Welcome to 360 online! To increase the type size for easier reading, change the percentage field in your toolbar or use the settings found under the “view” tab. To jump from one article to another, use the “table of contents” or “thumbnail” links under the tabs to the left. If no tabs appear, click on the navigation symbol in your toolbar to reveal them.
We are at a critical crossroads in the history of California and of San Diego State University.

The obstacles that confront us are perhaps the most challenging we have ever faced.

Last year California withdrew $18 million of its support for our work. This year the state took away another $55 million.

Because of that, there are approximately 600 fewer faculty and staff on campus as we begin this fall semester than a year ago.

Most of those employees who remain are being forced to take unpaid furlough days.

Each of our approximately 34,000 students will be paying $1,000 more in fees this year, but that additional revenue will not come close to offsetting the state funding we have lost.

Even more appalling, reduced funding from the state forced us to turn away 22,197 qualified new and transfer applicants who were seeking admission to San Diego State University.

At two feet per person, the 22,197 students we turned away would form a line 8.4 miles long—from campus to Balboa Park. But California has slammed the door on them and on its own future.

This is a deep and fundamental wound, not only to the students who have been denied the opportunity to learn from and work with our extraordinary faculty and staff, but also to their families and our society itself. The human carnage from this fiscal train wreck will be felt in California for a generation.

Higher education and the opportunity it represents are worth fighting for.

California is not "them." It is us. So if we are to be the land of opportunity so many of us believe in and aspire to, then we—you and I—must pick up the challenge and rebuild our state.

It is our collective responsibility to students who are developing their talents and abilities for future leadership of California; to faculty and staff who work so hard to serve those students; and ultimately to the state of California.

If California is to have any hope of a viable future, that hope lies in a well-educated workforce, to which San Diego State and our sister CSU campuses hold the key.

I encourage you to visit the university’s website—sdsu.edu—and sign up for our eAdvocacy tool that can send a letter on your behalf to our state’s elected leaders.

We are not powerless. We have a voice. Use it to save California.

Stephen L. Weber, president
San Diego State University
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Special thanks to the staff of the SDSU Children’s Center for their help with this issue.
Compass

Old Quad, New Traditions

Thousands of SDSU freshmen embraced a new Aztec tradition this fall when they completed a ceremonial walk through the arched portal to Hepner Hall and into the Old Quad, signifying their passage into the Aztec community.

While a group of alumni cheered, the newcomers paused in the Quad to record their hopes and expectations in books that will be on display again when these students graduate.

It was all part of Welcome Week and Aztec Nights, sponsored by Associated Students and organized by the Office of New Student and Parent Programs.

The programs, which provide alcohol-free alternatives to new and returning students during the first five weeks of the semester, have been designated as national models by the U.S. Department of Education.

Though final numbers are not yet in, Aztec Nights 2009 is expected to rival the success of last year’s event, said Randy Timm, director of Student Activities and Campus Life.

In conjunction with a five-week ban on all fraternity house parties, Aztec Nights 2008 helped reduce the number of alcohol citations to students from 487 during the first five weeks of the fall 2007 semester to 209 during the same 2008 period, Timm said.

Flu Fighters

As Student Health Services mobilizes to inoculate SDSU students against swine flu and other strains of influenza, researchers on campus are working to develop more effective flu vaccines.

Of five prominent immunologists who joined SDSU’s research faculty this summer, two are “flu fighters.” Ed Morgan is pursuing novel approaches to vaccine development for influenza and cancer, and Joy Phillips is developing an influenza vaccine adjuvant effective in the elderly population.

Phillips, Morgan and three others, formerly of the Sidney Kimmel Cancer Center, came to SDSU with active grants from the National Institutes of Health.

Their work intersects with heart disease—the primary focus of research at SDSU’s BioScience Center.

“The vision of the BioScience Center has always been to bring in top-level researchers,” said Roberta Gottlieb, M.D., director of the BioScience Center. “These new colleagues will help us expand the science being explored here, and our students will benefit from their knowledge and mentorship.”

The researchers will be located in the Donald P. Shiley Center for Cardiovascular Research within the SDSU BioScience Center. Darlene Shiley donated $1.25 million last year to establish the center in her husband’s name.

San Diego State’s BioScience Center is an innovative research facility with the mission to understand how infections contribute to cardiovascular disease and other chronic, age-related diseases.

No university has been more welcoming to our veterans than SDSU.

Michael R. Lehnert
Major General,
Marine Corps.

Photo: Sandy Huffaker
A Heavyweight in its Class

San Diego State University students have been doing some heavy lifting this year. The sharp decline in state support for higher education means that students are shouldering more than 40 percent of SDSU’s operating expenses. Ten years ago, the students’ share—comprising tuition and fees—was about 25 percent.

While CSU fee increases do place a heavy financial burden on students, SDSU remains among the top universities in the country in terms of value for money. Undergraduate fees at most peer institutions are $1,000-$2,000 above SDSU’s fees—even with this year’s increases.

Nevertheless, some students and families struggle to meet the cost of college, and to help them, SDSU has launched Fuel Potential, a campaign to increase scholarship and fellowship funding for young Aztecs. Go to sdsu.edu/fuelpotential.

The Cost of College

SUNY Albany ...................... $6,698  
Arizona State, Tempe .......... $6,528  
U of Colorado, Denver .......... $5,712  
SDSU ................................ $4,902

2009-2010 tuition and fees for undergraduate state residents living on campus.

Slice of the Pie

San Diego State University faculty have competed successfully for federal stimulus funds earmarked for educational and scientific research. The National Institutes of Health (NIH) and the National Science Foundation (NSF) are among the agencies distributing stimulus funding to projects that can produce meaningful results within two years.

As of Oct. 1, San Diego State researchers had received 45 awards totaling $11.5 million through the American Recovery and Reinvestment Act (ARRA) of 2009. Four of the awards were competitive NIH Challenge Grants of nearly $1 million each. They went to: Mark Sussman for his work on regenerating cells damaged by heart attacks; Richard Hufstetter and Melbourne Hovell to evaluate alcohol consumption among recent immigrants; John Clapp and Susan Woodruff for a screening/intervention for drug users; and James Lange to develop communications about nutrition and alcohol consumption.

One SDSU researcher also received a prestigious NIH Grand Opportunity Award for a collaborative project. Linda Gallo will lead a team of researchers from Northwestern University; the Albert Einstein College of Medicine of Yeshiva University; the University of Miami; and the University of North Carolina, Chapel Hill, in a nationwide investigation of Hispanic health practices.

Other ARRA awards to SDSU researchers will support research on developing antivaccine agents and designing drugs to treat and manage lung allergies.

The Fire Danger is High

It’s wildfire season again and California is on alert.

Of the 20 largest fires documented by the California Department of Forestry and Fire Protection, 11 have occurred since the year 2000 and five in the last two years.

This trend toward more destructive fires is a national one. Across the country, the average land area burned during wildfires has more than doubled since the 1970s from 3 million to 7 million acres.

