




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Fixing San Diego Advice for the next mayor from 10 San Diego leaders

Dig This An SDSU biologist unearths traces of the past in Uzbekistan's remote desert

When I was at State A selection of the best essays in our spring sweepstakes

Good Sports Aztec athletes give their time and a boost to the community's neediest



Directions

As another new academic year begins at San Diego State University, we continue to celebrate our remarkable 108-year history and, in particular, the 75th anniversary of our campus. At the same time, we are embracing an extraordinary new era of growth for San Diego State.

Again this year, demand for enrollment at SDSU reached a milestone. Approximately 8,400 new students arriving on campus this fall semester represent a pool of 49,000 applicants. Continuing rapid growth of California's college-bound population indicates that the demand for quality higher education will only increase in coming years.

SDSU is actively preparing to accommodate this increase in enrollment. The proposed expansion of our campus is detailed in the Master Plan (<http://advancement.sdsu.edu/masterplan/>), currently under consideration by the California State University (CSU) Board of Trustees.

(Editor's Note: the CSU Board of Trustees was scheduled to vote on the Master Plan in late September, after this magazine had gone to press).

In addition, the CSU has successfully worked for passage of legislation to grant independent doctoral degrees in education and related fields. At SDSU, these include literacy, educational technology, educational leadership and math and science education. This historic development recognizes the CSU's academic strength and its ability to offer the most advanced degrees independently of other institutions.

While pursuing these strategic goals, we've been gratified in the past year to see other long-term endeavors bear fruit. These include the receipt of record grants, contracts and private funding; the long-awaited opening of the San Diego Trolley station at SDSU; and the introduction of C2C (Campus to Community), an online directory of nearly 200 free or low-cost community services offered by our faculty, staff and students (<http://c2c.sdsu.edu/>). In addition, a number of campus construction projects are approaching completion. The \$8.3 million BioScience Center is being financed with private funds, while the new College of Arts and Letters building, a \$34.8 million project, is supported by state funds.

For every success we enjoy, we owe a debt of gratitude for the outstanding support of our alumni and our community. We will continue to depend upon you as we position San Diego State for even greater achievements in academic excellence, research and service.



Stephen L. Weber, president
San Diego State University

360

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SAN DIEGO STATE
UNIVERSITY

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Take the Trolley

After four years of construction, a series of successful emergency drills and a free trial ride period, the San Diego Trolley station at SDSU has finally opened for business, just in time for fall classes. Located on campus between Aztec Center and the Adams Humanities building, the underground station is one of four new stops on the trolley's Mission Valley East Light Rail Transit Extension, or Green Line.

The \$506 million Green Line travels between Mission Valley and La Mesa with stops at Grantville, SDSU, Alvarado Hospital Medical Center and 70th Street. More than 4,300 students, faculty, staff and visitors a day are expected to ride the trolley. A bus transit center is located directly above the new campus station.

Tribal Gaming Research

With a \$5.5 million gift from California's Sycuan Band of the Kumayaay Nation, San Diego State will become a national center of tribal gaming research and offer the country's first tribal gaming degree program beginning in 2006.

The Sycuan Institute on Tribal Gaming, to be part of SDSU's Hospitality and Tourism Management (HTM) Program, will study the fastest-growing sector of the multi-billion dollar U.S. gaming industry.

“
**Education is a better
safeguard of liberty
than a standing army.**
*Edward Everett (1794-1865),
minister, congressman,
Harvard University president*

Tribal gaming is growing twice as fast as commercial casino gaming, with gross revenue reported at \$19.4 billion nationwide in 2004 alone.

At the same time, graduates of the tribal gaming degree program will help satisfy the industry's increasing appetite for highly trained professionals and serve as a point of engagement between gaming tribes and the wider community.

“The Sycuan Institute on Tribal Gaming will explore and address important industry issues and create best practices to resolve them,” said SDSU President Stephen L. Weber. “This continues San Diego State's tradition of working with the community to create innovative programs.”

SDSU Graduates 9,600

Nearly 9,600 SDSU students received degrees in commencement ceremonies held May 19-22. All told, the Class of 2005 earned more than 7,000 bachelor's degrees, 2,100 master's degrees and 57 doctorates.

Last year's class included two of the first four SDSU students to win Fulbright grants to teach and study abroad. The Fulbright Program is the U.S. government's flagship program in international educational exchange.

Commencement 2005 also featured the presentation of honorary doctorates to: Norman Brinker, founder of Brinker International, parent company of several restaurant chains, including Chili's Grill and Bar and On the Border; Andreas Brown, owner for 37 years of Gotham Book Mart and Gallery in New York; and Ron L. Fowler, chairman and CEO of Liquid Investments Inc., parent firm of Mesa Distributing Co., Mesa Beverage Co. and a number of other companies. Fowler is also a founding board member and current chair of SDSU's philanthropic organization, The Campanile Foundation.

Want to Be a Teacher?

The Robert Noyce Scholarship Program at SDSU's Center for Research in Mathematics and Science Education (CRMSE) is offering scholarships of up to \$10,000 annually for up to two years to senior and post-baccalaureate students and working professionals interested in earning teaching credentials. To learn more or obtain an application, go to www.sci.sdsu.edu/CRMSE/Noyce elink or contact jljggett@sciences.sdsu.edu.

SDSU at your service

San Diego State University has introduced a one-stop online venue offering nearly 200 free or low-cost community services. Through the new C2C (Campus to Community) Web site, solutions for parents, students, schools, businesses and nonprofit organizations are just a click away at <http://c2c.sdsu.edu>.

"The vast array of programs in the C2C directory demonstrates the commitment of our faculty, students and staff to helping the region," said SDSU President Stephen L. Weber. "It's another example of San Diego State's value to the San Diego community."

The Web site was the brainchild of Lena T. Rodriguez, Weber's assistant for executive affairs. "SDSU has an inherent commitment to service that truly is extraordinary, but I did not realize the sheer scope of SDSU's community outreach," said Rodriguez, a former SDSU business professor and founder of the university's Hispanic and Ethnic Entrepreneurship Initiative.

Funded by the President's Leadership Fund and a matching grant from QUALCOMM Incorporated, graduate students Hassan Ghauri and Chinapong Saongchan designed the database and infrastructure for C2C, with guidance from a team of SDSU staff. The C2C logo is the work of undergraduate art major Rachel Inopiquez.

Among the many C2C programs available, Web site visitors can find student volunteers, enroll in the university's Community Music School or apply for library research privileges.

Parents can find tutors, car seats, testing and services for children with disabilities. The university's psychology clinic offers sessions for children and adults beginning at just \$10 each, with a sliding fee scale based on income. Services at SDSU's renowned audiology clinic are also priced on a sliding fee system.

In addition, C2C features services for groups and organizations. Nonprofits can find consulting help through the Social Entrepreneur Internship Program. Businesses can hire engineering or hospitality and tourism interns.

And all of this is only the beginning. "We anticipate adding listings every month to this terrific new resource linking our campus to our community," Rodriguez said.

— Reneé Haines



Editor's Note

For more than five years now, it's been my job and my privilege to serve as editor of SDSU Magazine and its successor, 360: The Magazine of San Diego State University. But the gig is up. This issue of 360 is my last. I'm leaving the magazine in the capable hands of former associate editor, Coleen L. Geraghty, and retiring from SDSU to write a book about the infamous 2003 Cedar Fire.

It's been gratifying during my tenure to see 360 honored with numerous awards, including gold and silver medals in the nation's toughest competition for university and alumni publications. But even higher praise has come in the form of calls, notes and e-mails from readers like you, confirming that 360 has fulfilled its purpose of helping you stay in touch with San Diego State University. Thank you for your support. And thanks, too, for the memories.

Sandra Millers Younger



Illustration: Tom Voss



Illustration: Tom Voss



Robert E. Younger, Terra Nova Photography

Global Protection

Protecting communities against the global threats of terrorism, disease and natural disasters will be the focus of a new graduate program designed for future public health leaders. The Master of Science degree in global emergency preparedness and response is a new specialization offered by the Graduate School of Public Health.

"Devastation caused by terrorist acts or by widespread disasters such as the 2004 tsunami has shown how complicated and challenging it is to help people during these situations," said Marilyn Newhoff, dean of SDSU's College of Health and Human Services. The goal of the new program, she said, is to prepare a public health work force "that not only can respond to large disasters...but also can detect potential threats."

Effects of Rejection

What's worse than feeling left out? Taking your disappointment out on yourself. New research indicates that people excluded from social groups are more likely to eat fattening foods and less likely to drink healthy beverages. They give up more quickly on challenging tasks and are generally less able to regulate their behavior.

The joint study by San Diego State University, Florida State University and Florida Atlantic University was published in the *Journal of Personality and Social Psychology*. Results were based on experiments in which participants were randomly assigned to experience either social rejection or positive feedback.

