




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# 360

**The QUALCOMM Institute.** Educating tomorrow's tech-savvy work force.

**Success Squared.** A novel approach to college prep multiplies benefits in South Bay.

**Meet Mike Bohn.** As athletics director, he's the Aztecs' No. 1 booster.

# Direction

In October 2003, Mike Bohn was selected as director of intercollegiate athletics at SDSU. It was a great choice. Mike not only possesses uncommon breadth and depth of knowledge and experience in athletics; he also exudes boundless enthusiasm. His positive outlook engenders support and confidence, leading to important bottom-line results.

With Mike at the helm, we've turned a corner in our athletics program. We have successfully resolved all audit recommendations resulting from a California State University (CSU) investigation and are quickly moving ahead into a new era of progress in athletics.

As president, I expect the same level of excellence in athletics as I do in our academic endeavors. Mike understands and embraces this criterion. He and I share the commitment to a quality athletics program because we realize that education doesn't all happen in the classroom. Education is about human growth and development. So we expect our student athletes to strive for continual improvement in their sports, while meeting the same standards for scholastic achievement as other SDSU students.

As one of the major ways the public interacts with a university, athletics programs also provide an important vehicle for community outreach and service. Consequently, our athletics department is reaching out to a wide range of our fellow San Diegans, including youth, families and military personnel.

Mike has canvassed the community, working to strengthen our existing partnerships with alumni, donors and boosters and bring in new supporters and corporate sponsorships. These efforts will strengthen our bond with the community and provide essential public support for our student athletes and their coaches.

We are also working to build camaraderie and team spirit on campus. Our athletics department is focused on forging good relationships with students, student leaders, faculty and staff, establishing new initiatives to galvanize their support and encourage their attendance at athletic events.

As a result of all these important initiatives, I am confident you will find your support of our athletics program to be well placed. As Mike says, we aspire to be recognized as the program to beat by any measure. We are well on our way.



Stephen L. Weber, president  
San Diego State University

# 360

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SAN DIEGO STATE  
UNIVERSITY

# 360

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## SAN DIEGO STATE UNIVERSITY

### SDSU Redesigns Logos

San Diego State University has debuted its first new graphic identity system in 27 years. Part of a strategic communications program designed to help bring SDSU due recognition as a major public university, the updated marks will be implemented gradually as logistics and budgets allow.

"The new university logos will help us integrate our communications and establish a consistent identity to better tell the story of San Diego State's excellence," said SDSU President Stephen L. Weber.

The new primary logo features the distinctive bell tower and twin turrets of Hepner Hall, centerpiece of the original Montezuma Mesa campus, which opened in 1931. Designed by Greenhaus, a San Diego creative agency, the identity system also includes a university seal, banner logo and "SDSU" initials.

A generous gift from Ralph and Dione Rubio, owners of Rubio's Fresh Mexican Grill, allowed SDSU to develop and implement the new identity system without new state funding.

The new logos will not affect use of SDSU's current athletics marks, introduced in 2002.

### Study Homeland Security

An innovative new master's program at SDSU aims to support national and local efforts in homeland security by providing interdisciplinary preparation at the graduate level for a variety of careers affected by security concerns, from nursing to banking to communication to technology.

"Of course there are the traditional security issues," explained Jeffrey McIllwain, a professor of criminal justice who suggested the new curriculum, "but what's evident post 9-11 is the importance of all key players' knowing the function of others.

"So tech people should know what the police mandates are;

the police need to know which nurses are first responders, and so on," he said.

For more information, call 619-594-2743 or -7978.

### M.B.A. in Sports Business

San Diego State University and the San Diego Padres are teaming up to offer a customized master's in business administration with a specialization in sports business management.

"We wanted to partner with a university because we see an increasing need for specifically trained executives and business managers in Major League Baseball and in other professional sports," said John Moores, Padres chairman.

The Padres will bolster the new program, which begins in January, by creating internship opportunities, helping faculty develop relevant coursework, and providing guest lecturers. "The Padres' involvement," said Gail K. Naughton, dean of the SDSU College of Business, "will help make our M.B.A. in sports business management one of the premier programs of its kind." For more information, visit [www.sdsu.edu/business](http://www.sdsu.edu/business).



**"Democracy cannot succeed unless those who express their choice are prepared to choose wisely. The real safeguard of democracy, therefore, is education."**

*Franklin D. Roosevelt*



## Fast Forward. To secure San Diego's future, we must create it.

In 1900, San Diego was becoming a real city, with electricity, telephones, streetcars, a city park, a teachers' college (the embryonic SDSU) and a population of 17,700. But it had no zoo, no military bases, no professional sports, no freeways, no suburbs. It's doubtful that today's 1,224,000 San Diegans, sent back in time 100 years, would even recognize their city. And vice versa.

So what will San Diego be like in 2100? SDSU scholars are leading efforts to ensure best-case scenarios.

John Eger, executive director of SDSU's International Center for Communications (ICC) has been instrumental in launching "Envision San Diego," a partnership with KPBS and SignOnSanDiego.com. The initiative aims to foster a community discussion (via television programs, online discussions and town hall meetings) on the kind of city San Diego should become and how to realize that vision. A recent ICC report started the conversation by describing a "creative community," one that embraces the information economy by promoting not only creativity, but also connectivity, collaboration and civic engagement.

Professors Alan Sweedler, director of SDSU's Center for Energy Studies, and Paul Ganster, director of SDSU's Institute for Regional Studies of the Californias, see sustainability as the key to a livable 22nd century San Diego. Their 100-year plan for the San Diego/Tijuana region, developed with a panel of civic leaders and city planners, won kudos in recent international competition.

The proposal urges "fundamental changes in the way American and Mexican cities are designed, developed and managed, and in the way urban residents utilize natural resources." Its five central goals: sustainable energy resources and practices, ecological urban form and function, community-based resources management, land use optimization, and social and economic parity.

Want to help plan the San Diego of the future? Or just learn more about it? Visit [www.sdenergy.org/](http://www.sdenergy.org/); [www.signonsandiego.com/communities/envision/](http://www.signonsandiego.com/communities/envision/); [www-rohan.sdsu.edu/dept/physics/CES.html](http://www-rohan.sdsu.edu/dept/physics/CES.html); [www-rohan.sdsu.edu/~irsc/](http://www-rohan.sdsu.edu/~irsc/)



## Toward a Green SUV

Jim Burns' mission – and he's chosen to accept it – is to beat engineering teams from other top universities across the nation in building an environment-friendly SUV. Burns, an associate professor in SDSU's Department of Mechanical Engineering, is leading a group of students competing in Challenge X: Crossover to Sustainable Mobility.

Initiated by General Motors Corp. and the U.S. Department of Energy, the 3-year competition will pit SDSU against 16 other respected engineering programs to determine which group does the best job re-engineering a 2005 Chevrolet Equinox compact SUV. The task entails reducing energy consumption and decreasing emissions while maintaining the vehicle's original performance and utility features.



Illustration: Tom Voss

## When They Build It ...

Montezuma Mesa continues to buzz with construction as the San Diego Trolley's Mission Valley East Extension moves toward completion and the College Community Redevelopment Project continues to gear up adjacent to campus.

Sound barriers are down and landscaping is under way around the handsome new underground trolley station fronting Aztec Green. Aztec Circle Drive at College Avenue, diverted for 3 years by trolley tunnel construction, has reopened, restoring a major campus gateway. Trolley service to SDSU will begin late next year.

Meanwhile, construction has begun on a new Sorority Row located on College Ave. south of Montezuma Road.

Two other major redevelopment projects are scheduled to break ground in 2005: The Paseo, a mixed-use complex of housing, classroom and retail space, and The Aztec Inn at San Diego State University, a 4-story, 74-room hotel. San Diego's City Council has selected the Paseo to serve as a "pilot village" in the city's revamped general plan, which aims to concentrate growth in urban areas.

## Bringing Home the Gold

You're reading an award-winning magazine. 360: The Magazine of San Diego State University took top honors in recent national competition.

The publication, formerly known as SDSU Magazine, received a gold medal for magazine publishing improvement in the 2004 CASE Circle of Excellence Awards. 360 also drew a silver



Illustration: Tom Voss

medal for its handsome visual design. The competition is sponsored by the Council for Advancement and Support of Education (CASE).

Adding to the Aztecs' medal count, the SDSU Alumni Association snagged a gold in the CASE competition for its successful membership recruitment efforts.

## Aztec Authors

Inspiring stories explain how 18 colleges and universities moved toward environmental responsibility and a more sustainable future in "Sustainability on Campus: Stories and Strategies for Change" (MIT Press, 2004), edited by Peggy Barlett and Geoffrey Chase, dean of the Division of Undergraduate Studies and professor of Rhetoric and Writing Studies at SDSU.

"Kids Who Laugh: How to Develop Your Child's Sense of Humor" (Square One Publishers, 2003) is the first book to examine the psychology of humor in children and explore the benefits humor has to offer. Written by Louis R. Franzini, SDSU emeritus professor of psychology, the book offers lots of fun and easy exercises designed for parents to use with their children.

