

Aztec
for

LIFE



Direction

Amid the challenging economic news of the last few years, there is some hope. Our scholarship campaign, Fuel Potential, has raised more than \$4 million for the students of San Diego State University.

At a time when California is slashing funds to support higher education, and student fees are increasing sharply, scholarships enable deserving students to stay focused on their studies while participating in campus activities that add breadth to the college experience.

Recently, I attended a thank-you luncheon uniting SDSU donors and scholarship recipients. One after another, grateful students spoke about how scholarships changed their lives.

Michelle Waldron said her dream of attending SDSU would have been impossible without scholarship assistance. Knowing the university and its donors recognize her potential has motivated her to succeed.

Music/business major Breena Lorraine said that without financial help, the money she earned at work would have been just enough to pay fees. Instead, she was able to save for a study-abroad program at Oxford University.

Eddie Vasquez credits his scholarship with turning him into a campus leader. Partly relieved of financial pressures, Eddie founded a pre-law fraternity and became an SDSU ambassador, one of our official student representatives.

This university's ability to help students like Michelle, Breena and Eddie at this crucial stage in their lives also establishes a precedent of

giving that will create opportunities for future generations of deserving students. Here are two examples.

Verneka Heinrich Strom graduated in 2002 with a degree in public administration. During her senior year, she suddenly needed temporary housing. She sought help from the Newman Center Catholic Church, whose clergy referred her to SDSU's student housing staff. Strom was offered a place to live while she completed her education. In gratitude, she recently sent a gift of \$25,000.

Craig Norquist left SDSU with a biology degree in 1995 to attend Harvard Medical School. Knowing his financial situation, scholarship director Kathie Ross was concerned about his ability to afford a winter coat. "I will never forget her reaching into her own wallet...so that I would not have to worry about the cold winters in Boston," wrote Norquist, who practices medicine in Arizona. His gift to SDSU will initiate a scholarship fund in Ross' name.

Now more than ever, SDSU students rely on the generous donors who support our educational mission. Many of our largest benefactors are recognized on pages 38-41 of this magazine. Your commitment enables thousands of students to fulfill their potential as contributors to California and to the nation.



Stephen L. Weber, president
San Diego State University

360

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UNIVERSITY

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About the cover: Our cover illustration by artist Jim Starr charts the path of an Aztec for Life from the first sight of the iconic Hepner Hall to the anticipation of reconnecting with friends at the new Parma Payne Goodall Alumni Center. To read stories of several Aztecs for Life, visit the 360 website at sdsu.edu/360.



Photo: Sandy Huffaker

Education in Crisis

Facing a record high budget deficit, will California renege on its promise of higher education for all?

By Josh Keller

Everyone should be able to go to college.

That's the guiding promise of public higher education in California. The idea was still fairly new 50 years ago, when the state confronted its rapidly expanding population by implementing an expansive master plan that established distinct roles for the California State University, the California Community Colleges and the University of California colleges.

Over the decades, as getting a college degree has become more critical, the rest of the world looked to California as proof that public higher education can succeed on a massive scale.

But the current recession has brought the state's inability to meet its promise into sharp relief. Thousands of worthy students are being turned away at UC, CSU and the community colleges as educators struggle to cope with historic cuts in state funding.

Cal State, the largest university system in the country, is reducing enrollment by 40,000 students over two years, an unprecedented cut that comes with tuition increases of 30 percent. Both freshmen applicants and transfer students are getting squeezed.

San Diego's vibrant network of community colleges, for instance, sends thousands of students to

San Diego State every year. But in 2010, enrollment restrictions have forced SDSU and other four-year universities to limit transfers from outside the San Diego region. SDSU also expects to turn away a record number of CSU-eligible freshmen applicants—because funding is not available to provide the courses they need.

Wasted opportunities will echo throughout the system for years. But even if the economy recovers soon, college leaders are struggling with difficult long-term questions. As state resources decline, how can our universities maintain their commitment to educate a broad swath of the population? How can they meet demographic pressures, including a growing Latino population?

Last year, President Barack Obama announced a sweeping campaign to increase the proportion of Americans with a college degree by 2020. But California is moving in the wrong direction. In 1960, California ranked eighth in the percentage of its residents ages 25 to 34 holding at least a bachelor's degree. By 1990, it had fallen to 17th, and by 2007 it placed 25th.

These worrisome trends could wreak havoc on the state's economy. The Public Policy Institute of California estimated last year that the state will face a shortfall of 1 million college-educated workers by 2025. The shortage could hamper economic growth and lead to a decline in per-capita



income, according to the PPIC. Much of the shortfall stems from the fact that Latinos, who are expected to make up 43 percent of the state's population by 2025, are less likely to attend and graduate from college than their white and Asian counterparts.

"We have the best 20th century system of higher education in the country," says Patrick M. Callan, president of the San Jose-based National Center for Public Policy and Higher Education. "But we're paralyzed to develop the best 21st century system of higher education."

If California's colleges are to sustain their preeminence, they must adapt to meet a difficult set of challenges with far less state funding than they once had. California's political leaders must join with colleges to articulate a long-term strategy for higher education—not just financial promises, but an honest accounting of the state's most critical needs.

Surmounting these systemic problems will take leadership every bit as audacious as the promise that everyone should be able to go to college.

Josh Keller is the California/West Correspondent for The Chronicle of Higher Education.



Angelo Giampiccolo / NPL/ Minden Pictures

A Whale’s Tale

Industrial-sized X-ray CT scanners used to examine Air Force solid fuel rocket motors gave scientists

a rare look at the acoustic system inside the head of a giant whale.

Ted Cranford, Ph.D., adjunct professor of biology at SDSU, employed rocket-imaging technology and 3-D computer graphics to virtually recreate the head of an adult male Cuvier’s Beaked Whale. His team then simulated the path of sound waves moving into and out of the mammal’s head.

Cranford’s early data suggests that sounds enter the whale’s head by a previously unknown pathway, perhaps one used by the ancient whales as far back as the Eocene epoch. Over millennia of evolution, the Cuvier’s Beaked Whale has developed an echo-location system that uses the lower jawbone to help direct sounds back to the ears.

The model simulations indicate pathways of sound passing underneath the jaws and through a fat body to the ears. The sound reception apparatus appears to be geometrically complex, involving fat bodies that focus sound along with air sacs and bones that reflect it.

Cranford now hopes to reproduce the study with a familiar species for which hearing tests are available, the bottlenose dolphin. If the results are similar, it will help validate his recent discovery.

Long Overdue

The 9,000-plus men and women receiving degrees from SDSU this spring may include descendents of several Japanese Americans whose studies were interrupted by the Second World War.

California State University (CSU) is searching for an estimated 250 students interned

by presidential order after the Japanese attacked Pearl Harbor in 1941. Most were Nisei or Sansei, second or third-generation Japanese Americans who were American citizens.

Recent legislation prompted the CSU to confer honorary degrees on those students through the California Nisei College Diploma Project. Now the search is on to find them

or their descendants so the degrees can be awarded.

Information unearthed by SDSU Library staff Kristina Moller and Robert Ray indicates that 43 former San Diego State students may qualify for the honorary degrees. Moller is working with a campus committee to find the families of these students and organize a special event to present the degrees later this spring.



Photo: Sandy Huffaker

Blowin’ in the Wind

The giant wind turbines that help power California aren’t as tough as they look. Gusty winds can actually disrupt the operation of wind turbines, break their blades or even shut them down.

Like most mechanical systems, wind turbines are designed to work best in design conditions. When conditions change—as with deceleration or acceleration of wind—efficiency suffers.

At SDSU, mechanical engineering professor Asfaw Beyene, Ph.D., has built a morphing wind turbine blade, whose aerodynamic profile changes according to prevailing wind conditions. A California Energy

Comission grant supported Beyene’s development of blades that twist and bend to match wind conditions.

“We have proven the feasibility of flexible blades in our test lab,” Beyene said. “The next step will be to design, build and test a larger model.”

In 2008, the Department of Energy and six major turbine manufacturers pledged to create “the roadmap necessary to achieve 20 percent wind energy by 2030.”

Though California may have the capacity to generate 20 percent of energy from wind farms, less than 3 percent of the state’s power currently derives from this source, Beyene said.

More than 90 percent of California’s wind-generating

capacity and output are located in three regions, according to the California Energy Commission. They are: Altamont Pass, east of San Francisco; Tehachapi, southeast of Bakersfield; and San Gorgonio, near Palm Springs.

Beyene’s airfoil-shaped morphing blades improve the efficiency and maneuverability of wind turbines much as blade flaps or ailerons improve the operation of aircrafts at velocities other than cruising speed.

The concept comes from nature, specifically from Beyene’s observation of fish in an aquarium. “In flying and swimming creatures, the geometries of movement morph to adapt to a flow condition,” Beyene said. “We are moving from rigid geometry to a more fluid geometry that takes account of movement.”

The Problem of God. A new book presents the case for a minimalist theism.

J. Angelo Corlett, professor of philosophy and ethics, has never shirked the big issues. Since 2001, he's published on the subjects of evil, racism, reparation, responsibility, punishment and justice.

Now, he's addressing perhaps the most profound philosophical topic of all—the problem of God. It's a subject with which he is intimately familiar as the product of a devout Latino family, a former seminarian and later, a committed atheist.

In his latest book, “The Errors of Atheism” (Continuum Books, 2010), Corlett reverses course and declares atheism untenable. He calls for robust philosophical discussion of a renewed theism “simultaneously scientific and political in the justice-centered sense, one that refuses to deny the sciences their proper place...and one that also seeks justice for harmful wrongdoing.”

Corlett wrote “The Errors of Atheism” after re-examining the thinking of theologians John Cobb, David Ray Griffin, James H. Cone, Gustavo Gutierrez and others who've interpreted Christianity through the lens of social and political justice. Their thinking resonated with Corlett's experience growing up among the working poor in economically depressed Ontario, Calif., and his years of research on moral and social philosophy, racism and forgiveness.

Though his book reproaches orthodox Christians bogged down by centuries of what he calls indefensible dogma, the point of Corlett's rhetorical spear is aimed at atheists.

