marketing manager and account manager for the Hispanic Broadcasting Corp. in San Francisco. She and her husband, Mark, have a year-old son, Dominic, and reside in Bel Marin Keys, Calif.

'85: **Danny Shearer** ★ (psychology; '88, M.S., counselor education) is a family therapist with the Mental Health Center of Boulder County. Also an avid mountain climber, he has climbed 37 of the 54 highest Colorado peaks.

'86: **Laura M. Gilbert** (journalism) is director of internal communications at Georgetown University Hospital in Washington, D.C., and participates in the Washington area SDSU Alumni Association chapter. **Cynthia M. Guiang** ★ (marketing; '90, M.B.A.) is chief brand officer for Parker/White, a creative agency specializing in strategic brand communications. She lives in Del Mar with her husband, **Orlando G. Guiang** ★ ('88, biology). **Douglas P. King** (information systems) is partner/vice president of DiamondCluster Intl., a consulting firm based in Chicago. **Greg T. Schoonard** (journalism) is warden's administrative assistant and public information officer for the Central California Women's Facility in Chowchilla, Calif. He is also an elected member of the Coarsegold School Board.

Cheering on the Aztecs at Homecoming 2003

Chet Carney, '82, has been a big Aztec fan since the early 1970s. A life member of the SDSU Alumni Association and long-time member of the Aztec Athletic Foundation, Carney is also San Diego State's official alumni cheerleader. Known for his signature hardhat and creative red and black attire, he regularly takes his place along the sidelines with the student cheer squad. No doubt about it, Aztec fans really rally behind this enthusiastic crowd-pleaser.



Chet Carney and Tom Ables

To honor Carney for his loyal Aztec spirit, the SDSU Alumni Association recognized him as honorary chair of Homecoming 2003.

Carney sees homecoming as an important tradition that celebrates the lifelong connection between the university and its alumni. "In this time of fragmented individual lives, there is a growing need to feel a part of a bigger group," he explained. "That is one of the functions of homecoming."

Eric Reifschneider, '88, and Frances Meda, '97, co-chairs of Homecoming 2003, appreciate also the chance homecoming offers to renew friendships and touch base with their alma mater. "It's a great opportunity to see old friends and get caught up not only with my classmates, but also with the university," Reifschneider said. "SDSU continues to grow and evolve into one of the more prominent universities in the region. Homecoming gives me and my friends a chance to show how proud we are to be a part of SDSU's rich history."

"Homecoming means tradition — respecting old ones and creating new ones," Meda added. "It means reunions and the camaraderie of friends, old and new. Homecoming is not just an event; it's a time when people reminisce, remember, smile, laugh and leave their daily concerns behind."

In addition to the big game with New Mexico held Saturday, Oct. 18 at QUALCOMM Stadium, Homecoming 2003 events included Friday's Aztec Golf Classic at the Rancho Bernardo Inn, a party that evening and a Saturday pre-game tailgate hosted jointly by the SDSU Alumni Association and the Aztec Athletic Foundation. The Golden Aztecs celebrated all weekend, beginning Friday with tours of San Diego and the campus trolley extension project. On Saturday, their Pre-'60 Reunion included a ceremony at the campus War Memorial, followed by a reception and luncheon at Aztec Center.

—Shawn Shook

Sandra L. McBrayer ★ (physical education; M.A., '90, secondary curriculum and instruction), CEO of The Children's Initiative, was the 2003 commencement speaker at Palomar College in San Marcos. McBrayer was National Teacher of the Year in 1994. She is also a past Montys recipient.

'87: **Noreen A. Grice** ★ (astronomy) has published two books in Braille, "Touch the Stars II" and "Touch The Universe: A NASA Braille Book of Astronomy." She is operations coordinator of the Charles Hayden Planetarium for the Boston Museum of Science.

'88: **Diane Slon** (M.P.H., health services administration) is director of medical and business informatics for Detroit-based Health Alliance Plan. She lives in Beverly Hills.

1990s

'90: **Judy Cato** (public administration; M.A., '94, education) is manager of benefits and HRIS at TriWest Healthcare Alliance in Phoenix. **Frank J. Johnson Jr.** (finance) is a partner in the law firm of Sheppard, Mullin, Richter & Hamilton LLP in San Diego.

'92: **Barrett Kiernan** (M.C.P., city/regional urban planning) has been promoted to senior member at the law firm of Cozen O'Connor. He works in the San Diego office.

'93: **Nanci A. Dalzell** (marketing) is a senior manager at Accenture, an information services and management consulting company, where she provides leadership in global operations and marketing for strategic projects. Dalzell works from her home in San Diego. **Tim Taylor** (Asian studies) is a district sales manager for the egg production unit of Chore-Time, a poultry equipment manufacturer. He lives in Port Orchard, Wash.

