Welcome to 360 online! To increase the type size for easier reading, change the percentage field in your toolbar or use the settings found under the “view” tab. To jump from one article to another, use the “table of contents” or “thumbnail” links under the tabs to the left. If no tabs appear, click on the navigation symbol 📋 in your toolbar to reveal them.
The San Diego State community is rich in alumni success stories, many of which we’ve shared with you here in the pages of 360. We’ve introduced you, for example, to Price Club founder Sol Price and Costco co-founder Jim Sinegal, who pioneered the concept of warehouse shopping. You’ve read about Sandra McBrayer, the first educator in the nation to open a school for homeless students. Television pioneer Art Linkletter paved the way for today’s talk and reality shows, while also changing our thinking about children.

Joe Gibbs coached the Washington Redskins to three Super Bowl championships. Medical researcher Dave Warner is combining medicine and communication technology to revolutionize our response to public health threats, including terrorist attacks. NASA astronaut Ellen Ochoa is deputy chief of flight crew operations at the Johnson Space Center in Houston. Producer Kathleen Kennedy deserves major credit for many of Hollywood’s biggest hits, including “Seabiscuit,” “Schindler’s List” and “Jurassic Park.”

Career fighter pilot Gen. Merrill A. “Tony” McPeak served as chief of staff of the U.S. Air Force from 1990-94, a period that spanned the first Gulf War. Norm Brinker, known in the restaurant industry as “the father of casual dining,” invented the all-you-can-eat salad bar, started a number of restaurant chains and inspired a new generation of dining entrepreneurs.

Jeanette Hoit’s groundbreaking research on ventilator-supported speech promises to change the methodology of speech-language pathologists. Siegfried Reich discovered the first anti-HIV drug for Pfizer. As a San Diego Padre, Aztec head baseball coach Tony Gwynn won eight batting titles and five Gold Gloves, and helped take his team to two World Series. Timothy Muris, chairman of the Federal Trade Commission, has championed national laws curbing telemarketers and Internet spammers.

Each of these illustrious alumni is truly a mind that moves the world. But while they may draw the most public recognition, every one of our alumni is important to us; each of their success stories makes us proud. All across the San Diego region, SDSU alumni hold key leadership positions in government, business and community organizations. Thousands more, working in such critical fields as education, health care, science, technology, business and finance, power our community, our state, our world.

This March, we recognize our alumni family’s many contributions, and the resulting synergy that links the San Diego region with its oldest and largest university. Join us during SDSU Month 2004, a month-long celebration of a very special relationship.

Stephen L. Weber, president
San Diego State University
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Images of the university in action.
A Word About Prop. 55

Among ballot issues California voters will decide in March is Proposition 55, a bond measure to fund repairs of outdated and dilapidated schools, and construction of more than 22,000 new classrooms statewide. More than 300 urgent school-repair projects and some 50 local school funding measures depend on the state matching funds Proposition 55 would generate.

School-repair funds from Proposition 47, the last statewide school bond, are already fully committed, yet further investments are needed to finish the job of repairing and updating the state’s public school facilities. Proposition 55 is clearly written to ensure that funds go directly to those schools most overcrowded and in need of repairs. And it contains strict accountability standards that guarantee against waste and mismanagement.

Proposition 55 is supported by a coalition including teachers, chambers of commerce, community organizations, the California PTA, the California Taxpayers Association and the state’s higher education community. State treasurer Philip Angelides has confirmed the California economy can support the measure. “It’s a sound, prudent investment that will contribute to our future economic prosperity,” he said.

The creative community is one that fully recognizes the basic shift in the structure of the global economy from one based on the production of goods and services to one based on the production, storage, transfer and use of knowledge or information.”

John M. Eger, executive director, SDSU International Center for Communications, a partner in the new media forum for civic engagement, “Envision San Diego.”
By the time the smoke finally cleared, the San Diego wildfires of October 2003 had achieved infamy as the worst in California’s recorded history. In one week, three simultaneous blazes killed 18 people and countless animals, and reduced nearly 2,500 structures to mounds of ash and buckled metal. All told, more than 376,000 acres, almost 14 percent of the county, lay bare and charred.

The fires affected nearly every sector of San Diego, including the SDSU community. Twenty-four employees and 38 students lost their homes; many others suffered partial property losses; thousands were evacuated. Falling ash and poor air quality forced a three-day closure of the main campus, Oct. 27-29.

University personnel rallied to assist fire survivors with emergency housing and other immediate needs. Aztec Shops provided free replacement textbooks, and the San Diego Futures Foundation arranged the donation of 50 refurbished Dell Pentium III laptop computers.

At a holiday reception, Division of Student Affairs staff met affected students’ needs with gifts ranging from books to pajamas to SDSU sweatshirts. The university also expedited requests by students, faculty and staff to adjust course loads or work schedules.

As the community rebuilds, San Diego State faculty are contributing their expertise to recovery efforts. For example: Ming-Hsiang Tsou, assistant professor of geography, has created a Web site (http://map.sdsu.edu) that provides maps of the fire areas.

