



INSIDE: Employing Earth's gravitational pull to interest ethnic students
page 9

Men's basketball team best in West, but national title will have to wait
inside back cover



Volume 10 Issue 2
Spring 2002

News for
Alumni and
Friends
of the
University



Culture is more than an exercise of the mind. It exercises the smile as well, and in the art, music, theatre and assorted Cal State, San Bernardino events printed in this calendar, smiling goes with the territory. Share and enjoy. To confirm an event use the 909 area code and number found with each listing.

MAY

NOW

ART EXHIBIT. "Art from Central Europe: Polish Art 1955-1985." Robert V. Fullerton Art Museum. Through May 26. Museum hours Tuesday-Friday, 11 a.m.-5 p.m. Free. 880-7373.

31

THEATRE: OPENING NIGHT. "A Streetcar Named Desire," by Tennessee Williams. Love and obsession in New Orleans. University Main Stage in Performing Arts Building. May 31, June 1, 6, 7 and 8 at 8 p.m., and June 2 and 9 at 2 p.m. General admission \$10, senior citizens and Alumni Association members \$8, and students \$4. 880-5884.

JUNE

6

MUSIC. First Wednesdays series presents CSUSB Chamber Winds and Chamber Singers. 7:30 p.m., Recital Hall. General admission \$6, students and senior citizens \$4. 880-5859.

6

ART EXHIBIT OPENING. 32nd Annual Student Art Show. Opening reception June 6, 4:30-7 p.m. Robert V. Fullerton Art Museum. Museum hours Tuesday-Friday, 11 a.m.-5 p.m. Free. 880-7373.

14-16

COMMENCEMENT. CSUSB's 36th Commencement. Cal State, San Bernardino, Palm Desert Campus: Friday, June 14, 6 p.m., McCallum Theater in Palm Desert. Remaining main campus ceremonies in Coussoulis Arena. College of Social and Behavioral Sciences: Saturday, June 15, 9 a.m. College of Business and Public Administration: Saturday, June 15, 2 p.m. College of Natural Sciences: Saturday, June 15, 6 p.m. College of Education: Sunday, June 16 (Father's Day), 9 a.m. College of Arts and Letters (liberal studies): Sunday, June 16, 2 p.m. College of Arts and Letters (humanities): Sunday, June 16, 6 p.m. 880-5024.

JULY

10

MUSIC. Opening CSUSB's annual Summer Wednesdays series is The Latin Society playing its big band, salsa-flavored style pop hits. 7 p.m., Lower Commons Plaza. Free. Parking \$1.50. Pack up the family and a picnic and enjoy an evening under the stars. 880-7360.

17

MUSIC. Summer Wednesdays continues with The Notables playing Dixieland to Latin American to all that falls between. 7 p.m., Lower Commons Plaza. Free. Parking \$1.50. 880-7360.

24

MUSIC. Summer Wednesdays with Nightfire blends gospel and jazz. 7 p.m., Lower Commons Plaza. Free. Parking \$1.50. 880-7360.

31

MUSIC. The concluding concert for Summer Wednesdays features the surf-rock sounds of the Tornadoes, best known for its '60s hit, "Bustin' Surfboards." 7 p.m., Lower Commons Plaza. Free. Parking \$1.50. 880-7360.



The Tornadoes perform Summer Wednesdays, July 31

Archaeologist
Peter Robertshaw:
**Searching
Ugandan
Lands**

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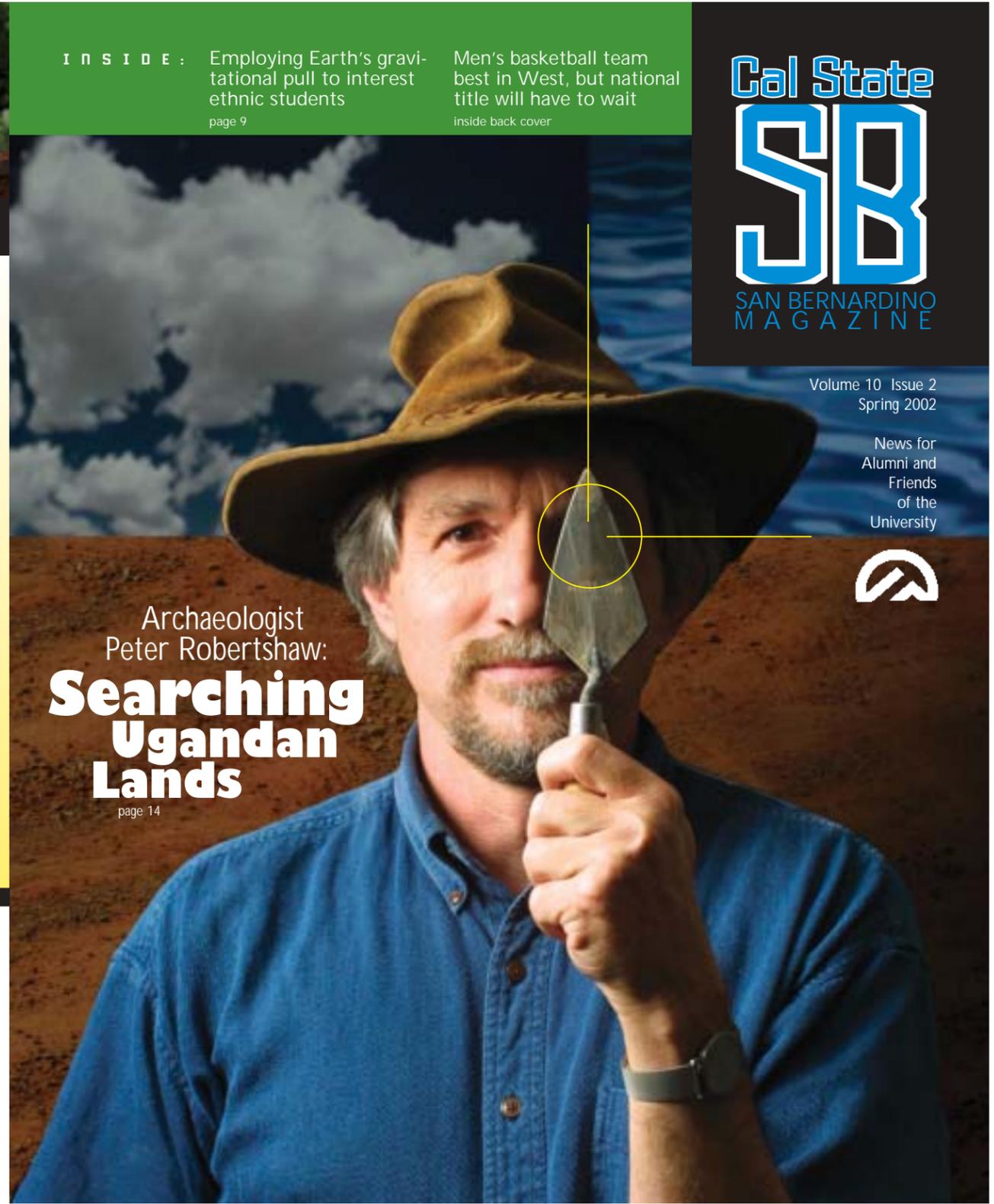
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AMAZING FEATS AND DEFEATS

After eliminating Humboldt State in the West Region final, forward Glenn Summerall and the rest of his Coyote teammates looked toward Evansville, Ind. The national Elite Eight tourney, which takes the best among 281 Division II teams, saw the Coyotes as one of maybe three that could beat Kentucky Wesleyan, the top seed. The CSUSB men had an offense and actually played defense as they racked up a 28-1 record and spent two weeks ranked as the No. 1 D-II team in America. So the early, stunning loss in Indiana to a scrappy Metro State squad did not go down easy. And when Kentucky lost to Metro in the final, it only left one CSUSB professor and stout 'Yotes rooster wondering: "Maybe the Coyotes' first round game was the final."



