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SDSU Month Edition

All Aboard. Catch the San Diego Trolley this summer at the new SDSU station.

Then and Now. Seventy-five years of campus history and a peek into the future.

Hot Topic. Biologist Walt Oechel explains everything you need to know about global warming.



Directions

With this edition of *360 Magazine*, we kick off our third annual SDSU Month and the beginning of San Diego State's 75th year on Montezuma Mesa.

Throughout March and into early April, special events and programs, culminating in a campuswide open house, will honor our university's long and distinguished history, while also looking ahead to the future.

Demand for enrollment at SDSU has reached a record high. In fall 2004, the university welcomed 7,500 new students. More than 44,000 had applied. Statistics indicate this demand will continue to increase in coming years, making it essential that we expand our capacity to meet the growing need.

Consequently, beginning in late 2003, a committee of faculty, staff, students and alumni convened to revise our Campus Master Plan. SDSU is now seeking campus and community input on the resulting document, which will guide the growth and development of our campus over the next 20 years.

The San Diego State campus has grown tremendously over the past 75 years, but it will evolve even more dramatically in the years to come. By the end of 2006, we will see completion of the San Diego Trolley station, a BioScience Center and a new home for the College of Arts and Letters. Also planned are an Alumni Center and new facilities for athletics, performing arts, student health services and the College of Business. In addition, The Paseo, a mixed-use project combining student housing and commercial space, will be built south of campus along College Avenue.

The revised Campus Master Plan will help San Diego State realize our vision of becoming a nationally recognized urban university, distinguished for both academic achievements and effective community engagement. Working together, we can and will create a vibrant future for our university and those we serve.



Stephen L. Weber, president
San Diego State University

360

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SAN DIEGO STATE
UNIVERSITY

360

Features

8 All Aboard
Catch the San Diego Trolley this summer at the new SDSU station.
By Sandra Millers Younger

14 Hot Topic
Biologist Walt Oechel explains everything you never wanted to know—but should—about global warming.
By Sandra Millers Younger

18 SDSU Month 2005
A “mindful” celebration of past and present.
By Jason Foster

20 SDSU Then and Now
Seventy-five years of campus history and a peek into the future.
By Coleen L. Geraghty

Departments

Directions
From the President
2

Philanthropy
A Gift for Prose
28

Update
Campus News
6

Alumni Angles
Alumni Montys
29

Horizons
Positive ID
12

About the cover: The San Diego Trolley will soon be stopping at a new underground station on the south side of the SDSU campus. Computer-simulated image courtesy of Metropolitan Transit System; Dan Egger, photography and computer simulation. To see images of other new stations, learn more about the trolley project or find out about grand opening events and celebrations, please visit www.sdcommute.com.



No. 2 for Studies Abroad

San Diego State is now No. 2 in the nation among its peer institutions in terms of the number of students studying internationally. The latest Institute of International Education (IIE) rankings moved SDSU up one spot from last year as compared to other campuses classified by the Carnegie Foundation as “doctoral/research-intensive” universities.

The IIE ranking is based on the total number of SDSU students – 1,030 – who studied abroad during the 2002-2003 academic year. That tally capped a whopping 517 percent increase in the number of study-abroad participants at SDSU over the past six years. Even more San Diego State students – 1,168 – studied abroad in 2003-2004.

The top 10 most popular destinations for SDSU students for 2002-2003 were Mexico (201 students); Spain (160); the United Kingdom (154); Costa Rica (86); Australia (57); France (53); Italy (44); Chile (33); Germany (32) and Russia (22).
-A.H.

CSU Yields Healthy ROI

You probably already know that the 23 campuses of the California State University (CSU) system educate the majority of the state’s skilled professionals in critical knowledge-based industries, such as engineering, business, technology, education,

media and computer science. Many argue that such a vital contribution is well worth a healthy investment of California tax dollars, even in the worst of economic times. But did you know that the CSU also yields a healthy return on that investment?

A report released in November estimates that the CSU annually spends \$53 billion, supports 527,000 jobs, and generates \$3.11 billion in state tax revenue. Combined with the enhanced earnings of its graduates and the ripple effects throughout the California economy, the CSU’s total annual economic impact exceeds the amount of direct annual support the entire university system receives from the state. San Diego State on its own

returns an economic benefit to California of \$6.57 for every taxpayer dollar invested.

CSU graduates also contribute to the state’s economic health through their professional endeavors, by developing innovative solutions in business and industry. Their influence permeates California’s social fabric through education and social services, sports and the arts. And thousands donate their time as volunteers in their communities. All told, it’s hard to imagine what the Golden State would be like without the campuses and the people of the California State University.

-C.L.G.

“

**"What's past is prologue,
what to come in yours and
my discharge."**

*William Shakespeare
"The Tempest," Act 2, Scene 1*



Photo: Alan Decker

Update

All Aboard. Catch the San Diego Trolley this summer at SDSU.

It's almost finished. After nearly five years of construction, the San Diego Trolley's Mission Valley East (MVE) extension will open for business this summer.

The 5.8-mile segment will bring the distinctive red trolleys directly through the San Diego State University campus via a 4,000-foot-long tunnel that opens into a unique underground station on the south side of campus between Aztec Center and the Adams Humanities building.

The trolley project has been an ongoing part of campus life since May 2000. Excavation of the tunnel alone took five months of around-the-clock digging. Cutting through campus 80 feet below ground, the passageway measures 36 feet wide by 29 feet high – larger in diameter than the Chunnel connecting England and France.

The Metropolitan Transit System (MTS), developer of the trolley, projects the MVE extension will help reduce traffic congestion along the Interstate 8 corridor and within the College Area. MTS expects an average of 11,000 passengers will use the new route daily, with 4,300 boarding at the SDSU station.

"Bringing the San Diego Trolley to campus opens a wonderful new chapter for San Diego State," said SDSU President Stephen L. Weber. "It will be a major convenience for our students, faculty and staff, and provide another link between campus and the community. It will also help reduce traffic on our highways, benefiting everyone."

The SDSU Transit Center, which includes both the trolley station and a street-level bus way, offers easy public access to the heart of the SDSU campus, including Aztec Center, Cox Arena and the Open Air Theatre. The bus way, scheduled to open in early 2005, overlooks Aztec Green. Once the trolley station opens, riders will be able to transfer between buses and trolleys via stairs and elevators. The Transit Center will also complement a future redevelopment project planned just south of campus.

The underground trolley station is distinguished by neon ceiling art, as well as "Taproots," hanging sculptures by artist Anne Mudge. Mudge fashioned stainless steel cable into shapes that create the illusion of trees growing down into the subterranean space. The artwork also symbolizes the university's roots reaching deep into the San Diego community.

Part of a new Green Line running between Old Town and Santee, the MVE extension also adds stops at Grantville, Alvarado Medical Center and 70th Street. No SDSU funds were expended for trolley construction. All costs of the \$506 million project, which includes 11 new trolley vehicles, were met through the local half-cent transportation sales tax (TransNet), as well as state and federal funding dedicated to public transportation.

– S.M.Y.



You're Invited to Explore SDSU!

It's not your parents' campus! It's not even the campus you remember. It's barely a campus you can imagine. Come see what we mean. Join us Saturday, April 9 for Explore SDSU-Open House 2005. Check out our new classroom and residential facilities and our amazing research laboratories. Chat with faculty members who are leaders in their fields. Be one of the first to get a look at the new on-campus trolley station. Enjoy musical and dance performances by student groups. Tour the new Fraternity Row. Admire the old buildings, the new buildings, and the sites of buildings to come.

Explore SDSU's full day of featured programming will incorporate Future Aztec Day activities, plus exhibits and presentations, special library displays and information sessions, and the return of last year's popular "kids zone," including appearances by favorite PBS characters.

Explore SDSU at our 2005 Open House. We'll provide the map. Just bring your curiosity. Explore SDSU is sponsored by the Aztec Store/SDSU Bookstore and Time Warner Cable.
-A.D.



Illustration: Tom Voss



Photo: Alan Decker



Illustration: Philip Devorak

Faculty and Staff Stars

San Diego State is proud of its faculty and staff. And rightfully so. Consider these recent achievements.

