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360

Life After Iraq The rutted road from battlefield to campus

Fire Power An interview with San Diego Fire Chief Tracy Jarman

KPBS Interactive Boldly moving into new media

SDSU Inc. Entrepreneurial alums with the Midas touch

Direct

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hen I think back to my first year at San Diego State, I am amazed at how far we've come. As you know, San Diego State has been celebrating a "decade of transformation." The campus has been transformed in dozens of ways, and these transitions have impacted our alumni, students, faculty, staff and community. The 10 transitions below have been crucial to our progress since 1996:

A more diverse faculty. Ten years ago, 16 percent of our tenure/tenure track faculty were persons of color; now, 25 percent are. Ten years ago, 28 percent of our faculty were women; now, 40 percent are.

Better prepared students. In 1996, we had approximately 23,000 undergraduate applications; this fall we have over 52,000 – more than double. Our new freshman and transfer students have mean SAT scores of 1050 and average GPAs of nearly 3.5, up from 962 and 3.1 just 10 years ago.

A nationally recognized research agenda. The Carnegie Foundation now categorizes San Diego State as "a research university with high research activity" – which allows us to hire award-winning faculty, provide greater learning opportunities for our students, and offer a more prestigious degree for our alumni.

Stronger commitment to the community. SDSU has reached deeply into the community to expand educational opportunities for all students. For example, through our Compact for Success with the diverse Sweetwater Union High School District, we guarantee admission to graduates who successfully meet academic benchmarks. The first cohort of 650 compact students arrived this year, and 141 of them are eligible for our Honors Program.

New construction to accommodate a growing student body. Perhaps the most visible transition at San Diego State has been our campus itself. During the past 10 years, it has been transformed by more than \$600 million in construction and major renovations, and that total doesn't include the trolley.

A technological revolution. When I came to SDSU, we had three smart classrooms; this fall, we have 179.

Sophisticated new technology has been installed in labs across campus. And thanks to the Web portal online registration system, we now have an integrated online class schedule.

A global mindset. Through the leadership of Provost Nancy Marlin, our international student population has grown from 650 international students to 1,400. Even more impressive, a decade ago, only 167 of our own students left campus to study abroad; last year more than 1,250 did, a seven-fold increase.

An enhanced reputation. Ten years ago, surveys told us SDSU was best known for its sports teams, parking issues and party school reputation. Today, we enjoy a reputation based on the quality of our faculty, staff, students and alumni. A recent survey found that more than 99 percent of alumni would recommend SDSU to a relative or friend. The university's outstanding academic quality has been the inspiration behind our "Minds That Move The World" tagline.

A culture of philanthropy. Private giving to San Diego State has grown from \$18 million annually to \$55 million. In the last 10 years, we have benefited from more than \$400 million in private giving. That is 195 percent more than the total philanthropic support received during our previous 99-year history!

So, there you have it: 10 fundamental transitions that underlie our remarkable decade of transformation. In the decades to come, San Diego State will emerge as a premier urban research university, one that embraces the teacher-scholar philosophy and thinks globally while serving its community.



Stephen L. Weber, president
San Diego State University

360

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Editor:

Coleen L. Geraghty

Editorial: Aaron J. Hoskins, Sandra Millers

Younger, Tobin Vaughn, Jason Foster,

Gina Speciale, Lorena Nava

Art Director: Lori Padelford

Graphic Design: John Signer

Cover Photo: timtadder.com

SAN DIEGO STATE UNIVERSITY

Stephen L. Weber

President

DIVISION OF UNIVERSITY ADVANCEMENT

Theresa M. Mendoza

Vice President

Allan Bailey

Chief Financial & Information Officer

Jack Beresford

Assistant Vice President

Marketing & Communications

Jim Herrick

Executive Director, Alumni Association

We welcome mail from our readers.

Please submit your comments to:

360 Magazine

Marketing & Communications

5500 Campanile Drive

San Diego CA 92182-8080

Fax: (619) 594-5956

E-mail: 360mag@mail.sdsu.edu

Read 360 Magazine online at

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SAN DIEGO STATE UNIVERSITY

360

Departments

Features

14 **KPBS Interactive**
Get ready to meet a whole new public radio and television station.

18 **Life After Iraq**
Paul Volpe is looking for an ordinary college experience at SDSU. But he's no ordinary student.

24 **SDSU Inc.**
Move over Bill Gates. Introducing some entrepreneurs for the 21st century.

28 **Fire Power**
Alumna Tracy Jarman is San Diego's first female fire chief.

Directions
From the President
2

Update
Campus News
6

Horizons
Tangles in the Brain
12

Philanthropy
Leaving a Family Legacy
32

Alumni Angles
Homecoming,
Faculty Montys
33

By Degrees
Gates Scholar
Jennifer Stafford
38

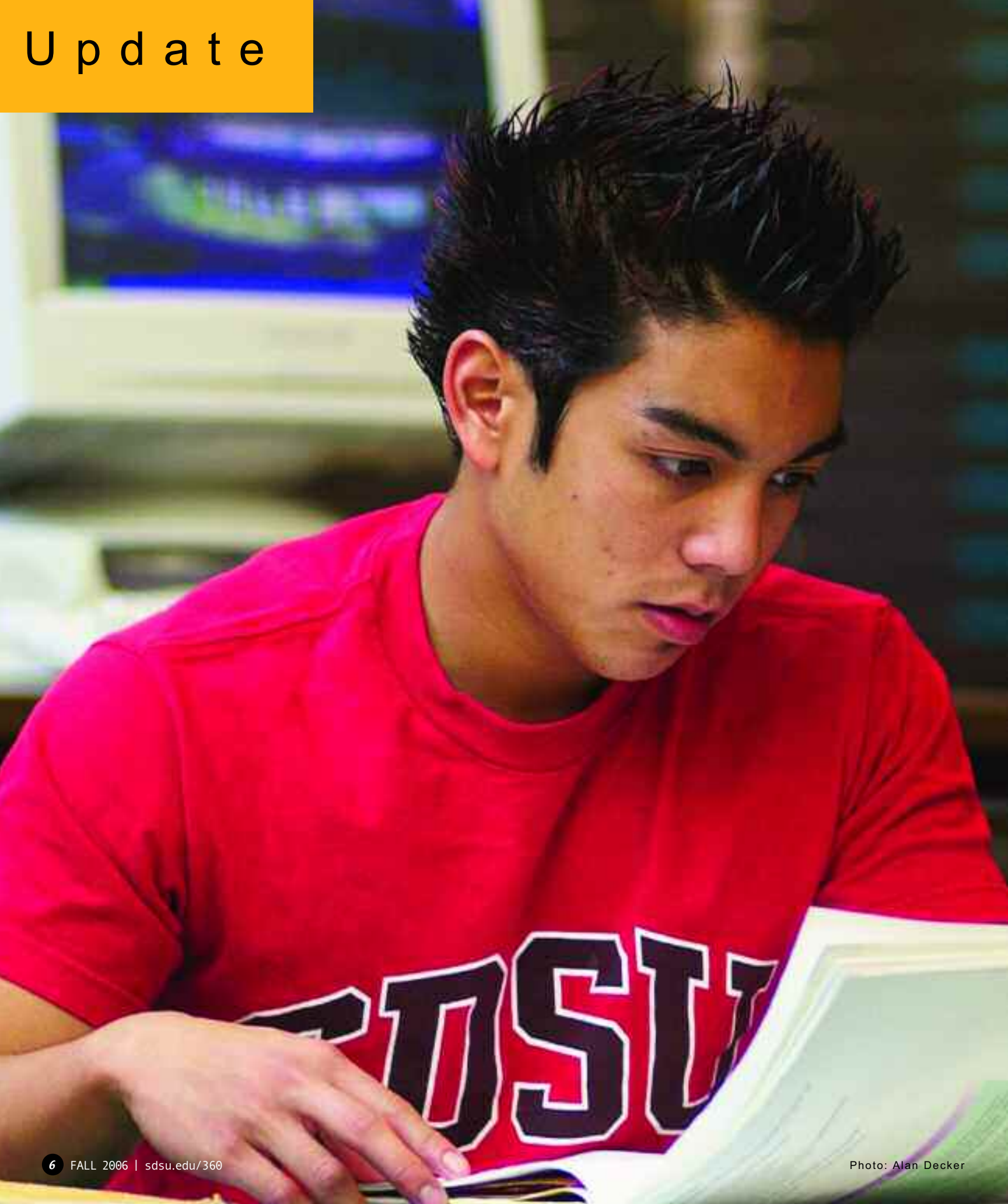


Photo: Alan Decker

Compact Successful

It's a fact. Never before has San Diego State welcomed a larger, brainier and more diverse group of new freshmen and undergraduate students.

More than 5,000 first-time freshmen and upwards of 4,000 transfer students have enrolled from a record undergraduate application pool of 52,000 for the fall.

Included in the new freshman class are about 650 students from the Sweetwater Union High School District. They are beneficiaries of the Compact for Success, a comprehensive partnership between SDSU and Sweetwater, which guarantees admission to SDSU for students from the south county district who meet program benchmarks.

Six years ago, as seventh graders, these students were the first to become eligible for the program—a model for universities and communities working together to increase access to higher education for large numbers of diverse students. Now, these same students are the first class to enter SDSU under the Compact, having completed a rigorous college-prep curriculum.

But the Compact doesn't end now that these students are on campus. Many of them qualify as Compact Scholars, entitled to participate in programs that support their academic and social involvement. Some will also receive scholarships from the Sweetwater Education Foundation, a non-profit organization supported by the Ellis Foundation and the Stensrud Foundation, among others.

San Diego Stat-ure

We're standing a little prouder these days.

Last spring, San Diego State's independent Social Science Research Lab (SSRL) conducted telephone interviews with 403 alumni living in San Diego County. Respondents were asked to rate the university on academic quality, community engagement, value for money and a raft of other criteria. SSRL then compared the results with a similar survey from 2001.

Here's what they learned:

- **Academic quality:** Forty six percent of respondents ranked the quality of education at SDSU as very good, up from 33 percent in 2001, and 28 percent ranked the prestige of an SDSU degree as very good, up from 13 percent in 2001.
- **Community engagement:** In terms of "providing community programs and serving as a resource to the region," 61 percent ranked SDSU first among the four major local universities.

- **Quality of faculty and faculty research:** Impressions of the academic quality of our faculty and faculty research have also improved. Among respondents, 43 percent ranked the academic quality of our faculty as very good, up from 30 percent in 2001, and 21 percent ranked the quality of faculty research as very good, up from 11 percent in 2001.
- **International education:** There is growing recognition of SDSU's leadership in international education with a two-fold increase in the number of respondents rating SDSU as very good at creating international opportunities for students (27 percent compared with 12 percent in 2001).
- **Strongest attributes:** The survey showed that SDSU is valued for: physical attractiveness (57 percent, up from 33 percent); positive presence in the community (52 percent, up from 46 percent); accessibility (47 percent, up from 39 percent); quality education (46 percent, up from 33 percent); affordability (45 percent, unchanged from 2001); and diversity (43 percent, up from 40 percent).
- Finally, based on survey results, more than 99 percent of alumni would recommend SDSU to a friend or family member.