The real cost of the 2003 Cedar and Paradise fires was $2 billion-plus more than estimated.

Why such a large disparity? Because historically, reports about the economic impacts of wildfires have looked at suppression costs, federal assistance and loss of property. They neglected to analyze long-term impacts, such as watershed and water quality mitigation, sensitive species and habitat restorations, and bond offerings for firefighting investments.

The study includes recommendations for improving cost assessments and helping the state prepare for future wildfires. Among them are: developing a statistically valid and standardized protocol for future damage assessments; devising a strategy to assess impacts to cultural and historic resources; and ensuring adequate staffing and resources for effective response.

The real cost of the 2003 wildfires should account for disruptions to transportation and business, including San Diego’s tourism industry, as well as damage to infrastructure, according to Matt Rahn, director of research and education at SDSU’s Field Stations Programs, who led the study.

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Pure Beauty. John Baldessari’s art upends convention with words and imagery.

There once was a young artist who set fire to his paintings. He was looking for a new direction—beyond abstract art—and besides, he was tired of people telling him, “My kid could do that.”

After the cremation, the artist experimented with photos and text and unexpected arrangements of found film imagery. Dozens of other artists imitated his bold techniques, and in time, he became a huge international success.

The story may read like a Hollywood script, but in fact, it’s an abbreviated version of the life of John Baldessari, champion of the conceptual art world and a 2009 winner (along with Yoko Ono) of the Golden Lion Award for Lifetime Achievement from the Venice Biennale.

Baldessari is the most influential artist ever schooled at San Diego State University. His work has been called humorous, ironic, complex, yet accessible. At 78 years of age, he continues to produce art and to teach it.

This month, the most extensive retrospective of Baldessari’s work to date will open at the Tate Modern in London. “John Baldessari: Pure Beauty” will travel to Museu d’Art Contemporani de Barcelona, the Los Angeles County Museum of Art (June 20–Sept. 12, 2010) and the Metropolitan Museum of Art in New York, where it will close in early 2011.

Though honored in this country with membership in the American Academy of Arts and Letters and honorary degrees from SDSU and the Otis Art Institute of Parsons School of Design, Baldessari has a more established following in Europe.

“Years ago, when I was taking my paintings around to galleries with no success, one of the gallery owners called my work ‘European,’ Baldessari recalled. “Maybe it’s because I’m a first-generation American. There’s a phrase I’ve always loved—the shark is the last one to criticize salt water. You don’t recognize something when you’re immersed in it.”

Baldessari was born in National City during the Depression to a Danish-born mother and an Austrian-born father. His father found work tearing down houses and selling the materials—everything from faucets to floorboards. When he had accumulated an adequate sum, he would buy a lot and build a house with recycled material.

“I’m proud of what my father did,” Baldessari said. “He had nothing and saw the value of everything.”

At San Diego State College in the 1950s, Baldessari enjoyed the social scene as an active member of student government and Sigma Chi. The fraternity recognized him as a Significant Sig in 1999.

Junction Series: Landscape, Seascape, Prisoner, and Acrobats, 2002 Digital photographic prints with acrylic on sintra board 84.75 x 63.75 inches.
Aztec Authors

**“Puddlejumpers”**

by Mark Jean

“Puddlejumpers” (Hyperion Books 2008) is the first novel by Mark Jean (’77, television and film), an award-winning director and screenwriter. The fantasy adventure, co-written with Christopher C. Carlson, tells the story of two children, a troubled, thirteen-year-old orphan named as klezmer. He is an international expert in the field; known as klezmer. He is an international expert in the field; a violinist, composer, filmmaker and photographer; and currently artist-in-residence for the Jewish Studies Program in SDSU’s College of Arts and Letters.

**“The Wedding That Saved a Town”**

by Yale Strom

Yale Strom’s book won the San Diego Book Association’s award for best illustrated children’s book and is a finalist for best children’s picture book of 2009 from ForeWord Magazine. Based on a true story, “The Wedding That Saved a Town” (Kar-Ben Publishing 2008) tells of a Jewish orphan bride and groom who marry in a cemetery in order to ward off a cholera epidemic in their tiny Polish town. Strom (’80, art) uncovered the tale while researching a genre of Yiddish instrumental folk music known as klezmer. He is an international expert in the field; a violinist, composer, filmmaker and photographer; and currently artist-in-residence for the Jewish Studies Program in SDSU’s College of Arts and Letters.

**“Poetry’s Playground”**

by Joseph T. Thomas Jr.

African-American, children’s literature may enjoy Poetry’s Playground: The Culture of Contemporary American Children’s Poetry (Wayne State University Press 2007) by SDSU assistant professor of English, Joseph T. Thomas Jr. Recognized as an honor book by the Children’s Literature Association, the text discusses Robert Frost, Randall Jarrell, Theodore Roethke, John Ciardi and Shel Silverstein, as well as the poetry of the playground. Currently, Thomas is working on a book about the life and works of Silverstein, whose books include The Giving Tree.

Google Us

From the historic Hepner Hall to the modern suspension bridge over College Avenue and everywhere in between, the landmarks of San Diego State University’s 281-acre campus are now on view around the globe, thanks to a unique partnership with Google.

SDSU is the first university in the world to participate in the Google Maps Street View Partner Program, which provides 360-degree, ground-level photos of unique sites and properties.

Images used to produce the Street View map of SDSU were collected by Google over the course of two days in April, using a tricycle specially modified for pedestrian-only areas.

These “Google Trikes,” which weigh more than 360 pounds, are outfitted with a nine-camera apparatus used to collect the images that produce the 360-degree Street View maps. The trikes also use GPS units and 3-D laser scanners to ensure a comprehensive and efficient collection process.

Google Street View, launched in 2007, has expanded to cover many of the largest cities and rural areas in more than 10 countries, including the United Kingdom and Japan.

“This will be a great tool for students, parents and others who’d like to get a sense of the campus geography before coming here,” said Aaron Hoskins, SDSU’s manager of new media.

The Google Street View of SDSU is available at http://maps.google.com/help/maps/streetview/partners/ or shapers, including nine locals. Boards were selected to represent the chronological evolution in shape from ancient times to 1985.

The museum was conceptualized and designed by CWA Inc., a graphic design firm with strong ties to San Diego State University. Calvin Wuo, president and principal, is a former lecturer in SDSU’s School of Art, Design and Art History. Susan Merritt, principal and executive vice president, is head of SDSU’s graphic design program; and three of CWA’s graphic designers are alumni, Lyubov Klimova, ’06, Sivly Ly, 07, and Yad Hamawandi, ’08.

To visit, begin at 3rd Street and follow Old Palm Avenue to Seacoast Boulevard, where the display ends— naturally—at the beach.

Surf’s Up

Now, alongside San Diego “experiences” like the zoo, the Hotel Del and the fish tacos is the town’s newest attraction—the Imperial Beach Outdoor Surfboard Museum.