As the world's only superpower, the United States is a potential arbiter of war and peace between rival nations. But how can we prevent war and encourage compromise while remaining neutral? SDSU alumnus Timothy W. Crawford, assistant professor of political science at Boston College, examines this age-old dilemma in his new book, "Pivotal Deterrence: Third-Party Statecraft and the Pursuit of Peace." (Cornell University Press, 2004).

## Roeder Is New IVC Dean

San Diego State's Imperial Valley Campus has a new dean. Stephen Roeder, a faculty member in SDSU's College of Sciences for 35 years, has assumed leadership of the Calexico and Brawley facilities.

Most recently interim director of the university's master of arts in liberal arts and sciences program, Roeder has also chaired the physics and chemistry departments and served as interim dean of the College of Sciences. At IVC, he succeeds Khosrow Fatemi, now president of Eastern Oregon University.

"Steve's vision and excitement for the IVC campus, coupled with his administrative experience and shared governance service to SDSU made him an ideal candidate," said SDSU Provost Nancy Marlin. "The students, faculty, staff and greater Imperial Valley community will greatly benefit from his leadership."



## Fingerprints in the Earth. Isotope geochemists unravel the mysteries of Earth's earliest history.

By Coleen L. Geraghty

It's a mystery hidden deep in the earth. Traces of chemical elements in the planet's crust and underlying mantle can help explain its formation. And no one does a better job of dusting for these ancient geological fingerprints than the researchers at San Diego State's Baylor Brooks Institute for Isotope Geochemistry.

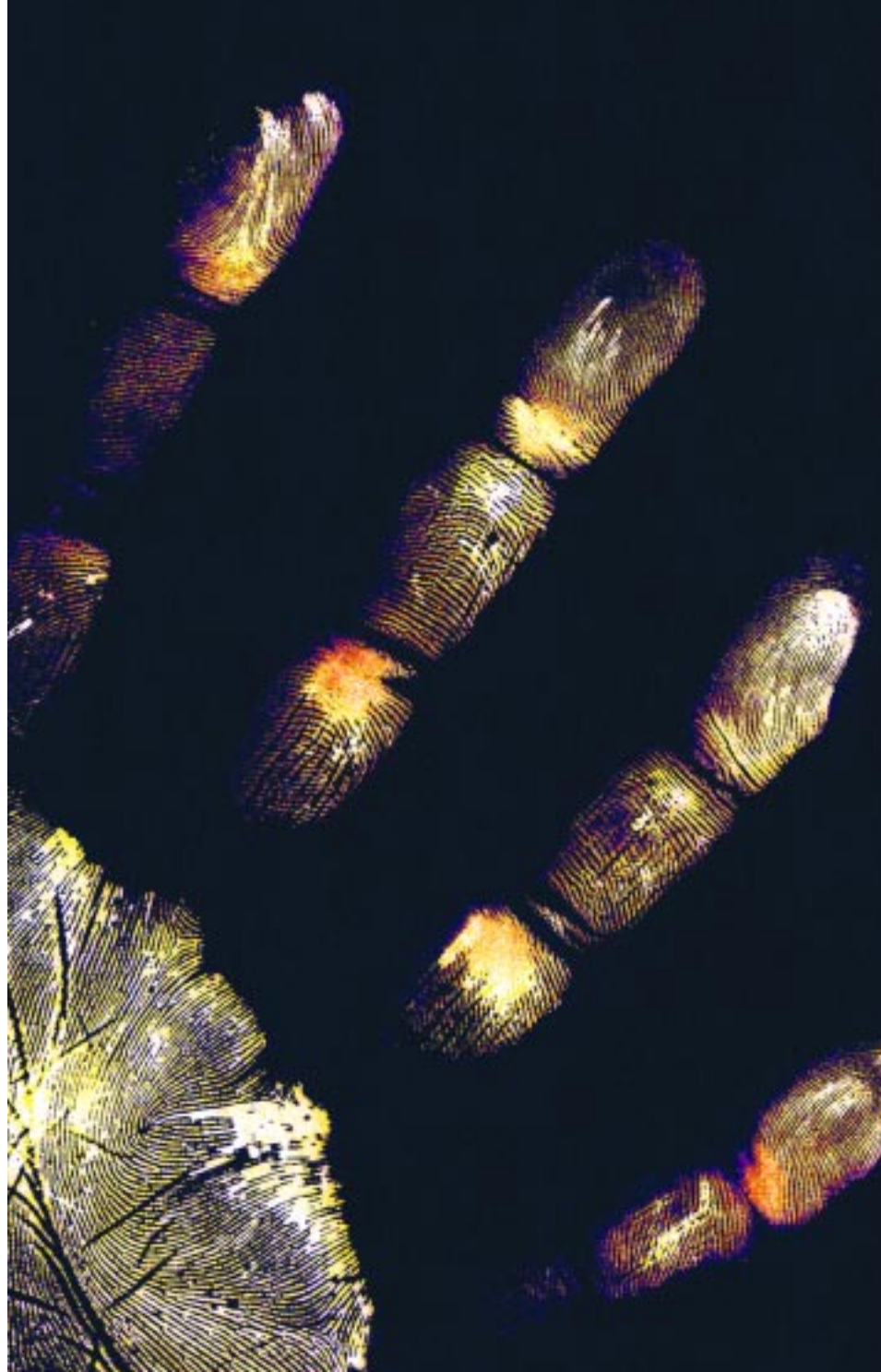
Isotope geochemists look at rocks, minerals and water for clues to Earth's inner workings, much as biochemists examine genes and DNA to understand how the human body functions. Using a sophisticated instrument called a mass spectrometer, isotope geochemists sleuth out evidence of past biological activity on Earth and potentially even on other planets.

A mass spectrometer measures the atomic weight of a chemical element with such precision that it can identify the presence of isotopes—atoms with the same number of protons but differing numbers of neutrons. Distinctive combinations of isotopes can be used as fingerprints or tracers to indicate the origin and evolution of a given element.

### HARDWARE REVOLUTION

SDSU's Baylor Brooks Institute is on the verge of installing one of the most sensitive mass spectrometers yet invented. The Nu Plasma 1700 represents the best of the best in the world of mass spectrometry. A Goliath occupying 400 square feet of lab space, it is exponentially more sensitive than previous models.

Through a combination of internal funding, grant money and corporate cost sharing, San Diego State will become the first institution in North America and only the second in the world to acquire a Nu 1700. Barry Hanan, the institute's director for the past 15 years, secured partial funding for the \$1.2 million instrument from the National Science Foundation; he also negotiated a corporate cost-sharing arrangement with Nu Instruments Inc. to defray about a third of the total expense. The College of Sciences contributed about \$400,000 to the purchase, and The President's Leadership Fund has invested in one of the first research projects to utilize the new spectrometer.



Already, the Nu's 5-ton electromagnet has become a powerful force attracting prominent scientists and promising students to SDSU. Professors Tanya Furman of Penn State and Julie Bryce of the University of New Hampshire, for example, came to the Baylor Brooks Institute to collaborate on an isotopic study of volcanic lavas from the East African Rift System. They hope to identify what part of the crust and mantle melted to produce the volcanoes in that region, and to increase understanding of Africa's geological history.

### INTERNATIONAL COLLABORATION

Researchers from as far away as Japan, Germany and Turkey have also used SDSU's mass spectrometry facilities. Hanan believes the interaction between these world-class scientists and San Diego State students "encourages excellence among our young scientists" and attracts accomplished faculty like Aaron Pietruszka, renowned for his research on the geochemical evolution of Hawaii's volcanoes.

Hired last year, Pietruszka is currently involving SDSU graduate students in his work with researchers from Hawaii, Massachusetts and Australia to determine whether the magma chambers beneath Mauna Loa and Kilauea Volcano in Hawaii are connected.

Pietruszka and Hanan will also collaborate with Carl Carrano, chair of SDSU's chemistry department, in his attempt to show that microbial activity affects the atomic weight of iron in a measurable and predictable way. If so, the finding would hold exciting potential in prospecting for signs of biological activity in extreme environments, such as Mars.

These varied and extensive projects – now aided by the addition of a world-class instrument in the Nu 1700 – place SDSU's Baylor Brooks Institute and its researchers squarely on the international map when it comes to geological science facilities.

Anita Lopez knows the roadmap to college as well as other 16-year-old girls know the lyrics to a Britney Spears song.

For 4 years, Lopez and her classmates at Southwest High School in the diverse San Diego neighborhood of Nestor have been coaxed, counseled and, for the most part, convinced to get serious about college – not just about going, but about graduating. They are pioneers in a novel partnership between the Sweetwater Union High School District and San Diego State University, a joint venture that is unique not only in scope, but also in its ramifications for the entire South Bay community that is home to the Sweetwater schools.

Compact for Success guarantees admission to San Diego State University beginning in 2006-07 for students enrolled in the Sweetwater district from seventh through 12th grades who maintain a 3.0 grade point average while meeting certain pre-determined academic benchmarks. The program gives these students a clear roadmap to college – step-by-step instructions on how to prepare for education beyond high school.