Biology professor Tom Zink, an expert in soil and habitat restoration, is helping the U.S. Navy replace riparian habitat at Marine Corps Air Station Miramar. He’s also assessing damage at the country’s ecological reserves for the California Department of Fish and Game.

And Ken Walsh, director of San Diego State’s construction engineering management program, is working with the region’s contractors as they gear up to rebuild burned structures and restore lost homes.

– SMY
You’re invited to Explore SDSU!

Tell the truth. How long has it been since you last visited campus? Wouldn’t it be fun to see how things have changed? Join us Saturday, March 27, for Explore SDSU-Open House 2004, presented by The San Diego Union-Tribune. Check out our new facilities and amazing research laboratories. Chat with faculty members who are leaders in their fields. Enjoy musical performances by student groups. Take a sneak peek at the trolley station. Tour the new Fraternity Row.

Explore SDSU’s full day of featured programming will incorporate Future Aztec Day activities, plus a health fair organized by the College of Health and Human Services, ethnic receptions and fairs sponsored by the Cross Cultural Center, special library displays and exhibits, a family area for children and appearances by favorite PBS characters.

Rediscover your Aztec roots at Explore SDSU-Open House 2004. And this time, no homework.

At State, See the World

Nearly 800 San Diego State students studied abroad during the 2001-02 academic year, placing SDSU No. 3 among doctoral institutions nationwide for numbers of students studying internationally at that time. The Institute of International Education (IIE) published the rankings in its recent Open Doors 2003 report. No other doctoral institution in California made the IIE’s top 10.

“We are proud to be recognized as one of the leading institutions fostering study abroad,” commented SDSU Provost Nancy Marlin, a champion of international study. “Students need to be able to work internationally and in different cultures. This is what study contributes to international security.”

The 10 most popular destinations for SDSU students in 2001-2002 were: Mexico (230 students), Spain (164), the United Kingdom (55), Costa Rica (50), China (42), France (40), Italy (31), Japan (28), Brazil (20) and Australia (20).

SDSU at PETCO Park

Head coach Tony Gwynn and his San Diego State baseball team will christen the San Diego Padres’ new ballpark when they host the first Aztec Invitational at PETCO Park, March 11-14. Proceeds will directly benefit the SDSU baseball program.

Tickets and a complete schedule for the eight-game event are available at www.goaztecs.com or the Aztec Ticket Office (Gate G, QUALCOMM Stadium) or by calling (619) 283-7378.

Aztec Authors

In “Bebop to Cool: Context, Ideology and Musical Identity” (Praeger Publishers, 2003) SDSU music professor Eddie Meadows argues that bebop was more than a jazz movement; it was an outgrowth of the Harlem sociocultural environment of the 1920s through 1940s. “Cool” jazz followed, he says, as a reaction to bebop. Meadows quotes Harlem Renaissance leaders like Marcus Garvey and W.E.B. DuBois. He also takes a look at such jazz greats as Miles Davis, Stan Getz, Dizzy Gillespie, Thelonious Monk and Charlie Parker within the context of the bebop and cool jazz movements.

In “Kafka’s Last Love” (Basic Books, 2003) tells the story of Dora Diamant, lover and companion of the famous German writer, Franz Kafka, during his final year of life. Author Kathi Diamant, an adjunct faculty member at SDSU, spent nearly 20 years researching the book after a literature professor asked her if she was related to Dora. (She’s not.) Kathi Diamant also directs The Kafka Project, an international search for Kafka’s missing papers, which is headquartered at SDSU.

“Storm on the Horizon: Khafji—The Battle that Changed the Course of the Gulf War” (Simon & Schuster, 2004) has already won rave reviews for its account of a pivotal battle in the first Gulf War. Author David J. Morris claims his graduate training in SDSU’s English department proved an immense help in conceiving, researching and writing the book.
"Just say no." The longtime mantra of anti-drug and alcohol programs exhorts change in attitudes towards substance abuse, particularly among young people. But how effective are programs aimed at winning over the hearts and minds of college students tempted to experiment with things forbidden?

That's what SDSU researchers plan to examine over the course of a 5-year, $1.8 million grant from the National Institute of Alcohol Abuse and Alcoholism (NIAAA). Their findings may determine the direction of substance abuse prevention efforts on college campuses across the country.

“We are interested in how behavioral alternatives fit into the context of the entire alcohol and drug prevention plan,” noted James Lange, SDSU’s coordinator of Alcohol and Other Drug (AOD) Initiatives and lead researcher on the new grant. “They are an under-evaluated element of campus substance abuse prevention efforts.” Behavioral alternatives include programs like safe rides and substance-free housing.

SDSU’s alcohol and drug prevention program is a broad, multi-pronged approach developed by researchers in the School of Social Work and staff in the Division of Student Affairs’ Student Health services and counseling and psychological services.

INTELLIGENT ALTERNATIVES

Its three basic components – student self-appraisal, behavioral alternatives to substance abuse and consistent enforcement of campus rules – are strengthened by a network of community support and reinforced by research surveys and program reevaluation. This comprehensive strategy aims to reduce alcohol-related disruption and injury among San Diego State students.