"Because these were lab experiments, we know that the rejection causes this

breakdown in self-control – and not the other way around," said researcher Jean Twenge, an SDSU psychology professor. "So there is some truth to the popular image of people eating cookies and ice cream after a break-up. They also won't want to get up from the couch to do anything challenging."

Twenge's past work indicates social exclusion may also lead to aggression. "Because rejected people find it difficult to regulate their behavior," she explained, "they are more likely to lash out aggressively and do other things that show a lack of control."

Learning from Wildfires

Beginning this fall, elementary and middle-school students in San Diego County will study environmental lessons based on the region's October 2003 firestorms. The San Diego

Wildfires Education Project is a new curriculum developed by SDSU's College of Education and partner organizations, including the San Diego County Office of Education, San Diego County Water Authority, San Diego Natural History Museum and San Diego Science Alliance.

Project leaders say the curriculum will further the region's healing from the tragic conflagrations, which charred 376,000 acres, destroyed 2,400 homes and killed 17 people. "We need a region-wide educational component to our recovery that focuses on understanding the wildfire process," said Stephen F. Barnes, project director and adjunct professor of education at SDSU. The program will help children move beyond a fear of wildfire, he said, by learning about the role fires play in the environment and how plant and animal species recover after a fire.

New Athletic Director

Jeff Schemmel, former associate commissioner for Governance and Legal Affairs with Conference USA, who also served as executive director for the 2001 NCAA men's basketball Final Four, is San Diego State University's new director of intercollegiate athletics. He signed a five-year contract in July.

Schemmel held senior athletic administrative positions at Kansas State University and the University of Minnesota. He was senior vice president and executive director of development for Arizona State University from February 2003 to October 2004.

Discussing his new role with San Diego State, Schemmel said, "I know the university and the community are eager to see competitive success. We will be committed to doing all we can in every sport we sponsor to win consistently and with integrity."

DIG THIS

Traces of the Past

By Coleen L. Geraghty

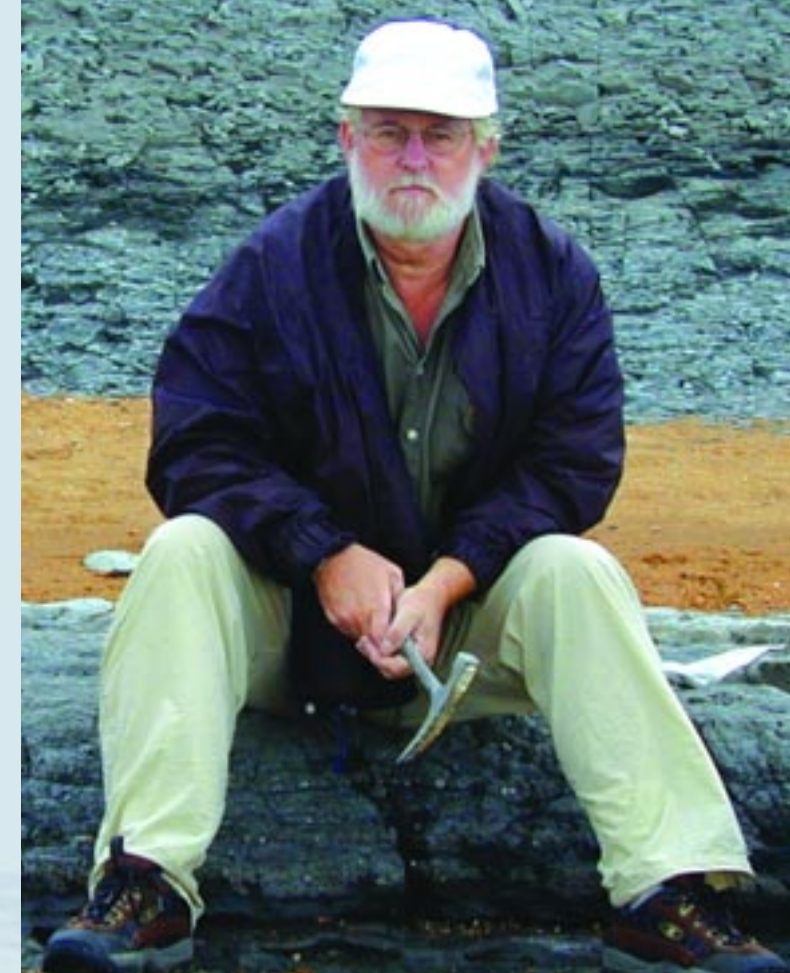
The red sands of the Kyzylkum Desert blanket central Uzbekistan. In this landlocked country of central Asia, the desert steppe occasionally cedes ground to fertile oases that once refreshed merchants traveling the ancient Silk Road between Europe and China. Little did those intrepid voyagers know that the riches they sought in the East paled in comparison with the treasures that lay beneath the desert sand.

In the last several decades, the Kyzylkum has yielded thousands of fossil fragments bearing witness to the early history of mammalian life on earth. Led by San Diego State paleontologist J. David Archibald, an international team of scientists continues to dig at a remote site in the desert, uncovering compelling evidence that ancestors of placental mammals actually shared the earth with dinosaurs. Their work is forcing biologists to revise accepted theories of mammalian evolution.

Nearly every year since 1994, the National Science Foundation or the National Geographic Foundation has funded Archibald's expedition to the Dzharakuduk escarpment in the Kyzylkum Desert. There, his team has found fossil remains of placental mammals or eutherians, the group to which we humans belong. Dating back 90 million years to the Cretaceous Period, they are among the oldest such mammalian remnants, and their existence demonstrates that the ancestors of mammals lived alongside dinosaurs.

Getting to Dzharakuduk from Uzbekistan's capital, Tashkent, is a 60-hour, 700-kilometer journey through Samarkand of Silk Road fame, through the industrialized mining center of Navoi, and on past the desert town of Uchkuduk, where visitors might be forgiven for mistaking the huge dragon-shaped Chinese restaurant for a mirage.

Seventy kilometers west of Uchkuduk, the jeeps abandon the crumbling road and battle dune fields to reach their destination, a further 30 kilometers away. Dzharakuduk is a tiny settlement, surrounded by desert and



San Diego State's J. David Archibald leads an international team of scientists whose excavations in the desert of Uzbekistan have reset the evolutionary clock.

populated by a few families who barely survive on sheep-raising and truck farming. Archibald hires them to build the team's yurts, tent-like structures used for eating and working.

"No matter how many times we prepare for our departure from Tashkent, there is always the sense that we are beginning a great adventure," Archibald said. "When it's the first field season for someone, the adventure is even better because we're seeing everything through a new pair of eyes."

Led by Archibald and Alexander Averianov, chief of the mammalogy laboratory at the Zoology Institute in St. Petersburg, Russia, the field team spends seven weeks in the Kyzylkum Desert.

In 100-degree heat, they quarry and sieve the red sand for traces of eutherian remains. The yield is typically gratifying: in 2004 alone, the group extracted more than 280 mammal specimens from 74 tonnes of sand and silt.



It's an extraordinary experience for the diverse group of scientists from Uzbekistan, Russia, Britain, America and Canada (hence the acronym URBAC). URBAC members include Hans-Dieter Sues, associate director for research and collections at the Smithsonian Institution's National Museum of Natural History; Noel Morris, Chris King and David Ward with London's Natural History Museum and the University of Greenwich in Britain; Yuri Chikin with the Zoological Institute in Tashkent; and Igor Danilov, Anton Resvyi and Alexi Abramov with St. Petersburg University and the Zoological Institute in St. Petersburg, Russia.

Because every member of the team has a different specialty, their combined knowledge enriches each individual field of research. "But we all learn from Dave Archibald," said Danilov, URBAC member and a student in 1996 when Archibald taught at St. Petersburg University on a Fulbright grant. "He is a professor in the real sense of the word. Dave encourages discussion on new ideas and new ways of doing things."

Democratic is another word colleagues use to describe Archibald. His URBAC team unites seasoned scientists and promising apprentices in a common purpose. Most years, when funding comes through, Archibald includes several SDSU students in the mix. Cory Redman, a master's candidate in biology, joined the expeditions in 2003 and 2004.

"On this planet, there's no other fossil site from the Cretaceous Period that produces anything like the diversity at Dzharakuduk," Redman enthused. "We've found fossils of 12

Sky Dominguez, left, a recent SDSU graduate, works with an Uzbek official at the Dzharakuduk escarpment. Inset: The bowl contains a typical assortment of fish, salamander, lizard and mammal teeth and bones from one tonne of sand.



"There is the sense that we are beginning a great adventure."

different eutherian varieties in the escarpment. We're collecting material that's older than our own species by 89 million years. When you look at the variety, the different shapes, sizes and environments of the organisms that lived over this long period of time, it makes science fiction look like child's play."

