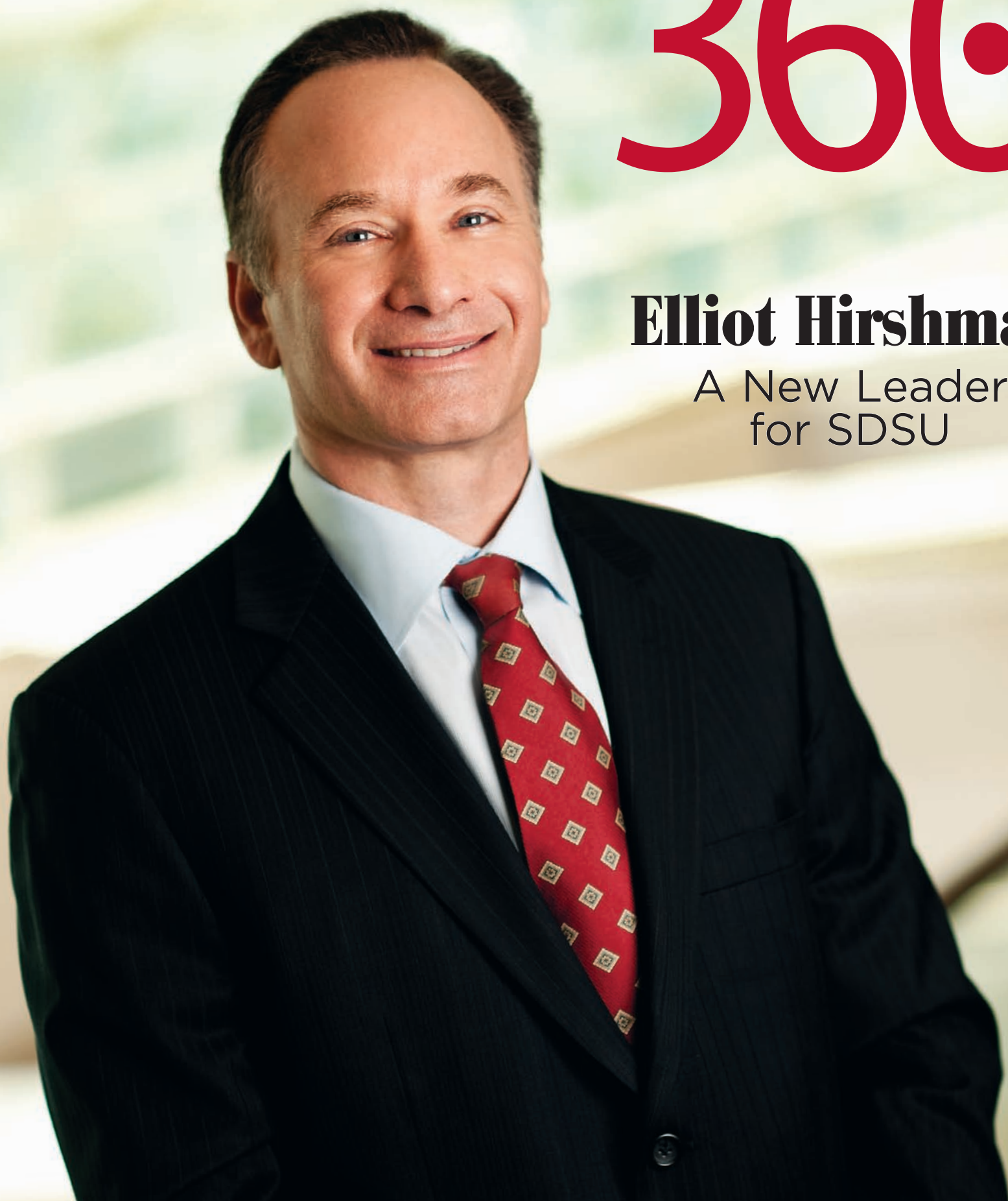


360

Elliot Hirshman

A New Leader
for SDSU





Why all the excitement?



The Campaign for SDSU

Photo: Sandy Huffaker Jr.

360

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Editor: Coleen L. Geraghty

Editorial Contributors: Sandra Millers Younger, Leah Singer, Tobin Vaughn, Samantha Afetian, Josh Hoffman, Melissa Henss

Guest Contributor: Ken Kramer '74

Art Director: Lori Padelford '83

Graphic Design: John Signer '82

Cover Photo: Ken West

SAN DIEGO STATE UNIVERSITY

Elliot Hirshman, President

DIVISION OF UNIVERSITY RELATIONS & DEVELOPMENT

Mary Ruth Carleton

Vice President - University Relations and Development

Eric Doepel

Senior Associate Vice President - Development

Sarah Slaughter '78

Chief Financial Officer

The Campanile Foundation

Jack Beresford

Chief Communications Officer

Jim Herrick

Executive Director - Alumni Association

Chris Lindmark

Director - Campaign and Special Events

We welcome mail from our readers.

360 Magazine

Marketing & Communications

5500 Campanile Drive

San Diego CA 92182-8080

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**SAN DIEGO STATE
UNIVERSITY**

Leadership Starts Here





360

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Elliot Hirshman, Ph.D., takes the ball for San Diego State University.



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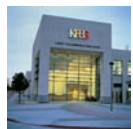
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Cali Baja Means Business

Here's an innovative way to address border issues between the U.S. and Mexico: Erase the border.

That's the idea behind "Cali Baja," a newly launched marketing and business-development initiative that aims to capitalize on assets positioned throughout the bi-national mega-region encompassing San Diego and Imperial Counties, and Baja California, Mexico.

San Diego State University plays an important role in the project, led by geography professor Eric Frost, co-director of SDSU's Immersive Visualization Center and head of the university's graduate program in homeland security.

In an effort dedicated to recently retired SDSU President Stephen L. Weber, Frost and his team are developing an online "asset map" of the Cali Baja area to help attract potential investors from around the world. The interactive tool will show locations of valuable resources for business development, such as universities, fiber optic transmission lines, and geologic potential for wind, solar and geothermal energy.

For example, Frost said, a Google data center located on the southern side

of the border could well enjoy huge advantages: clean energy, proximity to a major fiber optic corridor running along Interstate 8, and skilled workers educated at one of Baja's 82 institutions of higher education—all at significantly lower costs than in the U.S.

Mexico's comparatively relaxed privacy and workplace regulations also may prove an advantage to some industries, Frost added.

The Cali Baja initiative launched June 13 at the SDSU Visualization Center with a bi-national gathering of business, community and government leaders and a signed agreement to begin promoting the trans-border region.

"Together with our partners, we are committed to marketing the assets of the region as a whole," said Julie Meier Wright, president and CEO of the San Diego Regional Economic Development Corporation (EDC), one of the signatories.

"Transactions with client companies interested in locating to or expanding in Cali Baja



will be driven by a regional approach to economic development. This unique collaborative model will create a significant competitive advantage for our region."

Frost foresees more than economic advantages in the bi-national approach. "Trade has become one of the solutions in homeland security," Frost said. "Instead of looking at the border as an immigration and crime problem, why not look at it as an opportunity, especially related to business?"

"Often, innovation and the realization of the potential wealth of a country can help drive solutions to what seem to be intractable problems," Frost said.

Initially funded by a federal grant, the Cali Baja Bi-National Mega-Region Initiative is now supported by a partnership of private and public stakeholders on both sides of the border.

— Sandra Millers Younger

Business...
is a continual
calculation, an
instinctive exercise
in foresight.
Henry R. Luce, American publisher

More Stories to Tell

Sure, we've got a magazine, a website and an email newsletter, but with so many stories to tell, we felt like we needed more, and so "SDSU Insider" was born.



Photo: Jeffrey Lamont Brown

The 30-minute news-magazine-style television show, which will air on KPBS-TV, is an inside look at the people, programs and initiatives that make San Diego State the dynamic and engaged university it is.

The current program takes viewers inside the Donald P. Shiley BioScience Center to meet Ed Morgan, M.D., who is developing new vaccine technology that could change the face of preventative medicine.

"We wanted to reach out to the San Diego community and engage a wider audience of alumni and friends," said Gina Jacobs, SDSU media relations manager and executive producer of the show.

Hosted by Fox 5 News reporter Perette Godwin, '86, "SDSU Insider" will also feature interviews with San Diego State's new president, Elliot Hirshman; Aztec Football head coach Rocky Long and quarterback Ryan Lindley; plus the story behind The Campaign for SDSU.

The new episode will air on KPBS-TV in San Diego on Saturday, Oct. 1, at 11 a.m. It will also be available online at www.sdsu.edu.

Hooray for Hoover!

The class of about 4,000 first-time freshmen who started at San Diego State this fall have an average high school GPA of 3.63 and an average SAT score of 1110.

Among those high achievers are 44 students from Hoover High School admitted through the College Avenue Compact, including Jessica Hernandez,

valedictorian of Hoover's Class of 2011.

Modeled on the long-running Compact for Success with the Sweetwater High School District, the College Avenue Compact guarantees a place at SDSU to Hoover students who can meet certain academic requirements.

Hoover High School is part of the City Heights Educational Collaborative, which partners

three San Diego Unified School District schools in City Heights: Hoover High, Monroe Clark Middle and Rosa Parks Elementary, with San Diego State, the San Diego Education Association and Price Charities.

The groundbreaking initiative is designed to assist inner-city students in achieving educational excellence and preparing for higher education.



Planet Friendly

With the help of a campus student group, San Diego State is sporting a new color these days: green.

The Green Campus interns, a group of students dedicated to energy efficiency, helped initiate a campus-wide energy assessment this summer. The study will identify how SDSU can save money by updating to more energy-efficient methods of lighting, heating and ventilation.

"The money that we save from this campus-wide energy retrofit will go right back into the utilities fund for the university," said student Kenzie McDonald, project lead of the SDSU Green Campus interns.

The Green Campus intern program is a state-wide initiative of the Alliance to Save Energy, a nonprofit organization that promotes energy efficiency world-wide. Designed specifically to foster sustainability on college campuses, the program is supported by Sempra Energy, Southern California Edison and other companies.

The mission of the interns is to educate the campus community on energy efficiency inside and outside the classroom, encourage the next generation of energy-efficiency professionals and achieve energy savings for the university.

The summer's energy assessment was a follow-up project after the interns proposed a campus-wide lighting upgrade that they determined could save the university \$470,000 annually.

"The schedule of accomplishing a major energy retrofit on campus has been advanced and supported by the diligent and capable efforts of the Green Campus interns," said Bob Schulz, SDSU associate vice president of operations. "We are grateful for their time and efforts."

The work of the Green Campus interns is just one among many initiatives that earned SDSU recognition from the Princeton Review in its "Guide to 311 Green Colleges."

Also highlighted are SDSU's Center for Regional Sustainability, the new Aztec Center's LEED platinum goals and student groups Green Love, E3 and Greeks Gone Green.

— Samantha Afetian

Compass

Human Meets Mastodon? An ancient story unfolds in the deep.

Once upon a time during the Late Pleistocene Era, somewhere between 18,000 and 12,000 years ago, deep inside a cave near the Caribbean coast of Mexico's Yucatan Peninsula, a human met a prehistoric elephant.

Well, it could've happened that way. We'll never know for sure. But the recent discovery of megafauna bones lying alongside a human skull—perhaps the oldest human remains ever found in the Western Hemisphere—indicates predecessors of Mexico's native Mayan people did live in close proximity with the giant prehistoric beasts that resembled modern-day elephants.

The caves they frequented are deep underwater now, submerged during the big melt at the end of the last Ice Age. Shrouded in darkness and oxygen-poor seawater, these precious prehistoric relics have survived intact all this time.

A Mexican team of divers from the Tulum Speleological Project found the fossilized remains 140 feet down at the bottom of a natural sinkhole—or *cenote*—contained within an underwater cave system that stretches for miles along the coast some 80 miles south of Cancun.

"It's a very rare site," confirmed Dominique Rissolo, SDSU adjunct professor of anthropology and executive director of the Waitt Institute, a La Jolla-based nonprofit specializing in underwater exploration. An SDSU alum, Rissolo earned his bachelor's degree on the Mesa in 1994 and returned after graduate school to teach anthropology and archaeology before leaving to take the helm at the Waitt Institute.

"It's not every day an archeologist gets to work with such important remains, so they need to be treated with great care," he continued. "If someone were to move one of those bones, a tremendous amount of information would be lost."

Known for his research on Maya history, Rissolo recently received a grant from the Archaeological Institute of America to protect the sunken cave from amateur explorers and stage it for researchers. He worked in partnership with Mexico's National Institute of Anthropology and History, co-leading a team that recently installed fencing, a secured entrance gate and dive platforms near the site.

The next step: Archaeologists and technical divers assisted by a team from National Geographic will photograph and map the cave and all artifacts found inside, then carbon-date the remains. Their findings may provide another piece of an ancient story.

— Sandra Millers Younger
Contributing reporter: Samantha Afetian







Political cartoons from the British humor magazine "Punch," circa 1860. They illustrate widespread animosity for Abraham Lincoln's anti-slavery policies.