“
Education is the ability to listen to almost anything without losing your temper or your self-confidence.
 Robert Frost, American poet (1874 - 1963)

Fisher's men casting for top 25 spot

Is another NCAA Tournament appearance in the cards for the Aztec basketball team this season?

It's not unlikely given San Diego State's three postseason appearances in the last five seasons, plus a conference championship and trip to the NCAA in 2006. Let the top 25 speculation begin.

Aztec fans have reason for optimism. San Diego State returns four starters off a squad that won a school-record 24 games last season; claimed the Mountain West Conference regular season and tournament titles; and advanced to the NCAA Tournament.

The leader of head coach Steve Fisher's eighth Aztec team will be senior Brandon Heath. Scheduled to complete his bachelor's degree in sociology in December, the guard was named Mountain West Conference player of the year last season with a league-high 18.4 points per game average. He also became the first Aztec player to earn Associated Press All-American accolades since Michael Cage in 1984.

Another senior looking to make a major impact is Mohamed Abukar. A forward, Abukar earned second-team all conference honors last season, averaging 14.3 points and 4.7 rebounds. The Aztecs went 17-4 when he was in the starting lineup last season.

Also returning from last year's starting group is a pair of talented sophomores in Kyle Spain and Richie Williams. Spain enjoyed a breakout freshman campaign, starting 25 games last season and averaging 9.2 points and 5.6 rebounds. Williams is back at point guard after averaging 6.6 points and 3.8 assists as a freshman in 2005-06.

Fisher has an enviable track record with teams that include four returning starters he coached the previous season. He's done it seven times, and in six of those seasons, his team advanced to the NCAA Tournament. In the seventh, they claimed the NIT title. Those seven squads averaged 24.6 wins and never failed to win at least 19 games.

"Our fans were fantastic last season, particularly down the stretch when we closed in on the conference championship," Fisher said. "We will need every bit of the home court advantage they provided us with last season as we try to become the first school in Mountain West history to win consecutive outright conference titles."

— Mike May



The Cost of Growth

In July, the California Supreme Court issued a long-awaited decision in a case that has significant implications for SDSU's growth plans. The court ruled that California State University Monterey Bay and other California public universities are responsible for paying their fair share of off-campus infrastructure improvements made necessary by campus growth.



Illustration: Tom Voss



Photo: Daisy Varley

The case is relevant to SDSU because the university is involved in similar litigation with three parties regarding its recently approved 2005 SDSU Campus Master Plan Environmental Impact Report (EIR).

At deadline, SDSU was working with the CSU's general counsel to determine the ruling's specific impact on the university's EIR. University architect Tony Fulton said that as a result of the Supreme Court's ruling, issuing a supplemental EIR might be necessary, and it is one of the options now under consideration.

However the university decides to proceed, "SDSU remains committed to supporting enrollment growth and providing the facilities necessary for that growth," said Fulton. "There is tremendous need for higher education in California, and SDSU will continue to provide access to a high-quality university education for those who seek it."

A Venetian Bind

Three years ago, microbiologist Rick Gersberg left his office at the Graduate School of Public Health at San Diego State University to take on a formidable project: helping to save the sinking city of Venice.

From 2003-2005, Gersberg and a team of students studied the water in the lagoon canals of Venice and at nearby beaches to determine pollution levels. Those findings are published in the July issue of the international peer-reviewed journal *Water Research*.

"Right now, pollution in the canals is below European health standards, and pollution at Lido Beach barely meets acceptable levels," Gersberg said.

There is no sewage system in Venice. Instead, raw sewage is dumped straight into the canals. When the tides come in, the sewage is flushed out. But

the city is considering the installation of movable tidal barriers to prevent flooding by the Adriatic Sea.

The current contamination levels will serve as a benchmark for Gersberg's next step of research. He will determine if Italy's barrier plan is likely to create more dangerous water conditions by decreasing the tidal flushing of the canals.

Unwelcome Neighbor

San Diego State University is casting a wary eye toward a potential new neighbor to SDSU's sensitive Santa Margarita Ecological Reserve research station – a proposed gravel mine that, if built as proposed, would be among the largest of its kind in the world.

SDSU is waiting to review and respond to the environmental impact report for the mine, proposed by Granite Construction,

Inc. Granite officials expect the EIR will be available for public comment by the end of the year.

The proposed mine calls for a mile-long, 1,000-foot-deep gouge in the earth, with operations running 20 hours a day and thousands of truck trips in and out every month. SDSU scientists believe that dust, noise, light, blasting, truck traffic and other impacts from the mine will likely have a negative effect on SMER research, which covers topics ranging from wildlife migrations to fire sensing to seismic activity.

Furthermore, SDSU believes these impacts will likely adversely affect the university's research mission and relationship with other universities. SMER encompasses more than 4,000 acres near the Riverside-San Diego county border. It is home to nearly 70 current projects by researchers from many different universities and public agencies.

New Homes

The new College of Arts & Letters is now the largest academic building on campus. The \$34.8 million, six-story structure, which opened this semester, houses the dean's offices, many of college's academic departments and the San Diego State University Press, the oldest publisher in the California State University system.

The new college features high-tech classrooms and laboratories, and five auditoriums ranging from 60 to 500 seats. Adjacent to it is a new parking structure with 200 faculty parking spaces.

Also opening this fall is the Calpulli Center, home of Student Health Services, Counseling & Psychological Services and Student Disability Services.

Calpulli is the Aztec name for a neighborhood structured to carry

out a common purpose. The \$28.5 million, 75,000-square-foot facility will include the SHS ambulatory medical clinic, pharmacy and optometry services and a state-of-the-art digital radiology system.

Aztec Intelligence

Gail Naughton, dean of the College of Business Administration, was named Woman of the Year by *San Diego Magazine*... Stanley Maloy, director of San Diego State's Center for Microbial Sciences, is the new dean of the College of Sciences... SDSU hired veteran higher education fund raiser Mary Ruth Carleton as its first vice president of development. She comes to the campus from the University of San Francisco... Roberta Gottlieb left The Scripps Research Institute to join SDSU as director of the BioScience Center and Frederick G. Henry Chair in Life Sciences.

Tangles in the Brain. How our sense of smell plays a role in diagnosing Alzheimer's disease.

By Coleen L. Geraghty

Here's a sobering fact for baby boomers: half of Americans over the age of 85 suffer from Alzheimer's disease.

A Gallup poll commissioned by the Alzheimer's Association found that 10 percent of Americans have a family member with Alzheimer's and one in three know someone with the disease. As life expectancy in this country increases, the degenerative brain disorder identified by German physician Alois Alzheimer in 1906 is expected to cut a wider swath through society.

There is no cure for Alzheimer's disease, but researchers have developed medications to control its symptoms and progression. One group of researchers – including San Diego State's Claire Murphy – are at work on better identification methods since early diagnosis and treatment can slow the progression of this neurological neutron bomb.

Chair of SDSU's psychology department, Murphy works collaboratively with colleagues from UC San Diego and The Scripps Research Institute on investigating brain function in impaired populations – people with Huntington's disease, Down syndrome, head trauma and Alzheimer's disease. Their research has identified age-related changes in the brain's entorhinal cortex, an area critical to processing olfactory information. Preliminary findings indicate that as people age, the majority lose some ability to distinguish common scents, but the loss is more pronounced in Alzheimer's patients.

In Alzheimer's disease, the amyloid proteins produced by the body's cells change shape. Each folds back on itself, becomes sticky and clumps together with similar misshapen proteins to form plaques. The plaques poison nearby cells, causing their inner skeletons to collapse and form "tangles," a peculiar marker of Alzheimer's disease. Because the damage begins in the brain's hippocampus region, which is responsible for memory and thought, Alzheimer's patients often experience a loss of short-term memory, even as they clearly recollect events long past.

In 1990, Murphy's work was the first to suggest that individuals with a particular allele (one member of a gene pair) indicating high risk for Alzheimer's also manifest olfactory deficits. Her more recent research with brain scans found that the Alzheimer's-affected brain spends more time processing an odor and requires a longer "recovery" period between olfactory tests. Cumulatively, Murphy's work makes a strong case for including odor identification tests in diagnostic batteries to detect Alzheimer's disease, particularly in the early stages.

Funded by the National Institutes of Health since 1982, Murphy has added significantly to the body of scientific knowledge about brain/behavior relationships.

Sightings

Ace of Hearts

The National Institutes of Health (NIH) has awarded a five-year, \$9.5-million program project grant to a research group that includes the San Diego State University Heart Institute. The group will study how protecting mitochondria can preserve heart cells during a heart attack.

"Mitochondria, a cell's energy center, are key to a heart cell's survival during a heart attack," said grant director Mark Sussman, SDSU biology professor and member of the Heart Institute. "Our research will determine the molecular mechanisms needed to enhance mitochondrial and cell survival and maintain cardiac function."

Program project grants are among the largest and most competitive grants awarded by the NIH. But Sussman said SDSU's vision for fighting heart disease goes well beyond the grant's five-year span.

"We'll continue attempts to renew the grant until we find a way to cure heart disease," he said. "In the short term, we hope to improve upon existing treatments for cardiovascular diseases."

KPBS Interactive

Boldly Going Beyond Broadcasting

You know KPBS, don't you? San Diego's public broadcasting affiliate? The radio station that airs "Morning Edition," "Car Talk," "These Days"? The television channel that brings you "Nova," "Sesame Street" and "Full Focus"? Maybe you've even visited KPBS online at www.kpbs.org, listened to an audio clip, checked the real-time traffic map.

Well, get ready to meet a whole new KPBS. Your favorite public radio and television station isn't just about broadcasting anymore. In September, it debuted an all-new, Internet-based news, information and entertainment center designed specifically for San Diegans.

Several years in the planning, the new and improved kpbs.org reflects both a significant expansion of KPBS services and a strategic shift in direction for the 46-year-old media outlet. And it's likely to set a new standard for public broadcasting organizations nationwide.

21st century reality

Deanna Martin Mackey is associate general manager for marketing, education and new media at KPBS, and chief architect of the new Internet-based initiative. "I don't know anybody anywhere else in the country who's doing what we're doing," she said.

KPBS executives say the decision to create a "new media" division, equal in stature to the station's existing radio and television editorial centers, came about in



By Sandra Millers Younger

response to a key 21st century reality: everything – communication, education, business, entertainment, even relationship-building – is moving to the Web.

"The people we serve need to have information about their community delivered to them in ways that go way beyond radio and TV," summarized KPBS general manager Doug Myrland.

Interactive options

The new KPBS online proposes to meet that need by combining the station's stock in trade – award-winning, issues-oriented journalism – with a ton of interactive information and entertainment options designed especially for San Diegans, plus a special section for KPBS members.

The results? A comprehensive online center offering in-depth news and information; customized content geared to users' special interests; audio/video clips and podcasts; moderated discussion groups; book, movie and play reviews; family ideas and kids' games; plus tie-ins with a growing number of KPBS-sponsored events and activities.

