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Aztec for Life

Directions

Pride is in the air at San Diego State University these days. Pride in the accomplishments of our students. Pride in the achievements of our athletes. Pride in the heroism of the many veterans who pursue their education on this campus.

There is tremendous pride, too, among our alumni. Their loyalty and devotion to SDSU never fail to amaze me. Brita Colburn Davis, a 1942 graduate (married to a 1943 SDSU graduate), often revisits campus to enjoy our musical theatre productions; and Tom Ables, 82 years old, has missed only a single Aztec football game since 1946.

They are examples of true Aztecs for Life, to whom we're dedicating SDSU Month this year.

We are also fortunate to count among San Diego State's friends, many men and women who attended other universities, but whose boundless support for SDSU surely merits honorary Aztec for Life status. Leaders such as Ron Fowler, Malin Burnham, John Moores and Congresswoman Susan Davis have demonstrated unwavering commitment to San Diego State and to our mission of teaching, research and scholarship.

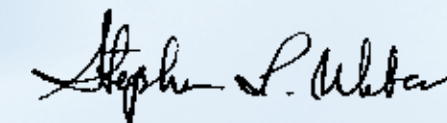
As the university celebrates its 112th anniversary in March, we want to recognize each of our 200,000-plus Aztecs for Life. Your talents and energy enrich our communities.

The map on pages 18-19 of this magazine depicts the influence of San Diego State Aztecs across our nation. What a tremendous impact you have made!

You are our teachers, our engineers, our artists, our nurses, our scientists, our public servants. Each one of you exemplifies what it means to be an Aztec for Life by paying it forward to the next generation of Aztecs.

I hope you have an opportunity to reconnect with your alma mater and your fellow Aztecs for Life by attending an SDSU Month event in March or by coming to campus for Explore SDSU: Open House on Saturday, March 21.

I think you will notice the pride in the air.



Stephen L. Weber, president
San Diego State University

360

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SAN DIEGO STATE UNIVERSITY

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About the cover:
An animated student section cheered the Aztec men's basketball team on to victory against USD.



Photo: Alan Decker

Letters to the Editor

The fall cover story, "The Pursuit of Islam," elicited an unusually high number of letters and emails from readers. Below is a sample. We encourage readers to send comments to 360mag@mail.sdsu.edu.

I read with interest your article "The Pursuit of Islam." I don't feel I have to understand the role of the Muslim religion in America any more than Ahlam Shalabi pictured on your cover has to understand my Christian religion.

If she wants to wear her head scarf at her mosque or in family affairs, she would be readily accepted. We expect people who want to make America their home to reasonably adapt to American customs. After graduation, where does Ahlam expect to obtain employment? I was a large employer—and it wouldn't be in my company with her Muslim attire.

Muslim terrorists killed 3,400 Americans. We remember that and will continue to identify any appearance of Muslim activity for years to come. I think your article should be directed at Ahlam and her classmates to channel their efforts toward American customs and attire, rather than trying to convince all of us that it's our problem.

*Lt. Col. Donald K. Madison
USAF retired
San Diego*

Thank you for your recent article describing common experiences among Muslim students. While it is unfortunate that reported problems persist, I am also pleased that efforts to bring them to light continue.

It may interest you to know that a related effort was conducted under the SDSU umbrella from 2004–2006. Project Salaam was a California Endowment-funded endeavor. It entailed a partnership between

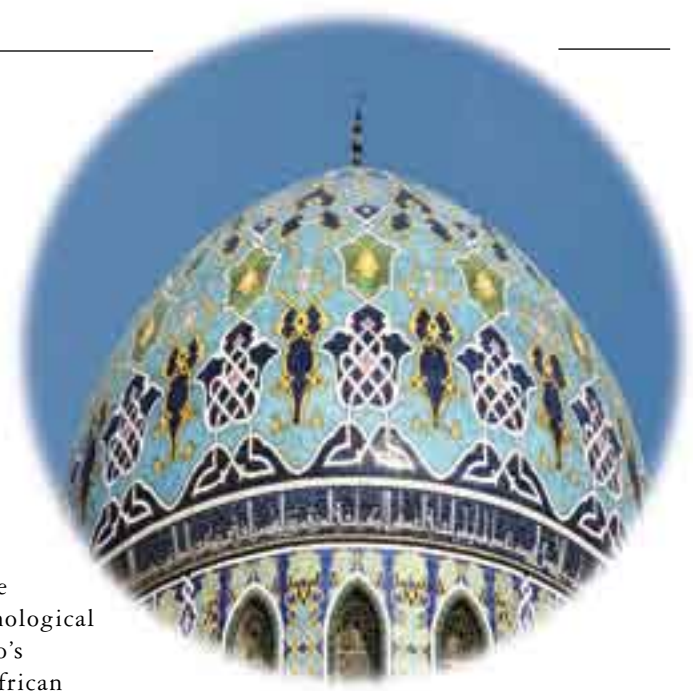
researchers at the Center for Behavioral & Community Health Studies (SDSU Graduate School of Public Health) and the Islamic Center of San Diego (ICSD). The project documented adverse experiences and their psychological correlates among San Diego's Middle Eastern and East African communities.

Because many participants were first-generation immigrants who had been persecuted in their country of origin, we were also able to document the combined impact of home-country and U.S.-based adverse experiences. While we did not focus exclusively on Muslims (anyone who looks remotely "Middle Eastern" is often presumed to be Muslim and is therefore impacted), a great majority of our participants did, in fact, follow Islam.

A brief overview piece of Project Salaam was published in a 2007 issue of *Ethnicity & Disease* (Vol. 17, Supp. 3, pp. S3-39-S3-41). The full report (in pdf) is available at: www.salaamprojects.org/report-1.html

*Joachim Reimann, Ph.D.
Senior Clinical Psychologist
Health & Human Services Agency
Juvenile Forensic Services (TERM)*

Your article, "The Pursuit of Islam," unfortunately does not address the history or current reality of Islam. It gives no clue as to why in most Muslim Middle Eastern countries there are fewer than



a thousand Jews (none in Saudi Arabia). Why are the Chaldeans leaving Iraq? Why are there essentially no Muslim voices condemning the hundreds of missiles launched from Gaza at Israeli civilians? How did Mohammed accomplish his many military victories and how does that legacy shape Islam today? The profiles in your article are difficult to reconcile with the reality and history of Islam.

*Tom Augustine
San Diego*

In your fall 2008 issue, you highlighted Islam. I was one of those anti-Muslim Americans after 9/11. I joined the Marines to go to war and get revenge.

Now, I am a Navy Corpsman, a "Doc." I've learned more about Islam and I want to say that I regret all the misunderstandings that Muslims face in daily life. We all feel strongly that the ones responsible (for 9/11) should be punished, but not everyone is responsible.

*William Peeler
Hospital Corpsman, USN*

Update



Masterful Maneuvers

San Diego State is launching a first-of-its-kind online professional graduate program designed to prepare veterans and active duty military for high-paying, high-demand positions in science and technology.

The professional science master's and certificate programs beginning in March will tap into the expertise honed by men and women serving in the nation's technically advanced military service.

Courses are offered online to encourage participation by working veterans and active-duty military stationed around the world.

The two fields of study initially offered—regulatory affairs in the life sciences and computational and computer sciences—are designed to lead to jobs in biotechnology, medical devices and diagnostics, pharmaceuticals, information technology and similar industries.

More than 25 corporate partners, such as Northrup Grumman, Invitrogen Corp., Qualcomm Inc. and Pfizer Labs are offering internships for students who continue from certificate programs into master's degree study.

The online professional graduate program is a partnership with CSU San Marcos, military education experts from Southern California and regional industry leaders.

SDSU is also a partner in "Troops to College," a statewide initiative to increase opportunities for active-duty military and veterans to attend college in California. Participants include the Governor's Office, the U.S. military, the California State University system, the University of California and the California Community Colleges.

Jump Shot

The Aztec women's basketball team is winding up a season for the record books.

At press time, Coach Beth Burns' powerhouse hoop squad had racked up two wins over ranked teams—a 60-55 victory in December against then-fourth-ranked Texas and a 57-52 triumph over conference

opponents New Mexico on the Lobos' home court.

The win against UT Austin was the first for SDSU in 14 years against a ranked team.

"We were talented a year ago, but we didn't have the mental toughness that comes from building a resume of success," Burns told local sports reporters days after the Aztecs bested New Mexico. "It's a process."

If the wins keep piling up, the Aztec women may find themselves playing for the home crowd in one of the first two rounds of the 2009 NCAA Women's Basketball Division I Championship. For the first time ever, SDSU is to host the opening rounds at Cox Arena on March 21 and 23 during SDSU Month, and the Aztec women are in contention to be in the lineup.



Gently into the Wild

Thinking about your summer travel plans? So are tourism industry executives in vacation spots around the globe.

Which destinations will attract tourist dollars depends on more than the allure of stunning vistas, entertainment and exotic food. More than ever, discerning travelers want assurances that their adventures won't leave a giant footprint in the sand or on the rainforest floor.

Sustainable tourism reflects this growing awareness of the cultural, environmental, economic and political impacts of travel.

"It's more than green tourism," said Vinod Sasidharan, coordinator of the recreation and tourism management program at San Diego State University. "Sustainable tourism supports the economic viability of a city or region's industry while respecting the local ecology, resources and culture."

SDSU is the only program in the U.S. to offer a sustainable tourism curriculum at the undergraduate level. The four-year degree allows students to explore issues at the intersection of the tourism industry and the community, such as transportation, migration, communication, education, natural resources and economic development.

"Our students understand the sustainability of the business of tourism, which is a broader

concept than "tourism management," Sasidharan said. "We teach them that green tourism and corporate social responsibility are not separate pieces to be shoehorned into existing operations."