The first of its kind, the museum pays homage to San Diego’s surfing heritage and to Imperial Beach’s famed big-wave surf break, the Tijuana Slough.

Visitors can see 25 tubular stainless steel surfboards in bright red, lining both sides of Old Palm Avenue. The tallest is 16 feet; the most primitive, a model of an early Waikiki redwood.

The installation also honors prominent international surfboard designers, or shapers, including nine locals. Boards were selected to represent the chronological evolution in shape from ancient times to 1985.

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To visit, begin at 3rd Street and follow Old Palm Avenue to Seacoast Boulevard, where the display ends—naturally—at the beach.
After decades as a dream and more than eight years in the works, the elegant Parma Payne Goodall Alumni Center stands ready to welcome visitors at its 55th Street location. The new headquarters of the SDSU Alumni Association is expected to serve as both a gathering place and a gateway to campus for alumni and friends of San Diego State.

A celebration of friendship is what put fundraising for the $11 million center over the top. Longtime friends Leon Parma, ’51, Bob Payne, ’55, and Jack Goodall, ’60, together contributed $2.7 million to name the new facility.

Outside, the building’s most imposing feature is its rotunda, guarded by a replica of sculptor Donald Hord’s iconic 1937 creation, “Aztec.” The statue was nicknamed early on and is instantly recognizable to generations of San Diego State students as Monty. From the sculpture’s base extend rows of stone pavers set in six lines, resembling the spokes of a wheel. Each of the more than 480 stones bears the name and message of an Aztec alum or friend.

Inside, visitors will be greeted by an expansive lobby sporting a prominent exposition of the center’s major donors. Other displays showcase historical elements from the university, such as campus photos dating back to SDSU’s founding in 1897.

The Allan Bailey Library, named for the late SDSU professor, administrator and alumnae, will contain works by Aztec authors and a grand ballroom with space for 214 will serve as the center’s main location for events.

For Aztec alumni everywhere, it’s the perfect place to come home to.

The public is invited to the PPG Center dedication and ribbon-cutting ceremony at 11 a.m. on Saturday, Oct. 17 with an open house to follow at 11:45 a.m.

Photo: Jim Brady
A Proud Tradition

Red and Black resonate with a new generation of veterans

By Gina Jacobs

Veterans of every major war in the last century have walked the San Diego State University campus as students, athletes, faculty and staff.

The normalcy of academic life proved a welcome change from the rigors of war for men and women returning from foreign battlefields in Europe, the Pacific, Korea and Vietnam.

After WWII, nearly half the undergraduate men on campus were vets, financing their education through the GI Bill.

“Campus life was the only life for the veterans,” recalled Jim Erkenbeck, a football player on scholarship, whose teammates were mostly WWII vets. “They were on a mission to get good grades and get their degrees.”

Today, a new generation of veterans is walking the SDSU campus. Supported by the benefits of the post-9/11 GI Bill, about 275 veterans of the Iraq and Afghanistan wars enrolled this fall, lifting the number of student vets on campus to approximately 1,000. Not since the 1940s has the university seen this kind of surge in the veteran population.

And that’s no accident. SDSU is determined to be a national leader in educating those who’ve served in the military.

New to SDSU this fall is undergraduate transfer student Juan Cortez. Eighteen years old and straight out of high school, Cortez enlisted in the U.S. Army in 2001. He served for four years, including a tour in Iraq. “I joined the military because at the time I wasn’t really interested in college nor could I afford it, but once I got out, I was ready to pursue my education,” said Cortez, a business management major specializing in entrepreneurship.

That pursuit is possible thanks to the 21st Century GI Bill and funding from the Army College Fund. For emotional support, student veterans can turn to SDSU’s Veterans Center, an on-campus facility helping prospective and current veterans, active-duty and dependent students to secure benefits, find work-study opportunities, navigate the campus and adjust to civilian life.

Troops to College

In the late 1970s, Lt. Col. Thomas Richards returned from Vietnam with a Purple Heart and enrolled at SDSU in order to move up the Marine Corps Command ranks. As an undergraduate, he didn’t experience the pro-military culture evident on campus after World War II and the Korean War. “While some students and faculty members were friendly towards veterans, the general overall culture was anti-war, anti-military and anti-veteran,” said Richards, who later obtained master’s and Executive M.B.A. degrees from SDSU.

Current student veterans find the campus more accommodating. The university is a partner in Troops to College, a statewide initiative to increase opportunities for active-duty military and veterans to attend college in California. SDSU is also the first university to designate a campus residence for student veterans—located on Fraternity Row, east of 55th St.

SDSU President Stephen L. Weber financed the first year of the lease, but the university is seeking private funds to extend the lease for the next three years.

Cortez was one of the earliest residents of Veterans House. He hopes living on campus will enrich the college experience for himself and the students he meets.

“We’re not coming from our parent’s homes; we’ve lived on our own,” Cortez said. “Especially during times of stress, like midterms or finals, I think we can provide a good base line, because we’ve been in stressful situations before.”

Richards, the Vietnam vet, believes this current generation of veterans will stimulate U.S. economic growth as the “greatest generation” did when they returned from WWII.

“I think it’s in the best interest of the U.S. and our communities, both politically and economically, to nurture their academic endeavors and encourage their leadership and community service,” he said.

“Campus life was the only life for the veterans; they were on a mission to get good grades and get their degrees.”

Images courtesy of Jeffrey L. Brown and SDSU Special Collections

360mag@mail.sdsu.edu | 360 Magazine
For almost as long as U.S. troops have been deployed in Afghanistan, a small group of San Diegans has traveled in and out of the eastern province of Nangarhar, near the Pakistani border, on what might be called a counterinsurgency mission.

While military personnel kept the province largely secure from Taliban violence, these civilians built friendships with local leaders, patiently working to open the region to the world and change ingrained attitudes about education and the role of women.

And while U.S. aid to the region ebbed and surged, a steady stream of dollars from San Diego financed not only the Rotary school in 2003, but also a computer learning center and a women’s residence hall on the campus of nearby Nangarhar University in Jalalabad, the provincial capital.

La Jolla Golden Triangle Rotarians Stephen R. Brown and Fary Moini raised most of those dollars—nearly a million over seven years. Veterans now of the long, hard journey from San Diego to Nangarhar Province, they’ve achieved a status unusual for foreigners in eastern Afghanistan.

“All that changed after a chance meeting between Brown and fellow Rotarian Steve Spencer, an SDSU faculty member in the College of Education’s Interwork Institute. With plans for the Rotary school already under way, Brown asked Spencer to set up a computer lab in Jalalabad and train local officials to use the Internet.”

“Winning hearts and minds in Afghanistan

In the shadow of Afghanistan’s White Mountains, where U.S. soldiers fought Taliban insurgents in the Battle of Tora Bora, there now stands a school.

Every morning, some 4,500 students fill its 20 white-washed, sparsely furnished classrooms. Flocking through the building’s square stone entrance, they pass under blue letters that spell out “La Jolla Golden Triangle Rotary Club.”