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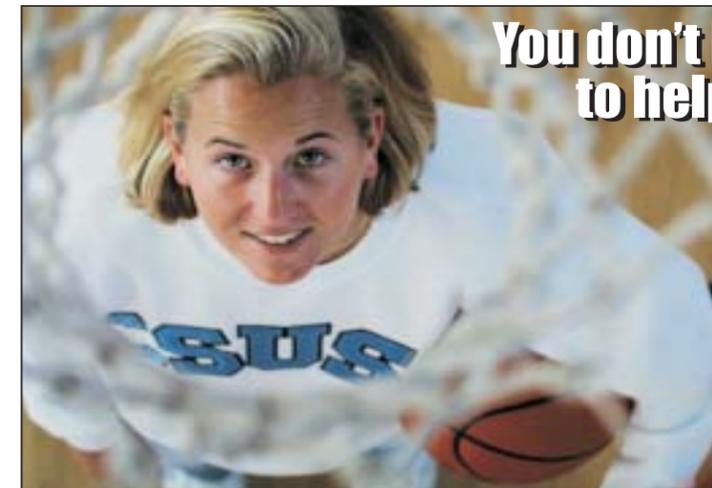
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Cal State
SB
SAN BERNARDINO
MAGAZINE

Volume 10 Issue 2
Spring 2002

News for
Alumni and
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of the
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**You don't have to be a jock
to help Cal State score**



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or \$50 gift helps
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Here's the **scoring shot**: In this game, it doesn't matter how much you give – we just need you on our team. Your gift, combined with others, **builds** up to big wins for **Cal State**. Such as scholarship opportunities. Front-line research. Enhancements to academic programming.

How's that for a winning proposition?

Join the team – call now to make your contribution. Every player makes a difference.

The
**Annual
Fund**

Healing

CONTINUED FROM PAGE 5

told her story and criticized Islamic fundamentalism, whether it was the fundamentalism of the Taliban or that of the Northern Alliance.

September's events required extra attention from university faculty, who often served as sources for the news media. Political science professors Bill Green and Ralph Salmi, Dany Doueiri from foreign languages, and criminal justice Professor Brian Levin, all spoke with print or broadcast media. They continue to lend their expertise. What also will continue, vow administrators, is the university's resolve to be a port where men and women can trade reasonably in ideas, ideas that can be dispatched as agents for good.

Melville and Frost

CONTINUED FROM PAGE 6

"from next door neighbors who turn out to be aliens to sausage factories!" CSUSB's literary magazine, Pacific Review, will publish the top entries in each category.

The ninth-grade winners in poetry were Cindy Bonilla, first place, and Arisara Aromdee, second place, both of Alta Loma High School. First and second place winners for fiction writing were Carol Rodrigues, of San Bernardino High, and Natalie Flores of Jurupa Valley.

Samantha Carrick of Chaffey High and Raul Ramirez of Lincoln were the first and second place 10th grade winners, respectively, for poetry. In fiction, Adhama Davis of Jurupa High and Rita Douangpanna from Banning High School took the two top spots.

Poetry winners in the 11th grade were Naureen Meyer and Daniel Lewis, both of Alta Loma. Capturing the honors for fiction were Amanda Nicole Estevez of Palm Desert High and Andrea England from Monte Vista Christian.

Idyllwild Arts student Erin Latimer and Duran Valdez, of John W. North High, finished first and second in poetry for high school seniors. Fiction winners were Raymond Serrato of Don Lugo High and Lani Goto of Monte Vista Christian.

One homeschooled student gained an honorable mention award in the four grades. Chelsey Moyer earned that honor in 12th grade fiction.

The contest, in its third year in a more focused format, is held to provide high school students a home for their creative

work, and to have their work recognized by peers, teachers, families, their communities and the university.

"We also want to give the students a chance to visit the campus and consider coming here once they graduate from high school," adds LaFaye. "Teachers are also a big part of the contest. Without the support and guidance of teachers, many of the students wouldn't participate, so we like to honor the teachers for their creative support. It's a big thing to put yourself out there as a young writer by sending your work into a contest like this one."

Winning Strategy

CONTINUED FROM PAGE 7

California, Kentucky, Idaho State and Mexico, said Gentry, also a member of last year's team.

The competition began over the Internet in January and culminated with a final competition on April 11, 12 and 13 in San Diego.

"We play half the game from January to March and the other half in San Diego," Gentry said. "Before you have a week to make a business decision, but in San Diego you have only two hours or less to make those decisions. It was very intense."

Greenfeld said the students had to create an annual report, business plan and product, and then make decisions over the Internet once a week to guide the development of their fictitious business. Those decisions would involve marketing, research and development and production.

The teams had to make 10 different sets of decisions, one every two hours or less. Judges assessed and critiqued each decision, added a new set of conditions and then returned the results and conditions to the teams. On the last day teams wrapped up their choices and then made a presentation to the judges, simulating a presentation made to a board of directors and stockholders.

"All the responsibility is on the students. Their decisions have to be justified and well thought out," Greenfeld said.

Gentry, who served as chief executive officer, is seeking a master's degree in corporate management and marketing. She works in facilities services at the university and is the campus's quality improvement facilitator. She received a bachelor's in music from Cal State, Long Beach in 1990.

Brossia is pursuing his M.B.A. in

finance. He graduated from Cal State in 1999 with a bachelor's degree in finance.

Miller is pursuing an M.B.A. in entrepreneurship and hopes to open a full-service nursery and landscaping business in Redlands. He earned a bachelor's in business management from Cal State in 2000.

Rudder is working on a master's degree in marketing. Her bachelor's degree in business and public administration from Cal State came in 2001.

A full-time student, Issa is pursuing a master's degree in management information systems. She earned a bachelor's degree in accounting in 1994 from Bradley University in Peoria, Ill.

In High Gear

CONTINUED FROM PAGE 8

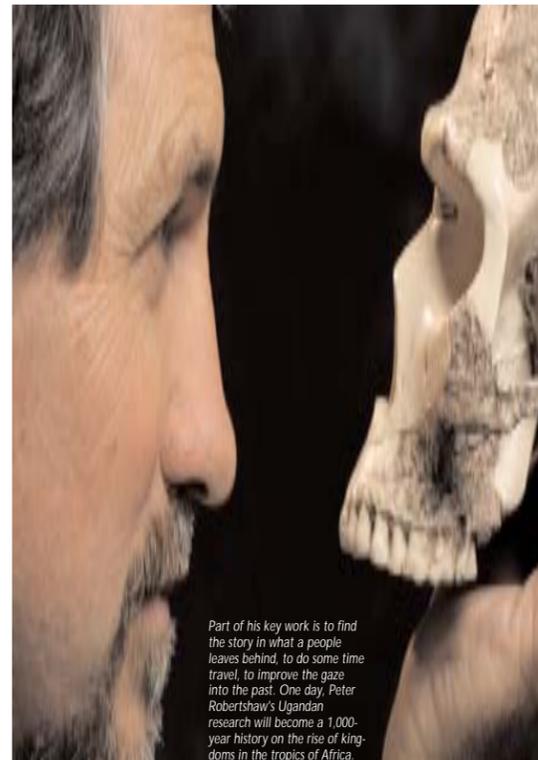
Gear-Up students register for post-secondary schooling, take admissions tests and score high enough to be accepted, and then for 70 percent of those to graduate.

