

# 360



**SDSU's Young  
Filmmakers  
Ready to Roll**







## FROM THE PRESIDENT

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*“Think about what our young people have seen in their short lives.”*

At San Diego State, **Leadership Starts Here** is a bold statement of the university’s ethos. It is a promise fulfilled by the many contributions of our alumni, faculty, staff, community partners and students.

I am impressed by all of our campus leaders, and here I want to comment briefly on the leadership our students are demonstrating. Every day, I see evidence of SDSU students taking leadership roles on campus and in the community. They face challenges. They raise questions and issues. They overcome adversity. They envision and embrace a brighter future.

Think about what our young people have seen in their short lives—an attack on their country on Sept. 11, 2001; two wars; environmental threats to the Earth they will inherit; and the most significant and prolonged economic challenges in almost a century.

Our students could have become discouraged or fearful in the face of these events. Instead, they have become leaders. They have served our nation, launched environmental initiatives, raised fundamental questions about our societal practices and values, supported our community and demonstrated the entrepre-

neurial energy that is the key to rebuilding our economy.

To give you one example, our students are going beyond the classroom to support members of the San Diego community who face poverty and hunger. Last fall, with passionate leadership from our Associated Students executive team, SDSU students collected nearly 55,000 pounds of food in the Colleges Rock Hunger food drive—more than triple the quantity they collected in 2010 and far more than any other university in the San Diego region. Once again, they set an example of leadership for all of us.



In this issue of *360: The Magazine of San Diego State University*, you will read inspiring stories of many Aztec leaders. Some have served their communities for decades. Others are learning to lead in part through their SDSU experiences. All are examples of the leadership that makes San Diego State a great university and propels our region forward. **Leadership Starts Here!**

Elliot Hirshman, president  
San Diego State University

# 360

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**SAN DIEGO STATE  
UNIVERSITY**

*Leadership Starts Here*







# 360

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## City Centered

A quick glance at the image below tells you you're not in San Diego anymore—or anywhere else remotely close to home. (In fact, you're in La Spezia, Italy).

Given the intrinsic differences between American and European cityscapes, can urban development officials in Italy or Finland learn anything from San Diego's track record of community revitalization? Possibly so.

In August, SDSU will host more than 10 European university faculty members as they tour San Diego neighborhoods, meet government and civic leaders, talk to community members and gather data on commercial centers and tools for urban regeneration.

A few months later, Ph.D. students from four universities in Italy, Finland

and the United Kingdom will visit for up to six months to conduct targeted research in the School of Public Affairs. The results will inform their future work on the redevelopment of European urban centers.

SDSU faculty have asked city managers in the San Diego region to submit redevelopment projects for teams of SDSU and European students to pursue.

"This initiative advances SDSU's efforts to grow as a global university while still serving our local community," said Mounah Abdel-Samad, assistant professor and director of SDSU's Institute of Public and Urban Affairs.

"We think the European students will bring a fresh perspective to the projects as they learn from their American partners."

The visiting European faculty and students are supported by a three-year Marie Curie Excellence Grant from the European Commission, designed to support European research teams working on cutting-edge and interdisciplinary research. The two American institutions involved—SDSU and Northeastern University—will lead the grant's steering committee.

"The advantages San Diego brings to the table are our proximity to the Mexican border and our extremely diverse nature as a kind of resettlement center for many different peoples," said Abdel-Samad.

The European universities participating are the Aalto University in Finland, the University of Salford Manchester in England, and the universities of Reggio Calabria and Rome in Italy.





## Camp of Good Hope

The teenage years are difficult enough without the complication of living with HIV/AIDS. But in impoverished countries all over the world, millions of teens are growing up with the specter of AIDS inherited from deceased parents.

Two San Diego State students got a first-hand look at this critical and pervasive public health problem when they spent a month in Ethiopia at the Worldwide Orphans Foundation's Camp Addis for infected teens, operated in conjunction with Association of Hole in the Wall Camps.

Sarah Hiller and Tyson Volkmann, Ph.D. students in SDSU's Graduate School of Public Health, collected and analyzed data to determine how well the teens are learning the skills needed to manage their illnesses for life.

"Camp Addis is the mechanism by which Worldwide Orphans Foundation and Hole in the Wall impart these skills to HIV-positive teens," Hiller said. "Our job was to quantify and qualify these life skills and anecdotal benefits as tangible, measurable outcomes to determine what works and what doesn't."

The project came together through the efforts of SDSU public health professor Thomas Novotny and Steven Nagler, director of global partnerships and new initiatives at Hole in the Wall.

The two met in the late 1960s while serving in the Peace Corps in Western Samoa and remained friends.

"SDSU is building a global partnership with Hole in the Wall Camps," said Novotny. "This model can be expanded, and we intend to take it to Vietnam and India in the next few years.

"By measuring the impact of public health interventions in the camps, we can help refine their tools," he added.

Supervised by public health instructor Nancy Binkin, a former expert evaluator with UNICEF, the student researchers observed the teens' behaviors and conducted pre-treatment and post-treatment surveys to determine how well they have assimilated the HIV/AIDS interventions.

Researchers also evaluated whether certain medical and psychosocial benefits might improve the teens' health as the disease progresses.



"Our measures have shown an absolutely positive outcome," Novotny said. "We are helping these kids cope with their illnesses and allowing them to be more like other teens."

— Glenn Robertson

## Record Numbers

San Diego State University has received a record 69,225 undergraduate applications for the fall 2012 semester.

This is a 15-percent increase in applicants from last year and well above the previous record of 62,330 undergraduate applications received for fall 2008.

Freshmen applications are up 14 percent, while upper-division transfer applications are up 19 percent.

Fall 2012 applicants can expect notification of acceptance by March.

SDSU Insider

A new episode of SDSU Insider will premiere in March featuring:

- A hike up the historic "S" Mountain
- A look at SDSU's work on the bionic man
- An Aztec athlete aiming for Olympic Gold

Look for SDSU Insider March 12 at 7 p.m. on The MTN Network and March 31 at 11 a.m. on KPBS.



# Compass

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## Baby Talk

A child's acquisition of language is a mysterious process. Before children begin to speak, it can be difficult to gauge their understanding of words and concepts.

Margaret Friend, Ph.D., an SDSU professor of developmental psychology, said research designed to predict language development typically focuses on the words children say. But how well do children



Photo: Eric Ackerman

understand words and concepts even before they speak? Can this early understanding shed light on the development of basic skills children need to be ready for their school years?

Friend's \$2 million grant from the National Institutes of Health will use touch-screen technology to reveal what's going on in a young child's mind.

To measure language comprehension, babies participating in the study will hear words and be asked to touch images that match the words on a touch-screen monitor. For example, researchers will show the baby a ball and a bottle and ask her to touch the ball.

Friend's study will follow 250 16-month-old toddlers for five years. By assessing children's language and thinking at 6-month intervals—beginning with their performance on the touch-screen test—she is hoping to discover links between early comprehension and school readiness.

Friend and her research collaborators at UCSD, Concordia University in Montreal, Canada, and the University of Geneva in Switzerland, will assess children from English, Spanish and French monolingual homes, as well as Spanish-English and French-English bilingual homes.

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## Are You Ready, Maestro?

The School of Music and Dance celebrates 75 years with a series of performances running through May.

On March 19, the SDSU Wind Symphony will perform the world premiere of "Radio City," a new work commissioned by the school from three-time GRAMMY® Award Winner Michael Daugherty.

Guest artists scheduled to perform for the school's anniversary include the Harry Partch Ensemble on March 3 and the Pentagon Winds Woodwind Quintet on April 11.

The celebration will close with a presentation of Carl Orff's "*Carmina Burana*" on May 8.

Throughout March and April, the school will present evening perfor-

mances of music from Ireland, Peru, China, South India and Bulgaria.

All 75th anniversary events are open to the public, and many are free to attend.

To learn more about the events, visit the School of Music and Dance online at [music.sdsu.edu](http://music.sdsu.edu).





## Water Rights

Tejeras, Honduras is not on the tourist circuit. Most Tejerans live in adobe huts with no toilet or shower. Residents store water in outdoor concrete tubs where people bathe, wash dishes and, in some cases, drink. Residents change the water every few days from a tank a mile away and treat it with chlorine tablets.

It is an imperfect system. Many of Tejeras' 600 residents suffer from gastrointestinal problems, skin irritations and vaginal infections. Stagnant water attracts mosquitoes that carry dengue fever.

The community's water source is also polluted. Pesticides and chemical fertilizers from nearby farms seep into the Tejeras reservoir. Dead animals float at its surface. Without repairs, the existing storage tank and

disinfection systems cannot protect the community against pollutants.

"Access to water is such a basic human right," said SDSU engineering student Kensity Daly. "It seems wrong that there are communities where people have to use unclean water, while we can just turn on a faucet."

A desire to right this wrong motivated Daly and her fellow students to spend part of their winter break serving Tejeras residents. It was the second trip for the group, a committee of SDSU's chapter of Engineers Without Borders.

The organization exists to help struggling communities meet basic needs by designing and implementing sustainable engineering projects. In Tejeras, the students are collaborating with residents to build a clean water solution the community can eventually maintain.

The project began in January 2011, when seven engineering majors visited Tejeras to test the area's water quality and conduct community health surveys. Since then, the team has prepared blueprints for a new filtration system and follow-up investigations into the link between Tejeras' water supply and its health problems. Data from both trips will guide the implementation of a new system in 2013.

"It's not just a homework assignment that's due tomorrow," said Karina Guevara, the organization's vice president. "It's someone's life."

The Tejeras Clean Water Project will cost \$34,000 at completion. The SDSU chapter of Engineers Without Borders receives donations, grants and scholarships to fund its efforts, but students raise most of the money themselves.

—Eric Brown



# Compass

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## Good Day Sunshine. Imperial Valley campus puts Mother Nature to work.

“Use what your mama gave you” is the premise at San Diego State University’s Imperial Valley campus, where “mama” is Mother Nature, and what she’s given is a nearly unlimited supply of sunshine.

In a region that averages 360 days of sun each year, what better use of that natural resource than to become ground zero for one of the largest renewable energy initiatives in the West: one that could ultimately revolutionize a community.

The idea has been brewing in Brawley for years, given the Imperial Valley’s potential as an area of energy generation and its location near a major metropolitan area of high-demand, in this case, San Diego.

A \$1.7 million grant from the White House’s Jobs and Innovation Accelerator Challenge gave the idea legs by supporting the establishment of a Renewable Energy Generation Training and Demonstration Center on campus.

The center will help create a thriving green energy technology industry in the Imperial Valley region by building renewable energy demonstration sites for companies to test their ideas and innovations; installing a power plant simulator to provide technical skills training for power plant managers in solar, geothermal and traditional installations; and expanding the pipeline of demonstration technologies with specific focus on small businesses owned by women, minorities and disabled veterans.

“What we are witnessing is a fundamental economic transformation,” said David Pearson, Ph.D., dean of SDSU’s Imperial Valley campus.

The Imperial Valley economy has long been dependent on agriculture, but with a persistently high unemployment rate near 30 percent, the region is overdue for a change. SDSU is poised to be the engine of its comeback.

During a visit to the Imperial Valley campus in December, Deputy Assistant Secretary of Commerce Matt Erskine lauded SDSU for “the innovative work that is being done to create new jobs and advance the region’s competitiveness.”

Already the campus is partnering with industry and the public sector to kick-start the initiative. Most recently, the campus cemented relationships with the Imperial Irrigation District and Sol Orchard, a private company that specializes in solar photovoltaic (PV) power projects. These partnerships will give students hands-on experience with three different types of solar technology.

— Gina Jacobs











Illustration: Azfar Naimi

## Aztec Authors

Shadab Zeest Hashmi grew up in Pakistan, where ancient tongues mingle with modern languages in a living linguistic symphony.

Urdu was the language of her grandmother's poems. British English was taught in school. Pashto, Arabic and Farsi were part of her experience growing up in Peshawar and she still feels tethered to hybrid cultural traditions.

In essays, Hashmi has written about the experience of living with this cultural bounty. But her first book of poetry took readers a step farther—into the cosmopolitan melange of Al

Andalus (medieval Spain): the time of the legendary "*convivencia*."