The program is one of 11 at SDSU that requires an international component. Students have traveled as far afield as Finland, Romania, South Africa, Fiji and Turkey to study sustainable tourism practices.

Sasidharan, whose research has been funded by the Peace Corps, the National Park Service and the philanthropic Robert Wood Johnson Foundation, said SDSU's program is training critical thinkers with hands-on experience in global tourism sustainability from both operational and management standpoints.

Update

Oil on Troubled Waters. Olive oil becomes an olive branch in the Middle East.

While politicians and diplomats work toward mitigating conflict in the Middle East, a group of Arab and Israeli entrepreneurs are forging their own brand of peace based on the shared culinary traditions of the region.

Working with San Diego State's Hansen Institute for World Peace and the Peres Center for Peace in Tel Aviv, experts from Israel, Egypt, Jordan and Palestine have been quietly cooperating to improve the yield and quality of their traditional agricultural products: olives, dates, tomatoes, pomegranates and almonds.

Now, SDSU's Entrepreneurial Management Center (EMC) has joined the partnership to help develop a joint olive oil marketing initiative in the region.

Through the Oil for Peace program, olive oil pressed from Israeli and Palestinian olives will be blended and sold. Proceeds from the sale of this olive oil product will provide income to support other entrepreneurs developing peace products in the Middle East.

"If people have the opportunity, they will want to support the peace process in the Middle East," said SDSU President Stephen L. Weber, who sits on the board of governors for the Peres Center for Peace. "And this gives them a small way—every time they're in the grocery store—to support that process."

Weber noted that the Oil for Peace partners have more than an idealistic commitment to peace.

"Each party has skin in the game," he said, "so this is not charity: it's real people making investments."

The collaborative Oil for Peace program not only unites Arabs and Israelis in a common effort; it also provides an opportunity for students in San Diego and in the Middle East to go abroad and become more deeply involved in the project.

Sanford Ehrlich, QUALCOMM executive director of the EMC, said graduate students from San Diego State and universities in the Middle East will work together to determine potential markets for these peace products and to provide much-needed assistance to entrepreneurs in the region.

"We hope that these cross-border collaborations can improve entrepreneurial development in the region and establish the types of ties between countries that are so necessary for an enduring peace," Ehrlich said.

—By Coleen L. Geraghty





Illustration: David Rickman

Aztec Authors

“The Chumash World at European Contact” by Lynn Gamble

When Spanish explorers and missionaries came onto Southern California’s shores in 1769, they encountered the large towns and villages of the Chumash, among the most advanced hunter-gatherer societies in the world. The Spanish were entertained at lavish feasts hosted by chiefs who ruled over the settlements and their extensive social and economic networks. In “The Chumash World at European Contact” (University of

California Press, 2008), SDSU anthropology professor Lynn Gamble weaves together multiple sources of evidence to recreate the rich tapestry of the Chumash.

“Nefarious Crimes, Contested Justice” by Joanne Ferraro

The detective stories in Joanne Ferraro’s book illuminate how crimes of incest, infanticide and sex among the clergy played out in Venice during the 16th to 18th centuries. Ferraro, chair of SDSU’s history department, researched and wrote the book over the course of seven years, visiting the archives and libraries of the northern Italian city to reconstruct some of Venice’s most notorious crimes.

“Nefarious Crimes, Contested Justice” (Johns Hopkins University Press, 2008) sheds light on how culturally constructed laws and societal norms hinging on gender have impacted society.

“The Legend of Zelda and Philosophy” by Luke Cuddy

For gamers with a philosophical bent, “The Legend of Zelda and Philosophy” (Open Court, 2008) is an anthology of 20 essays, one by Cuddy himself, about the virtual universe of Zelda, a fantasy-adventure video game introduced in 1986. The author compiled the book while completing a graduate degree in philosophy at SDSU. He currently teaches philosophy at Southwestern College.

The Sound of Music

Does plugging in to your iPod on a daily basis cause hearing damage?

The verdict is still out, but SDSU professor Peter Torre’s research will help determine the answer.

Torre surveyed upwards of 1,000 San Diego State students about their listening habits. More than 90 percent said they plugged their headphones into a music device on a daily basis, and nearly all of those students reported pumping up the volume to medium or loud.

The survey, published in the October 2008 issue of *Ear & Hearing*, also revealed that male students tend to listen to music louder and longer than women.

“Research on this topic is still in the beginning stages,” said Torre, a faculty member in the School of

Speech, Language and Hearing Sciences. “These findings help set the benchmark for future studies and show just how widespread personal music player usage is among young people.”

Torre’s research consisted of two parts. Separate from the survey, he measured the decibel level of four subjective volumes—low, medium, loud or very loud—set by 32 students rocking out to The Clash.

The volumes selected by students in the study may underestimate the actual decibel levels they set during their daily routines, Torre noted.

“Walking around campus or exercising at the gym, students encounter a wide range of outside noise that can impact the volume level to which they set their music players,” said Torre.

“Young people need to be aware that listening at loud levels for long periods of time can be damaging.”

A Great Faith

Their faith in the theatre-going public prompted emeritus faculty Federico Moramarco and Kathleen Jones to establish the nonprofit Laterthanever Productions several years ago.

Now, from March 5-29 at San Diego’s 10th Avenue Theatre, the company is presenting “Acts of Faith,” adapted from the collected stories of Grace Paley.

In 2006, Laterthanever won a Patte Award for outstanding production for its presentation of “Hannah and Martin,” about the relationship between Jewish intellectual Hannah Arendt and philosopher Martin Heidegger, a Nazi sympathizer.



Illustration: Tom Voss

Agents of Change. Outreach workers help families tune in to health.

It's as old as tribal society and as contemporary as Barack Obama's presidential campaign.

The use of citizen advocates to effect social change is a proven recipe for success, not only in politics, but also in a variety of other arenas. Within tight-knit communities, neighborhood activists are more powerful catalysts for change than mass media campaigns or appeals from unfamiliar "experts."

This is particularly true in the field of public health, where a handful of local outreach workers—known as *promotoras* in Latino culture—can multiply the impact of beneficial programs across an entire community.

Twenty years ago, John P. Elder, San Diego State professor of public health, incorporated the *promotora* model into a health promotion program in the South Bay community of San Ysidro. Not only did that project prove remarkably effective at the time; several of its components remain in place at the San Ysidro Health Center today.

GET WITH THE PROGRAM

Currently, Elder directs *Aventuras para Niños*, a \$3.6-million, National Institutes of Health-funded initiative to reduce childhood obesity in South Bay communities. Project staff easily found *promotoras* to make home visits and talk to parents about the value of exercise, healthy eating and limited screen time for children.

But it took a year to find a second group willing to knock on the doors of the school principals and city and county officials.

"The single most important element of this project," Elder said, "was to finally find these four courageous Latino women determined to ask the city for \$450,000 to clean up neglected public parks. And they succeeded. We gave them the training and the personal reinforcement, but they did it."

Elder joined the Graduate School of Public Health (GSPH) in 1984, just three years after it welcomed its first degree candidates. From day one, he fostered the school's commitment to serving diverse national and international populations, particularly San Diego's growing Latino community.

In fact, Elder and his former students, several of whom are now GSPH faculty, were among the first researchers to verify a spike in obesity, heart disease, asthma, diabetes and other chronic diseases among San Diego's Latino population.

They identified possible culprits—lack of access to parks and playing fields, greater numbers of fast food outlets in urban Latino communities, excessive screen time and, among children, repeated exposure to television's barrage of ads for high-fat and sugary foods.



Recognizing the harmful behaviors was just a first step. More important were the twin tasks of taking these results to the community and motivating Latino families to change the habits that compromised their health.

SYNDICATING GOOD HEALTH

Enter Elder's team of public health researchers. They collaborated with the San Ysidro Health Center to initiate *Salsa*, an ambitious project designed to reverse poor nutritional habits among San Diego's low-income Latinos.

Salsa staff disseminated basic health information to the community through Spanish-language newspapers and point-of-purchase materials. The messages were reinforced with meal preparation classes, school health and cafeteria programs and coronary risk factor screenings offered by the health center.

Then, Elder and his team folded a vital ingredient into the *Salsa* mix—the use of *promotoras* or local outreach workers charged with increasing awareness of the program within the community.

"It was the first time we used *promotoras* in San Diego, and it has been the springboard to almost all the work we've done since," Elder said.

Not only has Elder employed *promotoras* in San Diego; he has also relied on outreach workers in dozens of countries around the world to spread current information related to alcohol abuse, maternal and child health, HIV/AIDS prevention and vector-borne diseases.

"Thousands of people worldwide can attribute their good health to the practice of John Elder's models of healthy behavior," attested Thomas R. Scott, vice president of research for SDSU.

In recognition of his work, Elder has been named Distinguished Professor of Public Health and the winner of the 2009 Albert W. Johnson Research Lectureship, an annual award honoring outstanding achievement in research and scholarship by an SDSU faculty member.

His lecture, "Agents of Change: Improving the Health of a Nation," is scheduled for March 6, 2009, at 2 p.m. in the Arts and Letters Building. It is free and open to the public.



If These Walls Could Talk

By Sandra Millers Younger

Reflections of an Icon

I remember you.

So young, uncertain yet undaunted, electric with curiosity and excitement, all present tense and future plans. You came to me, each of you for a time, and I opened my doors to you. Day after day, year after year, by the thousands and tens of thousands, you came. And I welcomed you, gave you a place to belong, a place to ask, to learn, to prepare, to become.

You filled my empty rooms and stairwells with talk and laughter. And I watched you—listening, taking notes, so eager to understand. I saw you studying in my courtyard, chatting in my hallways, kissing in shadowed corners. And when you sometimes nodded off, or when your chairs sat empty, I noticed that, too.