Aztec Authors

American pie with a whole wheat crust—that's how SDSU history professor Elizabeth Cobbs Hoffman describes her first work of fiction. As the apt metaphor implies, Hoffman's book contains more substance than the average bestseller.

"Broken Promises," a story set during the American Civil War, won this year's San Diego Book Award for best historical fiction and earned Hoffman the celebrity status of a Target Emerging Author. The book is on sale at Target stores nationwide.

Wrapped in a fictitious love story between an Englishwoman and a Southern merchant, "Broken Promises" details the diplomatic efforts of Charles Francis Adams and his son to prevent Britain

from furnishing political and economic support to the Confederacy.

The book's protagonist, Adams was the son of John Quincy and grandson of John, two early American presidents. A politician in his own right, he was elected to the House of Representatives in 1858. He resigned three years later to become Abraham Lincoln's ambassador to Britain at a critical time in bilateral relations.

Hoffman wrote "Broken Promises" while teaching at University College Dublin on a Fulbright grant. There, she had access to British historical records of trans-Atlantic affairs during the 1860s.

Following her success with "Broken Promises," Hoffman is working on a second book of

historical fiction—this one about Alexander Hamilton, whom she calls a "pillar of the U.S. Constitution."

"I think serious academics have to be heard by a broader audience," Hoffman said. "We have a responsibility to share our insights into American history."

At SDSU, Hoffman holds the Dwight Stanford Chair in American Foreign Relations. She won the Allan Nevis Prize for literary distinction in the writing of history and recently spent a semester at Stanford University as a National Fellow at Hoover Institution.

Her previous books include "The Rich Neighbor Policy: Rockefeller and Kaiser in Brazil" and "All You Need Is Love: The Peace Corps and the Spirit of the 1960s."

New Faces

SDSU welcomed two deans and a new vice president for research this fall.

Michael R. Cunningham, Ph.D., a successful entrepreneur, is dean of the College of Business Administration. He founded New York-based Cunningham Graphics International in 1989 and took it public on NASDAQ in 1998. The company ranked #44 on the Forbes list of Top Small Public Companies and #13 among Business Week's 100 Best Growth Companies.

Cunningham has taught at New York University, California Polytechnic State University and SDSU.

Gale Etschmaier is dean of Library and Information Access. Previously, she served as associate university librarian for public service at George Washington University in Washington D.C.

Etschmaier has a master's degree in library science from the State University of New York, Albany and an Ed.D. from the University of Pennsylvania.

Stephen Welter will join SDSU in November as vice president for research and dean of Graduate and Research Affairs.

A former assistant professor of zoology at SDSU, Welter has been at the University of California, Berkeley, since 1984. Currently, he is associate dean and professor of environmental science, policy and management

at UC Berkeley's College of Natural Resources.

The Research Foundation also welcomed a new executive director, Bob Wolfson, formerly senior vice president and chief operating officer at the Public Health Institute in Oakland, Calif.

Staying Connected



A decade ago the best way for alumni and friends to stay connected to San Diego State was by subscribing to an email newsletter or, of course, reading *360 Magazine*. Thanks to advancements in technology and the university's efforts to be a leader in social media, people can now connect and engage with SDSU in a variety of ways.

On its Facebook page (Facebook.com/TheSDSU), the university shares news and information, and photos and videos of campus. It also asks fans to share their thoughts and memories of their times at SDSU, by posing questions like "Was there a particular teacher or class at SDSU that inspired you?"

On Twitter, @SDSU_NewsTeam shares campus news and responds to questions about SDSU. Fans can share where they are on campus with Foursquare.com/SDSU_NewsTeam. And videos tell the story at YouTube.com/SDSUVideo.

Visit one of SDSU's online communities and share your thoughts. If you've got a smart phone, scan the QR code above and connect with SDSU.

Aztec Honored

Academy Award-winning actor Gregory Peck, who attended San Diego State in the 1930s, became the 17th inductee into the Legends of Hollywood postal stamp series earlier this year.

Elected the greatest screen hero of all time by the American Film Institute, Peck was born in La Jolla on April 5, 1916.

He appeared in more than 60 films and was nominated five times for the Academy Award for Best Actor. He won for his performance in "To Kill a Mockingbird" as defense attorney Atticus Finch, a character that Peck said was closest to his own heart. The stamp portrait is a still image from the film.

In 1969, President Lyndon B. Johnson awarded Peck the Presidential Medal of Freedom as "an artist who had brought new dignity to the actor's profession." Peck died in 2003.



Mapping Cyberspace. Ideas leave footprints on the World Wide Web.

In our increasingly virtual world, it's easy to assume the ideas we come across on the Internet simply float in the ether, untethered. But every story, every post, every comment on the World Wide Web originates at a specific point on a worldwide map and travels from one user to another, each located in a real-world location. Grab those users' Internet Protocol (IP) addresses—location codes associated with online devices—and you can plot the route a given idea takes across a real-world map.

San Diego State researchers have found that the “geospatial footprints” ideas leave behind as they sprint through cyberspace can tell us a lot. For instance: where terrorist groups are actively recruiting, how quickly a flu epidemic is spreading, why a certain fashion trend is catching on in San Diego but not San Francisco.

SDSU professor of geography Ming-Hsiang Tsou is leading a four-year study funded by a \$1.3 million National Science Foundation grant to develop new ways of tracking and analyzing the popularity of online ideas.

The San Diego State team, which will present its early findings at the prestigious American Association for the Advancement of Science 2012 annual meeting in Vancouver, also comprises co-investigators Dipak Gupta, emeritus professor of political science; Jean Marc Gawron, professor of computational linguistics; An Li, associate professor of geography; and Brian Spitzberg, professor of communications.

GEOSPATIAL PERSPECTIVE

“We are utilizing traditional web search engines like Google, Yahoo and Bing to discover information and intelligence from publicly accessible websites,” Tsou said, “but we’re giving the search results additional perspective by using geographic information systems (GIS) and computational linguistics to analyze their content.”

The multi-disciplinary approach, particularly the geographical dimension, distinguishes SDSU's study.

“A lot of computer people have enhanced a search engine,” Gupta said, “but they haven't considered the spatial correlations and time/space relationships behind that.”

Here's what he means. In an early experiment, researchers typed the key words “burn Koran” into standard online search engines, mined the top 1,000 results for IP addresses, and plotted the corresponding geographic locations on a map.

Not surprisingly, a cluster of online news reports and chatter—a geospatial footprint—showed up near a Florida church where the provocative incident occurred in March 2010, and in several major cities, including New York and San Francisco.





Digging deeper, the research team also identified a cluster in Topeka, Kansas, where another church had threatened to follow suit.

“We’re enhancing a web search engine by giving it spatial perspective,” Gupta explained. “This allows us to visualize the spread of an idea. We also do a snapshot of what happened in the whole world at that moment, and over time we can see new hotspots emerging.”

The next step—overlaying the geographic results with demographics gleaned from census data—may help explain why. Age? Gender? Ethnicity? Education level? Employment status? Any of those factors could be the reason one community buzzes about a given issue while a neighboring town seems unconcerned.

The researchers believe the possible applications of mapping cyberspace will span multiple disciplines, starting with homeland security, public health and marketing.

“It has great potential for the future, not just for geography, but the whole of social and economic study,” Gupta said. “We can talk about terrorism more comprehensively. Why are people getting radicalized in one city, but not in another one? Who are these people? What are the policy implications?”

“Or we can talk about marketing. What if you launched a new product and you can see people are talking about this in Albany, but not in Syracuse? What are the differences? We can look at all those factors.”

And at the same time, look at the spread of information in a whole new way.

Visit the project website at <http://mappin-gideas.sdsu.edu>.

— Sandra Millers Younger
Contributing reporter: Lorena Nava
Ruggero



Conversations with the President

By Coleen L. Geraghty

Elliot Hirshman, Ph.D., the eighth president of San Diego State, has been preparing to lead a university for most of his adult life.

Not that he harbored a particular ambition in 1989, when he joined the University of North Carolina at Chapel Hill as assistant professor of psychology. But over the years, a series of mentors encouraged him to aspire to administrative roles in academia.

“Through working with many different mentors, I saw the kind of impact a university leader could have,” Hirshman said in an interview shortly after starting his presidency at SDSU.

“Some of them showed me how a leader could work with people to craft a strategy for advancing the university. From others, I learned how leaders create a vision to inspire a community. This mentoring, plus the fact that I had some success in leadership positions, tended to move me toward becoming a university president.”

A scientific puzzle

Hirshman’s path to the corner office in Manchester Hall took

"He is thoughtful and organized, and he knows how to get things done."

him to public and private institutions. From UNC Chapel Hill, he became chair of the psychology department at the University of Colorado at Denver.

Two years later, he took on a similar role at George Washington University and rose to chief research officer there. His most recent position before SDSU was provost and senior vice president at the University of Maryland, Baltimore County.

Early in his career, Hirshman participated in a year-long fellowship with the American Council on Education, the nation's premier development program for leaders of higher education.

He was assigned to the Office of the President at Arizona State University and participated in high-level preparation related to budgeting, strategic planning, enrollment management and fundraising.

"I've always been interested in large complex systems," Hirshman

said. "As an undergraduate at Yale, I studied how economies come to equilibrium. As a cognitive psychologist, I have studied the brain. Universities are also large complex systems. We can't always predict how something that happens in one part will affect the entire system. It's an interesting scientific puzzle."

Collective decision-making

The breadth of Hirshman's experience clearly impressed the selection committee that chose him from a national pool of candidates to succeed Stephen L. Weber as president of San Diego State University.

Their choice did not surprise Bernadette Gray-Little, University of Kansas chancellor, who chaired the psychology department at UNC during Hirshman's time there.

"He is thoughtful and organized, and he knows how to get things done," she said. "Even then Elliot understood the importance of bringing others in to the decision-making process. The maturity of his approach to departmental organization was unusual for someone so young. I have long expected he would become a university president."



On his first day as president, Elliot Hirshman visited Rosa Parks Elementary School, part of the City Heights Educational Collaborative.

Recognized researcher

Hirshman has been equally successful in his research endeavors as in his administrative roles, said Neil Mulligan, whose first year as a UNC Chapel Hill graduate student coincided with Hirshman's first year as assistant professor.

Currently director of cognitive psychology at UNC, Mulligan described his mentor as an internationally recognized scholar who has published in the most prestigious journals in the field. Their work together involved computational and mathematical modeling of the cognitive processes by which the mind stores and retrieves memory.

"Elliot is one of the smartest people I've ever met," Mulligan said. "He is even-keeled but highly driven when working on a project. As a mentor, he allowed his students to struggle with certain problems because he was guiding them to develop their own research ideas. The guidance emerged naturally

The new SDSU president took questions from prospective students and their parents visiting campus in July.

Photos: Sandy Huffaker Jr.





After attending a flag-raising ceremony on campus, President Hirshman spoke with Col. Marty Wojtsiak, Air Force ROTC Detachment 075 Commander, as Capt. Bill Ault, Commander of the Navy ROTC Detachment, looked on.

from the questions he asked and the advice he provided.”

The family business

Elliot Hirshman grew up in a modest middle-class neighborhood in suburban New Jersey. He likes to say he went into the family business—his father held management positions with the offices of the registrar and financial aid at Rutgers University. His mother was a medical technologist.

New York City attorney Michele Hirshman, the president’s sister, recalled that sports was a frequent topic of conversation around the dinner table.

“Both Elliot and our brother, Ken, played football, and Elliot was a quarterback,” she said. “Our parents always attended their games to cheer them on.

“The three of us were expected to work hard at school, but our parents emphasized doing good above doing well (academically). Their articulated position—their philosophy of life—was to leave the world a better place.

And that is Elliot’s philosophy. He has this very special ability to look at the external situation and see opportunities. He sees what people share rather than what keeps them apart.”

Hirshman acknowledges the fundamental influence of family support in his life.

“The most important thing to know about me as a person,” he said, “is that I come from a very strong and supportive family. It is the key to understanding me. My wife and I have tried to recreate that approach with our children.”

A time of change

Hirshman and his wife, Jeri, come to SDSU at a time of change in their personal lives. Both children are now college students—their daughter a junior at Muhlenberg College, a private institution in Pennsylvania; and their son a freshman at the University of Virginia.

“Learning has always been an important part of their lives,” Jeri Hirshman said. “Our emphasis was not on the grade, but on doing your best. It’s fortunate that we didn’t have to push our children. They were always motivated to please their father.”

She recalled the family’s time in Tempe, when Hirshman was working at Arizona State University and enrolled in Toastmasters, a non-profit organization that teaches public speaking skills.

He created a game that involved lobbing questions at his children as they stood on their beds, hair-brush “microphones” in hand. Both have grown to be poised public speakers, Mrs. Hirshman said.

“I encourage my children to find their own compass.”

Now that his children are college students, Hirshman takes a different approach to parenting—one that reflects his unique situation as father and university president.

“I want my children to make the most of their time at university, and that means making the least of my presence,” he said. “When you’re a provost or a president trying to counsel your children about higher education, your words may be weighted in ways that don’t reflect the average

"My goal is that every student who comes to SDSU should flourish."



parent's perspective. I encourage my kids to find their own compass, their own approach."