In "Baker of Tarifa," winner of the 2011 San Diego Book Award for Poetry, Hashmi has written what she calls "a historical narrative covering a period of 800 years when Muslims, Christians and Jews lived together, sharing a great civilization."

This notion of cultural interplay also features large in the graduate level poetry writing class Hashmi teaches at SDSU this semester. It focuses on poetic forms, such as the sonnet and the *ghazal*, and how they are enriched through traveling across time and cultures.

Later this year, Hashmi will publish a second book of verse,

"Kohl and Chalk." Kohl, she explained, is an ancient cosmetic used in South Asia, the Middle East and Africa to darken the eyes.

Although the poems in "Kohl and Chalk" were written during the same period as "Baker of Tarifa," they are more intimate, she said. Some explore the daily balancing act of being a poet and mother (Hashmi has three children); others are meditations on history, a personal response to war and religious extremism.

"In the arts, we want to keep finding ways to revive the human spirit," Hashmi said. "We want to be open to a multiplicity of truths, to discovering a new truth every day."



## Aztec Intelligence

**Karen Cadiero-Kaplan, Ph.D.**, a longtime advocate for students, will lead the California Department of Education's efforts to help school districts teach English learners effectively. Until her appointment in January, Cadeiro-Kaplan chaired San Diego State's Department of Policy Studies in Language and Cross Cultural Education. She has a Ph.D. from SDSU's joint doctoral program in curriculum development and instruction with Claremont Graduate University.

**John Clapp, Ph.D.**, professor of social work and SDSU alumnus, has been appointed to the National Advisory Council of the Center for Substance Abuse Treatment. The Center is part of the U.S. Department of Health and Human Services. Clapp, '87, '91, has earned a national reputation for his research on alcohol and drug abuse prevention among college students. As a council member, he will advise on research, policy and funding priorities regarding alcohol and other substance abuse treatment.

**Angela Byars-Winston, '91, '92**, was one of 12 men and women honored by the White House as "Champions of Change," recognized for leadership in the effort to recruit and retain girls and women in science, technology, engineering and math, or STEM fields. Byars-Winston received her B.S. from the College of Sciences and her graduate degree from the College of Education. She is a counseling psychologist and associate professor in the University of Wisconsin Department of Medicine and the UW Center for Women's Health Research.

## Love Connection

Did you fall in love in Love Library?

The staff of SDSU's Love Library is collecting stories of Aztecs who felt the sting of Cupid's arrow among the book stacks. Credit for the idea goes to Gale Etschmaier, who took over as dean of Library and Information Access last June.

Etschmaier said the effort is a way of reconnecting people to San Diego State and its library.

"People come to the library to work on group projects, and in that work they form a kind of intellectual community, but they also develop relationships that can last a lifetime."

Etschmaier said the collection of Love Library stories will "help people remember that San Diego State was an important part of their social development as well as all they learned in the classes here."

Find the stories at [library.sdsu.edu/foundlove](http://library.sdsu.edu/foundlove).

## Star Power

Using data from NASA's Kepler Mission, San Diego State University astronomers announced the discovery of two new transiting "circumbinary" planet systems—planets that orbit two stars.

This work establishes that such "two sun" planets are not rare exceptions, but are in fact common, with many millions existing in our Galaxy. Named Kepler-34 b and Kepler-35 b, the two are gaseous Saturn-sized planets.

"It was once believed that the environment around a pair of stars would be too chaotic for a circumbinary planet to form," said SDSU astronomer William Welsh, who led the team of 46 investigators involved in this research.

"Now that we have confirmed three such planets, we know that it is possible, if not probable, that there are at least millions in the galaxy" Welsh said.

## High Tech Talk

SDSU's annual ACSESS forum brings students together with leaders of San Diego's high technology companies to discuss the skill sets necessary for success in the industry.

Sponsored by the Computational Science Research Center, this year's forum is scheduled for March 23 from noon to 5 p.m. at the Parma Payne Goodall Alumni Center. Visit [csrc.sdsu.edu](http://csrc.sdsu.edu) for more information.





## Muscle Man. Research on the lowly fruit fly may uncover new treatments for human muscle disease.

By Leah R. Singer

On the wings of the tiny fruit fly, Sanford Bernstein, Ph.D., has advanced his prolific research career.

To Bernstein, an SDSU professor of biology, the fruit fly is much more than a bothersome pest. It is perhaps the key to unlocking new treatments for human muscle and cardiac diseases.

His work has earned him the 2012 Albert W. Johnson University Research Lectureship, an honor awarded annually to an SDSU faculty member for outstanding achievement in research and scholarship.

Bernstein began studying fruit flies in an advanced high school biology class, where he tested the effect of artificial sweetener on the insect. As a graduate student, he became interested in fruit fly muscle. The professor who served as Bernstein's mentor was a pioneer in culturing fruit fly muscle cells at a time when molecular biology and newly developed recombinant DNA technology were emerging as intense topics of research.

Since his graduate school and post-doc days, Bernstein's work has focused primarily on the motor function—or myosin protein—of fruit fly muscle.

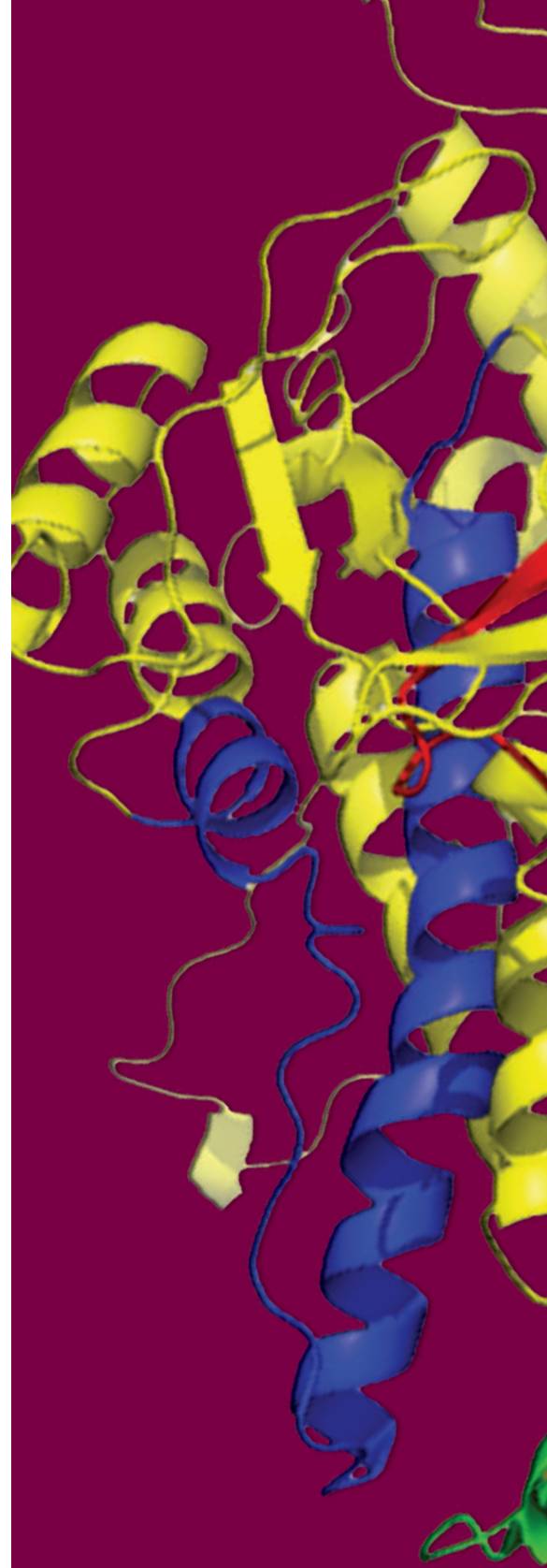
How does this research apply to human musculature and disease?

The research is based on understanding the structure and function of the myosin protein and how that affects muscle structure and contraction. These principles can be applied to humans with the goal of treating skeletal muscle disease and forms of heart disease caused by mutations in human myosin proteins.

Organizations such as the National Institutes of Health, the Muscular Dystrophy Association and the American Heart Association have funded Bernstein's work for more than 30 years.

One of his early successes was the publication of an article in the prestigious journal *Nature* on RNA splicing as it applied to his fruit fly and myosin research.

“At that time, the process [of alternative RNA splicing] was just being understood,” said Bernstein. “The idea was new—to make a single RNA and cut it up in many different ways, resulting in the production of multiple forms of the myosin protein from a single gene.”





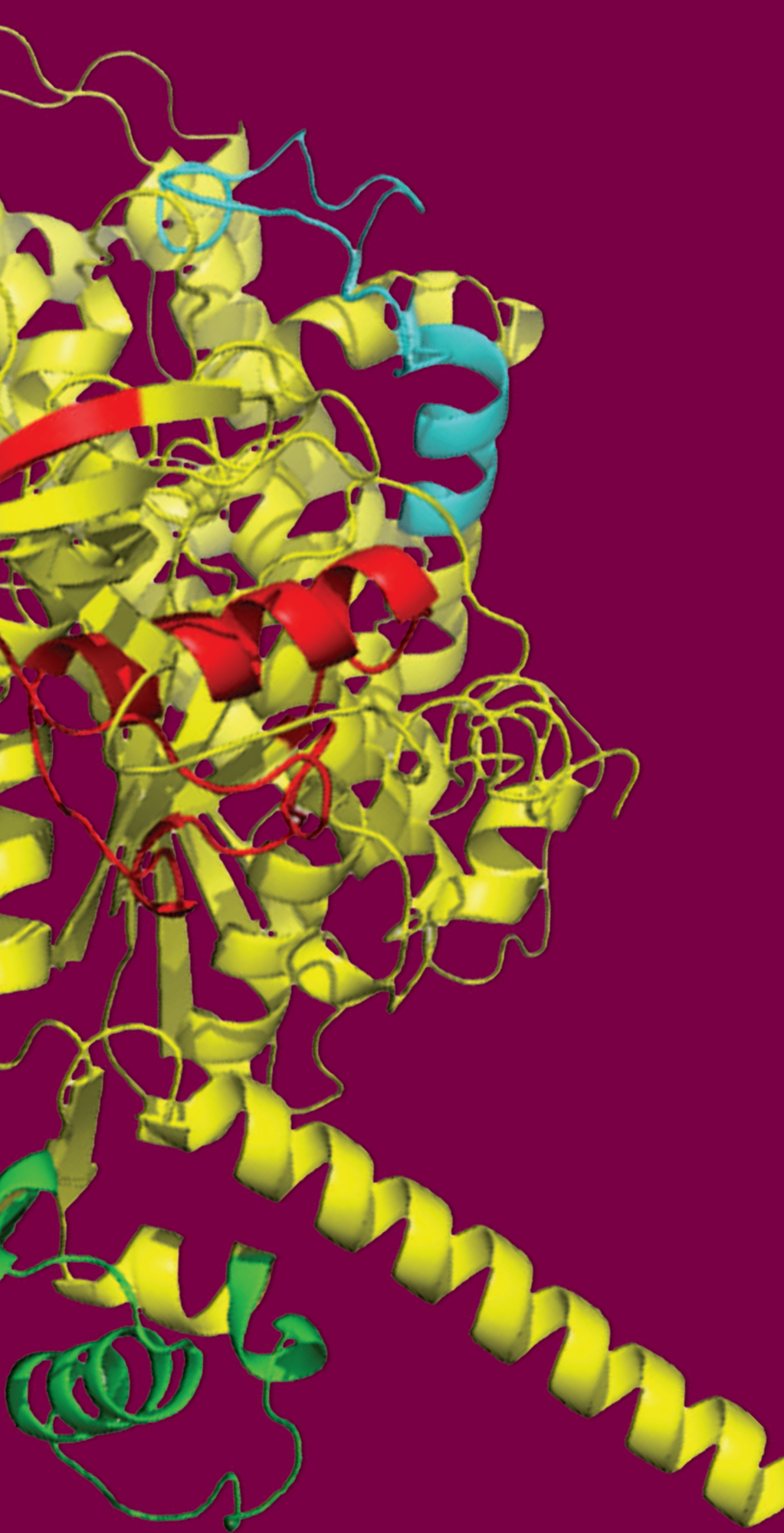


Photo: The Journal of Molecular Biology, Elsevier

This work led to many of Bernstein's recent publications, which look at the different structural and functional properties of the various myosin forms. Working with his laboratory group and collaborators from around the world, Bernstein has studied genetically altered flies expressing engineered forms of the myosin protein. The researchers have gained insights into how the variants affect protein biochemistry, muscle structure and muscle contraction.