The Dzharakuduk treasure trove has yielded material worthy of recognition in the premier scientific journals *Nature* and *Science*. In 2001, *Nature* published Archibald's paper describing a tiny shrew-like creature whose fossilized bones and teeth were unearthed at the site. Showing similarities to modern rabbits

and rodents, the creature bolsters Archibald's theory that placental mammals can be traced back 25 million years earlier than previously thought – to the time when dinosaurs lived on earth.

But attempting to reset the evolutionary clock is not without its perils, as Archibald has discovered. Although molecular DNA evidence clearly supports his analysis, Archibald's conclusions put him squarely at odds with some colleagues. He has also clashed with other paleontologists about what really killed off the dinosaurs – a single catastrophe or a series of unfortunate events (Archibald adheres to the latter view).

These spirited disagreements are an inevitable result of the expanding body of scientific knowledge to which Archibald has contributed. A confirmed desert rat, he returns to Dzharakuduk annually because – ever so gradually – the land is giving up its secrets to the URBAC team.

"After years of effort, we think we see the inklings, the beginning radiations of modern placental mammals," Archibald said with quiet intensity. "Our specimens are not beautiful or spectacular. They're small. But with the fossils at Dzharakuduk, the smaller they are, the better preserved they will be, and the better able to tell us their story."

FIXING SAN DIEGO

Has America's finest city lost its footing?

Beleaguered by a \$2 billion pension deficit, feuding among City Hall officials, the conviction of two city council members on bribery charges and ridicule in the national media, San Diego needs a leader to help restore its characteristic confidence.



Just in time, San Diegans have approved Proposition F, the "strong mayor" initiative, giving their chief executive expanded powers to govern the city and shape its future. By the time the initiative takes effect on Jan. 1, 2006, a new mayor will have been elected by San Diego's citizens. What can he or she do to put the city back on track?

We asked 10 respected community leaders representing diverse groups of San Diegans to offer some advice to the next mayor. Here are their suggestions.

Malin Burnham is chairman of John Burnham and Company Insurance and Burnham Real Estate Services and a board member of The Campanile Foundation, SDSU's philanthropic foundation. He has received dozens of honors, including Philanthropist of the Year from the National Society of FundRaising Executives, Civic Entrepreneur of the Year from the Economic Development Corp. and Distinguished Citizen Awards from the San Diego County YMCA, the San Diego Council of Boy Scouts and the Alexis de Tocqueville Society.

Our next mayor has to focus on the change in the impending city charter that takes effect in January. The next mayor will be the CEO of San Diego, a new role in which leadership can be more effectively employed to improve the business climate of this city.

First, the mayor must reduce the pension benefits so that San Diego falls within the 50-75 percent range of U.S. cities. Experts tell me that we are first in the nation in the cost of pension benefits.

Second, consider raising individual taxes. We rank below average on several counts, including our tax rate relative to other California cities and our per capita bonded debt. Aside from housing, San Diego is a cheap place to live. We want to be the world's finest city but we don't want to pay for a high quality of life.

Third, the new mayor should take a serious look at outsourcing services. For example, we don't tax for waste collection. Reversing that policy could bring in additional millions.

Rulette Armstead is the first African-American woman to reach the rank of assistant police chief in San Diego. She recently retired after 31 years on the force. A champion of youth, women and equal rights, Armstead created the police department's first Equal Employment Office and helped develop its domestic violence unit. She teaches criminal justice at her alma mater, SDSU.

Our new mayor must act quickly and decisively to rebuild the credibility of an ethically challenged city government. The culture of secrecy at City Hall must end; however, the new mayor must ensure that the information brought forth by the city auditor and other department heads is factually sound and correct. These managers must not be chided for painting true and clear pictures of their departments and their capabilities to the San Diego City Council and to the public. Nor should their reports be "doctored" so as to present a skewed view of reality.

The new mayor must make some tough, unpopular decisions such as securing a vote to raise the transient occupancy tax and securing a trash tax vote.



San Diego's ideal climate and 85 miles of coastline draw more than 15 million annual overnight visitors, who spend upwards of \$5 billion dollars during their stay. The city's hotel occupancy rate often ranks first in the nation.

If certain pension benefits are deemed illegal by a court of law, the new mayor must ensure that rollbacks not affect vested, tenured employees and retirees. Those of us that are vested have planned our lives and our futures around those benefits and will not stand idly by and allow them to be tampered with.

Peter Andersen is a professor in the School of Communication. An expert on political communication, health communication, and nonverbal communication, he received the Robert J. Kibler Memorial Award last year in recognition of his personal and professional qualities of

dedication to excellence, commitment to the profession, concern for others, vision of what could be, acceptance of diversity, and forthrightness. He has written over 150 scholarly articles and five recent books including, "The Complete Idiot's Guide to Body Language."

I would advise the new mayor to begin the process of assessing regional transportation impact fees on new home construction in the outlying areas of San Diego.

Our streets are among the worst in the nation for potholes and general repair. We have stopped repairing inner-city streets to build freeway

access roads for commuters in Poway, Temecula and other remote communities.

Regional development impact fees would require assessments on developers of new homes to finance regional transportation solutions. This would provide a tremendous revenue stream, enabling San Diego to repair deteriorating infrastructure.

Another solution to our transportation problems would be the construction of dedicated bus lanes. It has been proven elsewhere – people will pay to ride a bus that takes them non-stop from their neighborhood or suburb to the downtown area.

Transportation has a tremendous impact on people's lives – on air quality, open space and stress levels. This issue has broad implications for the quality of life in San Diego.

Lourdes Sandoval, news director of San Diego's Spanish-language KBNT/Channel 17, is one of the city's most prominent and influential Hispanic journalists. An alumna of San Diego State, her work has been nominated for Emmy Awards.

A resolution to San Diego's financial problems is the highest priority of the new mayor. Only a leader who is honest, courageous and visionary, who places the interests of San Diego before his/her political and economic interests, can move San Diego forward.

The new mayor needs:

- to take a transparent straightforward approach to governance by establishing short-term goals and providing progress reports to his/her constituency.
- to possess the determination to make unpopular decisions and maintain financial stability.
- to advocate a new code of ethics, attitude and accountability within government.
- to encourage inclusiveness and diversity to prepare the next generation of leaders.
- to look beyond the city limits and envision San Diego as part of the San Diego-Tijuana region.

San Diego possesses a natural beauty and strategic geographic position, a world-recognized intellectual foundation and a

strong economic structure that we all have enjoyed. To continue the spirit of "America's Finest City," San Diegans must demand an honest and courageous leader with a vision that can take the city towards a better future.

The Rev. George Walker Smith, a prominent community voice in San Diego for half a century, founded The Catfish Club in 1970 as a weekly, nonpartisan venue to address local political issues from diverse viewpoints. He received an honorary degree from SDSU in 2002 and the Gloria Penner Annual Civic Service Award in 2004 for more than 34 years of service and contributions to San Diego.

My advice for the next mayor is to bring together the diversity of expertise from the economic, the political, the social, the educational and even the spiritual community to sit down together and come up with solutions. We've got to work together, and it's going to take a lot of work, a lot of work.

San Diego's greatest strength is its diversity. If the city had built upon that diversity throughout the years, it would be much easier today to unite the various elements of our city in working together to solve whatever problems we have.

First and foremost, you have to restore the stability of the city. If you don't solve the financial crisis, everything else is moot.

"City managers must not be chided for painting true and clear pictures of their departments."

—Rulette Armstead



“If you don’t solve the financial crisis, everything else is moot.”

—The Rev. George Walker Smith



Li-Rong Lilly Cheng is a professor of communicative disorders and head of the Chinese Studies Institute at San Diego State University. A founding member of The Campanile Foundation, Cheng earned a Ph.D. from SDSU and Claremont Graduate School in speech pathology and multicultural education, becoming the first certified speech pathologist of Chinese origin in this country.

This is what I would tell our new mayor – San Diego used to be America’s finest city.

We have a beautiful port, an efficient airport, but we need a better transportation system. We need to pay more attention to caring for our water and air. We must continue to ensure that downtown development is user-friendly for our diverse people.

Clearly, a strong fiscal picture is important. We have to find a way out of financial crisis with our collective wisdom working in a consultative model.

The formula is:
 $X + Y - Z = \text{Success}$
 $X = \text{determination and leadership}$
 $Y = \text{hard work and good time management}$
 $Z = \text{all the blame, excuses and baggage that impedes us}$

San Diego is next door to Mexico and on the Pacific Rim. We should think globally. We need a strong Asian caucus and strong Native

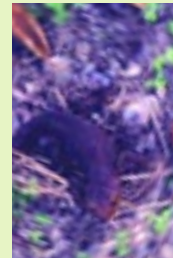
American representation. “E Pluribus Unum” – from the many, one.