Gear-Up also hopes to reduce student suspensions and expulsions by 10 percent yearly. And the program assists participating schools with meeting and surpassing their state-mandated growth target on the Academic Performance Index. Already scores at four schools have improved 20-55 percent.

Gear-Up offers in-school tutoring, preparation for college mentoring, workshops and theatre arts and sports programs for the cohorts of seventh-grade students. The aim is to increase parental involvement by 80 percent by way of a homework hotline from each school, participation in parent organizations and volunteer work at schools.

Five schools across the Inland Empire are currently involved in this effort. Joined with Badger Springs Middle School are Cahuilla Desert Academy, Shandin Hills Middle School, William Jehue Middle School and Sunnymead Middle School, all of which have been identified as qualifying under terms of the federal grant for this project. Numerous teachers from each school serve on the Steering Committee and guide students' progress.

Besides Cal State, Gear-Up partners include UC Riverside, San Bernardino Valley College and Riverside Community College, the YMCA, the Boys and Girls clubs, chambers of commerce, Arrowhead Regional Medical Center and businesses such as Wal-Mart and Frito-Lay Corp. in



Part of his key work is to find the story in what a people leaves behind, to do some time travel, to improve the gaze into the past. One day, Peter Robertshaw's Ugandan research will become a 1,000-year history on the rise of kingdoms in the tropics of Africa.



Regional honor (page 6)



Freedom rides (page 11)



Spirit of sport (page 23)

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MAGAZINE

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A family's incredible tradition of scholarship at CSUSB.

PRESIDENT'S OBSERVATIONS

OF GPAS AND 'GO TEAM GO'

Team sports are often windows to the university, and the windows were flung open this past year.

Perhaps most visible, our men's basketball team captured first place in the NCAA West Regionals, earning a slot among the "Elite Eight" in the national Division II tourney. While denied the championship trophy, it was truly a significant source of pride for the team to have a 29-2 record, to host and win the regionals, as well as compete once again in the nationals.

Men's basketball coach Larry Reynolds built a formidable organization during his years at CSUSB. (His remarkable success attracted an offer to coach at Long Beach State, a Division I school. We wish him well in his new position.) But while he was the most visible, many of Coach Reynolds' accomplishments are broadly reflected in all of the 11 sports—seven women's and four men's—that we sponsor.

In fact, many of our teams have excelled this year; nine of the 11 will finish with winning records. The volleyball squad earned high distinction, with Coach Kim Cherniss taking the team to a 29-3 record. The softball team, led by Coach Roxanne Berch, shot up to No. 3 in the region toward season's end. And water polo recently completed a 25-8 season, with victories over Arizona State University

interesting sense, athletics gives an additional focus to student life, a sense of belonging and enthusiasm, and role models for other students.

And our athletes have achieved striking academic successes that are worthy of emulation—an average 3.0 GPA among all athletes during the recent winter quarter and better than 3.4 for golf team members. Remarkably, the 3.0 figure, the highest ever, is more than 0.4 greater than the campus average as a whole. Moreover, during the winter quarter, six of the 11 teams actually had GPAs higher than 3.0

You could feel a palpable sense of excitement this year as our men's basketball team prepared to go to the Elite Eight tournament and our women's volleyball team contested down to the last two points in the West Regionals that we hosted. Rallies and signs sprang up across campus, applauding the teams and offering support.

That sense of enthusiasm spread off-campus as well, providing an avenue for members of the community to identify and bond with the university. Reporters and columnists for the local papers remarked on the team's unity and spirit, and the energy they encountered on campus. Congressman Joe Baca, Assemblyman Russ Bogh, Mayor Judith Valles and many other state, county and city officials cheered at the games in Coussoulis Arena. And more than once they commented on the infectiously good spirit in the community this year, with Cal State's basketball victory coming on the heels of Derek Parra's shining gold and silver triumphs in speed skating at the Winter Games in Salt Lake City.

During this past year, with men's basketball ranked No. 1 in the nation for two weeks and volleyball No. 1 in the region for most of the season, we had record attendance for those games.

In the decade that CSUSB has competed in Division II, we've seen good sportsmanship, fair play and a pure love of sports among our men and women athletes. That's one of the wonderful things about this level of competition; big money hasn't extinguished the amateur ideal of collegiate sport that's healthy for all concerned. I



Albert Karnig

Observations

CONTINUED FROM PAGE 2

believe that without exception our athletes have carried themselves exceedingly well on the fields and courts of play, in the classroom, and off campus, as well.

There may come a day when CSUSB opts to move its sports program to Division I. If that day comes, we'll have a strong legacy of successful teams, both athletically and academically.

I want to thank Athletic Director Nancy Simpson for the effective sports program she has worked to develop. She's made excellent personnel choices, and she's always held student welfare first among the athletic department's many goals. Staff members carefully monitor student academic performance and provide support when needed. And by the evidence of high GPAs, graduates going on to good careers, and athletes with balanced lives, the approach appears to have been handsomely rewarded.

If you've been on campus recently, you've probably seen the new tent at the back of campus. This temporary recreation

center is here to better serve students in the wake of last year's student vote to expand the Student Union and to create a permanent 40,000-square-foot recreation center. In view of the selfless decision of the student body to raise its fees, many of our juniors and seniors will have graduated before the center is completed. Given that unfairness, I felt we should at least provide an improved exercise facility for those students. The ASI vote also approved increases to athletic scholarships, which will dramatically improve our competitive ability in intercollegiate athletics.

I'm very proud of our students, our athletic teams, their coaches, and the entire athletic program at Cal State. I hope you are, too.

Legacy Lives On

CONTINUED FROM PAGE 9

worked nights, weekends and summers to provide for his family.

"Jimmy has an extraordinary work ethic, which enables him to stay focused on problems and to continue moving for-

ward under circumstances that might otherwise frustrate and discourage a young investigator," Fehn said.

Donkor was the only student chosen from the CSU and UC systems and was selected over several Ivy League students for the coveted Merck Summer Internship, which is considered one of the best in the world. Merck interns in previous years have participated in co-op research efforts to develop life-saving drugs using genomics. Some Merck interns have developed and helped administer market research studies for cardiovascular medicine.

Donkor also received a \$5,000 stipend for the summer internship. His award came with a grant of up to \$10,000 for CSUSB's College of Natural Sciences biology department.

"This is the second such award in the past three years for natural sciences," said Robert Carlson, the dean of natural sciences. "This award is indicative of the quality of excellence in education the college strives to achieve and maintain."

Some might even ask why we engage in competitive athletics in the first place. After all, only a small percentage of the student body is qualified or even interested in competition.

and other athletic powerhouses. The women's cross country and volleyball teams, as well as the men's basketball squad, all had players recognized as All-Americans. And as I write this piece, both our softball and baseball teams are poised for post-season tournament berths.

I believe that our student athletes, coaches, fans and program supporters have brought recognition to the campus, forging a strong link to the community. As we find ourselves in the reflected glow of athletic success, I want to underscore the value of sports programs to the university.