“I wrote ‘The Errors of Atheism,’” he said, “because I am deeply concerned about the problem of whether or not God exists, and because there are some rather arrogant atheists who have influenced the minds of millions of folk with the logical errors of their arguments.”

Corlett calls his theism “the new agnosticism.” Though minimalist, he hopes it will advance debate on the subject of God's existence and on the urgent theological questions that have engaged humanity for centuries.

“Is this a being worth paying attention to or praying to? Is this a being who can help you through the death of a loved one?”

-Coleen L. Geraghty





Illustration: Sheri Halal

Aztec Authors

John Morgan Wilson (‘68, journalism)
—celebrated mystery novelist and television scriptwriter—is at work on his 11th novel, *The Camera Never Lies*.

It begins with a flashback to a mysterious death, revisited 22 years later when crucial evidence discovered on a videotape implicates the victim’s husband.

Fans of Wilson’s iconic sleuth Benjamin Justice may be disappointed that the gay ex-reporter doesn’t appear in this latest work. Wilson retired Justice after eight novels, a prestigious Edgar Award and three Lambda Literary Awards.

These days, the author is trying his hand at different forms of fiction with a new protagonist and multiple points of view.

Wilson’s book-in-progress, “The Camera Never Lies,” is an expansion of his short story by the same name, recently published in *Ellery Queen Mystery Magazine*. He conceived the plot while writing a scripted documentary series for John Langley, creator and executive producer of the long-running FOX series “COPS.”

Back in 1968, Wilson wrote his first short stories for a San Diego State fiction writing class and became a finalist in the nationwide *Atlantic Monthly* college short story competition.

A magazine article writing class taught by San Diego State professor Arthur Wimer opened Wilson’s eyes to “the possibility of freelancing, the nuts and bolts of it, and the rigorous discipline it required. I sold my first freelance magazine and newspaper pieces in that class.”

Wilson continued freelancing, and in 1985, the *Los Angeles Times* hired him to work with their contributors on developing, rewriting and polishing articles for the Sunday arts and entertainment section.

From that experience, and his own successful freelance career, came the idea for a book. His hardcover edition of “The Complete Guide to Magazine Article Writing” (Writer’s Digest Books, 1993) was in print for nearly a decade.

“What I learned in Art Wimer’s class gave me the foundation for the book and for my freelance career,” Wilson said. “When he retired, Art sent me the materials from his class, saying he hoped I would one day teach his disciplined approach to freelancing, which I did. Art’s impact on me and my writing career was profound.”

Olympic Glory Redux

To the untrained eye, it looks like any other open field in the expanse of the Turkish coastline. But Robert Mechikoff wasn’t wandering through the area without intention. He knew the overgrown vegetation disguised something special. What he didn’t know was that his discovery would rewrite ancient sports history.

Mechikoff, Ph.D., a professor of exercise and nutritional sciences at San Diego State, had long been captivated by the Olympic Games. After attending an American college in Athens, Mechikoff began researching the history of the world’s oldest and largest pageant of athletic skill.

His research would pay off years later on the shores of the Aegean Sea. Below 2,000 years of plant growth lay the once powerful city of Alexandria Troas in present-day Turkey. The city’s ancient stadium, which likely dates back to circa 100 B.C., was originally discovered by German archaeologists in the 1970s. Not until 2009 were the first researchers—Mechikoff and his colleagues—permitted to excavate the site.

Little was known about the buried stadium. The original discovery was identified as a Roman Hippodrome in the shape of a horseshoe, which would have hosted chariot races and gladiator competitions. Mechikoff and his colleagues had another theory.

They didn’t think the stadium was Roman at all, but an original Greek athletic venue. However, one key piece was missing—an exterior wall enclosing the stadium called a sphendone. After several weeks of surveying the area, hacking through brush and spiders the size of tennis balls, Mechikoff had a eureka moment.

“On the second to last day of work, my instincts replaced my scientific training and I began to search for where the sphendone would be,” said Mechikoff. “There, under centuries of vegetation, a small dark shape

appeared. It was the missing link, the sphendone.”

Now that the researchers can identify the stadium as Greek, they want to test a second hypothesis. “Because of its proximity to Troy, it’s quite possible that this stadium featured some of the infamous Trojan warriors,” Mechikoff said.

Down the road, he hopes to see the site restored in all its glory—a stage to recreate the athletic competitions of ancient times for a modern audience.

—Gina Jacobs



Get up, get out. Psychologist James Sallis finds impediments to healthy living are all around us.

By Michael Mahin

James Sallis, Ph.D., SDSU psychology professor and 2010 Albert W. Johnson Research Lecturer, has this advice for Americans: Take a hike. Literally.

Sallis' solution to the nation's health care crisis is straightforward. He wants Americans to get active. But that—as Sallis has discovered during a pioneering 30-year career in health psychology and public health—is easier said than done.

Over the past few decades, the consequences of physical inactivity have proved catastrophic. As obesity continues to rise in adults and children, research increasingly indicates that sedentary people are more prone to chronic diseases, including heart disease, stroke, cancers, diabetes, osteoporosis and depression.

Sallis' "active living" creed and his research into how public policy affects physical activity are more important than ever.

"Many people assume that active living means joining a gym," said Sallis. "But active living is really about the integration of physical activity of all types and purposes into our daily routines. It's about creating conditions conducive to lifelong wellness."

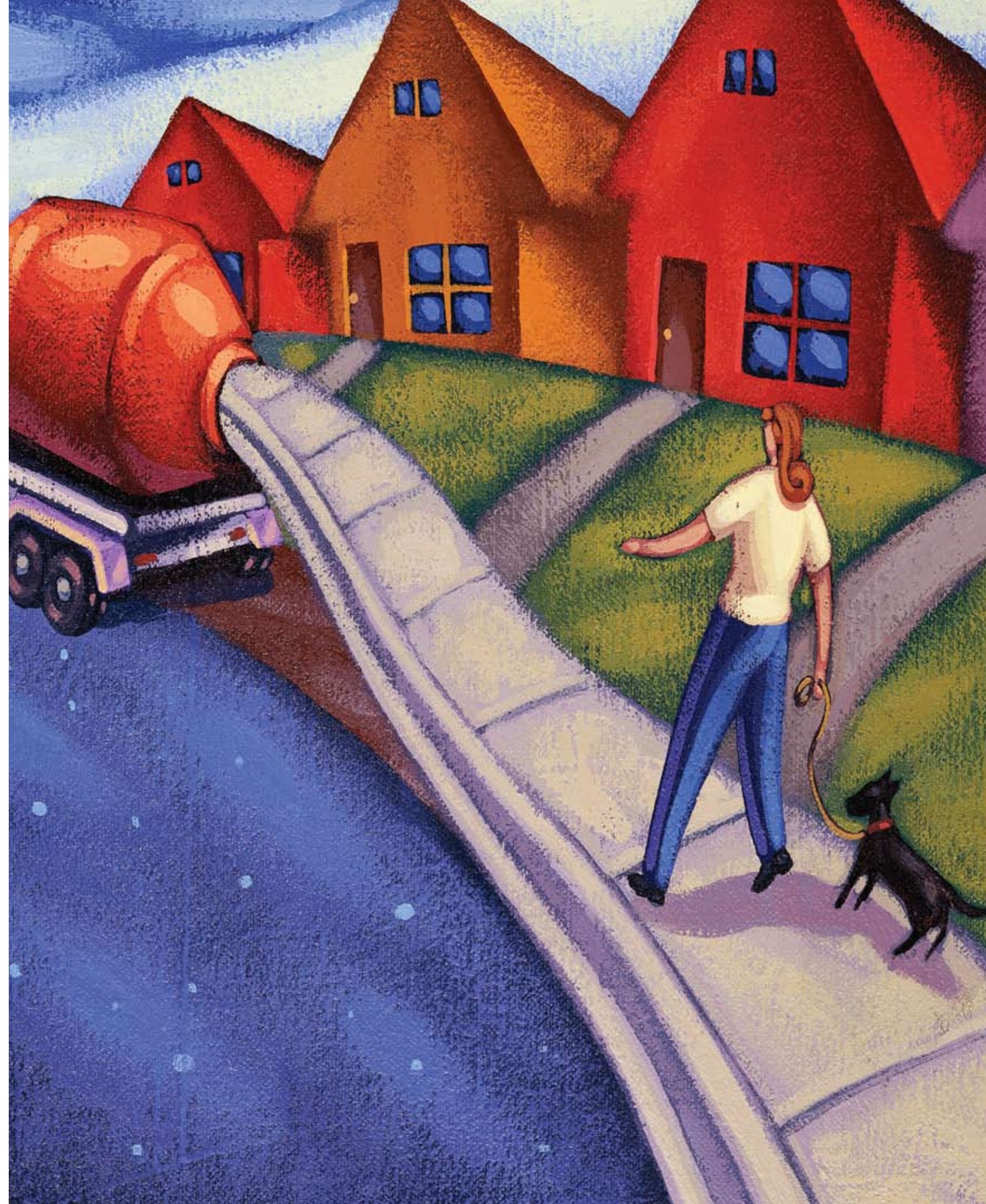
A SPARK OF INSPIRATION

Sallis' career began with a simple premise—active people are healthier and happier. He was interested in the psychological factors that motivate or impede healthy living, particularly in children. What he found was that poorly designed policies and environments can trump motivation.

While elementary school physical education (PE) was the primary social institution for promoting childhood activity, little research had been done on its effectiveness. In fact, PE programs were failing to meet their mandate. Studies showed students did very little physical activity in PE class.

"We realized that in order for PE to have a public health benefit," Sallis said, "it would have to address not only physical activity during school, but also lifelong wellness habits and values outside of school."

In 1989, Sallis and SDSU colleague Thomas McKenzie, Ph.D., turned this active living philosophy into the Sports, Play and Active Recreation for Kids program, or SPARK. A five-year grant from the National Institutes of Health (NIH) allowed Sallis and McKenzie to begin developing SPARK as an evidence-based, physical education and instructor training program.