Like most universities, SDSU also offers individual counseling, sponsors alcohol-awareness events, and strictly enforces laws that prohibit underage drinking and penalize drivers under the influence of alcohol.

In his study, Lange, along with co-investigator and social work professor John Clapp, will test methods for measuring the impact of SDSU’s behavioral alternative programs. Later, the researchers will use the measurement tools they develop to evaluate the effectiveness of prevention programs at other U.S. college campuses.

“This is an unprecedented opportunity for SDSU to expand its leadership role in alcohol- and drug-abuse prevention research,” Clapp said.

San Diego State has been involved in alcohol-abuse prevention programs and substance-abuse prevention research for nearly two decades with funding from the U.S. Department of Education, the NIAAA and the County of San Diego. The latter provided major funding for the Center on Substance Abuse, an umbrella organization administered by the School of Social Work to manage numerous prevention and treatment programs in San Diego.

HIGH-PROFILE PREVENTION

SDSU claimed the national spotlight in 2001 when the Department of Education honored a program created by Clapp and fellow social work faculty member Louise Stanger. C-CAPP, the Collegiate-Community Alcohol Prevention Partnership, unites San Diego area colleges, students, police, bar owners and community partners in fighting alcohol abuse. Clapp said C-CAPP is directly responsible for significantly reducing binge drinking rates.

The latest research effort by Lange and his team will enlist the aid of SDSU fraternities and sororities. San Diego State supports an active chapter of Greeks Advocating the Mature Management of Alcohol (Gamma), which sponsors peer education on the consequences of binge drinking, club drugs, sexual assault and related issues.

By surveying GAMMA members and other SDSU students, the researchers will determine how behavioral alternative programs color student attitudes towards other substance-abuse prevention efforts.

“Often the most high-profile prevention efforts are punitive in nature, such as law enforcement stings or sweeps that result in arrests and fines,” Lange said. “If students understand that campuses are not just trying to ‘bust’ them, but are [instead] implementing programs aimed at giving them a safe environment for learning and development, the students may be more receptive to the prevention messages and more supportive of the university’s prevention efforts.”
A half-century ago, three researchers jointly unraveled the secret of life, and simultaneously ushered in a new era of collaboration among scientists. Biologist James Watson, physicist Francis Crick and biophysicist Maurice Wilkins received the Nobel Prize in 1962 for their discovery of DNA’s double helix structure.

In 2003, exactly 50 years after their breakthrough, several hundred scientists working together in the Human Genome Project completed identification of the 30,000 or so genes in human DNA – a collaborative effort of enormous significance.

Without a doubt, collaboration drives the sciences today. Leading the way among research institutions, San Diego State University supports extensive faculty collaboration and significant interaction with local business and industry to engender high-caliber education and research.

Tom Scott, dean of the College of Sciences, noted that SDSU’s current faculty are not only more involved in research than their predecessors, but also tend to collaborate more. “They have larger grants and projects that lead to greater interaction and create a scientifically rich agenda for students at all levels of education,” Scott said.

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Indeed, grant money awarded for research within the College of Sciences rose nearly 20 percent – from $24,564,566 to $29,817,827 – in the four years from 1997-98 to 2001-02. And the number of interdisciplinary projects funded within the sciences is rising as well.

San Diego State’s status as a collaborative research powerhouse excites young faculty members like Matt Anderson, a laser physics professor who came to campus three years ago from a post-doctoral position at the University of Rochester. His work demands close consultation with engineers and biologists.

“The shift to a research orientation is evident in the number of grants we are getting and the number of scholarly articles written by faculty here,” Anderson remarked. “The newer faculty would like to see even more emphasis on collaborative research to increase SDSU’s exposure in the scientific community.”

Dozens of campus-affiliated research centers now distinguish San Diego State. The Heart Institute, the Center for Microbial Studies, the Immersive Visualization Lab, the Center for Behavioral Epidemiology and Community Health Studies, and the Center for Research in Biology professor Stanley Maloy and Ph.D. student Angel Rivera examine how proteins bind to salmonella DNA.

The Universal Scientist

When disciplines converge, researchers collaborate

B y C o l e e n L . G e r a g h t y
“The shift to a research orientation is evident.”

— Matt Anderson

Mathematics and Science Education (CRIMSE) are just a few of the interdisciplinary centers led by SDSU scientists.

Construction of a five-story $13 million BioScience Center on campus beginning this year promises exciting new opportunities for cooperation within the scientific community. The center will house the university’s top research programs, serve as an incubator for community biotech entrepreneurs and provide a fertile training ground for students.

Collaboration beyond the sciences took a step forward in 2002, when the Center for Applied and Experimental Geosciences opened as SDSU’s first multidisciplinary research facility. Drawing faculty from the colleges of Sciences, Engineering, Health and Human Services, Education and Professional Studies and Fine Arts, the center operates under the direction of Stanley Maloy, biology professor and president-elect of the American Society for Microbiology, the largest such group dedicated to a single life science.