More recently, Bernstein and crew have used the fruit fly system to study myosin mutations known to cause human muscle and heart disease. They are attempting to suppress the muscle defects using both drug and genetic therapies, which eventually may prove useful for treatment of afflicted patients.

Bernstein admits he has faced obstacles in his research and skepticism from colleagues, who question how research on an invertebrate can translate to humans. He maintains that this research constitutes the building blocks necessary to take the findings to the next level.

"Testing on the fruit fly has benefits," Bernstein said. "The fly is a useful organism from a genetic standpoint, and it has a short lifespan. It is much simpler to research and doesn't get into the realm of animal rights issues."

As a teacher on campus, Bernstein is particularly proud of his involvement with the NIH-funded Initiative for Maximizing Student Diversity program at SDSU. Through the program, faculty members mentor underrepresented students interested in pursuing advanced degrees in the sciences.

"SDSU is unique because we offer more opportunities than many other research institutions for faculty to play a role in shaping programs and departments, defining academic direction and hiring colleagues," Bernstein said.

*Bernstein's University Research Lecture, "Learning to Fly: Understanding the Basis of Muscle Function and Disease," is scheduled for March 16 at 3 p.m. in Room 201 of the Arts and Letters building.*



# Red Carpet Cred

By Sandra Millers Younger



Photo: Ron Najor

Destin Cretton, '11, left, and Brett Pawlak filming Cretton's latest film, "I am not a Hipster."



*Destin Daniel  
Cretton is kind of  
a big deal.*

You can't win the top prize for short film at Sundance, the country's biggest independent film festival, and not be a big deal, especially if you win it as a student.

But Cretton was just warming up. That was 2009. The next year, he won a Nicholl

Fellowship—a \$30,000 prize handed out to no more than five of 5,000 wannabee screenwriters by the Academy of Motion Picture Arts and Sciences.

When it comes to filmmaking, Cretton's definitely got the Midas touch. Every one of his projects has won awards. Two of his feature-length films premiered on television, one on HBO, one on TLC/Discovery. The HBO piece went on to win Best Documentary at Comic Con.

This January, Cretton made a second appearance at Sundance. Organizers invited him to premiere his latest work in the out-of-competition section of the festival, devoted to "bold works by promising filmmakers distinguished by an innovative, forward-thinking approach to storytelling."

Cretton's unique storytelling talent is all his own, but the 2011 graduate claims he learned pretty



# Success puts SDSU film program in the national spotlight.

much everything he knows about filmmaking at San Diego State University.

And while he is the clear rock star among recent graduates, wait until you hear what his SDSU peers have accomplished.

We're talking Emmys, Hollywood partnerships, futures so bright they gotta wear shades. USC, NYU, even AFI, the American Film Institute—widely considered No. 1 in the world—all those elite schools had better look out. San Diego State has arrived.

## Building a reputation

"The last four years have been a unique time," said Tim Powell, the SDSU pro-

fessor who mentors candidates for the M.A. in film (a select group of eight to 10) and most of the undergrads majoring in film production.

"We've had a lot of very successful students getting into major festivals and winning [regional] student Emmys on a consistent basis," Powell said. "Our program has an excellent reputation in the industry because of the work our students are turning out."

So if SDSU's film school is great because its students are great, why did such promising young filmmakers choose San Diego State over the more predictable A-list programs?

Stephen Crutchfield, a 2011 master's graduate and Emmy winner, came to SDSU for its strong academic cur-

riculum and access to world-class equipment—including the same 35 mm Panavision film cameras used to shoot Hollywood blockbusters.

Crutchfield freely admits he lacked confidence before meeting Hollywood insider Stephen Metcalfe, the uncredited script doctor behind "Pretty Woman," who teaches a screenwriting class at SDSU.

Seeing talent in his unassuming student, Metcalfe asked Crutchfield to direct a short he was writing for a studio in L.A. The resulting film, "El Abuelo," became Crutchfield's master's thesis and catapulted him into a succession of post-graduation projects.

Brian Garcia and Kristen Hansen, Class of 2011 colleagues who shared an Emmy



Photos: Jessica Grace Wimbley



Top, Ryan Broomberg, '10, middle, Layla Yu, '13, at work on the Josh Krohn/Patrick Clark/Joel Rogers production of "Firesale."

Bottom, Cretton and crew filming in the woods near Julian, Calif.





# SDSU's young filmmakers shine their klieg lights on big topics.



Hilary Andrews, '13, setting up for her film, "The Linguist." She said of filmmaking: "The joy and reward is in the creation of good craftsmanship."

for Garcia's senior project, liked SDSU's hands-on approach to teaching filmmaking.

"We have a smaller department than the big film schools, so there's less bureaucracy here," Hansen said. "I never felt restricted."

## In famous footsteps

Like many SDSU film students, Cretton, Crutchfield, Hansen and Garcia all benefited from the financial support of San Diego State's most illustrious film alum, uber-producer Kathleen Kennedy.

A 1975 graduate, Kennedy today is arguably the second-most successful film producer of all time, bested only by Steven Spielberg, her long-

time collaborator. Domestic box office receipts total more than \$5 billion for movies she's produced. It's a long list, heavy with mega-hits including "E.T.," "Back to the Future," "Schindler's List," "Jurassic Park," "The Sixth Sense" and her most recent opus, "War Horse."

Kennedy said her SDSU education engendered strong personal friendships that taught her the importance of collaboration, and "how the best version of a story usually will be the product of more than one mind."

Today she supports SDSU filmmakers by underwriting scholarships and grants to help offset production costs and festival entry fees. Cretton, for example, used Kennedy funds to complete and promote his Sundance winner, "Short Term 12."

"It is important for me that students be given the opportunity to discover the kinds of stories they want to tell and how best to tell them," Kennedy said.

"Finding the same level of creative freedom outside of college is not always easy, and so it's a great place to try and try again. There is no such thing as failure in an environment where you learn so much with each attempt. I am very proud to be able to support this particular kind of education."

## Scrappy and successful

SDSU's emerging young filmmakers tend to shine their klieg lights on what Randy Reinholz calls "the big conversations"—juvenile crime, autism, isolation and war.

Reinholz is the director of SDSU's School of Theatre, Television and Film.

"We tend to get scrappy students, rather than students from privilege trying to express their inner intellect," Reinholz said. "These guys want things to work, they want to achieve, they want to make something, and they have interesting voices. Scholarships will make a big difference to our ability to continue attracting this kind of student."

Emmy winner Brian Garcia, for instance, took heat in high school for his Latino heritage, got in a lot of fights and ended up in juvenile hall. He remembers thinking: there's no opportunity for me to ever be successful.

But Garcia wanted to at least finish high school, so he took a few night courses, including a film class, which led to his epiphany. Until then, Garcia said, "I never knew film school existed." Now he's committed to making movies that show the positive side of Latino culture.



Kristian Rodriguez, '11, on the set of "Firesale."

Photos: top left, Jeffrey Lamont Brown/Tallgrass Pictures; bottom left, Jessica Grace Wimbley; right, Gavin Filipiak/Tallgrass Pictures.



## Finding their groove

Hansen always felt like the odd girl out in school—until she discovered film. “I got a camcorder when I was 15 and started filming everything,” she said. “Life became a reality TV show.”

When she got to State, Hansen discovered a lot of the other students already knew how to write and edit for film, while she didn’t know much about making movies. Then the work ethic she’d learned from her parents kicked in. Hansen took on more projects than anyone else, found her groove as a producer and discovered a passion for screenwriting.

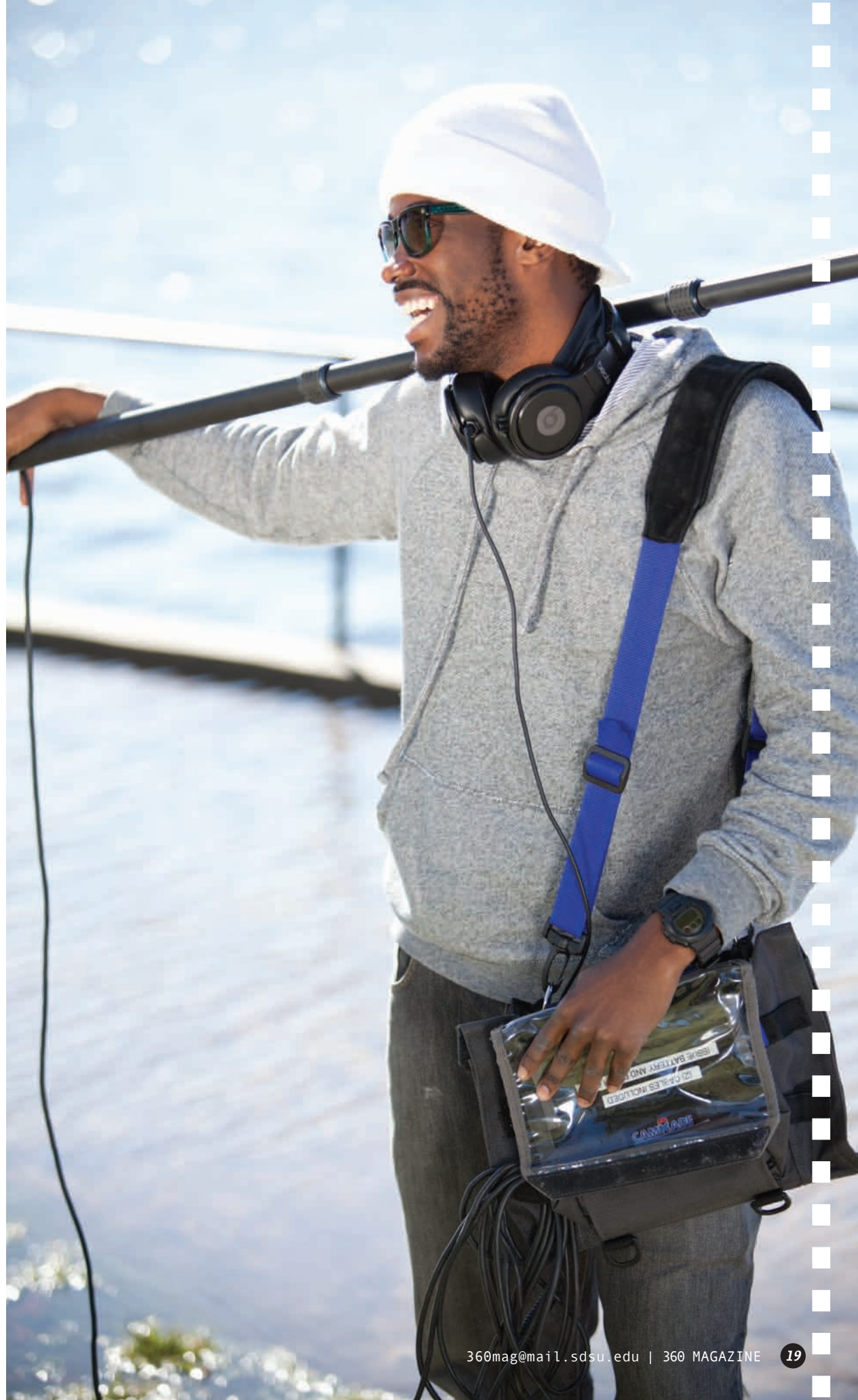
Hilary Andrews, featured on the cover, is a fourth-year student whose keen interest in science drew her to film-making as an academic exercise. Until she made her first film.

“I’ve come to really love the storytelling aspect,” she said. “The joy and reward are in the creation of good craftsmanship—in being able to say something new that is derived almost entirely from your own imagination.”