One third of these students are girls—young Afghans who might never have entered a classroom were it not for the commitment of La Jolla Rotarians, the assistance of San Diego State University faculty, and the serendipitous pairing of San Diego and Jalalabad as Sister Cities.

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“Most officials have to travel with armed guards for security—not exactly a welcome sight,” Brown said. “We can travel with local Afghans and a lot less fanfare because, as representatives of our Rotary Club or the Sister Cities organization, we’re not accountable to major institutions.”

When Iranian-born Moini first visited the region in 2002, the very thinnest of threads connected Jalalabad to the rest of the world. Most Afghans had never seen a computer, or even a phone. To send an e-mail home, Moini had to drive 45 minutes to the nearest nongovernmental organization (NGO) office—and hope the system didn’t crash.
"You should have seen their faces when they first understood what those computers could do."

Going in, Spencer knew that he’d be considered a foreign interloper, at best, and, at worst, a government agent. So he worked to disarm such concerns, hiring a translator fluent in the local dialect to help with a meeting of the Jalalabad hierarchy. After setting up an Internet connection, Spencer registered the elders for e-mail addresses.

Then, so skeptics in attendance wouldn’t see the computers as foreign propaganda tools, Spencer pulled up an online copy of the Quran written in Pashto, Afghanistan’s official language. Suddenly, the Afghans’ concerns dissolved, and, with them, Jalalabad’s centuries of isolation.

"With Steve’s help, we connected the community to the outside world and all its knowledge," Brown said. "You should have seen their faces when they first understood what those computers could do."

International collaboration

Spencer’s visit was also the beginning of San Diego State University’s involvement in modernizing higher education in Afghanistan. Three years later, with SDSU President Stephen L. Weber’s blessing, San Diego State’s Interwork Institute officially partnered with Nangarhar University in a long-term program to educate faculty and provide curriculum support for a new bachelor of arts degree in English language.

More than 10 Nangarhar faculty have participated in the program. Each summer, a small group of these instructors comes to SDSU for intensive seminars focused on language development and teaching strategies. They return home with the skills to coach their colleagues and enhance the curriculum for approximately 300 Nangarhar students now working toward English language degrees.

Early success with the English program led to a second collaboration—this one between Nangarhar and SDSU’s College of Engineering. As a result, seven Afghan professors “The illiterates in Afghanistan still have old ideas. (They) teach people to see the outside world negatively”

are now earning master’s degrees in civil engineering here and at other universities, while working with SDSU faculty to rewrite Nangarhar’s undergraduate engineering curriculum, which hadn’t been updated in more than 20 years.

The two SDSU-Nangarhar partnerships are funded by the World Bank through Afghanistan’s Ministry of Higher Education, which sponsors similar programs at four Afghan universities. Such widespread efforts speak to shared optimism among educators that knowledge and constructive relationships with the outside world can help undo the effects of Afghanistan’s troubled past.

“In a country that has endured decades of war and struggle, education is the key for changing from a culture of war to a culture of peace,” said Emeritus Fred McFarlane, co-director of SDSU’s Interwork Institute and the administrator of the Nangarhar University partnership.

Updating ideas

But of course change seldom comes easily, especially in isolated cultures.

“The illiterates in Afghanistan still have old ideas,” said Baryali Rassooli, head of Nangarhar’s English department. “Tribal chiefs teach people to see the outside world negatively. It’s like Afghanistan is caught in the primary stages of life.”

At 29, Rassooli represents a generation of Afghans who see new ideas as stepping stones to a better future for the country. Recruited to establish Nangarhar’s English language program from a post as director of an English school in Pakistan, Rassooli had previously completed medical courses in Afghanistan. That training proved valuable in Afghanistan. For months, the university couldn’t afford to pay him, so he started working part-time in a medical clinic. He still does. In fact, most of the faculty at Nangarhar hold second jobs.

Professor Gul Rassooli also worked gratis for a year after joining the Nangarhar faculty. He supported himself by teaching English to the staff of several NGOs working in the area. After studying at San Diego State this past summer, Rassooli expressed high praise for the SDSU-Nangarhar program. Frustrated for years by the slow pace of his students’ progress and his own inability to set effective curriculum objectives, he now characterizes his lessons as “100 percent successful.”

Spreading knowledge

But for Rassool and his colleagues, it’s not all about syntax and sentence structure. The partnership between Nangarhar and SDSU also represents a victory in Afghanistan’s internal struggle to modernize and join the global community.

“Some of us professors knew a little about the outside world, but we never thought this knowledge would become widespread in Jalalabad,” Rassool said. “Then Steve set up the computers, and it became a reality.”

Baryali Rassooli, the department chair, agreed. Afghans are learning and adapting to new ideas.

“We teach public awareness as well as English,” he said. “The educated understand the world.”

As a result, Rassooli points to Afghanistan’s proudest achievement of recent years, an increase in the number of girls and women attending school. At Nangarhar University, more than 10 percent of students are women.

Home to uncertainty

On Aug. 15, the day before Rassooli and his colleagues left San Diego, their luggage stuffed with books, scarves, jewelry and other small gifts for family and friends, two bombs exploded in southeastern Afghanistan, killing 14 people, including three children.

The incidents came during a wave of increasing political volatility following the contested presidential election that looks likely to return Hamid Karzai to power. Creating uncertainty in Afghanistan and constellation in Washington, the surge in violence led to the bloodiest month in years for American forces fighting Taliban extremists and forced the Obama administration to reconsider its strategy in the ongoing war.

Jalalabad, however, has remained relatively tranquil in the midst of national upheaval. Nangarhar University students returned to classes in September as usual.

The World Bank continues financial support for SDSU’s partnership with Nangarhar University.

The World Bank continues financial support for SDSU’s partnership with Nangarhar, which the university’s new chancellor, Mohammad Saber, enthusiastically supports.

Meanwhile, Brown and Moin continue to raise money for education and infrastructure development in Nangarhar. Most recently, they’ve begun setting up networks to connect professionals in Jalalabad’s medical and public health fields with their counterparts around the world.

Eager to join Rotarians in working toward world peace and understanding, the leaders of Jalalabad have established a local Rotary Club to help their own citizens. Interestingly, there is no Pashto word for “volunteer.” But if the people of Nangarhar continue to follow the lead of their San Diego friends, they may just have to create one.

"In a country that has endured decades of war and struggle, education is the key for changing from a culture of war to a culture of peace, democracy and positive growth," said Emeritus Fred McFarlane, co-director of SDSU’s Interwork Institute and the administrator of the Nangarhar University partnership.

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Stephen Strasburg rose to fame at San Diego State about as rapidly as his fast ball whizzed past the luckless batters facing him at Tony Gwynn Stadium. In three seasons pitching for SDSU, Strasburg took nearly every award in college baseball, ending his Aztec career as winner of the Golden Spikes Award, the Dick Howser Trophy, the College Baseball Foundation’s Pitcher of the Year Award and Collegiate Baseball’s National Player of the Year recognition.