Stability and support

Creating stability and support within the larger academic framework is one of Hirshman's goals as SDSU president. While San Diego State's size, scope and impact are "tremendous advantages," people also need to find affiliations within smaller groups on campus, he said.

"Throughout my professional life," Hirshman noted, "I have tried to bring together groups of people who support each other and focus on important goals, but are also moving toward very specific accomplishments. This is something SDSU has done very well, and I am interested in building on it."

Inclusive excellence is another goal Hirshman has discussed in early meetings with faculty, staff and the San Diego community. He defines it as "the core idea" that all students, regardless of background, can and should achieve excellence.

"SDSU is an extraordinarily diverse community that transforms lives," he said. My goal is that every student who comes here should flourish, should see the university as a supportive home for personal, professional and intellectual development."

10 questions for Elliot Hirshman

If not academia, which profession would you have chosen?

Some form of small business entrepreneurship. It's a way to work with others to build something innovative that will have a lasting impact.

What is the best piece of advice you ever received?

No one cares how much you know until they know how much you care. Relationships, the human elements, people's aspirations—these things are always as important as facts and technologies.

Tell us about a book you recently enjoyed.

My mentor and friend Freeman Hrabowski recommended "The Columbian Orator" as a reference during the presidential transition. This is a book that strongly influenced Frederick Douglass, and is the one he took with him when he escaped from slavery. It is a compilation of great speeches and essays from ancient times to the late 1700s. The speeches illustrate many of the pervasive themes—both good and bad—of Western civilization.

What is your favorite film?

"The Shawshank Redemption." The story demonstrates that even in the most challenging situation, one can realize dreams.

What is your favorite spectator sport?

Football. It has been described as the ballet of collision, and this represents much of the excitement and drama of the game. Basketball and soccer are close runners-up.

What was your best travel experience?

Driving from Arizona to San Diego in December 1997 with my family. Surrounded by the stark beauty of the desert and my kids (then ages four and seven) asking all manner of questions about this new world, it was a powerful example of how travel can introduce new perspectives.

What is your secret ambition?

To build a house from the ground up—an example of making something of great value that will last for a long time.

What is an interesting or surprising thing about you?

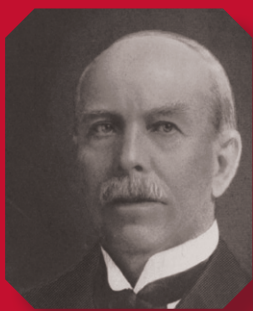
Besides San Diego State, my favorite place in San Diego is the Ocean Beach dog park. When schedules permit, you can find me there with my wife and dog, swimming and playing.

What is your best memory from college?

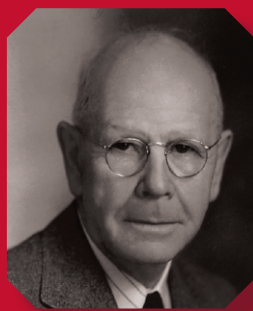
There are so many good memories, from times spent with friends, to interacting with professors, to moments of intellectual and personal development. It was a time and a set of experiences that continues to influence my view of the role and purpose of the university.

What's on your iPod?

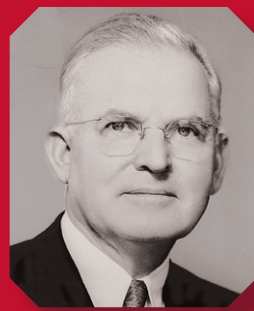
An eclectic mix from many generations and styles including Damien Rice, Willie Nelson, Indigo Girls, Natalie Merchant, Van Morrison, The Antlers, Tori Amos, Sufjan Stevens, Dixie Chicks, Richie Havens, Joni Mitchell, Paul Simon, Chantal Kreviazuk, the Bobs (Dylan and Marley), and many, many more.



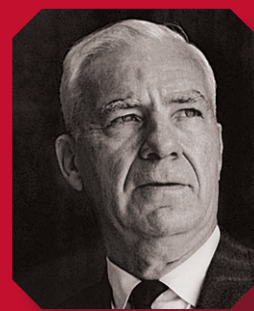
Samuel T. Black



Edward L. Hardy



Walter R. Hepner



Malcolm A. Love

Presidential Honor Roll



SAMUEL T. BLACK

FIRST PRESIDENT, 1897 – 1910

One hundred fourteen years. Eight presidents. The top job at San Diego State University has rarely changed hands during the institution's long history, giving each leader ample opportunity to create a unique legacy. Here's a brief overview.

The founder

Samuel T. Black was founding president of the San Diego Normal School, the state-funded teaching academy that evolved into San Diego State University.

Previously California's superintendent of public instruction, Black took office in 1897 and served until 1910. He oversaw the new school's move from cramped quarters over a downtown drug store to a stately new building on Park Boulevard. During his tenure, enrollment grew from 91 to 400.

President Black is remembered for his advocacy and devotion to education, which established a strong foundation and positioned a fledgling institution for future growth.

The expansionist

Edward L. Hardy, the man for whom Hardy Tower, Hardy Avenue and Hardy Elementary School were named, served as president of San Diego State from 1910 to 1935.

Taking a progressive approach to education, Hardy broadened teacher education beyond rote memorization and pedagogy. In large part because of his lobbying efforts, the state legislature in 1921 upgraded San Diego Normal School to San Diego State Teachers College, a four-year, degree-granting institution.

Hardy also pushed for the physical expansion of San Diego State, supervising design and construction of a stunning new California Mission-style campus on Montezuma Mesa, SDSU's home since 1931. To celebrate the new location, Hardy gave all faculty, staff and students a day off each February to refresh the "S" for State once outlined in painted rocks on nearby Cowles Mountain.

The builder

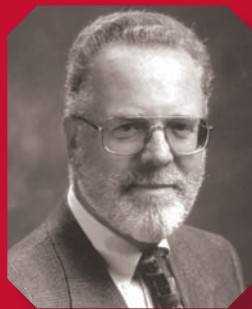
In 1935, following Hardy's retirement, Walter R. Hepner became president of San Diego State College, which that same year



Brage Golding



Thomas B. Day



Stephen L. Weber



Elliot Hirshman

gained authority to drop the “Teachers” label and offer additional degrees other than education.

A prolific grant writer, Hepner personally sought the funds to add land and facilities to the growing institution. With federal grants from the Depression-era Works Progress Administration (WPA) and New Deal programs, a modern campus began to take shape.

The people’s president

Malcolm A. Love’s personal engagement with the campus community from 1952 to 1971 forged his reputation as “the people’s president.” Walking to campus from his home at 66th Street and Montezuma Road, President Love stopped to say hello and shake hands with every campus person he encountered. He reportedly knew each faculty and staff member by first name.

Love presided over a time of championship athletics and significant academic growth at San Diego State, which in 1960 became part of the newly formed California State College system. In 1963, he secured President John F. Kennedy as key commencement speaker and awarded him an honorary doctorate.

The research champion

Brage Golding’s five-year tenure as president of San Diego

State, from 1972 to 1977, saw the institution officially recognized as a university. A Purdue-educated engineer, Golding focused on building a strong administrative team; hiring new faculty, especially in science and engineering, and strengthening the university’s research foundation.

President Golding’s influence can also be seen in the names of various campus buildings, including Hepner Hall and Hardy Tower, which he designated to honor important figures from campus history. Golding later became president of Kent State University.

Challenging times

The 1978-1996 presidency of theoretical physicist Thomas B. Day was marked by progress in academia but turmoil on campus. In 1980 and again in 1992, Day’s proposed program cuts and faculty/staff layoffs in response to state budget reductions led to loss of morale and—in the early 1990s—campus unrest.

But President Day also played a key role in San Diego State’s development into the major comprehensive university it is today. Through the mid-1990s, SDSU completed long-planned construction projects, and rose to national prominence in terms of academic rankings, faculty honors and alumni accomplishments.

Uniting a campus

San Diego State University’s seventh president, Stephen L. Weber, served from 1996 until his retirement in July 2011. Weber manned the helm during an era of excellence that brought about SDSU’s transformation into a top-tier research university, home to multiple nationally ranked academic programs.

He will no doubt be remembered for his efforts to strengthen ties with the community and for his strong record of increasing grants, contracts and private philanthropy despite economic challenges; addressing community needs through new academic and outreach programs; expanding opportunities for international study; and establishing strong veterans’ programs.

A new era

By all measures, SDSU President Elliot Hirshman has inherited a university whose academic, research and community service credentials are stronger than ever. One of the youngest presidents to serve, Hirshman will lead SDSU into the final phase of its first fundraising campaign.

Sources: “San Diego State University: A History in Word and Image” by Raymond Starr; Seth Mallios, chair, SDSU Department of Anthropology.



Photo: Ken West

Mrs. Hirshman pursued her career in nursing. She has practiced her healthcare skills in post-operative care, neonatology units, intensive care, and at a Native American reservation in Arizona since earning a nursing degree from the University of Illinois in Chicago. For the past 12 years, she has worked in out-patient surgery centers as a post-anesthesia recovery nurse.

"Nursing has been a great career for me," said Mrs. Hirshman. "It has allowed me to move all over the country and meet interesting people. I love to educate and support patients and their families. A friend asked me before we moved to San Diego if I'm still going to be a nurse. My answer is I will always be a nurse."

A New First Lady for SDSU

By Leah R. Singer

Fourteen years ago, Elliot and Jeri Hirshman and their two children visited San Diego from their home in Arizona. As they left America's Finest City, they passed San Diego State University and Hirshman said to his wife, "Wouldn't it be amazing to work here?"

Mrs. Hirshman remembered that moment when her husband was offered the post of SDSU president.

"Seeing Elliot's dream come true is exciting. There is so much opportunity in San Diego. It is such a diverse community and we both appreciate that."

Family life

The Hirshmans' 22-year marriage had its genesis in Chicago. "We

met at a wedding there and it was an instant connection," she recalled.

Their daughter, Wendy, is a junior and a Muhlenberg Scholar at Muhlenberg College in Pennsylvania. Son Nathan is a freshman and an Echols Scholar at the University of Virginia.

"We've tried to encourage them to be caring, responsible citizens ... and to be open-minded to other people's feelings," Mrs. Hirshman said. "We've also taught them that words are very powerful. Pay attention to what you say and the effects of your words."

A nurse at heart

As President Hirshman built a career in higher education,

Mrs. Hirshman plans to use her nursing experience in San Diego "but take it to a different place" as a volunteer within the community.

Settling into SDSU

As the Hirshmans settle into life in San Diego, Mrs. Hirshman has visited the campus to tour the Donald P. Shiley BioScience Center and the Parma Payne Goodall Alumni Center. She and the president also joined SDSU's Educational Opportunity Program (EOP) students for lunch.

"Every single person I've met seems so happy, and that speaks volumes about SDSU," Mrs. Hirshman said. "I was so impressed with the EOP students. Many of them are the first (in their families) to go college. They are our future and that's what education is all about."

FUELING
POTENTIAL SUPPORT
INNOVATIVE PROGRAMS

COMPETING

• *The CAMPAIGN for* •

GLOBALLY ATTRACT
AND BRING IN TOP
FACULTY LEADING
INNOVATION DISCOVERY

Leadership Starts Here

ENGAGING THE
REGION FUELING
POTENTIAL
SUPPORT INNOVATIVE
PROGRAMS

THE CAMPAIGN FOR SDSU

There's a sense of momentum in the air at San Diego State University.

You can feel it during the annual Student Research Symposium when SDSU's brightest share the results of their scholarship with faculty, staff and fellow students. It's there inside the Parma Payne Goodall Alumni Center, where Aztecs meet new friends and reconnect with former classmates. And the momentum is irrepressible when our student-athletes compete to the strains of the SDSU Fight Song.





FUELING
POTENTIAL
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ENGAGING
REGION
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SUPPORT INNOVATIVE

POTENTIAL

Leadership Starts Here

On Sept. 16, San Diego State University launched the public phase of a \$500 million fundraising campaign. The Campaign for SDSU is about building support for students, faculty, staff and programs. It is about transforming SDSU into one of the great public universities.

Led by the Campanile Foundation, whose members envisioned the campaign, stepped forward to support it and told our story in the community, we raised more than \$270 million in the four years prior to this public launch.

Multi-million-dollar gifts from alumni and friends established the L. Robert Payne School of Hospitality and Tourism Management, the Charles W. Lamden School of Accountancy and the Donald P. Shiley BioScience Center.

Smaller gifts have provided merit scholarships and professional internships for students; support for our distinguished faculty; and funds to expand SDSU's unique Guardian Scholars program, which provides



12-month room and board, as well as academic advising and tutoring, for students exiting the foster care system.

As we move forward, San Diego State needs your support to achieve our campaign goals:

LEADING INNOVATION

In each of our seven colleges, faculty and students work together to solve the problems facing our region and our world. Donor support will help SDSU attract and retain outstanding faculty and build excellence in our nationally ranked programs in public health, engineering, psychology, education, homeland security, international business and dozens of others.

ENGAGING THE REGION

Since its founding in 1897, San Diego State University has been a partner in the growth of our city, county and region. Sixty percent of Aztecs remain in San Diego, comprising the strong, resilient foundation of the economy. The Campaign for SDSU will expand academic programs that

prepare students to be day-one ready for professional success.