The daughter of SDSU alumni Vaughn, ’77, and Carrie, ’78, Andrews, Hilary won rave reviews at the 2011 SDSU film festival. Her projects “The Linguist” and “Sarra and Erich” tied for the Jury Prize.

*(continued on page 43)*

Guilain Bwinika, an international student from Democratic Republic of Congo, on the set of “The Linguist.”







# THE DOCTOR WILL CURE YOU NOW

## Targeting killer bacteria

By Coleen L. Geraghty

**In the world of bacteria, there are the good, the bad and the ugly.**

Ugly bacteria are those that take human lives quickly and ruthlessly—like the virulent strain of *E. coli* that killed 52 people in northern Germany within five weeks last summer. These highly dangerous microbes adapt and survive by developing resistance to the broad spectrum antibiotics commonly prescribed by doctors.

Now scientists are fighting back, using novel technologies to combat the deadliest pathogens while protecting the good bacteria necessary for human life.

Stanley Maloy, Ph.D., dean of SDSU's College of Sciences, is part of a nationwide team selected by the National Institutes of Health (NIH) to build targeted antibiotic treatments rapidly and in response to specific epidemics. The team's EUREKA grant supports highly innovative scientific exploration to advance public health.

Risk-averse pharmas won't touch this kind of unconventional research because the potential payback is uncertain. Scientists, on the other hand, look beyond the financial rewards of discovery. There's a good reason why the EUREKA grant is named for Archimedes' reputed shout of triumph at an early scientific breakthrough.

"This work is going to move science forward in a very important way," Maloy said. "We are not putting another brick in an existing wall; we are building the wall. Even if our research doesn't provide a perfect solution, NIH believes others will use this approach to proceed to the next level."

### A catalog of microbes

Maloy's work coincides with an overarching NIH initiative known as the Human Microbiome Project, which is sequencing the genomes of bacterial microbes living on the human body.

In 2003, geneticists rocked the scientific world by completing a 13-year project to identify and map the genetic makeup of the human species. Known as the Human Genome Project, this international initiative sequenced the chemical base pairs that make up human DNA.

But while cell genetics is often credited for longevity or blamed for obesity and cancer, scientists now understand that the true genetic makeup of an individual comprises the cell genome plus the bacterial genome. Not surprising, since microbial genes outnumber human genes by 1,000 to 1.



The Human Microbiome Project will catalog the microbial communities found at various sites on the human body—skin, oral cavities, gastrointestinal tract—analyze their role in human health and disease, and ultimately try to manipulate more of them to work on humanity’s behalf.

### Building on success

The EUREKA grant awarded to Maloy and company builds on the Human Genome Project’s success in identifying DNA sequences from the microbiome of hundreds of healthy individuals. By comparing these with the microbiomes of people infected with killer bacteria, Maloy and his colleagues hope to target the “ugly” bacteria and develop specific antibiotics to treat each strain.

Here’s how it works:

Using advanced information technology, Eric Jakobsson, Ph.D., at the University of Illinois at Urbana-Champaign identifies the dangerous sequence in Salmonella or E. coli and designs a similar sequence that will bind to the original.

Maloy then evaluates the new sequence to determine if the alteration is radical enough to inhibit production of the undesirable protein while leaving other proteins to carry out their beneficial functions.

In the third step, Jeff Brinker, Ph.D., at the University of New Mexico Los Alamos, employs nanotechnology to load the inhibitors into “wheelbarrows,” virus-like particles that will bind to the bacteria.

Finally, back at SDSU, Maloy tests the effectiveness of the

particles before they are delivered selectively and efficiently to kill the pathogenic bacteria and leave the good bacteria intact.

“We are engineering these viruses,” Maloy explained. “They don’t exist in nature. And then we’re loading them in a way that natural viruses could not be loaded.



“Once you get it working, there are millions of other applications for human health. Our research may help manipulate the human microbiome so that one day the most serious bacterial infections can be eliminated from the population.”

### Push the envelope

This combination of nanotechnology, comparative genomics and microbiology to target specific bacteria has never been attempted before. If the team is successful in targeting Salmonella—one of the model genetic organisms—their work could forever change the treatment of bacterial illness.

Maloy’s career prepared him well to push the envelope in microbiome research. Before coming to SDSU, he studied Salmonella at the University of Illinois at

Urbana-Champaign and collaborated with a scientist in Chile on Salmonella Typhi, which causes typhoid fever. Up to 30 percent of those who contract the disease die if not treated with antibiotics, Maloy said.

“In trying to understand why Salmonella Typhi infects humans only and how it is different from the good bacteria in our guts, we did a lot of genetic comparisons between bacteria,” Maloy said. “And that is how I moved from doing basic research to research related to pathogens.”

In 2005-2006, Maloy was elected president of the American Society for Microbiology, the oldest and largest life science membership organization in the world with more than 39,000 members. He continues to collaborate with his colleague in Chile on the possible link between long term bacterial infection and liver cancer.

### Personalized medicine

The contributions of Maloy and other scientists to a better understanding of the human microbiome could lead to breakthroughs in preventative medicine and health maintenance.

Researchers in the field expect to discover relationships in the next few years between the pattern of bacteria in a person’s gut and the general state of his or her health.

From there, it’s a small step to personalized medicine. Imagine physicians designing individualized health regimes based on each patient’s genomic and microbiomic makeup. Yes, the doctor will cure you now.



# Take Action

## A new tool to support public higher education



**Jack McGrory**  
SDSU alumnus

“San Diego needs a high quality, affordable public university like SDSU, which provides a well-educated workforce for the complex jobs of tomorrow. As alumni, we must advocate for state support to help move SDSU to even greater national distinction.”

San Diego State University and all 23 universities in the California State University are facing record budget reductions that threaten their long-term ability to serve California.

The Aztec Action Network, a new interactive, e-advocacy website, gives Aztecs the opportunity to support SDSU and be heard by elected officials. The website’s easy-to-use, customizable forms enable SDSU alumni and friends to make their opinions known by emailing state and local legislators.

SDSU alumni, parents, faculty and friends in the community are speaking out against further cuts to state funding for higher education. Your participation is important.

Visit [capwiz.com/sdsu](http://capwiz.com/sdsu)  
for more information  
about the Aztec Action  
Network.



# 69,225

**Demand for admission to SDSU is stronger than ever. The university received a record 69,225 undergraduate applications for the fall 2012 semester.**



**Cezar Ornatowski**

SDSU professor,  
rhetoric and writing studies

“We must remind public decision makers that CSU is the engine of California’s growth; each dollar invested in public higher education yields a return of more than 300 percent to the state economy.”

**43 percent**  
State appropriations to the CSU have been reduced by \$950 million since 2007-2008, a 43 percent cut. At SDSU, that represents \$95.2 million in budget reductions, resulting in decreased student enrollment and expanded class sizes.

**Teresa Greenhalgh**

Aztec parent

“Our family’s participation on the Aztec Parents Advisory Board has strengthened our support of SDSU. There is an urgent need to advocate for investment in our universities and students.”



**58,000**  
The California State University system serves 58,000 more students this year than in 1998-1999 with a comparable budget.

**\$4,500**  
The state of California currently provides \$4,500 fewer dollars to educate each CSU student than provided in 1998-1999.

**No. 1**  
SDSU’s advocacy database is the largest among the 23 CSU universities. Our 120,000 potential advocates have the power to take action on behalf of SDSU’s students, faculty and staff.

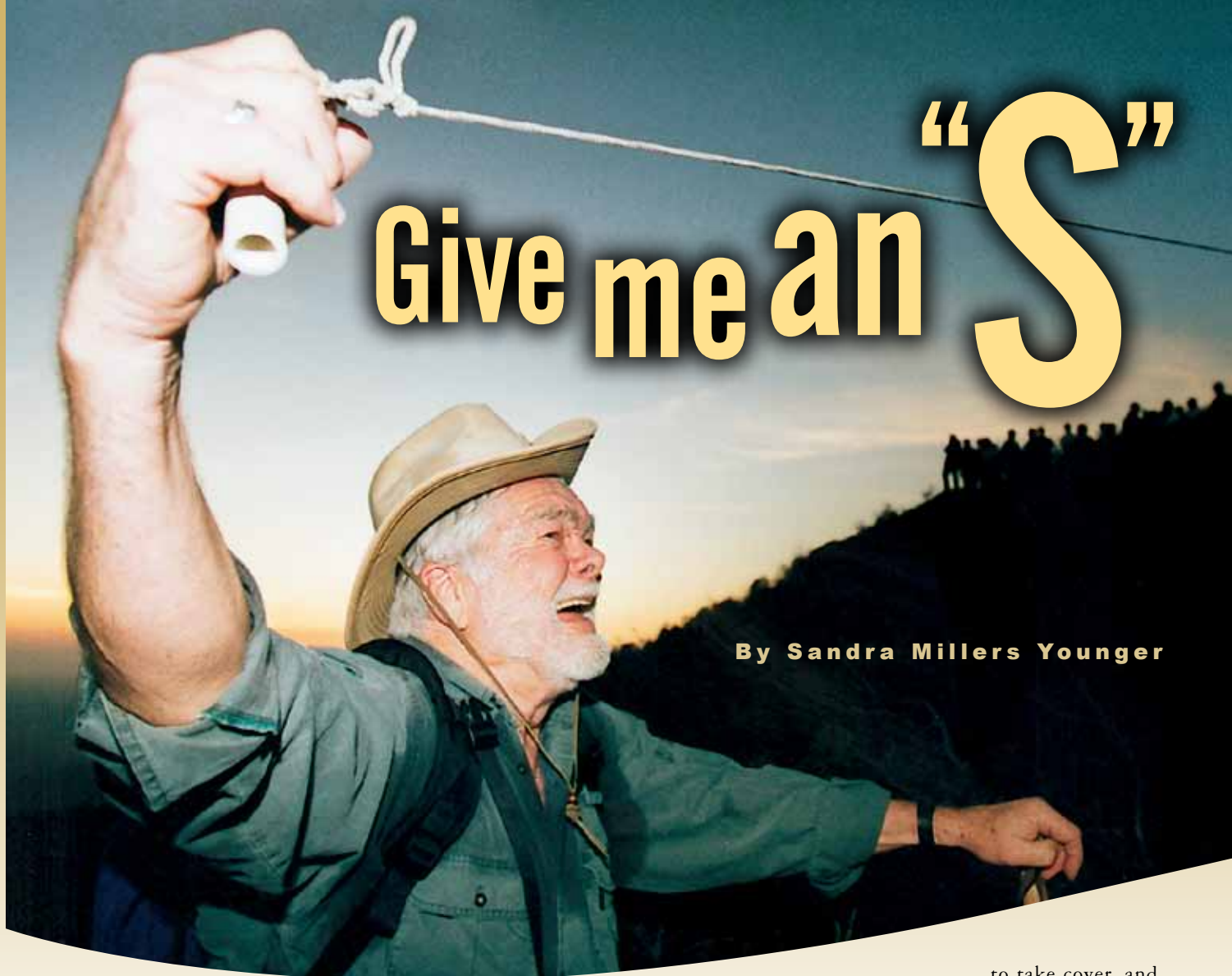


**Sandi Buehner**

College area resident

“SDSU works within our schools to prepare K-12 students for college; establishes links with the community through volunteerism and internships; and plants the seeds of creative thinking that grow into solutions for local and global problems.”





# Give me an “S”

By Sandra Millers Younger

*Once upon a time, when hardly anyone lived in the shadow of Cowles Mountain, much less debated how to pronounce its name, the peak that dominates the skyline north of Montezuma Mesa belonged to San Diego State.*

Or at least that’s what the students decided 81 years ago as they looked out from a brand new campus set amid miles of undeveloped chaparral. Still the highest point in the city at 1,593 feet, Cowles Mountain seemed the perfect billboard to advertise Aztec pride.

A campus committee quickly came up with the idea of painting rocks near the summit to create a huge “S,” and President Edward L. Hardy cancelled classes for a day to support the effort.

On Friday, Feb. 27, 1931, some 500 students, most lowly freshmen, climbed the mountain with buckets of paint and sacks of lime to create a 400-foot-high initial designed by math professor George Livingston to appear perfectly proportioned from below.