Paul Ganster, professor of history, director of the SDSU Institute for Regional Studies of the Californias and associate director of SDSU's Office of International Programs, is now chair of the Good Neighbor Environmental Board (GNEB), the principal advisory board to President George W. Bush and Congress on issues related to the U.S.-Mexico border.

Sedra Shapiro, executive director of the SDSU Field Station Programs, is serving a 2-year term as president of the Organization of Biological Field Stations and Marine Labs, which represents 180 field stations throughout the U.S.

Walter C. Oechel, professor of biology and director of SDSU's Global Change Research Group, was one of eight scientists in the nation selected by the National Science Foundation to receive the 2004 Director's Award for Distinguished Teaching Scholars. The award is NSF's highest honor for excellence in both teaching and research. Oechel also has been named to the Institute for Scientific Information's "Highly Cited Researchers" list, an honor granted to less than 0.5 percent of all publishing researchers.

-S.M.Y.

Endowed Faculty Chairs

Recent philanthropic gifts to SDSU will create a source of permanent funding for three new faculty positions. These "endowed chairs" provide the

university with an important tool in recruiting and retaining outstanding teacher/scholars.

A \$3 million pledge from alumnus Fred G. Henry, '50, a psychology major and Sigma Alpha Epsilon fraternity member, will establish the Fred G. Henry Chair in Life Sciences, to be held by a world-class researcher who will serve as director of the SDSU Bioscience Center.

A \$1.5 million gift from The Corky McMillin Companies to the College of Business Administration will endow The Corky McMillin Chair in the Real Estate Program, Southern California's only comprehensive undergraduate real estate degree curriculum.

And in the College of Arts and Letters, a recent gift from Ray Sabin and A.K. Jones will fund

the Ray Sabin and A.K. Jones Endowed Professorship in Children's Literature. The criteria for this new position will be national and international recognition based on sustained achievement in scholarship, teaching and community service.
-S.M.Y.

A Presidential Web Site

San Diego State University's links to the community extend from every college, center and institute on campus. The latest connection is virtual – a new Web site hosted by President Stephen L. Weber that welcomes visitors with pictorial and verbal snapshots of the university's mission and achievements.

The president's Web site links to a collection of interesting facts about SDSU, as well as Weber's biography and recent speeches. Visitors will also find

current and archived editions of "Shared Vision," Weber's personal yearly report on the university's progress.

Shared Vision highlights San Diego State's accomplishments toward achieving five key goals: to enhance commitment to academic excellence; to nurture a learning-centered university; to create a community proud of its diversity and committed to social justice; to promote the growth, development and wise use of resources; and to create a genuinely global university.

In addition, the new Web site links to the President's Leadership Fund site. Financed by private philanthropic contributions, the President's Leadership Fund provides flexible resources to support key educational programs and professional advancement opportunities for SDSU employees.

-C.L.G.

Positive ID. Give laser spectroscopist Bill Tong a few molecules of anything and he can tell you what it is.

By Sandra Millers Younger

Bill Tong would not claim he's invented a tricorder, that palm-sized scanner Star Trek medical officers use to diagnose 24th-century maladies. But he's come awfully close.

Tong and his research team have developed and patented "novel nonlinear multi-photon laser spectroscopy methods" sensitive enough to detect and identify the tiniest traces – even just a few atoms – of biological and chemical substances. It's a noteworthy breakthrough that promises exciting applications, not only in medicine, but also in pollution control and counterterrorism efforts.

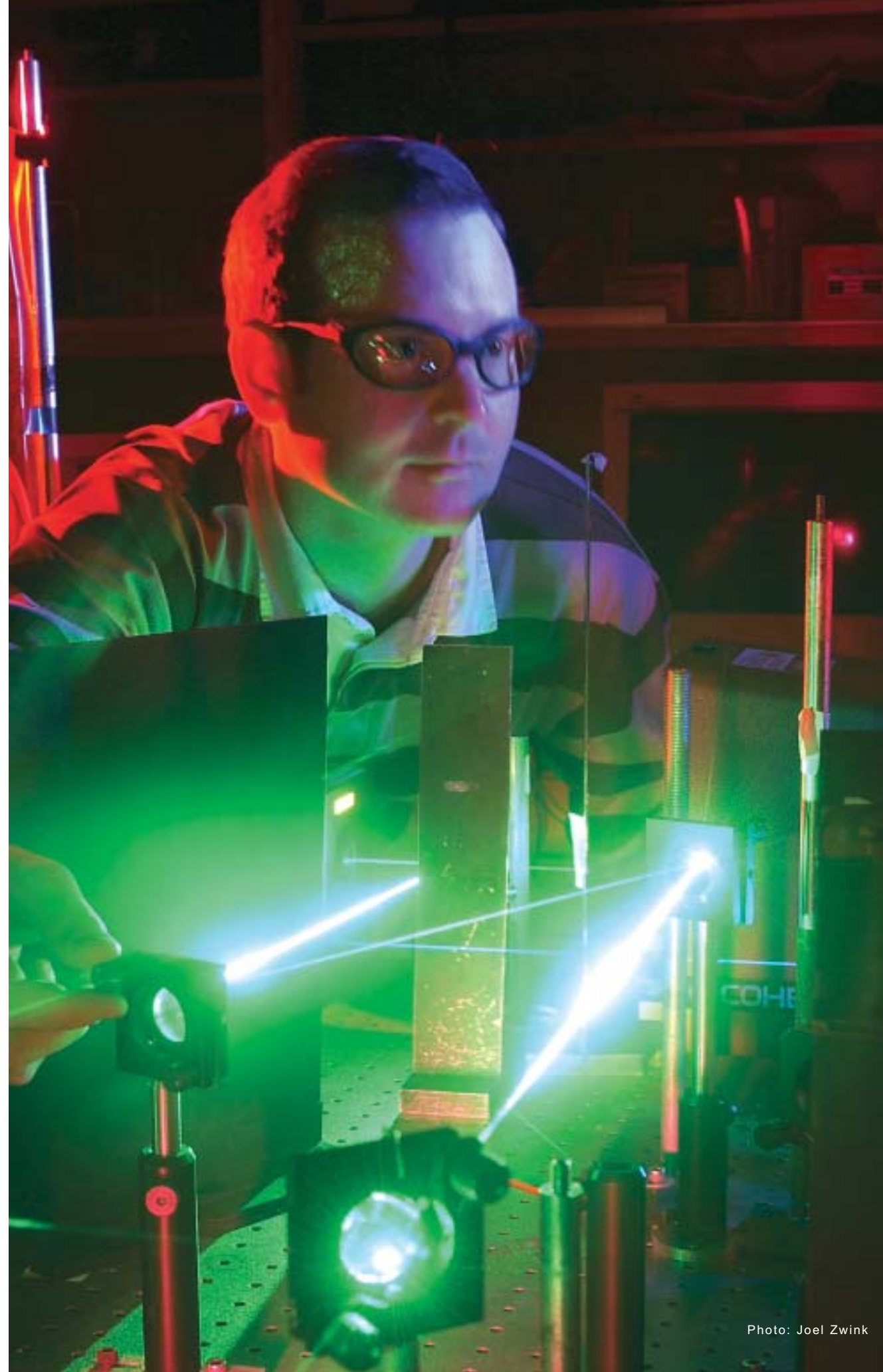
"When this technology comes into wide use," Tong predicts, "you'll be able to detect diseases a lot earlier, you won't have to use radioactive biotracers in medical lab tests, and you'll be able to detect environmental contaminants, whether in the air or in your body, a lot earlier, before they become too dangerous."

And then there are the potential national security applications. Searching for weapons of mass destruction, for instance. "Nuclear devices always leave isotope signatures that we can detect, so we can tell exactly what was there and, because each isotope has a unique half-life, when it was there," Tong says.

William G. Tong, Ph.D., exemplifies the excellence of San Diego State's faculty. Since coming to SDSU's Department of Chemistry in 1985 straight from postdoctoral work at Oak Ridge National Laboratory, he has significantly advanced the field of laser spectroscopy, drawn more than \$2 million in external grant funding, and accumulated multiple awards for both mentoring and research, including the 2003 Distinguished Scientist Award (San Diego region) from the American Chemical Society.