Some might even ask why we engage in competitive athletics in the first place. After all, only a small percentage of the student body is qualified or even interested in competition. Why spend funds that could be devoted to other activities?

Let me suggest a few reasons. In addition to the obvious advantages to the players themselves, the full student body, the campus and the community also benefit. In an

SPRING THINGS

April opened with the start of spring quarter classes, and as if that weren't already too much fun for students (yeah) the more customary fun followed when three events successfully tempted the campus with games, food, music or a better you, courtesy of Recreational Sports. That's CSUSB graduate student John Doti (right, above) working out in the new fitness center tent, which held a grand opening May 1. A few days earlier CSUSB's William Aguilar (far right, bottom, and on right of pic), vice president for Information Resources and Technology, handed over the cotton candy to full-time student and Coyote



Café cashier, Liane Awad, at the annual campus picnic, and (above, right, and on right of pic) magician Paul Cash entertained at the Environmental Expo held in and around Coussoulis Arena. But even Paul could not make the clouds disappear for Expo, the only event of the three that didn't come with one of those trademark sunny Southern California days.

Alumni Notes

Alumni Profiles



Edward Garnett,

B.A. social sciences 1985, OΔE, is teaching seventh-grade language arts at Bloomington Middle School. Ed also has published his first novel, "Malcolm from a Distance."

Will you help us find some missing alums?

The Alumni Association is looking for its "lost" lifetime members. If you know the whereabouts of any of these former students, please let us know how we might get in touch with them. Contact us at alumni@csusb.edu or (909) 880-5008.

Phillip Alloway, Spanish '69
Alexa M. Arabatzis, biology '85
David I. Brewster, history '67
Michael O. Cain, chemistry '73
Barbara C. Cannon, mathematics '75
Barbara F. Day, psychology '72
Kathryn Florin, social science '73
Donald Franko, small business management '86
N. Lee George, English '71
Ronald A. Hinkley, physics '76
Raymond L. Hopkins, sociology '73
Stephen McGrew, finance and economics '79
Richard E. Price, liberal studies '76
Raymond Rivera, public administration '81
Mark Schardt, physics '70
Onni E. Selenius, history '71
Michael D. Terrell, political science '93
Michael T. Watkins, administration '73

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CSUSB Spring 2002

2000s

Emanuel Gonzales, B.A. accounting 2000, has completed training in Georgia and is a special agent for the criminal investigations department of the U.S. Department of the Treasury.

Susan Allbee, B.A. human resources 2001, Student Alumni Association, is a contract specialist and intern for the Defense Supply Center Corp. in Virginia.

Leanne Graff, B.A. human services 2001, was featured recently in The Sun of San Bernardino as the first diabetic patient in the Inland Empire to receive an insulin pump. Leanne is working on a graduate degree in social work and is doing well.

Weddings

Ron Simmons, B.A. management 1994, married Vicki Barnes Aug. 25 in Banning. Ron works for the California Basketball Officiating Association in Riverside.

Lila Martin, B.A. social work 1995, and Lindsey Marie Whitely were married Oct. 20 in Ludlow, Vt. Lila is employed as a social worker in Fontana.

Kimberly Teeter, B.A. liberal studies 1995, married Boyd Thomas Lium on July 29 in Lake Arrowhead. Kimberly is a reading teacher in the Redlands Unified School District.

Christine Campos, B.A. marketing 1998, TIKTI, and Alan McAllister, B.S. accounting 1981, M.B.A. 1985, were wed Oct. 6 in Murrieta. Alan is a professor at Fullerton College and Christine is director of public sector campaigns for the United Way.

Courtney Vansell, B.A. English literature 1998, and Scott Raymond Hanes were married July 14 in Gavilan Hills. Courtney works at Ramona High School as a teacher, health academy coordinator and volleyball coach.



HIGH FIVES ALL AROUND—CSUSB Alumni Association President Harold Vollkommer presents the 2001 Outstanding Performance Award to the women's volleyball team, 2001 California Collegiate Athletic Association champions. Lady 'Yotes at the presentation include Kim Morohumfola, Bridgette Harris, Kim Ford, Cindy McGraa, Erika Williams, Beth Fowles, April Nicholson and coach Kim Cherniss. The award recognizes outstanding achievement that brings prestige to the university.

Pamela Hodge, B.A. liberal studies 2001, married Joseph Wayne Gisle on June 23 in Corona.

Kristi Watson, B.A. marketing 2001, and Robert Elles Tager were married Oct. 18 in Fallbrook. Kristi is a manager at the Marketplace Cinema in Riverside.

Births

Manuel Acosta, Jr., B.A. economics 1990, and his wife, Denise, announce the birth of Helena Isabella, born Aug. 11. Manny is general manager of the Downtown Auto Center in San Bernardino.

Sonja Landis Bucur, B.A. human services 1992, and Michael Bucur, B.A. marketing 1990, are pleased to announce the birth of twin sons, Evan Michael and Nathan Alan, born June 12. Sonja works for Pier One Imports and Michael is a sales rep for World Metals Distribution.

Kim Hunsaker, B.A. English literature 1997, and her husband, Johnny, had their first child, Ethan John, born Nov. 14. Kim works in the CSUSB capital planning, design and construction office.

In Memoriam

Tony Chavez, B.A. sociology 1970, B.A. business administration 1975, died Nov. 6 of a heart attack. Tony was founder and executive director of the Southern California Latino/Native American Hall of Fame and owner of the All Star Trophy Company in San Bernardino.

Kellie Rayburn, M.A. English composition 1988, B.A. English, political science 1985, died Nov. 9. Kellie had been a full-time lecturer at CSUSB since 1989.

Teaching Models



Without too much apology, President Albert Karnig came striding down the side aisle of the large lecture room to interrupt Peter Robertshaw.

It may have seemed a funny way to show his respect. But ever since coming to campus almost five years ago, the CSUSB president has made the interruptions a custom. All he wanted to say, he told the curious world civilization students, was that they were receiving instruction from the university's 2001 Outstanding Professor.

The reasons were many. A professor as well as chair for the anthropology department, Robertshaw has taught at CSUSB since 1989. A native of Leeds, England, he worked and studied in South Africa and has done extensive research on precolonial kingdoms in Uganda and other African nations. He conducted a three-year research project on the history of Ugandan peoples with funding from the National Science Foundation in the mid-1990s. His most recent Uganda research looked at how humans adapt to climate changes over long periods of time; he partnered with Trinity College (Dublin, Ireland) Professor David Taylor on that research.

"Even a brief overview of Dr. Robertshaw's record readily suggests his diverse range of accomplishments in teaching,

research and service," said Karnig. "He's received excellent student evaluations regarding his clarity, wit, knowledge and rigor. Dr. Robertshaw is an exceptional member of our faculty."

The Outstanding Professor award is made annually by a committee of the university, chaired by the previous year's awardee. Candidates are evaluated on the basis of the quality of their teaching, research and contributions to the community. Last year's recipient was Sanders McDougall, professor of psychology. Robertshaw holds a Ph.D. from Cambridge University in England. Before coming to Cal State, he taught at the University of Georgia in Athens and served as assistant director of the British Institute in East Africa.



Dr. Karnig congratulates Margaret Doane

About two weeks after announcing Robertshaw's award, Karnig paid the same visit to English Professor Margaret Doane, the "Golden Apple Award" winner for 2002. The honor focuses chiefly on teaching.