Maintaining “S” Mountain, as students dubbed it, became an important campus tradition. Each year, zealous Aztecs repainted the giant letter, until World War II forced San Diego

to take cover, and the site had to be camouflaged with brush cuttings.

By April 1944, with the war winding down, students eagerly revived the “S” and through the 50s, frequently lit the symbol with torches to celebrate homecoming or a football season opener.

## **Neglected mountain**

During the turbulent Vietnam War years, when students nationwide abandoned many long-standing campus traditions, Aztecs also neglected “S” Mountain. But only for a time.

The old symbol enjoyed a resurgence after a 1985 brush fire exposed what was left of it, prompting another student painting party. Another



# The mountain that became an AZTEC STRONGHOLD

Photos courtesy of The San Diego Union-Tribune

restoration effort in 1991 may have been the last time paint and lime touched Cowles Mountain. Safety and environmental concerns have since eclipsed college traditions.

But as 1997, the university's centennial year, approached, campus planners remembered the glory days of "S" Mountain. It's too bad we can't white-wash the "S" again, someone said. And then emeritus professor Henry Janssen, an SDSU institution since arriving on campus as a young Ph.D. in 1953, came up with a brilliant idea.

"What if we went up there with a bunch of flashlights and lit it?" he asked.

After much bureaucratic wrangling, Janssen won approval for his idea and recruited a group of 80 volunteers—most campus honor society members, plus a few faculty and staff, even some who had whitewashed the "S" as students.

On the morning of March 13, 1997 Janssen and a Mission Trails Park ranger, one of his former students, recreated the "S" with yellow police tape. While Janssen held one end of a rope cut to the proper length, the ranger pulled it taut and walked a big half-circle, spooling out the tape as he went. Moving a little farther down the mountain, the two men repeated the process in the other direction to create the bottom half of the "S."

Late in the afternoon, the entire group of volunteers headed up the mountain, with television news crews waiting below to broadcast their performance. But when the Aztecs arrived at the appointed spot, they found the tape gone and a small group of people who'd opposed their effort sitting nearby, laughing.

## Flexing Ph.D. power

Janssen, however, had come prepared with his measuring cord, enabling the group to retrace the "S" just as he and the ranger had done that morning.

Now 90, Janssen relishes recalling what happened next. "As soon as we all got in place, I did a countdown, and all the flashlights came on, and it was lovely. Then I said, turn them off at the count of three, and then turn them back on.

"So we did this for a while, and drivers passing below began to honk their horns and go crazy, because they knew what we were doing, and they wanted to be involved. We closed it off by starting at the top and—one at a time—turning our lights off.

"It was the best kickoff to the centennial celebration we could have devised. And when we closed the last light, I really wanted to yell to those people who'd laughed at us, "Don't @#\$\$ with Ph.D.s!"

*Historical information for this article came from "San Diego State University: A History in Word and Image" by Raymond Starr.*





# Startup

SDSU alums Kim Folsom and Tom Leahy find

## Invigora

“A startup is an invigorating  
Kim Folsom, founder of four  
in San Diego. “Ninety  
is how you respond to

Photo: Gary Payne

Building a start-up company is a lot like owning a sports car. It's exciting at first, but the hefty maintenance costs—whether insurance and premium fuel or long hours and high risk—diminish the appeal for some owners.

Others, however, discover an inner entrepreneur who really, really loves sports cars. They relish the risks and rewards of a new venture.

Count Kim Folsom among the sports car aficionados; in fact, the analogy is hers.

Folsom, a 1990 College of Business graduate, has started four successful businesses during a 25-year career in San Diego. Currently, she is CEO of ShowUhow, a company that develops informational and instructional videos downloadable onto smart phones with the swipe of a Quick Response (QR) code or product bar code.

The ShowUhow solution is catching on fast since its 2009 launch. Folsom's company currently contracts with 22 industry leaders, including Panasonic,

Olympus and Seagate. They've produced more than 1,500 videos—viewed by more than three million consumers—for products ranging from baby cribs to home theatre equipment.

### Hotbed for startups

While San Diego felt recession's sting sharply in its real estate and labor markets, it has remained a hotbed for startups, third only to the Silicon Valley and Boston area.

# Stars

success in a tough economy. |

By Jennifer Coburn

ting

experience,” said successful businesses percent of success opportunities.”

Nikhil Varaiya, an SDSU professor of finance and director of graduate programs in the College of Business, said the San Diego region continues to support start-up activity, particularly in technology-related areas such as software, mobile phone technology, and biotechnology.

“This may be due to the presence of companies such as QUALCOMM; research institutes such as Scripps, Salk, and Burnham; and a pool of

workers who have technology training from SDSU and UCSD,” he said.

Folsom’s startups are examples of this trend—a series of successful companies that utilize video technology to help businesses operate more efficiently. Previously, she held senior management positions for several banks, Advanta Mortgage Corporation, Alltel Communications and the law firm of Luce, Forward, Hamilton and Scripps.

Folsom also served on the board of directors for SDSU’s Entrepreneurial Management Center and is currently on the Dean’s Advisory Board for the College of Business.

Her current company links manufacturers and customers by creating a direct means of communication between them.

“If a picture is worth a thousand words, a video is worth a billion,” said Folsom at ShowUhow’s Kearny Mesa headquarters, where she leads a team of 50.

After downloading the free ShowUhow application, shoppers swipe the product QR code and watch a video that helps them decide if the item fits their needs. Another video demonstrates how to set up the product at home.

## A broader audience

Smart phone technology, the Internet and social marketing have completely transformed the way companies do business today, said Ruprecht von

Buttlar, director of business creation and development at CONNECT, a San Diego-based nonprofit that links investors and entrepreneurs specializing in technology and life sciences.

Not only have these advances created new products to sell, they have also revolutionized marketing by allowing people to target their ideal customers, he said. “You can reach a broader audience, and also narrow your focus. [The Internet] has shrunk the world community.”

**“If a picture is worth a thousand words, a video is worth a billion.”**

What has also shrunk, however, is traditional venture capital for start-ups.

“In 2000, you could say you’ve got a dot-com and you need money, and have no business model, and still get funded,” said Bernhard Schroeder, director of programs at SDSU’s Entrepreneurial Management Center. “It was absolute insanity. Now you had better have a real business model, and it had better make sense.”

Folsom agrees that there are fewer venture capitalists in the San Diego region now than in 2000. And they are far more cautious. She is fortunate to have established strong relationships with investors from her days as CEO of SeminarSource.com and Momentum Solutions. Because she had a proven track record of success, finding investors was less challenging than it is for most startups today.



## **New kid on the block**

On the downside, the tough economy has tightened funding sources, but on the upside, it might just be one of the fundamental factors sustaining entrepreneurship in San Diego.

“In 2008 we had this rapid economic decline, and a lot of people decided to realize their lifetime dreams of starting a business,” said von Buttlar. “Entrepreneurs are getting younger and smarter. If people don’t find employment, they put on their thinking caps and start their own companies.”

2002 alumnus Tom Leahy had a thriving career at Gallo Wines when he, Blake Petty, '04, and other friends decided to start ONEHOPE Wine, a retail business that donates half of its profits to charitable causes.

**“We don’t have outstanding loans, we’re not leveraged, and that’s all positive.”**

The company, which launched in 2007, partnered with winemaker Robert Mondavi Jr. to create unique wines for its brand. ONEHOPE bottles the wines with spiffy labels that support the battles against breast cancer, autism and AIDS, among other causes.

Starting a business in the midst of a recession bucks conventional wisdom, but then again, so does everything about this socially entrepreneurial endeavor.

“We didn’t want to wait until we were established in business to become

philanthropists,” Leahy said. “Our founders wanted to play a role in the community and make the world a better place now.”

They are doing just that. ONEHOPE sales have risen from 1,000 cases of wine in the company’s first year to 35,000 in 2011, and the brand has donated more than \$700,000 to charity.

## **Now trending**

There’s no question that social entrepreneurship is trending, said Martina Musteen, associate professor of management at SDSU. First, large corporations began to embrace social responsibility; then media outlets picked up on the shift, she said.

“Nonprofits have been around for a long time,” Musteen noted. “What’s new is the growing number of for-profit companies using business methods to address social problems.”

Musteen, whose focus is on international entrepreneurship, has joined with four other College of Business faculty members to create the International Social Entrepreneurship Initiative at SDSU. They cooperate in research endeavors, look for ways to engage students and are moving forward to strengthen ties to the Entrepreneurial Management Center.

In her classes, Musteen encounters students with highly developed social consciences. Several of them moved abroad after graduation to work with nonprofits in Africa and South America.

“This generation seems acutely aware of suffering in the world,” Musteen said. “It may be challenging for them

## **Hard**

**“When you start really hard work,” said of ONEHOPE Wine, anything else, they**

to find a balance between the social and economic missions of their companies.”

## **Downside, upside**

A more immediate challenge to young entrepreneurs is the battle to survive in dire economic times. But ONEHOPE Wine’s Leahy said volatile markets can produce tougher, more resilient startups.

“Normal funding like banks and venture capital didn’t exist for us, so we had to get creative and find private investors,” he said. “We don’t have outstanding loans, we’re not leveraged, and that’s all positive.”

# ing technology to build market support

## Work

your own business, it is Tom Leahy, co-founder "If someone tells you are lying to you."



Photo: Gary Payne

Moreover, Leahy was able to negotiate better deals on everything from office space to supplies and hire from a larger talent pool. "If times were better, talented people would not have problems finding work," he acknowledged.

Like Folsom's ShowUhow, Leahy's ONEHOPE leverages technology to build market support. The company employs staff to run its Facebook and Twitter accounts and to blog nearly 24/7. At last count, ONEHOPE Wine had 45,000 fans on Facebook.

"Wine itself is social," Leahy observed. "Our fans on Facebook are passionate about wine and our causes, so social media is a perfect platform for us."

As a result, ONEHOPE Wine has doubled its Internet business in just the last year. Now 20 percent of sales are completed online.

### The SDSU difference

Both Folsom and Leahy credit their time at SDSU—in and out of the classroom—with helping hone their entrepreneurial skills. "I've always had the passion to be an entrepreneur," Folsom said. "I credit my professors for helping me develop problem-solving skills."

Today, SDSU management majors can specialize in entrepreneurship, and any student can take advantage of the internships, guest lectures and

business plan competitions offered by the Entrepreneurial Management Center. One young woman consulted the EMC for help in creating a startup even before graduation.

Jenny Amaraneni, inspired by one of Musteen's classes, recently co-founded SOLO Eyewear with fellow Aztecs Craig Stern and Dana Holiday. For every pair of sunglasses sold, SOLO Eyewear donates a pair of prescription eyeglasses or funds eye surgeries for those in need.

It's just a beginning, but Kim Folsom might recognize another sports car enthusiast in the making.







# leadership starts

## Wendi Eckardt, '92

Wendi Eckardt has worked in the financial services industry for 20 years. She joined UBS Financial Services in 2005 and is currently managing director of UBS Private Wealth Management.



1

## David Windley, '85

David Windley leads Yahoo!'s global human resources team. His extensive experience in the high tech industry includes executive positions at Microsoft, Intuit, and Silicon Graphics.



2

## Ralph Rubio, '78

Ralph Rubio, co-founder of Rubio's Fresh Mexican Grill, turned a small family-owned restaurant into a successful West Coast chain.



3

## Kathleen Kennedy, '79

Kathleen Kennedy is a six-time Academy Award nominee for best producer and head of The Kennedy/Marshall Company, which she co-founded in 1992.



4

## Rollin Richmond, Ph. D., '66

Rollin C. Richmond, Ph. D., became the sixth president of Humboldt State University on July 1, 2002, following a distinguished career as a faculty member and researcher in evolutionary biology.



5

*A*t San Diego State,

Leadership Starts

Here is an assertion of our entrepreneurial spirit, the spirit that sparks new ideas, creates jobs and propels the regional and state economies forward.