All the while, I was watching over you. All these years, I have kept your secrets.

Most of you were hardly more than children when you came. But how you grew! Knowledge leading to comprehension. Comprehension leading to ability. Ability leading to confidence. By the time you left me, you were children no more, but women and men, ready to build lives and careers, families and communities, states and nations.

In truth, we grew together, you and I and the city we shared. Before me, there was nothing where I stand but nature itself. Rabbits and rattlesnakes atop a lonely windswept mesa seven long miles from town. Standing here then, looking in any direction, you could see only sky and chaparral. At night, not even a light, though if you listened long enough, you might have heard coyotes singing.

Only a few believed that someday such a barren mesa could support a university, much less anchor a community. Only a few. But I remember them well: Edward L. Hardy, the college president; Howard Spencer Hazen, the designer; Mark Daniels, the landscape architect; and Alphonzo E. Bell, the land developer. Big thinkers all, and courageous, not the sort who would allow even the Great Depression to thwart their dreams. I am proof of that.

It was Bell who donated the land—125 acres—for a new campus. Enrollment at San Diego Teachers College, just blocks from downtown, had far exceeded capacity. It was time to re-invent San Diego's first and only institution of higher education. And Hardy seized the opportunity.

He was convinced that architecture affects attitude. And so he and Hazen

together set out to build a truly beautiful campus, a reflection of California's Spanish colonial heritage. I and my fellows, still the core of today's expansive university complex, were intended to inspire you with our white walls, our red roofs, our voluptuous curves and soaring towers. We were built to shelter you under our arches and arcades. To soothe you with fountains, courtyards and gardens lush with the native plants of the Mediterranean.

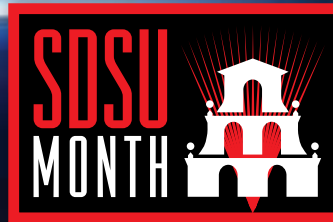
And I, especially, was designed to greet you, with twin turrets and a bell tower echoing the campanile of California's first church, the beloved Mission San Diego de Alcalá.

From the beginning, we were meant to be more than buildings. Hardy envisioned "a harmonious expression of learning and architecture," a physical complex to accommodate his progressive approach to education. Under his guidance, teacher education would expand beyond rote memorization and pedagogical methods to invite interest and understanding, to promote development of the whole person, both mind and body. Women would enjoy the same academic opportunities and expectations as men. And the teaching profession itself would gain substance and stature.

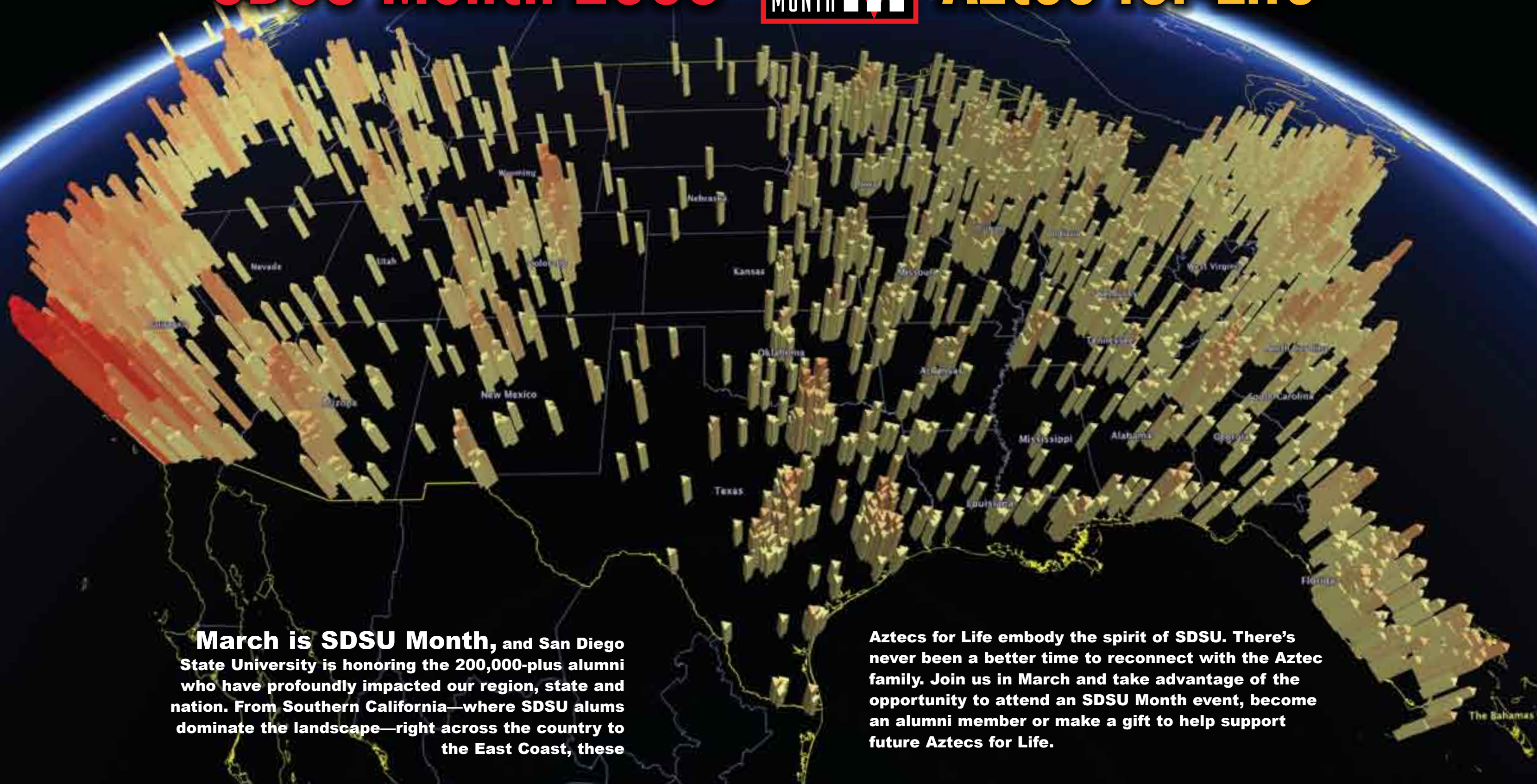
Such were the dreams that I embodied from the first. Today, nearly eight decades later, I have become even more. I am an icon now, the face of an institution. But that is only because of you. Alone, I am still but tile and stucco, beams and plaster. But you—your faces, your voices, your energy, your dreams—have given me life. Together, we make up the stuff of legend.



SDSU Month 2009

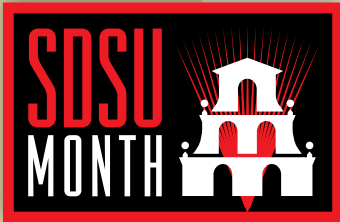


Aztecs for Life



March is SDSU Month, and San Diego State University is honoring the 200,000-plus alumni who have profoundly impacted our region, state and nation. From Southern California—where SDSU alums dominate the landscape—right across the country to the East Coast, these

Aztecs for Life embody the spirit of SDSU. There's never been a better time to reconnect with the Aztec family. Join us in March and take advantage of the opportunity to attend an SDSU Month event, become an alumni member or make a gift to help support future Aztecs for Life.



SDSU Month 2009

Highlighted Events



Second Annual Student Research Symposium

Feb. 27 & 28
Aztec Center

Come witness the outstanding scholarly achievements of SDSU students at the second annual Student Research Symposium. This two-day event provides a public forum for an expected 450 students to present their research, scholarship or creative activities. To learn more, visit gra.sdsu.edu/research/srs.



Men's Basketball

March 4 & 7, 7 p.m.
Cox Arena

SDSU Month tips off with the Aztec men's basketball team in their final two home games of the year at Cox Arena. Come see exciting, above-the-rim action as Kyle Spain, Lorenzo Wade, Richie Williams and the rest of Coach Steve Fisher's talented team take on Colorado State University and UNLV. Don't miss your last chance to catch the Aztecs play at home this season. For more information and tickets, visit goaztecs.com.



Theatre of the World Festival

March 13 & 14
SDSU Campus

For aficionados of music, dance and theatre, SDSU's School of Theatre, Television and Film presents the 12th annual Theatre of the World Festival. This fun-filled cultural celebration features music, dance and stage performances representing a range of Middle Eastern cultures. On Saturday, March 14, a day-long outdoor festival will showcase interactive arts and crafts, food, street performers and a giant puppet parade. For more information, visit tyme.sdsu.edu and click on "Theatre of the World."



Kyoto Laureate Symposium

March 19, 9:30 – 11 a.m.
Montezuma Hall at Aztec Center

SDSU is proud to host the 2008 Kyoto Laureate Prize winner in Advanced Technology, Richard Karp. As a leading computer theorist, his work has profoundly influenced the analysis and design of algorithms used in many scientific disciplines. In the fields of bioinformatics and computational biology, applications of Karp's theories have been used to determine how genes and living cells work. Register for this free lecture at kyotoprize.org.



Explore SDSU: Open House 2009

March 21, 9 a.m. – 2 p.m.
SDSU Campus

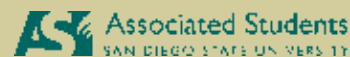
SDSU welcomes prospective students, alumni and community members to campus for a day of informative and fun-filled activities. An estimated 12,000 guests will tour high-tech labs, dance to live entertainment on two stages and participate in our information fair with more than 150 interactive exhibits. A Family Zone featuring games and appearances by some of KPBS' most popular characters offers fun for the whole family. Parking and admission are free.