A faculty member since 1976, Doane, who lives in San Bernardino, has developed 10 new courses at CSUSB. She also created a successful English Honors program and EPIC, an advising center for undergraduate English majors. She's pub-

CONTINUED ON PAGE 4

Up-
Date



The Strategic Plan in Motion

(Adopted in 1998, the strategic plan for CSUSB trains an eye on three broad areas in which the university seeks to excel, as well as those in which it earns distinction through innovative or quality programs.)

Learning ...

India, the Philippines, Afghanistan and Mexico came to Cal State in bite-sized portions in the fall with the arrival of International Education Week. The national, weeklong observance took the films, music and dance of these and other cultures and showcased them for both the on- and off-campus communities. The event fostered global understanding and cooperation, said one of the event coordinators, Rosalie Giacchino-Baker, "and if ever we needed it, we need it now." The U.S. Department of Education first held International Education Week in 2000.

Partnerships ...

A \$12.8 million appropriation shepherded through Congress by Rep. Jerry Lewis, R-Redlands, chairman of the House Defense Appropriations Subcommittee, will help Cal State continue to play a leading role in providing courses designed to improve the technical and managerial skills of a large segment of the Navy's workforce. The new funding expands on an existing \$5 million federal contract approved last year. "On a national level, this new appropriation means that CSUSB will continue to play an important role in enhancing the Navy's technological expertise," said Lewis.

Campus Environment ...

Selected for their commitment and contributions to diversity on campus and in surrounding communities, Elsa Valdez, a sociology professor, biology professor Stuart Sumida, and nursing department lecturers Leonie Sutherland and Anna Wilson each received CSUSB's 2000 University Diversity Award at a reception held in November.

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Spring 2002 CSUSB

Teaching Models . . . CONTINUED FROM PAGE 3

lished a number of articles on Robert Browning and most recently has focused her attention on Willa Cather, publishing or presenting more than 20 papers or articles on the legendary American author. Doane received the CSUSB Outstanding Advisor Award in 2001, and in her career has mentored 398 independent study projects (about 16 per year) and directed more than 70 internships.

Doane earned a B.A. in

English from the University of Redlands, an M.A. in English from Northern Arizona University and a Ph.D in English from the University of Oregon. Prior to Cal State, she taught at the University of Oregon and at Northern Arizona University.

Robertshaw and Doane were honored at the San Bernardino Mayor's Education Round Table "Golden Apple" Awards on March 21.

A-Tom-ic Energy



Tom Rivera

Talking to students, mentoring, or giving speeches about the need for or effectiveness of higher education—especially for minorities—has been Tom Rivera's work with middle and high school students for the past 40 years. Nothing seems to slow him. Tom Rivera has made a career of motivation.

He did slow down long enough, however, to receive, along with nine others, the prestigious Sol Azteca International Hispanic Award from La Prensa Hispania, the oldest, most distributed bilingual newspaper in California's Coachella Valley.

At Cal State since 1972, Rivera helped found the Inland Empire Future Leaders program in 1985. It has graduated more than 2,000 participants, about 250 from the Coachella Valley.

"This is such a great honor because it comes as a recognition of doing something I love, helping young people. In our Inland Empire Future Leaders program I was motivated to start it over the deep concern for the dropout rate of our young people. The students who participate in our program have a college-going rate of 90 percent. National figures indicate that 47 percent of Hispanic students drop out and that only 20 percent of Hispanic high school graduates go on to college."

Rivera's award underscores the university's commitment to helping minorities and first-generation college students succeed in higher education. Last year, CSUSB President Albert Karnig was a recipient of a Sol Azteca Award.

Transitions

Kellie Rayburn's passions were for National Public Radio, "for the Dodgers, for dogs, for kiwi fruit, for Faulkner, for such musical favorites as Elton John and U2," said friend and colleague, Peter Schroeder, in a piece he had written in memoriam. Her versatility as an English department lecturer was evident as she worked with graduate students, on the university's literary magazine, Pacific Review, and on shoring up ties between her department and area high schools. Kellie Rayburn died from cancer in November.

Leila E. Shaw, who years ago had set up an endowed scholarship in the name of her late husband and former state Sen. Stanford Shaw, died Dec. 24. The need-based scholarship has helped many pursuing their degree at Cal State.

Part-time lecturer Phillip Arthur Anderson died New Year's Day, ending a one-and-one-half year battle with cancer. He taught business writing at Cal State for many years, and was known for his good preparation and equally good sense of humor.

Lights Out

Southern California may have skated by last summer without power blackouts from milder temperatures and abundant energy supplies, but the attitude on campus was, "Let's not celebrate just yet." It didn't.

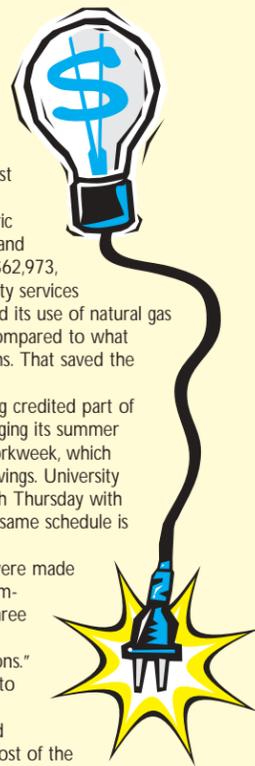
The university reduced its electric consumption by 17 percent in July and August compared to 2000, saving \$62,973, said Tony Simpson, Cal State's facility services director. The university also reduced its use of natural gas in July and August by 33 percent compared to what was used in those same two months. That saved the campus \$24,430.

Cal State President Albert Karnig credited part of the savings with the university changing its summer schedule to a 10-hour, four-day workweek, which accounted for 34 percent of the savings. University employees worked Monday through Thursday with the campus closed on Fridays. The same schedule is set for this summer.

"These savings," Karnig said, "were made in the university's first expanded summer session when we had nearly three times as many students on campus than during previous summer sessions."

Cal State also took other steps to reduce energy use, but not at the expense of the students, faculty and staff. The university consolidated most of the summer classes to four buildings for maximum overall energy efficiency while still providing air conditioning and lighting for students and faculty.

More energy was saved at Coussoulis Arena by using natural light through its broad expanse of windows instead of electrical lighting, with the air conditioning kept to a minimum. However, the air conditioning was turned on when the temperature exceeded 78 degrees and there was an activity requiring air conditioning.



View more Alumni Notes and even post your own update on the Alumni Association Web site at www.csusbalumni.com!

1980s



Wanda Moore '82

Wanda Moore, B.A. public administration 1982, is corporate director of materials management for the Carondelet Health Network in Phoenix. Wanda also was elected to the Women's Foundation of Southern Arizona Board.

Daron Mrkva, B.A. accounting 1983, was promoted to deputy assistant regional director, investigations, for the Central Region of the U.S. Department of Justice.

Gloria "Gigi" Meltzer, Ph.D., B.A. psychology 1989, IIX, recently completed her clinical psychology doctorate at Pepperdine University. Gigi's dissertation was titled, "Evaluation of a Probation Department – Gang Reduction and Suppression Program."

1990s

Scott Smith, B.A. marketing 1991, has gone to Arroyo Valley High to help establish a strong basketball program at San Bernardino's newest high school. Scott, a former CSUSB athlete, had previously been head basketball coach at Pacific High.



Dennis Redmond '92

Dennis Redmond, B.S. finance 1992, was promoted to vice president for Southwest Gas Corp., where he has worked for 27 years. He oversees the daily activities for the Northern Nevada Division.