COMPETING GLOBALLY

With 335 international programs in 52 countries, SDSU ranks third nationally among similar universities in the number of undergraduates studying abroad. We need your support to increase scholarships for students seeking an international experience; attract faculty with international expertise in multiple disciplines; and strengthen programs that tap the potential of students to take their place in our global society.

FUELING POTENTIAL THROUGH SCHOLARSHIPS

Providing financial aid for deserving Aztecs remains a long-standing priority at San Diego State. Since 2007, we've raised more than \$32 million for our Fuel Potential scholarship campaign. But the need is increasing. Your gifts to Fuel Potential, an important component of The Campaign for SDSU, will ensure that students have access to the transformational power of a college degree.

The Challenge Ahead

The Campaign for SDSU is your opportunity to join us in the important work of transforming lives. More than ever, the students and faculty of SDSU need you to become a partner in our vision for the future—because our success is ultimately yours.

Led by our new president, Elliot Hirshman, Ph.D., SDSU is primed to become even stronger and more committed to educating tomorrow's leaders. Now is our time to build a university for San Diego's future.

To learn more, visit sdsu.edu/campaign

FINANCIAL STATEMENT

The Campanile Foundation

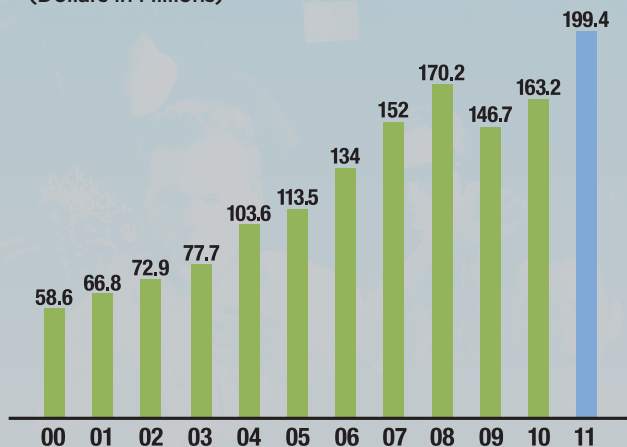
FISCAL YEAR 2011

The Campanile Foundation was founded in 1999 to be the philanthropic support for SDSU. After 12 years, the assets have grown to \$199 million. The mission of the Campanile Foundation is to provide San Diego State University with community expertise, oversight and advocacy to increase private giving and to manage the philanthropic assets of the university.

The Campanile Foundation engages McGladrey & Pullen, LLP as our independent auditors. A complete set of the audited financial statements, with accompanying footnotes, will be available on the Campanile Foundation's website in October of this year.

TOTAL ASSETS

(Dollars in Millions)



BALANCE SHEET

(Dollars in Millions)

	6/30/11	6/30/10
ASSETS		
Pledges and Accounts Receivable	\$55.8	\$51.2
Investments	139.9	107.8
Beneficial Interest in Trusts	3.7	4.2
TOTAL ASSETS	\$199.4	\$163.2

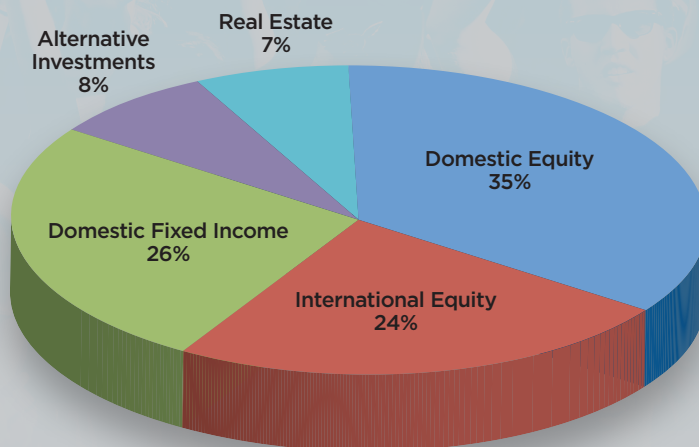


ENDOWMENT INVESTMENT POLICY

The Campanile Foundation's endowment is invested with professional money managers hired through a competitive process. The asset allocation is intended to provide diversification and moderate risk with a focus on long-term investment return. The investment performance, compared to investment return expectations, of each money manager is monitored quarterly by an independent investment consultant and reviewed by the Campanile Foundation's Finance and Investment Committee.

ENDOWMENT BALANCED POOL ASSET ALLOCATION

Includes Endowment Principal Only



INVESTMENT RETURN DATA

Period ended June 30, 2011



*"Join me and the Campanile Foundation board
in transforming lives
through The Campaign for SDSU."*

Jim Sinegal, '59
Founder and CEO, Costco
National Campaign Chair

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Retired Editor
The San Diego Union-Tribune



Better Faster Stronger

By Sandra Millers Younger

SDSU
engineers
work to invent
brain-controlled
bionics.

A campy 1970s television series chronicled the adventures of astronaut Steve Austin, “a man barely alive” after a spectacular shuttle crash, who nevertheless survived to become the world’s first bionic man.

“Gentlemen, we can rebuild him,” a mysterious voice intoned over a title sequence depicting x-rays, schematics and surgical scenes. “We have the technology.”

Sure enough, “The Six Million Dollar Man” soon emerged from the hospital outfitted in a spiffy red track suit and equipped with uber-high-tech bionic parts rendering him “better . . . stronger . . . faster” than before.

Thirty-five years later, the field of bionics is no longer merely science fiction fantasy. Cochlear implants restore a measure of lost hearing. Artificial hearts support circulation in transplant patients. And robotics are replacing traditional artificial limbs—thanks in large part to San Diego State engineers.



A seamless connection between human and robotics

Imagine a pianist performing Chopin with robotic hands, or a wounded veteran sensing warm sand under prosthetic feet as he runs on the beach. Full dexterity. Full sensation. That's the future these researchers are helping to invent.

Here's how far they've already come. Recently at the University of Washington (UW) in Seattle, a man who had lost arm function moved the fingers of a robotic hand with his thoughts alone, wirelessly transmitted to the prosthesis by sensors implanted in his brain.

The UW team responsible for that remarkable advancement is now partnering with the SDSU College of Engineering and the Massachusetts Institute of Technology to further the development of real-world bionics.

Sensors on the brain

The universities' combined research strengths and convincing preliminary progress impressed the National Science Foundation (NSF), an agency that exhorts America's engineers to "make imagination real."

In June, the three institutions prevailed over more than 100 other groups in winning an \$18.5 million National Science Foundation grant to establish an Engineering Research Center (ERC) for sensorimotor neural engineering. The coveted ERC award, SDSU's first, will support five years of research.

Based in Seattle, the ERC aims to develop robotic devices that interact seamlessly with the human body to restore or improve sensation and movement.

Extracting neural signals via implantable, wearable and interactive sensors, these new-generation prosthetics will take over the job of damaged or missing nerves by capturing and transmitting information to and from the brain and muscles or robotics.

Robotics pioneers

The ERC's director is Yoky Matsuoka, a distinguished UW associate professor of computer science and engineering, recognized as a pioneer in the fusion of neuroscience and robotics.

Leading San Diego State's involvement is Kee Moon, professor of mechanical engineering, who has assembled a team of 10 from the mechanical and electrical

engineering faculty. Associate professor Sam Kassegne will run the clean room where the team will conduct much of their work.

Known as CBRAINE—the Center for Biological, Robotic, Adaptive Interface for Neural Engineering—the ERC component at SDSU plays a critical role in the project. Moon and his Aztec colleagues, including graduate and undergraduate students, will engineer and produce the prototypical sensors and develop the wireless communication capability to operate them.

Full dexterity. Full sensation. That's the future of prosthetics.

"We'll be developing implantable, biocomparable neural interfaces," Moon said, "that is, sensors to be placed on the brain. The wireless interface for these devices will also be developed here at San Diego State."

CBRAINE members and David Hayhurst, dean of SDSU's College of Engineering, will also work with medical ethicists on a "wireless transmission protocol" to protect the neural signals pulled from the brain and processed to control muscles and robotics.

"You don't want that information stolen," Hayhurst said.

To invent brain-based sensors, the SDSU researchers will first need to figure out a mathematical model of brain function.

"We want to achieve a deep mathematical understanding of how biological systems acquire and process information, and then use that knowledge to reverse engineer the nervous system's sensorimotor functions," Moon said.

"That will allow us to develop engineering models for devices integrated with the body to correct neural deficits and boost neural capabilities."

Regional reputation

UW researchers invited San Diego State to partner in the grant competition because of the particular strengths offered by both SDSU and the San Diego region, Hayhurst said.

"One of the strategic decisions made by the University of Washington was to choose universities that were

themselves strong and located in areas very strong in biotech,” he said.

“Based on our faculty’s expertise, microprocessing of materials used in the creation of electronic sensors is something we do well here,” he continued, “and because San Diego is a wireless hub, we’ve also developed expertise in wireless communication.”

SDSU’s exemplary Technology Transfer Office and the region’s reputation as fertile ground for start-up companies fulfill another key NSF grant requirement: to create technologies that end up in the marketplace.

“San Diego is incredibly good at successfully transitioning technology into the marketplace and creating businesses around new inventions, especially in biotech,” Hayhurst said.

“This research effort will create a serious amount of intellectual property. We expect both large companies and small start-up firms to benefit. Even within SDSU we can create spinoff companies.”

Several established firms—including Microsoft, Intel and Lockheed Martin—have already signed on as participants in the ERC’s effort to develop sensorimotor devices. Industry partners will be expected to match NSF funding.

As new commercial applications create new jobs, SDSU will also prepare workers to fill them, Hayhurst said. All three partnering universities will offer two new undergraduate courses, two new graduate courses and a graduate certificate program in neural engineering. The center will also help school districts in Seattle and

San Diego develop neural robotics curricula to interest budding scientists.

“In the long run, we’re committed to educating the next generation and training a diverse workforce for new opportunities coming with the integration of engineering, biology, neuroscience and healthcare,” Hayhurst said.

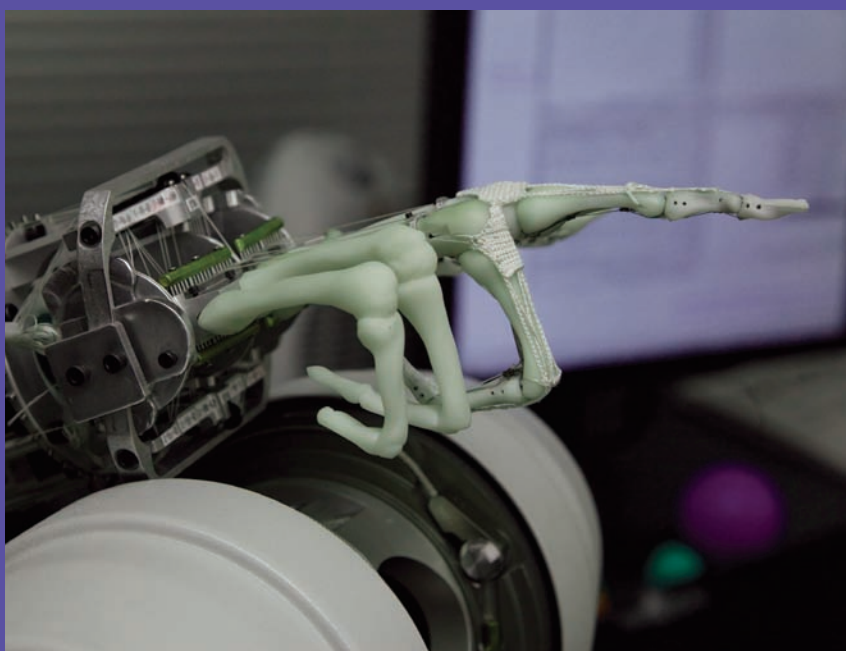
The ultimate goal

Early applications of real-life bionics won’t be nearly as dramatic as sci-fi scenarios. One initial use could be in physical therapy. A sensor-equipped robot that extracts neural signals from a patient’s touch could help a stroke survivor exercise a leg or arm. For convenience, such a device could be installed in the patient’s home and monitored remotely by a hospital therapist.

A next-stage application could be implanting sensors in the muscles to recreate sensation in paralyzed or prosthetic limbs. In such cases, sensorimotor devices in the remaining part of the limb may be as effective in restoring neural feedback as sensors on the brain. Similarly, neurochips may be able to electrically stimulate and reanimate muscles paralyzed by spinal cord injuries.

“Our ultimate goal,” Moon summarized, “is to remotely control a robotic device through neuro function, not joy sticks.”

As research continues, sensorimotor neural engineering may just catch up with Hollywood. Someday, we will have the technology to rebuild human bodies.



Photos: University of Washington



GREEN WITH ENVY

By Coleen L. Geraghty

Meet Amy Devers, '97, designer, teacher, carpenter and TV personality.

If her face looks familiar, you're probably a fan of "Trading Spaces" or "DIY to the Rescue," among television's most popular home improvement shows. Anyone who has witnessed Devers' knowledge and fabrication skill on these series has got to be a little in awe. The woman wields a mean power saw.