Now in place in thousands of schools across America, SPARK has been cited by a U.S. Surgeon General's report as a "school-based solution to our nation's health care crisis."

CHANGING PUBLIC POLICY

The role that government-mandated school PE programs play in developing lifelong wellness made Sallis keenly aware that healthy living is not just a matter of personal habit, but also of public policy.

Funded by the Robert Wood Johnson Foundation, Sallis founded the Active Living Research Program (ALRP), a \$27 million grant-making program with the goal of building evidence about environmental and policy changes that could encourage active living.

"The truth is," says Sallis, "people are by nature sedentary. We'd rather sit than stand. But there are also other important environmental factors to consider. One has simply to look at our urban landscape to understand how it discourages activity. Ever walked or biked along the side of a busy street? It's dangerous. And danger is discouraging."

Sallis said strong evidence is needed to inform policy makers about the consequences of their decisions and to provide alternatives. Research through ALR—and other Sallis-directed studies funded by the NIH—is providing that evidence to policymakers and scientists.

After helping to establish a new field of study that unites investigators from public health, city planning, parks and recreation and education, ALR has now been charged with supporting research to help reverse the childhood obesity epidemic.

And Sallis' active living creed will become part of a solution that begins with acquiring healthy habits as children, and ends with building communities that make it convenient and enjoyable to integrate those habits into our everyday adult lives.

Sallis will present the 2010 Albert W. Johnson Lecture at 3 p.m. on March 12 in Arts and Letters. Admission is free.

Welcome to the Galaxy

Bill Welsh is part of a NASA team looking for Earth-like planets

By Golda Akhgarnia

It's 2 a.m. on March 4, 2009. At a hotel near Kennedy Space Center, the night sky is full of stars, and so is Bill Welsh's mind.

The San Diego State astronomy professor bolted awake, suddenly plagued with doubts about the computations he'd done for NASA's Kepler space mission. The mission was to launch in less than a week and Welsh was part of its nationwide science team.

While most around him slept, Welsh stayed up until dawn reworking his calculations, which would be used for a tool to analyze data sent from Kepler.

"There's a lot of internal pressure—you know how important this is and you feel an obligation to do the best that can be done," he explained.

Are there other Earths?

The Kepler Mission is NASA's 10th Discovery mission and the first of its kind to search for Earth-sized planets in the "habitable zone," defined as a region around a star that would be suitable for life. Astronomers jokingly call it the Goldilocks zone—not too hot, not too cold, but just right.

Launched last March, Kepler will survey more than 100,000 stars over three and one-half years. The Kepler telescope uses photometry to find planets by detecting the very slight change in brightness (only 0.008%) that occurs when an Earth-sized planet passes in front of its host star.

The telescope's power is astounding: from its view up in space, it could detect one person in a small town turning off a porch light at night. So far, five lights have gone out.

At a Jan. 4 press conference, NASA announced that Kepler's telescope has already discovered five new extrasolar planets, also called exoplanets and defined as planets beyond our solar system. Team members expect Kepler may find as many as 50 Earth-sized planets during its mission.

"The discoveries highlight the fact that Kepler's telescope is working well and can find planets easily," said Welsh. "Kepler's precision is much better than anything seen before; it can make breakthrough discoveries, given enough time."

All five of the newly discovered exoplanets orbit stars that are hotter and larger than Earth's sun and incapable of hosting life as we know it. Their orbits take three to five days, compared to Earth's leisurely 365 days.

Kepler's initial discovery is the stepping stone to the potential discovery of smaller planets with longer orbits—planets

"Kepler can make breakthrough discoveries, given enough time."

that are more similar to Earth and possibly capable of sustaining human life.

It will take years of data collection before NASA can confirm and announce the sighting of such Earth-like planets, Welsh

said. If they are found, new telescopes could be built to further examine them and begin the search for life.

Managing the data

Welsh played a role in the discovery of one of the exoplanets, Kepler 8b, by measuring the planet's characteristics. He continues to work on

NASA chose Welsh as one of nine astronomers for the Kepler science team.

refining scientists' understanding of that system with information on its size, temperature, orbit and more.

Though he is busy working on Kepler now, he was not always confident that he would have any data to work with.

"Before the launch, I was very optimistic, but very nervous. I thought, 'Is this thing going to work?' (This mission) is technically very difficult. Things malfunction; things break. And you can't fix them when they're up in space."

Having worked with Kepler data for some months, the focus of Welsh's worries has shifted.

"Now my concerns are, 'Can I keep up with the data? Does my software match the quality of data Kepler is producing? Am I doing things quickly enough?'"

All are valid questions. Kepler is producing such an enormous amount of data that scientists

have to be selective about which projects to pursue since their staff numbers are limited.

SDSU's Kepler roots

NASA chose Welsh in 2007 as one of the nine astronomers nationwide to add to the Kepler science team.

While the main science working group is focused on detecting Earth-sized planets, Welsh and the other Participating Scientists carry out complementary research on the detection, characterization and understanding of exoplanets.

Welsh's task is to complete a meticulously detailed analysis of planets similar to Jupiter using a cutting-edge analysis tool written by fellow SDSU astronomy professor Jerome Orosz.

He and Orosz have worked closely for the last few years on extrasolar planet research, and Orosz is a paid consultant for the Kepler Mission under Welsh's grant.

In fact, SDSU's ties to the Kepler Mission predate Orosz and Welsh. Kepler Principal Investigator Bill Borucki looked to SDSU adjunct astronomy professor Andy Young for guidance when he was getting started on this project back in the mid-1980s.

Borucki's idea of finding other planets through photometry was pushing the limits, but fortunately, Young was an expert in the field. He helped mentor Borucki through the difficult process of perfecting the technique for locating Earth-like planets.

Now Welsh is bringing Kepler back to SDSU by using his work as an opportunity to mentor current students.

"You can believe I'll be mentioning Kepler in my classes. My experience is that students love hearing that their professors are engaged in research. They're

One possible outcome is the finding that life as we know it is very rare indeed.

not just reading a textbook; they're being taught by someone who participates in research, and that excites them."

Future of the mission

According to Welsh, there are two potential outcomes for the Kepler mission. One is the finding that there are many planets like Earth in the solar system, and therefore, life similar to ours may be common. The other is that Earth and life as we know it are indeed very rare.

Either outcome will have significant consequences, Welsh said. On one hand, scientists may hope to begin to detect other species and find that we are not alone in the universe; or, on the other hand, humans will realize just how important it is to preserve life and resources on our unique planet.

"This is an important project in NASA's astrobiology path," said Welsh. "It's asking, are there other planets like ours out there? That's the first question we need to answer."

Stargazing at SDSU

What started out as a lone telescope on a mountain top nearly 50 years ago has turned into a top-notch, research-grade astronomical observatory—the only facility of its type in the California State University.

Shortly after the establishment of San Diego State's astronomy department in 1960, a temporary field station was set up 45 miles east of campus on Mount Laguna. There, on Monument Peak, a roll-off-roof shed was built to house a telescope with a 16-inch-diameter mirror.

The need for a permanent observatory soon became apparent. Financed by state and federal support, construction began on leased land in the Cleveland National Forest. With faculty, staff and students pitching in, SDSU's Mount Laguna Observatory was completed in 1968, and the 24-inch Clifford Smith Telescope was installed.

Two major construction projects undertaken in the 1980s advanced the mission of the observatory. The first was a new building to house a 40-inch telescope relocated from the University of Illinois to be operated jointly with SDSU. The second was the Harrington Visitor's Center with an auditorium, museum and support facilities to complement the 21-inch Reginald F. Buller (visitor's) Telescope.

Initial funds for the visitor's center came from an estate gift by former SDSU science librarian Awona W. Harrington (1917–1984). Faculty

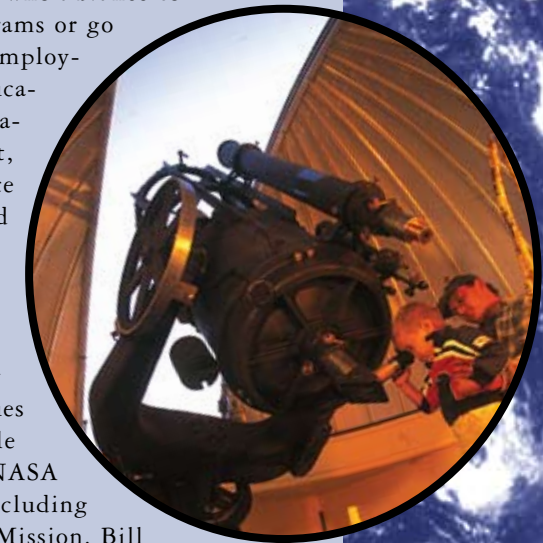
and staff in the College of Sciences raised additional funds, obtained donations of construction materials and volunteered their labor.

Currently, the observatory serves as a unique and valuable resource for students, professors and the public. Undergraduate astronomy students get to experience the dark skies of a remote observatory while peering through the Buller Telescope.

The three research telescopes at the observatory are used to train both undergraduate and graduate astronomy majors who advance to Ph.D. programs or go on to find employment in education, observatory support, the aerospace industry and NASA labs.

Mount Laguna Observatory also continues to play a role in various NASA missions, including the Kepler Mission. Bill Welsh, SDSU astronomy professor and a Kepler Participating Scientist with NASA, has spent many hours there, obtaining observations to help determine the characteristics of newly discovered planets around other stars.

San Diego State is now teaming up with the University of Kansas to install a new 48-inch telescope at the observatory that will specialize in wide field imaging. It will be placed in the original research dome built on Mount Laguna—a tribute of sorts to the observatory's first resident telescope.



A Full Plate

By Coleen L. Geraghty



CEO Julia Stewart serves up hospitality to American families

Six weeks after Julia Stewart took the helm at the International House of Pancakes (IHOP) in December 2001, she asked the company's advisory board of franchise owners to gather in Orlando.