Little wonder, then, that Tong has been chosen as this year's SDSU Albert W. Johnson University Research Lecturer and named Distinguished Professor of Chemistry, honors based on recognized achievement in research and scholarship. He will present the annual Albert W. Johnson lecture on March 23 at 4:30 p.m. at Hardy Tower, Room 140.

Tong's work is a new approach to the sort of tasks scientists have previously tackled with big, expensive instruments such as mass spectrometers. By contrast, a "laser wave-mixing isotope spectrometer" costs only a fraction as



much and can be small enough for one person to carry. Plus, it can be used with solid and liquid samples, and it's much more precise.

"This method gives us more information than the mass spectrometry method because it's based on wavelength and not mass," Tong says. "When you analyze things based on mass alone, the results can be ambiguous because there are a few things at the molecular and atomic level that weigh the same."

Here's how the technique works. "Basically, we send multiple laser beams into a sample to create a special nonlinear effect that actually produces a signal beam coming out of the sample," Tong explains. "We know exactly the wavelength and the direction of the beams going in, so we can calculate the expected signal beam propagation direction. We can also calculate the expected spectral profile of the isotopes, then fit it with the experimental spectral profile and extract isotope information from the comparison." Isotope information provides the equivalent of a signature or fingerprint that reveals the mystery sample's chemical information.

Tong and his team have also been able to identify multiple substances in a single sweep of the laser, even as atoms and molecules are whizzing by. "Usually we can detect things in the zeptomole range," Tong says. "That's 10^{-21} mole. Most people talk about parts-per-billion levels. We're below parts-per-quadrillion levels. An analogy would be isolating one second in 500 million years. When you get down to that level, you're counting molecules that are flying by very quickly in front of the laser beam. There are other techniques that can detect a few molecules at a time, but doing that when the sample is flowing as in real-world situations, and with excellent chemical selectivity, is more challenging, and that's what we're able to do."

As much as Bill Tong has already discovered about laser spectroscopy, he's eager to learn more. "There are so many ideas we want to work on and not enough time," he says. Might a tricorder be one of those future projects? "That's not unrealistic," he admits, "but it will be a while yet."

Recent Ph.D. graduate Jim Knittle aligns a multi-photon nonlinear laser spectroscope in Bill Tong's laser lab.

Hot Topic

By Sandra Millers Younger

Biologist Walt Oechel explains everything you never wanted to know – but should – about **global warming.**

Walt Oechel is a big man. Tall, strapping, with broad shoulders. It's a good thing. He's carrying the weight of the world.

A San Diego State alum, biology professor and director of SDSU's Global Change Research Group, Walter C. Oechel, Ph.D., is a top researcher in the field of global ecosystems. For 30 years now, he's traced the scientific effects of human activity on the living planet we all call home, collecting evidence that the earth is rapidly heating up under a blanket of atmospheric pollutants known as "greenhouse gases."

A dramatic reversal

The eventual consequences of this global warming are unknown, but judging by what's already happening – record heat waves, monster hurricanes, extended drought, catastrophic wildfires – Oechel is worried. Worried that the public

underestimates the problem, that government and industry are avoiding it, that in some circles it's considered politically incorrect even to discuss it. And, most of all, that we're running out of time to respond to a very real threat.

"Global warming isn't a belief system. It's not a perspective," Oechel says. "It's based in scientific fact accepted by the huge, overwhelming majority of scientists in the research area. Very few feel that global warming is not occurring or that human activities don't tend to increase it."

Oechel's own work, which focuses on ecosystem responses to elevated greenhouse gases, has contributed key evidence toward that conclusion. He was the first to discover that the Arctic tundra, previously a "carbon sink," that is, a sponge soaking up greenhouse gases, had instead begun to produce them. This dramatic reversal confirmed

that the planet's climate was indeed changing, and in a big way. Oechel himself was so stunned by the significance of the finding, he was hesitant to publish it.

"I spent years making sure it was right, that it wasn't just a local phenomenon, because it was such an important finding," he says. "It was the first evidence of an ecosystem responding to climate change in a way that would amplify climate change."

National distinction

Scientists live for such moments, being the first to discover something so important it changes the way people see the world. But Oechel's excitement was muted. "Being in the forefront of discovery is great," he says, "but the message that comes from this research is overpowering. It is so dire it swamps, it supercedes, it overtakes the good feelings."

It's tempting at this point to change the channel on Walt Oechel. But he's just too well respected in his field. His work is so frequently referenced that his name appears on the Institute for Scientific Information's list of "Highly Cited Researchers," a distinction reserved for less than 0.5 percent of publishing scientists. And last June, he was one of only eight scientists to receive the National Science Foundation's (NSF) top honor, the 2004 Director's Award for Distinguished Teaching Scholars.

Hands-on science

The label fits. Oechel is as passionate about teaching as he is about research. And his commitment extends beyond university students, all the way to grade schoolers. The interest is more than professional. Oechel is literally pinning his hopes for the future on the generation who will inherit it.

"I am deeply committed to increasing the level of math and science education in the U.S.,"

Oechel says. "We need a scientifically and technically literate population if we want to solve the complex environmental problems that face the world today."

In 1998, with that goal in mind, Oechel and colleagues Nancy Taylor and Cheryl Mason launched Partnerships Involving the Scientific Community in Elementary Schools (PISCES). Funded by NSF and private donors, PISCES has paired graduate students and undergraduate science majors with more than 200 K-8 teachers in over 40

schools in Barrow, Alaska, San Diego and La Paz, Mexico. A similar program serves schools in San

Diego, Tijuana and Ensenada. Teachers Experiencing Antarctica and the Arctic (TEA), another of Oechel's activities, actually involves K-8 teachers in polar field research, an adventure they take back to their classes.

Access to university-level science enables these teachers to develop real-life, hands-on science

projects and curricula that include online monitoring of far-flung study sites and communication with front-line researchers. The approach appeals to young students, Oechel says, because "inquiry-based self-discovery is more powerful than textbook lessons."



Walter C. Oechel, Ph.D.

How You Can Help

Want to do something about global warming?

Set an example for others to follow, reduce your own consumption of the fossil fuels that release greenhouse gases, and support broader energy-saving measures. Walt Oechel suggests these 10 ideas to get you started.

- 1. Transportation tips.** Choose your vehicle with fuel economy in mind. Pick the highest mileage vehicle that will do the job. Check out the new gas/electric hybrids. No matter what you drive, remember regular tune-ups and properly inflated tires translate to better gas mileage. If it's feasible, leave your car at home and try walking, bicycling or public transportation.
- 2. Energy options.** Fossil fuel-burning power plants are primary sources of electricity – and greenhouse emissions. Consider switching to a clean and renewable energy source, solar for instance. On vacation, pick a hotel that uses renewable energy.
- 3. Climate control begins at home.** You've heard this before, but it's true. You can save a lot of energy just by adjusting the thermostat – lower in the winter, higher in the summer. Save even more, and enjoy a more comfortable home, by investing in insulation and dual-glazed windows. Caulking and weatherstripping help, too.
- 4. Smart appliances.** When it's time to buy a new TV, sound system or major appliance, look for energy-efficient models.
- 5. Light switch.** Replace incandescent lights with compact fluorescent bulbs. They use much less energy and last much longer.
- 6. Cool your jets.** Turn your hot water heater down to 120°F. Don't worry. You'll still be able to enjoy a hot shower.
- 7. Plant a tree.** Trees convert carbon dioxide, the most common greenhouse gas, into oxygen. So the more the better.
- 8. Recycle.** Fill up those blue bins. And when you shop, choose recyclable containers and products made from recycled materials. It generally takes far less energy, and is kinder to the environment, to make products from recycled materials than from new materials.
- 9. Speak up.** Share your concerns with others, especially those in a position to make policy decisions. Let it be known if you feel you're not getting in-depth, objective coverage of the issue in the news.
- 10. Get involved.** Offer your support to groups working to stop reckless deforestation, reduce vehicle and industrial emissions, and encourage technological advances designed to combat global warming.