To learn more, visit [sdsu.edu/leadershipstartshere](http://sdsu.edu/leadershipstartshere)



# here

## SDSU ALUMNI DRIVING CALIFORNIA'S ECONOMY

SDSU alumni command the companies that power California.

On these pages, we present just a small

sample of Aztec influence.

There are thousands more alumni like these who prove that leadership starts at San Diego State University.

10



**Rick Tigner, '85**

Rick Tigner is president of Jackson Family Wines and its portfolio of more than 30 premium and luxury wines, including the award-winning Kendall-Jackson collection.

9

**David Ritterbush, '90**

David Ritterbush is president and CEO of Premier Nutrition and Joint Juice, Inc., both leading nutrition brands in their categories.



8



**Susan Salka, '89**

Susan Salka is president and CEO of AMN Healthcare, the nation's leading clinical workforce solution and staffing firm.

7

**Michael Freeman, '76, '79**

Michael Freeman, division president of The Americas for WD-40 Company since 2002, has been with the company in management positions since 1990.



6



**Linda Lang, '91**

Linda Lang is board chairman and CEO of San Diego-based Jack in the Box, Inc., where she is influential in the company's growth and philanthropic interests.

4

3

8

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## East Meets West. Jim Sterk talks about realignment and the future of Aztec athletics.



Photo: Ernie Anderson

Conference realignment has shaken up college athletics as universities across the country maneuver for maximum financial return. Recently, SDSU announced two significant moves—to the Big East for football, and the Big West for most other sports. SDSU Athletic Director Jim Sterk sat down with 360 Magazine to talk about how conference realignment will ensure that Aztec athletic programs are competing and thriving.

### **What changes should SDSU football fans expect when the Aztecs start play in the Big East?**

We should be very competitive in the league. We'll have the opportunity to play at the highest level, to compete for major bowls that we don't have the opportunity to compete for right now. And that's got everyone in the football program excited—the staff, the coaches and the players. On the national media scene, I think you'll see a big change in the coverage of SDSU.

### **How often will the team travel to the East Coast each season?**

It will be similar to what we did this year where we had a game at Army and a game at Michigan. Playing six or seven games in the Western Division of the Big East, the furthest we'll travel will be to Houston or Dallas. Then there may be one or two conference trips east. And in our non-conference schedule we'll focus more on Midwest and Western teams like Arizona and Washington.

**Will all of our games be televised in San Diego?** The television landscape is changing on a daily basis,

but it's opening more opportunities for us to be seen locally, regionally and nationally. The Big East is negotiating with TV partners in September, so I can't predict what's going to happen. It could be that on a single day, four Big East games are shown nationally back-to-back-to-back-to-back—one in each time zone. Our TV consultant thinks it's a great concept—a made-for-TV league.

### **How will an improved television contract for football help other sports?**

The television revenue should be significantly different than what we're experiencing now, and that's important for us. I hope we can build back some of the support positions lost over the last few years in areas such as sports medicine and equipment management. In order to run a program effectively at a high level, you need that support. It's important for people to understand that we don't have a large budget compared with our competitors. The challenges we face are serious—the reduction of state support and the increased cost of tuition. We can make up some of that with the increased revenues. But we still need donor support for our program and our students, and we need people to continue buying tickets.

### **When will you start locking in basketball games with Big East opponents?**

We have an opportunity, given the relationship with the Big East and with ESPN. If we don't schedule a home and home with UConn next season, it will happen shortly thereafter. They want to play. Coach Fisher wants to play. It's just a matter of working it into the schedule. And we'll work

A neon billboard in New York City announces SDSU's entry into the Big East.

on others. Conference realignment has really opened doors for us. Coach Fisher has done a great job of lining up national caliber competition because of his reputation. This will only enhance what we can do.

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**What would you say to fans who think conference realignment will hurt the men's basketball program?**

If BYU, Utah and others had stayed in the league, it would have been a different story. But with those defections, it was imperative for us to move forward and not backward in all our sports. If we don't move forward, then basketball will be hurt because we won't have the revenue to run a national program. The scheduling partnership with the Big East and our new TV partnerships can only help improve the program. The Big West will be competitive. This season they've had six signature wins. By comparison, the Pac-12 had only two signature wins.

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**Which other sports will be changing conferences and how will the moves impact them?**

This realignment gives more sports the opportunity to make the post-season. The defections from the Mountain West didn't just hurt football and basketball; they hurt sports like baseball and softball, too. The majority of our sports will be in stronger conferences. Travel will be easier. There are more natural rivalries. Our alumni and fans will have more opportunities to see Aztec teams play, and our teams will be exposed to more regional markets than ever before.

—Greg Block





# Aztecs in Motion

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## Mix and Match. Men's golf team drives to success with an international roster.

Ryan Donovan is among the winningest coaches in Aztec history. Now in his ninth season as head coach for men's golf, he has led the team to 76 top-10 tournament finishes (including 11 of 13 in 2009-10); 53 top-five tournament performances; and three NCAA national championship appearances.

An SDSU graduate, Donovan was named Mountain West Coach of the Year in 2011, the same year he was tabbed Eaton Golf Pride West Region Division I Men's Coach of the Year by the Golf Coaches Association of America.

Just over a decade ago, Donovan, '01, was on the green for the Aztecs as a player himself. He turned pro briefly, returned to Montezuma Mesa as assistant coach in 2003, and took the helm at the beginning of the 2004 spring season.

"When I started here, I knew I needed to jump-start the program," Donovan said. "We were just beginning to build it up again, and my goal was to use all the resources available to recruit top-level student-athletes."

Donovan sought out the best native talent while simultaneously recruiting from outside the country.

"I flew overseas every year to recruit great talent from places other schools weren't touching," he said. "The students liked hearing they could play golf all year round."

Donovan's mix-and-match strategy has filled the Aztec roster with plenty of Californians leavened with players from Europe, Canada and New Zealand. A top recruit from close to home is Los Angeles County native, J.J. Spaun, pictured at left, who led the team in stroke average last year with a 71.62.

Spaun had the best season of his young career in 2010-11, tying for third at the NCAA championships, garnering third team All-America honors and capturing all-league honors for the second consecutive year.

He was also named the Golfweek National Player of the Week last April when he joined Phil Mickelson as the only competitors to win back-to-back individual titles at the 39-year-old Thunderbird Invitational in Arizona.

Playing with international recruits is a plus for Spaun. "Having people from different backgrounds gives the team balance," he said. "The camaraderie is great, regardless of background, and it's valuable to learn things from players with different experiences."

To follow Spaun and the 18th-ranked Aztec men's golf team during their 2012 spring season, visit [goaztecs.com](http://goaztecs.com).





## Double Dedication. Two alumni, two goals, one unique gift.

Keith Behner, '71, and Catherine Stiefel, '92, led interesting and accomplished lives before they ever met. Now their combined world view has shaped a unique, multidimensional gift to The Campaign for SDSU.

The couple's \$1 million donation will benefit hundreds of students in Stiefel's home college, the College of Business, and in Behner's, the College of Arts and Letters, by expanding curricula and establishing endowments to ensure SDSU's ability to educate future generations of students.

### RENEWED COMMITMENT

Already generous SDSU supporters, Behner and Stiefel currently fund 12 scholarships in the College of Business and another 12 in the Department of Political Science. But their recent gift signals a renewed commitment to champion the university as it struggles with declining state support.

"The size of our gift reflects our dismay over the severe budget cuts SDSU is attempting to mitigate, as well as our desire to enhance the educational experience," Behner said.

Neither Stiefel nor Behner attended SDSU directly from high school. She made a radical career shift from professional chef to top-of-the-class business graduate. He served two tours in Vietnam with the Navy Seabees in support of Marine Corps combat operations—and received eight ribbons and medals for that service—before earning a degree in political science.

Later Stiefel worked as a CPA and Behner, as a real estate investment broker and planning director for the community of Rancho Santa Fe.

### A STRONGER CORE CURRICULUM

Within the College of Arts and Letters, \$350,000 of the couple's gift will establish an endowment to finance the continuation and enhancement of the Latin American Studies program.

Another \$150,000 will be expended over five years to strengthen the core curriculum in Latin American Studies, supporting courses that would have been curtailed or even eliminated by budget cuts in subject areas as diverse as political science, history, economics, Spanish and Portuguese.

"Keith and Cathy's support of Latin American Studies is indeed timely," said Paul Wong, dean of the College of Arts and Letters. "The region is extremely important for our teaching and research programs throughout the university."





Behner and Stiefel share a profound respect for the peoples and cultures of Latin America. They have strong opinions about the importance of SDSU taking a leadership role in fostering enhanced understanding of the social, political and economic issues that both bind and separate San Diego from its southern neighbors.



As a child, Stiefel spent two years in Puerto Rico while her father established a branch of the family's pharmaceutical company. Behner became fluent in Portuguese during four teenage years in Brazil. His father, a career U.S. Naval officer, was an adviser to the Brazilian navy.

#### GRADUATES OF CHOICE

SDSU's College of Business will benefit from the couple's gift of \$500,000 to the Charles W. Lamden School of Accountancy.

More than half will support the development of a technology-driven initiative to help students understand how businesses operate. The technology—known as SAP—will be used in the classroom to create business laboratories. Stiefel, a retired CPA, said SAP certification will position SDSU students as “graduates of choice” in their fields.

“Cathy and Keith's transformational gift will allow our students to build an experiential professional toolkit to ensure they stand out in the competitive job market,” said Michael R. Cunningham, dean of the College of Business Administration.

The couple's gift also establishes a pilot career development program for accounting majors and a pilot mentoring program for accounting students.

SDSU's Career Services and Beta Alpha Psi, an honorary organization for financial information students and professionals, will partner with the Lamden School of Accounting to establish the mentoring program and encourage undergraduates to pursue graduate accounting degrees.

“The need to step up and support has never been greater, and we urge others to join us in providing additional support during these troubling times,” Stiefel said.



# Giving Back

## The Campaign for SDSU Reaches \$300-Million Milestone

What happens when thousands of San Diego State alumni and friends decide to support the university's pursuit of excellence? The Campaign for SDSU achieves the \$300-million mark.

SDSU's first university-wide fundraising campaign recently reached this milestone, thanks to nearly 34,000 donors whose gifts strengthen the university's ability to educate tomorrow's leaders.

Since it was launched in 2007, The Campaign for SDSU has transformed San Diego State, providing new opportunities for students through rigorous academics, experiential learning, faculty mentoring and professional internships.

With an overall goal of \$500 million, The Campaign for SDSU has raised \$144.5 million for SDSU's academic programs and the university library, including \$9 million to support endowed chairs and professorships.

"Reaching the \$300-million milestone is a testament to the university's momen-

tum and the generosity of our numerous supporters," said SDSU President Elliot Hirshman. "Scholarship support for our students and for the extraordinary work of our faculty and staff is moving our educational, research and community service programs forward at a pivotal time in the university's history."

Students are the prime beneficiaries of The Campaign for SDSU. To date, nearly \$33 million has been contributed to Fuel Potential, the campaign's scholarship initiative.

This giving supports students like Jennifer Keliher-Venegas, whose conservation-based research has the potential to influence the management of small-scale fisheries around the world. The Campaign for SDSU has also raised \$4 million for the Guardian Scholars program, which provides year-round room and board, as well as academic mentoring, for students exiting the foster care system.

Many large gifts to the campaign have transformed SDSU, including: a \$10

million gift from the family of SDSU's first business school dean to name The Charles W. Lamden School of Accountancy; the naming and build-out of the Donald. P. Shiley BioScience Center, through the support of philanthropist Darlene Shiley, who donated \$5 million in honor of her late husband; a \$2.4 million gift to name the L. Robert Payne School of Hospitality and Tourism Management; and the \$5 million Ron and Alexis Fowler Challenge to support SDSU Athletics, including scholarships for student-athletes.

Equally important to The Campaign for SDSU are smaller gifts from parents, alumni and friends who support higher education and understand how philanthropy at all levels can enhance the college experience. The Aztec Parents Fund, for example, has grown to more than \$1.4 million during the campaign.

To learn more about The Campaign for SDSU, visit [sdsu.edu/campaign](http://sdsu.edu/campaign).



## About San Diego State...



By Ken Kramer

Big East! East? Talk about expanding your competitive horizons!