Arguably the best college pitcher of all time, Strasburg was picked first overall in the 2009 MLB Draft and signed with the Washington Nationals in August for $15.1 million.
If I had a Hammer

Tools for a new era in construction

By Michael James Mahin

Musicians Peter Seeger and Lee Hays captured that national moment of hope and resilience in a single song, "If I had a Hammer" celebrated a post-Depression America ascending to renewed prosperity on the concrete arches of its bridges and the steel frames of its mighty skyscrapers.

Echoes of that enduring folk anthem still ring true today amid the worst economic downturn since the 1930s. In San Diego, the construction industry, in particular, is still reeling. Since a 2006 peak of 100,000 workers, regional employment in the industry has dropped by about a third.

But today’s construction managers need more than a hammer to repair the problems presented by a new century. Even as the housing market slowly recovers, construction engineering professionals face a host of other challenges. They must manage a diverse labor force, understand the complex physical and structural demands placed on buildings, and stay abreast of the morphing policies, codes, guidelines and logistics that govern the industry.

In short, not only do the buildings have to be "smart," but also the builders.

In San Diego, where construction is the fifth largest industry, some of the biggest names in the business have collaborated to increase the pool of young professionals who will guide the region’s construction industry into the future.

Their commitment helped establish the J.R. Filanc Construction Engineering and Management (CEM) program, one of San Diego State University’s newest and most successful degree programs.

The brainchild of Pete Filanc, former CEO of J.R. Filanc Construction, and Janusz Supernak, chair of SDSU’s civil and environmental engineering department, CEM addresses the acute shortfall of qualified and competent engineers who also possess advanced construction and project-management skills.

Concrete solutions

While architecture and civil engineering are the traditional academic paths to a career in construction, today’s professionals need further skills in advanced construction and project management. The industry’s ability to innovate and improve depends on a workforce that can bridge the gap between practical experience and theoretical expertise.
Rebuilding San Diego’s building industry

“Construction isn’t something you can outsource to India.”

As the first in their families to go to college, Sical and Ramirez represent the changing face of construction management. The industry’s workforce has always been multi-lingual and multi-ethnic, yet management remains largely English-speaking, white and male. Walsh said the need for new leadership is clear.

“How else can we connect with the vast pool of ideas and resources this population brings to our industry?” he asked. “They are the lifeblood of innovation.”

Last year, SDSU’s AGC student chapter met local industry leaders, such as John Daly, president of Daly Construction and former president of AGC-SD; Kevin Elliot, president of ROEL Construction and the new AGC-SD chapter president; and Doug Barnhart, founder and former chairman of the board of Barnhart, Inc., who now serves as AGC national president.

“These people have donated valuable time,” noted College of Engineering Dean David Hayhurst. “They are the experts in these areas, and SDSU students are in a great position to be at the forefront of these trends,” said Walt Fegley, president of Reno Construction.

Lean construction is aimed at reducing waste and literally getting lean; not just trimming the fat, but reducing waste and literally getting free of unnecessary steps. Lean construction is aimed at reducing waste and literally getting lean; not just trimming the fat, but reducing waste and literally getting free of unnecessary steps.

“Construction isn’t something you can outsource to India.”

For Ramirez, an AGC scholarship recipient, this support has been life-changing.

“My parents are hard workers and we would have worked together to pay for college. But this scholarship from AGC means that I don’t have to rely on them. It makes their lives a little easier, and mine a lot easier. I can focus on my studies and my future, not my bank account.”

In addition to financial support, the CEM program gives students crucial networking know-how by connecting them with the industry through internships, field studies and industry-sponsored events.

At the same time, the industry is embracing sustainable building tools and strategies in response to consumer demand for buildings with U.S. Green Building Council’s Leadership in Energy and Environmental Design (LEED) certification. Managers and employees with LEED accreditation supply added value in a competitive industry.

“This is re-tooling and re-schooling,” said Fegley, who will join several of Reno Construction’s top managers in earning LEED accreditations at SDSU and attending seminars on lean construction, led by CEM professor Colin Milberg.

Many San Diego construction companies are using this time of consumer awareness and change to revitalize and grow. With new standards, new tools and an influx of enthusiastic new managers, the construction engineering industry is hammering out a strategy to connect San Diego’s people to their environment even more efficiently and artistically than ever before.

New faces, new ideas

As the first in their families to go to college, Sical and Ramirez represent the changing face of construction management. The industry’s workforce has always been multi-lingual and multi-ethnic, yet management remains largely English-speaking, white and male. Walsh said the need for new leadership is clear.

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“These people have donated valuable time,” noted College of Engineering Dean David Hayhurst. “They are some of the biggest names in San Diego construction, and yet they make time to engage with our students.”

Lean and green

Frequent interaction with industry leaders also gives SDSU students an inside track on new trends in construction management. Two of the latest are lean construction and green construction.

“Construction companies will be investing in personnel with expertise in these areas, and SDSU students are in a great position to be at the forefront of these trends,” said Walt Fegley, president of Reno Construction.

Lean construction is aimed at reducing waste and literally getting lean; not just trimming the fat, but transforming the business model.

In the past, an independent developer would hire several independent sub-contractors for a single job. Today, developers are turning to large general contractors to provide fully integrated design and building teams that manage and shepherd projects from concept to concrete.

At the same time, the industry is embracing sustainable building tools and strategies in response to consumer demand for buildings with U.S. Green Building Council’s Leadership in Energy and Environmental Design (LEED) certification. Managers and employees with LEED accreditation supply added value in a competitive industry.

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The combination of engineering and management skills that makes CEM’s curriculum unique among university programs also explains its appeal. The College of Engineering had hoped for an enrollment of 100 students in the program at the end of five years. Instead, there are 150 after only two years. Abraham Ramirez and Ana Sical are two of them.

“If you had asked me what construction was before this class, I would have said ‘building,’” said Sical. “But now I realize it’s so much more. Construction is an expression of culture. Not only did I learn how the Egyptians designed and built the pyramids, but also why.”
She hadn’t seen him since seventh grade, when her family moved from Oregon to California, but the minute Lindsey Higgins started researching a college paper on Deaf culture, Richard McMahan was the first person she thought of. Even in grade school she’d understood him despite his distorted speech, the result of learning to talk without being able to hear one’s own voice. They’d developed a bit of a mutual crush, passed a few notes in class. But of course when their little brothers got hold of one and broadcast the contents, they’d both denied everything. “I suppose somewhere in the background [Richard] had something to do with my getting into this field,” Lindsey acknowledges now as she heads into the fourth and final year of California’s only doctorate of audiology (Au.D.) program, a joint curriculum offered by SDSU and the University of California, San Diego (UCSD).