"So you can come see us virtually and non-virtually," Mackey explained. "We want to be more involved in our audience's and members' lives than just being the place they go for news."

More of what you like

A second key objective for the new site is giving Web site visitors exactly what they want, a goal consistent with the service-oriented mission of KPBS. "This Web site is about serving our audience more of

what they like about KPBS,” said Myrland. “So this is about doing more of our core service.”

Through ongoing, real-time tracking research – another advantage specific to Web publishing – the station can monitor and respond to visitors’ interests promptly, deleting unpopular items and keeping the site stocked with content that visitors favor.

“No matter how great an idea we think something is,” Myrland said, “we’re going to test it all the time. So we’ll be building this site based on what the audience reacts to, not what we think is a great idea.”

Creating virtual communities

Perhaps the greatest advantage the Web offers over traditional broadcasting, Myrland and Mackey agreed, is its ability to create virtual relationships and communities.

“The Web provides an opportunity to have a completely different new relationship with the audience,” Myrland said. “Broadcasting is a one-to-many proposition, but this will be much more participatory.”

Tammy Charnow Carpowich, director of new media, pointed out the site’s potential to introduce audience members to one another.

“We’ll help them create communities with each other by curating discussions,” she said. “We’ll take the issue of the day and ask experts with divergent points of view to give their opinions, and we’ll use that as a starting point for our Web site visitors to share a really rational discussion about issues that matter in San Diego.”

Investigating the issues

New elements to the home page underscore the KPBS commitment to complete news coverage 24/7. For example,

the Interact feature, an ongoing conversation about a particular topic, runs alongside news stories and background information that provide a comprehensive perspective of the subject under discussion.

With the new media division up-and-running, all three KPBS news divisions will now share stories and information, though much online content will be generated specifically for the Web. Following an initial investment to beef up the design and operation of kpbs.org, online sponsorship will pay for the new effort.



Myrland also cited journalistic reasons for liking the idea of a Web-based news and information center. He noted the inflexible limitations of traditional media: print journalists are bound by space and broadcasters, by time.

“The Web gives us a much bigger palette to put information on,” Myrland said. “We have the ability to go deep into stories and provide lots of detail, plus photographs and video and links to related information. We can really create a much deeper experience for users.”

And that, he said, is a public service sorely lacking in the current era of news briefs, soundbites and infotainment. “I feel a sense of responsibility,” Myrland said. “There aren’t many serious, comprehensive editorial organizations even in a town the size of San

Diego that are attempting to cover issues in depth. Being housed in a university, I think that gives us a license to assume that position,” he continued. “But you can’t do it with just linear radio and TV broadcasting.”

“The Web provides an opportunity to have a completely different new relationship with the audience.”

—Doug Myrland, KPBS general manager

Leading the national discussion

Myrland gives Mackey credit for bringing the concept of new media to the fore,

In this role, she has also had a chance to see first-hand how other stations have responded to the Internet imperative. Two that partic-

Mackey described the new kpbs.org as a combination of those two approaches, and then some. With so few models available at this point and interest in online services growing among public broadcasting stations, she expects the industry will be watching KPBS as it develops its new media. And she’ll be sharing progress reports at IMA board meetings and at the group’s next national convention in February.

The crystal ball

As more and more public radio and television affiliates follow KPBS into the brave new world of interactive Internet-based services, Myrland, Mackey and Carpowich intend to keep stretching their vision farther and farther into the future.

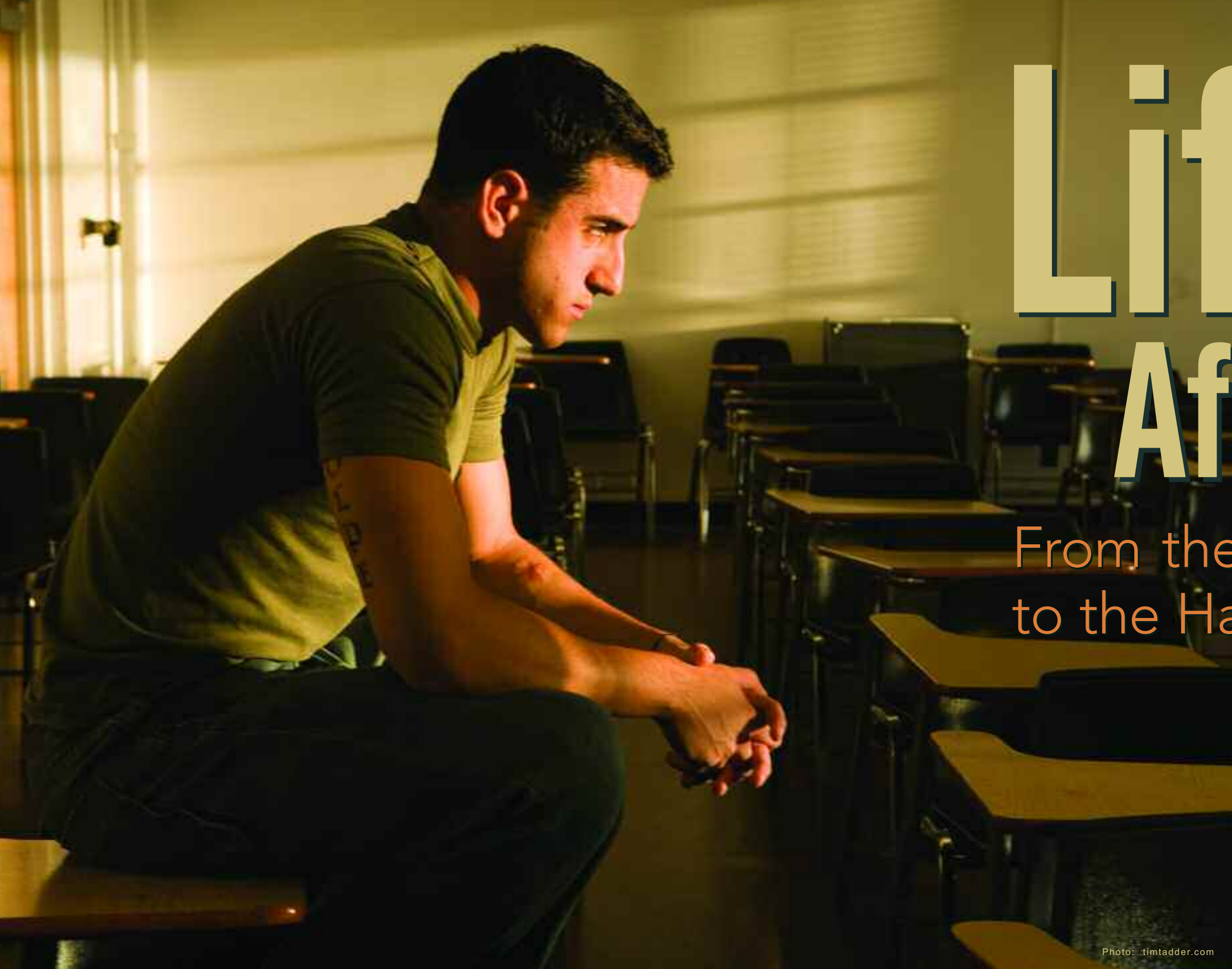
Already, they see Web-based communications eclipsing the traditional media. “Oh yeah,” Myrland said. “I think eventually it will become bigger and more significant.”

And after that? “We define new media more broadly than just the Web site,” he said. He ticks off a list of possibilities: cell-phone feeds, podcasting, wireless audio and video streaming, just for starters. “New media isn’t just the Internet,” he said. “It’s everything except radio and television.”

Whatever it turns out to be, you know KPBS will be among the first to bring it to you.

both at KPBS and among public broadcasters nationwide. For the past five years, Mackey has led the national discussion on emerging media as board chairman of the Integrated Media Association (IMA), a group of public broadcasters devoted to discussing new-media issues.

ularly impressed her were KQED, whose local-interest features at www.kqed.org have attracted a large fan base among San Franciscans, and Minnesota Public Radio, which publishes a meatier, news-driven site at www.mpr.org.



Life After Iraq

From the Deserts of Iraq
to the Halls of Montezuma

By Aaron J. Hoskins

The initial wave of first-year students and their parents arrived before the sun's rays reached Montezuma Mesa. Student Ambassadors and housing officials greeted them, providing check-in directions. They crammed into elevators and trudged up stairways, stuffed suitcases in hand and duffel bags strapped to their backs, pausing occasionally to scan the signs.

"It's exactly the type of normal college experience I really wanted," said Paul Volpe, 21, whose background is anything but typical for a beginning college student. "I want to experience it all. I don't want to miss out on anything just because I didn't go (to college) directly out of high school."

Photo: timtadder.com

Volpe veered off the traditional college track midway through his senior year at Glen Rock High School, named for his New Jersey hometown of 13,000 residents.

In step with many of his friends, the honor student and three-sport letterman had applied and been accepted to several universities. Unlike his friends, he eschewed the straight-to-college experience offered by UMass, UConn and Temple and, instead, chose the Marine Corps and certain deployment to Iraq or Afghanistan.

Volpe can't fully explain why he walked into the Marine recruiter's office that fateful spring day in 2003. "I wanted to do something different," he said. The Marines obliged him.

Thirteen weeks of basic training in Parris Island, SC. Eight weeks of infantry training at Camp Geiger in Jacksonville, NC. Ten weeks of combat readiness with his assigned platoon at Camp Lejeune, also in Jacksonville. And then his first deployment – to Iraq.

Back to school

After more than two grueling years as a Marine, Volpe reclaimed a civilian life and decided to apply to college. His application to SDSU was among 52,000 competing for 9,000 spots. If those odds weren't tough enough, he was in the ultra-competitive out-of-state group.

Predictably, he was denied admittance. But Sandra Cook, enrollment services director, emailed Volpe, encouraging him to appeal based on SDSU's policy of special consideration for active duty military and veterans. Upon Volpe's appeal, the original decision was overturned, and

SDSU President Stephen L. Weber sent him a personal letter of acceptance.

This fall, Volpe is one of about 600 veterans attending San Diego State, according to Joan Putnam, SDSU's Veterans Affairs coordinator.

"That number is going to explode as we get a huge tidal wave of students coming back from Iraq and Afghanistan," Putnam said.

"We need to make sure we are prepared to handle the needs of these veterans, as some of them will struggle adapting to university life. Our goal is to give them the resources to stay in school and graduate."

The current influx of vets recalls the post-WWII era of booming enrollment at colleges nationwide. San Diego State's student population rose from 860 in 1943 to 4,376 in 1947, and nearly half the students were veterans. Temporary buildings were erected; seasoned faculty had to share offices, and even desks, with new colleagues.

The road to Iraq

Today, vets returning from Iraq and Afghanistan will likely find the mental adjustment more difficult than the physical. Though Volpe is convinced of his ability to adapt to life on campus, he acknowledged that his life experience is entirely different from other students.