There, she outlined her vision to revitalize IHOP and lobbied for the board's commitment to a national media campaign. It was a sharp departure from IHOP's previous marketing efforts. Stewart ('77, communication) pulled no punches. Without a smart, fresh image, she said, IHOP would be at risk in the increasingly competitive family dining market.

Joe Scripture, a longtime IHOP franchise owner, recalled Stewart's impact at that first meeting. "Hers was a new style of leadership and not everyone was happy," he said. "But most of us recognized we needed to support the lady while her strategy played out. In the end, she was every bit as good as her promise."

Trademark Stewart—she delivers.

Not only did she take IHOP to the top of the family dining sector, she also engineered its acquisition of Applebee's in 2007 to form the world's largest full-service restaurant company, DineEquity Inc., which feeds 2 million people every day.

Stewart's appetite for challenge and reputation for regularly polishing off the workload equivalent of a five-course meal are legendary in the restaurant industry.

Friends describe her as "driven to achieve" and "beyond focused," but also genuinely charming with a hostess's innate desire to please. IHOP's "Come hungry.

Stewart has carved out a reputation for bold ideas and marketing savvy.

Leave happy" catchphrase could be a metaphor for Stewart's success in the competitive dining industry.

Inventor and TV star

The 54-year-old Stewart had her first taste of the restaurant trade waiting tables at the local IHOP while still a teenager. After high school, she left San Diego to attend UC Santa Barbara on a full scholarship, but disliked the large classes and impersonal feel of the place; she transferred to San Diego State.

"For me, learning was about the engagement, the interchange, the dialogue, and I found that at State," Stewart said.

(Her daughter, Alexa, is currently enrolled at SDSU

taking classes in the Department of Hospitality and Tourism Management.)

Stewart made her mark among the small group of communication majors at SDSU. When an advertising professor challenged students to create a new product for McDonalds, Stewart built a "McDonalds Masher" that molded hamburger meat into the familiar shape of the golden arches. A local TV station picked up the story, and Stewart got a call from Mac Clark.

"You're exactly the kind of person I want to run my in-house ad agency," he said. It was her first full-time job.

But Stewart wasn't cut out for advertising or for the retail trade, in which she also dabbled. Instead, she returned to the restaurant business.

With increasingly responsible positions at Carl's Jr., Burger King, Stuart Anderson's Black Angus/Cattle Company Restaurants and Taco Bell, she carved out a reputation for bold ideas and marketing savvy.

As manager of all franchise and license units for Taco Bell, she urged CEO John Martin to let her breach the breakfast market, a revolutionary idea at the time. Then, in a rare moment of self-doubt, she asked, "What if I fail?" His response: "Julia, you're not going to destroy this company by testing breakfast in the restaurants."

Stewart put success on the menu at IHOP and Applebee's

"And I remember thinking," Stewart said, "so it's alright to experiment. Today, I give my managers a very big sandbox and tell them where the edges are. The real difference you can make as a leader—the difference I hope I've made—is to present the vision and the direction. Then get out of the way."

Not that Stewart ever gets completely out of the way. Those hostess instincts will zero in on the smallest details, from the selection of pancake syrups to the number of mozzarella sticks in a serving. Given her successful turnaround of IHOP, the franchisees aren't complaining.

Restoring the blue roofs

Stewart was a toddler when brothers Al and Jerry Lapin opened the International House of Pancakes in Toluca Lake, 12 miles north of downtown Los Angeles. Once farmland, the area had become home to the wealthy, including actor William Holden and comedian Bob Hope.

The Lapins' first restaurant grew into a

chain, expanded nationally and survived changes in ownership and experiments with several business models. By the time Stewart came on board as president and chief operating officer in 2001, the ubiquitous blue-roofed franchises numbered more than 1,000 in 44 states.

"Her star is still rising," said one industry analyst.

But the IHOP brand—though profitable—was tired, said Destin Tompkins, restaurant analyst for Morgan Keegan in Nashville, Tenn. Stewart not only roused the company, she energized the entire family-dining sector.

"Textbook marketing," is how franchisee Scripture described Stewart's approach. "Have a vision, live the vision. We thought we knew what our guests wanted, but we never did the research. Julia brought data to the game, which is so important in making good decisions. It was a strategic departure from what IHOP had done forever."

Not everyone at IHOP welcomed the shakeup, and stories of top-level defections appeared in print. When a colleague called Stewart "The Velvet Hammer," the descriptor stuck.

"Change is not always popular," Stewart acknowledged, reflecting

on her early days at IHOP. "At the time, it was absolutely critical to change this organization that neither welcomed change nor was accustomed to it. I was trying to build the company so I was giving some tough input; yet I think my style of being a very caring individual was still coming through."

To excite and inspire

Stewart's self-image of the personable and caring CEO is no hype, according to those who know her.

She entertains frequently and makes note of the dishes her visitors enjoy. Guests invited to Stewart's home for a second or third time may be surprised with a dish they complimented during a previous visit. Husband Tim Ortman, a TV cameraman-turned-wine-broker, is the official *raconteur*.

"He has been everywhere twice and he has a million amazing stories," she said.

If it were physically possible, Stewart would lavish the same attention on each IHOP and Applebee's customer as she does on friends.

Several years ago, SDSU classmate Jennifer Neale visited her college buddy at a Taco Bell restaurant, where Stewart was behind the counter as part of a two-week management training program.

"She made the customers feel happy to be there," Neale said, "and her enthusiasm made an impression on the employees. Julia takes care of people. You can't work for her without believing the work you do is important."

The ability to excite and inspire will be imperative as Stewart takes "the neighborhood" to the next level. IHOP acquired the larger Applebee's—with its 2,000 restaurants—for \$2 billion just before the economy collapsed. Now the combined enterprise, DineEquity—in line with its strategy to be a franchisor rather than a restaurant operator—is trying to woo franchisees in an inhospitable market.

"Economically, she's outrunning a tidal wave," said one industry insider. "Restaurant stocks are doing okay, but DineEquity is carrying a ton of debt, so this economic crisis is doubly tough for her."

New York metro area franchisee Zane Tankel has no doubt Stewart will enhance Applebee's image as well as its profit margin.

"I knew her quite well in her first term as president of Applebee's and was glad to see her triumphant return during a very, very difficult time for the industry and for Applebee's in particular," Tankel said. "I sit on five corporate boards, and so I can say with some authority, Julia's definitely the best person I know to be running the largest

restaurant company of its kind in the world."

Larger than life

An added plus for Applebee's is Julia Stewart's larger-than-life persona. Among America's CEOs, she draws attention. The New York Times and *Forbes* recently profiled her and *Nation's Restaurant News* flagged her as one of the 10 restaurant executives to watch in 2010.

"Her star is still rising," said one industry analyst.

Stewart's talent and drive have some analysts predicting she'll lead DineEquity in a second acquisition. Others see her taking the top job at one of the food industry giants.

Given the political aspirations of former Hewlett-Packard CEO Carly Fiorina and former eBay CEO Meg Whitman, would Stewart consider running for office? She acknowledged the possibility, but only after her younger children, Alec, 13, and Aubrey, 10, are grown.

What about hosting a television show? The ever-charming Stewart contemplated. No reality TV for her, but "a cooking show...now that would be fun."

To try one of Julia Stewart's favorite recipes and read a transcript of 360 Magazine's interview, visit sdsu.edu/360.

Aztec
for **LIFE**



Julia Stewart returned to campus in September 2007 as the Conrad N. Hilton Distinguished Lecturer. She presented a guest lecture on leadership to more than 100 hospitality students and industry partners.

Art/History

A new space for contemporary art opens in downtown San Diego

A historic building that once housed the primary energy-generating source for San Diego is now the city's newest space for contemporary art and design.

This spring, San Diego State will open the SDSU Downtown Gallery in the Electra Building at the corner of Broadway and Kettner Blvd., in the heart of downtown San Diego.

"Having another art space downtown, particularly one that will be as thoughtfully programmed as this one, will be a boost to the San Diego scene," said Robert Pincus, art critic for the San Diego Union-Tribune. "It will also enhance the perception of the university as a place for art."

The gallery's inaugural exhibition features three of SDSU's most prominent alumni, representing different styles and generations within conceptual art.

Divergence: The Work of John Baldessari, Deborah Butterfield and Andrea Zittel features Baldessari's signature colorized photographs, Butterfield's horse sculptures made of found materials and Zittel's modernist furniture installations.

The creative energy of these three artists will fill the space that powered a growing San Diego nearly a century ago.

A colorful past

The Electra Building opened its doors in 1911 as a power-generating plant for John D. Spreckels' San Diego Electric Railway Company. Designed by Eugene Hoffman, the building was later renovated by William Templeton Johnson, who also designed the San Diego Museum of Art and the Serra Museum atop the Presidio Park hill. Johnson added a new wing, completed in two stages; it is his north wing that the SDSU Downtown Gallery now occupies.

When the power plant began operation, San Diego County's population was approximately 61,665, and Spreckels' San Diego Electric Railway served 9,885 customers. In 1920, the company was bought by San Diego Consolidated

Gas and Electric Company, and the building, known as Station B, remained the primary energy-generating source for the city of San Diego until 1983.

Decades later, when Bosa Development restored the building as a residential tower, the company donated space for the establishment of the SDSU Downtown Art Gallery.

The new downtown space will complement the University Art Gallery located on the SDSU campus. Both are operated by the College of Professional Studies and Fine Arts (PSFA).

"We are excited to have a second venue to display contemporary art by regional, national and international artists," said PSFA Dean Joyce Gattas. "The downtown gallery will attract a new audience and also provide a venue for lectures, symposia, poetry readings and a host of other exciting events."



Photo: Jim Brady





From Mind to Market

Tech transfer turns research into reality

By **Sandra Millers Younger**

Q: Fiber optics, MRIs, Lasik, Google, LCDs, holograms, pacemakers, “the pill” and Gatorade. What’s the common denominator among these staples of 21st century life?

A: They all sprang from the discoveries of university researchers.

Multiply this tiny sample by thousands across every possible field of study, and you’ll begin to see what a difference academic research makes in our everyday lives; how many jobs and companies it creates; and how much revenue it injects into regional, national and global economies. No wonder so many institutions of higher education, San Diego State University included, list research along with education and community service as a key mission.