First in California

SDSU is also a leader in the flourishing interdisciplinary field of computational sciences. As biologists, chemists, physicists and astronomers uncover vast amounts of new data, computational scientists can create virtual models of phenomena too complicated to grasp in a single snapshot – ocean currents and solar systems, for instance.

The first of its kind in California, San Diego State’s Ph.D. program in computational sciences, offered jointly with Claremont Graduate University in computational sciences, introduced new data, computational scientists can create virtual models of phenomena too complicated to grasp in a single snapshot – ocean currents and solar systems, for instance.

Computational sciences chair Jose Castillejo is also working to integrate regional industry and national science labs with campus research efforts. For a fee of $25,000, organizations participating in the Applied Computational Science and Engineering Student Support (ACCESS) program can use SDSU’s computing facilities and may elect to support graduate students or post-doctoral fellows in researching specific problems.

Perhaps the most ambitious curriculum for science-led Naughton to UCLA and an executive M.B.A. degree. When she later came to San Diego State, where 95 percent of science graduates head straight into industry, Naughton resolved to offer them better preparation for the real world.

“We realized we were doing our students a particular disservice by not providing them with business training,” she said. Naughton sees the new M.B.A./Ph.D. program in molecular biology as an important step toward addressing that need.

Matt Giacalone, who earned a B.S. in molecular and cell biology at SDSU, enrolled in the joint program as a springboard to starting his own business. His Ph.D. dissertation will summarize his applications-based research, while his M.B.A. thesis will be a business plan based on his studies.

In the meantime, Giacalone said, he’s already training beneficial skills for his dual-degree program. Through his entrepreneurship classes, for instance, he’s gained new insight into supervising lab students. “Our team is leaping ahead of the others, and I can pinpoint exactly what we’re doing right,” Giacalone said.

But as chief operating officer of the resulting company, he also discovered rampant discrimination against scientists in the business world, in part because science majors are not traditionally trained to work in teams or to assess the market potential for their discoveries.

“When it came to making the big decisions,” he recalled, “my colleagues would say, ‘Don’t you worry about that; you just worry about the science and the patents.’” Yet it was clear from their decisions that they didn’t understand the product, or how to improve its manufacturing and marketing.

A resolve to master the business side of science led Naughton to UCLA and an executive M.B.A. degree. When she later came to San Diego State, where 95 percent of science graduates head straight into industry, Naughton resolved to offer them better preparation for the real world.

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But these days not all science graduates headed for industry feel compelled to obtain Ph.Ds. The notion of opting a science education with a master’s degree is gaining rapid acceptance in response to increasing industry demands for scientists with broad interdisciplinary knowledge plus a firm grasp of business and management practices.

Filling this need are a range of professional science master’s programs, designed to deepen scientific knowledge, while introducing collaborative skills like teamwork, problem-solving, workplace ethics and communications.

Late last year, San Diego State received a $145,000 grant from the Sloan Foundation to assess demand for an array of professional science master’s programs in CSU colleges. The initial grant will gauge both industry need and student/faculty interest in academic curricula encompassing cross-disciplinary fields such as bioinformatics, forensic science and biotechnology.

Masters of science

If there’s sufficient demand, said Faramaz Valafar, an SDSU computer science professor who wrote the grant proposal, Sloan is prepared to contribute more than $1 million to help finance 40 new professional science master’s programs at 16 CSU campuses. “We are the largest university system in the U.S.,” Valafar pointed out. “The Sloan Foundation realizes that in one big bang, this could reshape the future of science education at the higher level.”

Reshaping science education to a contemporary agenda in which researchers of every ilk collaborate, and academia joins with industry to enhance technological development – this is the era of the universal scientist.

If you would like to learn more about plans for the Bioscience Center, please contact Jesse Brooks@sdstate.edu.
They’ve groomed new governors and gazed through galaxies. They’ve explored ways to protect our hearing and battle drug-resistant bugs. They are the minds that move the world, a remarkable community of San Diego State University alumni, faculty and students. Once again, we invite the San Diego region to join us in celebrating their contributions.

After a successful debut last year, SDSU Month returns this March, featuring a dynamic schedule of new events, a great slate of benefits and a partner-supported media campaign. The festivities will focus on bringing the public to campus for a first-hand introduction to the people and projects that make SDSU a powerhouse. Meet three such individuals profiled on the following pages.

“This year, our SDSU Month celebration will showcase the academic, research and community-related programs our faculty, students and supporters have developed,” said Theresa Mendoza, vice president of University Advancement. “We have thousands of success stories to share, and those stories will be links in our chain of events, promotions and initiatives.”

Notable additions to this year’s celebration include Declare Yourself, a multimedia exhibit featuring an original copy of the Declaration of Independence (March 4); the Aztec Invitational at Petco Park, a baseball tournament inaugurating the San Diego Padres’ new ballpark and raising funds for the Aztec baseball team (March 11-14); Explore SDSU: Open House 2004, presented by The San Diego Union-Tribune, a special university-wide public showcase (March 27); and the City of the Future Conference, an ambitious event hosted by SDSU’s International Center for Communications and designed to discuss and suggest solutions for major public policy issues facing the San Diego region (March 30-31). An expanded schedule of events is available in the attached pullout insert and at www.sdsumonth.com.