After his enlistment, while high school friends moved into dorms, began taking college classes and started to manage life on their own, Volpe moved into barracks, began punishing physical training and had drill instructors directing his every move. He endured the rigors more easily than others, thanks

to his athleticism, but "the mental adjustment was brutal," he recalled.

"It was more than having people yell in your face," he said. "The toughest part was not seeing family and not knowing anybody or having time to make friends."

After only eight months of training, Volpe was deployed to Iraq.

This is war

"We would have liked more training, but they needed us immediately, and it just wasn't possible," Volpe said. "So they taught us over there. When we weren't on missions, we were in classes. That's how it went every day in Iraq. We were tired as hell."

Superiors took immediate notice of Pvt. Volpe's goal-oriented determination and cunning bravado – traits that landed him point-man status on a battalion-record 14 night raids. He was the first through the door to homes and other buildings suspected of harboring illegal arms and bomb-making materials.

"It was surreal and it was intense," said Volpe, explaining that a good Marine can't dwell on mortality. "I never thought about getting hurt or worse. If you are constantly thinking about getting killed, then you are not focused and you won't make it."

Volpe almost didn't make it. On Nov. 9, 2004 – not long before his second deployment was to end – his platoon took part in Operation Phantom Fury, a joint U.S.-Iraqi offensive against rebel strongholds in Fallujah. The U.S. military called it some of the heaviest urban combat faced by Marines and Army infantry soldiers since Vietnam.

Volpe and his platoon were ambushed during a medical evacuation operation. He was hit three times – in the arm, calf and thigh – with AK-47 rounds. He nearly died on the battlefield, but doctors stabilized him long enough to get him to a hospital for further treatment.

Airlifted to Germany, he began a lengthy, painful recovery. Later, in Bethesda Naval Hospital, where he continued to convalesce, he received a bedside visit from President George W. Bush and was awarded the Purple Heart.

Volpe left Bethesda in early December, three weeks after he was wounded. But the doctors had missed a shard of steel in his thigh. With every step, biting pain shot through his sciatic nerve. He returned to the naval hospital; then, finally, home.

Volpe left the corps last fall with a permanent disability. Despite

his harrowing experience, he doesn't regret a moment. "As crazy as it sounds, I would do it all over again."

From soldier to student

Throughout his deployment, there was never any doubt in Volpe's mind that he would eventually earn a college education. He's not sure why he chose San Diego State, clear across the country from his East Coast roots; but having been accepted, Volpe focused his attention on becoming a student.

He chose to live in University Towers and arranged to receive the vocational rehabilitation benefit provided by the U.S. government to service-disabled veterans. It covers books and tuition.

By the first day of classes, Volpe was eager to start, and anticipating a smooth transition to college life.

"I have gone into the Marine Corps, where I didn't know anybody and

they put me in the most stressful situations," he said. "I am confident, with what I have gone through, I can overcome whatever comes my way.

"I imagine there will be some times where I may not see eye to eye with someone who is 18 and just out of high school," Volpe said. "But I am sure it will be minor and I am also sure things will work out just fine."

Most student veterans don't experience major transitional issues, so Volpe's optimistic outlook is not unwarranted, said SDSU's Putnam. However, she has helped several students who exuded confidence only to be dealt a harsh dose of reality.

Victor Ozuna, 25, is one example. He served in Iraq on an elite Navy engineering and reconnaissance team and was among the first U.S. military personnel to cross into Iraq. An Imperial Valley native, Ozuna enrolled at SDSU just weeks after leaving the Navy in 2003.

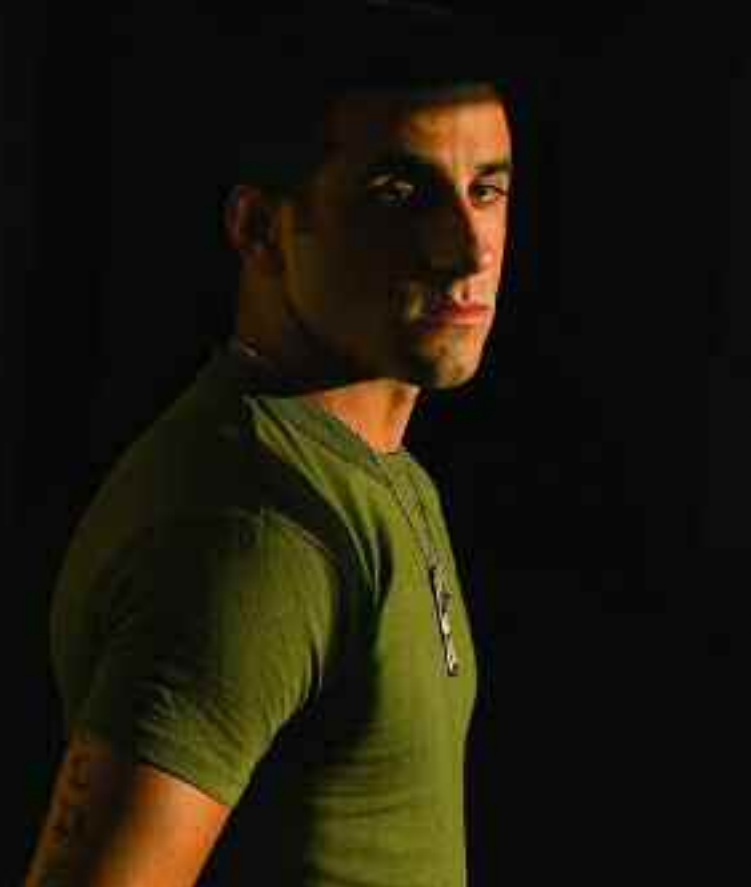


Photo: timtadder.com



Photo: timtadder.com

“I came back knowing I could handle anything, but I was wrong,” Ozuna said. “There were so many things that changed so quickly. I had seen so much destruction and so much death. I couldn’t relate to the students – all those happy people on campus who had no idea what was happening in Iraq.”

Ozuna felt confused and isolated. “I drank alone in my room at night,” he said. “I knew things weren’t right. Thankfully I found people who could help.”

Advantaging the vet

Ozuna turned to Putnam and to SDSU professor Ken Walsh, who has played a significant role sharpening Ozuna’s academic focus in construction engineering. Off campus, he found Michael Kilmer, a counselor at San Diego’s Veterans Administration Hospital.

Ozuna joined Kilmer’s weekly support sessions for combat veterans in college, the only such service in the nation operated by the VA. The group tackles a wide range of issues, including disability services, VA benefits and healthcare, study skills, stress/anxiety management and advocacy.

“For a veteran, leaving the military and losing that support community, the income and the camaraderie for the life of a starving student is not enjoyable,” Kilmer said. “Many of the veterans are the first in their families to go to college and they come from different socioeconomic backgrounds than most of their university peers.”

Their war experiences exacerbate the differences.

“Most people may not realize how difficult taking a class can be for a combat vet,” Kilmer said. “They don’t want people

sitting behind them; loud noises can be particularly jarring.”

Ozuna credited Kilmer’s group with easing his integration into student and civilian life. He is expected to graduate with honors in the spring as part of the first class from the new J.R. Filanc Construction Engineering and Management program at SDSU.

“Victor is a huge success story,” Putnam said. “He is a perfect example of what combat veterans can achieve as students.”

As Veterans Affairs coordinator, Putnam is part of a campus committee to identify and implement veteran-friendly policies. Other committee members represent Student Disability Services, Enrollment Services, Student Recruitment, Counseling and Psychological Services and others.

The group is SDSU’s response to a California State University system directive charging campuses to

guide students through the bureaucratic maze of applying for veterans’ benefits and provide on-site mentoring and counseling.

“We have experts from across campus coming together to develop as many ways as possible to advantage the vet,” Putnam said.

As Volpe navigates his first semester at SDSU, and, perhaps, hits some of the brick walls that frustrated Ozuna, he is grateful for the safety net that Putnam and her staff have assembled.

“I am not looking for special treatment, but it’s good to know the support is there to help me achieve my goals,” Volpe said. “I want a fun experience. I want a degree in four years. I could have done it when I graduated high school, but I chose a different path. Now it’s time for me to get a good education, a valuable degree and a good job.”

Fallen Alums

Oscar A. Jimenez

Marine Corps Reserve 1st Lt. Oscar A. Jimenez ('99, criminal justice) grew up in the San Diego community of Logan Heights wanting to be a Marine. A logistics officer, he participated in Operation Desert Storm in 1991, and was in his second tour of duty in Iraq when the convoy he commanded was ambushed near Fallujah in April 2004. He leaves behind a wife and three children. To honor his memory, SDSU’s chapter of Gamma Zeta Alpha, a Latino-interest fraternity, established the Oscar A. Jimenez Scholarship for graduating under-represented minority high school seniors.

Andrew D. LaMont

Capt. Andrew David LaMont ('94, criminal justice), the youngest of nine children, followed in the footsteps of his father and grandfather, both career soldiers. A Marine helicopter pilot, LaMont had previously flown troops and material in operations in Kosovo and Afghanistan. Shortly after takeoff on May 19, 2003, his CH-46 Sea-Knight helicopter crashed into a canal near Karbala, Iraq, killing all on board. Upon receiving news of the accident, the city of Eureka, CA, where LaMont completed high school and where his father was a city councilman, lowered the American flag to half-staff.

Justin L. O’Donohoe

Army Specialist Justin L. O’Donohoe ('00, political science) grew up in a Navy family in Mira Mesa. A natural linguist who spoke Japanese and Russian and some Pushtun, he worked as a computer technician for the San Diego Unified School District. Though he tested high enough to qualify for officer Candidate School, he chose to be an enlisted soldier and demonstrated expert marksmanship in boot camp. On May 5, 2006, while serving with the 71st Cavalry Regiment, O’Donohoe was killed in the crash of a CH-47 Chinook helicopter during a combat-related mission near Abad, Afghanistan.

Thomas E. Retzer

Navy Petty Officer First Class Thomas E. Retzer was a mathematics major when he left SDSU to do what his father said was really “the only thing he wanted to do” – become a Navy SEAL. His SEAL Team 3 was based in San Diego at North Island Naval Air Station, but Retzer relocated to Virginia with the Naval Special Warfare Command Group 2. A few years later, he was assigned to Afghanistan to serve as an interior communications electrician. While traveling with a convoy near Gardez, he was mortally wounded, and died in a field hospital on June 25, 2003. Retzer leaves a wife and two children.



SDSU Inc.

Today's entrepreneurs define success on their own terms

By Coleen L. Geraghty

The American landscape is rich with legends of entrepreneurship. Driven by a spirit of adventure and a restless imagination, pioneers like Henry Ford, Estee Lauder, Steve Jobs, Oprah Winfrey and Bill Gates catapulted into the lore of 20th century enterprise.

Now, in their footsteps, come the entrepreneurs of the 21st century:

Jaime Mautz, Cari Enayati, Prabakar Mahalingam. If they currently lack the cachet of a Gates or an Oprah, they aren't concerned. Define them as creative, resourceful, networked, Web savvy and globally minded. Define them as San Diego State University alums.