For Devers' current role as co-host of the A&E network's "Fix This Yard," she is part entertainer, part expert craftsman and large part workhorse. It's a combination that reflects her off-screen persona.

"Any time you see me digging a hole in someone's front yard, that's real," she said. "Someone else doesn't take over when the cameras stop. You have to work just as hard as the crew behind the scenes."

What audiences may not appreciate is Devers' talent and training as a conceptual designer whose work has been exhibited internationally. Television was not part of the original plan.

A native of Ypsilanti, Mich., Devers headed to New York City's Fashion Institute of Technology (FIT) after high school. She studied fashion merchandising—a safe career choice, her parents thought—but was always more intrigued by the projects assigned to her friends in FIT's design program.

After graduation, Devers dumped the New York fashion world for California, taking odd jobs and occasional classes in photography and design.

A community college instructor encouraged her to apply to San Diego State University's jewelry and metalwork program. She chose furniture design instead after reading about department

"You have to work just as hard as the crew behind the scenes."

chair Wendy Maruyama, a graduate of the prestigious Rhode Island School of Design (RISD).

"It was so exciting to see a female fronting this male-dominated field," Devers said. "And not just a female, but an Asian female. Wendy was indomitable. I learned a lot about problem-solving and adjusting on the fly. Her classes empowered me."

Maruyama's recommendation helped Devers secure her own spot in the master's program at RISD, where she quickly earned a reputation as an over achiever.

While most students produced one or two individual pieces for their thesis projects, Devers designed and built an entire nightclub lounge using only bathroom materials and fixtures.

After RISD, Devers moved to Los Angeles and sought out jobs that would build her skills. Earlier, she had worked as a machine shop foreman at a design and manufacturing firm, where she fabricated environmental designs and streamlined production operations.

Now, she partnered with another RISD graduate to do finish carpentry work for a general contracting firm, all of which readied her for a career she never anticipated.

"A friend of a friend told me about a casting call for a home improvement show. The producers wanted a female co-host with real credentials. I figured why not? It was part of the L.A. experience."

After nearly 10 successful years, Devers approaches her television career as a design project that still needs tweaking. The challenge, she said, is to please the homeowners while engaging the wider television audience.

"I am proud of the information I put out there and I love seeing the light bulb go on, especially with women," Devers admitted. "I can guide them to the place where they say, 'Oh, I get it. I can do this on my own now.'"

Where her career goes next is anyone's guess. But this much is certain: during the upcoming television season, you'll find Amy Devers in the yard of some very lucky homeowners whose neighbors are sure to be green with envy.

Newsroom of the Future

A new state of the art newsroom at KPBS merges radio, television and online platforms.

It's no secret that American journalism as taught and practiced in the 20th century—a marriage of centrally produced print and broadcasting reports—has given way to “new media,” characterized by blogs, YouTube videos, Facebook posts and Twitter feeds.

The transition has been messy, with scores of traditional media outlets consolidating or folding outright. Many journalists have mourned the death of their profession. Others, however, have watched expectantly to see what shape the next era of mass communication will take.

They might do well to take a look at KPBS, San Diego State's own professional news operation. The university's 50-year-old public service broadcasting affiliate is blazing a trail for 21st century communication outlets by converging radio, television and online news in an effort to provide the kind of in-depth coverage and thoughtful analysis all too often lost in the shift to unfiltered user-generated news feeds.



Photo: Jim Brady

By Sandra Millers Younger

A unique position

As a local news outlet, KPBS is in a unique position of growth and success,” said general manager Tom Karlo, an SDSU television production graduate who began his career at the station in the late 70s as a student intern. “We’re probably one of the last organizations to provide local news analysis that lets people know what’s going on, offers per-

spective and understanding, and keeps listeners more informed when they go to the ballot box.”

Long reputed as a leader in the public broadcasting industry, KPBS has focused on issues-oriented news for the past 20 years. Five years ago it pumped up its Web news presence to equal standing with radio and television. With Karlo’s promotion in 2009, KPBS set out to fulfill his

vision of becoming the region's primary news and information source by converging new operations.

"When I became general manager I made the decision to take the separate departments of radio, television, and online news and merge them into one content division," Karlo said. "Now we have approximately 40 people who work on content creation that can be distributed across all platforms."

Achieving Karlo's vision required a managerial reorganization, staff training and some serious remodeling of the KPBS facilities. Karlo took the role of support raiser while KPBS veteran Deanna Mackey moved up to station manager, responsible for supervising staff and operations.

Converging news platforms

Mackey, who led the launch of the online news department in 2006, sees the move to full convergence of news gathering efforts as a logical next step.

She said reporters experienced primarily in radio or television have learned how to write for the web and vice versa. Private donors have paid for this cross-platform training and allowed the station to double its reporting team from six to 12, plus student interns.

In addition, thanks to a \$2.5 million gift from Joan and Irwin Jacobs, the entire second floor of the KPBS building has been rebuilt as an open work area. The renovation brought all 40 members of the KPBS news team together for the first time and provided each with the tools to create online, radio or video content at individual work stations.

Serving many audiences

Giant screens hang from three walls, giving an ultramodern feel to what Karlo calls "the newsroom of the future." Media convergence has now led to physical convergence with special emphasis on local stories and border issues—covered by a dedicated team of bilingual reporters assigned to the "Fronteras Changing Americas Desk."

"This pioneering approach allows us to go beyond fragmented, 140-character reports and do in-depth analysis," explained Suzanne Marmion, KPBS director of news and editorial strategy.

"We can take a 4-minute video package and put it on the radio. So one reporter has served two audiences—the senior viewers who prefer television and the Boomers who like radio. In 20 minutes we can rewrite that story in AP style for the Web, which skews a little younger than the Boomers."

Nightly news for San Diego

A seasoned public broadcasting journalist and educator, Marmion had recently returned from reporting in Africa for National Public Radio (NPR) and was teaching journalism at Columbia University, her alma mater, when she heard about the transition underway at KPBS.

"The industry was in crisis," she recalled. "I thought, maybe it's time to get out and teach fulltime. Then I saw the opening for this job at KPBS, and I thought, wow, nobody [else] in our industry is thinking about full convergence."

KPBS radio listeners began to notice the intensified focus on reporting and analysis in May, with a schedule switch adding more news and informational programming. The transition culminated this month with the launch of "KPBS Evening Edition," a nightly half-hour television news and analysis program.

As the metamorphosis of mass media continues worldwide, Marmion sees KPBS's commitment to presenting old-fashioned news and analysis in a whole new way as a hopeful harbinger for the future.

"Public media are the good guys," she said. "If anyone is going to save journalism, it's going to be PBS and NPR. We have the potential to pull off something amazing."

Stay tuned.



Aztecs in Motion

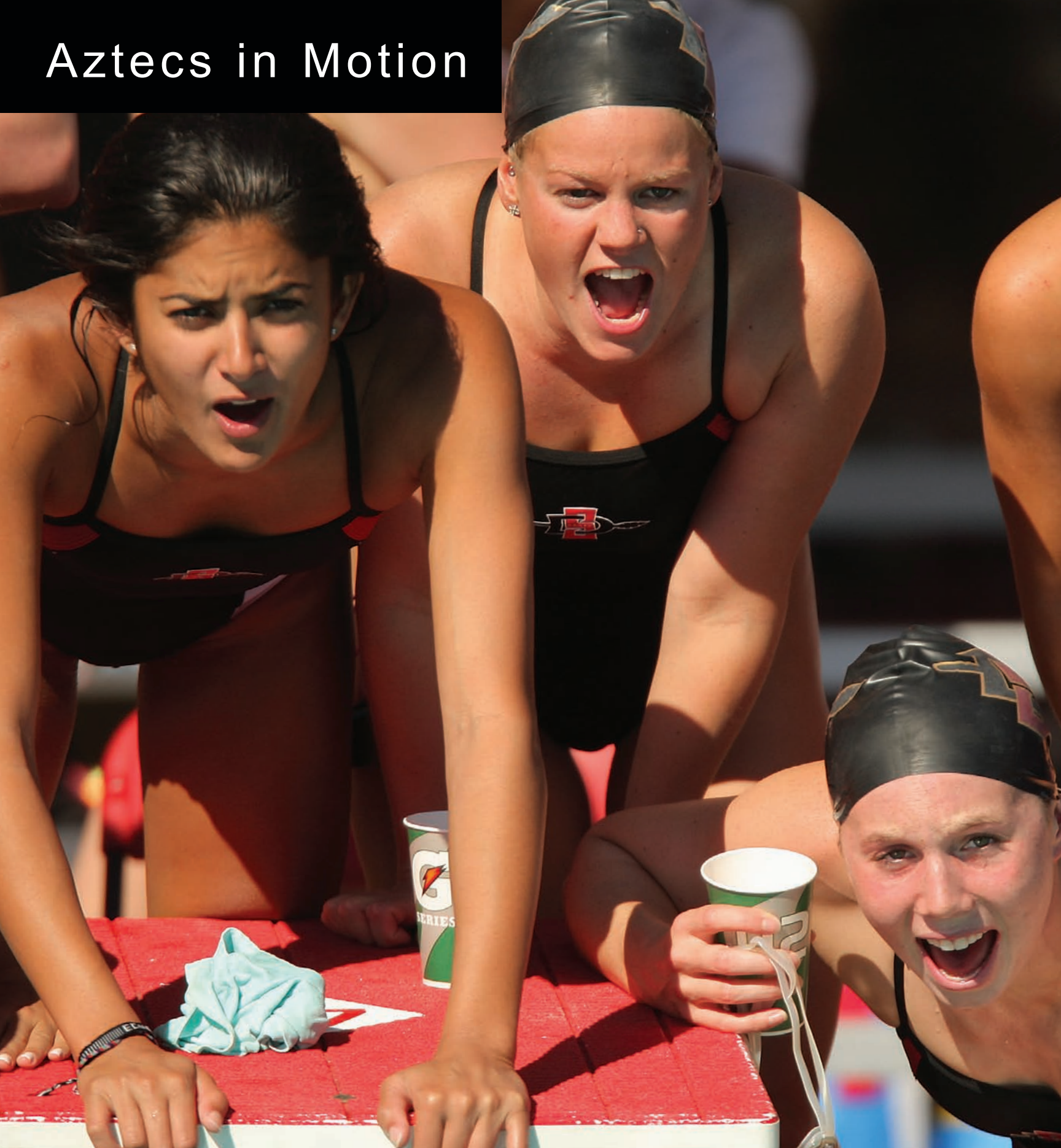


Photo: SDSU Athletics Media Relations - Stan Liu

MWC champions Aina Eill, Allison Hall and Stephanie Koch cheer on their teammates.

Talent Pool. Swim-dive team aims to defend MWC title.

Entering the 2010-11 season, Coach Mike Shrader's message was simple and straightforward: "Have every diver achieve her best diving score and every swimmer achieve her lifetime best time."

If that happens, SDSU's swimming and diving head coach said, "typically you're going to have some good things follow."

Good doesn't begin to describe last season. Try best ever, as in a record 19 victories in as many dual meets.

"It was so exciting [considering] where the program has come from," said Shrader, who in 2008 inherited an Aztec team that had placed second to last at the Mountain West Conference Championships the previous year.

Last season, 11 SDSU swimmers and divers earned all-conference honors, with freshman Kelly Marquenie named MWC Swimmer of the Year, and junior Kristen Meier, crowned MWC Diver of the Year, spearheading the individual achievements. The Aztecs also set school records in 16 events.

"Our enthusiasm level was very, very high," said Shrader, who captured the MWC Coach of the Year award for the third consecutive season. "Everybody was on the same page, ready to get to work, supportive of each other."

After winning the regular season league title, SDSU went on to emerge victorious at the conference championships for the first time in school history, ending Brigham Young University's four-year run as conference champs.

"I couldn't believe it. It was so exciting!" junior swimmer Jessica Crider said. "And then right away I realized, the season is going to start again, and we're going to have to try even harder to defend that championship."

The Aztecs' defense begins Sept. 23, when they visit the University of San Diego. The team will also try to extend its streak of 36 straight dual-meet victories against non-conference opponents, which dates back to 2006.

"It's a little bit different role," Shrader said of his team's current position atop the league. He and associate head coach Brendon Bray recently added the 17th-best recruiting class in the nation, according to CollegeSwimming.com.

Still, Shrader's message remains the same. "It's really about personal excellence—each kid trying to do the best she can do," he said. "You just try to be the best each and every day."

—Josh Hoffman



Aztecs in Motion

Men at Work. Seniors Lindley and Burris lead the Aztecs squad.

"Management is doing things right; leadership is doing the right things."

—Peter Drucker

If ever writer, professor and management visionary Peter Drucker's words applied to a pair of athletes, it would be Aztecs quarterback Ryan Lindley and outside linebacker Miles Burris. Big things are expected on the field this fall from the football team's senior leaders on offense and defense.

Quarterbacks coach Brian Sipe called Lindley "the man in charge this year," and said he's expecting the senior to "play mistake-free as far as managing this offense is concerned."

It's a challenge the native San Diegan welcomes as he strives to lead by example.