Also new for 2004 is the SDSU Month Scholarship Challenge. Funded by individuals and businesses, the challenge will help support our student “minds that move the world” through $2,500 scholarships granted to deserving students.

“We’re attracting the highest-caliber students in this university’s history,” Mendoza said. “The Challenge is an investment in our community. It will help many of these future leaders of industry, science, arts and education succeed at a time when there is great need—and great opportunity—at SDSU.”

Sponsors of SDSU Month 2004 include Apple, Associated Students, Aztec Shops, ClearChannel Communications, Cox Communications, Dell, Geary Interactive, Greenhaus, Hispanic Broadcasting Corp., HP, KPBS, The Mighty 1090, NBC 7/39, Nuffer Smith Tucker Public Relations, the San Diego Padres, the SDSU Alumni Association, the SDSU Foundation, the San Diego Trolley, The San Diego Union-Tribune, Time Warner Cable San Diego and Univision. — Jason Foster
Moving the worlds of math and physics

THE STAND-OUT STUDENT

Van Nguyen
can’t measure five feet tall, but she certainly stands out in a crowd.

One of two women among 40 physics majors at SDSU, Nguyen inspires professors and classmates with her tireless enthusiasm, community activism and commitment to academic achievement.

As a member of the SDSU Minority Access to Research Careers (MARC) program, for instance, she works with Professor Calvin Johnson, looking for new windows into the cosmos by studying time-integrated galactic supernova flux. (MARC was established in 1975 by the National Institutes of General Medical Sciences to help develop talent and increase the number of Ph.D. degrees awarded among ethnic groups.)

“It’s a challenging work, and it was quite the rush when I was 19,” said Nguyen, who carries a perfect 4.0 GPA and is pursuing her Ph.D. In physics at the California Institute of Technology, a top research university. “It’s a very important time in my life, and it’s exciting to see what I can do.”

As dedicated as Nguyen is to her studies and community service, she does know how to relax. A hard rock concertgoer and playing video games with longtime boy-friend Edward Jimenez. The two met in an upper-division calculus class and plan on getting married sometime after graduation.

“Success is only important to me if I have someone to share it with,” she said. “As much as I strive to succeed academically and, ultimately, professionally, my most important desire is to be a part of a happy family.”

Nguyen’s plans for success include obtaining a Ph.D. in physics at California Institute of Technology, then teaching and conducting research, perhaps at her alma mater. “I have had such an amazing experience at SDSU,” she said. “I could not imagine myself coming back.”

Laura Dreisbach Hawe is exploring new ways to predict—and prevent—hearing loss before it becomes debilitating.

The SDSU assistant professor and director of the Auditory Physiology and Psychoacoustics Laboratory in the School of Speech, Language and Hearing Sciences is conducting research on how to use frequency otoacoustic emissions—one of the most promising ways of detecting hearing loss. (Frequency otoacoustic emissions are auditory emissions that are emitted by the ear itself—to see if hearing loss is imminent. Here’s why the method works: When hearing loss occurs, the ability to hear high frequencies is the first to go. Consequently, when high-frequency otoacoustic emissions begin to diminish, it’s a precursor to noticeable hearing loss.)

Dreisbach Hawe’s work is innovative because, traditionally, hearing tests have been subjective, asking patients what they can hear. Dreisbach Hawe is exploring new ways to evaluate hearing in young children as well as adults too ill or confused to undergo the test.

Dreisbach Hawe’s first research grant, from The San Diego Foundation’s Blasker-Rose-Miah Fund, helped fund a study that tested the reliability of the new methodology in adults. Those findings will be published in an upcoming issue of the Journal of the American Academy of Audiology (JAAA).

On Aug. 18, 2003, the birth of Duncan Charles Hawe inspired her to take her research a step further. “My son reminded me of wanting to do this test with children,” she said. “We knew it’s reproducible in adults, but we don’t know if it is accurate in children.” She hopes to find out later this year by conducting a study with children.

Serious hearing loss can occur when people are exposed to noise or take ototoxic medications, that is, drugs that can damage the ear. Dreisbach Hawe has a close look at this phenomenon during a hospital internship related to her master’s studies on high-frequency hearing testing. A cancer patient began complaining that she couldn’t hear. Her records showed that she’d been given four times the correct chemotherapy medication. The woman ultimately lost her hearing.

“After witnessing that,” Dreisbach Hawe said, “I realized they should’ve been monitoring patients’ hearing.”

Moving the world of politics

THE SAGE OF SACRAMENTO

Saying Bob White knows a thing or two about California politics is like describing an expert as average. It’s very important for me to be a part of that.”

“I’ve had a great opportunity to bring people into government and be a mentor to them,” White said. “I’m happy to see them succeed and see how they reach greater goals. It’s very important for me to be a part of that.”

—Bob White
Just after dawn on Tuesday, Nov. 18, 2003, a trio of accomplished photographers set out to document a typical day in the life of San Diego State University. Here’s a look through their lenses.