Billie A. Tribbett, B.A. information management 1992, is a financial advisor and retirement planning specialist with Morgan Stanley, serves on the Coyote Athletic Association Board of Directors and belongs to the downtown Rotary Club of San Bernardino.

Anne Alhdef-Coron, B.A. liberal studies 1995, is working full-time at a private school in Redlands. Anne is still focused on her art, which can be seen at her Web site, www.wadisfoodandart.com.

Thomas H. Porter, B.A. political science 1995, was promoted to lieutenant junior grade in the U.S. Naval Reserve. Tom is working as a legislative assistant to California Congressman Duncan Hunter, whose district includes El Cajon.



Veronica De Alba '96

Veronica De Alba, B.A. marketing 1996, KΔ, Latino Business Students Association, graduated from the University of La Verne College of Law and plans to practice in Riverside.

Abraham Mubashshir, M.A. educational counseling 1996, is a teacher for the Rialto Unified School District. Abraham also is on the board for the Islamic Center of Rialto and participates on the Human Relations Commission for the city of Rialto.

Jenny Doling, B.A. criminal justice 1997, graduated from law school and passed both the California and Nevada State Bar exams. Jenny recently opened her own law firm in Palm Desert.

Marlene Thorn Taber, Ph.D., M.A. education 1997, works in Moscow, Russia. Marlene previously wrote a grant that funded an intellectual property rights conference in Ukraine and also has toured the Ukraine to teach American jazz dance.



Christopher Riley '98

Christopher Riley, M.A. criminal justice 1998, joined Indiana's largest law firm, Barnes & Thornburg, as an associate. Christopher was an intern in the Cass County prosecutor's office and serves on the board of directors for United Cancer Services in Elkhart.

Alumni Notes

Alumni Profiles



Deborah Crowley,

B.S. accounting 1981, a partner in the firm of Eadie and Payne, LLP, was recognized by the Citrus Belt chapter of the California Society of CPAs as Outstanding Volunteer of 2001 for more than a dozen years of service to religious, charitable, educational and service organizations in the Inland Empire.



Ann Davis-Schultz,

M.A. education 1980, was recently appointed coordinator of Student Services for the Redlands Unified School District, managing projects and services for 20 schools. Ann also was appointed to her second term on the Children's and Families Commission and was awarded the 2001 San Bernardino County Distinguished Service Award for her outstanding leadership and significant contributions to public education. Ann continues her Cal State career by assisting the College of Extended Learning with grant writing for CSUSB's Palm Desert campus.

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www.csusbalumni.com

The CSUSB Alumni Association exists to serve and unite Cal State, San Bernardino alumni for the purpose of advancing the university and its community.

ALUMNI UPDATE & MEMBERSHIP APPLICATION

Name _____ Previous name _____
 Home address _____ New address?
 City _____ State _____ Zip _____
 Phone (H) _____ Phone (W) _____ E-mail _____
 Degree _____ Class year _____ Major _____
 Employer _____ Position _____ New?
 Work address _____

Fraternity/sorority/student organization _____
 Spouse name _____
 If spouse is a CSUSB grad Class year _____ Degree _____ Major _____

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 News you'd like to share in Cal State magazine or in your school newsletter:
 (If available, please send us a quality photo with your update.)

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Scholarship Fund Donation \$ _____ Total Amount Enclosed or Charged \$ _____



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Questions? For more information on how you get the Alumni Advantage, please call the Alumni Office at (909) 880-5008, or visit us on the Web at www.csusbalumni.com.

When Healing, to Each a Role

by Sam Romero

Adversity triggers many responses. You can withdraw. You can fight. You can deny. You can blankly stare. You can straighten the back and set a stiff upper lip. You can ask why. You can sit still and listen for an answer, or run around in search of an answer.

You also can talk, and once the shock and horror wore down enough to see over the top of tragedy, the university mounted its own attack on the barren and brutal acts of Sept. 11, 2001.

The response came from many quarters. It began with silence. At Convocation two days after the attacks, university President Albert Karnig asked campus employees to pause.

"As our world seeks to make sense of the events, education offers a long-term bridge over the chasm of beliefs and hatreds that now exist," he said. "Freedom of speech is protected by the First Amendment and by our goal to be a sanctuary for the free flow of information. But there are no protections for acts that create fear. We insist that our campus be a place of safety."

With that, in October, Cal State held two public forums. "Making Sense of the Madness" addressed terrorism from both the national and international angles. As panel members, CSUSB professors of history, political science, economics, foreign languages, criminal justice, sociology and business talked about national and international security, the history of the Middle East, extremism and Islam. Yet equally compelling were the personal reflections of the lone panel member who was not an academician but an

administrator, Hamid Azhand, an Afghan native born and raised, a Muslim, a graduate of Kabul University and working in Kabul, in 1979, when the Russians invaded. Quoting from the Koran, he said Islam condemned — unequivocally — the kind of violence carried out in his faith's name. "I have found Islam a peaceful religion," he said.

Two weeks after the planes struck the World Trade Center and the Pentagon, which had broken ground Sept. 11, 1941, the university opened a talk line for any Inland Empire resident needing another ear to sort through fears, confusion and a profound sense of loss. Cal State graduate students and faculty staffed the phones through the first week of October. The threat of water contamination by terrorists also was addressed during a conference sponsored by Cal State's Water Resources Institute, and in late November international expert on Islam and the Middle East, Richard Dekmejian, spoke in the Student Union Events Center about the relationship between U.S. foreign policy and terrorism.

And then there was Tahmeena Faryal, a soldier of sorrows and unquestionably the most guarded of any guest speaker who came to talk of war, or terror, or foreign policy, or women and severe oppression in Afghanistan, the cause for which she now risked her life. Faryal, an alias, was in California in November representing the Revolutionary Association of the Women of Afghanistan. She did not want pictures of her to appear in any promotions. She did not want any taken during her talk. In a packed room, she

An Eye for Building

Bob Kain, chairman of the board and director of healthcare for HMC Group, headquartered in Ontario, took his place as CSUSB's Arrowhead Distinguished Executive Officer in March.

The annual award, given by the university's College of Business and Public Administration, honors leadership, civic service and commitment to education. One of Kain's chief devotions is to the Children's Fund, a philanthropic group committed to improving social services for youth. Kain has been with HMC since 1981, primarily overseeing construction of medical facilities, including San Antonio Community Hospital in Upland, Kaiser Ontario, Loma Linda Medical Center, Casa Colina Replacement Rehabilitative Hospital in Pomona and the San Bernardino County Medical Center. HMC elected Kain president and chief executive officer in 1995. Under his leadership the company restructured, and he took an active role in making

it more responsive to economic trends affecting building. HMC, which has eight California offices and 325 employees, also holds the distinction as the state's largest designer of educational facilities. Among Kain's other honors is his selection in 1999 as the Inland Empire's Entrepreneur of the Year. He is CSUSB's 11th executive to be honored by the business college.



Bob Kain



A STAND FOR QUALITY—Invited to the White House for a teacher preparedness conference by First Lady Laura Bush, education faculty member Laura Young (left) knew that when she attended the March meeting the issue was not new. "What's new," she said later, "is that the emphasis comes from the top. President Bush and Mrs. Bush have taken the plight of teachers and education as a cause and that is very important." Also attending the conference was president of the American Federation of Teachers, Sandra Feldman (right), and, over Young's right shoulder, Lynne Cheney, wife of Vice President Dick Cheney.