NCAA Women's Basketball Division I Championship - 1st/2nd Rounds

March 21 & 23
Cox Arena

For the first time ever at Cox Arena, SDSU will host the opening two rounds of the prestigious 2009 NCAA Women's Basketball Division I Championship. Don't miss this opportunity of a lifetime to see the best players in women's basketball go head to head for the championship. For more information and tickets, visit goaztecs.com.



DAILY AZTEC

AZTEC STORE



Costco

Mention SDSU Month when signing up for a Costco membership during March 2009 and receive coupons valued at \$48. (AC code: 21173)



Hike, Bike, Kayak

During SDSU Month, take advantage of valuable discounts at Hike, Bike, Kayak Sports in La Jolla and Mission Bay.



College of Extended Studies

Save up to \$99 on all non-credit courses beginning in March. Call 619-265-SDSU, use code CG01 and mention SDSU Month.



Broadway/San Diego

During March, purchase season tickets to Broadway/San Diego's 2009-2010 season and get a FREE ticket to see Riverdance.



SDSU Athletics

Mention SDSU Month at the box office and get two adult general admission tickets for the price of one.



Aztec Recreation Center

To request your free visitor's pass to the Aztec Recreation Center for the entire month of March, visit arc.sdsu.edu/membership/index.php.



New Children's Museum

During March, show your SDSU student, faculty/staff or alumni ID and receive half off the admission price for your entire party.



Aztec Shops

Save 15% on new SDSU clothing in March when you visit Aztec Store Fashion Valley or the SDSU Bookstore wearing your SDSU gear.



More information at: www.sdsuonth.com



Union-Tribune



Zumwalt's Bicycle Center

Mention SDSU Month for 15% off bicycle parts and accessories, or a new bicycle, tax-free. An SDSU Club t-shirt is free with bicycle purchases.



Woodstock's Pizza

Head down to Woodstock's Pizza for "Monty's Madness" in March and receive a FREE medium cheese pizza with purchase of any extra large pizza.



San Diego Latino Film Festival

March 16 is SDSU Day at the 2009 San Diego Latino Film Festival. Show your ID and receive \$3 off your ticket purchase.



The Museum of Contemporary Art San Diego (MCASD)

Receive half-price admission in March to the La Jolla and downtown locations by mentioning SDSU Month.



Elyzium Surfshop

Get 20% off regularly priced clothing at Elyzium Surf & Skate when you mention SDSU Month in March.



Windmill Farms

Visit Windmill Farms during March and receive 10% off your purchase when you show any SDSU ID card.



San Diego Symphony

Enjoy half-price tickets to Winter Pops and Jacobs' Masterworks concerts in March. Mention SDSU Month at the box office or use promotion code SDSU.



Landmark Theatres

Save on movie tickets during SDSU Month by showing your Aztec ID at the Hillcrest or Ken Cinema Box Office.

Taking the Lead

A new approach to leadership development for a new century.

By Sharon Penny

It's not a new idea. San Diego State has been in the business of educating leaders since its founding in 1897. Sports heroes and astronauts, business founders and military brass, fire chiefs and film producers, teachers of the year and university presidents, county supervisors and federal commissioners. SDSU can claim leaders of every stripe among its many alumni.

The basics of leadership haven't changed over the last century, or the last millennium for that matter. Traditional qualities like vision, intelligence and the abilities to motivate and reconcile disparate groups remain essential.

But every era brings its own unique challenges. Today's high-tech, interactive and global society presents leaders with new challenges requiring new approaches. To meet these demands, San Diego State University has set out to become a premier institution for 21st century leadership development.

Although hundreds of universities offer individual courses on leadership, only a handful, including Cornell, Duke, Northwestern and now, SDSU, offer interdisciplinary programs specifically designed to nurture leaders.

A tradition of leading

The Aztec tradition of grooming leaders is well grounded in programs such

as Associated Students—an independent student-directed corporation—as well as SDSU Ambassadors, Resident Advisors and Academic Mentors, which reside in the Division of Student Affairs.

SDSU's new leadership initiative, a partnership between Student Affairs and the College of Education, integrates academic and student life components with the goal of producing leaders capable of making a difference not only in their professions but also in their communities.

"Leadership initiatives exist in every college on the SDSU campus," said Timothy Quinnan, associate vice president for Student Affairs, Campus

Life. "Absent was a comprehensive, interdisciplinary and intentional program to develop students as leaders. We will be working with the colleges to link academic experience to leadership opportunities."

Two key components of the Center for Leadership launched last fall, a minor in leadership development and an Emerging Leaders residential learning community for freshmen.

John Pedlowe elected to live in the Emergency Leaders community, surrounded by like-minded students.

"I've learned from them and from my instructors that there are many ways to lead; you may have to

change your style to reach everyone," he said.

Quinnan is also hoping to reach out to students who may never have considered themselves leaders. He wants to expand community service opportunities, increase scholarships for student leaders, bring renowned speakers to campus and organize conferences on leadership.

Fundraising for the Center for Leadership is now underway. Housed as a stand-alone department in Modern Space—the new student union set to replace Aztec Center—the Center for Leadership will work with existing student organizations to build a strong leadership vision across campus.

Today's high-tech, interactive and global society presents leaders with new challenges requiring new approaches.



Grooming students to excel

Leadership with honors

Leadership is also a central theme within San Diego State's University Honors Program, which emphasizes citizenship and global responsibility, as well as intellectual achievement.

An increasingly popular option among students, the program enrolls 600 students and last year attracted more than 1,500 applicants. Among those accepted, the average GPA was 4.016.

Students say the leadership development opportunities are a big part of its appeal.

"The honors program stirred my interest in student leadership," said Corinne Pogemiller, a kinesiology major who has been accepted for graduate study at Yale University.

"From day one, you are part of something. You have friends in different majors who challenge you and whose interests are different from yours. All the way through the program, you are exposed to leadership opportunities."

Community service and cultural events included in the curriculum provide engagement in a small college environment within a large research university, while also nurturing a commitment to civic responsibility, diversity and equity.

Immersed in an interdisciplinary curriculum, the students tackle real world problems. The study abroad requirement teaches students to be global citizens, to serve and to instigate change.

"When students graduate our program," said director Stacey Sinclair said, "they are transformed."

Finance major Kaycee Gerhart, for example, says her Honors Program experience inspired her successful application to Teach for America, a nonprofit that hires "outstanding recent college graduates" for two-year posts in under-resourced schools. Gerhart will teach high school math.

Appreciation for diversity

San Diego State's remarkable ethnic and cultural diversity, evident among students, faculty and staff alike, sends graduates and young leaders like

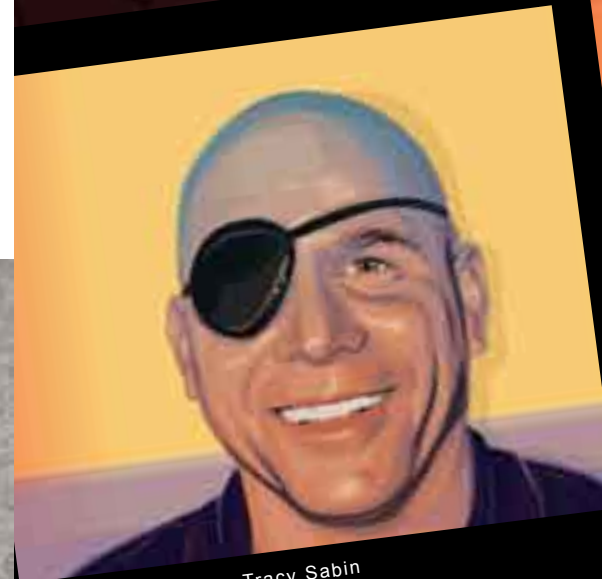
Kaycee Gerhart into the workforce with strong appreciation for the benefits of diversity and the necessity of social justice—two more key qualities necessary for successful leadership in the 21st century.

"The Honors Program stirred my interest in student leadership."

SDSU is committed to helping students develop these essential cultural competencies both inside and outside of the classroom. In fact, with the mandates of 21st leadership firmly in mind, momentum is growing campus-wide to officially integrate diversity awareness across the curriculum.

"We are grooming our students to be competitive professionals, prepared to excel as leaders in a highly diverse and globalized workforce," said Aaron Bruce, SDSU's director of diversity. "Increasing the level of student cross-cultural dialogue, civic engagement and leadership development are goals supported by our entire institution."

AzteC Portfolio



Illustrations: Tracy Sabin

There is no typical SDSU alumnus. But the men and women profiled on these pages have something in common: remarkable life stories. Meet eight Aztecs for Life.





THE STORYTELLER

Ken Kramer won four Emmy Awards for the stories he has told in "About San Diego," televised each weekend on NBC 7139. He has also been recognized for news and documentary reporting, but "About San Diego" is his signature work. Kramer graduated in 1974 with a degree in broadcasting and filmmaking.

Tell us about a few of your favorite feature stories.

One story I did for "About San Diego" involved a home on East Talmadge Drive. A gentleman bought the house knowing that the previous owner had tunneled a cavernous maze underneath. Next to the refrigerator was a plant that slid aside, leading to nine enormous, cathedral-like rooms. More than 100,000 tons of dirt was removed to form the caves. People who had lived in the area told me about Haven's Caves, and that's how I tracked down the house. I like any story that leaves people saying, "I didn't know that." For example, Mt. Helix was named for the helix aspera, a snail that was discovered up there. The name has nothing to do with the roads spiraling to the top. We did a story about an old San Diego neighborhood known as the Harlem of the West, where some of the greats performed. I like to talk about San Diego's history, but I consider myself a storyteller, not a historian.