San Diego State President Stephen L. Weber reports to work as faculty, staff and students fan out from parking lots toward offices and early morning classes.

Irene Lara leads a lively discussion in her 9:30 a.m. women’s studies class. A native of Mexico, Lara represents SDSU’s healthy diversity. In fall 2003, 23 percent of all full-time tenured and probationary faculty were persons of color; 39 percent were women. Student diversity is also a hallmark of San Diego State, which ranked No. 12 in the nation last year for bachelor’s degrees awarded to persons of color, according to Black Issues in Higher Education.
As the day progresses, students get down to serious work. Ph.D. candidate Angel Rivera (left) investigates proteins in the Center for Microbial Sciences, while Jason Friend and Diana Bull (right) review an assignment for their physiological psychology class.

Sociology major Astryd Vissuet studies for an upcoming midterm between classes in Storm Hall. She’ll graduate in May. Last year’s Class of 2003 numbered 7,686—the largest ever for SDSU and a new record for the entire California State University system.

Still the heart of Montezuma Mesa, handsome Hepner Hall anchors the original campus complex opened in 1931. San Diego State is known and admired for its California mission architectural style.
In the Experimental Theatre, Victoria Erbe finishes the set for "The Taming of the Shrew," one of six plays in the School of Theatre, Television and Film’s 2003-04 season. At right, seniors Lloyd Roberson (left) and Dan Morrison (middle) rehearse for a touring production of "Hamlet," taking their directions from assistant professor of voice and movement Jeff Morrison.

Power plant operator Lewis Rutledge makes his rounds. He and other physical plant staff keep the campus functional and attractive.

Chemistry Ph.D. students Ron Briggs (left) and Jim Knittle (right) align a multi-photon nonlinear laser spectroscope in the laser lab of physical and analytical chemistry professor Bill Tong.

In the Experimental Theatre, Victoria Erbe finishes the set for "The Taming of the Shrew," one of six plays in the School of Theatre, Television and Film’s 2003-04 season. At right, seniors Lloyd Roberson (left) and Dan Morrison (middle) rehearse for a touring production of "Hamlet," taking their directions from assistant professor of voice and movement Jeff Morrison.

A thousand students study at the Imperial Valley Campus in Calexico. A second campus near Brawley, now under construction, will bring higher education to thousands more. Professors Alan Sweedler (left) and Paul Ganster, tireless advocates of SDSU’s award-winning study-abroad programs, meet for lunch at the Faculty Staff Club.
Baltimore native Tim Tadder grew up assisting his photographer father and went on to earn a master’s degree in photojournalism from Ohio University. His credits include National Geographic, Smithsonian, The New York Times and the Washington Post. www.timtadder.com

Trained in photojournalism at SDSU, Joel Zwink has worked for the San Diego Union-Tribune and the San Diego Padres. His recent clients include the San Diego Convention Center, Santaluz and Sycuan. Zwink is president of the local American Society of Media Photographers (ASMP). www.zwink.com

Former civil engineer Jeffrey Lamont Brown began telling stories through photography at age 23. His images of undocumented Mexican immigrants made him a finalist for the Pulitzer Prize. And on Jan. 1, Alexander (Sacha) Eaton de Poyem-Brown made him a proud new dad. www.jeffreybrown.com

The night sky sparkles at Mount Laguna Observatory, nestled far from campus in the Cleveland National Forest. One of the best astronomy facilities in the nation, Mount Laguna is jointly operated by SDSU and the University of Illinois at Urbana-Champaign.

Haloed in afternoon light, SDSU senior Mario Ramirez tutors a student at Hoover High School, one of three public schools run by San Diego State in the inner-city community of City Heights. Under this innovative arrangement, fewer teachers are leaving for other jobs, achievement test scores are rising steadily, and parent involvement is reaching higher levels every year. Last year, SDSU’s K-12 Credential Program, which trains student teachers on-site in City Heights schools, won the prestigious Christa McAuliffe Award for leadership and innovation in teacher education.

Aztecs football players practice for a game with the Air Force Academy. By dusk, most students have left campus, but others stay to study, work out or attend evening classes.

Nursing student Melinda Fewless takes a break in the library after a long day.

The night sky sparkles at Mount Laguna Observatory, nestled far from campus in the Cleveland National Forest. One of the best astronomy facilities in the nation, Mount Laguna is jointly operated by SDSU and the University of Illinois at Urbana-Champaign.
A Place to Call Our Own: The SDSU Alumni Center

friendships formed during our years at San Diego State University often remain among the most lasting memories of our life experience. then, despite good intentions, we graduate, go our separate ways and lose contact with the individuals—and the university—that made such an important difference in our lives.