An important component of Compact for Success offers financial aid from a privately funded scholarship account targeting the most needy students in each graduating class. The Ellis Foundation donated \$500,000 for the class of 2006; the Stensrud Foundation is financing students graduating in 2007. Other benefactors, including the Eller Foundation, which gave \$100,000, have together contributed an additional \$1.2 million. These gifts will guarantee scholarships to Sweetwater graduates through 2009.

# Success Squared

A novel approach to college prep overcomes obstacles and multiplies benefits in South Bay

By Coleen L. Geraghty



Photo: Alan Decker

Devin Banares, left, and Julian Zapata were among hundreds of Sweetwater School District seventh-graders who visited the Mesa with their parents in March.

The unique collaboration that is Compact for Success originated in 2000. At that time, only 15 percent of Sweetwater's 5,000 eighth-graders were enrolled in Algebra 1, a college-prep course; now that figure is almost 90 percent. Less than a fifth of 12th-graders were headed for 4-year universities; the current number is 30 percent. Before the Compact, higher education just didn't appear on the radar screens of many Sweetwater students, particularly those whose parents never attended college.

## Overcoming obstacles

In many ways, the plight of Sweetwater, California's largest

secondary school system, embodied San Diego's broader struggle to ensure equal opportunities in education for a burgeoning non-white population for whom English is a second language. Sweetwater Superintendent Ed Brand understood that two daunting obstacles blocked the path to higher education for his largely Hispanic student body – a perceived lack of access and limited financial resources.

Brainstorming ways to remove those obstacles, Brand sketched the outline of a program that would become the Compact for Success. His ideas resonated with SDSU President Stephen L. Weber.

Under Weber's leadership, SDSU has risen to seventh in the nation for bachelor's degrees awarded to Hispanics in the last two annual rankings published by the Hispanic Outlook for Higher Education.

"At some point, our obligation is not just to train the teachers but to help change the schools," Weber said. "A lot of school districts would like guaranteed access to San Diego State for their students, but only Ed Brand and the Sweetwater staff were willing to do the heavy lifting required to make it happen."

## Raising expectations

In this case, "heavy lifting" involved pumping up Sweetwater's high school curriculum with advanced placement and college preparatory courses. In the classroom, Brand faced a classic chicken-and-egg situation: students performed marginally because teacher expectations were low, and teacher expectations remained low because students failed to meet the academic standards achieved in wealthier San Diego school districts.

To break the cycle, Weber offered the resources of SDSU's College of Education and Division of Undergraduate Studies. Faculty from Mathematics and Statistics, Rhetoric and Writing Studies, the Office of College Readiness Programs and the Pre-College Institute led professional faculty-to-faculty mentoring programs for Sweetwater teachers. Weber also buttressed the Compact with funds allocated by the state to help CSU campuses prepare their high school populations for higher education, about \$750,000 over 3 years.

Simultaneously, Sweetwater developed school leadership teams and new teacher training models, including a master's degree pro-



# Compact for Success

SDSU helps a community keep a commitment to its children.



Photo: Alan Decker

Bonita Wilson, an aspiring journalist, takes a break after touring the SDSU campus with her Sweetwater classmates.

gram that allows candidates to earn credits on-site. Already these professional development opportunities are paying off in terms of teacher recruitment and retention, as well as widespread recognition.

"We have been watching Sweetwater closely," said Rafael Magallan, an executive with the College Board's western division. "The kinds of things accomplished there have been phenomenal. Certainly, having the partnership with SDSU in place nurtures and reinforces initiatives within the district. It's a supportive relationship."

## Improving achievement

Though the first class to join the Compact for Success is still 2

years from graduation, student achievement in Sweetwater has improved exponentially. One example: about 6,200 Advanced Placement (AP) tests were administered in the Sweetwater district this year, in contrast to about 2,000 in 1996-97, concrete evidence that more students are taking AP courses to prepare for college.

Another crucial ingredient in Sweetwater's recent turnaround is parent buy-in. Brand secured this family support by heavily promoting the Compact for Success at the district's regular education summits and by insisting that all seventh-graders who participate in the program's arranged visit to SDSU be accompanied by at least one parent or guardian.

Visits to the Mesa – first in seventh grade and again in 10th – generate tremendous excitement among Sweetwater students. Many have never set foot on a college campus before their first outing to SDSU. During this year's visit, Juanita Salas, then president of SDSU's Associated Students, led the crowd in a boisterous back-and-forth chant: "Where are you, baby?" "I'm at SDSU, baby!"

## Coming to campus

Brand sees these campus visits as a crucial component of the Compact. "The people at San Diego State make us feel very welcome," he said. "Our students meet successful SDSU students, and they begin to see themselves succeeding in college, too."

That is certainly true of Anita Lopez. A school-sponsored visit to San Diego State earlier this year reinforced her resolve to go to college, a sense of determination instilled during a life-changing tour of the UCLA campus when she was 12 years old. It was the first time she'd ever seriously thought about her future.

"I knew from then on that, no matter what, I was going to work hard to get into college and be the first one in my family to go," Anita said. "In AVID (Advancement Via Individual Determination, a college-prep course) the teachers are always reminding us about the percentage of kids that drop out of college, and they're always coming up with reasons why we should

not only go, but graduate. It's like everyone in AVID is in a race with the whole school trying to get where they want to go."

## Enlisting community support

Lopez and classmates Aizel Agustino, Ulysses Vazquez and Juan Vera – all members of the first Compact for Success cohort – say they find inspiration in their teachers. In particular, they admire math teacher Ken Boulton, AVID teacher Mark Carpizo and English teacher Hilda Paul, all former Southwest High students themselves.

Asked how these teachers have influenced her, Lopez answered simply. "Their community gave to them, and they struggled through school like we are, and now they are giving back to their community."

"Giving back" is a seminal theme of the Compact for Success. Ed Brand often invites South Bay

community leaders to visit the Sweetwater schools as guest "principals" and share their life stories with the students. Brand also encourages Sweetwater students to consider careers in teaching. He has promised to give them posts as student teachers and, if they prove themselves, to hire them in the district once they complete their credentials.

## Meeting the challenge

This vision of education as a community responsibility encourages real transformation in the schools, according to Lionel R. (Skip) Meno, dean of SDSU's College of Education.

"Programs like this do more than get the school district to work," Meno said. "They get the community to work for its children. Compact for Success achieves results because the

people have adapted it to their community while maintaining its core principles."

By allying with Sweetwater in the Compact for Success and making a commitment to its children, San Diego State University has become a partner in the South Bay community. And 2 years from now, when the first class of "Compact" graduates enters SDSU as freshmen, the university will assume responsibility for educating those students.

Gonzalo Rojas, director of Collaborative Programs in the College of Education and a campus linchpin for the Compact, said SDSU is prepared to provide both academic and personal support to the Sweetwater students.

"We made a commitment to do all we could to help them graduate in 4 years," Rojas said, "and we're going to meet that commitment."

Sweetwater School District seventh-graders and their parents gathered in Cox Arena last March at the start of a half-day program and tour of the San Diego State campus.



Photo: Alan Decker

# The QUALCOMM Institute

for Innovation and Educational Success

Educating a  
tech-savvy  
work force  
for the future





**A** middle-school student is fascinated by her teacher's demonstrations of basic engineering principles. Before this, she thought engineers drove trains.

Whole classes of students are learning more about math and science than ever before, thanks to teachers who make the lessons relevant, even fun.

Urban school districts in San Diego and elsewhere across the country are discovering effective ways to transform the educational process and dramatically improve their students' performance.

Every San Diego State University graduate is entering the global workforce equipped with the sophisticated knowledge and skills needed to succeed in a technology-based society.

In coming years, these hypothetical examples will come to fruition as San Diego State launches a comprehensive and far-reaching new venture designed to transform the educational process and better meet the current and future needs of a rapidly evolving, technology-based society.

The QUALCOMM Institute for Innovation and Educational Success at San Diego State University will develop from a newly forged partnership between the university and San Diego-based QUALCOMM Inc., a leader in the digital wireless communications industry.

QUALCOMM will contribute \$12.5 million over 4 years to launch the Institute and establish initial endowment funds to help ensure its ongoing operation. In addition, the company

has pledged \$2.5 million to The President's Leadership Fund, a source of unrestricted funding established to provide SDSU President Stephen L. Weber with flexible resources to allow him to capitalize on emerging opportunities and reward meritorious programs and people.

The QUALCOMM Institute's mission is to identify and address major issues critical to the long-term prosperity of the San Diego region, also yielding benefits for other communities across California and the nation. Beginning with education, the institute will pursue four key initiatives. The first three focus on developing a tech-savvy regional workforce by means of enhanced math, science and technology curricula. The fourth establishes a new national center to help urban schools and school districts find unique ways to improve student achievement.

In the words of SDSU President Stephen L. Weber, the institute's ultimate goal is to "develop a new strategic plan for education in San Diego and beyond, one that broadens the traditional scope of literacy to include a much higher level of mathematical and technical ability.

"These skill sets are becoming essential for the San Diego region to thrive," he explained, "because virtually all professional fields, from business to health care to education, are becoming

to make a sustainable difference in our region's educational system."

QUALCOMM's previous investments in San Diego State, total-

## We see education as the most powerful tool to ensure future success for our community.

more dependent on mathematics and technology."