Another of Oechel's key audiences is government leaders. Hoping to contribute to informed policy-making, he's testified before Congress and European ruling bodies, as well as regional and local groups.

The potential for global warming was actually postulated more than a century ago, Oechel tells them, at the beginning of the industrial age. Since then, atmospheric greenhouse gases, a byproduct of clearing forests and burning fossil fuels, have risen almost 25 percent. At the same time, the planet's average temperature has climbed by 1.1 degrees, a trend that continues. The 10 warmest years on record have occurred since 1990, with 2004 the warmest year yet.

It's no coincidence, Oechel says. "What we know and there's no doubt about is that greenhouse gases – like CO₂ (carbon dioxide), methane and nitrous oxide – trap heat in the atmosphere and cause warming. There's extremely strong correlation in the geologic record between levels of greenhouse trace gases and temperature.

Unexpected consequences

"Another thing that's felt very strongly," he continues, "is that as the planet warms and there's more energy in the weather system, we're going to have more extremes in weather. With warming, there's an overall tendency for many regions to dry, causing deeper droughts.

"But we'll also have more heavy rains, more hurricanes and even more heavy winter snowfalls, because a warm ocean surface puts more water vapor in the atmosphere. People might think, oh, all this talk about global warming, and now we have an unusual cold



snap. Well, that's totally consistent with the expectation."

What's not known, Oechel says, is just how hot – or cold – things might get, and what that might mean for the planet and its inhabitants. Hollywood toyed with these questions in last year's "The Day After Tomorrow," a disaster epic that suggested cataclysmic climate change could occur almost overnight. Although he's dubious about the compressed timeline, Oechel applauds the film for grabbing the public's attention.

"There was a lot of truth in it," he says. "One thing it pointed out was the probability of unexpected consequences. We really don't know the full range of the impacts of global warming."

We also don't know the planet's maximum capacity, Oechel notes, that is, how many people and how much development it can handle. "We're adding a billion people every 13-14 years," he says. "That would be bad enough. It's clearly not sustainable. But it's compounded by the fact that many third-world countries are increasing their energy and resource use – and their expectations.

Searching for solutions

"China's goal, for example, is to reach 30 percent of U.S. resource use within two decades," Oechel continues. "It's hard to tell someone who uses 1/20 the resources you do that they should not develop any further, and yet, if the rest of the world went to 1/3

of the resource use of the U.S., it could be devastating.

"So we have a population increase that is not sustainable, and we have development occurring that's not sustainable, and we have an almost total lack of leadership on the part of the U.S. in increasing efficiency and developing renewable resources."

Clearly, Walt Oechel does have a lot to worry about. But he's determined not to give up. "I'm working with intelligent, innovative, bright people here and around the world, who also recognize the problem, and also don't know the solution, but are committed to trying to come up with one," he says. "By nature I'm just optimistic, I guess."



SDSU
Month
2005:



*Celebrating the minds
that move the world.*

A “Mindful”
Celebration of
Past & Present

By Jason Foster

March 2005 marks the beginning of San Diego State University’s 75th year on Montezuma Mesa. The campus has grown and changed dramatically over the last three-quarters of a century, but one constant has been the commitment of SDSU’s faculty, staff, students and alumni to attain remarkable scholastic achievements and make lasting contributions to the community.

We invite the entire San Diego region to celebrate the heritage of excellence and collaboration created by these “minds that move the world” during SDSU Month 2005. Throughout March, this celebration will once again feature dozens of academic, arts and athletic events, as well as offers from local businesses and organizations, and a partner-supported media campaign. The overall goal of SDSU Month, now in its third year, is to showcase the immense role San Diego State University plays in improving the region’s quality of life through the work of its people and its academic, research and community-related programs.

“This year’s celebration will both commemorate what SDSU is today and reflect on how this university developed and grew in tandem with San Diego over time,” said

Theresa Mendoza, SDSU’s vice president for University Advancement. “It’s a wonderful story made possible by the experiences and contributions of thousands of people.”

Former and current students, faculty and staff can share a special SDSU memory through the “When I Was at State” Sweepstakes. (Use the entry card inserted in the following pages.) Selected submissions will be published on www.sdsumonth.com and/or in 360 Magazine, and one lucky individual chosen at random will win a pair of season tickets for football, basketball and baseball for the 2005-06 academic year.

Individuals and businesses will again have the opportunity to support some of SDSU’s most deserving students through the SDSU Month Scholarship Challenge, which provides awards to outstanding undergraduates. Last year’s inaugural challenge, propelled by generous donations and promotions, raised more than \$35,000. Partners for this year’s Scholarship Challenge include PAETEC Communications, Rubio’s Fresh Mexican Grill, San Diego Magazine, SDC, Time Warner Cable San Diego, U.S. Bank and Woodstock’s Pizza.

Another encore event is Explore SDSU, a university-wide open house that last year attracted more than 12,500 visitors to campus. This year’s event will include free exhibits, facility tours, children’s entertainment, a health fair, an afternoon baseball game at Tony Gwynn Stadium, the AzFest Street Fair and an evening concert by The Dan Band. (Separate admission required for game and concert.) Explore SDSU is set for Saturday, April 9, a special extension of the SDSU Month calendar due to the timing of spring break.

Other special events for SDSU Month 2005 include a “Ways with Words” exhibit at the SDSU Library; the third annual Kyoto Laureate Symposium (March 2-4); the 34th annual Montys Awards Gala (March 5); a lecture by renowned genomics researcher Leroy Hood, sponsored by the SDSU College of Business Administration and Invitrogen Corp. (March 9); the KPBS Kids Walk, a resource fair on parenting and education (March 12); a Women in Politics symposium and training session hosted by the College of Arts & Letters, featuring appearances by local, state and national elected officials (March 17-19); and a special exhibition game between the Aztec baseball team and the San Diego Padres at Petco Park (March 30).

SDSU Month 2005 sponsors and media partners include Allison & Partners, Associated Students, Aztec Shops, Cox Communications, The Daily Aztec, Geary Interactive, KPBS, NBC 7/39, Rubio’s Fresh Mexican Grill, San Diego Magazine, The San Diego Union-Tribune, the San Diego State University Alumni Association, The San Diego State University Research Foundation, Time Warner Cable, Univision, Univision Radio and U.S. Bank.

Celebrating
our **75th** year on
Montezuma
Mesa



Photo: Tom Farrington/ITS

SDSU Then and Now

By Coleen L. Geraghty



Photo: Alan Decker

Photographs and Memories, Blueprints and Dreams



Mission revival architecture, a San Diego State hallmark since 1931, has been incorporated into many recent construction and renovation projects. Other more contemporary structures, such as the library's Infodome, complement the arches and walkways that grace SDSU's original buildings.

It's been almost 75 years since San Diego State moved to a new campus in the middle of nowhere. Or so it seemed at the time. Much has changed since then.



Photo: Jim Brady



A little over a hundred years ago, a fledgling frontier city saw a new age beginning to unfold. Community leaders sensed the need for a new power base, a new source of energy. So they built a special place to train teachers who would teach their

fellow citizens how to embrace the challenges and opportunities of a bold new world. That fledgling city has evolved into an urban hub at the crossroads of the Americas, the Pacific Rim and the new technological frontier. That place has grown up to be our

place – San Diego State University. Once again, an amazing age opens up before us. And once again, there is a special place designed to illuminate the path, pave the way and inspire our journey into the future.

–Craig Fuller

In 1931, Marscia Helen Genet was among 1,365 students to walk the dirt and gravel paths of the just-opened San Diego State College campus, built high on a mesa overlooking rural Mission Valley. Overcrowding had pushed the former teachers' school from its

neoclassic buildings in the present community of University Heights to a remote 125-acre site 6 miles to the east. It was a gutsy time for new ventures. America was wrapped in the Great Depression. Genet's father had lost his job; he even had trouble scraping together \$20 for his daughter's college registration fee.

A future teacher like most of her fellow students, Genet took classes in the academic building (later named Hepner Hall), studied in the library, practiced her skills in the teacher training school and occasionally bought a box lunch from a tiny lean-to that catered to campus construction workers. There was no cafeteria.