Entrepreneurship is a hot topic in academia these days. A recent New York Times report said more than 1,600 colleges now offer courses in the subject, up from a meager 300 in the 1980s when SDSU's Entrepreneurial Management Center opened its doors (see story on page 27).

College entrepreneurship programs are now evaluated by national magazines. *US News & World Report* this year ranked SDSU's program 22nd in "America's Best Graduate Schools" and *Entrepreneur* magazine included

\$185 million company with 1700 employees and 18 production facilities around the world. It was acquired in 2000 by Automatic Data Processing Corporation.

"By definition, entrepreneurship is a function of opportunities," Cunningham said. "The hierarchical organizations of yesterday are giving way to flatter, more ad hoc companies that foster innovation. This has created a feeling of empowerment among young people eager to exploit the opportunities in today's information-centric economy."

Born for business

San Diego State, with its well-established College of Business Administration, MBA and EMBA programs, has produced thousands of entrepreneurs. In March, the college honored 10 alums with the 2006 Charles Lamden Rising Stars of Business Awards.

business from a great idea and a great deal of hard work.

Mautz personifies the born entrepreneur. As a young girl, she created knick-knacks and sold them in the neighborhood.

She recalls setting up her own shop in competition with the school snack bar. Her decision to enroll in SDSU's MBA program was no surprise to friends and family.

A month before Mautz received her degree in May 2000, she established Pacific Ink with her husband, Alex, and brother, Kyle Smith. Originally run out of the Mautz's home, Pacific Ink offers same day shipping of inkjet, fax and laser toner cartridges.

So far, the company has doubled sales annually, offering more than 2,000 products from locations in San Diego and the

SDSU in a 2005 list of the 100 best entrepreneurship programs in the country.

But while the academic focus on entrepreneurship is recent, it reflects centuries of profound change in the global economy, said Michael Cunningham, SDSU clinical professor of entrepreneurship and a veteran entrepreneur himself.

Cunningham is founder, CEO and president of Cunningham Graphics International (CGII), a business he grew from a one-press operation with 11 employees to a

Among the honorees were: John Crisafulli, whose Behind the Scenes catering business served broadcasters at 19 venues during the 2006 Olympic Games in Turin; Kirk Imamura, who turned a faltering recording studio operation into the profitable Avatar Studios with Eric Clapton and Sheryl Crow as clients; Mike Erwin, the San Diego County Commercial Association of Realtors' 2002 "Industrial Deal Maker of the Year," with more than 600 real estate transactions completed since 1999; and Jaime Mautz, who built a million dollar

Midwest. But even with the company's growth, Mautz and her husband continue to job share as they've done from the beginning. One of them is always at home with their two young children, a priority for the couple.

In 2002, Mautz was a finalist for the San Diego Business Journal's "Women Who Mean Business" award. She, her husband and brother are currently developing an idea for a second company to systematically recycle empty ink cartridges. Their business plan calls for

Business in the 21st Century

“The difference between entrepreneurs and managers is a willingness to take personal risks with your own assets and future. It has something to do with the way you see things. Most good managers are entrepreneurial, but having vision and creativity is not widely distributed.” Harvey Goodfriend, director of external programs for SDSU’s Entrepreneurial Management Center.

hiring developmentally disabled employees to handle portions of daily operations.

“We’ve spent the last six years building our lives, and our company, taking one possibility, one opportunity at a time, while creating a little history,” Mautz said. “In the end, we want to be philanthropists. We want our business to serve our passion, which is to help people.”

Going for the green

A similar philanthropic theme runs through 34-year-old Prabakar Mahalingam’s entrepreneurial career. And, like Mautz, he put his SDSU education to work before the MBA was in hand. The proverbial light bulb sparked one evening, while in the Gaslamp district with friends, when Mahalingam couldn’t find a place to recycle his empty beverage container.

“Every bin was a concrete garbage container,” he recalled. “Finally, I had to toss it in a garbage bin with lots of other plastic bottles. It occurred to us that there were no recycling bins in high traffic places like Hillcrest, North Park, PB and the Gaslamp.”

The problem roused Mahalingam’s innovative instincts. With another MBA student, Cari Enayati, and her husband, Shahin, he developed

the concept of a recycling container with aesthetic merit – EnviroBinz.

The products can incorporate the unique architectural themes of different San Diego neighborhoods.

And by selling advertising space on the bins, the Enayatis and Mahalingam could provide them to the city at no cost.

In early 2006, with 25 bins on the streets of National City, the partners took their business plan to Venture Challenge, an annual competition sponsored by SDSU’s Entrepreneurial Management Center. The contest is a forum for graduate students from around the world to present new business plans to a panel of prominent industry executives. Winners receive advice from the experts and \$15,000 in seed money to jumpstart their company. In 2006, the EnviroBinz team took first prize.

But there’s more than winning at stake for Mahalingam and the Enayatis. They’re proud of the 30 percent reduction in trash accumulation along National City Boulevard since installation of the recycling containers. The civic-minded EnviroBinz partners also plow 10 percent of profits into community development.

“If you don’t have compelling reasons for starting a business, you won’t make it through the hard times,” Mahalingam said. “Our ideals and values for this company come from our



principles and faith, the Baha’i faith, which emphasizes social entrepreneurship, self-sustaining solutions, and giving back to the community. Business has to empower everyone in the community.”

The ethical entrepreneur

Mautz and Mahalingam are typical of young CEOs who view success through a lens of social responsibility. Disillusioned by corporate malfeasance at former industry titans like Enron and Tyco, many up-and-coming entrepreneurs deliberately incorporate green initiatives, philanthropic conventions and a strict code of ethics into their business plans.

SDSU students seeking a framework for corporate responsibility need look no further than the campus’ Corporate Governance Institute (CGI), run by Lori Ryan, associate professor of management in SDSU’s College of Business Administration.

Ryan’s research and teaching focus on the intersection of ethics and corporate governance.

Both her graduate and undergraduate classes are informed by unique academic credentials – a master’s degree in philosophy and a Ph.D. in management.

As director of the CGI, Ryan is positioning the institute to become a dominant center for the study and application of responsible corporate governance principles with a board that includes San Diego’s business leaders.

“Our students have access to the most current research in the field and to a premier group of experts and guest speakers,” Ryan said. “Having the institute on campus puts us on the cutting edge of corporate governance education.”

On the cutting edge is where these aspiring entrepreneurs will have to stay in order to compete in the 21st century.

Taking Entrepreneurship to the Next Level

Ask today’s young people about their goals, and the majority will talk about starting a business. Prospective entrepreneurs exist in every discipline – from science to sociology.

The Entrepreneurial Management Center (EMC) wants to mentor all of them.

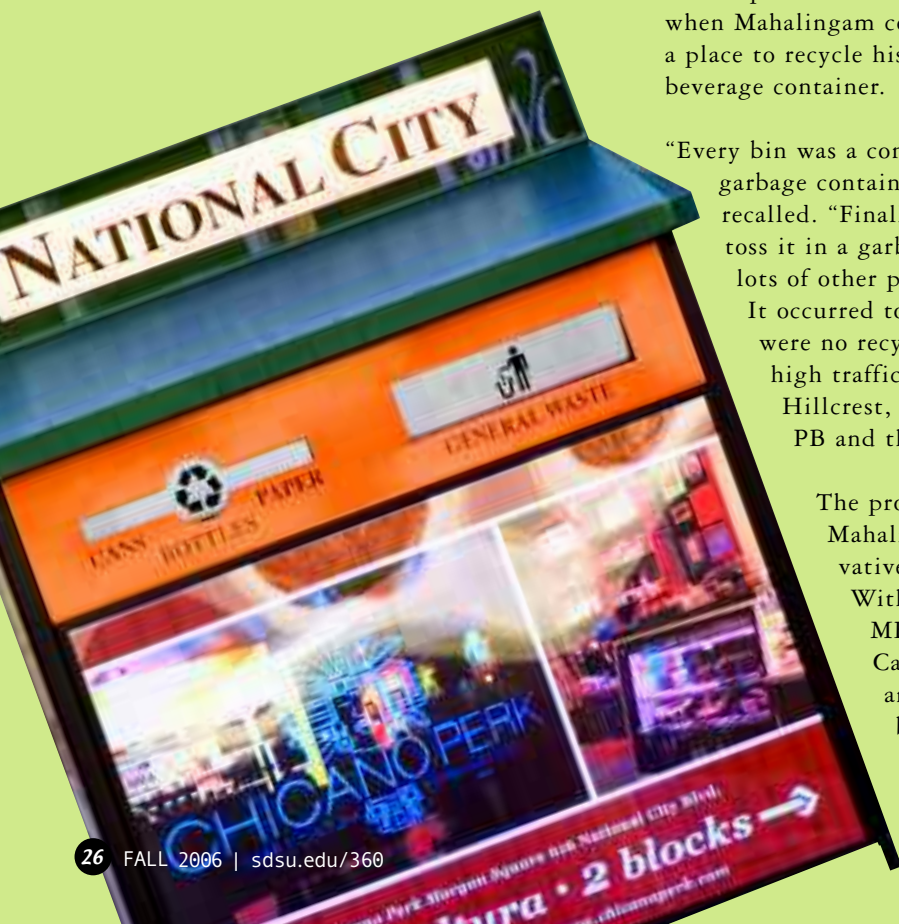
“We want to make entrepreneurship classes available to all students at SDSU,” said EMC director Sanford Ehrlich. “The EMC’s growth will be in hosting programs that teach all students to recognize, pursue and develop opportunities.”

A NASDAQ Center of Excellence, placing it among the top eight such programs nationally, the EMC (<http://sdsu.theit-pros.net/>) celebrates its 20th anniversary next year.

Financial and advisory support from several prominent business leaders and entrepreneurs has sustained the EMC over two decades. Among its most enthusiastic backers is Leonard Lavin, founding president and chair of Alberto-Culver Company, who served as Entrepreneur-in-Residence in 2005 and 2006.

The EMC augments SDSU’s academic entrepreneurship program and provides a venue for faculty and students to work collaboratively with local corporate leaders in the areas of research and curriculum. Both Jaime Mautz and Prabakar Mahalingam refined their business plans with the help of EMC mentors (see “SDSU Inc.,” page 24).

Outreach is another important facet of the EMC’s mission; more than 180 students have been placed with 175 regional not-for-profit organizations through the social entrepreneur internship program funded by QUALCOMM Inc.





FIRE POWER

New Fire Chief Tracy Jarman

By Coleen L. Geraghty

With an air of familiarity, San Diego's new fire chief approaches the gleaming red engine in Fire Station 1 on First Avenue. She recalls the thrill of driving a similar vehicle during a stint in Kearny Mesa years ago.

In a few moments, the alarm will shriek and firefighters will shoot past her, showing arms into yellow coats as they sprint toward their trucks. But for now, Tracy Jarman, San Diego's first female fire chief, runs her fingers over the smooth surface and confides that driving the engine was one of her favorite jobs in more than 20 years as a firefighter.