Weber said he sees the formal, long-term partnership between San Diego State and QUALCOMM as "genuinely synergistic" and a natural next step in an ongoing relationship between two powerful San Diego area entities that possess a joint interest in education and community service.

Dr. Irwin Mark Jacobs, QUALCOMM chairman and CEO, shares that vision. "QUALCOMM and SDSU are both deeply committed to improving our community," Jacobs said. "This partnership represents a true collaboration, bringing together each of our own strengths and resources in order

ing \$10 million, supported a range of academic programs. Last year, the company initiated the idea of focusing additional efforts and funding to advance the highest priorities shared by both institutions.

"QUALCOMM had the vision for us to work together to find a way to make a distinct and widespread contribution in order to improve our region's overall quality of life," Weber said, "and soon it became clear that education was the first critical issue we should address."

It's not surprising that QUALCOMM believes so strongly in education. Jacobs is a former university professor with a Ph.D. in electrical engineering from the Massachusetts Institute of Technology. Clearly, his own zest for knowledge has infused his company. "We see education as the most powerful tool to ensure future success for our community, both socially and economically," he said.

"Partnering with SDSU, a university with a reputation for community development and educational excellence, will ensure that these education

Dr. Irwin Mark Jacobs, QUALCOMM chairman and CEO (left), and Dr. Stephen L. Weber, SDSU president, announced the QUALCOMM Institute Aug. 10, 2004.

initiatives will have a far-reaching effect throughout San Diego County and beyond."

Three of the QUALCOMM Institutes first four initiatives

will address specific educational challenges in an effort to improve lagging student performance and build the tech-savvy work force needed to keep the San Diego region's economy healthy into the future.

Improving Student Achievement in Mathematics (ISAM) is a program designed to improve public school mathematics instruction at all levels by enhancing teachers' subject knowledge and instructional effectiveness. Administered by SDSU's College of Education, ISAM offers a response to recent survey results in which 41 of 42 San Diego County school district superintendents identified eliminating the achievement gap in mathematics as their No. 1 priority.

A key component of the ISAM program, the Professional Development Collaborative (PDC), was created with QUALCOMM funding in spring 2000 to provide a variety of professional education programs for San Diego area math and science teachers. The second part of ISAM is the Mathematics Specialist Certificate Program (MSCP), developed at SDSU to prepare K-12 teachers in the specialty of teaching mathematics.

Taken as a whole, the program's objective is to create a rich mathematics learning experience in the early grades, prepare students for success in high school



Photo: Kenton Pappacostos





math, and encourage them to major in math, science or engineering in college.

A second institute initiative, Project Lead the Way (PLTW), has a similar aim: to attract and prepare future engineering majors. In addition to intensive summer training for teachers, PLTW provides a 4-year pre-engineering curriculum for middle school and high school students.

Initially, the PLTW program was available only on the East Coast, where it began in 1997 as a non-profit organization. In 2002, San Diego State, through its College of Engineering, became the designated PLTW affiliate institution for California, a move Weber supported with discretionary funding from The President's Leadership Fund.

David T. Hayhurst, dean of SDSU's College of Engineering, is extremely positive about Project Lead the Way's potential for high-tech workforce development. "Any area that wants to support a high technology industry needs to have qualified scientists, technicians and particularly, engineers," he said, "so we at San Diego State want to make sure that we provide the engineers that are needed in the San Diego region."

Project Lead the Way's hands-on curriculum was designed to nurture interest in engineering among young students, who still have time to prepare academically for the demanding major. "A lot of times K-12 students—and even their teachers—have no idea what an engineer does," Hayhurst said. "The really effective way of getting K-12 students engaged is to get their teachers excited about engineering."

In July, San Diego State conducted its second summer insti-

tute for teachers interested in adopting the PLTW curriculum. Thirty-three teachers completed the training, a jump from 25 in last year's inaugural session. Ultimately, Hayhurst says, SDSU hopes to educate up to 300 teachers per year. Also on the drawing board: an honors program offering mentoring and internship opportunities to exceptional high school students interested in engineering.

"All of that was aspirational for us a year ago," Hayhurst said. "It's real for us now because of the QUALCOMM investment."

Moving up to the college level, the QUALCOMM Institute's third initiative will expand the Information, Communication and Technology (ICT) pilot program SDSU launched last year. Geoffrey Chase, SDSU's dean of undergraduate studies, says ICT is based on the idea that "information, communication and technology skills are absolutely essential not only for those in highly technical fields but also for everyone to become informed, effective citizens of our society."

The pilot program's immediate success convinced Chase and his colleagues that ICT should be expanded across the university's entire curriculum, a goal that can now be realized through the QUALCOMM Institute. Chase stressed the importance of individual faculty members' commitment to the project.

"This is not a project in which QUALCOMM, or anyone else, is trying to tell faculty what to teach," he said. "This is a project based on the assumption that our faculty are the experts. Only they know what is appropriate for their classrooms."

The ICT program will help faculty explore ways to teach students not only how to apply







relevant tech skills – conducting Internet searches, collaborating with classmates via wireless computer connections, etc. – but also how to think about what they’re learning within the context of a technology-based society, where laws and ethics must often be reconsidered; that is, how to become lifelong learners in a world defined by constant change. The overall results? “This program will prepare our students to shape the future,” Chase said, “not just react to it.”

The QUALCOMM Institute’s final key initiative also aims to shape the future – by transforming educational systems. In launching the National Center for Urban School Transformation (NCUST), San Diego State externalizes an ongoing commitment to help urban schools develop effective ways of building an institutional infrastructure that can support the changes necessary for transformation.

In other words, explained Lionel R. (Skip) Meno, dean of SDSU’s College of Education, rather than imposing canned one-size-fits-all solutions on schools and/or districts with unique characteristics and challenges, an approach Meno labeled “monumentally unsuccessful,” NCUST staff will work to help those institutions analyze their needs and develop their own customized processes of change.

“High levels of student performance are non-negotiable,” Meno said. “That’s where we want to be. How do we get there? It’s not by going out and grabbing certain programs and putting them in place. It’s by helping people go through a process that allows them to transform their own institutions.”

SDSU’s interest in urban school transformation developed through hands-on experience in

San Diego’s South Bay, through the Sweetwater Compact for Success (see related story on page 14), and in City Heights, where SDSU runs three inner-city schools that have all seen remarkable improvements in student scores, teacher retention and parent involvement.

“We’ve been heavily engaged in the field of practice,” Meno said. “And what we’ve learned from that, particularly from our interventions in Sweetwater and City Heights, is how to go in and read the conditions, to assess them, to try various interventions and see what works and what doesn’t. The key is the process you go through to learn what you need to learn and come up with intervention strategies.”

NCUST’s long-term goal, made possible by the QUALCOMM Institute’s allowance for permanent capacity, is to develop 15- to 20-year partnerships with schools and/or districts anywhere in the United States, leading to transformational changes that produce better-educated students. “This is all about improving student performance,” Meno said. “We’re interested in transforming institutions, but only in relationship to what’s necessary to improve student performance.”

While continuing a tradition of community engagement dating back to the university’s founding 107 years ago, establishing the QUALCOMM Institute also represents a benchmark in philanthropy at San Diego State. QUALCOMM’s \$14.5 million investment is SDSU’s largest corporate gift to date.

“San Diego State has a long and distinguished history of service to the San Diego region, but we have only recently begun to invite the community’s philanthropic support of our work,” said Theresa Mendoza, SDSU’s

vice president of university advancement. “In just 6 years, however, we have seen philanthropy at San Diego State grow by 53 percent, which signals the maturation of our philanthropic efforts and demonstrates the confidence

idea of identifying a new set of priorities the two organizations could tackle together.

“Dan’s a longtime friend of San Diego State,” Weber said. “He serves on our SDSU Foundation

## We’re serious about taking the assets of these two organizations and solving real problems.

and support of our alumni and friends, including corporate partners such as QUALCOMM.” Kim Hill, associate vice president of development at SDSU, spearheaded the university’s efforts to forge the new partnership with QUALCOMM. “Establishing this institute reflects an alignment of vision and capability, as well as a common commitment to innovation and service between two significant organizations that want to contribute to their home community in a powerful way,” she said.

Asked by Weber to develop a comprehensive, long-term proposal in response to QUALCOMM’s invitation, Hill facilitated brainstorming sessions with SDSU’s academic leaders, resulting in the concept of the new institute. “I really give a lot of credit to the deans,” Hill said. “They identified synergies between existing programs and built upon them.”

Weber seconds that accolade. “It’s particularly significant that this proposal was jointly developed by our deans,” he said. “The concept has really been driven by educators who understand our capacities and can help bring them to bear on crucial issues.”

Weber also points to Dan Sullivan, QUALCOMM’s executive vice president of human resources, as a key participant in the process. It was Sullivan who, in a conversation with Weber last year, proposed the

board and has been involved in a number of supportive efforts and collaborations between QUALCOMM and San Diego State.” Weber also cited SDSU alumni Dee Coffman and Ray Dittamore, both members of QUALCOMM’s board of directors, as instrumental in working out details of the partnership.