CONTINUED ON PAGE 28

Eri Yasuhara, dean

QUICK TAKES

Take a pluralist society such as the United States that, ideally, tolerates traditions and values from religious, cultural and ethnic groups, throw in societies that promote the values of a single group that limits democratic rights and one question arises: "How can a pluralist society demand respecting democratic rights at home, yet allow those same rights to be dismissed in other nations?" A \$24,000 fellowship awarded to Chris Naticchia by the National Endowment for the Humanities is giving the CSUSB philosophy instructor the chance to contribute to that discussion going on now in political philosophy circles.

From Big Bear to Canyon Springs, Palm Springs to the Pacific, 25 high schools marched in 170 students, their flutes and trumpets and various preferred instruments in tow. They practiced all day. That evening, after instruction from CSUSB music professors and several directors from the area, the students performed as the 2002 High School Honors Band, a collection of talent that had been invited to campus for the annual event.

A Run at D.C.

Only the third full production in university history to go to the regional showcase of Kennedy Center-American College Theater Festival plays, "Resa Fantastiskt Mystisk" headed for Hayward, Calif., quite confident of victory, confident because just to be invited was victory.

"Resa" opened the CSUSB theater season as well as the eyes of festival adjudicators. The "invited" is an elite group. Two hundred colleges and universities entered the Region VIII competition this year. From these KC-ACTF picked 10 for Hayward. Only five college plays from around the country's eight regional festivals were picked to appear at the Kennedy Center in Washington, D.C. in April.

"This play hits a chord with those who love theater, because it's a merciless spoof on the subject," said director and CSUSB theater arts professor, Tom Provenzano.

"The play is about a fictional director directing a fictional turn-

of-the-century Swedish playwright. The production is intense in its 'odd' choices." Throughout the play, the director talks to the audience through radio headphones to make certain people understand. "The joke keeps digging itself deeper as the play collapses around the director."

The play's real playwright was, indeed, Swedish. Experts believe Lars Mattsun wrote the play about 100 years ago, but they only discovered the manuscript in 1998. CSUSB guest artist Todd Merrill adapted the play.

In 1990, "Ethel" became the first university production to reach the Region VIII festival. Val Limar wrote the play with some coaxing and coaching from then-theater arts professor, William Slout, and acted and sang for the one-woman show. A year later "A Warring Absence" also starred its co-author, Jody Duncan. She, too, had teamed up with Slout and saw the play go all the way to the Kennedy Center.

But to D.C. this year "Resa" would not go. Its



'FANTASTISKT' SHOWING—Adam Nadow, Demos Franklin and Sean Green perform in only the third play in university history to be invited to ACTF regional.

good run ended in Hayward, which, in the midst of all the drama, found "Hour Glass." It is one of only eight, 10-minute, student-written plays selected for the Kennedy Center, and it belongs to CSUSB theater arts graduate, 2001, Ryan Mark. Not bad for a first stab at the playwright thing. And icing on the cake at the regionals was CSUSB's Jason Maddy's selection as a semi-finalist for an Irene Ryan acting award, and judges' selection of Margaret Gholston to perform her one-woman show, "The Beauty Conspiracy."

Toward Melville and Frost

They're reading from their work on a January evening, a few high school students doing what their heroes have done in small and great rooms before audiences listening for that provocative thought, a description crisp and clean, the right word in just the right spot.

When Cal State, San Bernardino handed out the awards for its third annual Creative Writing contest, the audience was mom or dad or a sister, community leaders, a friend, college professors, teachers.

More than 30 schools participated in the contest, which named two winners in each grade in the categories of poetry and fiction, 16 winners in all, not to miss honorable mentions.

"There is a wonderful diversity of subjects" addressed by the students in their work, says Cal State, San Bernardino English professor and the contest's coordinator, Alexandria LaFaye,

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Arisara Aromdee (above, left), of Alta Loma High and her father, Udom Aromdee, listen to poet Janet Wong during Creative Writing Day event at CSUSB. Arisara was one of the winners for her poem, "My Skinny Yellow Pencil."



Poet Janet Wong (below) reads from her book "Good Luck Gold." (Photos by Robert A. Whitehead)

hoop 'n' howl 'n' New Highs



A record crowd of 4,297 cheering alumni, students, faculty and staff saw the men's basketball team put away the Cal Poly,

highlighting the success of the Coyote basketball program through the years.

Give the Coyote Pack an ovation for its part in making the evening a success. Coyote Packers passed out Jerseys pizza during time-outs, painted faces, applied temporary tattoos, and tossed candy into the stands. The Pack was founded last year through the Student Alumni Association and was designated then as the spirit organization on campus. Its mission: encourage student attendance at events to build a sense of school pride and campus community. The CSUSB Alumni Association sponsors many Coyote Pack and SAA activities. The 542 Crew (named after the printing color code of one of CSUSB's school colors), painted their faces blue and donned blue wigs and outrageous blue outfits. Many wore "Back the Pack" shirts, but all lent their lungs to the support of the basketball team.

Pomona Broncos at Hoop 'n' Howl, CSUSB's annual alumni appreciation night, on Jan. 26. The Coyotes nipped the Broncos 65-63, holding on to their No. 1 national and CCAA rankings. Alumni came to a pre-game tailgate party, used their complimentary game tickets and waved their Coyote pennants. The first 500 fans also received a custom CSUSB basketball, compliments of Baker's Drive-Thru and Coyote Athletics.

Half-time entertainment featured the Wild Bunch (the new CSUSB spirit band), the 542 Crew, and the Coyote Spirit and Yell Team performing a song-and-dance



Alumni Advantage

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Educating Patrick, and John, and Larry, and . . .

Cal State administrators may talk about how its students make up the university's family, but for College of Education advisory board member Patrick Ainsworth, attending CSUSB was truly a family affair. Here, in his own words, the alumnus, who serves as the associate superintendent and director of the High School Leadership Division for the California Department of Education in Sacramento, talks about the education that he, his eight brothers and sisters and their mother earned from the CSU system, most of them from CSUSB.

Peter was the CSUSB Alumni Association 2001 Distinguished Alumnus from the College of Education.



Patrick Ainsworth '73

I am the oldest of nine children, and the first of any child on either side of my family tree to have attended and completed college. Following me, every one of my eight brothers and sisters attended and graduated from the CSU system; eight attended Cal State, San Bernardino for part or all of their degree work, with six of them graduating from this campus. Two attended CSUSB for three years each and transferred to Cal State, Fullerton and Long Beach State to finish electrical engineering (Tom) and recreational administration (Jayne) majors, respectively. Our youngest brother, Peter, and

by far the biggest, attended Humboldt State (from which he graduated) for four years (and) was the starting tackle for (its) football team.

. . . More remarkable is our mother Carolyn Ainsworth's story. After raising nine kids and (going through) a divorce later in life, she took the advice she gave to all of us—to complete a college degree. This was not an easy task for someone who had devoted most of her adult life to staying home and raising the nine kids. She enrolled at San Bernardino Valley College and transferred to CSUSB, where she earned

her degree in human services in 1983. She began a new career with the San Bernardino County Department of Aging and Adult Services, rising to the rank of social work practitioner. She was named Social Worker of the Year in 1999 for San Bernardino County, and has no plans of retiring.

It is notable that all nine brothers and sisters are working in public service occupations, a tradition modeled by our father, Joseph Ainsworth, and reinforced by our mother, who demonstrated there is no greater calling than to work in the service of others and

the community. We all owe a great deal of gratitude to the CSU system that offered us that opportunity, and to CSUSB in particular. We are proud of "our" school and the opportunities it continues to provide to so many.