Why? Was it the satisfaction of handling a huge, complicated piece of equipment? She pauses for just a beat and, smiling, shakes her head. "No, I think it's because the engine has lights and sirens and everyone else on the road stops for you."

People still stop for Jarman in the streets of San Diego. They know her story – Escondido girl makes good – and they value her loyalty to the fire-rescue department and the city.

"People appreciate that I'm sticking with the department and watching out for them while others have left to find jobs elsewhere," Jarman said. "I have a lot of passion for this city and I think that comes across to people."

Finessing the little things

Jarman has always demonstrated the passion of a perfectionist, according to John Woods, her biology teacher at Orange Glen High School. He clearly remembers her, a motivated student with a scrupulous nature rarely found in 15-year-olds. Chuckling, Woods described the day she came to his classroom, face flushed, eyes swollen.

He had assigned the class an entomology project for which they were to capture 50 insects, pin them to a board and label them with archival ink pens. Tearfully, Jarman showed Woods her project, which, in typical style, was meticulously arranged and labeled. The specimens, however, were a mess. Some body parts were missing, others strewn haphazardly over the Styrofoam board. Apparently, ants had attacked overnight.

"When I heard Tracy had become fire chief, I phoned to congratulate her and remind her of that day," Woods said. "You never know how your students are going to turn out, but Tracy is exactly where she should be. Everything she does is precise; every detail is critical. She understands that the little things make a difference."

After high school, Jarman continued her study of biology at San Diego State. Before graduating in 1978, she spent many hours in science labs and in the banana tree court outside the Life Sciences buildings. Deborah Dexter, emeritus professor of

“I always knew that being fire chief was a possibility.”

ecology, was her favorite instructor, and – presciently – she wrote a paper on the fire cycle of the chaparral. But she had no inkling that the science she studied at SDSU would inform her future.

“I never considered firefighting as a profession until the day I watched a female firefighter laying out hose in the street below my window,” she said. Suddenly, at nearly 30 years of age, she saw a way to marry her athleticism and aptitude for science with a love of the outdoors.

Up through the ranks

Jarman’s recruitment story is well-known in firefighting circles. Returning from a Labor Day picnic, she received a phone call from a friend. The department was accepting new recruits and a waiting line had formed in Balboa Park. Jarman grabbed her sleeping bag. She was 59th of 60 recruits accepted into the academy that year. On March 30, 1984, Jarman officially became a firefighter.

Twenty-two years later, at age 50, Jarman has worked in different capacities at a dozen stations in San Diego. She stayed in each place long enough to learn all the rigs, then transferred to the next station. While moving up in the department, Jarman also completed a master’s degree in public administration at SDSU.

“I always knew that being fire chief was a possibility,” she admitted. “I just tried to learn everything I could and do well.”

Jarman had risen to deputy fire chief by the time Jeff Bowman came to lead San Diego’s fire-rescue squad in May 2002. He had worked in Anaheim for 29 years, 16 of them as fire chief. Bowman recognized Jarman’s “ability to tackle tough issues,” and promoted her to assistant chief, one of two in the department.

Bowman’s short tenure in San Diego was marked by the October 2003 firestorms that destroyed more than 2,600 homes, killed 17 people and injured 32 firefighters. In April 2006 he resigned, partly in frustration over San Diego’s understaffed, inadequately equipped operation. But he did not leave before he had “personally trained and mentored” Jarman to take over.

“Early on, what I liked about Tracy was her willingness to look at things differently. She can embrace alternative methods,” Bowman said. “Tracy is a good human being, a compassionate and caring person. She has a lot of pride in the San Diego Fire-Rescue Department.”

Are we better prepared?

Jarman is also a favorite among the rank-and-file firefighters. Having been on the front line with many of them, she’s experienced the camaraderie of an engine crew.

“There are four of you making decisions together,” she explained. “Even when the incident is over and you’re dealing with the stress and the aftermath, you’ve got people to talk it through with. At the Normal Heights station, we’d go out for a bike ride together after the bad incidents to get rid of the stress.”

As fire chief, Jarman faces the stress of an understaffed, under-resourced department that’s losing trained firefighters to cities with higher pay scales. San Francisco, for example, has almost the same number of fire stations as San Diego and protects a similar population, but its firefighting budget is about \$227 million compared with San Diego’s \$170 million, and it employs 1,600 firefighters, nearly twice as many as San Diego.

Given San Diego County’s strained resources, are we prepared to

respond to a recurrence of the 2003 firestorms? Jarman nods, ready for this question. She’s probably answered it several hundred times since becoming chief.

“It’s a challenge any time you get a firestorm like that with flames 400 feet high and 10 miles wide coming at the city. The trick is to get on top of the incident early. We are better prepared now – equipment-wise, training-wise and relationship-wise. Sure, we could always use more stations and more personnel, but realistically, we have to do the best we can with what we’ve got.”

What they’ve got is a dedicated helicopter for the region, new emergency apparatus and ready reserve rigs in case of a major incident. On the communications side, the fire department has bolstered interagency cooperation since the 2003 firestorms, and Jarman continues to place high priority on strengthening relationships with metropolitan fire chiefs in California and across the nation. At the same time, she persistently makes the case for a better staffed, better equipped firefighting force.

“We talk about the five-minute response time and I can’t jump from where we are today to that level of coverage overnight. In the past, my most critical need was in Mission Valley. We couldn’t get into the valley within 10 minutes. Now, I’ve got a temporary fire station there. We’re also breaking ground on a new station at Highway 56 in Carmel Valley. So, it’s incremental. In these fiscally challenging times, to open even one new fire station is a win.”

In typical Jarman style, she continues to advocate for the department, content with small victories, eyes on a larger goal, still convinced that the little things make a difference.

San Diego Fire-Rescue

AT A GLANCE (2005-06)

FIRE/EMERGENCY PERSONNEL

Fire stations
46

Uniformed personnel
880

Average daily medical runs
198.61

Average daily fire-related runs
43.33

LIFEGUARD PERSONNEL

Permanent lifeguard staff
89

Seasonal lifeguards
245

Beach crowd count
22,200,650

Water rescues
4,792

Minor medical aid
3,919

Serious medical aid
179

Boat rescues
124

Boat tows
207

Leaving a Family Legacy

You don't need millions of dollars to make a difference in the world. You can support the causes close to your heart by combining a planned gift with a donor advised fund through the San Diego State University Legacy Society.

This type of estate planning has gained popularity with its simplicity and personal approach to philanthropy. For each planned gift, SDSU establishes and manages a Legacy Endowment Fund in the donor's name. The trust identifies one or more advisors to the fund, thereby involving loved ones in the charities valued by the donor. The designee makes recommendations regarding distribution of the investment's endowment return with one stipulation: at least 35 percent must support an SDSU initiative. The remaining 65 percent may support SDSU or other charities.

Joseph Langlois, CLU, ChFC, senior financial planner and investment adviser with MetLife, encouraged SDSU to create this program because of the benefits to clients for whom he established charitable trusts. Some of them were new to philanthropy, and Langlois recognized their desire for flexibility in directing their legacy.

One such client is Lee Ann Coogan, a software industry director, and her husband, Michael Schreiner, who owns a catering business. While single, Coogan acquired a condo as an investment. After she and Michael purchased a home together and had a son, Trever, the property's equity became a future college fund. Given the property's appreciation, the couple faced substantial tax implications in liquidating their asset.

"Joseph advised us to place our property into a charitable remainder trust," Coogan said. "This enables us to bypass capital gains taxes, receive an income tax deduction for the portion that will go to charity and also enjoy an income stream for life. When we're gone, the investment becomes a Legacy Fund at SDSU

named after Trever. We're able to give him so much more than a college education – we're giving him a life-long lesson in philanthropy."

For Coogan and Schreiner, SDSU's Legacy Society was an exciting and emotional choice. "When Trever takes over the management of our fund, he'll know his father and I were interested in supporting the Hospitality and Tourism Management program because it fuels the industry we love," Coogan said. "But he will also have the flexibility to support his own interests. What's more, he can pass on to his children this opportunity to make a difference."

For Langlois, the establishment of the Legacy Fund speaks to SDSU's entrepreneurial nature. "SDSU understands that people want to begin seeing the outcome of investing their 'social capital' during their lifetimes," he said. "It's not about the size of the gift – these funds are about passing on values and creating a legacy of giving."

—Nicole K. Millett

To learn more about establishing your own Legacy Fund at SDSU, contact Patricia Moulton, J.D., our director of planned giving, at (619) 594-7090 or pmoulton@mail.sdsu.edu.



Photo: timtadder.com

Class Notes

1960s

'63: **J. Michael Scott** (zoology, systems biology) received the U.S. Department of the Interior's distinguished service award this year, the highest available to a career employee. Scott is wildlife professor at the University of Idaho and director of its Idaho Cooperative Fish and Wildlife Research Unit.

'65: **Fred Bergendorff** ★ (liberal arts) is co-host of "The Pet Place," a weekly radio show on AM540/1260. They discuss topics related to pet health and answer listeners' email questions. The Web site is www.petplace.org.

'66: **Robert (Bob) Ham** ★ (marketing) was inducted into the Off Road Motorsports Hall of Fame this year in recognition of his legislative advocacy on behalf of the motor sports industry. Ham is director of intergovernmental relations for Imperial County.

1970s

'70: **Ralph Dudgeon** (music education; '72, M.A., music performance) received the Chancellor's Award for Excellence in Scholarship and Creative Activities from the State University of New York at Cortland, where he is professor of music. Dudgeon is a scholar and researcher in trumpet performance and author of the definitive book on the keyed bugle. He founded the San Diego Brass Quintet.

'72: **Irving Gottschalk** ★ (political science) was appointed regional director of the National Labor Relations Board's regional office in Milwaukee. He frequently lectures at the University of Wisconsin – Milwaukee's master's program in human resources and labor relations.

'78: **Craig Dingwall** (political science) joined the Washington, D.C. law firm of Mintz, Levin, Cohn, Ferris, Glosky and Popeo, P.C. in the communications division. He was formerly director of state regulatory affairs at Sprint Nextel Corp.



Photo courtesy of SDSU Special Collections

WWII sailors on campus.

1980s

'80: **Don Fellows** ★ (public administration) was elected president and CEO of Marts & Lundy, Inc., a national philanthropic services consulting firm. He continues to live in north San Diego with his wife and three children.

'85: **Steve Perez** (journalism) is a Web travel editor for the Orange County Register and an editor for DiscoverOC, the Register's newly-launched Web site. **Sandra Stram** (music, '96, MM, music) received the David Paul Schuchman Award for outstanding instrumental music teacher. She teaches strings in the local public schools and was selected this year to direct the San Diego Unified School District's elementary honors orchestra.

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

When I was at State...

The vets were back on the G.I. bill and running the world. Bob Conklin and I were 18-year-olds recruited to play football with these players. What a shock the team party was! Some of

the vets were 30 years old, almost all were married, some had kids, and we were one big family. Bob and I thought we would never be that old. Later, I became a vet myself. I was a second lieutenant in the Marine Corps, serving in Korea for 16 months.