Photo: SDSU Athletics

The Aztec spirit displayed today at SDSU sporting events reflects the same collegiate exuberance as the youthful hijinks of days gone by, like stuffing phone booths.



Photo: Jim Brady

San Diego Normal School opened Nov. 1, 1898 in temporary quarters on the southwest corner of Sixth and F Streets in downtown San Diego. Thirty-two years later, by then known as San Diego State College, the school moved to its current site, a 125-acre parcel overlooking Mission Valley. Continual construction and renovation projects have enabled SDSU to serve a student population that's grown from 700 to nearly 33,000.



Prominent graduates of SDSU's theatre department include Congressman Clair Burgener, '50, and actress Marion Ross, '50, pictured here in a late 1940s production of J. M. Barrie's "What Every Woman

Knows." More than 50 years later, the theatre department still produces stellar alumni and stunning shows, such as William Shakespeare's "The Tempest," at right.



Photo: Joel Zwink

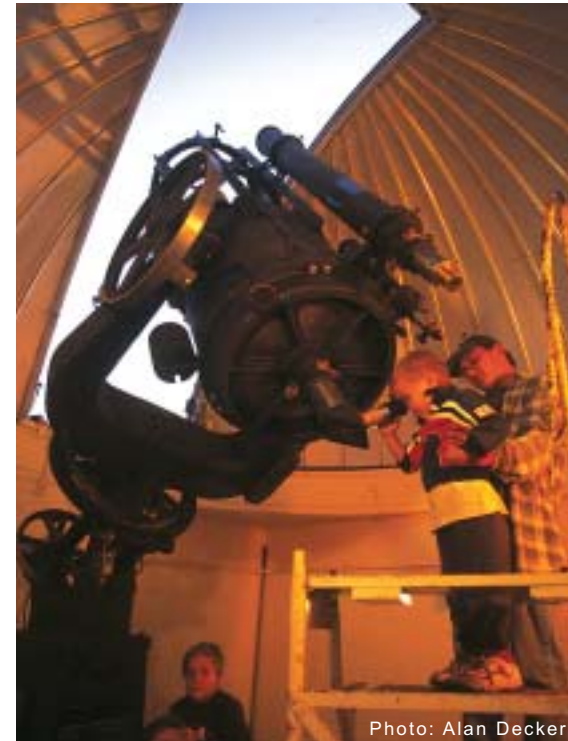


Photo: Alan Decker



During the 1950s, San Diego State President Malcolm Love accepted the gift of an astronomy dome from Mr. and Mrs. F. Schneider. Today, SDSU's astronomy department enjoys a national reputation enhanced by the Mount Laguna Observatory, one of the best overall observatory sites in the continental United States.



"At that time, we didn't think San Diego would grow as it has," recalls Genet, now Marscia Menvielle, a resident of the Imperial Valley. "Many people thought the campus should have been built near Balboa Park. They said the decision to go out east was just a real estate thing. But wasn't it fortunate that they

built in a place where there was room to expand?"

A VISION REALIZED

Nearly 75 years later, San Diego State is still expanding. The yawning canyons surrounding the original "quad" were long ago filled in to become foundations

for new classrooms and libraries, science and engineering labs, student service offices and sports facilities. SDSU's distinctive mission revival-style buildings, now framed by lush trees and colorful plantings, encourage serious scholarship in a peaceful setting.

Today, as the university prepares to develop additional adjacent land, it serves more than 33,000 students and offers 81 undergraduate majors, as well as 72 master's programs and 16 areas of doctoral study.

Today's students are learning about international business, bioengineering, sports manage-

ment, public health or educational technology, to name just a few fields. They are clocking long hours in the university's many sophisticated laboratories, searching for solutions to societal problems – controlling insulin levels, for instance; preventing hearing loss; or improving environmental conditions along the U.S.-Mexico border.

Recognizing the advanced level of research conducted at SDSU, the prestigious Carnegie Foundation has classified San Diego State as a Doctoral/Research-Intensive university, placing it among the top 7 percent of the nation's institutions of higher education.



Photo: timtadder.com



Irene Lara, assistant professor of women's studies, leading a class discussion at left, typifies today's SDSU teacher-scholar model. She is a prolific author and organizer of numerous academic panels and conferences.

Most SDSU faculty are similarly research-driven. Last year, as a group, they secured 776 grant and contract awards worth more than \$122 million, an accomplishment that would astound the first faculty of the San Diego Normal School, at right.



"The Aztec" has symbolized SDSU since its dedication on Founders' Day 1937. Prominent sculptor Donal Hord created the statue from diorite, a hard stone native only to San Diego and Egypt. Today "The Aztec" greets visitors to campus from a place of honor under a spectacular glass pyramid that houses the Prospective Student Center.



Photo: Alan Decker



President Stephen L. Weber visits one of three public schools SDSU administers through the City Heights Educational Collaborative. The university's commitment to community education dates back to its founding. During the 1930s, following the move to Montezuma Mesa, hundreds of San Diego children attended a teacher training school operated on campus.



Photo: Tom Farrington/ITS

Annual Dedication Day festivities at the San Diego Normal School during the early years of the 20th century featured the traditional maypole dance. Today's Explore SDSU: Open House, held during SDSU Month, is a more informal celebration, but still features popular dance and music groups, and attracts thousands from the San Diego community.



1947 1948 1949 1950 1951 1952 1953 1954 1955 1956 1957 1958 1959 1960 1961 1962 1963 1964 1965 1966 1967 1968 1969 1970 1971 1972 1973 1974 1975 1976 1977 1978

AZTEC PRIDE

The first students on the Mesa brought with them a shared identity and sense of pride that would span the decades to follow. It was in the 1920s when the college adopted the name "Aztecs," in honor of that 15th-century Mesoamerican empire, and

chose crimson and black as its school colors.

Aztec pride survived the long and difficult war years, which were marked by campus-wide food drives and publication of "The Aztec News Letter," containing the names and addresses of every Aztec serving in the military.

It flourished throughout the 1950s and into the 1960s, buoyed by President John F. Kennedy's 1963 commencement address and three national football championships. Aztecs continued to find reasons to be proud of their alma mater in the '70s and '80s, when the college officially became San Diego

State University and began its rise toward national prominence.

Today, Aztec pride still thrives, based on the stature of SDSU's excellent faculty, the diversity of its students and staff, and its many community partnerships, especially in under-represented neigh-

borhoods like City Heights and South Bay. What was true in the 1930s remains true in 2005: by educating our future citizens, workers and leaders, by discovering new solutions to societal challenges, and by meeting a wide range of community needs, SDSU exerts a powerful force for progress in the San Diego region and beyond.

INTO THE FUTURE

Now beginning its 75th year on Montezuma Mesa, San Diego State University has reached yet another threshold of academic and physical growth. Guided by a proposed new master plan, the campus will likely change as much in the next 20 years as it has in

Student Snapshot

The campus isn't the only thing that's changed since San Diego State moved to the Mesa nearly 75 years ago.

The typical SDSU student no longer matches the profile drawn in the early 1930s of a young Caucasian woman living at home and headed for a teaching career.

Today's students are a diverse group. About 40 percent are male; 60 percent, female. More than 40 percent of undergraduates and 25 percent of master's candidates are persons of color.

SDSU students contribute some 3 million hours of service to local schools and social organizations each year. Many also gain an appreciation of other cultures through international studies. In 2004 alone, about 1,200 SDSU students spent time abroad to further their education.

Independence is a hallmark of today's SDSU students. About 90 percent reside with friends off campus, and most work at least part-time to help finance their college expenses.

Although education is still a popular field of study, undergrads now choose from among 81 majors, from computer engineering to evolutionary biology to international business to theatre arts.

However different today's San Diego State students may be from those who came before, they do share one commonality – a commitment to academic excellence and the Aztec tradition.



Photo: Dave Friend

Early graduates went on to teaching careers; today SDSU students can choose from among 150 fields of study in the colleges of sciences, business, engineering, arts and letters, health and human services, professional studies and fine art and, of course, education.



In the early 20th century, streetcars transported students to San Diego State's Park Boulevard



site. When a new trolley route opens later this year, SDSU students will once again be able to ride the trolley to campus. Those who still prefer to drive should benefit from reduced traffic congestion in the College Area.