Edward S. Fletcher retired in 1991 as director of health services for the San Diego Unified School District after 36 years working in the public schools. From 1977 through 1983, he was assistant superintendent for community relations, responsible for the development and implementation of the Voluntary Racial Integration Program. He is a native San Diegan who earned bachelor’s and master’s degrees at San Diego State, where he was an all-conference football player.

I would advise the mayor to never forget how he or she was elected. Most likely it will be through an ability to get the message across.

I would further advise the mayor to form a group of advisors who are financial experts and who also have skills in public relations. They would be asked to develop a plan for alleviating our financial problems while being equitable to all our citizens as well as employees of the city of San Diego.

Many people, after they get into public office, spend too much time planning for re-election rather than working at the needs of the job. I would advise the mayor to focus on the many significant issues facing the city.



The Santa Margarita Ecological Reserve, run by San Diego State University and the SDSU Research Foundation, is kept in its natural state for the preservation and protection of native plants, animals and habitat.

Photos above:
Robert E. Younger, top
Robert Dlouhy, bottom

Photo at right:
David Friend





San Diego City Schools is the second largest district in California and eighth largest urban district in the U.S., educating students who speak more than 60 languages and dialects.

Arlie Ricasa-Bagaporo is director of student development at Southwestern College. She is a board member for the Sweetwater Union High School District and president of the San Diego County School Boards Association. A leader in San Diego's Pilipino community, Ricasa-Bagaporo earned her master's degree in counselor education from SDSU in 1988.

The new mayor will be taking office at a crucial time. Credibility is important. Policies, processes and meetings must be transparent.

With two new city council members coming in to fill vacant seats in November, there will be a certain lag time before they get up to speed. The mayor must be a conduit for those two new individuals. He or she must act on behalf of the constituencies in their districts.

As an educator, member of the Sweetwater Union High School District and president of the San Diego County School Boards Association, I am concerned about our schools. Strength in education and strength in the mayor's office have to go hand in hand. We need to commit the city to programs like the "6 to 6" extended school day program, which

are going to influence San Diego's citizens for years to come. We must offer programs and services that make our children feel safe in their community.

Ralph Pesqueira is the owner of El Indio Restaurants and Tortilla Factory, founded 65 years ago in downtown San Diego. A former trustee of the California State University (CSU) system and a San Diego State alumnus, he was an early advocate of competency requirements for CSU admission. He is currently on the board of The Campanile Foundation, SDSU's philanthropic foundation.

The new mayor must create and present a universal and saleable vision for San Diego – not too detailed but broad enough to show the big picture. He or she must ask: what do we want the city to look like in 10 or 15 years?

San Diego has to be a city where people are proud to live and want to raise their children. If people know where the city is going, they will be more likely to accept tax increases.

I'll give you two examples of simple "visions" for San Diego:

- every child in elementary school should have access to a program that will provide quality care until 6 p.m.
- all branch libraries should be open seven days a week to expose children to books and give them resources for simple research projects

The next mayor must also rid the city of unnecessary labor. Every three years, each department should present a zero-based budget and defend every penny they're asking for. This will avoid bloating in the budget.

Julie Meier Wright is president and CEO of the San Diego Regional Economic Development Corporation, which markets the region to business investors and also focuses on public policy issues affecting San Diego's competitiveness. She is a member of the advisory council to the dean of SDSU's College of

Engineering and the board of directors of the College of Business Administration. Formerly, she served as California's first Secretary of Trade and Commerce.

The entire region's reputation is tarnished because of the unfortunate problems of the city of San Diego. I think the new mayor must move decisively to solve these problems, only one of which is the pension system, and then aggressively market the city so that the kind of investors we want here will understand what we've done.

The economic fundamentals of the region are excellent, but they can't be taken for granted. Our agenda must stay focused on competitiveness issues like traffic congestion, housing and K-12 education.

It shouldn't be just about the city. Economic investment isn't constrained by political boundaries. When a company is looking to invest, it will consider the regional work force, the regional housing market, the regional transportation system and the regional education system. The entire region is depending on the new mayor to move decisively.

We're interested in your suggestions for solving San Diego's problems. Contact us at 360mag@mail.sdsu.edu.

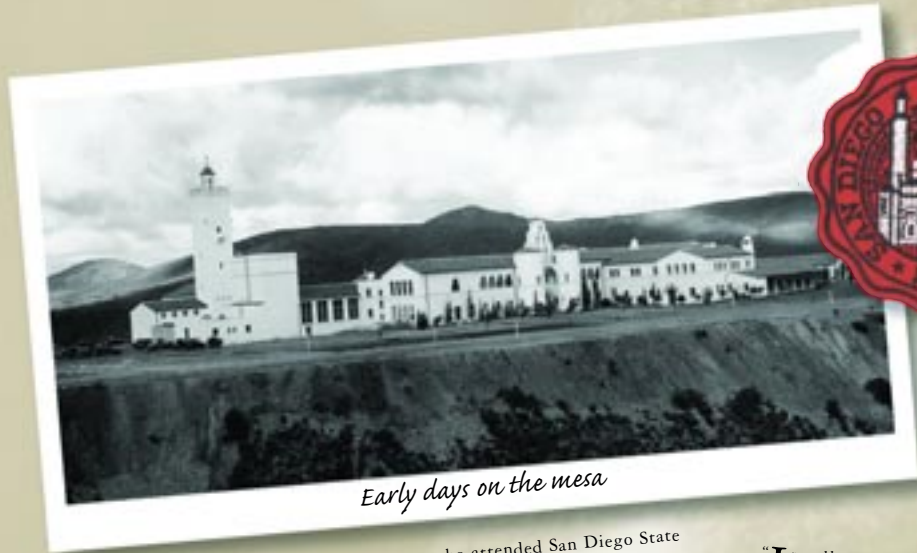
"Our agenda must stay focused on competitiveness issues like traffic congestion, housing and K-12 education."

–Julie Meier Wright



“When I was at State...

A selection of the best entries in our spring 2005 sweepstakes



Early days on the mesa



I am one of the 1,200 original students who attended San Diego State College. I graduated from San Diego High School in 1929 and attended 'Old State' on Park Boulevard that year. In 1930, I moved to the new school, which was situated on a dirt road, about half a mile from El Cajon Boulevard. There was no facility for food on the campus. We ate sandwiches at the 'Ham Shack,' left by the construction crew. I played drums in the Cliff May five-piece orchestra for Friday noon dances in the gym. I was a Phi Delta. Art Linkletter was one of my friends. It was in the depths of the depression. No one had any money."
William P. Brotherton, 1933

"I recall the first-ever draft lottery for the Vietnam War. Some men were in tears, sobbing, while women in the class attempted to comfort them. They had received very low numbers in the lottery and were almost certain to be sent to that horrible war. My number was 190, and in my year of eligibility, the draft went to 185."
Scott C. Hopkins, 1971



Ralph & friend in San Felipe, 1978

"My father didn't believe me when I told him that camping and surfing in Baja would one day pay off, but 10 years and a bachelor's in liberal studies later, I was able to prove my point. Part of the Aztec experience, as I found out in 1974, was to camp and party in Baja during spring break. A group of us traveled five hours to San Felipe, where I discovered fish tacos. I hadn't heard of them before then, and I was amazed at how delicious they were. That moment of inspiration led in 1983 to the beginning of Rubio's Fish Tacos (now Rubio's Fresh Mexican Grill). Needless to say, my father, who became my partner, came to realize a pretty good return on his investment on my tuition and 'beer money.' I'll always be thankful for my San Diego State experience."
Ralph Rubio, 1978

"During the first day of a very overcrowded neurophysiological psychology class, the professor, determined to 'thin out' the class, asked if there was a brain present. As no one answered, he muttered: 'OK, in that case, I brought my own.' He reached under the podium and put on a long rubber apron and gloves. He then pulled out a white bucket and reached into it, pulling out a real human brain, squeezing it various times, while dripping formaldehyde and other juices, at which sight over half the students ran outside to vomit! The professor then directed the remaining students to immediately get up and lock the doors!"
Peter A. Schlesinger, 1978

"In the mid 1970s, streaking was all the rage across America, and SDSU was no different. Seems like every day around noon, several streakers would run naked around the quad. Students would pick out a good spot, sit down with their lunch, and enjoy the show."
Mike Bryant, 1975



"I was editor of the Aztec Engineer in the late '50s. Jim, our features editor, said a girl in one of his classes, a Raquel Tejada, wanted to meet me for lunch to talk about being the pin-up girl in the next issue. As I had already selected another girl to be in that issue, I declined to meet Miss Tejada for lunch. A few years later, when I was working at Convail, her father, who also worked there, mentioned that his daughter, Raquel, was in Europe, working on a movie under her married name, Raquel Welch. Raquel, forgive me!"
Michael L. Thompson, 1961



Raquel Tejada

"It was still a college, not yet a university. I remember seeing such acts as Bob Dylan, Joan Baez and Peter, Paul and Mary in concert in Petersen Gym for the exorbitant price of \$1 with your ASB card! Don Coryell was the football coach, ably aided by assistants John Madden and Joe Gibbs. The Reverend Martin Luther King, Jr. spoke in the Greek Bowl."
Charles F. Hansen, 1964



Joan Baez, Petersen Gym, 1964

"In the fall of 1967, the SAEs and Thetas were building a homecoming float together. That year we built a Peter Pan ship. While putting papier-mâché on the ship's flying bridge, I struck up a conversation with the cute young Theta on the other side. Soon, I was smitten and anxious for a date. We were pinned by Christmas, and in June of this year, Becky and I celebrated our 36th wedding anniversary."