QUALCOMM’s overall \$14.5 investment includes:

- \$5.5 million to expand the Improving Student Achievement in Mathematics (ISAM) program;

- \$1.4 million to increase SDSU’s involvement in Project Lead the Way;

- \$2.6 million to accelerate implementation of the Information, Communication and Technology (ICT) program;

- \$2.4 million to help launch the National Center for Urban School Transformation (NCUST); and

- \$2.5 million in unrestricted funding to The President’s Leadership Fund, to be invested at Weber’s discretion.

Importantly, the QUALCOMM gift is intended both to launch the four key initiatives and to create initial endowment funds that will generate future funding. “This partnership builds

permanent capacity,” Hill said. “That’s critical.” Another key to continued support is SDSU’s pledge under the partnership agreement to raise an additional \$15.1 million in private contributions.

To help meet this goal, SDSU will hire an executive in residence and launch a corporate partners program, inviting



Photo: Jeffrey Brown

widespread community participation from the region’s business and corporate community. The corporate partners will engage in an ongoing dialogue to surface and address technology-related workforce issues.

“We’re serious about taking the assets of these two organizations and solving real problems,” Hill said. “The QUALCOMM Institute is a perfect representation of what philanthropy is about, which is transformation.”



**S**ince taking over as SDSU's director of intercollegiate athletics in October 2003, Mike Bohn has aggressively pursued his charge to correct the department's past indiscretions and better connect Aztec sports with the region's vast alumni network.

*His hope is to build a program that transcends wins and losses – a program that sparks passion, spirit and pride. It's a tough task, but Bohn knows from experience that it can be done. He came to SDSU from the*

# Meet Mike Bohn

As athletics director, he's the Aztecs' No. 1 booster

*University of Idaho, where his 5-year tenure was marked by improvements in nearly every facet of the Vandals' athletics department.*

*Under Bohn's leadership, Idaho increased external funding to produce consecutive years of balanced budgets, broke ground on a \$13 million athletics facilities project, more than doubled home football attendance, and showed dramatic growth in corporate sponsorship and contributions to the Vandal Scholarship fund.*

*Bohn has already started to have a similar impact on the Mesa. He has answered the challenges of CSU and NCAA inquiries; he has brokered a deal to combine a home football game with the popular KGB SkyShow; and he has gained financial stability while increasing students' accessibility to athletic events. Bohn recently sat down with 360's Aaron Hoskins to discuss these and other critical issues facing SDSU Athletics.*

**360:** You're coming up on one full year at SDSU. How's it been so far?

**MB:** The experience has been overwhelming. People who represent virtually every constituent group are interested in helping us develop a program that everybody can be proud of. People call and say, "Hey, we haven't done as many great things with our athletics program to enhance the institution's visibility as we could

have, so how do we join together and do that?" That's what's been a lot of fun – to see the teamwork begin to come together.

**360:** You've been all over town, meeting with alumni, community groups, political leaders and others. What do you hope to accomplish?

**MB:** We've really worked hard to try and be a friend first, to reach out to as many groups as we can, to listen to how they envision being associated with our program and find a way that fits them. We want to help our fans, our season ticket holders, our donors, our students, and our faculty and staff feel they can be involved with our program and have fun with it. And we recognize that if athletics is building a great following, we have the ability to promote other great things that are happening on campus.



**360:** You came to SDSU not long after Athletics had been under investigation by the CSU and NCAA. Do you feel satisfied those issues have been resolved?

**MB:** Our past has been a tremendous opportunity for us to learn. Now that all CSU audit points have been cleared, we have a better understanding of the priorities in place for us. We know that we want to run a clean program that can make all Aztecs proud. That isn't only a priority of mine, but of our head coaches and of the university's administration, and you'll continue to see commitment to that.

President Weber's leadership and the courage and faith he has in intercollegiate athletics as an instrumental and integral part of our institution's strategic plan is significant. And it's contagious to other members of the administration. It's contagious to student body leadership. It's contagious to a lot of major donors and boosters. It can be contagious to the community. That type of leadership allows us to shoot for the lofty goals that we have.

**360:** What are your goals for San Diego State, in particular as a member of the Mountain West Conference?

**MB:** We're trying to be the class of the Mountain West Conference. We want to be the institution with competitive teams, great athletes, exemplary community service, a great fan following, a great marching band – a program that no one really wants to compete against because they realize the Aztecs are going to be tough to beat.

We have a lot of room for improvement in that area, but we also have some nice cornerstones in place with a head coaching lineup of Gwynn, Fisher, Van Wyk and

By Aaron Hoskins



Craft, along with our other coaches, like Rahn Sheffield with track, Peter Mattera with tennis, Carin Crawford and our water polo team.

**360:** Are you considering adding sports or reinstating ones that have been eliminated?

**MB:** Presently, with the budget climate that exists in the state, unless we are vastly successful with our fund-raising efforts in a big hurry, the 18 sports we have now will remain what we are committed to. We have a lot of work to do to support our existing sports before adding another one.

**360:** How important was the recent student fee increase to your budget?

**MB:** We had a fundamental flaw in our budget as we compared ourselves to other institutions our size and to other programs in our own conference. Having the new fee in place helps insure us financially and also helps academics financially. And it provides a new opportunity to reach out and involve students and hopefully make their collegiate experience more enjoyable.

## “We want to be a program that no one really wants to compete against because they realize the Aztecs are going to be tough to beat.”

**360:** It's known that the future of Aztecs football and SDSU Athletics as a whole may hinge on whether the Chargers get a new stadium or decide to leave town. Any progress to report?

**MB:** The new spirit of cooperation between the city and the Chargers is encouraging since it keeps the Chargers in town until 2008. But I am focused on the Aztecs. We believe we can have more influence on the city if our program is successful with attendance, with wins and losses, in how we conduct ourselves in the community, the partnerships we develop. That will be what makes Aztec football successful. Not necessarily worrying about something we can't control.

**360:** The football season started Sept. 4 with a bang – combining a home game with the KGB Sky Show. How did that come about?

**MB:** We felt it would be a great opportunity to start the year with a celebration. We're fortunate that the folks at KGB were excited about working with us. It's allowed us to engage the Alumni Association in a major membership campaign. And it's allowed us to explode 9,000 shells at a football game. These are the types of experiences that athletics should be providing. Fireworks, marching bands, cheerleaders, families, kids, excitement – that's what we're trying to embrace.

**360:** I've heard you have a particular fondness for the Aztec fight song. Why is that?

**MB:** There's no question that college sports are about spirit and emotion. And what brings out more emotion than a fight song? When the fight song plays, it's a good time to stand up and clap along and rally the team. It's a time to get excited and say, 'Hey, I'm proud to be associated with this program and this university.'

**360:** Will this be the year that the Aztecs win the Mountain West and play in a bowl game?

**MB:** Those are clearly our objectives, but it takes a team to do that. Nor one great player like Kirk Morrison or Lynell Hamilton.



Photo: Matthew FitzGerald

It takes excellent coaching; it takes great fan support; it takes great teamwork and commitment.

**360:** Let's talk about basketball. San Diego has really started to support this team, and Steve Fisher is bringing in another top recruiting class. What are your expectations?

**MB:** Steve Fisher is doing an unbelievable job. He is a brilliant coach and a great recruiter, and he has raised the profile of our program to the point where we are playing in the best preseason tournaments and winning games on national TV.

**360:** Tony Gwynn led the baseball team to a Mountain West Conference title this past season. What's your view of his program?

**MB:** We're certainly proud of what Tony's doing and how he's doing it. He has aspirations to take this program beyond a conference championship. I know he wants to get

this team to [the college World Series in] Omaha. I think that's a goal that's achievable, and we're certainly going to do everything we can to help him reach it.

**360:** Speaking of baseball, wasn't it great at the Aztec Invitational in March to see SDSU athletes win the first game held in Petco Park?

**MB:** It was really special. I was proud to see our players' body language, attitude and hustle, their spirit and focus. That mindset needs to permeate all of our sports – that we're disciplined, mentally tough, good sports, competitive, a program that people respect.

**360:** I understand we can look forward to more new athletics facilities – a pool, softball field and tennis courts.

**MB:** The new tennis facility and softball facility, part of the generous gift from John and Becky Moores, coupled with the new pool the students have voted to fund,

coupled with our existing facilities, will really solidify us as a premier institution in the West in terms of athletics facilities.

**360:** How do you envision SDSU athletics 5 years from now?

**MB:** I would hope we are having a lot of fun with our intercollegiate athletic program. What I mean by that is that I hope we are successful on the field, in the classroom, in the community and on campus. I hope we're respected by the students as a viable part of their collegiate experience. In fact, you know what? I would hope we do that in 2 years. We can't wait 5 years for that.

I'm hopeful also that we'll be a leader in building the college football enterprise in San Diego, to the point that when the stadium becomes a front-burner issue, we'll be a player in that. I hope that recruiting continues to improve. And I hope that we will be the class of the league in terms of how our teams perform in all areas.



Photo courtesy of Aztec Media Relations



So many successful people began here...  
**Art Linkletter, Ellen Ochoa, Jack Goodall, Sandra McBrayer, Tony Gywnn, Kathleen Kennedy, Ralph Rubio, Norman Brinker...and you. It's time to come home.**

It's time to create a permanent home for SDSU's 200,000 alumni. A place that is the cornerstone of the university's efforts to serve its alumni and the greater San Diego community. A place to reconnect – where we'll honor the past, celebrate the present and shape the future.