Jim Erkenbeck ('53, zoology & systems biology)

Erkenbeck, chair of the War Memorial Committee, is working to include additional names to San Diego State's War Memorial. (See page 36.)

Do you have a favorite memory from your days at San Diego State? Log on to <http://www.sdsuonth.com/timeline> and add your story to our scrapbook.

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Administrative Assistant: Donna Buttner '91
Student Alumni Association President: Natalie Gomez
Student Assistants: Sean Durkin '06, Natalie Gomez, Logan McIntosh, Mackenzie Erkenbeck, Ebony King

The 2006 Faculty Montys

Each year San Diego State's Alumni Association recognizes outstanding faculty and alumni. This year's faculty awards were presented Thursday, Aug. 24, in Cox Arena at SDSU's All-University Convocation, the official opening of the 2006-07 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 Richard Hofstetter

Richard Hofstetter is a scholar of political behavior and a gifted methodologist with nearly 200 articles published in leading journals of political science, public health, public policy and economics. A valued mentor to graduate students, Hofstetter has also been involved with \$13 million in cross-disciplinary funded research awards. His intellectual interests extend from the effects of political talk radio to democracy in Eastern Europe to acculturation among Koreans living in California.

College of Business Administration David Ely

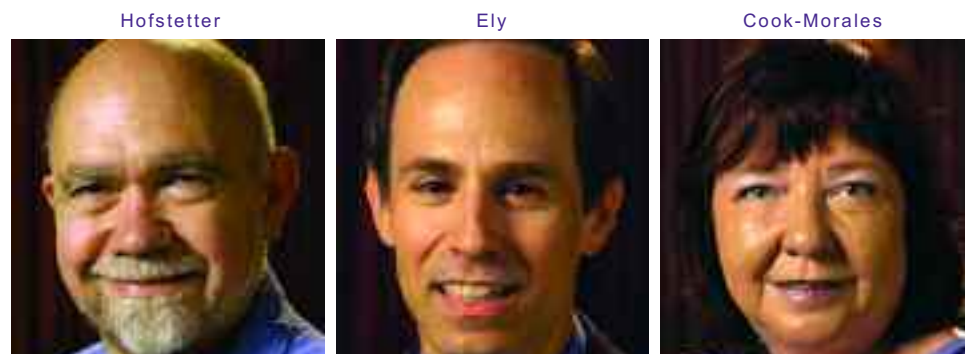
David Ely is recognized for prolific and high quality research, an uncommon level of campus involvement and an ethical approach to the subject of finance. He has taught a wide range of courses at various levels within the department, and has served as advisor for numerous master's degree theses. A member of the University Senate, Senate Executive Committee, Graduate Council, and Western Association of School and Colleges (WASC) Coordinating Committee, Ely is known as a voice of reason within the university.

College of Education Valerie Cook-Morales

Valerie Cook-Morales is a pioneer in her field and an untiring advocate for educational equity for students from kindergarten through graduate school. Director of the school psychology graduate program, she has brought \$11.5 million in grant funding to this program and the university. Her projects focus on preparing professionals to meet the educational needs of diverse students, as well as English learners and students identified with emotional and other disabilities.

College of Engineering Iraj Noorany

Iraj Noorany has been lauded by students for maintaining the highest standards of excellence in preparing them for the real-world challenges of engineering. His research and publications in geotechnical and ocean engineering are recognized throughout the profession. Among his honors are the San Diego Engineering Council's Outstanding Engineering Educator Award and the American Society of Civil Engineers' Middlebrooks Award, given to the author of a meritorious paper published in the society's journal.



Noorany

de Peyster

Larlham

Photos: Tom Farrington

College of Health and Human Services Ann de Peyster

Recognized as an outstanding teacher, researcher and faculty leader, Ann de Peyster is credited with single-handedly building the Graduate School of Public Health's toxicology program. Her talents are evident in the laboratory and the classroom, in spheres ranging from advising to curriculum development. She has attracted research funds, published three dozen articles in peer-reviewed publications and held leadership positions in several professional associations.

College of Professional Studies and Fine Arts Peter Larlham

A teacher of acting, directing and improvisation, Peter Larlham places theater squarely within human experience. He creates an environment in which students strive for perfection while valuing the success of their peers. Larlham has directed and performed in more than 30 campus productions while guiding students through every phase of the program — from voice coaching to priming for auditions to grooming for admission to master's programs.

College of Sciences Roger Sabbadini

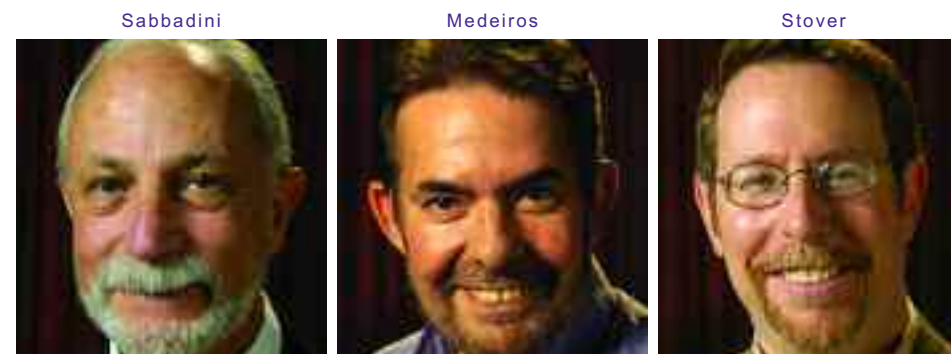
Roger Sabbadini's lab is focused on developing novel therapeutics for treating heart disease and cancer. He has received numerous extramural research grants and awards for meritorious performance as a professor and researcher. Sabbadini is active in programs that encourage students to pursue careers in biomedical research. Earlier this year, he received the California State University's top bioscience research award.

Imperial Valley Campus Francis Medeiros

Francis Medeiros served in several positions within the California State University (CSU) system before becoming associate vice chancellor for academic affairs in the chancellor's office. In 1995, he joined the SDSU - Imperial Valley Campus faculty to teach educational leadership and teacher education. He was coordinator for the Educational Leadership Program and the Freshman Scholars Program and led the development of the IVC's strategic planning.

Library and Information Access Mark Stover

Mark Stover is head of reference services and a liaison to the departments of child and family development, Judaic studies, psychology and religious studies. He developed and maintains the San Diego State Test Finder electronic database for psychosocial tests and coordinates the virtual reference service for the entire California State University. He is editor of the *Behavioral & Social Sciences Librarian*, and has been a guest editor for *Library Trends*.



Sabbadini

Medeiros

Stover

1990s Class Notes

'93: **Katherine Sai Wichmann Zacharias** ★ (international business) is co-owner of a large format printing company, Evolve Digital, offering large format printing and graphic design services.

'96: **Susan Ali** (music performance) is enrolled in the doctoral program in music pedagogy at Columbia University, New York. She has taught at Biola University's Conservatory of Music and at Fullerton College. **Massilimiano (Max) Facchini** (music performance) performed "Merengues" for two pianos with his wife, Claudette, at the Sala Sinopoli of the Parco della Musica, one of Rome's most prestigious venues.

2000s

'01: **Anna Marie Stump** (M.F.A., art/painting) has been awarded a Fulbright senior lecturer grant to teach and conduct research at Anadolu University in Turkey. **Shawn M. Johnson** (economics) has completed U.S. Navy basic training in Great Lakes, Ill.

'02: **Ted Thompson** (information systems) received the Best Networking Professional Career Achievement Award from the Network Professional Association. He is response technology manager for the San Diego/Imperial counties chapter of the American Red Cross. **Jon Bowermaster** (English) is conducting an oral history project in the Slovak Republic and teaching English to law enforcement officials there as part of a Fulbright award.

'03: **Paul Alexander** (English) has been awarded a Fulbright student scholarship to study Islamic civilization in Damascus, Syria. **Melissa Fink** (English) earned her teaching credential and is currently teaching 11th and 12th grade English at Temescal Canyon High School in Lake Elsinore. **Russ Sperling** (conducting) is the new instrumental music specialist for the San Diego City Schools.

A Singular Tribute

Only once each year does the imposing granite monolith just west of Aztec Center become the focal point of the San Diego State campus.

The sleek column, its broken and jagged top symbolizing untimely death, is a memorial to former SDSU students lost in service to their country. They are remembered annually at a homecoming ceremony attended mostly by veterans of the three military conflicts the memorial represents: World War II, Korea, and Vietnam. This year's observance on Oct. 28 at 9:30 a.m. will again feature the monument as its centerpiece.

SDSU librarian Robert Fikes has researched and written about war memorials. "Most are named after buildings, stadiums, chapels, even windows, trees, flower gardens," he explained, "but they aren't free standing monuments of an artistic sort that have names of veterans from multiple wars on them. Ours is unique."

Its three sides etched with 217 names, the towering tribute was designed by former SDSU art professor Jesus Dominguez. It was funded by the Alumni Association's War Memorial Committee and dedicated Nov. 23, 1996.

Fikes' research reveals the stories behind the names. Almost half of those listed were pilots. Nearly a third were married and the average age at death was 25.6 years. The three youngest casualties were 19 and the

oldest was 41. The honor roll includes not only those killed on the front lines but also those who died from other causes, mostly accidents while on active duty here and abroad.

Now, the War Memorial Committee is working on updating the memorial, and possibly expanding it with satellite plaques bearing additional names. At least four more Aztecs have been killed in recent wars in Iraq and Afghanistan. Jim Erkenbeck ('53) is chair of the committee, which must determine rules of inclusion for any expansion. "We've got a loose set of criteria, but we're going to firm it up," Erkenbeck said.

Fikes hopes his research will assist committee members in their efforts. He has discovered a few discrepancies in the existing memorial, "which aren't unusual" for such tributes, he said. Besides some inconsistencies in the spellings of names, he found three alumni listed as dead who were still living when the monument was erected and two with no record of military service.

Fikes credits the War Memorial Committee for the singular edifice that stands as sentry to the memory of fallen alums. "It's a testament to the school spirit of these older graduates that they stuck together and actually did it," he marveled. "It's one of the most striking memorials you'll find anywhere in the country on a college campus."

—Tobin Vaughn



Honoring fallen alums at the SDSU War Memorial.