John W. McMullen, 1970



NCAA Volleyball Champs, 1973

"One of the highlights was in 1973, the year San Diego State won the NCAA volleyball tournament. During the regular season, the games at Peterson Gym were a madhouse. Of course, the climax came at the Sports Arena, when the Aztecs defeated Long Beach State for the title. The feeling of pride and excitement was like nothing I'd felt before."

Jerry Jagorda, 1973

"We won a national journalism award for our broadcast of President Kennedy's visit to the SDSU campus. Working under the supervision of Professor Arthur Wimer, our team used student journalists all along JFK's motorcade route, calling in via pay phones, to provide color reports before the president arrived on campus to deliver the commencement speech to the class of 1963. The live coverage, on KEBS, the precursor to KPBS-FM, won the Sigma Delta Chi award for student radio journalism."

George Lewis, 1964



President John F. Kennedy, SDSU commencement, 1963

"As the first person in my family to go to college, I was so excited to be a freshman at SDSU. I loved school and could hardly wait to go to Orientation Week. It finally came, and there I sat in the stadium. We were all holding hands and singing 'We Shall Overcome.' It was at that moment that I knew times were changing, not just for me, but for our country."

Susan Sragovicz, 1964



Aztec Center, 1968

"I was the commissioner of elections for the voting to start a \$5 A.S. card, which would help pay for the current Aztec Center. I look at it now with pride, but also the realization that the university has outgrown it. At the time it was our dream!"

Patricia A. Bender, 1958

"In 1958-59, I was on the Varsity basketball team, coached by George 'Ziggy' Ziegenfuss. All our games were played in the 'old gym.' A small door separated the basketball floor from the locker room. As we entered the gym for pre-game warm-ups, the Pep Band would fire up the Aztec fight song. To this day, whenever I hear the fight song, I get goose bumps and have to stifle a little lump in my throat."

Dick Roppe, 1958



"I entered as a freshman in September 1937. As part of his doctoral program, President Hepner gave a week-long battery of tests to the incoming class. A part of his program was to interview the top 10 percent who took the tests. That is how I met President Hepner. It was a long time ago, but it seems like yesterday to me."

Regina Hickey, 1945



President Hepner, 1935

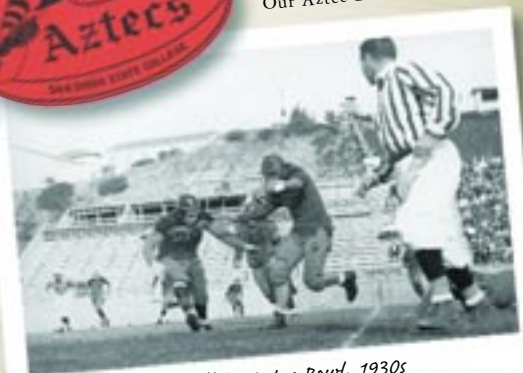
"We went down to the Santa Fe station to welcome home Montezuma (Donal Hord's statue of 'The Aztec'). He had been on loan to the Museum of Modern Art in New York. We put him in a pickup truck and followed him on El Cajon Boulevard - a little parade. [Later, we] installed him in the Quad."

Barbara Cunningham, 1942



"I played quarterback in the first game ever held in the Aztec Bowl. On Oct. 3, 1936, after a dedication ceremony, we played our freshman game, and the varsity one followed. Our Aztec Bowl was the only campus stadium south of Palo Alto and had a 'state of the art' electric time clock. It was one of the most exciting moments of my life and my favorite memory of San Diego State."

Bob Anderson, 1940



Football in Aztec Bowl, 1930s

What's Your Story?

"When I was at State" commemorates 75 years of San Diego State's presence on Montezuma Mesa. Log on to sdsuonth.com/timeline to read more alumni stories and share your own memory.



By Kevin Klintworth

Good Sports



Aztec athletes give their time and a boost to community groups.

College days. College nights. College sports. College life.

The death toll in Iraq. Child poverty. Homelessness. Other lives in other places.

These two worlds collide more often than one might think – and not always by happenstance.

Far away from the football stadiums and noisy gymnasiums, it turns out that college sports stars who seem to have it all actually have consciences, too. Those pampered young people in the baggy jeans, with pierced bodies and permanently attached headphones are more aware of what's happening in the real world than their elders think. Even more revealing, many of today's college students are willing, even eager, to do something about society's problems.

The life of a student-athlete, in reality, is hectic. A typical day begins with early morning strength and conditioning sessions, followed by classes, team practice, study time and, in some cases, part-time jobs.

A different experience

Add volunteer visits to soup kitchens, hospitals, the Ronald McDonald House and Special Olympics, plus full days working with Habitat for Humanity, and you get an entirely different college experience. Probably the experience college is meant to provide.

"It was eye-opening," said Patrick Justman, "they were just like us, only different."

Justman, a junior offensive lineman on the Aztec football team, is a graduating senior considering law school. He and 15 other San Diego State football players recently spent an afternoon at The Zachary and Elizabeth Fisher House, one of 32 such facilities in the nation. Located on 17 military installations, Fisher Houses provide family members of hospitalized military personnel with food and a place to stay during stressful times.

What these Aztecs encountered during their visit were people of their age with the same interests and backgrounds; that is, people just like them...but different. These young men and women were wounded veterans of the conflict in Iraq. And they made an indelible impression on the Aztecs.

"I watch the news a little differently now," Justman said. He told of meeting a 21-year-old who had already been to Iraq twice.

"Basically, while I was spending my year redshirting, he was fighting a war. Another guy explained to me how he lost his eye. He's scarred, he has a fake eye. And he's my age."

Justman helped organize the trip to the Fisher House as part of San Diego State's new efforts to reach out to military personnel stationed

in San Diego County. He had never visited with veterans before. But he will again.

"I'd go back anytime," Justman said.

Feeding the homeless

Swimmer Emily Schmied had her own eye-opening experience last year during the holidays when she and her Aztec teammates helped feed the homeless through the local chapter of St. Vincent de Paul.

"It was surprising to see all of the children," said Schmied, who is majoring in community health education and planning a career in disease prevention. "You know there are homeless children and families, but it was still shocking to see them. They really liked us, and you hope you are helping them."

The swimmers got a stark picture of life on the streets. They were warned of possible dangers, told not to cross the street or go anywhere alone. Undaunted, they made two more trips to the kitchen prior to finals week.

"I have an interest in disease prevention, and I know what a big part nutrition plays," Schmied said, "so I was really paying attention to what they were eating."

Sabrina (Bre) White, the SDSU athletic department's assistant director of academics and multicultural community programs, said

the student visits are designed as experiences to give back to the community. But there are benefits on both sides.

"Often, the student-athletes get more out of the experience than the people they are trying to help," White said. "And they always want to go back."

Freshman basketball player Tim McGrath is a perfect example. After a team visit to a San Diego elementary school, McGrath began returning on his own and became a tutor and mentor to some of the students.

Another outreach effort that's become a popular tradition happens every August, at the beginning of football season. When the Aztecs break training camp, they take on a community service project to kick off their season.

At season's end, the Aztecs team up with the Junior Seau Foundation, which sponsors "Shop-With-A-Jock." The holiday program pairs local athletes with children

who need their help buying gifts for themselves and others.

White noted that San Diego State athletes outnumber other participants. "We always have the highest representation," she said. "This is an event that features USD, the Chargers, the Gulls, basically everyone in town. We probably send around 120 of the 200 'jocks' that participate."

Aztecs as architects

Another favorite community service for Aztecs is Habitat for Humanity. The program, launched by former President Jimmy Carter, enlists armies of volunteers to build homes for the poor.

In 2004-2005, athletes from both the Aztec softball and women's basketball programs participated – and loved it.

"It was a great experience," said Michelle Strawberry, a senior basketball player. "It was wonderful to give back, and I think it was a great bonding experience for our team."

But did the Aztec women, all newcomers to construction work, know what to do when they arrived on the site?

"Heck, no," Strawberry said. "I had no idea. I was supposed to hammer nails in the floor, and it was hard at the beginning. But by the end of the day, I was a pro. We had good supervisors. I would go back in a heartbeat," she added.