As SDSU strives to maintain its margin of excellence, our need for private donations has never been greater. Now, more than ever, alumni support is essential to honor the legacy of SDSU and build its future. An important way to foster engagement with our alumni is to bring them back to campus. A dedicated Alumni Center will allow us to significantly increase our outreach efforts, enabling us to reconnect with the alumni so vital to SDSU's long-term success.

The Alumni Center will do more than host alumni – it will serve as a primary point of contact for visitors to our campus, as well as offer spacious meeting and event facilities. The building will be designed with the goal of enhancing our ability to involve our alumni and community in campus-based activities.

*A number of naming opportunities exist to establish a legacy in your family name, or that of a loved one. Naming opportunities range from \$150,000 for the Grand Hall Foyer to \$10,000 for the Donor Honor Wall, and can be paid over a 3-year period. All gifts are tax deductible.*

Universities with dedicated alumni centers offer their alumni a place to call home. This home will assist SDSU in its efforts to secure the private support necessary to continue providing a first-rate education to our students while also being responsive to the needs of our community. But it will only become a reality through the generosity and leadership of alumni and community leaders.

Your alma mater served as a launching pad for some of the world's brightest minds in spheres including business, science, sports, literature, education and communications. The SDSU Alumni Center will be an appropriate venue to honor and celebrate our alumni and welcome them home.

A gift to the SDSU Alumni Center Campaign will create a permanent reminder of your belief in the university that made a difference in your life. Please join your fellow alumni in securing the same opportunity for future generations. For more information, contact us at (619) 594-6119 or [philanthropy@sdsu.edu](mailto:philanthropy@sdsu.edu).



## Class Notes

1940s

'43: **Don Berg** ★ (A.B.; '54, M.A., education) has been inducted into the National Senior Softball Hall of Fame. He is pitcher/manager of the San Diego Silver Hawks Senior 80-plus Division.

1950s

'52: **George W. Dissinger** ★ (journalism) and **Lois Ann Large-Dissinger** ★ (political science, journalism), who met while working at The Aztec, have celebrated their 50th wedding anniversary. After graduation, both worked as reporters for the San Diego Evening Tribune. George retired from the Trib as managing editor in 1992.

'53: **Barbara Beale Clark** (general studies) and her husband recently celebrated 50 years of marriage.

1960s

'65: **Rodney S. Melville** ★ (political science), supervising judge of the Civil Division of the Superior Court of Santa Barbara County, was selected to preside over singer Michael Jackson's child molestation trial in Santa Maria, Calif.

1970s

'70: **Kimball Ann Lane** ★ (history) is a partner in Duane Morris LLP, specializing in insurance and reinsurance law. She is active in the New York Women's Bar Association, the American Bar Association and the Defense Research Institute.

'71: **Frank E. Hutchins** (finance; '77, M.B.A., finance) has joined Southwest Community Bancorp as vice president, business banking manager for San Diego and Orange Counties.

'72: **Roger L. Kemp** ★ (business; '74, M.P.A.) is city manager of Meriden, Conn. and author of several books on municipal government. He recently was tapped for membership in the U.S. Association of the Club of Rome (USACOR), a global think tank focusing on societal improvement.

'73: **Craig A. Carlson** (accounting) has been appointed deputy commissioner of the Division of Examinations, San Diego/Orange County Region, California Department of Financial Institutions. He has been with the department since 1974. **Jeff Cava** (psychology; '82, M.S., psychology) has joined Wendy's International Inc. as executive vice president of human resources. **Erik Frye** (political science), a partner in the Sacramento law firm Twohy Darneille and Frye, received the Lifetime Achievement award from the Workers Compensation Bar in 2003. **Charles E. Gibb** (M.P.A.) recently wrote and published a novel, "Murder on the Cocktail Circuit." **Harvey Kubernik** (interdisciplinary studies), formerly with MCA Records, has published "This Is Rebel Music: The Harvey Kubernik InnerViews."

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

## When I was at State...

I'd injured my ankle shortly before I transferred to State. As a "walk-on" on the men's tennis team, I survived three tough cuts and as many months before my ankle and sanity both gave way.

So I quit the team and threw myself into my studies and a job as a Daily Aztec photographer. But by my final year, I couldn't stand being away from the courts. So I went back and halfway

through the season defeated a guy from a very good team. It was my lone match victory for State.

I had an unprecedented level of confidence that day. A short story of mine had been praised in English class, and I was on cloud nine. I see my victory now as a coming together of all my varied pursuits at State, both academic and athletic. All because of an injured ankle.

*Thomas Lee Penner, '83, English*



1983 Men's Tennis Team. Tom Penner is seated first on the left.



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**Vice President for Membership & Marketing:** Dennis Kuhn '90  
**Vice President for Community Outreach:** Chuck Luby '64  
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 Teresa Leader-Anderson '91; Fred Norfleet '73; Edgar Patiño '00; Eric Reifschneider '88; Wendy Reuben '78;  
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# The 2004 Faculty Montys

For 33 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. 26 in Cox Arena at the All-University Convocation, the official opening of the academic year. Alumni awards will be presented at the Montys gala next spring. Congratulations to the following distinguished faculty awardees.

## College of Arts and Letters

### Richard Wright

Geographer and professor emeritus Richard Wright has helped make SDSU a national leader in geographic information systems (GIS) application. During his 38-year career at SDSU, Wright published dozens of articles and secured millions in grants and contracts to establish the GIS/spatial analysis laboratory. Wright is also a community leader and winner of the Anderson Medal, the highest award given by the Association of American Geographers.

## College of Business Administration

### Ken Marino

As associate dean and director of the Graduate School of Business since 1997, Ken Marino has developed innovative programs in electronic business, sports management, health sciences administration and regulatory affairs. Marino's influence also extends beyond U.S. borders in his role as co-director of the Center for International Business Education and Research (CIBER) and as creator of the SDSU master's program in Taiwan.

## College of Education

### Margie Kitano

Margie Kitano is respected for her skills and sensitivity in working with culturally and linguistically diverse groups. An advocate for scholarship and academic rigor, Kitano has demonstrated dedication to educational equity through her work with ethnically diverse gifted women, the College of Education's Multicultural Infusion initiative, and gifted and diverse elementary grade students from low-income families.

## College of Engineering

### Madhu Gupta

A member of the Communications Systems and Signal Processing Institute in the College of Engineering, Madhu Gupta is an internationally recognized expert in radio-frequency (RF) communications. He is a fellow of the Institute of Electrical and Electronics Engineers (IEEE) and has won honors for his contributions to the study of noise and fluctuation in microwave devices and integrated circuits. Since coming to SDSU in 2000, he has established a high-frequency electronics lab and developed three new graduate courses.

## College of Health and Human Services

### Stephanie Brodine

Stephanie Brodine is adept at creating living laboratories for student learning. Her work with Indian Health Services on San Diego County reservations has created a pathway to higher education for Native American youth and has advanced SDSU's partnerships in the



Gupta



Brodine



Rigby

community. Brodine shares her expertise through teaching, mentoring and developing overseas exchanges for public health practitioners. She is also an internationally respected consultant for her research on HIV/AIDS.

## College of Professional Studies and Fine Arts

### Ida Katherine Rigby

World renowned in the study of German Expressionism, Ida Katherine Rigby is also well grounded in the local culture of San Diego. She was instrumental in founding the SDSU Arts Council, a community support group for the School of Art, Design and Art History, and she has served on the boards of two San Diego institutions – the Museum of Art and the Museum of Man. With 28 years at SDSU, Rigby was recently appointed interim director of the School of Art, Design and Art History.

## College of Sciences

### Patrick Abbott

In his 33 years at SDSU, geologist Pat Abbott has earned a reputation as the ideal teacher, possessing the ability to explain complex phenomena to lay audiences with creativity and flourish. Abbott's class in "Natural Disasters" is the most popular upper-division, general-education course on campus. In an approach he calls "edutainment," Abbott dons flashy attire and augments the textbook he authored with a full range of media. His award-winning video series titled "Written in Stone" has been praised for setting a new standard in teaching geologic history.

## Imperial Valley Campus

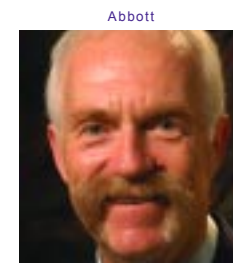
### Laurie Champion

Laurie Champion's many contributions to SDSU's Imperial Valley Campus span the areas of teaching, scholarship and service. An associate professor of English, she is a popular instructor, recognized as SDSU-IVC's Outstanding Professor for 2001. In addition to teaching, Champion is the writing consultant for SDSU-IVC's Title V Project, author of 16 journal articles and editor or co-editor of seven books.

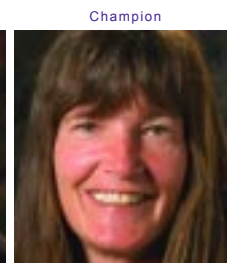
## Library

### Anne Turhollow

For more than two decades, Anne Turhollow's expertise in life sciences has enhanced the SDSU library's science collection and general reference services. One of the first librarians at San Diego State to employ technology in her work, she recently managed the implementation of a technology that enables users to link seamlessly from an online citation to the full text of a desired article.