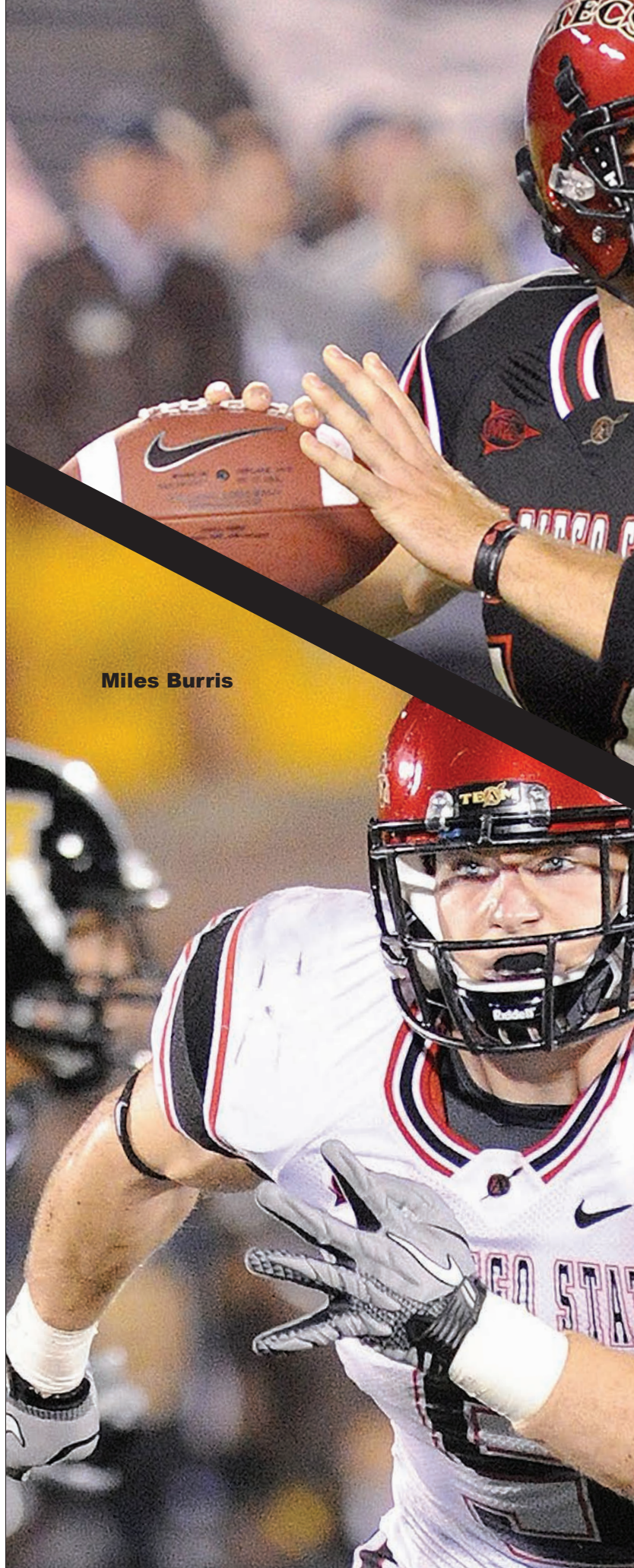
"It's just going out and working hard," Lindley mused. "Especially now that I'm older, I reiterate to the younger guys that all of this is a gift—a privilege—not a right or something you're guaranteed, so you have to try to take advantage and just go hard every play."

Ranked among the nation's top collegiate signal callers, Lindley has started in 36 games before this season—second-most by a quarterback in school history. On track for another record-setting fall campaign, he said he handles the pressure of high expectations by concentrating on the task at hand.

"Regardless of what happens, you've always got to focus on the next play," Lindley explained, "whether we score a touchdown, I throw an interception or somebody fumbles. The only thing you can do to get better is worry about your next opportunity."

Miles Burris

Photos: SDSU Athletics Media Relations – Ernie Anderson





Ryan Lindley

Studious, polite—and relentless

Seizing any opportunity an opposing offense presents, linebacker Miles Burris is known for bolting past blockers to get to the man with the ball.

“He plays with a lot of energy and excitement, and we’re counting on him for some leadership,” said Aztecs head coach Rocky Long.

That’s definitely something Burris can provide.

“I try to be a playmaker, and that’s what I think the team counts on me to do,” he said, “so when I go out there and make plays, I think that can get people fired up pretty good.”

Excelling both on the field and in the classroom, Burris was SDSU’s 2010 Student-Athlete of the Year. A three-time conference all-academic honoree, he’s a first-team, all-conference selection this season and on the watch list for virtually every major national defensive award.

“I just try to keep the mindset that it doesn’t matter what kind of pre-season awards I get,” the 23-year-old business management major insisted. “It matters at the end of the season when we’re Mountain West Conference champions.”

2011 Aztec Football Schedule

09/03	vs. Cal Poly	Qualcomm Stadium
09/10	at Army	West Point, N.Y.
09/17	vs. Washington St.	Qualcomm Stadium
09/24	at Michigan	Ann Arbor, Michigan
10/08	vs. TCU	Qualcomm Stadium
10/13	at Air Force	USAF Academy, Colo.
10/29	vs. Wyoming	Qualcomm Stadium
11/05	vs. New Mexico	Qualcomm Stadium
11/12	at Colorado St.	Fort Collins, Colo.
11/19	vs. Boise State	Qualcomm Stadium
11/26	at UNLV	Las Vegas, Nevada
12/03	vs. Fresno State	Qualcomm Stadium

Studious, polite and easy-going off the field, Burris is described as “relentless” in game situations. So how does the reflective young man whose mentor is a church pastor revert to a playmaking beast when the pads and helmets go on?

“I love the violence and aggression part of it, and it’s really nice just to let loose and kind of get out of your mind and go for it,” he explained. “You see the crowd and they’re cheering for you, and you want to go out and play your hardest for them and leave everything on the field.”

Both Burris and Lindley plan to complete their degrees in December, and neither will be satisfied with anything less than a conference championship to end his college career. With both doing all the right things and doing them right, anything is possible.

—Tobin Vaughn

All in the Family

Gordon and Janis Shackelford encourage all faculty and staff to look back at their Aztec experiences, identify what they feel strongest about and support it. Their own reflections led to a \$1.2-million estate gift to support scholarships and several departments within SDSU's College of Sciences.

Both Shackelfords earned multiple degrees from the College of Sciences—Gordon in '70 and '74, Janis in '72 and '74. Afterwards, Gordon worked for many years as associate dean of the college—overseeing the construction of the space observatory at Mt. Laguna—and as a lecturer in the Department of Physics. He also served as chair of the SDSU Senate Committee on Academic Resources and Planning.

Janis, a retired SDSU Research Foundation employee, was a mainstay in SDSU's chemistry and biology laboratories. For 18 years, she assisted biology professor Skaidrite Krisans in research on enzymes involved in cholesterol biosynthesis.

As former SDSU faculty and staff, the Shackelfords share a unique perspective of the university's strengths and its needs.

"The donor has a grand vision, and that is to be expected," Gordon said, "but in fact, we also need support within the structural core."

To that end, the Shackelfords have directed their gift to SDSU's Department of Geological Sciences, whose faculty are nationally recognized for their research on seismic activity in Southern California. These experts require ready funds that allow them to be first on the scene to assess geological changes when an earthquake occurs in the region.

Another portion of the Shackelfords' estate will finance the repair and upkeep of the indispensable ultra centrifuges shared by researchers and students in the College of Sciences. The gift will mean shorter wait times for researchers whose projects can be stalled by equipment breakdown, Janis explained.

The Shackelfords' bequest will also create the Gordon L. and Janis E. Shackelford Endowment Fund to benefit SDSU's Guardian Scholars Program for students exiting the foster care system.

"If young people can live through the adversity of being foster children and still manage to fulfill the requirements for attending college, they deserve an education paid for by the state," Gordon said. "We are helping on the practical side because what these kids really need are year-round accommodations and meals."

The Shackelfords believe their estate gift will benefit not only SDSU, but also themselves.

"It gives us great peace of mind to know that the Campanile Foundation (SDSU's philanthropic auxiliary) will be the executor of our estate," Gordon said. "We have confidence that our affairs will be handled properly and according to our wishes."



Photo: Sandy Huffaker, Jr.

About San Diego State...



By Ken Kramer

William Schubert was thinking back, and there were tears in his eyes. “I can see the guys I worked with, all the good times we had, and all the hard work that went into this place.”

It was 1997 when we walked around what was left of Aztec Bowl, which, as a young man, Schubert had labored to construct in the depths of the Great Depression. Part of a crew of 200 men hired under the Works Projects Administration, he helped groom the canyon, mix cement and gather countless rocks to build the place beginning in 1933.

There was no shortage of rocks, he recalled. “The good Lord put them here for one purpose, and that was to build a stadium.”

On the day Aztec Bowl was dedicated in 1936, a small airplane sprinkled confetti on the crowd; the Aztecs beat Occidental College; and there were already plans to expand Aztec Bowl from 10,000 seats to 45,000.

It never happened. But 5,000 seats were added in 1948, and by the 1951 season, Aztec Bowl had become home field for San Diego State’s first undefeated (10-0-1) football team. For nearly 60 years, it hosted track and field events, soccer games, and rock concerts from Santana and Canned Heat to the Lollapalooza Festival.

Back when San Diego State held one university commencement ceremony, Aztec Bowl was the only place on campus big enough to accommodate the crowd, and it was there that President John F. Kennedy spoke to the graduating class of 1963 only five months before his assassination.

Aztec Bowl saw the most dismal days of Aztec football—a humiliating span in the late 1950s—during which the team won an average of just two games a year; one match-up with Fresno State a decade later that became so shrouded in fog, fans couldn’t see anything at all; and ultimately, the appearance of a brash, crew-cut bundle of concentrated coaching genius from Whittier College named Don Coryell.

It was a wonderful venue, added to the National Register of Historic Places in 1994. But by today’s standards, the cement seats and rocky ornamentation William Schubert and his WPA co-workers so lovingly crafted are obsolete. What remains of Aztec Bowl now, between Viejas Arena and the Student Activities Center, gets barely a notice anymore.

And it’s too bad. For in this stadium, a U.S. president spoke and an athletic program achieved national prominence. It was the stage on which our fledgling college did a lot of growing up; the place where so many of us, as students, heard music we will always remember, and graduated from the campus we can’t ever forget.

Alumni Association 2011 - 2012

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Vice President for Revenue Enhancement:

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Past Presidents: (* denotes deceased)

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Alumni Chapter Coordinator: Diane Barragan

Program Coordinator: Jen Ranallo

Communications Specialist: Tobin Vaughn

Analyst/Programmer: Ed Tuley

Data Control Technician: Robin Breen Rust

Membership and Marketing Assistants: Robyn Guzman '10; Bryan Walker '11

Class Notes

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

1950s

'50 The San Diego State trolley station was dedicated in June to **The Hon. Leon Williams ★** (psychology).

1960s

'60 **Victor Bianchini ★** (political science) earned a bronze medal at the national championships of the U.S. Fencing Association. Professionally, he is a sitting U.S. magistrate judge in New York and a retired San Diego superior court judge.

'66 **Walter Brasch** (sociology) is professor emeritus of mass communications and journalism at Bloomsburg University in Pennsylvania and author of 17 books.

1970s

'72 **Roger Kemp ★** (real estate; '74 public administration) was appointed practitioner in residence for the department of public administration at the University of New Haven's College of Business.

'74 **Jane Applegate** (journalism) is the author of four books on small business success, including "201 Great Ideas for Your Small Business;" **Major Lee Lescano** (English; '81 M.P.A. public administration) and his wife, Michele, are new leaders for The Salvation Army Sierra del Mar Division, which includes San Diego, San Bernardino, Riverside and Imperial counties.

'75 **John Frame** (English) presented a solo exhibition of his sculpture at the Huntington Library in San Marino, Calif; **Marilyn Levine** (history) is provost and vice president for academic and student affairs at Central Washington University.

'77 **Stephen MacCarthy** (television, film and new media) is vice president for university communications at the University of Pennsylvania; **Susan O'Brien** (environmental science; '82 teaching credential) has published the biography "Riding for the Gold, Naturally: Lauren Barwick's Incredible Journey."

1980s

'81 **Brent Stewart** (biology) received the 2011 Lowell Thomas Award from the elite Explorers Club. Past recipients include Sir Edmund Hillary and Carl Sagan. Stewart is a senior research scientist at Hubbs-Sea World Institute.

'82 **Richard Graham** (English) has published "Wheelers, Dealers, Pucks & Bucks: A Rocking History of Roller Hockey International;" **Rick Hamada ★** (finance) is CEO of Avnet, an international distributor of electric components; **Anthony Taravella ★** (English) completed a master's degree in security management from Webster University. He has also published several short stories.

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

1980s

Romancing the Stone

Many people immediately recognize the distinctive Volcom stone, but few know that San Diego State alum Thom McElroy, '85, created it.

A graphic communications major with extensive coursework in marketing, McElroy has worked at various times for the Quiksilver, Volcom and O'Neill sportswear lines. But it was at Volcom that he literally made his mark.