Every generation worries about the next one. And perhaps rightly so. In the current high-def world of fingertip information, endless television channels and Web sites, not to mention phones that seem to be human appendages, it would be easy to lead a life of physical isolation and self-indulgence.

But San Diego State, a university committed to the mission of human growth and development, pushes its students further, preparing them not only for future careers, but also for the challenges of life, instilling not just the ability to help others, but also the desire.

You can increase the value of your SDSU degree.



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Matthew Giacalone
Biology and business, MBA/Ph.D. candidate
(Future bioscience CEO, Alumnus and Donor, too)

"It was wonderful to give back, and I think it was a great bonding experience for our team."



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The President's Leadership Fund Reaches Milestone in Support

In 2003, SDSU launched The President's Leadership Fund (PLF). In less than three years, the PLF has established itself as a catalyst for change by investing more than \$1 million in the strategic and innovative endeavors of SDSU's students, faculty and staff.

The success of The President's Leadership Fund is due, in large part, to the dedication of its Founding Partners – visionaries who've enabled us to support over 50 initiatives, bringing SDSU local, regional, national and international distinction. Three such investments include:

- celebrating the best and brightest at SDSU by funding a variety of scholarship opportunities for students in our University Honors Program;

- responding to our nation's waning influence in technology by supporting Project Lead the Way, an effort to groom future engineers for our community through a pre-engineering program in secondary schools; and
- applauding the humanitarian aid and innovative research of two SDSU professors by enabling them to travel to India to be honored by the country's president for saving hundreds of lives after the 2004 tsunami by restoring pure drinking water to a hospital.



The PRESIDENT'S LEADERSHIP fund

San Diego State University is proud to introduce the 100 Founding Partners of The President's Leadership Fund.

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Class Notes

1950s

'54: **Mary Ellen Riedel** ★ (psychology) is retired, busy and dividing her time between La Jolla and Shady Cove, Ore.

1960s

'69: **John Curra** (B.A., M.A., sociology), a sociology professor at Eastern Kentucky University since 1975, is the recipient of the 2005 ECU Foundation Professorship, the university's highest award for teaching excellence.

1970s

'71: **Loch David Crane** ★ (English; M.A., '77, English) is a "motojournalist" for the Florida biker magazine Born to Ride. He also performs as a professional magician. **Michael Shipley** has been named captain of the Oceanside (Calif.) Police Department.

'72: **Roger L. Kemp** ★ (business administration; '74, M.P.A.) is city manager of Vallejo, Calif. Previously, he was city manager of Meriden, Conn.

'74: **Vicki Hallman** (physical education/health) was named Texas Athletic Director of the year for 2003 by the National Association for Sport and Physical Education. She is athletic director at Del Valle Independent School District in Del Valle, Tex.

'75: **Ron Martel** ★ (marketing) is a national sales executive with IBM, based in Costa Mesa, Calif. He and his wife, Leigh, are the parents of two daughters, Angela and Teresa, both SDSU students.

'76: **Danielle A. Saint Germain** ★ (Spanish; education) received the Outstanding Bilingual Award for 2003-04 from the Encinitas (Calif.)

Union School District. **Sandra Gonnerman** (liberal arts; '80 library services) was named Lakeside Union School District Teacher of the Year for 2004-2005.

'77: **Lisa Winokur Allen** (anthropology) is director of quality management at Hartford Hospital in Hartford, Conn.

'78: **Randall Peterson** (accounting) is chief compliance officer for Sempra Energy in San Diego. **Sheryl L. Rowling** (accounting; M.B.A., '91) has been named among the Top 100 Most Influential Accounting Practitioners, published by CPA Magazine, for the 2005 tax year. She is managing partner of Rowling, Dold & Associates LLP in San Diego.

'79: **David R. Edgar** ★ (M.P.A.) has been promoted to deputy city manager for the City of Fontana, Calif. **Frank Urtasun** ★ (sociology) is director of business enterprise at San Diego Gas & Electric, responsible for overseeing the business enterprise programs at Southern California Gas Company and SDG&E.

1980s

'80: **Don Fellows** ★ (public administration) has been named managing director of Marts & Lundy Inc., a national consulting firm that specializes in philanthropic support of nonprofit organizations.

'82: **Thomas Williamson** ★ (civil engineering) is a project executive for KSI Services Inc. in Vienna, Va. He will oversee the development of planned communities. **Shari (Fenn) Winet** (journalism) is communications specialist in the Department of Community and Public Relations of

the San Diego State University Research Foundation.

'83: **Maureen Furniss** (B.S. and M.A., '87, telecommunications and film) is professor of animation history at California Institute of the Arts. She is also the author of "Chuck Jones: Conversations" and the founder/publisher of Animation Journal.

'84: **Steve Boyle** (accounting) is assistant superintendent of human resources for the Escondido (Calif.) Union High School District.

'85: **David Helms** (art) has been promoted to associate with the Sacramento firm of Comstock Johnson Architects Inc. (CJA). Helms has been with CJA for more than 16 years. **Earl H. Maas III** (speech communication) has been named a judge of the San Diego Superior Court by Governor Arnold Schwarzenegger.

'86: **Laurie Bianchi** ★ (marketing; '90, M.B.A.) is director of national sponsorships for the San Francisco Symphony.

'87: **Melissa A. (Nemeth) Piscitello** (finance) is director of preconstruction services for B&G Consultants in San Diego. **Angela Smith** (finance) is budget officer for the Office of Personnel Management of the Federal Government, where she oversees \$50 billion in outlays for earned benefits.

'88: **Brian Cornforth** (M.B.A.) is a real estate broker and the principal of Dr. Brian Cornforth Realty Services in San Diego. **Andrea Zittel** (art) received the 2005 Lucelia Artist Award from the Smithsonian American Art Museum.

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

★ = annual member, ☆ = life member

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The 2005 Faculty Montys

Each year San Diego State's Alumni Association recognizes outstanding faculty and alumni. This year's faculty awards were presented Thursday, Aug. 25, in Cox Arena at SDSU's All-University Convocation, the official opening of the 2005-06 academic year. Alumni awards will be presented at the annual Montys gala next spring. Congratulations to this year's faculty awardees.

College of Arts and Letters Brian Loveman, Ph.D.

Brian E. Loveman, professor of political science, is an accomplished scholar in Latin American politics and human rights. The author or editor of 19 books and monographs, plus more than 60 articles and chapters, Loveman is the recipient of research grants from the Ford Foundation and the William and Flora Hewlett Foundation. Also a highly respected teacher, he holds the Fred J. Hansen Chair for Peace Studies at SDSU.

College of Business Administration Nikhil Variaya, Ph.D.

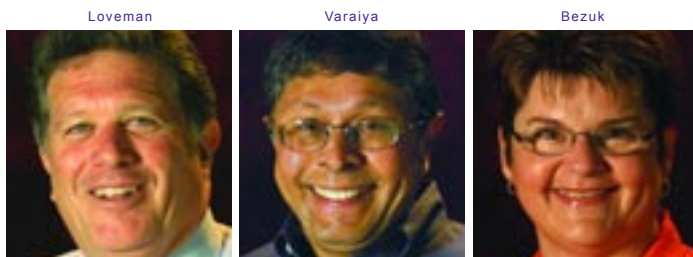
An SDSU faculty member since 1988, finance department chair Nikhil Variaya is the recipient of multiple teaching awards and a driving force in new curriculum ventures, particularly the Community Economic Development Program. He is also a prolific researcher, with numerous articles published in top finance journals, and a valuable contributor to community organizations, particularly the Financial Executives Institute and the USE Credit Union, for which he serves as a board member.

College of Education Nadine Bezuk, Ph.D.

Nadine Bezuk co-directs two SDSU programs: the Professional Development Collaborative (PDC), which serves San Diego County mathematics and science teachers as part of the Center for Research in Mathematics and Science Education, and the Improving Student Achievement in Mathematics (ISAM) Project, a key initiative of the QUALCOMM Institute for Innovation and Educational Success. Bezuk is also executive director of the Association of Mathematics Teacher Educators and president-elect of the California Association of Mathematics Teacher Educators.

College of Engineering Bruce Westermo, Ph.D.

Bruce Westermo is director at SDSU of Project Lead the Way, a national outreach effort that introduces middle and high school students to engineering. Westermo was instrumental in making SDSU the program's affiliate institute in California. A faculty member for 25 years, Westermo is also assistant dean for undergraduate students, a dedicated student advocate and a respected researcher, specializing in measuring strain and assessing potential damage to structures.



Loveman

Variaya

Bezuk



Westermo

Shapiro

Maruyama

College of Health and Human Services Lewis Shapiro, Ph.D.