HOMEcomings SCHEDULE: SATURDAY, OCTOBER 28, 2006

- | | |
|-------------------|---|
| 9:30 a.m. | War Memorial Ceremony, Aztec Center
Keynote speaker: Brigadier General Earl S. van Inwegen (Ret.) ('71)
Wreath-laying ceremony: Marine Corps Recruit Band, speakers Tony Ghio ('43) and Matt Keipper, AS president |
| 11:00 a.m. | Decade Reunion, Montezuma Hall (Aztec Center)
Hors d'oeuvres, beverages, music and giveaways.
Special guest speakers SDSU President Stephen L. Weber and NBC 7/39 reporter Ken Kramer ('74) |
| 2:00 p.m. | Homecoming Reunion Tailgate, QUALCOMM Stadium
SDSU Alumni Association members receive free food, beverages and an Aztec gift pack |
| 5:00 p.m. | Aztecs vs. Cal Poly Mustangs Football Game, QUALCOMM Stadium
Reserve tickets at (619) 283-SDSU (7378) or visit www.goaztecs.com |

• In Memoriam •

1927: Lola Pearson; 1930: Virginia Grizzle, Athos Sada; 1931: Marlow Fowler; 1932: James Jennings; 1933: Eileen Beers Arnold, Mary Stewart Credille, Lucille Wells; 1934: John Clark, Jane Cotton Fletcher, Marjorie Foxworthy, Dorothy Kuhn, Edward Minney; 1935: Wilbur Austin, William Frash; 1936: Elena Brineman, Harney Cordua; 1937: Charles Kerch, Byron Lindsley; 1938: Dorothy Eckert; 1939: Ruth Baker, Mary Warren Cunningham, Frank Penuelas; 1940: Percy Down, Marilyn Somers Peale; 1941: Noel Bourda, Joseph Cossairt, Ruth Couvrette; 1942: Frank Anders, Virginia Hawken; 1943: Mary K. Knoll, Lee Packard, James Slivkoff, Jeanne Withers; 1944: Gene Gault; 1945: Mary Lambron Balourdas, Zelva Moeser; 1946: John Buchanan, Jo Ellen Christensen, Betty Fauerso, Auren Pierce; 1948: Malcolm Barrack, Harry Chase, John Couvrette, John Findley, Marilyn Hoagland Matchinske, James Robinson, Catherine Phillips Wood; 1949: Harlan Boucher, Joseph Byrnes, Charles McLean, Robert Robison; 1950: Irene Adams, William Emery, Marlene Frisbie, Fred Henry, Edmund Nuttall, Ph.D., Austin Oliver, Zigmund Turoski, Glenn Youmans; 1951: Jo Ellen Comerford, Paul Fabares, Jack Gallant, Richard Taylor; 1952: Robert Baxley, Charles Benavides, Robert Bonnin; 1953: Edwin Mossinger, Edward Wright; 1954: Patricia Earnest Bernstein; 1955: Howard Jope; 1956: Philip Del Campo, James McVicar, George Perdomo; 1957: Marvin Blevins, George Pilgram, Ross Whiteley; 1958: Karen Rose; 1959: Laureate Coker; 1960: Albert Bousquet; 1961: Harold Berg, Charles Brown; 1962: Walter Baranski, Linda Charman, Charles Kahan; 1963: Thomas Carter, Raymond Fellers, Gary Garner, Walter Stallings; 1964: Wayne Lockwood; 1965: Maynard Blake, John Boyles, David Dirks, Margaret Fritz,

Robert Shaughnessy, Glenn Thacher; 1967: Nancy Bachman, Joseph Camacho, David Rock; 1968: Claude Baker; 1969: Grace Martin; 1970: Agnes Eubanks, Charles Lischer; 1971: Thomas Entrekim, Richard Lytwyn, Gene Smith; 1972: Gustave Ehrentraut, William Fletcher; 1973: Charles Luckie, Linda Malek, Raymond Miller, John Shaw; 1974: Jacinto Guerra, Evelynne Hada, Lawrence Holmes, Mary Kendrew, William Stephan; 1975: Gerald DuBois; 1976: Charlene Liggins, Gloria Plein, Marlene Presley, Carl Swadell; 1977: William Geraghty, Kent Madsen; 1978: Dolores Crinnion, David Fennell, Margaret Kimokeo, David Larner, George Pesacreta, Shirley Zelones; 1979: Jennie Morgan, John Riedl, David Spandle; 1980: Debra Ginsburg; 1981: Georgia Wilcut Arrisi, David Ferguson, Leo Frisk, George Neibaur; 1982: Steven Allington, Esther Kley Finnigan, Paul Timms; 1983: Barbara Daugherty, Dorothy Holmes Zimelman; 1984: Paul Davy, Robert Dudley, Terry Gage; 1985: William Imus; 1986: Sheila Cheatham, Catherine Happersett; 1987: Janet Linton, James Mikalchus; 1988: Pamela Fairmont; 1989: Kevin Fahlsing, Greg Fujawa, Stephanie Tran; 1990: Carl Cato, Collette Smith Perkins; 1991: Pamela Grady; 1992: Kevin Pierce; 1993: Victoria Emery, David Meister; 1994: Rene Nunez; 1995: Jean Clement; 1996: Joe Munoz, Ting-Chou Yu; 1998: James Gearity; 1999: Bruce Rego; 2000: Anthony Glass, Cecelia Iniguez, Justin O'Donohoe, Nathan Schumer; 2001: James Elms; 2003: Jason Davis, Danielle Prejean; 2004: Octavio Peraza; YEAR UNKNOWN: James Abernatby, Barbara E. Brown, Ginevra Cleveland, Ruth Clothier, Ruth Ehlers, Beverly Glines, Dorothy Kirkpatrick, Adele Leonard, Christine McKnight, John Stammer.



TOM CARTER
1940 – 2006

A banker, real estate developer and mayoral candidate, Tom Carter was, above all, a philanthropist. His affiliations with San Diego State University ran deep and longstanding. He was an Alumni Association board member and past president, a Monty winner and an SDSU Research Foundation board member and investment committee chair. SDSU is a better university for his involvement.

<http://www.sdsu.edu/tomcarter>

By Degrees

Jennifer Stafford

Hometown: Fresno, California

SDSU degree: psychology

(Stafford is a Gates Millennium Scholar, part of a program funded by the Bill and Melinda Gates Foundation, which provides outstanding low-income students of color with support in completing their college education and earning a graduate degree.)

What brought you to San Diego State?

My dad died a couple of days after my 16th birthday. It was really unexpected. I didn't want to go back to school. My GPA went from a 3.7 to a 2.9. But when I got my first "D," I knew my dad would not be O.K. with this. So, in junior year, I gave up my lunch break and took the class over. I didn't get into all of the colleges I applied to, but I got into San Diego State and I qualified as a Gates scholar.

How has the scholarship changed your life?

The scholarship pays for my education, housing, books, everything. When I got it, I thought 'Beautiful – college for free – it's going to be all about fun.' But then I realized I'd have to claim my education. I realized my responsibility. Now, I'm working with the Gates Foundation to establish Future Leaders of America on campus. SDSU students will go to high schools and talk about ways to keep your GPAs up, find scholarships and finance college.

Why did you decide to study psychology?

I've always wanted to counsel families because I don't like the high divorce rate. But kids don't want to go to a private counselor. School is a more comfortable setting. Then, I took a nursing class with Professor Joan Hall and it had a real impact. Working in the schools, I could also help kids with obesity and health problems.

So you want to change the world?

I honestly do. I want to impact the world 10 people at a time and I can do it.

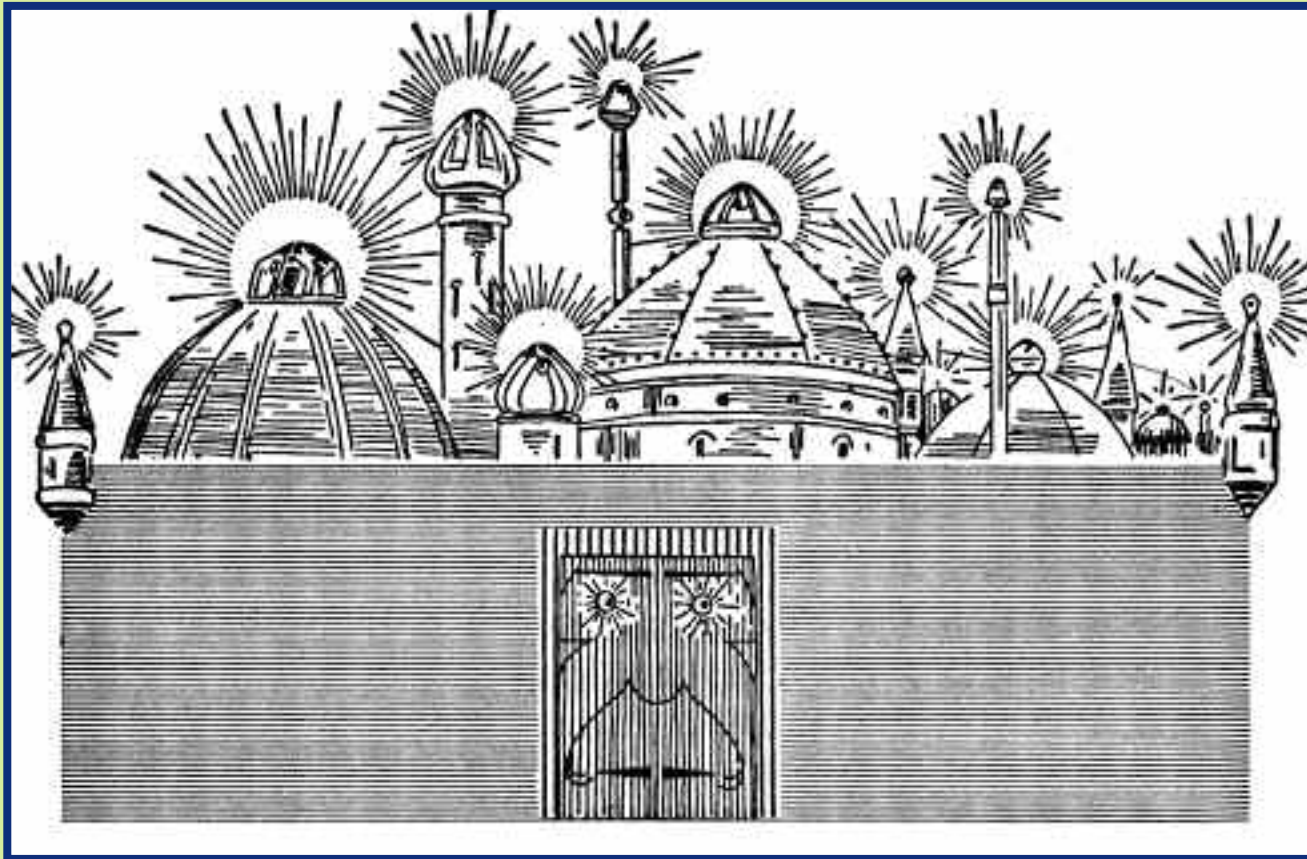


WHAT'S MISSING IN THIS PICTURE? YOU!

San Diego State will soon announce the most significant donation ever to the Alumni Center Campaign. This gift comes with a challenge to all SDSU alumni: match the gift so that construction can begin on the Alumni Center! That means you.

Help make the SDSU Alumni Center a reality. Call Andy Hanshaw at (619) 594-6119 or give online at <http://advancement.sdsu.edu/alumni/ac/>

SDSU Alumni



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Celebrating the author of "The Wizard of Oz"

SEPTEMBER 8, 2006 - FEBRUARY 28, 2007

SDSU Library and Information Access, Special Collections and University Archives



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