The not-so-secret lives of Aztecs

What's on your mobile phone?

was wonderful. There were lots of trees and kids always playing outside. It was the cornerstone of New Orleans' African-American community. Today, so much of public housing is reaching economic obsolescence. We face challenges of disrepair and antiquated systems. Finding the resources to restore it to a safe and sanitary condition will be difficult. My vision of public housing is rooted in that New Orleans neighborhood where I grew up.

I'm a runner and I really like the "Bones in Motion" program. It's a running/cycling map that tracks your movement. It can calculate how far you've gone and how fast; it even tracks the altitude changes. When you complete your run, you can see both map and satellite views of your path. There's also a PC component so people can post their runs. Now that we have high-speed wireless networks in place, consumers expect to be able to do more in a mobile environment. They're going to demand GPS technology in all handsets.

THE MARINE

Nick Popaditch, author of "Once a Marine," is a decorated Iraqi war veteran. In 2004, while commanding a tank in Fallujah, he suffered head wounds that left him legally blind and partially deaf. He received a Silver Star for his valor and combat innovation. Currently retired from the Marine Corps and living in San Diego, Popaditch is working toward a social science teaching credential at San Diego State.

Did the war change you? Is that why

you wrote "Once a Marine"?

War is not the transformative experience most people think. I came back the same person I was when I left. But war does change your perception of things. In Iraq, I saw people who had never known democracy experience it for the first time. To see freedom at the grass-roots level and to see people fighting for it is very inspiring. I wrote "Once a Marine" because it tells a story that might make a difference. To readers, the guy in the book is Mr. Every Marine; it just happens to be me. I'm not that special. Most people have the strength to overcome adversity. They just never have to use it.

THE EXECUTIVE

Henry A. Alvarez III became executive director of the San Francisco Housing Authority in 2008. With more than 20 years of leadership experience in Texas, Oregon and San Diego, he is considered among the top 10 public housing experts. He graduated from SDSU with distinction in 1983.

What is your vision of public housing in the U.S.?

I grew up in public housing. We moved from a house with no hot running water to a place where my siblings and I had our own room. Life in that environment

THE ENGINEER

An executive vice president for QUALCOMM Inc., Peggy Johnson works with the company's partners to drive the adoption of 3G wireless broadband in the Americas and India. A 1985 graduate of the electrical engineering department, she is a member of QUALCOMM's executive committee.





THE ARTIST

For three decades, the horse has been the single subject of Deborah Butterfield's art. Her life-sized sculptures, constructed from found objects, are cast in bronze. Butterfield has held more than 100 solo exhibitions; twice, she has received individual artist fellowships from the National Endowment for the Arts. She studied art at SDSU from 1966-68.

Why does your art appeal to so many people?

I think the horse is something everyone can relate to, but it does bother me that, as a subject, it is so accessible. I hope people who are attracted to my work will eventually find something deeper in it. My sculptures are like paintings suspended on four legs, and within them, there is an emotionally taut composition. They are abstractions that become personified, X-ray snapshots of an internal dialogue. We come to them to ask about ourselves. I hope my work is perceived in a way that goes beyond the conscious mind. I want people to feel it through their skin.

THE CULTURAL CHAMPION

Eduardo Diaz was appointed last November to lead the

Smithsonian Latino Center with a \$3 million budget for coordinating cultural programs and exhibits nationwide. Previously, he was executive director of the National Hispanic Cultural Center in Albuquerque, N.M., the country's leading venue for the study, presentation and advancement of Hispanic culture. He graduated in 1972 with a degree in Latin American Studies.

What is the most common misperception about the Latino culture?

The diversity of cultures within the Latino community is underes-

timated and under-appreciated. People assume it's homogeneous and monolithic, but that's not the case. We opened a show in Albuquerque about the Asian connection, particularly to Mexico. Another exhibit traced the connection between the Latino and the African cultures. The Smithsonian Latino Center responds to strident calls from inside and outside the Smithsonian Institution to expand the incorporation of the Latino experience into its programs and services. We want to ensure that the American experience includes all of our diverse communities. My task, in a nutshell, is to strengthen the Latino presence institutionally at the Smithsonian.



THE ATHLETE

Former Aztec men's golfer Scott Piercy was one of 25 players awarded a Professional Golf Association Tour card for the 2009 season. Last season, he ranked ninth among the nationwide tour's leading earners and finished in the top 25 six times. A three-year letter-winner at San Diego State, he turned pro after graduating in 2001.

How do you stay sharp on tour?

It's a cliché, but it's true—a lot of the game is mental. With the tour running from January to mid-October, the hardest part is keeping yourself mentally ready

When these alumni speak, people listen.

Which is more of a challenge, your age or your gender?

It is difficult to say which one is more of a challenge. I come from a long line of tribal leaders including both my mother and grandmother who served as Tribal Chairwomen. Their leadership inspired me and guided me through the challenges of balancing motherhood, my career in government and currently, the pursuit of my Ph.D. I take my hat off to women who are successful working in politics or business and raising a family. It isn't easy, but it is achievable.

THE TRIBAL CHAIR

Rhonda Welch-Scalco is one of the few women to be voted tribal leader of the Barona Band of Mission Indians. During her tenure, the tribe has donated millions to education and health care facilities, infrastructure and the environment. She completed a master's degree in education at SDSU in 1994.



Black in Blue

Bud Black takes
a studied
approach to
professional
baseball

It's a Monday morning not long before Padres spring training and manager Bud Black is on the field at Petco Park chatting with some players.

Judging from their relaxed expressions and Black's easy stance, they could be discussing the weather or the players' kids. In fact, they are going over who will fill the gaps in the team roster.

If Black makes it all look easy, it's not for lack of effort. Rather, a 28-year career of pitching and coaching has only stoked his love of the game and several years of contemplation prior to accepting a managerial position has prepared him for the burdens of the role.

The studied approach has proved effective time and again for Black, propelling him from San Diego State University to the heights of professional baseball.

Beginning his third season, he has quickly established himself as a players' manager with an even keel. With rigorous standards that underscore intellectual understanding of the game over mere physical might, he's preparing the Padres to recapture the magic lost in last year's disappointing 63-99 campaign.

It's a daunting challenge for the first-time manager who is generally regarded as an anomaly in the sport. From completing his college education before signing with a professional team; to pitching left-handed; to being one of only about 30 pitchers in the 133-year history of the game to manage; Black has approached life differently—and achieved uncommon results. Not that he readily admits the uniqueness of his situation.

"It's not common for ex-pitchers to be in this position," he said. "But there have been some great managers who were ex-pitchers: Tommy LaSorda, Roger Craig, Bob Lemon. I think leadership comes in all different forms."

Gaining an edge

From his childhood days in Longview, Wash., right through his college years on Montezuma Mesa, there was always something that set Black apart.

By Lauren Coartney



did things differently, he met his match in Dietz.

“Right away you could tell he was a neat guy and a great athlete,” said Kirc Roland, a childhood friend and fellow SDSU alum. “But the thing that made Buddy popular in school is he took a genuine interest in everyone. It didn’t matter if it was the athletes or the rock ‘n’ rollers; everybody liked him. Bringing all walks of life together; I think that’s what makes him such a great manager.”

Even now, when asked, Black is quick to say interacting with the players across personalities and skills is his favorite part of the job.

“I know that we might not listen to the same music, we might not enjoy the same movies, but we do share a common bond, which is baseball,” he said. “So there’s always common ground there.”

His affability would pay off again years later when, looking to transfer from Lower Columbia Junior College in Oregon to San Diego State University, he met then SDSU baseball coach Jim Dietz.

Not finding Dietz in his office, Black wrote a note indicating his interest in the SDSU program and slipped it under the door. If Black

A few days later, Dietz contacted Black and they spent a day checking out San Diego and the campus. At the end of the day, Dietz surprised Black by offering him a full scholarship.

“I knew nothing about him at the time,” said Dietz. “But he made a good impression, was real polite, and the scouts I contacted in the Pacific Northwest said he had good control and command of pitches.”

Dietz, who presided over a baseball program that produced the likes of Hall of Famer Tony Gwynn and National League All-Star first baseman Mark Grace, believed in building the players’ character. He also believed that to be great, his players had to love baseball and really understand the game, anticipating moves and reacting as in a game of chess.

Black proved a good student and, by his senior year, he was making an impression on scouts with his

all-around athleticism, pitching, batting and playing first base.

The field was not the only place he made an impression, however.

He charmed a dining hall meal card ticket taker, who would later become his wife.

“The first semester, I would go in every night and say, ‘hey, how ya doin’,” Black recalled. “The next semester, I didn’t get a meal ticket, but I still ate there; Nan let me slide when we started dating.”

That was just one reason Black decided to stay on at SDSU until graduation. Many players sign out of college, or even high school, but Black was intent on finishing his management degree.

“The academic side of my college life prepared me for interacting with people in the professional world. My years at SDSU laid the foundation for my career in professional baseball.” Black said.

Nothing before its time

By the 17th round of the 1981 major league draft, it looked like

“I always used to call him the coolest man in baseball”

—Bobby Meacham

“If you get an opportunity to play professionally and you’ve had a college career, I think it’s a very powerful combination when you go out into the business world,” he said.

Loving every minute

Within weeks of retiring as a player, the Indians brought him on to coach their triple A team. He eventually became pitching coach for the Anaheim Angels, and has a World Series ring to show for that seven-year stint.

Asked several times to manage, he was offered opportunities most people would have jumped at. But, like in college, he bided his time, opting instead to spend time with his family and learn everything he possibly could before moving on.

“There was a situation in Cleveland and in Boston that I had an opportunity to interview for,” said Black. “But at that time, one of my girls was in high school, and the other was in junior high, the timing wasn’t right to leave because I know the commitment it takes to manage, the time commitment. And professionally, I didn’t feel as though I was quite ready.”