"off the thousands of SDSU alumni living in the San Diego region, less than 5 percent remain involved with their alma mater," said Jerry C. Dressel, ’76, president of the SDSU Alumni Association. "We need to do a better job of reconnecting with and engaging our alumni in meaningful ways. key to this outreach is bringing them back on campus to see familiar places, tour new facilities and learn about all that is taking place here."

the SDSU Alumni center will become a cornerstone of the university’s efforts to serve its alumni and the greater San Diego community. in addition to providing a venue for alumni while providing a venue for alumni to meet. and when SDSU alumni get together, great things happen."

because alumni are vital to San Diego State’s long-term success, SDSU president Stephen L. Weber has made the Alumni Center his highest fund-raising priority. the majority of the $10 million needed to build the facility must come from private donations. to date, more than 35 percent of this amount has been committed, thanks to the leadership of campaign tri-chairs Nikki Clay, L. Robert Payne and Tom Carver.

to learn more about the SDSU Alumni center and how you can contribute to the building fund, please visit www.sdsualumni.org or call Andy Hanshaw at 619 594-6119.

1970s

’69 John McTighe (public administration, ’74, M.A., public administration) has been appointed director of the San Diego County Department of General Services. he will oversee all major construction projects.

’70 William Alejandro Virchis (M.A., dance; ’72, TCHR) was inducted into the Chula Vista High School Hall of Fame. Virchis is district director of the visual and performing arts at Sweetwater Union High School District. Rodney M. Weber (electrical engineering) has been promoted to assistant director of institute quality assurance at the Southwest Research Institute, a nonprofit research and development organization headquartered in San Antonio. his responsibilities include quality assurance engineering, inspection and record functions.

’71 Ernie Williams (recreation; ’78, M.S., recreation administration) is director, office of student life-assistant to the vice president for student affairs and enrollment management at Lewis-Clark State College in Lewiston, Idaho. he previously served on the counseling faculty at San Diego Miramar College.

’74 Gus Chavez (political science; ’75, M.S., counseling) recently retired from his post as director of San Diego State University’s Equal Opportunity Program, after 29 years with SDSU.

’76 Joan Irion (M.A., public administration) has been named to the state appeals court, one of six intermediate courts of appeal in California. she had been a superior court judge since 2000.

’77 Marta Lomeli (Chicano/Chicana studies; ’77, M.TCHR) was inducted into the Chula Vista High School Hall of Fame. Lomeli is director of curriculum and instruction at Chula Vista City School District.

’80 Corey Seale (business administration) is the new administrator at Moreno Valley Community Hospital. he also serves as vice chairman of Community Bancorp.

Please send your news to the SDSU Alumni Association, 5500 Campanile Dr., San Diego, CA 92182-1690 or alumni@mail.sdsu.edu.

= annual member; ★ = life member

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’94 Vanesa Vlai (business administration) has been named vice president and chief marketing officer for San Francisco-based Certain Software.

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Continuing a time-honored tradition at San Diego State University, each year the SDSU Alumni Association presents the Montys, awards that recognize distinguished faculty and alumni from SDSU’s seven academic colleges and library, as well as an exceptional alumni volunteer, and an outstanding university employee. The Montys honor those who have made significant contributions to San Diego State, the San Diego region, the state of California and beyond. Faculty Montys were presented in August. The following alumni will be honored at The Montys annual gala, Saturday, March 6, 2004, at the Sheraton San Diego Hotel and Marina. For tickets and additional information, please contact Cheryl Tiran at 619-544-ALUM (2586) or ctrtan@mail.sdsu.edu.

2004 Montys
Alumni Recipients

College of Education
Terry A. Bickham
Terry Bickham (’93, M.A., educational technology) is a senior executive with the Transportation Security Administration, responsible for the training and performance of airport security screeners. A former U.S. Coast Guard officer, Bickham also previously worked at the FBI’s TransportationPre-Gregg Systems, where with several other SDSU educational technology alumni he created a multi-million dollar business combining classroom and online training. Bickham continues to support SDSU as a volunteer speaker and professional mentor.

College of Engineering
Peggy L. Johnson
In her 14-year career at QUALCOMM, Peggy Johnson (’88, electrical engineering) has fast-tracked from software engineer in Wireless Business Solutions to president of Internet Services. In the process, she helped spearhead QUALCOMM’s next-generation wireless applications. Johnson also opened network management centers in Asia and Mexico for the company’s OmniTRACS system. While at student SDSU, Johnson spent a year in Japan and speaks fluent Japanese. Her husband, Eric S. Johnson, is also a San Diego State engineering alumnus.

College of Health and Human Services
Jeannette D. Hoyt, Ph.D.
Even from her student days at San Diego State, it was clear Jeannette (Jeanette) Hoyt, Ph.D. (’80, M.A., speech pathology) was headed for success. At graduation, she received the Outstanding Graduate Student award. Today, Hoyt is a research scientist and professor of speech and hearing sciences at the University of Arizona’s Institute of Neurogenic Communication Disorders. She has been published in more than 50 esteemed publications, and her contributions to communicative disorders have touched individuals throughout the nation. In particular, Hoyt’s revolutionary research on ventilator-supported speech has been widely adopted by speech language pathologists and their clients.

College of Arts and Letters
Deborah Gann Carstens
Deborah Gann Carstens (’72, undergraduate studies) is a businesswoman, political activist and philanthropist. She is also owner and president of Cummings Investment Corp., a real estate development company. Carstens has dedicated her life to promoting women’s issues, taking an active role in the Women Presidents Organization, Women’s Economic Development Council and Entrepreneur Women magazine. She is a founding partner of the WISH List (Women In the Senate and House). Carstens also established the SDSU Women’s Studies Jackie Zette program, which funds faculty development and graduate student scholarships.