Thom McElroy surfing in Indonesia

"As a graphic artist, you try to get to the mantra of the company," McElroy said. "Volcom started as Stone Board Wear, so I searched through vintage geology books. I found an image of a black and white line drawing that represented the 'soul' of a diamond. With some tweaking, it became the Volcom stone."

Previous commitments prevented McElroy from joining Volcom as a full partner at the outset. In 1994, he evolved McElroy Designs into a full-service creative agency with fellow SDSU alumnus Tim Garrett when both men were not yet 30. McElroy said his competitive advantage was an education that combined creative skills with marketing know-how. "I understood right away how a business grows and how to bring in people to help it grow."

Since McElroy had grown up surfing and snowboarding, he easily tapped into that market. "They were crazy times," he recalled. "We went to hundreds of trade shows, concerts and board events all around the world."

After a few years, international agency Foote, Cone and Belding bought him out and hired him to head up the youth marketing arm.

"It was a big dream of mine to work in that [advertising] arena, but I found that it pulled me from my roots so I left," he said.

Soon he was helping O'Neill develop a new brand that was edgier and more relevant to young people. It was trademark McElroy—radiating energy, motion and independence.

McElroy still surfs every day and takes his board to the mountains, but now he spends more time mentoring than marketing. A frequent speaker at events sponsored by SDSU's Entrepreneurial Management Center, he talks to students about interviewing, networking and becoming an entrepreneur.

His advice to young Aztecs: "Don't compromise. Be a renegade. Write a business plan, but be prepared to throw it away. Move fast every day and be nimble. You don't have to be the smartest to be the best. If you're passionate about what you do, success will come."

'85 **Marshall Davert**

(mathematics) joined AECOM as executive vice president overseeing its business in wastewater and water resources in the Americas.

'86 **Michael Amerio**

(accounting) is a managing partner of Lucas, Horsfall, Murphy & Pindroh; **Eren McGinnis** (anthropology) produced the documentary film "Precious Knowledge" about the campaign to save the Mexican American studies program at Tucson High School in Arizona; **Joseph Wohrle** (political science) practices law in Santa Monica and is adjunct professor of law at Loyola University.

'87 **Terri Sjodin** (speech

communication) published "Small Message, Big Impact," a nonfiction book on persuasive presentation skills.

1990s

'91 **Linda Lang** ★ (M.B.A.

finance) was named "Person of the Year" by the Big Brothers Big Sisters of San Diego County.

'92 **Don G. Martin** (psychology;

'95 M.B.A.) joined Lewis and Roca's Las Vegas office as a partner in the business section; **Craig Orona** (environmental sciences)

is CEO and co-founder of ActivAlliances, a consulting firm in Modesto, Calif; **Stephanie Orona** ★ was named 2010

teacher of the year for Stanislaus County, California.

'93 **James Doss** (management;

'04 finance) was named president of RF Industries in addition to his role as CFO.

'97 **Jonathan Mayer** (graphic design) is manager, branding and creative, for Lugano Diamonds in

Class Notes

1990s

Newport Beach, Calif.; **Michael Smith** ('99 M.S., marketing), a former SDSU quarterback, founded internet broker AeroCom and made OC Metro magazine's "Top 40 under 40" list for 2011.

'98 **Ziba Wardak Mayar** (biology) was a California state finalist for the 2011-2012 Presidential Awards for Excellence in Mathematics and Science Teaching.

'99 **Steve Michael Jenkins** (psychology) is associate professor of psychology at Wagner College in Staten Island, N.Y.

2000s

'00 **Christopher Hazeltine** (recreation administration) is director of the Parks and Recreation Department for Carlsbad; **Robert Robinson** ★ (accounting) is managing partner at the law offices of Avraham & Robinson LLP.

'01 **Graham Abra** (psychology), a nephrology fellow at the Stanford University Medical Center, was named a Clinical Scientist in Nephrology Fellow by the American Kidney Fund; **Gerardo Godinez** (accounting) was selected to attend the American Institute of Certified Public Accountants' Leadership Academy. He works for Moss Adams in San Diego.

'03 **Pam Fousek Malz** (English) has published the thriller, "The Reunion."

'04 **Kristina Cherevas** (political science) graduated from California Western School of Law and passed the California bar exam; **Stephanie Morgan Whitmore** (city planning) has joined RECON as senior

A Leader with Heart

Sarita Fuentes, '90, knows first hand the transformative power of education.

A high school dropout and single mother of two, Fuentes did not take the traditional path to becoming a teacher and school administrator. She pursued a different track until the powerful words of an educator inspired her to change her life.

Fuentes recalls working as a clerk at a junior high school where the principal, Maida Torres-Stanovick, Ph.D., "saw potential in me. She told me, 'Sarita, you could be running this school.'" Those words were prophetic. For the past 17 years, Fuentes has realized her dream of becoming a school principal while advocating for underserved populations and inspiring at-risk students with her unique personal story.

This year, Fuentes assumes a new role as principal of the Juvenile Court and Community School (JCCS) Mesa Region, serving juveniles in the detention facilities at East Mesa, Sarah Anthony and Sierra Vista. She understands the importance of creating pathways for incarcerated youth because her oldest brother grew up in the system.

Fuentes joined JCCS seven years ago as principal for the Hope Region in San Diego County, where she oversaw the day-to-day operations of four public schools for students affected by homelessness, including the celebrated Monarch School.

"What motivates me is how we can make a difference by helping one student at a time," Fuentes said. During her tenure, Academic Performance Index test scores rose steadily each year, and the Hope Region posted the highest academic gains in the JCCS.

When asked where she sees herself in 10 years, Fuentes responded warmly, "I want to be a grandmother and schedule play dates for my grandchildren." Her two children, Damian and Paula Zamudio, are both SDSU alumni and were the first grandchildren in her family to graduate from college.

Fuentes' success has been recognized by the San Diego community. Among the tributes she has received are San Diego Metropolitan's 2011 Women Who Rock award, a feature spot in CNN's 2010 "Leader with Heart" series and KPBS' 2009 Hispanic Heritage award.



Sarita Fuentes

Homecoming 2011

OCTOBER 3-8

Aztec legend and Pro Football Hall of Famer Marshall Faulk is Grand Marshall for Homecoming 2011, scheduled for Oct. 3-8.

New this year are several spirit events: a campus parade and pep rally; a talent show; and a "Red Wednesday" for Aztecs to sport their SDSU gear.

Homecoming 2011 kicks off on Monday, Oct. 3, with a talent show on Scripps Terrace at 7 p.m. The parade and pep rally is scheduled for Thursday, Oct. 6, from noon to 1 p.m. on Campanile Walkway.

This year's events also include the annual War Memorial ceremony on Aztec Green to honor fallen Aztecs who served during our nation's military conflicts. The observance starts with an overnight vigil on the evening of Thursday, Oct. 6, and concludes with a 9:30 a.m. remembrance ceremony on Friday, Oct. 7.

Later that evening, the fourth annual Aztec for Life Homecoming Celebration, presented by the Marshall Faulk Foundation, takes place at the Parma Payne Goodall Alumni Center and Fowler Athletics Center. The event begins with a private, red carpet VIP reception at 6 p.m.

The Aztecs play the TCU Horned Frogs on Saturday, Oct. 8, at 7:30 p.m. Before the game, the Aztec Village in the Qualcomm Stadium parking lot will feature food, music and children's activities.

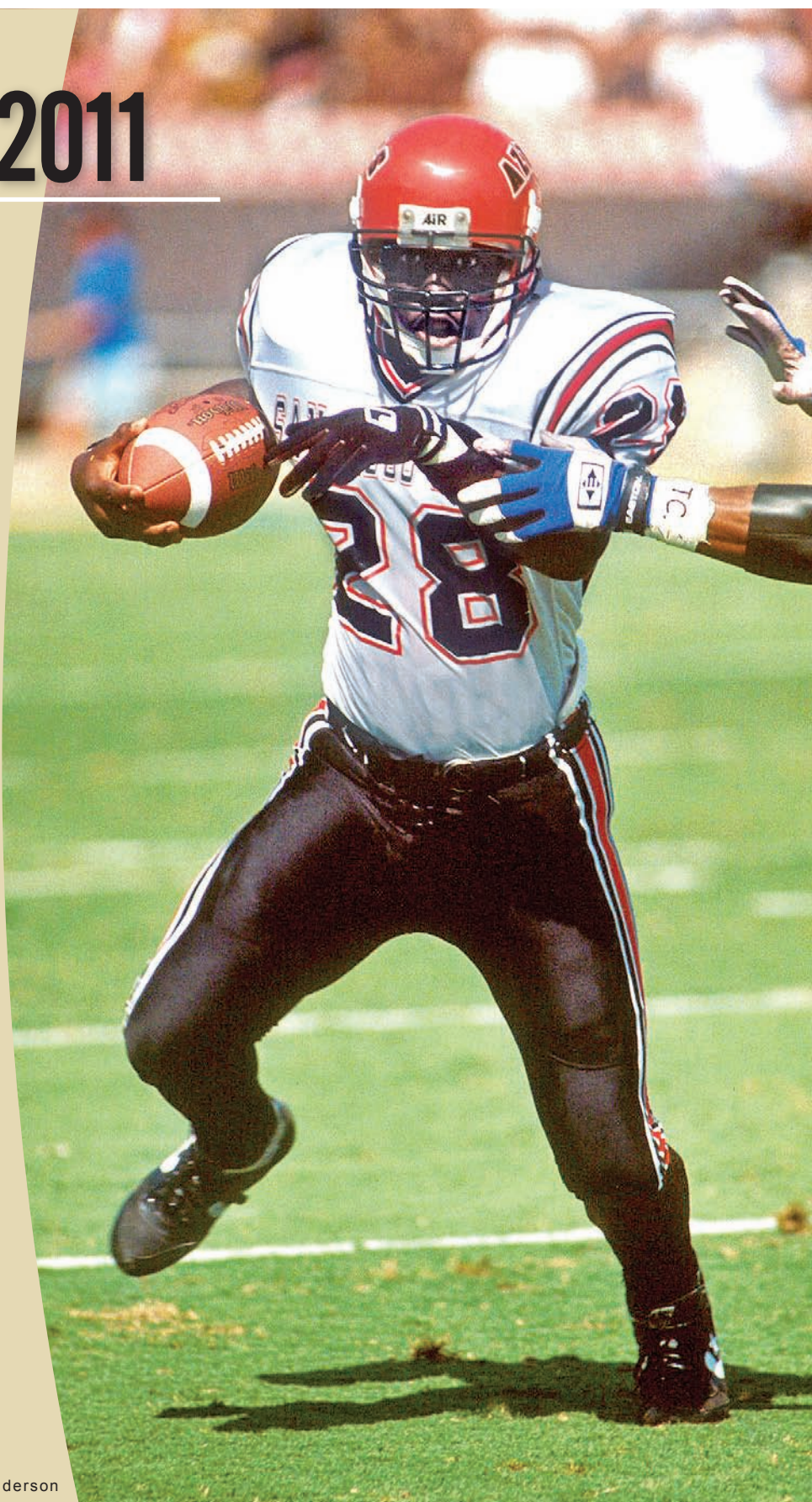


Photo: Ernie Anderson

Class Notes

2000s

environmental analyst and project manager.

'07 **U.S. Marine Corps 1st Lt. Sean Callison** (business administration) was designated a Naval Aviator while serving with Training Squadron 21 at the Naval Air Station in Kingsville, Texas.

'08 **Ryan Chik** (sociology) completed U.S. Navy basic training at Recruit Training Command in Great Lakes, Ill; **Navy Seaman Thinh M. Tran** (mechanical engineering) was promoted to Navy Seaman upon graduation from Recruit Training Command in Great Lakes, Ill.

'09 **Anthony Bland** (sociology), a former Aztec basketball star, was named assistant men's basketball coach at SDSU; former SDSU soccer player **Kraig Chiles** (criminal justice) led the San Diego Sockers to their second consecutive league championship this year. He was 2011 MVP for the season and the tournament.

Aztec track and field athlete **Sherraine Pencil** ★ (sociology) was awarded a John McLendon Minority Postgraduate Scholarship by the National Associate of Collegiate Directors of Athletics; **Breanna Piper** ★ (political science) was the 2011 recipient of the Mortar Board Jane K. Smith Fellowship. She is attending the George Washington University School of Law.

2010s

'11 **Eric McDermott** (psychology) won a Fulbright award to conduct research on Huntington's disease in India.