No one could have predicted the success a level-headed, ruminating lefty would enjoy as a major league manager.

“He may be the brightest manager I’ve ever seen,” said Jerry Coleman, Padres play-by-play announcer and one-time Padres manager.

“He isn’t just interested in balls and strikes, he’s interested in the entire scope of the game and he understands it very well. You don’t see many managers who are like this that really have an intellectual approach to the game.”

For all of Black’s success, it hasn’t gone to his head. He remains an athlete who is thrilled to be in Major League Baseball after all these years.

“It’s unusual for someone to stay the same their whole life,” said Meacham. “But I’ve known him since college and seen him through his big league career as a player and now a manager being the same guy.

“He’s the same person I met years ago at San Diego State, and I think that’s pretty cool.”



Hoke Springs Eternal. New football coach gives the Aztec faithful a reason to believe.

The foundation of a successful college football program isn't constructed on the field. It isn't built in the film room or at practice. No; it's put together in living rooms across the country and during conversations with families.

Ultimately, a program's success is the result of families believing the words of the coach in whose hands they are putting their sons' futures.

San Diego State University's new football coach, Brady Hoke, has been visiting high schools and homes, day and night, telling athletes and parents why they should become part of the Aztec tradition. To Hoke, recruiting isn't a science; it's a philosophy.

"We want to recruit kids who have high character and have integrity, guys who understand the value of a degree and guys who have a passion to play," said Hoke, underscoring the importance of a student's mental toughness as well as his physical gifts.

That's not to say Hoke won't recruit the best athletes he can find. But he believes his job is to develop young men as well as to win football games. The philosophy he shares with parents and potential recruits is based on "Hoke's Rules." This is #47: *Blame no one. Expect nothing. Do something.* And #3: *Don't set limitations. We won't.* Finally, #13 is a favorite: *Make history. Embrace the tradition.*

Hoke and his staff have taken that philosophy on the road, meeting with players, parents and many of the coaches he has known since his time recruiting southern California as an assistant at the University of Michigan.

"The thing that's exciting is the wealth of talent in San Diego County and Orange County and up through Southern California. I think the high school guys in this area do a tremendous job of developing kids."

But in Hoke's world, the fruits of his recruiting labors aren't fully realized each February when players are allowed to submit their National Letters of Intent. It happens long after that. The real reward of coaching, Hoke says, is the opportunity to witness growth.

"To be able to see these young men develop, and to watch them walk across that stage with a degree; to see where they were as freshmen and where they are as seniors; that's the fun part of recruiting."

— Greg Block

For Aztec football season ticket information call 619-283-SDSU.



Investing in the Future

The J. Willard and Alice S. Marriott Foundation Supports HTM

By Nicole K. Millett

Marriott International has partnered with SDSU's School of Hospitality and Tourism Management (HTM) since the school's infancy, providing steadfast support to its internship program and employment to scores of HTM graduates.

Now, the J. Willard and Alice S. Marriott Foundation, a private family foundation established by the Marriott family in 1965, has made a \$2.4 million investment to endow the school's Student Center for Professional Development.

"We're incredibly grateful to receive the foundation's largest ever gift to a hospitality school or program in the western U.S.," said Carl Winston, HTM director.

"The Marriott name is synonymous with high ethical standards and premier leadership," Winston added. "It's also recognized for commitment to workplace diversity, mentorship of individuals and creating opportunities for those interested in joining the hospitality industry. These are values we share and the values we strive to develop in our students."

The Marriott Foundation's \$2.4-million endowment is the seventh gift of \$1 million or more received by HTM since its inception seven years ago. For Winston, it is a validation of the school's solid business management education and experiential learning model, which work in concert to produce well-qualified graduates.

HTM students log an average of 2,000-plus internship and volunteer hours by the time they graduate. The internship opportunities build professional competencies and enhance the effectiveness of HTM students, thereby positioning graduates for long-term success.

Since each student must complete two internships, they seek help from the Student Center for Professional Development. The center also assists students in finding part-time and summer positions and full-time employment after graduation.

Invaluable experience

James Tate, a 2006 HTM graduate, currently works for Marriott International. He said his pre-graduation, hands-on experience was as important as his classroom-based education.

"My hotel internship was an invaluable experience," Tate said. "It allowed me to apply the lessons I learned in class, while also helping me figure out which positions were a good fit for me. What's more, it provided a realistic view of my future career."



Graduates like Tate and the dozens of other HTM alums who now work for Marriott have impressed Steve Bauman, vice president, North America talent acquisition for Marriott International.

"They're bright, energetic and knowledgeable," Bauman said. "They come to Marriott with a great understanding of and passion for the industry, which is clearly the result of solid preparation."

More than 100 HTM students have completed internships with Marriott International, and there's a strong correlation between internship and job placement, according to Brian Blake, director of the Student Center for Professional Development. The HTM program boasts a 99 percent placement rate.

"Our internships serve as a testing ground to determine an individual's competence before he or she is hired as a permanent employee," Blake added. "Interns do everything from working at the front desk to compiling sales collateral, to analyzing and solving customer service issues."

Naming gift

The Marriott Foundation's \$2.4 million gift will support the staffing and operational costs of the center, which will be renamed The J. Willard and Alice S. Marriott Foundation Student Center for Professional Development.

With the center's funding now guaranteed in perpetuity, future HTM students can access its resources for networking help.

But students are not the only group to benefit from the center's activities. The school's community partners, and the industry in general, profit from this pipeline of potential employees. As Blake points out, it's a two-way street.

"Professional development opportunities provided by the generous support of our community and business partners will prepare our graduates to eventually lead the industry into a brighter future."

A Lasting Legacy

Donald Wilson, Ph.D., an emeritus professor who lectured in the Department of Electrical Engineering for more than a decade, wanted to create a legacy at San Diego State.

Although he received his master's and doctoral degrees at Harvard and also headed the University of Kansas electrical engineering department, Wilson holds a special fondness for SDSU.

"My San Diego State experience was very rewarding, and making my contribution was a way to express my appreciation," Wilson explained.

Wilson created two charitable gift annuities totaling \$200,000 to supplement the existing Donald G. Wilson Endowed Scholarship in Electrical Engineering.

Charitable gift annuities appeal to many donors because they accomplish philanthropic goals while providing an annual stream of income, based on age, and a significant tax deduction. In Wilson's case, he receives 10.5 percent

of the annuity each year. At the same time, his gift will benefit generations of deserving students interested in electrical engineering careers.

Alumna Patricia McCuen '52 and her husband, Robert, long-time La Jolla residents, also found a way to give back to SDSU. Before they passed away, they made a gift of nearly \$3 million through their estate to fund student scholarships in economics.

"The McCuens were passionate about helping talented students in pursuit of their education," said Erin Jones, SDSU's director of planned giving. "We're very fortunate that they chose to make a lasting impact at SDSU. Future Aztecs who benefit from the McCuens' gift will continue to pay tribute to their memory."

Charitable gift annuities and estate gifts are two of several planned giving options available to Aztecs and friends with a desire to help deserving SDSU students. Learn more about how your legacy can support SDSU by contacting the Planned Giving Office at 619-594-0286 or visiting sdsugift.org.



Class Notes

1930s 1940s 1950s 1960s 1970s 1980s 1990s 2000s

1930s

'34: **Marscia Genet Menvielle** ★ (education) was recognized at Imperial Valley Campus' 50th anniversary celebration in January. The oldest living graduate of the Imperial Valley Campus, she was honored for her work in the community.

1970s

'70: **John Slatinsky** (industrial technology) is director of the San Diego campus of Chapman University College.

'71: **Lura Kulhavy** ★ (psychology) was promoted to associate director of assessment for Ashford University. She lives in Clinton, Iowa.

'74: **Richard Burger** ★ (zoology) is a member of the alumni mentor network for the Southern California University of Health Sciences.

'75: **William W. Cobern**, (M.S. education), professor of biological sciences and director of the Mallinson Institute for Science Education at Western Michigan University, was named a Distinguished Faculty Scholar, the highest honor bestowed on WMU faculty; **Chuck Winsor** (civil engineering) celebrates 25 years with the Orange County Sanitation District, where he is currently an engineering manager. He retired from the Naval Reserve in 2004 as a Commander after more than 28 years of service.



Socializing at the "Caf" in the early 1950s.

'77: **Phyllis Schwartz** (journalism) was recognized by The National Hispanic Media Coalition as the first recipient of "President's Award" for outstanding service to the Latino community. She is executive vice president: news, promotion and original content for the NBC Universal television stations.

'78: **Tracy Jarman** ★ (biology; '96 M.P.A.), San Diego's fire chief, was unanimously chosen as Fire Chief of 2008 by the California Fire Chiefs Association. In March, she celebrates her 25th anniversary as a San Diego firefighter; **Terri Lomax** (M.S. botany) is North Carolina State University's new vice chancellor for research and graduate affairs. She has served as a NASA division director for the Fundamental Space Biology Program; **Sheryl Rowling** ★ (accounting; '91 M.B.A.) is co-founder of TRX, a rebalancing software for registered investment advisers.

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

When I was at State...

When I attended in 1950-1954, State was more remarkable than you could imagine. Anticipating

the postwar build-up, the campus was crawling with Ph.D. profs from Ivy League and other major universities. There were no TAs and class sizes were small. The closeness of these scholars was infectious. Socially, the important place to gather was "The Wall." It no longer exists, but it was 2

1/2 feet high and about 30 feet long and framed the pathway south from the "Caf," which is now the Faculty-Staff Club, to the street.