Image: Courtesy of MTS



Student Stephanie Mayhead works with a thermal ionization mass spectrometer, a sophisticated research instrument that tracks evidence of past biological activity in chemical samples. Consistent funding from such prominent scientific organizations as NASA and the National Science Foundation has helped lift San Diego State into the top tier of research institutions nationwide. As early as the 1940s, the university began actively recruiting faculty with doctorates, laying the foundation for the research orientation that today has become a hallmark of SDSU.

In 1901, although less than a tenth of its students were men, the Normal School did manage to muster a football team, with faculty filling out the lineup. After moving to the Mesa, the team graduated to an expanded venue, the 7,500-seat Aztec Bowl. Over the years, SDSU football has produced a number of gridiron giants, including All-Americans Marshall Faulk and Kirk Morrison.



Photo: Mike Swansen



Photo: Alan Decker



1979 1980 1981 1982 1983 1984 1985 1986 1987 1988 1989 1990 1991 1992 1993 1994

the last 50. The bold new blueprint, which will be reviewed in July by California State University trustees, calls for adding flagship buildings for the colleges of Education, Arts and Letters, and Health and Human Services, as well as new space to facilitate faculty research and collaborative ventures with regional industries.

Graduate students will make up a larger proportion of the student populace than ever before, attracted by SDSU's outstanding facilities and research opportunities, and by the reputation of its faculty.

The San Diego Trolley will serve campus via a sleek new underground station opening

this year on the south edge of campus between Aztec Center and the Adams Humanities building. Construction of new housing for faculty and graduate students, both on campus and in private developments nearby, will accommodate the university's housing needs for years to come, transforming SDSU into a more complete residential community.

1995 1996 1997 1998 1999 2000 2001 2002 2003 2004 2005

All of these changes will no doubt enhance that unique sense of Aztec pride shared by generations of faculty, staff, students and alumni, past and present. And as always, San Diego State University will continue to pursue knowledge, to educate and to serve.

Historical photos courtesy of San Diego State University Library, Special Collections.

Acknowledgements also to Raymond Starr and Harry Polkinhorn, authors of "San Diego State University: A History in Word and Image," which provided valuable background for this article.



Love Library Photo: Joel Zwink

A Gift for Prose

When publishing experts and SDSU alumni Marilyn and Tom Ross visited their alma mater recently, they not only felt nostalgic, but also confident in their decision to make two planned gifts to San Diego State. Over the last 3 years, the Rosses have established two charitable remainder trusts (CRTs) with the university, totaling \$275,000.

Although both Tom and Marilyn studied at SDSU more than 40 years ago, their paths didn't cross for another two decades. At that time, Marilyn was a freelance writer and owner of a marketing agency, and Tom owned an engineering firm. To ensure a successful marriage and merging of two families, Tom changed careers and began working with Marilyn.



Marilyn and Tom Ross

Authors and publishers of 12 books, including the best-selling "Complete Guide to Self Publishing," the Rosses operate Self Publishing Resources Inc. (www.SelfPublishingResources.com) and also lecture nationwide, helping thousands of authors produce and sell books.

Given their love of prose, it's not surprising that the Rosses have directed their planned gifts to support SDSU's Love Library. "Tom and I view libraries as one of society's greatest resources and often untapped treasures," Marilyn says. "San Diego State's has bountiful resources, and the ambiance of warmth and light in the building is beautiful."

Marilyn and Tom were thrilled to express their passion for the written word by making a significant philanthropic contribution to their alma mater, while also substantially reducing their taxes. By transferring appreciated assets into CRTs, they received an

immediate income tax deduction, bypassed capital gains tax and avoided the donations being subject to gift or estate taxes in the future. Further, SDSU will pay the Rosses a lifetime income, which may amount to more than the value of the original donation.

Library Dean Connie Vinita Dowell couldn't be more pleased. "Due to leadership gifts like the Rosses'," she comments, "we can continue

acquiring materials for our students that inspire discovery and enable scholarship."

The Rosses, who have retreated to the mountains of Colorado, are still in the publishing business. Currently on Marilyn's plate is a book titled "Micropolitan Moves," which offers advice on finding a safe and successful place in small town USA. "Some of us need the tranquility that can only be found in nature," Marilyn says. "But we'll return to America's Finest City to visit. Thankfully, the perfect weather and SDSU will still be there."

Nicole K. Millett

For more information on how a planned gift to SDSU can fulfill your philanthropic intent and also benefit you financially, please visit www.sdsugift.org or contact our planned giving office at (619) 594-7090.

Class Notes

1930s

'34: **Marscia Genet Menvielle** ★ (education) and her husband, John, were honored recently for 53 years of leadership in the 4-H youth program. They live and farm near Calexico, Calif.

1950s

'54: **Mary Ellen Riedel** (psychology, philosophy, English) is retired and has written two novels and three mystery stories. She lives in Shady Cove, Ore.

1960s

'65: **Patrick A. Long** (English), a founding partner of the Santa Ana-based law firm, Long, Williamson & Delis, has been appointed first vice president of DRI-The Voice of the Defense Bar, a national organization of defense trial lawyers and corporate counsel. He will advance to president of DRI in 2006-07.

1970s

'71: **Debbie Collis Metcalf** (fine arts, social sciences; '74, M.A., education) has been awarded the 2004 Clarissa Hug Teacher of the Year Award by the national Council for Exceptional Children for more than 30 years of dedication to students with learning disabilities. Metcalf is a teacher-in-residence in the College of Education at East Carolina University in Greenville, N.C. and also teaches in two Pitt County public schools.



The 1948 Aztec Staff: (left to right) Dick Manzella, Dick Harmon, Pat Rector, Phil McCracken, Lee Miller and Jack Bahl

'72: **Thaddeus "Tad" Jankowski** (political science; '74, M.A., English) has been promoted to senior vice president of National Amusements Inc. in Dedham, Mass.

'73: **James F. Smith** (accounting) has been named vice president-towable operations for Fleetwood Enterprises, Inc., which specializes in recreational vehicle sales and manufactured housing.

'75: **Victor Manuel Perez** (art) is artistic director of The Combined Organizations for the Visual Arts (COVA) in San Diego. He also serves on the boards of the Mojalet Dance Collective and the KIPP Adelante Preparatory Academy Charter School.

'78: **Daniel J. Sullivan** (accounting/accountancy) has been appointed CFO of SkyLynx Communications, a data wireless services provider. **Ron Yukelson** (journalism) has been appointed director of business development at St. Vincent Medical Center in Los Angeles.

'79: **Patricia Carey Floren** (English) is international vice president-membership of the Alpha Gamma Delta Fraternity, a national women's organization dedicated to

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

When I was at State...

Boy, does the new logo depicting

the arched entry of Hepner Hall hit home for me! It was through those arches that I was sent in the summer of 1946 on my rookie assignment for the Aztec newspaper. I worked for the Aztec all the way to my BA degree, serving as co-managing editor with Grant Nielsen in 1948. My first

assignment was to interview Herbert C. Peiffer, the dean of students. He wasn't in his office, so I went into the adjacent office and asked that person if he could give me some information. He was very friendly; we chatted; and then I asked: "Who are you?" And he said, "I'm President Hepner." And there began a lasting friendship.

Richard "Dick" Harmon, '49, journalism

Do you have a favorite memory from your days at San Diego State? Enter the "When I Was at State" Sweepstakes for a chance at publication and prizes. See the reply card inserted in the center of this issue of 360 Magazine.

Alumni Association 2004 - 2005

EXECUTIVE COMMITTEE

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President-elect: Erica Opstad '93
Immediate Past President: Jerry Dressel '76
Vice President for Young Alumni & Campus Outreach: Adrienne Finley '71
Vice President for Constituency Relations: Denise Hosford '97
Vice President for Membership & Marketing: Dennis Kuhn '90
Vice President for Community Outreach: Chuck Luby '64
Vice President for Special Projects: Glen Vieira '81
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Secretary: Cheryl Trtan

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Solomon

Wilkes

Muñoz Ryan

2005 Montys Distinguished Alumni

You are cordially invited to attend The Montys, the annual signature event of San Diego State University, sponsored by the SDSU Alumni Association. This year's gala dinner dance and awards presentation will honor the following 11 distinguished SDSU alumni and kick off the university's third annual SDSU Month. Join us in celebrating the minds that move the world, Saturday, March 5, 2005, at the Omni San Diego Hotel. For tickets and additional information, please visit www.advancement.sdsu.edu/alumni/montys.htm or contact Cheryl Trtan at 619.594.ALUM (2586) or crtan@mail.sdsu.edu.