In 1928, Coach C.E. Peterson headed up all Aztec sports programs and went on the road only when it was economically practical and logistically possible. Back then, Notre Dame routinely dispatched its squad to do battle with Wisconsin, Indiana and USC, but San Diego State's football team, a member of the Southern California Intercollegiate Athletic Association, never ventured north of Fresno and rarely farther than Occidental College in Eagle Rock.

Still, the SCIAA was a big step up from where we'd been! In the early 1920s, San Diego State merged with San Diego Junior College, and our football and basketball programs joined the Southern California Junior College Conference. Other members were not happy to play a four-year school; some refused to do so, and eventually San Diego State was asked to leave.

The Aztec football team never played a game outside California until an 8-0 victory over Arizona in Tucson in 1931; and with the exception of Hawaii, never played a game outside the West until 1967.

By contrast, Aztec hoopsters were frequent flyers, or at least routine railers. In 1939 and the following two years, they played in Kansas City as members of the California Collegiate Athletic Association, finally winning the NAIA National Championship there in '41.

Apart from these exotic forays, though, San Diego State's major sports alignments have traditionally kept us within a time zone or so from home. The conference names said it all. In the early '70s, we were members of the Big West. In the '80s and '90s, the Western Athletic Conference was our home, and finally the Mountain West. Those brief periods when San Diego State played as an "independent" left football fans feeling orphaned. After the Aztecs beat San Jose State on the road to wrap up a spectacular season in 1977, commentators at the live network telecast described the team as "10 and 1 and uninvited!"

Times have changed, and unquestionably for the better. During most of its early history, women's sports at San Diego State had no opportunity for conference play. Women simply didn't enter into competition with outside schools. For both men and women, the logistics of team travel have now been streamlined to the point where nothing is impossible.

Still, for those of us who remember watching the Aztec football team battle Whittier, Chapman, or Pomona Pitzer, this new bond with The Big East conference might take a bit of getting used to.

If Coach Peterson were still around, he would find it incredible!



# Alumni Association 2011 - 2012

## EXECUTIVE COMMITTEE

President: Jeff Marston '77

Immediate Past President: Sherrill Amador '64

President Elect: Bill Earley '86

Vice President for Membership, Marketing and Communications: Tim Young '91

Vice President for Finance: Elsa Romero '84

Vice President for Revenue Enhancement:

Peggy Stephenson '84

Vice President for Constituencies: Marlene Ruiz '75, '79

Liaison to The Campanile Foundation: Bill Trumpfheller '87

Liaison to Athletics: Tom Karlo '75

Executive Director: Jim Herrick

Secretary: Kelley Suminski

### Other Elected Directors:

Jerry Dunaway '99; Robert Raines '68, '74; Ken Kramer '74; Janine Pairis '01; Barbara Powels Bowen '05; Ernest Dronenburg, Jr. '66; Joe Farrage '89; Katie Rogow '90; Deanna Shoop '97, '05; Kirk Walwick '81; Robert Garvin '76, '81; Dan Guevara '70; Kathleen Lang '05, '07; Steve Nelson '96; Perette Godwin '86; Matt Keipper '08; Stephanie Dathe '95; Katie Hansen '03; Ryane Hughes '02, '05; Sean Kashanchi '11; James Newland '88, '92

### Past Presidents: (\* denotes deceased)

2011 Sherrill Amador; 2010 Brig Kline; 2009 Adrienne Finley; 2008 Bill Trumpfheller; 2007 Chuck Luby; 2006 Erica Opstad; 2005 Bruce Ives; 2004 Jerry Dressel; 2003 Matt Dathe; 2002 Tamara McLeod; 2001 Bill Trumpfheller; 2000 Ash Hayes; 1999 John McMullen; 1998 Richard West; 1997 Frederick W. Pierce IV; 1996 Lois Bruhn; 1995 Tom Jimenez; 1994 Nancy Reed Gibson; 1993 Jerry Dressel; 1992 Walter Turner Jr.; 1991 James B. Kuhn; 1990 Art Flaming; 1989 Bernard P. Rhinerson; 1988 Craig Evanco; 1987 David E. DeVol; 1986 Dr. Morton Jorgensen; 1985 Denise Carabet; 1984 Robert Chapman; 1983 William Hastings; 1982 Thomas Carter\*; 1981 Walter Weisman; 1980 Don Harrington; 1979 Nicole Clay; 1978 Daniel Bamberg; 1977 Allan Bailey\*; 1976 Richard Tronccone; 1975 & 1974 Robert Battenfield; 1973 Robert Butler; 1972 Richard Scott; 1971 James H. Ashcraft; 1970 A. Kendall Wood; 1969 Michael Rogers; 1968 Gerald S. Davee; 1967 Dr. Louis Robinson\*; 1966 Daniel Hale\*; 1964 Wallace Featheringill; 1963 Ed Blessing; 1962 Hon. Frank Nottbusch, Jr.\*; 1961 Bryant Kearney\*; 1960 & 1959 Lynn McLean\*; 1958 Harvey Urban\*; 1957 Ken Barnes\*; 1956 Grant Nielsen\*; 1955 Muriel Tierney\*; 1954 Dwain Kantor\*; 1953 Fred Whitney\*; 1952 William S. Miller\*; 1951 Hon. Richard Ault\*; 1950 Gordon Wiggins\*; 1949 Hon. Byron Lindsley\*; 1948 Joe Suozzo\*; 1947 Robert Breitbart\*; 1945 Barney Carman\*; 1940 Sue Earnest\*; 1939 Bert McLees, Jr.\*; 1938 Donald Clarkson\*; 1937 Robert Barbour\*; 1936 Jefferson Stickney\*; 1935 Terrence Geddis\*; 1934 Richmond Barbour\*; 1933 Helen C. Clark\*; 1932 Earl Andreen\*; 1931 Vesta Muehleisen\*

### Ex-officio/ Non-voting Directors:

President, Elliot Hirshman; Vice President for University Relations and Development, Mary Ruth Carleton; Senate Representative, William Snavelly; AS President, Cody Barbo; Aztec Athletics, Mandy McKinley; Student Alumni Association President, Madison Bala

## STAFF

Executive Director: Jim Herrick

Associate Director: Tammy Blackburn '94, '01

Parma Payne Goodall Alumni Center Facility Manager:

Mike Sweet '93; Assistant Manager: Mike Lopez '09

Administrative Assistant: Donna Buttner '91

Membership & Marketing Coordinator: Kelley Suminski

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

## 1970s

'71 **Larry Brimmer** ★ ('81 M.A., English) has published "Black & White: The Confrontation Reverend Fred L. Shuttlesworth and Eugene "Bull" Connor."

'75 **Tom Ables** ★ (Spanish) was named Outstanding Football Official by the National Football Foundation (San Diego Chapter) and was inducted into the San Diego Hall of Champions for his 47 years of officiating; **Steven Schindler** (public administration, '94 M.A. special education) is chief marketing officer for the National Aquarium.

'77 **Phyllis Schwartz** (journalism) is VP-news director of Fox O&O WFLD Chicago.

'78 **James D. Crosby** (biology) joined the San Diego office of Klinedinst, attorneys at law, as a shareholder.

## 1980s

'80 **Gayle Mestel** (journalism) is president and CEO of CCS/Public Relations, Inc., in Carlsbad, Calif; **Mark Snell** (accounting) is president of Sempra Energy, overseeing infrastructure and international business.

'82 **Barbara Sawrey** (Ph.D. chemistry) is director-at-large of the Board of Directors of the American Chemical Society, the world's largest scientific society.

'84 **Robert Lowe** (journalism) is director of communications for the Liberty League, a Division III collegiate athletic association.

'85 **Michael Moulton** (biology), an emergency medicine physician practicing in Wilmington, is the 2011-2012 president-elect of the North Carolina Medical Society. **Rick Tigner** (marketing), president of Jackson Family Wines, appeared on a recent episode of the TV show "Undercover Boss."

'86 **John Rapp** ★ (marketing) is vice president, retail group, for Grubb & Ellis Company and also a member of the company's petroleum services group; **James Ream** (management) is senior vice president-operations for American Airlines.

'88 **Scott Jackson** ('90 M.S., accounting) received the 2012 Greatest Potential Impact on Management Accounting Practice Award for his article in *Accounting Review*; **Betty Rengifo Uribe** (psychology) is executive vice president and head of business and personal banking for California Bank & Trust.

## 1990s

'90 **Aaron Braxton** (speech communication) recently completed a month-long run at Theatre Asylum in Los Angeles with his solo show, "Did You do Your Homework?" **Randall Ilas** (economics, '94 M.A. political science) is general manager for Harte-Hanks Market Intelligence.

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

# Keeping Hollywood's Biggest Secret

You might call Rick Rosas, '87, the soul of discretion.

The secret he guards is the subject of intense media speculation and millions of animated conversations in American homes and workplaces.

Yes, Rosas knows—before almost anyone else—who is going to take home the Oscars.®

Every year at about this time he delivers “the envelope please” to celebrity presenters at the annual Academy Awards telecast.

In the days before the televised event, Rosas and five other certified public accountants at PwC tabulate the votes of the Academy's 6,000 members in 19 different categories of acting and film production.

But only Rosas and his colleague, Brad Oltmanns, represent PwC on the big night. They arrive at the Kodak Theatre separately, each escorted by members of the LAPD, and each carrying a complete set of envelopes with the winners' names.

“As much fun as it is to be in the green room with the stars, we work hard,” said Rosas. “PwC has never made a mistake in all the 78 years it has served the Academy. But when it's over, I get to take my wife to the biggest party in Hollywood.”

How did Rosas land such an enviable position? It was “a classic case of right place, right time,” he said.

He joined PwC (legacy name PricewaterhouseCoopers) in 1996, taking on numerous clients in the motion picture



Rick Rosas, left, and Brad Oltmanns

and television industries. Based on that work, Rosas was tapped in 2001 to become only the 11th partner in PwC history to oversee the Academy Awards balloting.

The annual contest unfolds in several stages. Members from each of the branches vote to determine the nominees in their respective categories—actors nominate actors, film editors nominate film editors. All voting members are eligible to select the best picture nominees.

After nominations are announced, each member is eligible to select Oscar® winners in every category. Votes are due to PwC on the Tuesday before the awards presentation.

“We've had a number of contests coming down to a handful of votes,” Rosas said, though he won't disclose which ones. “Every vote counts and we count each and every one by hand.”

Rosas is a “huge film fan,” but never imagined as an SDSU student that he would one day be rubbing elbows with the stars. “At SDSU, I loved history, political science and literature. When I was finally forced to declare a major, I chose accounting because I thought I could get a job with the FBI.”

Instead, he works in Hollywood and once a year, gets to walk the red carpet alongside Brad Pitt and Angelina Jolie. “It's an honor,” he said, “and I'm never disappointed with the winners.”

—By Coleen L. Geraghty



# Class Notes

1990s

'91 **Charles Patton** (psychology) is the owner of Bird Rock Coffee Roasters in La Jolla, Calif., winner of the national 2012 Micro Roaster of the Year award. **Larry Riley** (management) is publisher of the Appeal-Democrat and Tri-County Newspapers, owned by Freedom Communications.

'92 **Michael Brownlee** (journalism) joined NBC4 Los Angeles as co-anchor and general assignment reporter.

'93 **Richard Magallanes** (journalism) is senior vice president, Nickelodeon Animation, current series. **Frederick Robertson, M.D.** (M.B.A.) has joined Baird Venture Partners as an operating partner.

'94 **Kyle McNabb** (finance) is vice president and practice leader at Forrester Research.

'95 **Craig Collins** (English, '97 M.B.A.) is president and CEO of Perminova, developer of web-based software for cardiology centers.

'97 **David B. Schaffer** (history) was promoted to partner at Wiggins and Dana LLP. He represents companies in corporate and commercial matters.

'98 **Scot Ginsburg** (biology), managing director for Jones Lang LaSalle, has been elected to the CONNECT Foundation Board of Directors in San Diego.

'99 **Diana Smith** ★ (microbiology) is director of store brands regulatory compliance with CVS Corp.