Mary Ellen Riedel ('54, psychology), a retired family counselor and social worker, has written two (unpublished) novels

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

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Analyst/Programmer: Ed Tuley
Communications Specialist: Tobin Vaughn
Student Alumni Association President: Laura Gomez
Student Intern: Natalie Copperrnoll

Class Notes

1900s 1940s 1950s 1960s 1970s 1980s 1990s 2000s

1970s

'79: **Melinda Morgan Kartsonsis** (journalism), president and founder of Morgan Marketing and Public Relations, has been accepted into Les Dames d'Escoffier International, an organization for women of achievement in the culinary, fine beverage and hospitality professions.

1980s

'81: **Christy Beaudin** ★ (M.S.W.) co-edited "Q Solutions: Essential Resources for the Healthcare Quality Professional," for the National Association for Healthcare Quality. She is vice president and chief quality officer at Children's Hospital in Los Angeles.

'82: **Shari Fenn Rodriguez** (journalism) is director of public relations for Bridgepoint Education and its subsidiaries, Ashford University and University of the Rockies.

'85: **Kim Hulbert** ('95, M.A. music) directs the San Diego Sweet Adelines, a singing group that took seventh place in an international choral competition last year.

'89: **Salvatore Picariello** (M.A. political science) joined Pepper Hamilton LLP as Of counsel in the Orange County office.

1990s

'90: **Aaron Braxton** (speech communication) performed his one-man show, "Did you do Your Homework," at the Beverly Hills Playhouse. It was inspired by his book of the same title, which chronicles his experiences as a substitute teacher in an inner city classroom; **Robert Espinoza** (biology), associate professor of biology at CSU Northridge, is serving as interim associate dean of the College of Science and Mathematics there.

'91: **Lilian De La Torre-Jimenez** (political science) was named Business Journalist of the Year in 2008 by the Small Business Administration's Santa Ana district office. She is publisher of "Bodas USA La Revista," the first Spanish-language bridal magazine in the U.S.

'92: **Jarita Holbrook** (M.S. astronomy), a scientist at the University of Arizona's Bureau of Applied Research in Anthropology, was elected a vice president with the European Society for Astronomy in Culture.

'93: **Ramona Quintanilla** (M.S. chemistry) was recently honored by Purdue University. She is a formula designer for the autodish detergent business and chairs the Research and Technical Careers in Industry Conference with Procter & Gamble.

'95: **Peter Maxwell** ★ (M.A. telecommunications) screened his half-hour documentary, "Plein Air Painters of Santa Ysabel, California," at the Santa Ysabel Art Gallery in 2008; **Rebecca Nunes** ★ (public administration; '02 educational leadership) received the 2008 Circle of Achievement award given to top sales managers at Land O' Lakes Purina Feed.

'98: **Terrence Snyder** (graphic design) has joined Impress Communications in Chatsworth, Calif., as creative director, leading the company's studio operations.

O U T S T A N D I N G A L U M N A

Karen Stiner: SDSU Alum on Capitol Hill

In the fight to retain the United States' status as the world's foremost technological innovator, classrooms are the battlefield and teachers are manning the front lines.

Yet, many science and math teachers lack the basic research experience necessary to develop research-infused curricula for their students.

Enter Karen Stiner, a middle school math teacher with a management degree from San Diego State and an innovative plan.

The recipient of an Albert Einstein Distinguished Educator Fellowship for 2007-2008, Stiner was assigned to the Department of Energy's Office of Workforce Development for Teachers and Scientists.



There, she helped develop the Science Teachers as Researchers (STAR) program in partnership with the California State University system. The program provides internships and mentors to help CSU science and engineering students pursue a middle or high school science teaching career.

"Karen sat down and negotiated cost rates and memorandums of understanding; she spoke with lawyers, procurement people and all of those folks to figure out how to make this program actually work," said Bill Valdez, director of the Office of Workforce Development for Teachers and Scientists. "In just one year the program has produced positive results with other states expressing an interest in replicating the model."

Leaving her first job in business to teach in a San Diego barrio middle school and later in Bend, Ore., Stiner drew on her corporate experience to turn the classroom into a conference room. She put students into collaborative work groups where they could apply critical thinking to math problems.

In 2005, Stiner received the Presidential Award for Excellence in Math and Science Teaching and then resolved to apply for one of only 15 Einstein Fellowships.

Even more remarkable, Stiner was invited to extend her Einstein Fellowship for a second year with an assignment to the Research and Science Education Subcommittee of the U.S. House of Representatives Committee on Science and Technology.

In this capacity she is working on a documentation and analysis of STEM (Science, Technology, Engineering and Mathematics) education initiatives administered by six federal agencies, including the National Science Foundation, National Aeronautics and Space Administration and Environmental Protection Agency.

"It is exciting to contemplate the multiple ways in which this project will impact policy and funding decisions affecting students and teachers across the nation," Stiner said.

Class Notes

2000s

'00: **Corey Lichtman** (kinesiology) is a chiropractor in San Diego specializing in sports injuries.

'01: **Carlos A. Cruz Jr.** (journalism) received his commission as Marine Corps 2nd Lt. after completing Officer Candidate School in Quantico, Va.; **Andrew LaValley** (biology) recently received a master's degree from the Naval Postgraduate School in Monterey.

'02: **Andrew Bauer** (M.S. finance) joined Turner Investment Partners last year as director, client service. He holds a chartered financial analyst designation.

'03: **Tanya Aguiñiga** (art) is creating furniture featuring hair weaving and braiding techniques traditionally used by African American women for an exhibit at the Delaware Center for Contemporary Arts. A permanent installation of her work is at the San Diego Children's Museum as a "texture forest" for toddlers. **Kristina Ray** (M.A. communication) is the new communications manager for the City of Carlsbad.

'04: **Swapna Desai** (M.B.A.) is an account director for Denali, a marketing agency in Minneapolis; **Tamara Saari** (dance) and **Marcelina Contreras** ('03 dance) presented original choreography, "When I Close my Eyes," last October in New York City. Saari is east coast director and Contreras is west coast director of ASWE Dance, a contemporary dance company presenting innovative post-modern dance.

'05: **Erin Murphy Campbell** (music) began her first year of doctoral study in flute performance and pedagogy at James Madison University. She received

a full tuition waiver and a graduate assistantship with the flute studio; **Lauren Fair** ★ (international business) joined the law firm of Moore, Lewis, Schulman & Moore, APC, in Carmel Valley as an associate attorney focusing on family law. She was admitted to the California State Bar in 2008; **Scott Kyle** (M.M.) has released two CDs—"Full Circle" and "Facing East"—and is a featured trombone soloist with the SDSU Jazz Orchestra on "Thought Trains," released last year.

'07 **Stefan Zang Zao** (political science) completed U.S. Navy basic training at Recruit Training Command, Great Lakes, Ill.

'08: **Ian Neel** (biology) was among 15 students to receive a Mortar Board College Senior Honor Society fellowship to support his post-graduate studies at the UC San Diego School of Medicine; **Steven Norris** (political science) received his commission as Marine Corps 2nd Lt. after completing Officer Candidate School in Quantico, Va.

Alex Kajitani

('03, Ph.D. education)

is a California Teacher of the Year and one of four finalists for the prestigious National Teacher of the Year award. Known as the "rappin' mathematician," Kajitani uses rap music to connect with his students at Mission Middle School in Escondido. He writes lyrics about math concepts, records them over a rap beat and plays them in class.

O U T S T A N D I N G A L U M N I

Allan Bailey, Loyal Friend of SDSU

Allan Bailey, the longest serving dean of San Diego State's College of Business Administration and guardian of the university's philanthropic foundation, passed away Dec. 21, 2008. He had retired last autumn after more than 40 years on campus.

Bailey graduated from SDSU in 1964 with an accounting degree. After completing M.B.A. and Ph.D. degrees in accounting at UCLA, he joined the SDSU faculty, earning respect for his collegiality, leadership and vision.

In 1979, he became dean of the College of Business Administration, a post he would hold for 18 years as he built a highly regarded undergraduate business program. SDSU's international business program and its Entrepreneurial Management Center, both nationally renowned, were established during Bailey's tenure.



As an educator, he was honored with two outstanding professor awards from the California CPA Society, one for contemporary achievements in 1979, and the other, a lifetime achievement award in 1993. While serving as dean, Bailey was also appointed president of the American Assembly of Collegiate Schools of Business, a distinguished position of national recognition and leadership.

In recent years, Bailey became interim vice president for University Advancement, and then, chief financial officer of The Campanile Foundation (TCF), an auxiliary he helped to establish in 1999 to foster and advance private support for San Diego State. Of Bailey's many contributions, none was more vital to ensuring the university's prosperous future than his work with TCF.

Together with the TCF investment committee, he grew the foundation's assets from \$55 million to \$170 million. In spite of stock market challenges, the endowment investment pool's average, five-year return has been 10.4 percent, placing SDSU among the top-earning 23 percent of similar endowments nationwide. This success recently earned Bailey the CFO of the Year Award (for nonprofits) by the San Diego Business Journal.

In recognition of Bailey's legacy, Mark McMillin, chairman and CEO of The Corky McMillin Companies, donated \$500,000 to name the Allan Bailey Library in the Parma Payne Goodall Alumni Center. McMillin serves on the board of The Campanile Foundation and is an alumnus of the College of Business Administration.

Bailey is survived by his wife, Nancy; two children, Todd and Erin; his sister, Pat; his father, Ace; son-in-law, Brenton; daughter-in-law, Jen; and five grandsons.

In lieu of flowers, the family has asked that donations be made to the A.R. Bailey Dean's Endowment Fund at SDSU, and sent to The Campanile Foundation, 5500 Campanile Drive, San Diego, CA 92182-8035.