Few pivotal discoveries would make it from labs to the public arena

without the help of a campus technology transfer office. Michael Rondelli, director of technology transfer for the SDSU Research Foundation, makes his job sound easy.

“Our aim,” he explained, “is protecting and commercializing intellectual property developed by San Diego State faculty.” But Rondelli puts both his MBA and law degrees to work in shepherding the tedious technology transfer process.

He and his staff first meet with researchers to identify commercial potential in their work. Transforming that potential into marketable goods or services typically involves obtaining a patent and then either establishing a business or licensing intellectual properties for development through existing firms.

In San Diego, the tech transfer process is made easier by CONNECT, a nonprofit consortium of research, corporate and educational institutions, including SDSU, established to teach area researchers how to

secure funding, create new businesses and commercialize their discoveries.

The resulting “you can do it” collaborative culture, said David Hayhurst, dean of engineering at SDSU and a member of CONNECT’s board of directors, has contributed to San Diego’s reputation as fertile ground for entrepreneurs.

Universities also benefit from tech transfer, receiving a portion of proceeds from goods or services developed from the faculty’s research efforts. Rondelli likes to point out that Stanford collects approximately \$1 billion a year from Google, the brainchild of its former graduate students Larry Page and Sergey Brin.

The business of technology transfer wasn’t always such a win-win-win situation for researchers, their institutions and the general public. Before passage of the Bayh-Dole Act of 1980, all rights and proceeds from federally funded research remained the property of the federal government. Not surprisingly, commercialization rates of university research discoveries have since multiplied.

For a taste of current research under way at San Diego State, 360 crisscrossed the campus, visiting three faculty members in various stages of developing marketable ideas and a San Diego landmark whose partnership with SDSU promises exciting results. Allow us to introduce you...

Shutting Down Cancer's Pathways

The death last year of actor Patrick Swayze, everybody's favorite dirty dancer, focused public attention on the deadly scourge of pancreatic cancer. It's an essentially drug-resistant disease that leaves few survivors.

Shelli McAlpine, Ph.D., associate professor of chemistry and biochemistry at San Diego State, is working to change that. She and her research team are studying a compound that seems to shut down pancreatic cancer cells and may also be effective against a hard-to-treat form of colorectal cancer.

What makes these particular cancers so difficult to beat, McAlpine explained, is that they're equipped on the cellular level with built-in back-up systems. "If you target one specific protein [in a pancreatic cancer cell]," she said, "it will have another ready to go as a backup. So you need to target multiple protein pathways."

McAlpine and her team think that's exactly what sansalvamide A does. A derivative of a marine fungus found in the Bahamas, the compound had never been studied before McAlpine took it on. She's discovered it seems to interrupt the normal activity of several proteins vital to the growth of pancreatic cancer cells.

Sansalvamide A binds to a certain area of HSP90, a protein that, when compromised, hands off to an understudy dubbed HSP70. But sansalvamide A seems to prevent the handoff. Adding



Shelli McAlpine

to the complexity of this microscopic drama, "client" proteins with the

Seussian names HIP and HOP also normally bind to HSP90. Again, sansalvamide A seems to intervene.

"It's kind of a new thing," McAlpine said, "to block the interaction of 70 and 90. 70 can't step up; 90 can't function well. Hopefully, we're shutting down multiple mechanisms."

McAlpine's studies last year drew nearly \$1.3 million in funding from the National Institutes of Health. About half of that award came from federal stimulus money through the American Recovery and Reinvestment Act.

But McAlpine tempers excitement about her team's findings with the perspective of a seasoned research chemist. She and her group still must develop a soluble formula able to maintain its stability within the cancer cell. Then they'll need to test for toxicity.

McAlpine estimates all this will take three or four years. If things go well, a drug company can then acquire the results for further development and clinical trials. It will likely take at least a decade before a drug based on sansalvamide A might be approved for public use.

In a world increasingly insistent on immediate gratification, how do researchers like McAlpine muster that kind of patience? By focusing on one day at a time. "It's very exciting," she said. "I love wondering what we might figure out today." ■

A Software Solution for Anxiety

"I don't want to go to this meeting. I won't have anything intelligent to say. And even if I do, my voice will get all thin and shaky. I'll humiliate myself and end up looking like an idiot."

Just a little peek there into a mind plagued by social anxiety disorder, a crippling form of shyness. Who wouldn't want relief from such nonstop negativity? Pharmaceutical companies offer one approach to treatment, while psychologists point to the benefits of cognitive behavioral therapy. But drugs don't work for everyone, and therapy takes time and money.

San Diego State associate professor of psychology Nader Amir, Ph.D., has come up with a new approach: a simple computer game. Played for only 10-15 minutes twice a week for eight weeks, it helps shift a person's attention from negative thinking, which eases anxiety symptoms.

In Amir's own words, "It sounds too simple to be true." But after six years of testing at SDSU, in England and in Australia, research results indicate the approach works as well as medication or talk therapy.

As director of SDSU's Center for Understanding & Treating Anxiety, Amir specializes in the study of anxiety disorders, focusing his research on finding effective interventions.



Nader Amir

The key, he believes, lies in what a person pays attention to.

"We have about 20 years of research showing that anxious people focus on

the negative, so we know attention is a big factor," he said. "The prevailing idea is that you can actually change this, as we try to do in therapy or with medication. But the notion that a computer program can change attentional bias is relatively new."

The National Institute of Mental Health is bullish on Amir's idea, supporting him with two grants thus far. He's applied for Department of Defense funding to study the program's effects on post-traumatic stress disorder, a common malady in war veterans. And he also works with patients suffering from general anxiety and obsessive-compulsive disorder.

Satisfied that his treatment approach works, Amir is now trying to answer three further questions. Can you determine in advance who's going to respond to computer-based intervention? Can you augment the program's effects by lengthening treatment time or combining it with medication or therapy? What's the best way to disseminate this new treatment option to the public?

Seeing the potential value of a relatively brief, affordable and downloadable treatment for anxiety, SDSU's Technology Transfer Office stepped in to answer the third question by helping Amir set up a private company to market his discovery.

Look for Amir's fledgling firm, Cognitive Retraining Technologies, to launch public sales sometime this year. ■

Walls That Sparkle and Blink

What if you flipped the light switch in your living room and instead of lamps or overhead fixtures, an entire wall blinked on? What if the logo on your Aztec jacket glowed on its own? Or what if you could roll up your computer screen for easy transport?

Far-fetched? Not really. Inventor Kee Moon, Ph.D., associate professor of engineering at San Diego State, believes a new technology discovered by his research team may soon begin to change the way we think about light.

Moon's team, including faculty colleagues, Khaled Morsi, Ph.D., and Samuel Kassegne, Ph.D., plus a complement of "brilliant students," have devised a way to make a flexible, three-dimensional microstructure from inexpensive metallic powders such as carbon, aluminum and graphite.

This microscopic grid acts as an electrode, carrying the current needed to power organic light-emitting polymers to create a bright, bendable and inexpensive source of light.

Organic light-emitting diode (OLED) luminance is an emerging technology already used in some television and cell phone displays. Until now, however, it's lacked sufficient brightness, affordability and flexibility for widespread commercial use.

But the SDSU research team's approach, Moon said, solves all three problems, realizing the dream of flexible OLED technology, an advancement dubbed "the holy grail" by some



Kee Moon

scientists in the field. Factor in low energy requirements plus a relatively green manufacturing process, and the prospect of flexible OLED lighting becomes all the more compelling.

The SDSU discovery also adds the great advantage of scalability to OLED materials. "We can make our microstructure the dimension we would like," Moon said. "We can cover a large area in an inexpensive way."

Thus the futuristic concept of light-emitting walls or draperies.

The method Moon's team uses to solidify metallic powders into microstructures of variable sizes or thicknesses is called "sintering." Heat and pressure convert the powders into molded solids.

Over the past three years, the researchers invented and patented a specific sintering process they call "current-activated tip-based sintering" or CATS. It was this new approach to a known process that suggested the possibility of flexible OLED applications.

Working through the SDSU Technology Transfer Office, Moon and his colleagues recently patented their new discovery and licensed it to Korean-based AMO Corp. for commercial development. The team plans to collaborate with AMO throughout the development and production stages ahead.

"Many faculty members have great ideas with great commercial potential," Moon said. "However, we are scientists and, in most cases, ignorant of the tech transfer process. Mike (Rondelli) and his staff at SDSU's Technology Transfer Office facilitate the process for us, so we can put the science to practical use." ■

Photo: David Friend

Copying Nature's Best Ideas

A bullet train engine shaped like a bird's beak. Solar cells inspired by leaves. Electronic displays based on butterfly wings. Notice a trend? Copy nature's best ideas to solve human problems—and in a sustainable way.

That's the concept behind the emerging field of biomimicry, an approach already embraced by research and industry giants, including GE, NASA, Hewlett-Packard and—closer to home—QUALCOMM Inc.

Enthusiasts argue that nature's exhaustive catalog of evolution-tested examples contains environmentally friendly answers for every design and engineering challenge on earth, enough to transform industry and save the planet.

At San Diego State, an interdisciplinary group of life scientists, engineers and educators is partnering with the San Diego Zoo to explore that potential. Conservator of one of the world's largest plant and animal collections, the Zoo offers almost unlimited natural inspiration to designers, engineers and others stumped for design directions.

"Nature is our biggest and best R&D library, with 3.8 billion years of evolutionary research," said Paula Brock, CFO of the Zoo and a board member of the SDSU Research Foundation. "As stewards of the plants and animals, we



Paula Brock

want to make our extensive knowledge of them available to inspire sustainable solutions for the thorniest problems."

The Zoo has also teamed up with the Biomimicry Guild, a Montana-based think tank headed by biomimicry guru Janine Benyus, to develop education and services, such as special brainstorming tours for researchers in both the public and private sectors.

But in order to secure public buy-in for biomimicry research and development, the process must be commercially viable.