Lewis Shapiro, associate professor in the School of Speech, Language and Hearing Sciences, applies theoretical linguistic principles to language rehabilitation for adults with aphasia, the language deficit that often follows a stroke. One of only a few researchers in this area, Shapiro is a prolific author and presenter, and the recipient of continuous federal funding since 1988. He is also a fellow of the American Speech-Language-Hearing Association.

College of Professional Studies and Fine Arts Wendy Maruyama

SDSU alumna and art professor Wendy Maruyama is an internationally acclaimed furniture designer and maker. A faculty member in the School of Art, Design and Art History since 1989, she has been featured in numerous publications, collections and exhibitions in the U.S. and Japan. Under Maruyama's leadership, the SDSU Furniture Design/Woodworking Program has evolved into one of the nation's best.

College of Sciences Richard Morris, Ph.D.

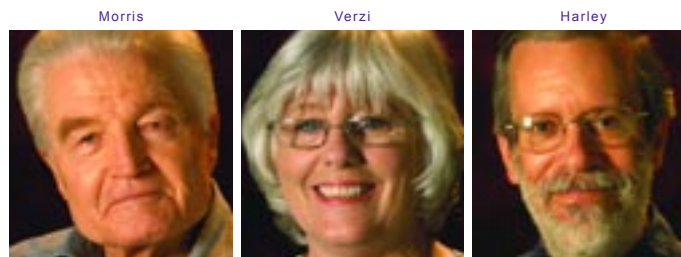
Richard Morris, professor of physics, came to SDSU in 1957. An exceptional teacher and mentor, he is extremely dedicated to his work and his students, who benefit greatly from the extensive hands-on research opportunities Morris provides, funded by numerous government and corporate grants. His typically heavy teaching schedule includes both undergraduate and graduate courses, plus supervision of numerous graduate projects.

Imperial Valley Campus Diana Verzi, Ph.D.

Associate Professor Diana Verzi is founder and coordinator of the mathematics program at SDSU's Imperial Valley Campus. Her area of expertise is mathematical biology, which entails applying mathematics to nonlinear problems. Verzi's commitment to involving students in mathematical research has served to improve the quality of mathematics teaching and learning in the Imperial Valley.

Library and Information Access Bruce Harley, M.A., M.L.S.

Bruce Harley came to San Diego State in 1990. Since that time, as electronic information services coordinator and chair of the library's automation planning and electronic services committee, he has helped usher the SDSU library into the digital age. Harley is also an adjunct professor in the anthropology department, a liaison to the honors program and a supporter of the Freshman Success Program.



Morris

Verzi

Harley

1990s Class Notes

'90: **Craig Smith** (economics; political science) is director of national accounts for Sundance Spas in Chino, Calif.

'94: **Chris Dominic** ★ (B.A., M.A., speech communication) has been named president and CEO of Tsongas Litigation Consulting Inc., a trial consulting firm in Portland, Ore.

'96: **Debbie Dorsee** (art) has been named executive director of HomeAid San Diego.

'97: **Jessica Cooper** (B.M., M.M., music performance) is a frequent performer with the Boston Civic Symphony Orchestra and the La Jolla Symphony. Recently, she appeared as guest soloist with the Boston Cecilia chorus. **Brian Souza** (international business) has published his first book, "Become Who You Were Born to Be: We All Have a Gift ... Have You Discovered Yours?" Souza is also the president of Paragon Holdings LLC.

2000s

'00: **Sunny Sea Gold** is associate editor of Glamour Magazine in New York.

'01: **Giavanna Kersulis** (music performance) is a member of the Young Artist Program with the Virginia Opera. She has appeared in a number of major productions, including "Hansel and Gretel," "Faust" and "La Cerentola."

'02: **Shawn Shook Kornegay** ★ (marketing) is assistant director of communications at Texas Christian University and is working on establishing a Dallas-Fort Worth group of Aztec alumni.

'04: **Richard Shizuo Hlebica** (international security and conflict resolution) is working with Japanese-language documentation in the import-export division of Costco Japan. **Michael J. Willis** (business administration) is an ensign in the U.S. Navy.

Jane Vidal retired in August from SDSU's Academic Advising Center, where she had counseled students for more than 30 years.

Vidal joined SDSU in Admissions and Records, and later transferred to the newly established Academic Advising Center led by Henry McAdams. She received the "Exemplary Advising Award" in 1993 and in 1999, the National Academic Advising Association's "Outstanding Adviser Award" in 1995 and the California Teacher Association's "Outstanding Adviser Award" in 2001.

In Memoriam

Alumni

1926: Dorothy Bartlett; 1929: Mona Norris Andreen; 1930: Richard Barbee Shanks, Mary Alice Willardson; 1932: Elma N. Forshey, Carol Woods Nelson; 1934: Frank Salerno Sr., Virginia Noon Wilson; 1935: Myrtle Algaze Hershman; 1936: John Benson; 1937: William Wallace Crawford Jr.; 1938: John Richard Payne; 1939: John T. Simpson, Elizabeth E. Troupe; 1940: Wyn McClintock; 1942: Frances E. Coughlin, Harlen F. Hume, Chicky Breier Seadler, Beatrice Joan Towey; 1944: Jeanne Hopkins Coolidge; 1945: June Palmer LaChapelle, Ruth E. Robson; 1947: Jean Ann Rogers; 1948: Robert Ennis Kelley, Joan Morson Lyman, Nancy Williams McNary; 1949: Ivin Clair Heathman; 1950: Wilbur L. Hanger, Kenneth H. Hartley, Helen G. Merzbacher, Austin H. Ryan, Jean M. Stenerodden, Jack N. Voorhees; 1951: Carolyn Luckenbach Henderson; 1952: Ann McKechnie Pottenger; 1953: Russell Glenn Tanner; 1954: Mona Milton Mastronski, Leland Samuel Reel; 1955: Vernon Vincent Shears; 1956: William F. Heiter, Edward Alan Person; 1957: Helen DuPaul Bedford, Louis J. Campiglia; 1958: Daniel Lloyd Laver; 1959: Leo Edward Shaw; 1961: Barbara Corvinus Carlsen; 1962: Vera Marie Weber; 1963: Maurine Howlett; 1964: Merrell Davis; 1965: Michael J. Cook, Albert

Homecoming 2005

Beth Burns, Legendary Aztec Women's Basketball Coach, Is Honorary Chair



Beth Burns' office has the feel of tradition. Just outside her door, two Western Athletic Conference Women's Basketball Championship plaques flank a crowded trophy case. Inside, on her desk, is a photo of the '97 Aztec squad that led the nation in team defense. Another depicts Burns with the first player she ever recruited to SDSU.

Burns is big on tradition. "I want our current athletes to know about their tradition," she says of the women's program she has been rehired to lead. "You know they've struggled. They haven't had success."

Burns and her athletes enjoyed their share of success during her first tenure as Aztec coach from 1989-1997. They reigned as WAC women's basketball champions after the 1994 and 1995 seasons, when she was named WAC Coach of the Year. Now, she hopes to help resurrect those glory days for the Aztec team.

In recognition of her return and her contributions to SDSU, Burns has been asked to serve as Honorary Homecoming Chair for 2005. "It's very humbling," she mused. "You know, I didn't go to school here, but San Diego State is, was, and I guess always will be home to me. It's felt that way from the first second I came back."

Yes, Beth Burns is back, hoping to resume the winning habit she started here years ago. And Aztec tradition rests comfortably on her shoulders.

Homecoming Weekend is Oct. 28-30. See <http://advancement.sdsu.edu/alumni/homecoming.htm> for specific events, dates and times.

—Tobin Vaughn

Jeff Melman

From SDSU to Wisteria Lane

Jeff Melman remembers it as a turning point, that day he first came to San Diego State as a transfer student in 1974, fresh from four years in the Navy that included two deployments to Vietnam.

"Stepping foot on campus changed everything for me," Melman said. "I found a purpose at San Diego State. [It was] a place to focus my energies on something creative."

Two years later, creativity stoked and degree in hand, Melman left SDSU ready to begin a blockbuster career writing, directing and/or producing hit television shows like "Frasier," "Wings," "Beverly Hills 90210," "The Fresh Prince of BelAir," "Everybody Loves Raymond," "Malcolm in the Middle," "Arrested Development," and "Desperate Housewives."

Melman credits his success in part to the early inspiration of his fellow SDSU students, a group of young prodigies that included future Oscar-winners Kathleen Kennedy, producer of "Schindler's List," and Russ Carpenter, cinematographer for "Titanic," plus Wayne Kennan, "Seinfeld" director of photography, and Gary David Goldberg, creator/producer of "Family Ties."

The buzz from Melman's own senior project – a half-hour sitcom that won a local Emmy – drew the attention of SDSU alumnus and ABC executive John Moranville, who offered the new grad a foot in the door, literally, at the network.