In Memoriam

- | | | | |
|------|--|------|---|
| 1929 | William Brotherton; | 1969 | Priscilla Lawson Allen, Gene Goycochea, Leonard Servetter, Mary Shinn, Robert Wachs; |
| 1935 | Charles Kahn, Margery Robertson; | 1970 | Paul Applegate, Donald Kramer, Frederick Lewis; |
| 1936 | Joyce Storton; | 1971 | Thomas Benkner, Gregory Rhodes, Jesse Taylor; |
| 1937 | Kathryn Livesay; | 1973 | William Kirby, Stephen Sander; |
| 1940 | La Marjolaine Grant, Emmett Stewart; | 1974 | Arthur Mendoza, Edward Penunuri; |
| 1941 | Margaret Keefer, Joyce Cunningham Schmock; | 1975 | Phylcia McGlory, Toni Michael, Christian Nagel, Gregory Waits; |
| 1942 | Barbara Cunningham, Virginia Cannon Day, Barbara Mercurio; | 1976 | Ronald Grace, Gerard Marchand; |
| 1943 | Howard Holmes, Katherine Dormann Parr, Joseph Suozzo; | 1977 | William Jackson, Gary Nulty; |
| 1944 | Myriam Gill Reed; | 1978 | Marilyn Headland Imhoff, Donna Meyer, Glen Sawade; |
| 1947 | Karl Dege, Albert Meloling, Maurice Watson; | 1979 | Joseph Joubert, Susan Lopez; |
| 1948 | Vital Haynes, George Starrett; | 1981 | Anne Whitman Cronk, Geoffrey Galindo, Michael McCarthy, Mildred Parce, Anna Quan; |
| 1949 | Robert Buby, William Callaway, Sidney Chemnick, Warren Peterson, Carol Alderson Smith; | 1983 | Lily Hom Skyer; |
| 1950 | Jack Blackwell, William Foran, Lois Hewitt, John Starkey, Paul Taesler, Walter Thatcher, Juanita Walden; | 1984 | Margaret Williams, Bettina Yelman; |
| 1951 | Richard Sather, Joseph Shultz; | 1985 | William Borton, David Butterfield, William Hulsey; |
| 1953 | Donald Gillman; | 1987 | Robert Fisher; |
| 1954 | Salvatore Stella; | 1988 | Maria Augusta Willett; |
| 1955 | Edward Curley, Melvin Kirsner; | 1991 | Michael Maki; |
| 1956 | Mary Frances Cave; | 1992 | Ladd Becker; |
| 1957 | John De Blanc, Walton Rogers; | 1997 | Christopher Bishop, Jennie Lee Nellans; |
| 1959 | Henry Ancinec, Charles Valverde; | 2000 | Ronald Drake, Linda Kilroy, Justin Wigham; |
| 1960 | Margaret Elliott, Betty Jean Swift; | 2001 | Scott Crawford, Irene Rios; |
| 1962 | Frank Frey; | 2003 | Jesikah Schierenberg; |
| 1963 | David Franken; | 2005 | Richard Farver; |
| 1964 | Allan Bailey, Fannie Payne; | | YEAR UNKNOWN: Jay Audia, Maureen Beeby, Melvin Carson, Richard Drellich, John Miles, Kevin Monroe, Leon Padgett, Charles Riggs, Daniel Stone, Norma Stringer, James Sugg. |
| 1965 | Ethel Sykes, Andrew Willis, Marie Cunningham Wordell; | | |
| 1966 | Jack Brewer, Robert Burns, Lawrence Dubbs; | | |
| 1967 | John Fullinwider, Scott Kemp; | | |
| 1968 | Richard Alexander; | | |

The 2009 Monty Award Winners

The Monty Awards gala is the annual signature event of the SDSU Alumni Association. This year's dinner and awards presentation, honoring 11 distinguished alumni and friends of the university, will be held Saturday, April 11, at the new Hilton San Diego Bayfront Hotel. For additional information, visit alumni.sdsu.edu/montys.

College of Arts and Letters

Brian F. Mooney, AICP

Brian Mooney ('75, anthropology), president and managing principal of the Mooney Consulting Group, currently serves as interim director of planning and community development for the City of Del Mar. He is an award-winning urban, regional and environmental planner whose work has made an impact on land use in communities throughout Southern California.



College of Business Administration

Stephen Coslik

Stephen Coslik ('71, finance), chairman and CEO of the Woodmont Company, is a nationally recognized leader in commercial development. A member of the College of Business Administration's board of directors, he is also a founding member of the college's Real Estate Advisory Board. His leadership was instrumental in launching the Dallas/Fort Worth Aztecs chapter of the SDSU Alumni Association.



College of Education

Maribel S. Guillermo, Ed.D.

Maribel S. Guillermo ('91, rehabilitation counseling), focuses primarily on underserved and underrepresented populations in her role as an adjunct faculty member and project coordinator for the SDSU Research Foundation. Her innovative and pioneering work in online instruction, through which she promotes disability awareness and diversity, has enhanced opportunities for a broad range of communities.



College of Engineering

Michael R. Niggli

Michael R. Niggli ('74, electrical engineering) is widely acclaimed as a leader in the power engineering field and an expert within the electric and gas industries. As chief operating officer for San Diego Gas & Electric, he develops and implements energy policies to ensure continuous and adequate power for San Diego and the surrounding region well into the future.



College of Health and Human Services

Judy E. Davidson, DNP, RN, CNS, FCCM

Judy E. Davidson ('90, nursing), is director of advanced practice nursing and research at Scripps Mercy Hospital and the recipient of numerous awards for contributions to the field. With a national reputation in critical care nursing—enhanced by articles in leading professional journals—she has helped establish clinical practice guidelines for family presence in critical care.



College of Professional Studies and Fine Arts

Larry Thomas

Larry Thomas ('70, journalism) is a communications professional whose career has included positions as a reporter, senior corporate communications executive and political press secretary and advisor to government leaders from San Diego and Sacramento to Washington, D.C. His award-winning work as a journalist and public relations practitioner has been widely respected in the profession for four decades.

College of Sciences

Janet Collins, Ph.D.

Janet Collins ('75, psychology; '77, M.S. clinical psychology), serves as director of the Centers for Disease Control and Prevention's National Center for Chronic Disease Prevention and Health Promotion. Managing one of the largest national centers at CDC, she oversees an annual \$1 billion budget and 1,000 employees dedicated to promoting well-being, preventing chronic disease and achieving health equity.



Library and Information Access

Alberto H. Urista, Ph.D. (Alurista)

Alberto H. Urista ('70, psychology), known by the penname Alurista, is a leading literary figure of the Chicano movement with an international reputation as a poet, theorist, and teacher of Chicano cultural nationalism. Lauded for his poetry, fashioned from a blend of Spanish, English and pre-Columbian languages, he was instrumental in introducing Chicano studies into higher education curriculum.



SDSU Imperial Valley

Sandra Tauler

Sandra Tauler ('87, liberal studies), arts and culture director for Calexico, has built community partnerships and leveraged resources to deliver arts programs through libraries and recreation and cultural centers. A driving force behind restoration of the city's historic Carnegie Library, she is also credited with expanding outreach efforts and tailoring library services to meet the needs of Spanish speakers.



Distinguished Alumni Service Award

Bill Trumpfheller

Bill Trumpfheller ('87, journalism), president of the public relations firm Nuffer, Smith, Tucker Inc., is a consensus-building visionary who twice served as president of the SDSU Alumni Association. In his first term, he was instrumental in developing a strategic plan for a campus alumni facility that culminated, during his second term, with the construction of the new Parma Payne Goodall Alumni Center.



Distinguished University Service Award

Joyce M. Gattas, Dean, College of Professional Studies and Fine Arts

Joyce M. Gattas has led a transformation of the College of Professional Studies and Fine Arts by attracting private philanthropy and establishing new programs such as the nationally regarded School of Hospitality and Tourism Management. She has also served the university through her active and visible roles in the community, chairing important arts, tourism and other professional organizations.



By Degrees

Brandon Maier

Hometown: Agoura Hills, California

You earned a B.A. in theatre from SDSU and you're now completing a Master of Fine Arts in musical theatre. Should we look for you on Broadway in the future? My ultimate ambition is to teach, and I currently teach a section of the musical theatre class for undergraduates. But I do want to go to New York and perform on stage so I have something credible to say to students.

What is your favorite musical theatre production? My favorite is "Les Miserables." I saw it for the first time at age 12, and I have seen it 20 times since. I'm also excited about our next show, "The Musical of Musicals," a humorous story told in five different musical styles – from Rogers and Hammerstein to Andrew Lloyd Weber. It runs Feb. 20 through March 1.

What are your best memories of campus life? I directed and stage-managed three shows on campus, but the best thing I did was to create an improvisation team for students. We started out with five people; now there are 55 of us. Improv is a lot of fun as well as professionally valuable. If something unexpected happens on stage, you can handle it.

SDSU's musical theatre program is one of only three in the country. How is it unique? The focus is different. We take dance and acting classes, but musical theatre history is the prevailing theme. SDSU students have access to a musical theatre archive containing more than 7,000 items.

Who on campus has influenced you most profoundly? Rick Simas, a professor and director in the School of Theatre, Television and Film. Our brains work in similar fashion, more logically than creatively. I enjoyed Rick's musical theatre class so much; I took it eight times as an undergraduate.



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San Diego State University is committed to diversity. That's why we engage our community in supporting scholarships for our high-achieving, economically disadvantaged students. SDSU's Diversity Scholars are the future leaders of California and the world. Ten students entering in fall 2009 will receive scholarships at SDSU's 5th Annual Diversity Scholarship Awards Gala on April 23. Support their future—and your own. To learn more, visit www.sdsu.edu/diversityscholarship.



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Michelle Waldron,
SDSU Diversity Scholar



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