College of Arts and Letters

Herbert Solomon

Herbert Solomon ('53, economics, political science) is an accomplished attorney and mediator, working since 1977 as a founding partner of Solomon Ward Seidenwurm & Smith in San Diego. A tireless community leader, he has served on the boards of more than 20 organizations, including Hillel, the United Jewish Federation, Cal Western School of Law and the SDSU Arts and Letters Dean's Advisory Council.

College of Business Administration

Brent R. Wilkes

Brent R. Wilkes ('77, accounting) is founder and president of Wilkes Corp., which provides leadership, knowledge and personnel to technology and defense-related companies. He and his wife also established the Wilkes Foundation to support children's healthcare, as well as military, police and fire fighters and their families. Wilkes is also a board member of numerous community and philanthropic groups, including The Campanile Foundation at SDSU.

College of Education

Pamela Muñoz Ryan

Pamela Muñoz Ryan ('73, child development; '91, education) has written more than 25 books for young people, many of them multiple award-winners. She is especially known for her novels "Esperanza Rising" and "Riding Freedom" and her picture books, including "Amelia and Eleanor Go for a Ride" and "When Marian Sang."



Kiani

Clapp

Keteyian

Oechel

College of Engineering

Joe Kiani

Joe Kiani ('84, '88, electrical engineering) is a recognized leader in biomedical technology and co-founder of Masimo Corp., having served as its CEO and chairman since the firm's inception in 1989. With the invention of Masimo SET medical signal processing technology, Kiani's company dramatically changed the field of pulse oximetry. Masimo now licenses its technology to more than half the world's patient monitoring suppliers. Still a devoted Aztec, Kiani is a member of the Engineering and Sciences Deans' Advisory Board. He also presented the 2004 commencement address for the College of Engineering.

College of Health and Human Services

John Clapp, Ph.D.

John Clapp, Ph.D. ('87, psychology; '91, social work) is a professor in the School of Social Work at SDSU. A specialist in alcohol and other drug epidemiology, etiology, prevention and treatment, Clapp has drawn significant research funding and national recognition for his community-based research and intervention strategies to reduce substance abuse among college students. He is also a prolific author, with dozens of journal articles, reports and presentations to his credit.

College of Professional Studies and Fine Arts

Armen Keteyian

Seven-time Emmy Award winner Armen Keteyian ('76, journalism) is widely regarded as one of the country's finest sports journalists. As a special features reporter for CBS Sports, he covers top NFL games, the annual NCAA men's basketball tournament and the Tour de France. He is also a featured correspondent for HBO's "Real Sports with Bryant Gumbel." Keteyian has also written or co-written nine books, including, most recently, "Why You Crying?" the New York Times best-selling biography of actor/comedian George Lopez.

College of Sciences

Walter Oechel, Ph.D.

Walter Oechel, Ph.D. ('66, biology) is a professor of biology and director of the Global Change Research Group at SDSU. One of only eight researchers recently recognized for excellence in teaching and research by the National Science Foundation, Oechel specializes in the study of global ecosystems. His research has been pivotal in proving the reality of global warming. Oechel is now dedicated to the task of convincing world leaders and policy makers to act in order to mitigate the effects of climate change.

1970s Class Notes

scholarship, leadership and service. **Eric Lazear** ★ (marketing) is president of Amtech Lighting Services, a wholly owned subsidiary of ABM Industries Incorporated.

1980s

'80: **James H. "Jim" Henry** (accounting/accountancy) has been appointed healthcare industry leader for PricewaterhouseCoopers in Atlanta, Ga. He has been with the firm since 1981.

'82: **Mary Allis Curran** (business administration) has been promoted by Union Bank of California to market president of the Orange and San Diego county markets, overseeing the commercial banking area.

'83: **Gregory G. Papadeas** ★ (zoology and systems biology) has been named one of Denver's top dermatologists in a survey of physicians reported by 5280 Magazine.

'84: **Craig A. Nelson** ★ (finance) has been promoted to regional vice president and manager for corporate banking at Bank of the West. He is also immediate past president of the SDSU Athletic Foundation.

'85: **Philip Burge** ★ (child development) recently celebrated the 25th anniversary of his company, Balloonatics, located in San Diego.

'87: **Bruce Green** (telecommunications, film and new media) is an Emmy winner. Green, a freelance director, technical director and camera operator, picked up the award for outstanding camera work on the A&E In Concert series, "Sting – Sacred Heart."

1990s

'90: **Judy D. Cato** (public administration; '94, educational technology) has been elected to the board of Crisis Nursery Inc., a provider of education and speech programs. Cato is manager of benefits and HRIS at TriWest Healthcare Alliance in Phoenix.

1990s Class Notes

'90: **Dennis Kuhn** (marketing) is selling real estate in San Diego.

'92: **John Crisafulli** (finance), president of Behind the Scenes Catering Co., supervised a crew that operated more than 23 service compounds and served more than 110,000 meals as official caterer to broadcasters during the 2004 Summer Olympics in Athens. Behind the Scenes also catered for NBC during the 2000 and 2002 Olympics.

'95: **Tom Gray** (recreation administration) is the HIV/STD liaison for the California State Office of AIDS and the California STD Control Branch. He coordinates collaborative efforts between the two groups and assists local health jurisdictions in developing and conducting prevention programs.

'97: **Kris Jamsa** (EMBA) has been named executive vice president of education and technology for VistaCare, a national provider of hospice services. Jamsa is also founder of Jamsa Press, a computer book publisher. He has authored nearly 100 computer books.

'98: **Cy Kuckenbaker** (telecommunications, film and new media) is in Eastern Europe on a Fulbright fellowship shooting a thesis film for an M.F.A. in film direction from the California Institute of the Arts. Kuckenbaker previously served as a Peace Corps volunteer in Lithuania.

2000s

'02: **Julie Sherwood** (marketing) is owner and designer of the Lucia Bella Handbag and Accessory line.

Ryan Weible (drama) has directed three productions for the Diablo Light Opera Company of the Stars 2000 youth theater group in Pleasant Hill, Calif. His latest show was "Into the Woods."

'04: **Chris Boyd** (theatre arts, psychology) is pursuing an M.F.A. from the University of Alabama through an intensive 2-year program at the Alabama Shakespeare Festival.



Orozco

Nation

Ecke

Gumbiner

2005 Montys

(continued)

Imperial Valley Campus

Pablo Orozco

Pablo Orozco ('01, '03, international business) is executive director of the Calexico New River Committee, an organization dedicated to eliminating the negative impact of the notoriously polluted New River in Calexico, Calif. Established in 2001, the committee has already consolidated community and political support behind the New River Public Health Protection Project. Orozco is also a specialist in cross-cultural management training.

Library and Information Access

Earl F. Nation, M.D.

Earl F. Nation, M.D. ('31, chemistry and history) has dedicated his life to medicine, teaching and research, practicing in Pasadena, Calif. An esteemed urologist, he is a past president of the Western Section of the American Urological Association, which established a scholarship in his name. Nation is also a longtime member of the Zamorano Club, a historical organization devoted to the appreciation of fine printing, the history of the book and book collecting.

Distinguished Alumni Service Award

Elisabeth "Jinx" Ecke

Elisabeth "Jinx" Ecke ('53, speech communication) is a philanthropist, community leader and enthusiastic supporter of many San Diego organizations, including the zoo, the Salvation Army, the La Jolla Neurosciences Institute, and SDSU, particularly the Library, the College of Professional Studies and Fine Arts, and SDSU BRIDGES. In 2000, Ecke established her own charitable organization, the Isabella Fund at the San Diego Foundation.