Lindsey’s senior project at Biola University in La Mirada focused on a controversy triggered by the advent of cochlear implants—bionic devices that mimic a healthy cochlea, or inner ear, by converting sound waves into electrical signals the auditory nerve then transmits to the brain. Children as young as 14 months have received cochlear implants and the potential exists for successful implantation at younger ages. Proponents of the technology hail it as a revolutionary advancement that essentially eliminates deafness. But many in the Deaf community view the implants as unnecessary, risky and a threat to their unique culture. Lindsey knew Richard could provide insight into the subject. He’d spent his life caught between the deaf and hearing worlds.

After meningitis destroyed his hearing as a toddler, Richard was accepted into a test group of 10 children surgically fitted with cochlear implants. The 1985 experiment would later merit mention in Lindsey’s audiology textbooks as a watershed event, paving the way to widespread use of the technology in children as young as one year and allowing many to develop nearly normal speech communication skills. Richard went on to attend a school for the Deaf before being mainstreamed into Lindsey’s fifth-grade class. But even with the implant, he really couldn’t hear accurately enough to understand others or to speak normally himself. Hardly surprising, considering the technology at that point processed only one narrow frequency range, or channel, among the thousands of frequency ranges that contribute to normal hearing. Bottom line, Richard’s bionic ear never worked well enough for him to fully participate in the hearing community. And because his first school had focused on teaching him to speak rather than sign, he couldn’t communicate with other Deaf people, who didn’t accept him anyway because of his implant. “What’s wrong with me?” he wondered. “I don’t fit anywhere.”

No wonder Richard was delighted to receive an “out of the blue” message from Lindsey, the girl who’d always made him feel normal. In children as young as 14 months have received cochlear implants.

SDSU has paired its nationally ranked audiology program with UCSD’s expertise in neuroscience and medicine.
was great rekindling their friendship and helping with her project. Eventually he began to think they might even have a future together. So in December 2005, the same month Lindsey graduated from Biola, Richard took the next step. "I'll be driving through California at Christmas," he messaged her. "Can I stop at your house?"

Lindsey, at home for the holidays with her family in Santa Rosa, consented, but she found the request a little disconcerting. Would she and Richard still get along after so many years? Would she even be able to understand his thick deaf speech?

As it turned out, "I could understand him right away," she remembers. "My family couldn't very well, but for some reason I could." Richard's visit turned into a two-day stay, and the relationship shifted into high gear. By the following September, when Lindsey arrived at SDSU to begin her graduate studies, Richard had found a job in San Diego and moved there himself. Suddenly, it seemed, Lindsey found herself living a totally unimagined life. She certainly hadn't expected to fall in love with her seventh-grade crush, and she hadn't expected to be pursuing a doctoral degree, either. She'd applied to the competitive SDSU/UCSD audiology program, not ever imagining she'd actually be one of the 10 applicants admitted.

In the past, audiologists needed only a master's degree. But over the last 25 years, in large part because of rapid technological advances, the profession has evolved dramatically. In 2007, its entry-level requirements were upgraded accordingly. Of the numerous master's-level audiology programs in California, only SDSU's School of Speech, Language and Hearing Sciences proved able to accommodate the new standards, by pairing its nationally ranked audiology program with UCSD's expertise in neuroscience and medicine, along with its authority to confer doctoral degrees.

The resulting four-year, year-round program combines coursework, labs and medical hours, plus a unique medical rotation enabling audiology students to work with physicians and observe surgeries. A working internship, augmented by online coursework, caps the curriculum. So that's when Lindsey and Richard got married.

For some time before their wedding, Richard had begun encountering glitches—screwing, shooting pains down his neck—caused by the upgraded 16-channel implant he'd received during high school. No one could figure out what was wrong or how to fix it. He finally got so frustrated he just quit wearing the implant's external processor. For nine months, Richard couldn't hear or figure out what was wrong. And his speech deteriorated.

Although she had studied cochlear implants with SDSU alumna Sara Mattson, Au.D., Lindsey wasn't particularly drawn to it as a career emphasis. She admitted. "I didn't think I'd ever want to work with cochlear implants," she says, now that she really enjoys working with them. "Because I've been on the family-member side of things, I know things beyond the clinic. And that's important. Any audiologist, no matter what they're going to do, has to know the personal daily-life issues to be able to relate to patients and counsel them. It's not just about programming their equipment."

And Richard, who predicts his wife will be a personable and empathetic clinician "like Sara," certainly knows he can count on her expertise and support as he moves toward a long-deferred career goal of his own. After years of warehouse and production jobs, Richard is looking forward to studying architecture in San Francisco. "I couldn't do it before because you have to talk a lot," he says. "But now what's stopping me?"

Cochlear implants are bionic devices that mimic a healthy cochlea or inner ear.
High Hoops. Fisher and Burns return to the court with aspirations for post-season play.

With 50 combined wins and post-season appearances for both teams, 2008-2009 proved to be one of the most successful seasons in San Diego State University’s basketball history.

And the 2009-2010 season could shape up to be even better for the both Aztec teams and their coaches Steve Fisher and Beth Burns.

Coming off of its first-ever appearance in the National Invitational Tournament (NIT) semifinals, the men’s team will take the court for its Nov. 3 opener without Ryan Amoroso, Kyle Spain, Lorenzo Wade and Richie Williams, all lost to graduation.

But stepping in, and Fisher hopes up, are D.J. Gay, Tim Shelton and Billy White and much-anticipated newcomers Brian Carlwell, Tyrone Shelley and Malcolm Thomas, who has been selected as the Mountain West Conference’s (MWC) preseason Newcomer of the Year. Shelley and Thomas are local products who played together at Pepperdine (where they were Nos. 1 and 2 in scoring), before transferring to SDSU. Carlwell, a 6-foot-11 junior, hails from the University of Illinois. Together, the men’s team is one of the highest rated recruiting classes in the country.

Their season is not without challenges. The schedule includes games against Arizona and Arizona State of the Pac-10 and an ESPN televised matchup against St. Mary’s, whom SDSU defeated in a dramatic first-round NIT game last season. Still, Sporting News predicts SDSU will win the MWC and several other forecasters believe the Aztecs will again play in the post season this March.

The Lady Aztecs return with Burns, last year’s MWC Coach of the Year, and four starters from a team that in 2008-09 upended then-No. 2 Texas, won a school best 24 games and advanced to the NCAA tournament. Led by senior Jené Morris, who is on the preseason national player-of-the-year watch lists for both the Wade Trophy and John R. Wooden Award, the Lady Aztecs have been ranked the 22nd best team in the country by Lindy’s College Basketball, and 23rd by ESPN.

First team all-league pick Paris Johnson and MWC all-defensive honoree and career assists leader Quenese Davis headline a team that will open at Viejas Arena Nov. 6; play Notre Dame and Oklahoma in a tournament in the U.S. Virgin Islands; and also take on Wake Forest at home this season.

— Greg Block

Aztec fans will have ample opportunity to watch both teams in action, as the men will play 17 home games, and the women will host 14 home games this season. Tickets are available at 619-283-SDSU or goaztecs.com.
Giving Back

The Sound of Success
The Campanile Foundation celebrates a decade of growth

By Nicole K. Millett

San Diego State University’s campanile or bell tower heralds the most significant events on campus – convocation and commencement, Homecoming and Founder’s Day.