In Memoriam

1931	Phillip Polk	1969	Robert Carpenter, Noran Carr, Eugene Coleman, Mary Ornelas, Gilbert Voss
1934	Hazel Van Harten		
1935	Mary Glanz, Flora Knight		
1936	Norman Seltzer		
1938	Helen Woods	1970	James Clyne
1939	LeRoy Crandall, Judy Strydom	1971	Rosalie Bujarski, George Schweer
		1973	Ernest Vogt
1940	Cora-Meome Harvey	1974	Frank Barner, Paul Henderson, Helen Marquardt
1942	LaVonne Adamson, Jean Boyd, Ruby Lromor	1975	Carl Colombo, Paul Ryan
1943	Leonard Bell, Minnie Vinson	1976	Randall Cahill
1944	Julia Wesley	1977	Harry Ayers Jr., Vivian Doering, Jack Timmons
1945	Laura Koger, Betty McGovern, Marian Van Kirk	1978	Susan Cella, Robert Johnson, Peter Mullins, Dianne Nau
1947	John Augustine, John Macevicz, Dorothy Messenger	1979	Bonnie Asmann, James Bostick, Lon Brassey, Gilbert Brown, Dale Puente, Rebecca Springsguth
1948	James Iverson, Marian Radican, William Volz		
1949	Marion Baker, John Cramer, Ferris Gentzler, Jennings Hom, Vane Olinger	1980	Craig McNeil, Berna Thompson
		1981	Tara Hookland, BJ McFarland
1950	William Hagan, John Kellogg, Martin Melhorn, Patricia Veregge	1982	Edwin Herman, Russ Lewis, David Simons
1951	The Hon. Thomas Duffy, Barbara Moebius, Donald Nuttall, Robert Penn, Ph.D., Doris Schreffler, C. Casey Stoll	1983	Timothy Bell, Cathy Bozarth
1952	Eberle Baldwin, Janet Love	1984	Maggie Jaffe, Sandra Jensen, Kenneth Wagner
1953	James Erkenbeck, Glenn Lindeneau	1986	Kathryn Kerrigan
1954	Doris Hartley, Joseph Rosa	1987	Margarita Snader
1955	Dale Brix, Lucy Killion	1988	John Kuhlken, Patrick Murphy, Cynthia Provenzano
1956	John Carter	1989	Stuart Brotman, Rebecca Folsom, Franklin Kelchner
1957	Tyler Lincoln, Tom Malmin, Charles McFadden, Hector Tamayo Sr.	1990	Todd Streng
1958	Donald Barnes, Clare Crane, Ph.D.	1991	Wendy Penesk, Zulema Smith
		1993	Susan Keller, Ernest Stephenson
1960	William Carey, Claude Thompson	1997	Maria Del Carmen Magdaleno
1962	James Holmberg	1998	Michael Newbold
1963	Jeffrey Hickey, Marlene Mallory, Philip Patton		
1964	Paul Andersen, Eva Rice	2004	John Cecil Pugh
1965	Dennis Ybarra	2007	Mats Joel Weltman
1966	Raymond Baker, Gloria Koontz, Mary Quiett	2008	Maurizio Antoninetti
			YEAR UNKNOWN: James Burns, William Montepagano, Victor Palacio Jr., Livia Smeaton

The 2011 Faculty Monty Award Winners

Each year, the San Diego State Alumni Association recognizes outstanding faculty and alumni. The 2011 faculty Monty Awards were presented Thursday, Aug. 25, at SDSU's All-University Convocation. Alumni awards will be presented at the annual Montys Gala next spring.

College of Arts and Letters

Rebecca Moore

Rebecca Moore, Ph.D., chair of the Department of Classics and Humanities, received the Senate Distinguished Professor, Excellence in Teaching Award in 2010. She authored "Understanding Jonestown and Peoples Temple" (Praeger 2009), as well as other books and articles examining the role of Jonestown in American history. She is a member of the University Senate Faculty Affairs Committee, which she chaired from 2007-2010.

College of Business Administration

James Beatty

James Beatty, Ph.D., professor of information and decision systems, is an award-winning teacher, accomplished researcher and among the most diligent contributors in terms of service to the university, with extensive work on committees and taskforces. He is highly respected in his field for a record of 11 years judging the Malcolm Baldrige National Quality Award, the top performance honor that an American organization can receive.

College of Education

Laura J. Hall

Laura J. Hall, Ph.D., a professor of special education, has made contributions as international program coordinator for the college and coordinator of the Moderate to Severe and Early Childhood Education Specialist Credential Programs. The author of peer-reviewed books and journal articles in the area of autism spectrum disorders, she was instrumental in the development, implementation and institutionalization of the master's degree specialization in autism.

College of Engineering

Kee Moon

Kee Moon, Ph.D, professor of mechanical engineering, is the first faculty member to receive a prestigious National Science Foundation grant for the establishment of an Engineering Research Center at SDSU. He will lead a research team in developing technologies that integrate robots governed by the human brain to control movement in advanced prosthetics, as well as sensor-electrode systems for reanimating paralyzed limbs.

College of Health and Human Services

Karen Emmorey

Karen Emmorey, Ph.D., is a professor in the School of Speech, Language, and Hearing Sciences and director of SDSU's Laboratory for Language and Cognitive Neuroscience. Previously a senior researcher at the Salk Institute for Biological Studies, she is one of the top linguistic researchers in the world in the area of American Sign Language (ASL) acquisition and the neural underpinnings of visual language systems.

College of Professional Studies and Fine Arts

Kathy LaMaster

Kathy LaMaster, Ph.D., associate dean of the college, is also professor and former interim director of exercise and nutritional sciences. Her record of excellence in teaching and scholarship, combined with her expertise in technology use in physical education, has drawn invitations to conduct teacher workshops in Abu Dhabi and Ireland. She is chair of the SDSU Senate's University Academic and Resource Planning Committee.

College of Sciences

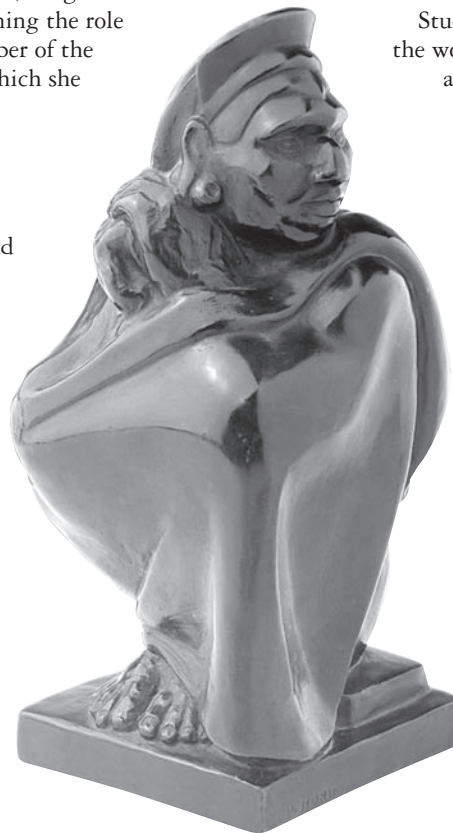
Forest Rohwer

Microbial ecologist Forest Rohwer, Ph.D., professor of biology, has amassed an exemplary record of research, teaching and mentoring that benefits not only SDSU students, but also the greater scientific community. He has been honored with prestigious scholarly awards from the American Association for the Advancement of Science, the Canadian Society for Advanced Research and the International Society for Microbial Ecology.

Library and Information Access

Linda Salem

Linda Salem, librarian for the College of Education, collaborates with faculty and administrators to integrate information literacy with classroom instruction. She provides reference help to graduate research projects and was recently appointed head of the reference services division. Author of a book on children's literature, she has also chaired sessions for the Children's Literature Society of the American Literature Association.



By Degrees

Ariel Rawson

Hometown: San Francisco | **Major:** Interdisciplinary Studies

You created a major that combines the study of psychology, anthropology and international studies and conflict resolution (ISCOR). Why? It's exciting for me to describe my major because it is so representative of my interests. Combining three complementary areas of study allows a holistic approach to problem-solving in a world where single-subject explanations and solutions simply don't work.

How has the Honors Program made a difference in your education? In addition to providing student support that helps you get to the top, the Honors Program offers interdisciplinary seminars—small classes led by passionate teachers who foster dialogue and interactive learning. This is a rarity in public universities, where funding cuts have increased mainstream class sizes.

The Honors Program also encourages community outreach and volunteer work, doesn't it? That's true. Through the International Rescue Committee, I work in ESL classes at Crawford High School. Mainly, I converse with immigrants to help improve their English language skills. I also took part last spring in the Hillel of San Diego alternative spring break program, helping to build homes for victims of Hurricane Katrina. My paying job involves tutoring students at De Portola Middle School through a grant designed to help children of military families whose math education has been disrupted by frequent relocations.

Who on campus has been most influential in your life? Michelle Lopez, former adviser for the Honors Program and current adviser for the College of Science students bound for Ph.D. programs. She provided the guidance I needed to find a major that would accommodate my unconventional goals. She has also recommended prestigious opportunities, such as the Fulbright Program, which I plan to apply for after graduation.



Top 10 Reasons to Include SDSU in Your Estate Planning

10

Give back to your alma mater long term.

9

No money down.

8

Send an enduring message that you value education.

7

Savvy asset management.

6

Ensure SDSU's continued excellence in education, research and service.

5

Significant tax advantages.

4

Enable San Diego State to fulfill its commitment to future generations.

3

Possible lifetime income, starting now.

2

Leave a lasting legacy.

1

Aztec for life! (And forever.)

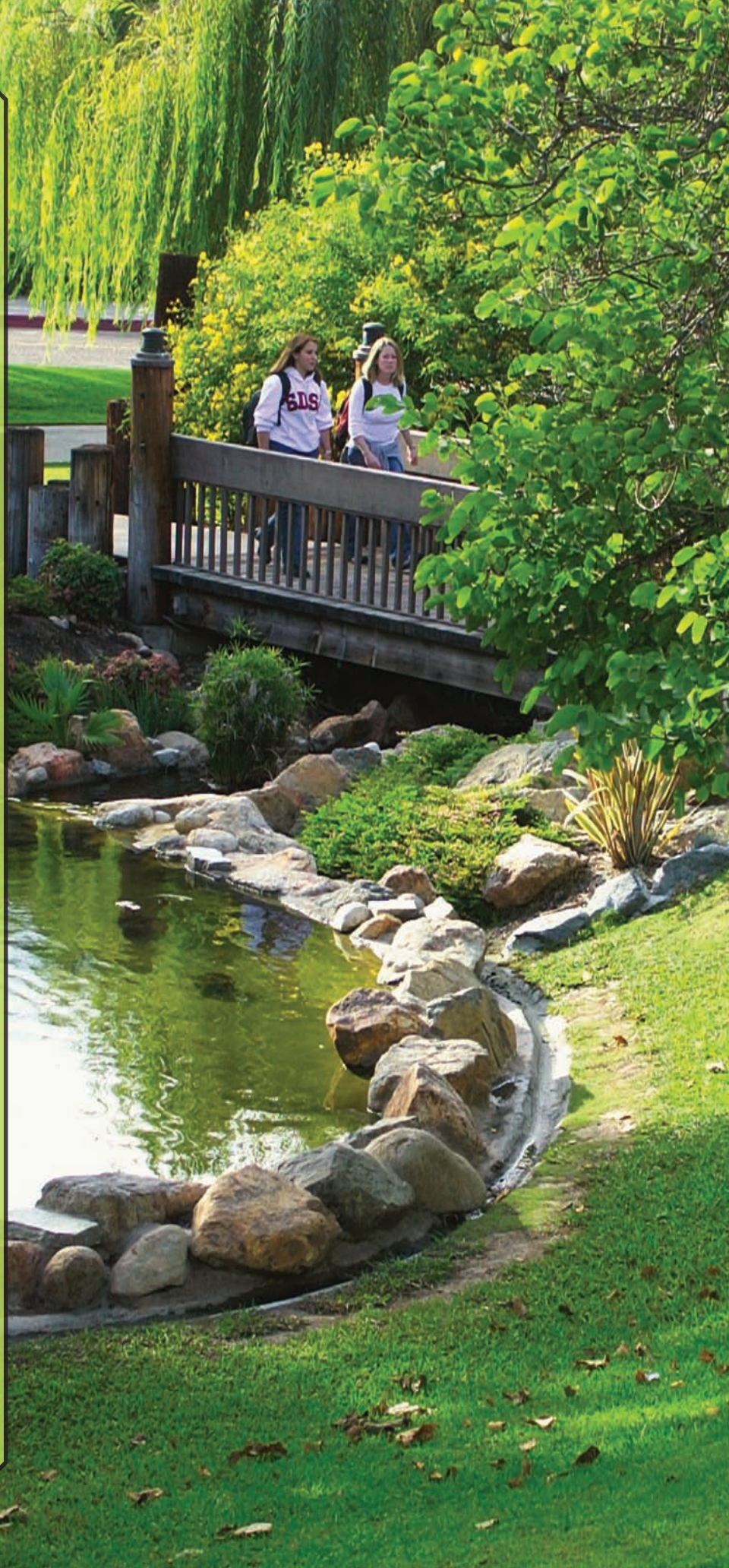
To find out how you can leave a legacy for the future and secure your free planning guide to wills and trusts, contact Erin Jones in the SDSU planned giving office:

Erin.Jones@sdsu.edu or 619-594-0286.



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Thom McElroy '85
Co-founder of Volcom

entrepreneurship starts here

Thom McElroy started something. McElroy '85, co-founded Volcom, Inc. Since then, the company has enjoyed a wave of success and established itself as a giant of the action sports industry. Like Costco, Jack in the Box and Rubio's, Volcom is one of many successful businesses founded or run by SDSU alumni. Now, more than ever, SDSU and its graduates are leading the companies that will propel our economy forward. To learn more, visit www.sdsu.edu



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