"Thousands of new products will result from our collaboration with San Diego State and other universities," Brock said. "In the area of intellectual property, it's a treasure trove waiting to be discovered, and we want the SDSU Tech Transfer office in on the ground floor, finding ways to market the discoveries that academic researchers will certainly make."

At the other end of the spectrum, biomimicry also holds promise as a teaching model to rouse enthusiasm for math and science in young children.

SDSU biology professor Kathy Williams, Ph.D., co-director of the Center for Teaching and Learning, foresees collaboration among Zoo educators and SDSU faculty leading to biomimicry-centered curricula.

"We're trying to bring this way of thinking about problems and solutions into our classrooms," she said. "It can be a tool through which students learn by applying their knowledge to real-world phenomena."

Visit sdsu.edu/360 to see more of 360 Magazine's interview with Paula Brock. ■

Photo: San Diego Zoo

Men's Basketball

March 3, 7:30 p.m.
Viejas Arena

Aztecs basketball will kick off SDSU Month with the last home game of the men's season at Viejas Arena. Watch D.J. Gay, Tim Shelton and the rest of Coach Steve Fisher's talented team go head-to-head against Colorado State in the penultimate game of the Mountain West Conference season. For tickets and more information, visit GoAztecs.com.

Third Annual Student Research Symposium

March 5 & 6
Aztec Center

Hundreds of SDSU's undergraduate and graduate students will present their research and scholarly activities during this two-day event in Aztec Center. With posters and oral presentations, students will share what they've learned in SDSU laboratories, in the field and in classrooms. Faculty, staff and community members will serve as judges for this annual event.



A Mark Twain Centenary Tribute

March 12 – 21, times vary
Experimental Theatre

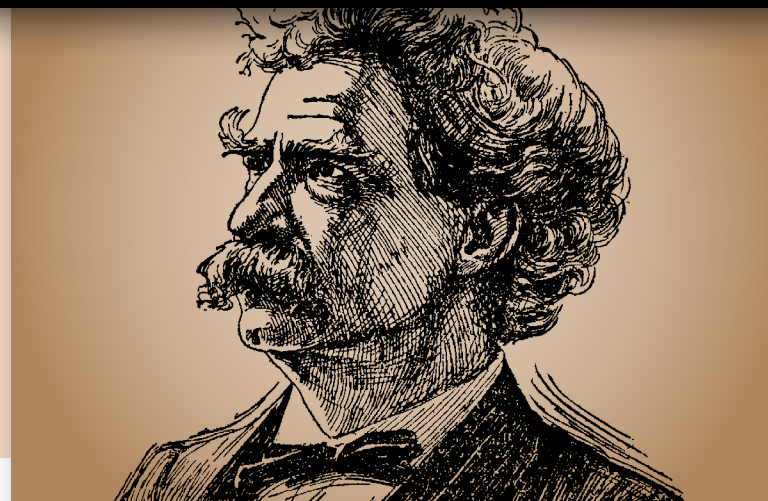
The SDSU Theatre and Library departments host a play by Margaret Larlham and performed by the Experimental Theatre as part of a year-long centenary tribute to Mark Twain. Written for all audiences, the play recreates the adventures of, and traces the friendships between Tom Sawyer, Huckleberry Finn and the slave Jim—iconic characters of 19th century America.



SDSU Month 2010 Highlighted Events



*Celebrating the minds
that move the world.*



Explore SDSU: Open House 2010

March 20, 10 a.m. – 3 p.m.
SDSU Campus

The campus welcomes thousands of visitors during this free event—a highlight of SDSU Month with more than 100 booths hosted by student organizations, academic departments and event partners. Aztecs of all ages enjoy music and dance performances throughout the day, while youngsters will gravitate toward the Family Village, featuring a bounce house, a special performance by The Jumpitz and story time with the lovable monkey Curious George.



Aztec Family Day

March 20, 9:30 a.m. – 1 p.m.
SDSU Sports Deck

This year's Aztec Family Day is Saturday, March 20, from 9:30 a.m. – 1 p.m. on the SDSU Sports Deck. The alumni flag football game begins at 9:30 a.m., followed by the Red and Black spring game at 11 a.m. Fans can visit the Aztec apparel clearance sale, interact with other Aztec teams and coaches, and meet head football coach Brady Hoke and team for autographs following the scrimmage. Season tickets for the 2010 football season will be on sale. For information, visit goaztecs.com.

More information at: www.sdsumonth.com

SDSU Month 2010 Benefit Partners



Aztec Recreation Center
Free visitor pass for March including Aquaplex! Visit <http://arc.sdsu.edu/membership/index.php>.



Aztec Shops
During March, receive 20% off clothing and gifts at the SDSU Bookstore. Details at sdsu bookstore.com/sdsumonth.



Cirque du Soleil's KOOZA
Discount of 20% on tickets to see KOOZA from Cirque du Soleil in San Diego! To purchase visit cirquedusoileil.com/SDSU.



Grainger
Mention SDSU Month and receive discounts on maintenance repair products. Visit grainger.com.



The New Children's Museum
During March, receive 50% off admission for your group. Show SDSU student, faculty/staff or alumni ID. Visit ReadingCinemasUS.com.



Reading Cinemas
Mention SDSU Month and get a free 85 oz. popcorn with the purchase of a film ticket at any location in San Diego. Visit ReadingCinemasUS.com.



Volcom
Mention SDSU Month at any Volcom store and receive 15% off entire purchase during March. Visit volcom.com/stores.



SDSU Athletics
Mention SDSU Month at the Viejas Arena Box Office and get two general admission tickets for the price of one for regular season basketball games, or at the Tony Gwynn Stadium Box Office for March baseball/softball games. Visit GoAztecs.com.



SDSU College of Extended Studies
Save up to \$99 on all non-credit courses beginning in March. Call 619-265-SDSU, use code AC005 and mention SDSU Month.



United States Karate Academy
During March, cardio kickboxing, karate and outdoor boot camp are free for new students. Join March 1-6 and get 25% off regular price. Visit USKASanDiego.com.



Windmill Farms
Visit Windmill Farms and receive 10% off your purchase during March. Must present SDSU ID card.



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



Zumwalt's Bicycle Center
Mention SDSU Month and receive 15% off bicycle parts and accessories or 10% off of any new bicycle.





Photo: Stan Liu

Come on in; the water's fine. Water polo team sprints into the season with a strong shot at an NCAA berth.

Ten years ago this summer in Sydney, Australia, the sport of women's water polo finally made it to the Olympics. It was the beginning of national recognition for the game, reinforced the following year, when the NCAA held its first ever women's water polo tournament.

Breakaway to 2010 and the sport is more popular than ever, particularly in Southern California, home to eight of the 13 women on the U.S. national squad.

"We're in the hotbed of women's water polo worldwide," said Carin Crawford, head coach of San Diego State's nationally ranked team. "Each year, we attract a larger and more talented pool of high school athletes."

This is Crawford's 12th season on the Mesa. Her current Aztec team was picked to finish sixth in the annual preseason Mountain Pacific Sports Federation (MPSF) coaches' poll behind Stanford, USC, UCLA, Hawaii and UC Berkeley. Fulfilling that early promise, the women beat five-time defending national champs UCLA in overtime, 7-6, at the Michigan Kick-Off in January.

In 2007, Crawford guided SDSU into the national spotlight as the team earned its first-ever, at-large bid to the NCAA water polo championships. The Aztecs placed fourth in the tournament and finished the campaign with a then program-record 29 victories. SDSU had a second consecutive strong season in 2008, earning a fifth-place rank in tournament play.

Though last year's star seniors Anna Gonzalez and Jenna Schuster are no longer on the roster, Crawford is confident that the current team has the talent to make it to the NCAA tournament once again. Likely standouts include All-American sophomore goalkeeper Kelly Campoli, whose 300 saves a year ago were the fourth-most in the school's single-season record book, and senior Ronni Gautschi, the team's leader in goals and assists.

Who knows how many current Aztec players will follow in the footsteps of alumnae Heather Moody, a two-time Olympian who served as interim head coach for the national team and was twice named USA Water Polo Player of the Year; and Rachel Scott, an alternate on the 2000 U.S. Olympic squad and an assistant coach for the national team in 2004?

One thing's for certain, there's an added incentive for this year's squad to qualify for post-season play—the home crowd advantage. For the first time ever, SDSU will host the NCAA women's water polo tournament, scheduled for May 14-16.



Trailblazing Teacher Gift honors engineering faculty

By Nicole K. Millett

“A master can tell you what he expects of you. A teacher, though, awakens your own expectations.” - Patricia Neal

Every student remembers at least one teacher. The teacher who inspired and motivated; the one who earned lifelong respect.

For Eric Johnson, that teacher is Fred Harris, Ph.D.* Johnson enrolled at San Diego State in 1984 to pursue a master's degree in electrical engineering. Finding the specialty of communications particularly interesting, he signed up for a number of classes with Harris, not imagining that the professor would eventually become both mentor and friend.

Twenty-five years later, Johnson and his wife, Peggy, also a College of Engineering alum, felt it was important to honor the world-renowned professor by establishing a lasting legacy at the university to which Harris dedicated more than 40 years of service. They created the Fred Harris Endowed Chair in Digital Signal Processing, and their contribution will be matched by QUALCOMM Inc., where Peggy serves as an executive vice president.

An enthusiasm for teaching

From day one, it was clear to Eric Johnson that Harris possessed unusual energy.

“He was incredibly enthusiastic, and his dedication to teaching was second to none,” Johnson recalled. “Topics such as information theory, coding and digital communications and digital signal processing are highly complex. But Professor Harris has a remarkable ability to present these subjects in an understandable way; He has a gift for making learning fun and fascinating.”

According to Johnson, Harris also helped his students outside of the classroom. “He was always available to answer questions, write you a reference or make professional introductions on your behalf.”

In addition to being an exemplary teacher, Harris was also a trailblazer in the field of digital signal processing (DSP). He is among the inventors of DSP technology, wherein signals such as speech, music or images are converted into a series of numbers representing the amplitude of those signals. By processing the numbers in a digital computer, the signal can be altered, thereby reducing noise and interference.