College of Business Administration
Gerald S. Davee
A lifelong philanthropist and community leader, Jerry Davee (’58, management) was for 38 years a partner with Luce, Forward, Hamilton & Scripps, the oldest law firm in San Diego. His career highlights include being selected to join the elite American College of Trial Lawyers and receiving the 1993 Daniel T. Broderick Award for integrity, civility and professionalism in the practice of law. Davee is active in several San Diego nonprofits, including the Burn Institute, the Hall of Champions Sports Museum, the Mercy Hospital Foundation and the Holiday Bowl. He is also a past president of the SDSU Alumni Association and extremely involved in alumni activities.

College of Business Administration
Patricia Jacks
A leader in the field of business, Jacks (’79, B.S., accounting) has been an active community and corporate citizen in the area for many years. She has served the greater San Diego area in many capacities and has also volunteered her time and expertise to SDSU. Jacks is a former member of the SDSU Board of Trustees and currently serves as a member of the SDSU Foundation Board of Directors. She has been a key supporter of the university’s athletic program by serving on many committees and by underwriting the Women’s Golf program.

College of Professional Studies and Fine Arts
MaryLee Sachs
With 20 years of international experience in public relations, MaryLee Sachs (’81, journalism) is a rule model for students hoping for career success in communications. Starting as an intern at the world-renowned public relations firm Hill & Knowlton, she moved up through the ranks to become president and CEO. Along the way, Sachs was head of market communications for Hill & Knowlton/Europe. Her client list included such prestigious firms as Kellogg’s, Montra, American Express, Pepsi and Porsche. Sachs still visits SDSU regularly to share her experiences with public relations classes.

1980s

Class Notes

In honor of an outpatient surgery nurse at Scripps Mercy Hospital in San Diego, she has six grand- children.

Bill Earley (finance) was executive producer of the 1998 television movie “The Married Men’s Club,” featured in the San Diego Film Festival. Earley is a partner at the law firm of Luce Forward Hamilton & Scripps, where he specializes in private and public sector labor and employment law. Chris Kempke (journalism) was 2005 Executive of the Year for the California (Baseball) League. He has served as general manager of the Wilmington Blue Rocks. His wife, Cynthia, lives in New York City.

Lalo Alcaraz (art) recently launched his political comic strip, “La Caricature,” in 65 U.S. newspapers, including the The San Diego Union-Tribune.
A giant in the field of children’s literature, Sid Fleischman (‘49, English) has garnered countless awards for his fou...
Ches Blevins

Future Profession:
Researcher and health promotion specialist.

SDSU degrees:
B.S. in health science with an emphasis in community health education, 2002. Master of public health (MPH) with a concentration in health promotion, expected 2004. Blevins is part of the McNair Scholars program, which prepares first generation college students and/or ethnic groups underrepresented in the sciences to become university professors.

How have SDSU and the McNair Scholars program helped you? Above all, what I have found at SDSU are staff and faculty who have shared their expert knowledge and skills in a way that has made it possible for me not only to succeed, but to excel. The McNair Scholars Program has provided an incredibly supportive environment that has motivated me to pursue a research career. Currently, I am participating in a 5-year project assessing mental health issues and access to health care among HIV-positive residents of the U.S.-Mexico border.

Who on campus has had the greatest impact on your life?
From the School of Public Health, Dr. James Noto, my undergraduate academic advisor, and Dr. Karen Senn, who supervised my field work and summer research project. Dr. Karen Coleman is playing a huge role in my graduate training. Also, Veronica Bejar, director of the McNair Scholars Program, was influential in my decision to attend graduate school, and Dr. Linda Smith has provided spiritual and emotional support.

What's your favorite place on campus? The garden area between Hepner Hall and the Physical Sciences building. I spend a lot of my free time there studying or just relaxing. I find it a peaceful and calming place with a very special charm.

By Degrees

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Attend the first-ever game at PETCO Park for FREE!

SDSU Aztecs VS. University of Houston
March 11, 2004 7 p.m.

Imagine being one of the first to experience our new downtown ballpark.
And what could be better than to attend for FREE?

For a limited time you will receive a free ticket and t-shirt when you join the SDSU Alumni Association. Don’t miss this historic event. We’re expecting to break the attendance record of 27,673 for a college baseball game. So fill out the form on the recto envelope in this magazine and join us. Don’t forget to wear your red and black! Deadline March 1.

SDSU ALUMNI ASSOCIATION
5500 CAMPANILE DRIVE • SAN DIEGO CA 92182-1690 • (619) 594-ALUM (2586) • (619) 594-4546 FAX • WWW.SDSUALUMNI.ORG

Thank you for reading 360 Magazine online! To receive your own subscription, join the SDSU Alumni Association or help support the university with a financial gift. Contact the editor at 360mag@mail.sdsu.edu for more information.

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