Distinguished University Service Award

Judith Gumbiner

Judith Gumbiner ('66, '79, public administration) recently retired after a 37-year career at SDSU. As director of Career Services since 1989, she led the department to national prominence and helped launch the professional lives of thousands of SDSU students and alumni. Gumbiner has also served as an officer of numerous professional and community groups, including the Western Association of Colleges & Employers and the SDSU Alumni Association.

Francisco 'Frank' Javier Urtasun New Leadership for Los Aztecas Alumni Chapter

Young Frank Urtasun was determined not to stay poor. Growing up in South San Diego's Imperial Beach community as the son of immigrant cannery workers, Frank realized that the only way he could escape a bleak future was to succeed in school. "Those who grow up with few privileges are thirsty and hungry for success," Urtasun said. "I was very focused and driven. I was going to prepare myself, and a cornerstone of that preparation was my education at San Diego State University."

Urtasun's perseverance has paid off in many ways. Since receiving his SDSU degree in sociology with an emphasis in criminology in 1979, he has embarked upon many entrepreneurial and professional endeavors. At age 22, he started a residential construction company. Later, he ran a glass and screen company. He's also forged a successful 23-year career with San Diego Gas & Electric, where he is now the binational/regional public affairs manager.

Along the way, Urtasun's professional achievements inspired him to give back to his alma mater and his community through public service. He served on the San Diego Unified Port District board for 10 years, including 2 years as chairman. Currently, he is a member of the Dean's Advisory Board for SDSU's College of Arts and Letters, the Sharp Coronado Hospital Board, the St. Augustine High School Board of Trustees, the San Ysidro Health Group and the Chicano Federation Board. In September, Urtasun also became president of SDSU's Los Aztecas Alumni Chapter, a Latino alumni organization dedicated to advancing the success of SDSU's past, present and future Latino students.

"Frank's leadership will continue a tradition of a close partnership between SDSU and the Latino community," said Theresa Mendoza, SDSU's vice president of University Advancement.

Employing his business expertise and personal experience to connect with both Latino alumni and disadvantaged students, Urtasun hopes to increase Los Aztecas membership and encourage alumni involvement. His plan is to foster relationships with Latino businesses and community organizations that share similar interests in mentoring local youth.

"There's a lot of people in San Diego who are SDSU graduates," Urtasun said. "It is Los Azteca's goal to create a synergy with local organizations that also reach out to Latino youth. Not only will this help us increase interest in SDSU and our alumni chapter, but it also will give our youth hope. It will underline to them that determination mixed with a solid quality higher education is the key to professional success."

—Denisse Roldán



Reward EXCELLENCE



Christine Knee, Journalism major

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THAT SUPPORT
SDSU scholars:



When you take advantage of special offers from these outstanding companies during SDSU Month 2005, they will donate scholarship dollars to support some of the university's most deserving students. For more information on the SDSU Month Scholarship Challenge, visit

www.sdsumont.com.



Celebrating the minds
that move the world.

In Memoriam

Alumni

- 1926:** May Atherton, Hazel Taylor Hohanshelt, Hazel Margaret Peet
- 1927:** Murray S. Holloway
- 1928:** Karl P. Busch, Lila Forbes Everson
- 1932:** Walter Hickley Dunn, Eleanore M. Newton
- 1934:** Elliott L. Cushman, Donald Armand Luscomb
- 1935:** Norman Phillip Grand
- 1936:** Virginia K. Scott, Henry Watson Woods, Elizabeth Linforth Worthington
- 1938:** Jeanne E. Colley, John K. Williams
- 1939:** Hewes Alexander Bell, Emily Ann Clay, Ruth Hawley Kabler, Charles S. Rowe, L. Marie Stucki
- 1940:** Otilie Burrow, James A. Frame, Doris Jean Hearne, Oliver John Horky, Elizabeth Dorothea Meyer
- 1941:** Kent Bush, Monte Isham, Richard Cullen Noonan, Edward T. Preisler, Lester G. Wahrenbrock
- 1942:** Emily VanDusen VanVechten
- 1943:** Gene M. Cornell, Robert F. Gain, John Cornish Swift
- 1945:** Leo L. Novak
- 1946:** Jess Rodarte
- 1947:** Lewis William Fry, Wendell Ralph Lipscomb, Walter F. Marshall, Frank Porter Smith
- 1948:** Willard Ericson, Edgar Truett Newbrough, Grant L. Nielsen, Leonard Sherr
- 1949:** Robert F. Case, Corinne V. Hubka
- 1950:** Charles Seller Jones, William K. Tisdale
- 1951:** Joann Brassey, Patricia Ann Finch, William T. Maxwell, Willis Albert Seely, Robert Lory Smith
- 1952:** Rodney S. Guest, Cleve Leonard Vest
- 1953:** Helen Eileen Harris, Eulogia Martha Layman, Lawrence R. Potter, Wanda Huffman Wagner
- 1954:** Raymond D. Dahlin, Catherine E. Ewers
- 1955:** Ann Hammond Blackwell, Frederick T. Foster, Ralph J. Pearson
- 1957:** Ada Caryl Britz, Pauline Lulu Sines
- 1958:** James E. Neff, Loney H. Peacock Jr.
- 1960:** Sarah Jean Buncom, Jack Wayne Dray, Floyd R. Moore
- 1961:** Richard F. Barlow, Albert Thomas Boost, Glen Raymond Dunn, William W. Lowrey Jr., Peter O. Solomonsen
- 1964:** Mary Lou Newbold Bach, Paul Randall Brunning, Stephen S. Billings, Harry Newell Perry, Vinton Claude Vint
- 1966:** Erle Clifton Cowgill III
- 1967:** Richard Deane Manary, Paula Marie Myers, Donald M. Waters
- 1968:** Lantson C. Eldred, Lynn Clair Evans, Kirsti Linnea Lodge, Edward Michael Meagher III
- 1970:** J. Darrell Gerhard
- 1971:** Michael G. Bash, Gary E. Crane, Jack H. Morse, William Phillip Ondler, Richard S. Spike, B. J. Curry Spitler
- 1972:** Robert G. Coleman Jr., Jennifer Perla Dullaghan, James Gerald Livzey
- 1973:** Robert F. Debill, Jean Carleen McKinney, Elizabeth G. Specht
- 1974:** Cathy A. Dugger, Dale Alan Pearson
- 1975:** Vincent B. Calhoun, Jim D. Walters
- 1976:** Lyle N. Duplessie, Hollie Henders Elliott, Lynn Marie Jones, David Michael Shaffer, Margaret Anton Wright
- 1977:** Helen Freedman
- 1978:** Hurskie Lee Jones, Barbara Ann McLachlan, Mary Kennedy Trudell
- 1979:** Marjorie A. Howe, Ronald J. Neal, Yvonne H. Smith
- 1980:** William Richard Grassel Jr., Karon Jean McCann
- 1981:** Suzanne Elaine Luck, Harvey Leonard Simmons, Ross Zatlin
- 1982:** Brian Donn, Irmalee Lucille Haffey, Mary Elizabeth Ilima Loo
- 1983:** Robert H. Lemmon
- 1984:** Arleen Cornell Mellien
- 1985:** Margaret Ann Peinemann, Anthony Joseph Ryan
- 1986:** Valerie Walsh
- 1987:** Alfredo Thomas, Margaret Mary Wood
- 1989:** Andrea Matthews
- 1990:** Charles Lloyd Lewis III
- 1991:** Teresa Marie Candito
- 1992:** Brenda Marie Colby
- 1993:** Loysden Laurin Nelson, Mary Ann Petteaway
- 1995:** Mary Louise Diggs, Carolyn Jean Jennings
- 1999:** Joseph H. Cice
- 2004:** Phyllis Ann Brooks
- Year Unknown:** Arthur Herzman, Clyde Elbert Milstead Jr., William Sechrist, Harold H. Trebes, Earl Thomas Warren

Faculty and Staff

- 1996-2001:** Carmen Luisa Guanipa, counseling and school psychology
- 1962-1991:** Jack McClurge, philosophy
- 1968-1994:** Nancy McNary, education
- 1982-2000:** Theresa Perkins, budget and planning
- 1959-1987:** Arthur Singer Jr., education

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