Today, Harris holds a number of patents on DSP for satellite and cable modems. He has lectured throughout the world on DSP applications and has been keynote speaker at numerous international conferences, sharing his expertise on software defined radios. Among his publishing credits is one of the most widely used textbooks in the field: “Multirate Signal Processing for Communications Systems.”



For future students

The Johnsons' gift in honor of Professor Harris recognizes his effectiveness as both teacher and scholar. On another level, the gift also attests to his legacy. It will encourage and enable future students to pursue careers in the communications specialty of electrical engineering by ensuring that the discipline has a dedicated faculty position (and a distinguished technician and mentor) on staff.

“During the last 40 years, DSP has become a major facilitating technology—one that has been an economic driver for local industry. In a big picture sense, Fred Harris' work is profound,” said Johnson. “Peggy and I hope that other alumni will join us in recognizing his work by contributing to the endowment that bears Dr. Harris' name.”

When asked about his professional achievements as a teacher and scholar, Harris is entirely unassuming. “The university is an amazing venue—and I enjoy wearing many hats. I hope I am able to touch students while they're here and once they leave, since many are employed with companies that use DSP-related technology,” he said.

Reflecting on his career and grateful students—like Johnson—Harris said: “As professors, we're like parents. We do all we can to prepare, educate and train students to make their way in the world. When they're successful, there's a tremendous sense of pleasure and pride.

“Most importantly, I want future generations of engineers to understand the importance of their work. Our inventions can create wealth and benefit the welfare of our people. That's always been my key objective.”

*Author's note: Fred Harris, Ph.D., prefers that his name be spelled in lower case letters.

To contribute to the Fred Harris endowment, please contact Suzanne McClain at smcclain@mail.sdsu.edu or 619-594-2275.



The masterpiece never painted.

The book never written. The bridge never built. The cure never discovered.

A bright, promising student is like a blank canvas. And a college education enables them to learn from the masters—providing the technique and inspiration to create a work of art.

The legacy of deep cuts to higher education comes at a high price. Many of our students, eager to embark on or continue their educational journey, have found that the promise of a college degree is no longer within their grasp.

Without the resources to attend San Diego State, their hopes for their future will never be realized. Their creativity will remain unsparked, their ingenuity untapped and their talents wasted.

Our students need your support—now, more than ever.

sdsu.edu/fuelpotential



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The Tower Society was established in 1997, the university's centennial year, to honor individuals who have cumulatively given \$25,000 or more to SDSU.

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Class Notes

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

1950s

'55 **H. Douglas Harvey** ★ (kinesiology), a 31-season MLB umpire, will be inducted into the Baseball Hall of Fame in July.

'59 **Lawrence Mulryan** (economics) was appointed to California's Insurance Fund Board by Gov. Arnold Schwarzenegger.

1960s

'66 **Hon. Charles Chapel** (business) announced his retirement after 17 years on the Oklahoma State Court of Criminal Appeals. He will rejoin the law firm Riggs, Abney, Neal, Turpen, Lewis and Orbison.

'69 **Lora Heramb** ★ (real estate), vice president of sales and marketing for Brookfield Homes, has been inducted into the San Diego Building Industry Hall of Fame.

1970s

'70 **Larry Combs** (public administration; '75 MPA) became the new chief executive of Merced County, Calif., after 26 years as Sutter County's chief executive.

'74 **Christoper Dawes** (public administration), president and CEO of Lucile Packard Children's Hospital in Palo Alto, Calif., was elected chairman of the board for the National Association of Children's Hospitals and Related Institutions and the National Association of Children's Hospitals; **Carl Nettleton** (English) is the founder of OpenOceans Global, a San-Diego based nonprofit dedicated to resolving ocean-related public policy issues and conflicts.

'78 **Linda Olsen** (nursing) is an artist/photographer whose flower portraits are featured in Silvershotz Magazine.

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

Alumni Angles

When I was at State...

As president for SDSU's chapter of the American Marketing Association, I hired a bus and took the group to a restaurant in Tecate, Mexico. My guess is that insurance requirements and border policies might make this difficult to achieve today, but in 1978, a 21-year-old marketing major could pull it off.

Looking at the faces in the photo, I recall that many belonged to friends from Zura Hall and Mission Beach, who joined the AMA for the social outings. In hindsight, I realize that in itself was some successful marketing.

Eric Steen ('78, marketing), chief marketing officer and a member of the Board of Directors at B.Braun Medical, Inc., always enjoys hearing from his State friends at Eric.Steen@yaboo.com.

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



SDSU marketing students and friends in 1978.

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

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

1970s

'79 **Patrick Connors** (social science) has re-launched the Boston-based Fenway Sports Group as Gravitare Sports Marketing and will serve as president and CEO; **Jon Gelman** (communication) is regional vice president for Clearwire Communications. He oversees the company’s 4G launch on Oahu and Maui; **Enrique Morones** (marketing) received Mexico’s 2009 National Human Rights Award for work on migrant rights. He is president and founder of Border Angels.

1980s

'81 **Diane Gage Lofgren** (journalism) was inducted into the Public Relations Society of America (PRSA)’s College of Fellows. She is senior vice president of brand strategy, communications and public relations for Kaiser Permanente.

'82 **Michele Nash-Hoff** (French), a manufacturer’s advocate for 25 years, published “Can American Manufacturing Be Saved—Why We Should and How We Can.”

'83 **Gregory Papadeas, M.D. ★** (biology) was invested as an archon of the Order of St. Andrew the Apostle in the Greek Orthodox Church. He practices dermatology in Denver; **Charles Stoll ★** (civil engineering; '85 MBA) is the new director of land use and transportation planning for the San Diego Association of Governments (SANDAG).

'88 **Clarence Nunn** (marketing) is president and CEO of GE Fleet Services, a business within GE Capital; **George Rutherford** (public administration), a former homecoming king, is director of Alumni and Parent Programs for the University of Vermont; **Greg Williamson** (criminal justice) is chief of the Bakersfield, Calif., Police Department. He was captain of SDSU’s football team.

'89 **Laura Deitrick** (economics) is director of the University of San Diego’s Caster Family Center for Nonprofit Research at the School of Leadership and Education Sciences.

1990s

'90 **Craig McKasson** ('91 MS accounting) is senior vice president and chief financial officer for Premier Healthcare Alliance in Charlotte, N.C.

'91 **Beth Smith** (art) is the new director of Quilt Visions, a museum space in San Diego’s Liberty Station complex at Point Loma. She was previously chief grant writer at the Oceanside Museum.

'94 **Eric Blehm ★** (journalism) has published a second book, “The Only Thing Worth Dying For,” about a U.S. Special Operations unit in Afghanistan; **Julie Labonte** (civil engineering) oversees San Francisco’s Water System Improvement Program, a \$4 billion-plus project to rebuild, replace, reinforce and supplement the Hetch Hetchy system that provides the city’s drinking water; **Craig Montgomery ★** (marketing) was appointed to the National Private Truck Council (NPTC) Institute Board of Governors. He is senior vice president of marketing and business development for SkyBitz.

'97 **Panteha Sanati** (communication) has published “Under a Papery Roof: A Memoir About Life in Post-Revolutionary Iran and Exile.”

All in the Family

When sisters Caroline Ridout Stewart and Valerie Roesch Lemke get together, they talk about grants...and newsletters...and memberships...and all the topics that the chair of any nonprofit would discuss.

Because, in fact, they are board chairs—Lemke of the Anza-Borrego Desert Natural History Association (ABDNHA) and Stewart of A New PATH, a parent advocacy group promoting treatment of drug addiction.

Eleven years apart in age, with very different professional backgrounds, the sisters are nevertheless close friends and mutual supporters. And they have something else in common—both are SDSU alums.

Graduating in 1958 with an English degree, Lemke found a job in public relations and eventually became a vice president of Nuffer, Smith, Tucker, San Diego’s oldest public relations firm. She continues to do consulting work.

Meanwhile, Stewart attended McGill University in Canada before returning to San Diego, where she earned a master’s in social work from SDSU in 1986. A licensed clinical social worker, she now oversees the marriage and family therapy intern program at UC San Diego’s outpatient psychiatric clinic.

About 10 years ago, Stewart joined A New PATH, which works toward rehabilitation rather than incarceration for non-violent drug offenders. The San Diego nonprofit sprang from a series of substance abuse summit meetings involving parents, superior court judges and officers of the criminal justice system.

Serving as board chair of A New PATH for the past seven years, Stewart has twice been nominated for San Diego Business Journal’s Women who Mean Business.

Stewart said she relies on her sister’s public relations expertise to tell the story of A New PATH’s success. “Valerie is on my advisory board and I’m a huge supporter of her organization,” Stewart said.

Lemke’s organization, the ABDNHA, works to preserve the deserts of the Southwest and advance public knowledge of their natural history, archaeology and paleontology. The association conducts guided tours in Anza-Borrego and presents lectures and programs of interest to the community and visitors.

“Our nature center has become a real community hub,” Lemke said. “We keep it open even during the summer so that our many foreign visitors can experience a true desert.”

Lemke also credited the ABDNHA board and executive director Betsy Knaak with a major role in the designation of Anza-Borrego as an International Dark Sky Community—only the second in the world after Flagstaff, Ariz.

“Both our nonprofits are extraordinarily successful,” Lemke said. “We’re very proud of each other.”



Valerie Lemke (left) and Caroline Stewart

Class Notes

1990s

'99 **Christopher Brandt ★** (social science) is completing a Master of Health Science degree from the University of Canterbury in Christchurch, New Zealand. He and his wife, Stephanie, recently welcomed their first child, a boy.

2000s

'00 **Christopher Burns** (English, '04 MFA creative writing) released his own line of footwear. The ARCH label is sold online.

'02 **Christine Huynh** (MFA creative writing) is public relations and marketing manager for the East West Players, a premiere Asian American theatre in Los Angeles.

'03 **Alison Gang** (MA communication) is the San Diego Union-Tribune’s new movie critic; **Tamara Saari** (dance) performs with Beth Soll and Company. Her choreography has been presented at Merce Cunningham Studios in New York City.