 Appropriately, it has become the symbol for a dynamic entity whose creation a decade ago set SDSU on a path to becoming a leading urban research university.

The Campanile Foundation is SDSU’s philanthropic auxiliary, created in 1999 to provide investment oversight of assets derived from private support and to advocate for San Diego State in the community.

The people behind the Campanile Foundation are mostly SDSU alumni— influential, civic-minded philanthropists who understand that private giving is an increasingly critical source of revenue for the university as state support for higher education wanes.

Powerful collective
As the Campanile Foundation celebrates its 10th anniversary, SDSU President Stephen L. Weber, who spearheaded its launch, assessed the foundation’s impact.

“In the last decade, the size of the Campanile Foundation board has more than doubled from 15 to 34; and this powerful collective has helped us raise upwards of $520 million in private support,” he said. “That figure is 250 percent more than total funds raised during the previous 102 years.”

Thanks in part to the board, the last two fiscal years have been the best ever in fundraising for SDSU. Gifts and pledges from July 2007 through June 2009 totaled $138 million. To appreciate the magnitude of the total, consider that giving to SDSU averaged less than $20 million annually in pre-Campanile Foundation days.

The board’s investment oversight is also partly responsible for SDSU’s growing endowment, which rose as high as $97 million in 2008. The worldwide financial market implosion reduced that figure, but improved yields this year helped the endowment recover to $101.6 million by Sept. 30, 2009.

“The Campanile Foundation has been a catalyst for change at San Diego State, and its growing impact mirrors the progress of our campus community,” said Mary Ruth Carleton, SDSU’s vice president of University Relations and Development and CEO of the Campanile Foundation.

Foundation board members champion SDSU in the community, reconnect the university with “lost” alumni and strengthen its partnerships with local industry.

This town and town interaction has given rise to new academic programs training students to work in San Diego’s leading industries: biotech, construction engineering and hospitality and tourism are a few examples.

Individual support
Several Campanile Foundation board members have made gifts that gratify their individual passions while supporting key academic programs and initiatives.

Ron Fowler’s commitment led to the creation of the Entrepreneurial Management Center, the lynchpin of SDSU’s entrepreneurship program, which ranks among the top 25 in the country. Fowler is founding chair of the Campanile Foundation.

A seed gift from L. Robert Payne ‘55, current board chair, sprouted the School of Hospitality and Tourism Management, one of SDSU’s fastest-growing academic programs. Payne—along with close friends Leon Parma and Jack Goodall—also contributed the naming gift to the new Alumni Center.

“As some point, you recognize that you’ve very fortunate to have achieved the success you’ve had. It’s payback time,” said Payne.

Christopher (Kit) Sickels, ’60, is a patron of the children’s literature program, while gifts from Terry Atkinson, ’69, support general scholarships, athletic scholarships and faculty excellence in the College of Business Administration.

Board member Nicole Clay ’67, ’72, and her husband, Ben, ’69, are cornerstone contributors to the Parma Payne Goodall Alumni Center.

“As we look at the first 10 years of the Campanile Foundation, the alumni center is one of our major accomplishments,” said Nicole Clay. “This new home for Aztecs will help reconnect our 200,000 graduates to their university.”

With wide-ranging networks in Southern California and particularly in San Diego, Campanile Foundation board members also extend SDSU’s outreach to longtime residents who may not have appreciated the academic powerhouse that is SDSU.

And that outreach grows with the addition of each new board member. This year, the Campanile Foundation welcomed Terry L. Atkinson, ’69, former managing director for UBS PaineWebber Inc.’s municipal securities group; Alan D. Gold, ’82, ’88, chairman and chief executive officer for Biomed Realty Trust, Inc.; Greg T. Lucier, chairman and chief executive officer of Life Technologies; and Kenneth McCain, ’70, ’75, executive vice-president and founding principle of Wall Street Associates.

“We’re incredibly fortunate that members of our extended Aztec family are choosing to invest in SDSU,” said Carleton. “Their support is helping us to recruit and retain top faculty, attract meritorious students, build top-ranked academic programs and conduct groundbreaking research—all of which increases SDSU’s contribution to a thriving regional economy.”
Both my wife, Marilyn, and I were born in 1925; both delivered by Dr. Gillespie at Scripps Hospital when it was on Prospect Street in La Jolla. We attended La Jolla Elementary School from kindergarten through second grade, and although we don’t remember each other from that time, we do remember common friends.

We met at State as freshmen in 1943. In those days there were lockers, and hers was near mine. I began going to my locker for no other reason than to see this cute little redhead. We were married in 1948.

Fred Livingstone left SDSU to fight in WWII. He and Marilyn live in Crown Point.

Do you have a favorite memory from your days at San Diego State? Write to us at 360mag@mail.sdsu.edu

★ = annual member; ★ = life member

1950s

55. L. Robert Payne ★ (management) was selected Mr. San Diego 2009 by the San Diego Rotary.

56. Roland Schneider (industrial arts) was inducted into the California Shakleeboard Association Hall of Fame for 26 years of sportsmanship and outstanding service.

59. Robert Coates (geological sciences), a San Diego Superior Court judge, was nominated for the Outstanding Jurist Award by the San Diego County Bar Association.

1960s


54. Bill Kolender (public administration), re-elected three times as sheriff of San Diego County, retired after a 50-year career in law enforcement. He will be honorary chair of this year’s Homecoming Forevers.

55. Angela Hawkins (education, ’71 Ed.D) and her husband, Douglas, both retired educators, opened a residential care home for the elderly in San Diego.

1970s

67. Richard Troncone ★ (real estate), a past president of the SDSU Alumni Association, is the new president of the Rotary Club of San Diego, the third largest Rotary in the world.

59. Sue Palmer (political science), band leader for Sue Palmer and her Motel Swing Orchestra, won the International Blues Challenge Award from the Blues Foundation for best self-produced CD.

When I was at State...

Both my wife, Marilyn, and I were born in 1925; both delivered by Dr. Gillespie at Scripps Hospital when it was on Prospect Street in La Jolla. We attended La Jolla Elementary School from kindergarten through second grade, and although we don’t remember each other from that time, we do remember common friends.

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Alumni Association
2009 - 2010

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Mula’s march to musical celebrity was influenced by several teachers who had played in military bands. As an undergraduate, he majored in music education, but by the time he enrolled in the master’s program at SDSU, he had switched his emphasis to clarinet performance.

“I have fond memories of my professors and fellow students at San Diego State,” Mula said. “The School of Music was amazingly supportive.” In March, Mula spent several days as a guest music coach and lecturer at the School of Music and Dance. He led a Master class for clarinet students and performed with the SDSU Wind Symphony and the Woodworks Clarinet Choir. During the week, Mula and Marian Liebowitz, professor of music, joined Woodworks in a concert for veterans undergoing rehabilitation at the San Diego Veterans Village.