2000s

'00 **Dillon Gibbons** (political science) is chief of staff for State Sen. Anthony Cannella (R-Ceres).

## Travel by the Book

Take a love of reading and books; a craving for adventure; and the chance to get together with friends; and what do you have? The key ingredients of two-time SDSU alum Susan McBeth's company, Adventures By the Book.

McBeth graduated magna cum laude from SDSU with a degree in business management, and earned an M.A. in comparative literature with an emphasis in German studies.

A self-proclaimed book-lover all her life, McBeth had the opportunity to meet hundreds of authors and coordinate events as the director of marketing and events for Warwick's Bookstore in La Jolla. But in early 2011, she left Warwick's to pursue her own business.



Photo: Paul Body

Susan McBeth

"Adventures by the Book was created from the notion that many readers and authors want to connect on a more intimate basis," McBeth said.

She was inspired after meeting Frances Mayes, best-selling author of "Under the Tuscan Sun." Mayes' invitation to visit Tuscany got McBeth thinking about how amazing a trip like that would be for her and other "Under the Tuscan Sun" fans.

In less than a year, McBeth has coordinated numerous author events, including Equestrian Adventure with Elizabeth Letts ("The Eighty-Dollar Champion"); a luncheon at the Japanese Friendship Garden with Margaret Dilloway ("How to be an American Housewife"); and an "Under the Tuscan Sun" travel adventure with none other than Frances Mayes.

One of McBeth's most ambitious literary adventures takes place this summer with the Magical Mystery Literary History Tour. Participants will join San Diego author Kathi Diamant in the footsteps of Franz Kafka on a 10-day European sleuthing expedition. Diamant wrote the award-winning book, "Kafka's Last Love: The Mystery of Dora Diamant."

McBeth admits to being the happiest she's ever been in her career as she connects readers to authors that inspire and enchant them.

For more information about Adventures by the Book and upcoming events, visit [adventuresbythebook.com](http://adventuresbythebook.com).

— By Leah R. Singer

# Red Carpet Cred

(continued from page 19)

Cinema rock star Destin Cretton also found his focus at SDSU.

Cretton grew up surfing in Maui, which was about all there was to do in Haiku, a little town on the road to Hana. Well, surfing and watching movies.

"I loved movies," Cretton said. "I loved that feeling of being transported into another world. I didn't understand when people didn't like a movie. I loved every single one."

He made a few videos of his own, borrowing his grandparents' clunky, over-the-shoulder VHS camcorder and drafting his five siblings as both cast and crew. But he had no thoughts of shooting films for a living.

"With my world view on the island, I had no idea what was possible," he said.

When a few friends from church enrolled at Point Loma Nazarene University in San Diego, Cretton joined them. He declared a major in mass communications and decided to make a film as a senior project.

## A tipping point

But Point Loma doesn't offer filmmaking, so Cretton and his buddy, Lowell Frank, went to SDSU professor Greg Durbin for advice. "They just showed up at my house," Durbin said, "a couple of kids with skateboards. They looked like they came rolling in with the seaweed."

Always on the lookout for graduate-program recruits, Durbin decided to help Cretton and Frank, and they came back with "Longbranch," an award-winning piece that guaranteed them

both admission to SDSU's master's program in film.

"Greg Durbin was so supportive even before he knew who we were, before he knew if we had any talent," Cretton recalled, still a little incredulous.

Looking back, he sees that extraordinary vote of confidence as a tipping point in his life.

"I am positive I wouldn't be making movies if I hadn't gone to San Diego State," Cretton said. "I walked in without any confidence in my ability, and when I left I felt pretty secure in what I'd be able to contribute."

## In the pipeline

Cretton's celebrity has drawn other aspiring filmmakers to the SDSU program. Josh Krohn, currently a master's degree student, was inspired to join the program in 2009 after hearing about Cretton's Sundance prize.



Now Krohn is a standout in his own right. Last semester, SDSU faculty singled him out for an Excellence in Filmmaking award.

Krohn's "A Clear Shot at the Door," took a top award at the 2011 CSU Media Arts Festival, and his short film, "Firesale,"

produced by fellow student Pat Clark, received a grant from the independent post-production company, Fotokem. (Photos from the making of "Firesale" are on pages 17-18.)

"There is an incredible amount of talent in the SDSU television and film department," Krohn said. "I can't imagine a better experience."



# Class Notes

2000s

**Christopher Sproule** (public administration) received the Vegas Inc. Health Care Headliner Award in Emergency Services.

'02 **Teresa Siles** (advertising) is vice president and director of social media at Nuffer, Smith, Tucker.

'04 **Shaun Corby** (international security and conflict resolution) is an emergency medical technician and firefighter with the Los Angeles Fire Department.

'05 **Dana Humphrey** (advertising) is head of Whitegate Public Relations in New York; **Christopher J. Torres** (criminal justice) was promoted to Navy Seaman upon graduation from Recruit Training Command, Great Lakes, Ill.

2010s

'10 **Ira Bauer-Spector** (MFA musical theatre) is director of the American Rose Theatre, a non-profit enterprise in San Diego; **Greg Muender** (management) is founder of TicketKick, a legal service helping drivers contest traffic tickets; **Edward Stepanow** (economics) is vice president and corporate treasurer for Bridgepoint Education, a provider of post-secondary education services.

'11 **Pauline France** ★ (journalism) was a winner of the 2011 President's Innovation Award from the NAMM Foundation, dedicated to advancing active participation in music making; **Francesca Henderson** ★ (mathematics) is a 2011 Math for America San Diego Noyce Fellow. She is one of a new corps of highly skilled math teachers committed to working in high-need high schools in the San Diego region.





# The 2012 Monty Award Winners

The SDSU Alumni Association has announced the 2012 winners of the prestigious Monty Awards. A symbol of achievement and success, the Montys will be presented on April 14, 2012, at the US Grant in downtown San Diego. For information and tickets to the awards banquet, visit [sdsualumni.org/montys](http://sdsualumni.org/montys) or call 619-594-ALUM (2586).

## College of Arts and Letters

**Lilly Cheng, Ph.D.**

Lilly Cheng, Ph.D., ('84 teacher education) is managing director of the Confucius Institute and a member of the Campanile Foundation Board. Her contributions to the internationalization of SDSU include three decades of building collaboration between SDSU and academic partners in China and Taiwan.



## College of Business Administration

**Craig T. Stevens**

Craig T. Stevens ('82 finance) is founding principal and chief executive officer of Mar West Real Estate. He serves on the advisory boards of SDSU's College of Business and its Corky McMillin Center for Real Estate, and is head of the Orange County alumni chapter.



## College of Education

**Joe Fulcher Jr., Ph.D.**

Joe Fulcher Jr., Ph.D., ('83 psychology, '86 M.S. school psychology, '02 Ph.D. special education) is chief student services officer for the San Diego Unified School District. His leadership as an innovative administrator positively influences school district policies and procedures affecting thousands of students and their families.



## College of Engineering

**Richard Kerr**

Richard Kerr ('74 physics, '83 M.S. electrical and computer engineering) holds seven patents in the field of wireless communication. As executive director of SDSU's new Zahn Center for Engineering Innovation, he fosters collaboration among students from engineering and business to turn ideas from concepts into functioning companies.



## College of Health and Human Services

**Vicki L. Shepard**

Vicki L. Shepard ('73 social work, '74 M.S.W.), a former deputy assistant secretary at the U.S. Department of Health and Human Services and currently senior vice president of strategic and government relations for Healthways, has an extensive record of policy development in health care reform.





## College of Professional Studies and Fine Arts

### Scott W. Allison

Scott W. Allison ('86 journalism), an accomplished communications executive and entrepreneur, is president and chief executive officer of Allison & Partners, one of the nation's fastest growing public relations and public affairs agencies. He has been instrumental in launching SDSU's Bay Area Regional Council.



## College of Sciences

### Robert M. Kaplan, Ph.D.

Robert M. Kaplan, Ph.D., ('69 psychology) has been active in high priority behavioral health issues such as tobacco-induced lung disease. As director of the Office of Behavioral and Social Sciences Research at the National Institutes of Health, he is known for commitment to evidence-based behavioral research.



## Library and Information Access

### Harold K. Brown

Harold K. Brown ('59 physical education, speech), a noted civil rights and community leader, fought racial discrimination in an effort to bring social and economic opportunity to underserved areas of San Diego. He was SDSU's first African-American administrator and helped organize black studies courses into the Afro-American studies program.



## SDSU Imperial Valley

### John Renison

John Renison ('97 M.P.A.) is the District 1 supervisor for Imperial County. A former Calexico mayor, he is also a former director of development for the Imperial Valley campus, where he was instrumental in securing funding for the establishment of the university's Brawley satellite campus.



## Distinguished Alumni Service Award

### Margo Kasch

Margo Kasch ('67 mathematics) has been an involved Aztec since her student days, particularly through the SDSU Alumni Association. She is known for her generous commitment of time, talent and personal resources to affect a positive influence on SDSU students, faculty and staff.



## Distinguished University Service Award

### Steve Fisher

Steve Fisher, SDSU men's head basketball coach, has led the elevation of the Aztecs' program to national prominence, bringing prestige to the university and intensifying a sense of pride among SDSU students. He is also an advocate for important initiatives ranging from cancer screening to student scholarships.



# By Degrees

Paulina Torres / Native group: Mixtec | Ginger Rogers / Native nation: Hupa

*Ginger Rogers, right, is president of SDSU's Native American Student Alliance and Paulina Torres, left, is a member.*

**What is the primary work of the Native American Student Alliance?** Ginger: To celebrate, educate and appreciate Native American history and culture. There are so many misconceptions about Native Americans. The student alliance is a way for us to come together and work on awareness of the culture; to tell people “we exist, we are here.”

**What is your career goal?** Ginger: I am a double major in psychology and American Indian studies. I plan to apply for SDSU's Native American Scholars and Collaborators Project, which educates graduate students in school counseling and psychology to prepare them for work with Native American youth. I want to work with troubled kids, the ones who are pushed aside.

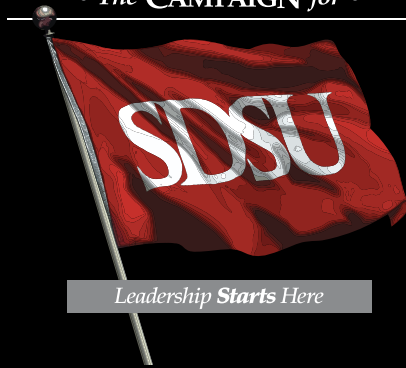
**Did you face hardships growing up?** Paulina: My family came here from Oaxaca when I was five. Growing up, I was embarrassed to say I'm indigenous. Families try to protect their children from racism and discrimination by not teaching them their native language. Because my mom speaks fluent Mixtec and very little Spanish, I cannot fully communicate with her. I know she cares for me, but I cannot talk to her about my struggles.

**Who on campus has been most influential in your life?** Paulina: Dr. Ramona Pérez. With guidance from her, I did research focusing on indigenous women and higher education, specifically Mixtec women. I want to go on and get a Ph.D. in anthropology with an emphasis on cultural identity.





• The CAMPAIGN for •



# \$300 Million

—AND WE'RE NOT DONE YET.

The Campaign for SDSU has raised \$300 million for academic programs, student scholarships and the continuing pursuit of excellence at San Diego State University. We need your support to help us reach our goal of \$500 million. You can shape the future by investing in the university whose students will lead our region and our world. SDSU—leadership starts here.

To join The Campaign for SDSU, call 619-594-2147 or visit [sdsu.edu/campaign](https://sdsu.edu/campaign)





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## community building starts here

**Marcus Ziemke started something.** As a Marine Corps sergeant, he led a security team that protected convoy routes in Iraq. Now a senior studying public administration, Ziemke was inspired by his military experience to help rebuild New Orleans neighborhoods and strengthen the student-veteran community at SDSU. Every day, Aztecs like Ziemke demonstrate leadership and enrich our region through their commitment to service. To learn more, visit [www.sdsu.edu/leadershipstartshere](http://www.sdsu.edu/leadershipstartshere)



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*Leadership Starts Here*