'05 **Travis Chance** (financial services) is senior consultant for Armanino McKenna, a California-based CPA firm; **Chris Klich** (master of music), a successful jazz saxophonist, was featured in *East County* magazine.

'07 **David Orion Rapp** (music performance) won the Illinois Symphony oboe audition. He is completing a master’s degree at the Cleveland Institute of Music. **Sisanie Reategui** (multimedia art) is the midday on-air radio personality for music station 102.7 KIIS-FM in Los Angeles.

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Crisscrossing Continents

When Hamse Warfa was named one of San Diego Metropolitan Magazine's "40 under 40," he got phone calls and e-mails from as far away as Africa, Australia and the Middle East. Not surprising given Warfa's large extended family and his roots in Somalia on the Horn of Africa.

Warfa was only 15 when his family fled Somalia's civil war to settle in Denver. Finding the city and its weather inhospitable, they relocated to San Diego's City Heights neighborhood, already a center for Somali immigrants.

After graduating from Crawford High School, Warfa enrolled at San Diego State University as a political science major. But he retained close ties to the Somali community with his volunteer work at Horn of Africa, a community-based organization that helps East African refugees and immigrants assimilate to their new life in America.

Warfa's siblings, mostly older, became community organizers, college professors and healthcare professionals. He pursued a master's degree in organizational management and leadership at Springfield College's San Diego campus while his volunteer work at Horn of Africa turned into a permanent position as associate executive director.

Warfa also found time to complete advanced graduate-level certificate programs in conflict analysis and conflict prevention at the United States Institute of Peace in Washington, D.C.

In 2008, Warfa trumped scores of applicants to become program officer at Alliance Healthcare Foundation, the only local, nonprofit and independent health-care foundation in San Diego County. The foundation has funded development of One-e-App software to streamline enrollment and retention in a range of health and social services program. It is expected to serve 40,000 clients in 2010 alone.

Warfa continues to volunteer for his community as founding president of the Institute for Horn of Africa Studies and Affairs (IHASA), educating Americans about the origins of conflicts in the Horn of Africa and providing training and workshops about peace, conflict analysis and how to prevent deadly conflicts.

At 31, Warfa is an ardent lobbyist for human rights. During frequent trips to the nation's capital, he urges government officials and congressional leaders to bring American influence to bear toward a peaceful solution to the conflicts in the Horn of Africa.



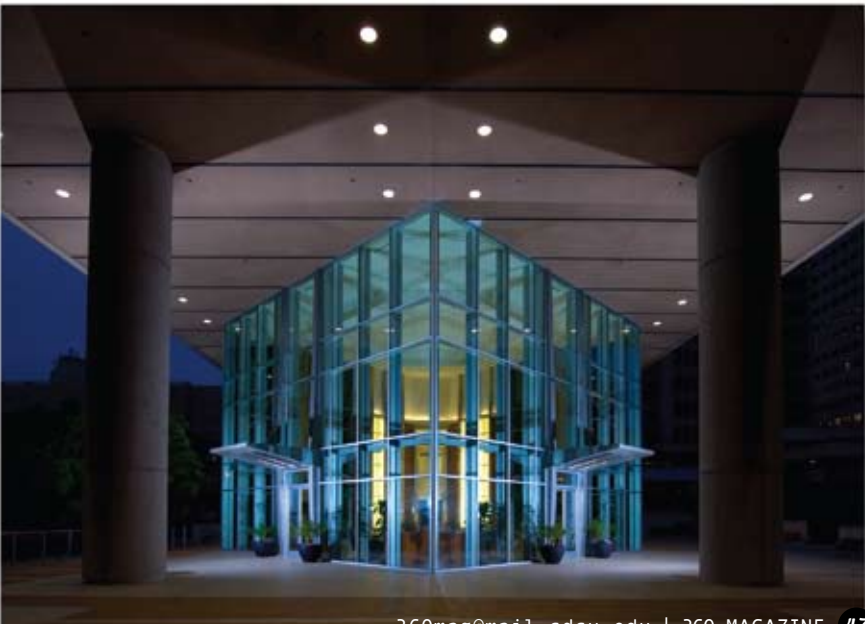
Hamse Warfa

In Memoriam

1932	Luella Knoles	1956	Donna Kindig, Bobby Thomas	1980	Patricia Garrahy, Jean Krase
1934	Sol Price	1957	Dr. Larry Blocker	1981	Raymond Colangelo,
1937	Helen Gorton, Jane Browne				Jerold Kennedy, Ariel Lyon
1938	Esther Barlow Blunt,	1960	Joan Cairncross,	1982	Richard Lorenzen
	Virginia Seely		Neil Whitworth	1985	Richard Bowman,
1939	Bessie Harper	1961	Robert Lawrence, Howard Smay		Diana Tebbetts
		1962	The Honorable Napoleon A.	1988	Thomas Diverde
1941	Mary Wilcken		Jones Jr., Luella Knapp		
1942	Alberta Dennstedt	1967	Richard Fiske	1993	Maxine Kantor
1943	Edward Moore	1969	Walter Daniels, Lyle Hays	1996	Ken Wigler
1944	Peter Huisveld Jr.			1997	Christian Xavier
1947	Autumn Keltner, James Lahr	1970	Norman Widman		
1948	Aloha Ingalls, Lincoln Rock	1971	Robert Haggerty	2002	Kristopher Labar
1949	William Fansler, Josephine	1972	Raul Aragon, Robert Bouchard,	2009	Maribel Arteaga
	Hodgetts, Nancy Nason		Allan Weiner		
		1973	Paul Borja, Leo Tucker		YEAR UNKNOWN:
1950	Anne Chew	1975	Richard True, William Zisko		Miriam Abady,
1951	William Blue, Arthur Logan,	1976	Eliot Keller, Joseph Kelley,		Marjorie Cort,
	Gene Smith		Laurel McCauley		John J. Ford Jr.,
1952	Phillip Bertrand	1977	Donald Sorben		Gordon Grundman,
1954	Samuel Pedler III	1979	Roberta Passavanti,		Daniel Lochtefeld
1955	Sharon Morris Read		Carl Stringfield		



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The 2010 Monty Award Winners

The SDSU Alumni Association has announced 12 winners of this year's prestigious Monty Awards. They will be honored at an April 24 gala dinner and awards presentation at the Hotel del Coronado. First awarded in 1971, the Montys recognize alumni and friends who have made significant regional, national or international contributions. For tickets to the awards banquet, visit www.sdsualumni.org/montys or contact Cheryl Trtan at 619-594-ALUM (2586) or crttan@mail.sdsu.edu

College of Arts and Letters

Jeannie Oakes, Ph.D.

Jeannie Oakes, ('64 English and comparative literature), serves as director of education and scholarship at the Ford Foundation. An award-winning author and groundbreaking researcher in the field of educational policy, she has focused attention on inequalities in schools and influenced education across the country.



College of Business Administration

Susan R. Nowakowski

Susan R. Nowakowski ('89 MBA), is chief executive officer, president, and a director of AMN Healthcare Services, the largest healthcare staffing company in the country. She serves on the College of Business Administration's advisory board and was named the Most Admired Public Company CEO in San Diego in 2008.



College of Education

Maggie Carrillo Mejia, Ph.D.

Maggie Carrillo Mejia, ('74 Spanish; '80 MA multicultural education) managing partner of The Mejia Group, has held prominent educational leadership positions, including, most recently, superintendent of the Sacramento Unified School District. She is currently an executive coach with the National Center on Urban School Transformation's Executive Instructional Leadership Program.



College of Engineering

Pedro Orso-Delgado

Pedro Orso-Delgado ('83 civil engineering) is deputy city manager/director of development for the City of Santee. A former district director at CALTRANS, he is credited with significant contributions to the field of civil engineering through innovations in his district that received world-wide recognition.



College of Health and Human Services

Claudia Dunaway, MA, CCC-SLP

Claudia Dunaway ('78 speech-language pathology), is the lead speech-language pathologist for the San Diego Unified School District. Nationally recognized for her work benefitting children with communicative disorders, she received the Rollin J. Van Hattum Award, the American Speech-Language-Hearing Foundation's highest honor for a speech-language pathologist.



College of Professional Studies and Fine Arts

Deborah Butterfield

Deborah Butterfield ('68 attended, art) is one of the world's leading sculptors and teachers of fine arts, celebrated for her devotion to a single subject: the horse. Her award-winning work combining abstraction and reality may be found in prominent museums and public sites around the world.



College of Sciences

Christina A. Waters, Ph.D.

Christina A. Waters ('89 biology), has a 20-year history of research and management in drug discovery and development for the pharmaceutical industry. Currently president of Cell Therapeutics Europe and Systems Medicine, a subsidiary of Cell Therapeutics, Inc., she has fostered new approaches to treatments for disorders and diseases.



Library and Information Access

Charles S. Luby and Robin B. Luby

Charles S. Luby ('59 chemistry; '64 MS chemistry) and Robin B. Luby ('61 English) are known for their loyalty and dedication to SDSU. Through the generous commitment of their time, knowledge and personal resources, they have positively impacted the lives of SDSU students, faculty and staff.



SDSU Imperial Valley

Efrain Silva

Efrain Silva ('89 public administration), dean of Economic and Workforce Development for Imperial Valley College, has served in many municipal, county, non-profit and school district managerial positions. An elected official to both school district and city posts, he has a reputation for outstanding service to his constituents.



Distinguished Alumni Service Award

Fred Norfleet

Fred Norfleet, owner of Norfleet Video Productions, is celebrating a decade of dedication to SDSU as an Alumni Association board member, promoter and benefactor. With his commitment of talent, time, and resources to the university, he is one of the Alumni Association's strongest advocates and greatest champions.



Distinguished University Service Award

Sally Roush

Sally Roush, SDSU's vice president for Business and Financial Affairs, is the chief steward of university finances. Her remarkable monetary acumen and business savvy in managing resources have paved the way for advancement in academics, athletics and the construction and operation of the Parma Payne Goodall Alumni Center.

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