Abbott



Champion



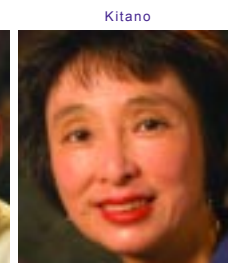
Turhollow



Wright



Marino



Kitano

# 1970s Class Notes

'76: **James F. Smith** (accounting) is vice president of towable operations at Fleetwood Enterprises Inc., with responsibility for the company's travel trailer and folding trailer plants.

'76: **William S. Dato** (economics, political science) was appointed in October 2003 by former California Gov. Gray Davis to the Superior Court of San Diego.

'79: **Karen Holmes** (political science), an attorney with the San Diego law firm of Balestreri, Pendleton & Porocki, has been elected to the San Diego County Bar Association board of directors.

# 1980s

'81: **Sean Curtis** (marketing) is president and CEO of Coffee Ambassador, a company founded by his parents in 1970. He lives in Del Mar. **Michael Johnson** (speech communication) has been named executive director of the Fellowship of Honorable Magicians, a service organization. He lives in San Marcos. Certified family law specialist **Garrison Klueck** ★ (M.A., telecommunication and film) contributes to the KFMB Radio show, "The Lawyer in Blue Jeans." He also served as president of the East San Diego County Bar Association in 2003.

'84: **Toni McKean** (social work; '90, M.P.A.) is coordinator of the East County Coalition for Methamphetamine Solutions, a branch of the San Diego County Methamphetamine Strike Force. **Craig A. Nelson** (finance) has been promoted to regional vice president and manager for San Diego commercial banking at Bank of the West. Nelson is also president of the San Diego State Aztec Athletic Foundation.

'85: **Julie Ann Stricklin** (graphic communication design) is an artist, book illustrator, author and graphic designer. **Clayton Strittmatter** (finance) is senior vice president of finance of American Residential

Investment Trust and American Mortgage Network.

'86: **Scott R. McClave** ★ (architectural/environmental design) is vice president of acquisitions for The Bascom Group, a venture management firm in Irvine. **Richard G. Vincent** (accounting) is vice president and chief financial officer of Women First HealthCare Inc. in San Diego.

'89: **Pat Mullane** (M.S., counseling/guidance) is career center director for Dickinson College in Carlisle, Penn. **Shari Schenk** ★ (M.B.A., marketing), director of marketing at the law offices of Casey, Gerry, Reed & Schenk in San Diego, is a member of the State Commission for Economic Development.

'90: **Jennifer Fitzgerald** (speech communication) has been appointed by Gov. Arnold Schwarzenegger as a member of his legislative affairs team. She will handle issues related to health and human services and veterans' affairs. **Alan Jennat** (accounting; M.A., '95, Latin American studies) is director of finance for Constellation Energy in Aliso Viejo. **Mike Stuhley** (finance) is a new member of the Tech Coast Angels, a Southern California investment network that funds emerging companies. President and CEO of Formtran Inc., he lives in Foothill Ranch with his wife, **Andrea Stuhley** (home economics) and their two children.

'91: **Linda A. Lang** (M.B.A., finance) is president and chief operating officer for Jack in the Box Inc., and a member of the company's board of directors. She also serves on the board of WD-40 Company and the board of directors of SDSU's College of Business Administration. **Annette Padilla** (health sciences; '95, M.P.H.) is training manager and development officer for the Institute for Public Strategies in San Diego. She was also a 2003 state champion in time trailing bike racing.



## Homecoming 2004

### All Alumni Will Be Guests of Honor

Welcome SDSU alumni, faculty, staff and friends to Homecoming 2004! Don your red and black and come on back for a visit to campus and QUALCOMM Stadium the weekend of Oct. 29-31. Once again homecoming weekend will include a number of exciting activities you won't want to miss. And this year SDSU has something special planned for all alumni. Check out our agenda:

#### Alumni Homecoming Promotion

Who: All Alumni of SDSU!

What: Join the Alumni Association and receive an SDSU alumni chair.

Where: Chairs can be picked up at QUALCOMM Stadium on Oct. 26-28 or Oct. 30.

Why: SDSU is proud of its alumni!

(Existing alumni members can receive a chair by making a donation to the Alumni Association Student Scholarship Program.)

#### Golden Aztecs

Who: Pre-60s

What: Reception, tour, pep rally, luncheon and wreath-laying ceremony at the War Memorial

Where: SDSU campus and Aztec Center

When: Friday, Oct. 29, 8:30 a.m. and Saturday, Oct. 30; 8:45 a.m.

#### SDSU Aztecs Football Tailgate and Game

Who: Alumni Association members and Aztec Athletic Foundation members

What: Aztecs Football Pre-game Tailgate Party

Where: Section F-1, QUALCOMM Stadium

When: Saturday, Oct. 30, 3 p.m.

Members will receive free admission for two to the tailgate, including, food, beverages and music.

#### Football Game

Aztecs take on the Utes of the University of Utah with kick-off set for 6:05 p.m.

#### Golden Aztecs' U.S.S. Midway Tour

Who: Pre-60s

What: Tour of the U.S.S. Midway

Where: Port of San Diego

When: Sunday, Oct. 31, 11 a.m.

*For more information on any of these homecoming events or to make a reservation please contact the Alumni Association office at (619) 594-ALUM (2586) or visit [www.sdsualumni.org](http://www.sdsualumni.org). Go Aztecs!*



## Andy Trakas: Making a Connection with Inner-City Students

Hoover High School vice principal Andy Trakas, '95, often doesn't leave his office until after 7 p.m. Those are the days he's supervising an after-school basketball game or meeting with immigrant parents about their son's struggles in math.

Trakas knows what it's like to struggle through school. Good grades never came easily for him. But even as a youngster, Trakas had a magic foot – he could kick a soccer ball halfway down the field. Eventually, that foot earned him a scholarship to SDSU and a spot as kicker on the Aztec football team.

Turns out grades weren't Trakas' only challenge in college; bad press after a close game taught him that college football heroes could be vilified as easily as lionized. "SDSU put things in perspective for me," Trakas recalled. "I had to deal with some tough situations, and I came out stronger."

Trakas' first teaching job was at Scripps Ranch High School. Although content in that upscale environment, he was intrigued by an open position at Hoover High School because nearby North Park had been his playground as a youth. The interview with then-principal Doris Alvarez (1997 National Principal of the Year) catalyzed his career. "I realized those kids in Scripps didn't need me," Trakas said. "At Hoover, I could make a connection."

He has. Whether because of Trakas' urban childhood or experience as the child of immigrant parents (Greek in his case), Hoover High students connect with him. "Andy's a student magnet, especially for the borderline students," said Hoover principal Doug Williams. "He has helped many of them focus on their education and make wise choices."

Last fall, after 5 years teaching humanities, Trakas became Hoover's vice principal and dean of students. At a meeting shortly after, Williams recalled, "someone asked how Andy was doing as dean of students. Those of us who worked with him just looked at each other and smiled. We knew we had made the right choice."

—Coleen L. Geraghty

'92: **Jeniffer Ball** ★ (journalism) has founded Jen's Designs, a jewelry design business. Her husband **Dylan Lewis** ★ ('99, M.S., psychology), is director of Internet marketing at Smartdraw Inc. in San Diego. **Christina Grenard** (art) is director of internships and placements for SDSU's Hospitality and Tourism Management program. **Erik Suhonen** (business administration) is director of operations for Z57 Inc., a San Diego-based Web-development firm.

'93: **Kristi (Perea) Phillips** (accounting; '99, M.S., management) is manager of finance in the Blue Cross of California Individual and Small Group Services division of WellPoint Health Networks Inc. She lives in Woodland Hills with her husband, Scott Phillips. **Dwayne A. Scates** (speech communication) is a seaman in the U.S. Navy Reserve. **Jim E. Warne Jr.** (M.S., rehabilitation counseling) has been inducted into the American Indian Athletic Hall of Fame. Warne is a member of the Oglala Sioux nation and director of SDSU's Center for American Indian Rehabilitation.

'94: **Garett Bjornson** (recreation administration) is director of the skate and BMX park at the North County YMCA in Encinitas.

'95: **Eric T. Vogler** (hydrogeology; M.S., '99, hydrogeology) last year completed a Ph.D. in civil engineering at the University of California Irvine. His research explores ways to use acoustic waves to clean contaminated groundwater sites.

'96: **Suzanne Hosie** (M.S., business management) is founder, president and CEO of Write on the Edge Inc. She lives in Vista.

'98: **Cupcake Brown** (criminal justice) has published her autobiography, "A Piece of Cake." Brown is now a successful attorney. **Mick Calarco** (anthropology) is manager and curator of the Leo Carrillo Ranch Historic Park in Carlsbad.



'99: **Dawn A. Erickson** (biology) has joined Sullivan, Hill, Lewin, Rez & Engel, a business and trial law firm in San Diego, as an associate. Erickson completed her law degree at the University of San Diego in 2003.