'94: **David K. Beine** (M.A., anthropology) has authored a new book, "Ensnared by AIDS: Cultural Contexts of HIV/AIDS in Nepal." Beine teaches cultural anthropology and directs the Oregon Summer Institute of Linguistics in Eugene, Ore. He holds a Ph.D. in anthropology from Washington State and lives in Spokane. **Scott Gordon** (English) has been named to the board of directors for the American Marketing Association, Southern California Chapter. **Shannon W. Martin** (criminal justice) has joined the law firm of Lane Powell Spears Lubersky LLP in Anchorage, as an associate in the litigation group.

'96: **Fariborz Moazzam** (M.B.A., finance) is an attorney specializing in intellectual property law in the McLean, Va. office of multi-national law firm Shaw Pittman LLP. **Andrew C. Neypes** (public administration), a gunnery sergeant in the U.S. Marine Corps Reserve, participated in the war in Iraq while assigned to the 3rd Civil Affairs Group, 1st Marine Expeditionary Force, based at Camp Pendleton, Calif. **Lakeysha Wright** ★ (physical education) is head girls basketball coach at The Bishop's School in La Jolla.

'98: **Yukon J. Palmer** ★ (business; '02, M.S. entrepreneurship) has founded Field Technologies, which provides GPS vehicle tracking systems. He lives in San Diego with his wife, **Catherine Ficano** ('98, child and family development).

2000s

'01: **Pedro Anaya** (psychology, Chicana/Chicano studies) was one of five awardees worldwide to receive the 2003 Reebok Human Rights Award, presented in Boston last April.

'02: **Richard P. Bobby** ★ (foods and nutrition) works in quality assurance for Jack in the Box Inc. in San Diego. **Crystal Fambrini** ★ (television and film) is host of "Planet X," an extreme sports show broadcast in San Diego. She also hosts on E! Entertainment Television.

Alumni

1926: Gilbert Dewey Judy
1928: Chesney R. Moe
1929:Carolynn L. Burnside
1936: Gregory Peck
1937: Ruth W. Sweeney
1938: Mary Eleanor Jones
1939: Virginia Kelleher, Joseph William Odenthal
1943: Lois Persson Haselton, Richard B. Woolley
1950: Betty Jean Otterstrom, Gene Robert Schniepp
1951: Norman M. Dilley
1952: Robert Moore DeWitt
1953: Layton D. Morgan
1964: Judith Ann Esgate
1966: Alvin D. Larsen
1967: Edward J. Yannaccone
1971: Abigail G. Dickson, Sidney N. Newkirk, Nathan R. Smith
1972: Joseph John Bredestege
1974: Eula May Banks
1975: Lawrence O'Rourke
1976: Paul Dennis Colker, Joseph Neil Eggleston, Cheryl L. Marino, Wade Britt Roach
1979: Barbra Paulson
1980: Stephanie Majer
1981: Mary Kathleen Bell
1983: Roger J. Poirier
1989: Kathleen Cornell Wallace
1991: William Francis Quinn, Glen Arthur Siniscalchi, Janie Hartson Wolfe
1992: Craig Lee Kirkwood
1995: Dawne Marie Dean
1996: Marie Margaret Sandoval

Faculty

Mervin Snider, 89, professor of music, 1953-1983
Alvena Storm, 101, professor of geography, 1926-1966

By Degrees

Tom Weismann

Future Profession: Manager for a humanitarian organization

SDSU degree: Weismann will graduate in December with a double major in political science and international security and conflict resolution (ISCOR).

Why did you choose San Diego State? "I had worked for the Vons Cos. for 15 years when I decided to return to school and get a law degree. While taking preparatory classes at Grossmont College, I met a young Serbian woman and helped her get her sister out of Belgrade, which was being bombed. The following year, while in Sarajevo visiting friends, I found myself awake one morning at 4 o'clock, looking out at the landscape of the ruined city, and I knew that this was what I had to do. I visited Dr. David Johns in the ISCOR program and began the process of transferring to San Diego State."

How did your study-abroad experiences in Hungary and Russia contribute to your education? "However I answer this question, it will not be adequate to explain to others who have not had the opportunity. The short answer is – tremendously. I think a person can see more from the outside looking in. I can [now] look at the U.S. from the outside and see our problems, concerns and strengths more clearly."

Who on campus had the greatest impact on your life? "The department heads for ISCOR. First Dr. Johns and, when he retired, Dr. Jeff McIlwain were fantastic in guiding me on the path to my degree. When I added a second major in political science, Dr. David Carruthers and Dr. Louis Terrell were incredibly supportive, especially regarding my year in Hungary."

Photo: Tim Tadder

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