"I roamed from studio to studio, watched closely what everybody was up to and made friends with the pages and production assistants," Melman recalled.

His big break came when one of those new friends, a production assistant on the set of the widely acclaimed police comedy "Barney Miller," got promoted.

"I got his job, which turned out to be an incredible opportunity," Melman said. "The show was so creative and had so many unique elements that were executed with precision. It was an excellent first exposure to network television production."

When a writer for "Barney Miller" had an idea for a new sitcom about a hip, jeans-wearing judge, Melman volunteered to produce it. "Night Court" would prove to be the first of many television hits he created, directed and/or produced.

Melman's next project, a comedy entitled "Hot Properties" starring Gail O'Grady, debuts this fall on ABC. "I don't know if it will be a hit," Melman said, "but I know I will enjoy being a part of it."

In fact, he continued, "I've enjoyed nearly every project I have worked on throughout my career. It's a wonderful and fulfilling experience to go to work every day and be creative."

—Aaron J. Hoskins



Michael Stebel, Paulette Wilson; 1967: Allen Garrett; 1968: Richmond White Hausteine, Ira Manning King, Barbara MacNeil, John T. Shen; 1969: Terry Phillip Huff, Gordon O. Zablorny; 1970: Sharon Michelle Hughes, Linda J. Kimbell, Harriett Gore Pratt; 1971: Edward Joseph Coirin, Lucius M. Quinney; 1973: Elaine Maureen Carlson, John Joseph Delaney; 1974: Michael H. Herrera, Ruth Elora Hirschfelder; 1975: George Frederick McNeely, Adrienne Bertha Pizana; 1976: Walter John Komula; 1977: Marjorie Leigh Carver, Kathryn W. Underhill; 1979: Iris T. Garcia, James Phillip Jenkins, Veronica Cecilia King; 1980: Richard Lynn Berkenpas, Dana Paul Covert, William Alexander DeNaux, Sheila P. McCoy, Don Lee Studebaker; 1981: Sybil Allbright, Timothy Sean Conroy, Milton Taylor Conway; 1982: Victor Manuel Cabrera, Dennis James McCune, Stephen Andrew Newcomb, Rosanne Deardorff Ochoa; 1983: Earl Donald Hollander; 1984: Jeannette Ann Rymer, Scott Thomas Summus; 1985: Bonnie Lynne Frice, Rojean Ellen Hyde; 1987: Joan Griggs Wood; 1992: David Craig Little, Maryanne Louise Pearson, Sharon Michelle Hughes; 1997: Ronald Wayne Bell; 1998: Barbara Lynne Burke, Edward Samuel Turner; 2003: Eric Christopher Groff; 2005: Dan Michael Cramer, Dorothy Leah Fishbein, Doris Agnes Schillinger; 2008: Jamie Marie Sheldahl; YEAR UNKNOWN: Lois June Bodle, Anthony Ciotti Sr., Claude B. Hillis, Leslie L. Mayer, Raymond Papich, John Quady, Michael Owen Riley, Candy Romine-Belasco, Roger Lawrence Rudd, Julie A. Rustad, Mary Loretta Stall

Faculty and Staff

William J. Adams, speech communication, 1955-1983; Adrian Kochanski, public administration and urban studies, 1969-1983; Helen Prouty, education, 1951-1976; Norman Rost, music, 1951-1977; Monroe "Sticks" Rowland, education, 1960-1992; Harriette Charlotte Schapiro, biology, 1966-2004; Joann L. Tanzer, art, 1956-1983.

By Degrees

Chris Manigault
SDSU senior; president of
Associated Students 2005-06

Future Profession:
I would like to be a film producer.

SDSU degree: B.S. in television, film and new media

Why did you choose San Diego State? I did not choose State. State chose me. I originally applied to several UC (University of California) schools. They lost my application, but they did not forget to cash my check before losing it. So I said; "It must be destiny. San Diego State here I come."

How did you get involved in Associated Students? I was involved in A.S.B. in high school, and when I came to State, I had the same passion to make a difference. I joined the Freshman Leadership Connection and, from there, I found my calling to be in student government. Since my initial taste of A.S., I have been addicted to all aspects of SDSU life.

What do you like about A.S.? I like that I can be a voice to and for the students. The ability to lead students to success is a thrill.

Who on campus has had the greatest influence on you? Myhraliza Aala in the Division of Undergraduate Studies and Jennifer Johnson, former coordinator for New Student and Parent Programs in the Division of Student Affairs. Myhraliza has been a mentor to me through the best and worst of times, and a friend since my beginning days with Associated Students. Jennifer has also been a guiding spirit with innovative ideas and a kind heart. She is the foundation for my success here at San Diego State.

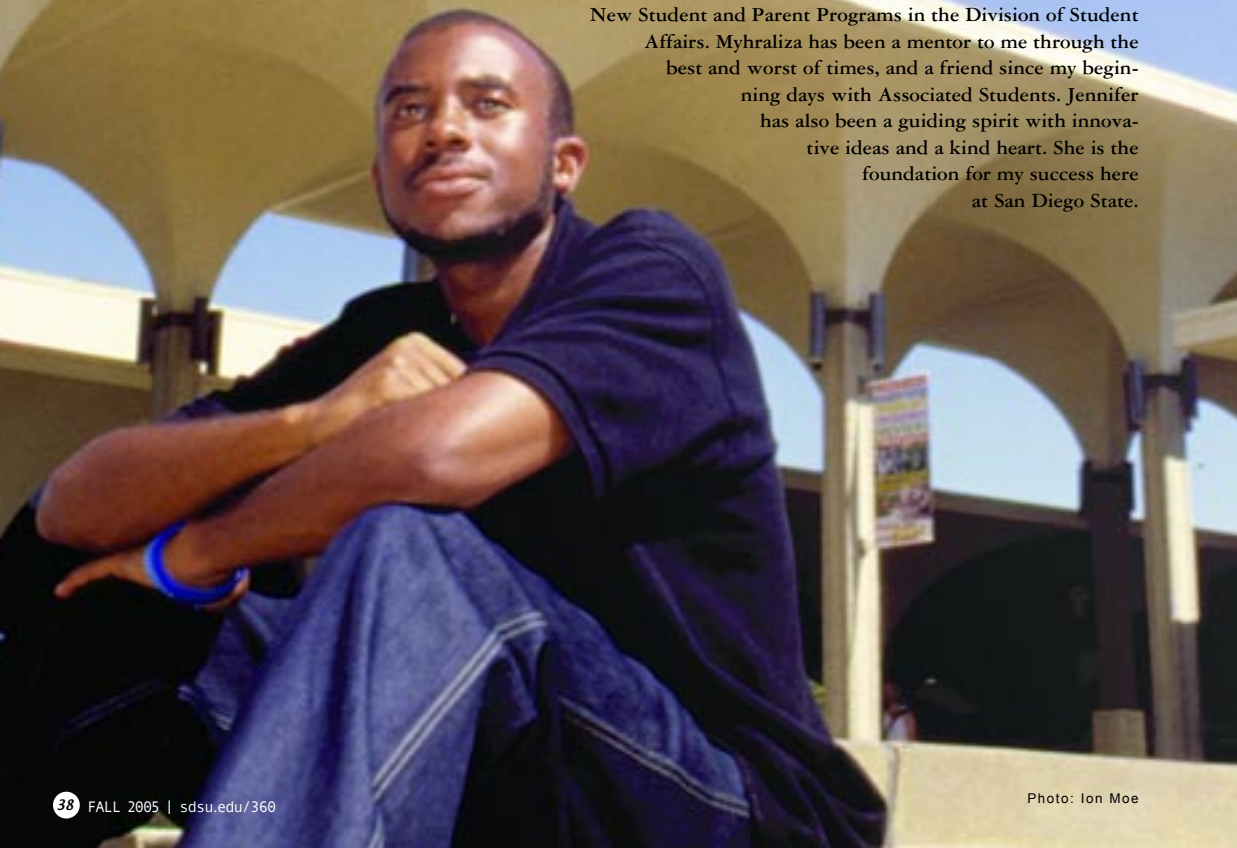


Photo: Ion Moe

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

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of the important role **Greeks** have played in our university's rich history. That's why we're dedicating a special place in the Outdoor Pavilion of the future SDSU Alumni Center to honor the many contributions you and your fellow Greeks have made to SDSU.



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Building the Future

Over the next few months, fraternities and sororities will compete to have the name of their house inscribed on one of five pillars supporting the SDSU Alumni Center's Outdoor Pavilion. The five distinguished houses that win this honor, and the individual donors within each house, will secure a lasting tribute of their dedication and loyalty to San Diego State. *(In addition, the names of ALL houses that participate in this contest will be displayed in the Pavilion's Ring of Honor.)*

To join your fraternity or sorority in this special tribute, please visit <http://alumnicecenter.sdsu.edu> or call (619) 594-6119.



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