**Malcolm A. Williams** (financial services), a Marine Corps captain, recently served at the Marine Corps Air Station Futenma in Okinawa, Japan.

'00: **Brody D. Smith** (political science) has joined the Syracuse, N.Y. law firm of Bond, Schoeneck & King PLLC. Smith earned his J.D. at Cornell University.

'01: **Stacey Clement** (drama) appeared in a national Jack in the Box commercial. **Rick Padilla** ★ (kinesiology) pilots a SH-60B Seahawk for the U.S. Navy. He lives in Jacksonville, Fla. **Joel Jennings** (geography; '03, M.A., geography) has received a Gates Cambridge Scholarship to study for his Ph.D. in geography.

'02: **Matt Hutton** (M.F.A., furniture design) received a \$100,000 grant to launch a BFA program in furniture design at the Maine College of Art, where he is an assistant professor in woodworking. San Diego actress **Emily Mitchell** (M.F.A., musical theatre) was cast in the recent European tour of "Hair."

'03: **Heather Cook** (communication) is an account coordinator for SpearHall Advertising & PR in San Diego. **Marcella Musacchio** ★ (communication) is an account coordinator at Morgan Marketing & Public Relations in Irvine, Calif. **Emily Mees** (M.B.A.) is the first graduate of a new J.D./M.B.A. program offered by San Diego State and California Western School of Law.

## CORRECTIONS:

Our apologies to **Kim Varey**, '91, and **Rory A. Russell**, '01, whose names were misspelled in the Spring 2004 Class Notes.

*In Memoriam***Alumni**

1925: Ila Mary Alvarez; 1928: Walter W. Andert, Dorothy Mae Cooper; 1930: Dorothy B. Hall; 1931: Ann Elizabeth Ditmars, Lucile Zweek Kittredge; 1932: E. Ruth Ferrall; 1933: Helen Dale Rogers; 1934: Marie Edwards Clavell, George F. Hoff Jr.; 1935: Caroline L. Crosby, Agnesmae E. Fleming, Hubert B. Price; 1936: John Albert Benton, Viletta Hutchinson; 1937: Doris Noble Fuller, Ruthann Tremear; 1938: Margaret A. Hopkins, Martha Kuhn; 1939: Madeline Taylor Barker, Louis S. Chance, Thomas Wayman Hill, Joseph L. Howard, Carolyn Wahrenbrock Plunkett; 1940: James V. Couche, Charles L. Fay, Stasia K. Harris; 1941: John Emmet Snyder; 1942: Floyd M. Finnerty, Mary King Hebert, Edward Nick Yates; 1943: Donald S. Irwin, Harriet Joy Smith, Frances Taylor Smithson; 1944: Gay Ruppert Fisher; 1945: Lloyd N. Boughton Jr., Jean Rohr Hollenbeck, Zar R. Williams; 1947: Wendell Lipscomb, Shirley Marie Titlow; 1948: Robert Armin Bailey, Grant L. Nielsen, Elizabeth C. Wolf; 1949: Marie Brenn Crane, Barbara Thorpe Greenleaf, John Fisher Hutsel, Winnie Mabel Rex; 1950: John Dewitt Clark, John S. Ritchie Jr.; 1951: Marvin E. Iverson, Ronald A. Young; 1952: Alvis Trenton Brawner, Catherine E. Ewers, Richard H. Greenbaum, Fred C. Kirshner; 1953: Morley Tadman; 1954: Beverly Jeanne Blair, James W. Creel.; 1955: David John Stagg; 1956: Merlin C. Keithley, Rodney Edgerton Luscomb III; 1957: Kathleen C. Pray, Phyllis Gilson Skidmore; 1958: John Francis Cusack, Einar C.O. Jensen Sr., Joan M. Johnston, Freda Nielsen Gregg Stone; 1959: Earl Thomas Jackson, Jessie Thomas; 1960: Leroy Currier; 1962: Seth L. Collier Jr., Joyce Oaklene Krutop; 1963: Mary Elizabeth Niehaus; 1964: Steve Allen, William Lee Barnhill; 1965: Marlene Thompson Rosedale; 1966: Steven M. Rogers; 1968: Sherry Jean Schatzle; 1969: James Patrick Ferguson, Vincent F. Salerno; 1971: William Arthur Parker; 1972: Joseph Carson Antrim, Harry Thomas Bailey, Patrick Frank Klement, Betty Ann Watkins; 1973: Carmel Matilda Livingston, Mark S. Neuhaus, Virgil Yelton; 1974: Verneater Robinson; 1975: Carl A. Chase, Margaret Mary Douglas, Charles Dee Rucker; 1976: Richard Wayne Aldridge, Walter A. Engberg, George Edward Langston, Linda M. Malan, James Henry Roberts, John A. Segovia, Homer W. Shaw; 1977: Edward C. Hegeler, Carl Bertra Thompson; 1978: William Clemons; 1979: John David Turney, Denise Jeanne Witherspoon; 1980: Steven Douglas Weik; 1981: Muriel Jean Cobb-Lawson, Gregory D. Madison, Jesse Nunez Ruiz; 1982: Ethel Imelda Cookson, Mary Elizabeth Dodds, Karen G. Foshee; 1983: Camille Suzanne Ware; 1984: James Eugene Haak; 1986: Varda Goldstein; 1987: Stanley George Cokkinis, Sonya Jean Kilroy, Trace Vincent; 1990: Joy Ann Bartley; 1993: Julie Gayle Martin; 1994: Andrew David LaMont; 1996: Carla S. Clements, Mayo Ballard Watson; 1997: Samuel William Matthews, Edgar Flores Miana, Roberto Paul Moreno, Michelle Patrice Wagner; 1998: Claire Govea; 1999: Roy Arthur Decker; Year Unknown: Birdie Gardner Best, Kenneth H. Dubler, Dorothy Ketteringham, Lester T. Morgan Sr., Leona Talbot Wulff

**Faculty and Staff**

Graciano "Greg" Angeles, physical plant; Douglas L. Baker, elementary education, 1952-79; Marybelle Bigelow, art, 1956-1980; Paul E. Erzen, management, Imperial Valley Campus, 1978-87; William H. Gersch Jr., microbiology, 1964-1988; Sharon Grant-Henry, counseling and school psychology, 1986-98; Lester Huston, physical plant, 1961-1977; William McBlair, biology, 1948-1982; Chesney R. Moe, physics, 1931-72; Daniel B. Nowak, dean, student affairs, 1973-2000; Glen Sandstrom, English and comparative literature, 1956-83; Sherry Schatzle, teacher education, 1979-2001; Douglas Frank Smith, football, 1981-85; George W. Sorensen, journalism and sociology, 1967-86; Vida Van Brunt, multicultural education; Helen Mae Walmsley, elementary education; Margaret F. Willerding, mathematics, 1956-76; Erma Woike, education, 1952-80.

# By Degrees

**Audrey Edney****Future Profession:**

Civil engineer for a multinational company or construction engineer on a space station.

**SDSU degree:** B.S. in civil engineering; likely also to pursue a master's in civil engineering or space design.

**Describe your typical day.** I'm out on the water with the SDSU women's crew team rain or shine from 5:30 until 7:30 or 8:00 six days a week. I try to register for late morning or early afternoon classes to accommodate our training schedule. The team also does two hours of weight training two afternoons each week.

**Who on campus has had the greatest impact on your life?**

My crew teammates – 55 amazingly strong women. I've been especially inspired by the seniors. They've shown me that it's possible to perform well as an athlete and keep up with your schoolwork. Among the faculty, my first math teacher here, Marsha Gill, had a great impact on me. She's an amazing teacher, and she has been very encouraging and supportive of me.

**Where is your favorite place on campus?**

The courtyard with the banana tree at the west end of the engineering labs. It's so quiet there.

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*"One day I had an epiphany and asked myself, 'How am I going to continue to grow both personally and professionally and improve the value I will bring to my organization?' The answer was SDSU's Executive MBA program. My investment in the EMBA program had immediate and on-going benefits. I was promoted two months prior to graduation. Today my organization reaps the benefits of my relationships with the EMBA program and SDSU resources in the form of internships, research and senior management education."*

*Christine Shimasaki  
Executive VP of Sales and Marketing  
San Diego Convention & Visitors Bureau  
EMBA IX, Class of 2000*

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# SDSU Alumni: Have a Seat!



SDSU Alumni Chair

San Diego State University is proud of its alumni – a great group of more than 200,000 strong! If you're one of them, congratulations! During this year's homecoming football game Saturday, Oct. 30, your alma mater will honor you!

As part of this celebration, the SDSU Alumni Association is making a special offer to all new members: an SDSU alumni chair, plus admission to this year's pre-game homecoming tailgate party – both just for joining! If you're already a member, you can take advantage of the same great offer by making a contribution of \$10 or more to the SDSU Alumni Association Student Scholarship Program.

To get your alumni chair and tailgate admission, please call (619) 594-ALUM (2586) or visit us at [www.sdsualumni.org](http://www.sdsualumni.org). You'll find more information about Homecoming 2004 on page 32 of this issue of *360 Magazine*. **Go Aztecs!**



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