After 13 years as a member of The President’s Own U.S. Marine Band, Mula can’t imagine doing anything else. Playing for dignitaries at the nation’s most historic sites never gets old. And there are certain perks that come with the job.

“I was fortunate enough to shake hands with both President Bill Clinton and President George W. Bush,” he said.

Playing for the President

2009 Brian Mula (’87, M.A. music) can trace his roots back to John Philip Sousa.

Not his actual heredity, but the musical roots that began with a stint in his high school marching band and culminated in a coveted position in The President’s Own U.S. Marine Band, once led by Sousa himself.

Since 1996, Mula has numbered among this elite group, which provides music for the U.S. president and his guests, when the Congress of the United States, or the commanding officer of the U.S. Marine Corps. The 130-member band also performs at more than 20 public concerts each year.

“My life is exactly what I hoped it would be,” Mula said in a telephone interview from his home base in southeast Washington, D.C. “One week I might be rehearsing two or three mornings for an upcoming concert and another week, I might be on ceremonial duty at the White House or Arlington National Cemetery.”

Mula is one of 25 in The President’s Own clarinet section. Created in 1798 by an Act of Congress, The President’s Own is America’s oldest continuously active professional musical organization.

President Thomas Jefferson gave the band its distinctive name and President Abraham Lincoln requested a performance at a dedication of Soldiers’ National Cemetery where he delivered the Gettysburg Address. Sousa led The President’s Own from 1880 to 1892.

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The story of Zeynep Ilgaz is a quintessential California rags to riches tale. She and her husband, Serhat Pola, came to San Diego from their native Turkey in 1998 with dreams of starting a family business. Five years later, armed with M.B.A. degrees from San Diego State University, they launched a home test kit distribution company from their garage in Kearny Mesa.

The fledging firm filled online orders for testing kits for pregnancy, fertility and infectious diseases, Ilgaz and Pola agreed that he would build the distribution business while she went to work for a local startup.

Their plans changed when company revenue rose from $300,000 in 2004 to $1.1 million in 2005, and $2.6 million in 2006. Ilgaz, then working for CONNECT, left her position to become CEO of their company, Confirm BioSciences, while Pola took on the role of chief financial officer.

Working together, the couple saw an opportunity to expand the business by catering to a growing demand for workplace drug testing. They secured exclusive rights to cutting edge technology from labs around the country and created new test products, including the hugely successful HairConfirm, which was featured on national news programs and is now available in over 25 countries including the U.S.

Thanks largely to HairConfirm, Confirm BioSciences was sixth among San Diego companies for revenue growth in 2008. Working together, the couple saw an opportunity to expand the business by catering to a growing demand for workplace drug testing. They secured exclusive rights to cutting edge technology from labs around the country and created new test products, including the hugely successful HairConfirm, which was featured on national news programs and is now available in over 25 countries including the U.S.

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The 2009 Faculty Monty Award Winners

Each year, the San Diego State Alumni Association recognizes outstanding faculty and alumni. The 2009 faculty awards were presented Aug. 27 at SDSU’s All-University Convocation. Alumni Monty winners for 2010 will be honored on the Montys gala on April 24 at the Hotel del Coronado.

College of Arts and Letters

Dipak Gupta
Director, professor of political science, holds the Fred J. Hansen Chair of Peace Studies. He has received more than $2 million in funding and has written nine books on terrorism, political instability and public policy, of which “Analyzing Public Policy” is required reading in universities around the world. He is an All-World Johnson Lecturer, the highest distinction bestowed by SDSU’s College of Business Administration.

College of Business Administration

Kathleen Kreitler
Professor of marketing, has written extensively on the role of technology and the Internet in consumer decision making. A Distinguished Fellow of the Academy of Marketing Science, she is director of both undergraduates and assessment for SDSU’s College of Business Administration. In the latter role, she leads efforts to meet the demanding assessment requirements for the college’s reaccreditation.

College of Education

Nancy Farnan
The scholarship of Nancy Farnan, professor of teacher education, centers on teaching writing and language arts to young people. She co-developed and taught in the SDSU Adult Fitness Program, now named the Center for Optimal Health and Performance.

College of Engineering

Eugene Olevsky
Director of the SDSU-UCSD joint doctoral program in engineering sciences, is an expert on powder sintering. Research from his Powder Technology Lab is applied to fuel and solar cells, hydrogen storage and nanotechnology. He has received a National Science Foundation CAREER Award, a TRW Excellence in Teaching Award and the All-World Johnson Research Lecturer, the highest honor bestowed by SDSU.

College of Health and Human Services

Loring Jones
Supported by more than $3 million in funding, the research of Loring Jones, professor of social work, focuses on factors impacting child welfare. He is a consultant and board member for public and nonprofit agencies and has developed “Analyzing Public Policy” required reading in 300 academic settings around the world.

College of Professional Studies and Fine Arts

Jeanne Nichols
Professor of exercise and nutritional sciences, has a long history of involving students in her applied research, which focuses on bone health in aging populations and teenage girls.

Library and Information Access

Pamela Jackson
Information literacy librarian for the Imperial Valley Campus, networking with students in creative and effective ways.

Imperial Valley Campus

Juan Carlos Ramirez-Pimentel
An expert in Mexican and border literature and cultural studies, Juan Carlos Ramirez-Pimentel is among the most iconic contemporary researchers in the corrida, a popular and influential Mexican ballad form. He is particularly well-known for his work on narco corrido (drug-trafficking ballads). At Imperial Valley Campus, he coordinates the Spanish program, and also served on the 2006 organizing committee of the International Conference on Immigrant Rights.
Katie Martin

Katie Martin, a sophomore, is the first winner of the SDSU Alumni Association Legacy Scholarship.

What did winning the Legacy Scholarship mean to you? It helps me carry on my family legacy as an Aztec. Both my parents, Laura and Derrick Martin, are Aztecs; my father’s four siblings attended SDSU; and my grandfather, the late Barry Jones, was chair of the Department of Communicative Disorders and an assistant dean of the College of Health and Human Services.

What are your post-college plans? Someday, I hope to own a non-profit for international humanitarian work or become a human rights lawyer for the United Nations. That’s why I’m majoring in international studies and conflict resolution (ISCOR). It’s exciting to be surrounded by other ISCOR majors who share my passion for global service. I want to study abroad multiple times and the Legacy Scholarship will help me do that.

What was the high point of your first year at SDSU? I joined Aztecs for Africa and became vice president in the spring semester. Through Invisible Children, Inc., Aztecs for Africa was paired with Sacred Heart Secondary School in northern Uganda. I organized a book drive for the school and we collected more than 33,000 books, the sixth highest total donated by a U.S. group.

Who on campus has influenced you most profoundly? Bruce Harley, a librarian and lecturer in cultural anthropology for the SDSU Honors Program. His course, Mirror for Humanity, is about how humans look at society and how we have handled evolutionary challenges. It is one of those rare courses that completely shakes foundations and challenges your beliefs. It was really eye-opening.

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