Sibling Revelry

Blame it on Patrick. After all, he started it. When your entire family—count 'em, nine, that's nine boys and girls—graduates from college and most from the same one at that, it's something to cheer about. Nine brothers and sisters in 22 years. Which of their children will continue the chain?

Patrick Ainsworth
B.A. social sciences 1973 and
M.A. education counseling 1977, CSUSB
Ed.D. 2001, University of La Verne

Michael Ainsworth
B.A. geography 1975, CSUSB

Joseph Ainsworth
B.A. geography 1978, CSUSB

Mary Ann Long
B.S. biology 1979, CSUSB

John Ainsworth
B.A. geography and environmental
studies 1981, CSUSB
M.S. remote sensing 1986, UC Riverside

Jayne Crask
B.A. recreation administration 1983,
Long Beach State

Larry Ainsworth
B.S. computer science 1987, CSUSB

Thomas Ainsworth
B.S. electrical engineering 1990,
Cal State, Fullerton

Peter Ainsworth
B.S. business management 1995,
Humboldt State

COLLEGE
NEWS

Business & Public Administration

Gordon Patzer, dean

The Winning Strategy (Or How to Track Your Dog)



INGENUITY—Over a weekend in San Diego, CSUSB's M.B.A. team took one of six top honors at the 38th Annual International Collegiate Business Strategy Competition. The team of five students, (clockwise from top left) Nathan Miller, Joan Rudder, Brett Brossia, Beverly Delker Gentry and Carla Issa, competed against teams of top college business students, reports a beaming Sue Greenfeld, who said the team met 11 of 12 competition goals in a runaway win.

by Joe Gutierrez
senior writer

It may have been touted as a simulated business game, but for five students from the College of Business and Public Administration, it was a test of nerves, decision-making skills and pushing limits. And at the end of the day, the team of M.B.A. students left with top honors, running

away from its nearest contender at the 38th Annual International Collegiate Business Strategy Competition.

Beverly Delker Gentry, Brett Brossia, Nathan Miller, Joan Rudder and Carla Issa continued CBPA's winning ways, marking the sixth time in six years of competing that a Cal State, San Bernardino team has come home with a

trophy. Six teams in all took home trophies in a contest that broke up 31 teams into five "worlds."

"This year's team is one of the hardest working groups of M.B.A. students I have ever worked with. They have put in many long hours, even before the competition started last January," said CSUSB management Professor Sue Greenfeld, who served as an adviser to the team. "This is one of the most enthusiastic teams I have coached in five years, and their success is very reflective of the high standards that we have here at Cal State's M.B.A. program."

Cal State's team created a fictitious company called Innovative Solutions, which produces and markets inventions. The company marketed the fictitious Pet Finders, a pet collar that uses global positioning system technology (GPS) and gives pet owners the ability to track their pet at all times.

The team met 11 of the 12 specified goals to ensure this year's win. The simulation had the students compete against teams from colleges and universities from

CONTINUED ON PAGE 28

QUICK TAKES

The Institute of Applied Research and Policy Analysis's reputation for thoroughness continues to grow both locally and in the state. Co-directors Shel Bockman and Barbara Sirotnik reported that the institute received \$25,000 to conduct a community profile and citizen survey for the town of Yucca Valley to determine community satisfaction with municipal services and provide information to help the town's elected officials decide on budgets, service delivery and other public policy concerns. The Rialto Unified School District contracted with the institute for \$22,800 to conduct a follow-up survey of recent high school graduates regarding their employment status, current educational pursuits, and opinions and evaluations of their high school education. Under a \$100,000 grant, the institute is also working with UC Riverside and UC Berkeley to conduct a statewide telephone survey of 2,000 caregivers to determine the prevalence and characteristics of family caregiving, the current use of support services, satisfaction levels with those services and the factors which contribute to caregiver stress.

A Spring that Follows the Fall

Building up the public administration program at the New Bulgaria University in Sofia, Bulgaria, is the aim of a \$228,427 U.S. federal grant, and so in Bulgaria optimism is bouncing back. The money is being put to work by the institution, Cal State's public administration department

and Cal Poly Pomona.

New Bulgaria was founded in 1991, soon after the collapse of the Communist regime in the country. A private university, it enrolls about 8,000 students and offers a more interdisciplinary and student-oriented approach to education than is

traditional in Bulgaria.

Working on the grant are department chair David Bellis, and public administration professors Guenther Kress and Michael Clarke. The project has both CSU campuses assisting the New Bulgaria University in faculty, curriculum and case study develop-

ment, as well as more student-oriented programs. Faculty and advanced students from the New Bulgaria University will be coming to the San Bernardino and Pomona campuses to develop the program as well as visits to Bulgaria by faculty and students of both CSU campuses.

Patricia Arlin, dean

QUICK TAKES

Nine community members have been named to the first Advisory Board for the College of Education. These board members, serving as volunteers, will help provide direction for the college and serve as ambassadors in the community. Marilyn Sauer, a retired principal of the San Bernardino City Unified School District (SBCUSD), will serve as the chairperson pro tem. Other members include: Jeannie Adair, financial account executive, The Sun newspaper; Patrick Ainsworth, associate superintendent and director of the High School Leadership Division, California Department of Education, Sacramento; Ernest Garcia, professor emeritus and former dean, College of Education, CSUSB; Shelby Obershaw, retired teacher and former SBCUSD Board of Education trustee; Mario Perez, retired United States Air Force lieutenant-colonel and Riverside Community College Advisory Board member; Martha Pinckney, retired principal, Hillside University Demonstration School, SBCUSD; Lynda Savage, member of the SBCUSD Board of Education; and Victoria Tiehen, vice president and branch manager, Life Bank in San Bernardino.

Paper Forum for Latino Education

With the continuing explosion of research studies and theories in the field of education, a group of instructors from Cal State's College of Education spotted a void in all the new work, a missing voice – a professional forum on educational issues affecting Latinos.

"We spent six months identifying comparable journals that looked at education in a broad sense and addressed needs of Latinos. We found there was a vacuum to be filled. We concluded that all scholars who deal with Latino issues in education have no place to publish, so consequently, don't publish at all," said Enrique Murillo, an assistant professor with the college's department of language, literacy and culture.

So the instructors banded together, met with colleagues from Cal State and other higher education facilities and came up with a groundbreaking journal targeting Latinos, Murillo said.

Earlier this year, their hard work launched *The Journal of Latinos and Education*, which provides a professional forum for scholars and writers from diverse disciplines for analyzing, discussing, critiquing and

disseminating ideas on educational issues that impact Latinos. The four broad areas that encompass most issues are policy, research, practice and creative and literary works.

Murillo serves as editor of the journal, which is published by Lawrence Erlbaum Associates Inc., New Jersey. Corinne Martinez, also an assistant professor in the department, serves as an associate editor. The journal's executive council is made up of colleagues from CSUSB's Center for Equity in Education. The journal is housed in the center, and its advisory board consists of educational scholars in universities around the country.

Murillo said the journal's goal is to identify and encourage more relevant research, communication and theory on the unifying theme of Latinos and education. Policies and practices promoting equity and social justice for linguistically and culturally diverse groups are considered in a range of formats, such as essays, interviews, media and book reviews and other creative and critical writings. The audience for the journal is a wide spectrum of educators, scholars, and administrators as well as students, parents, civic leaders, activists



and advocates.

The logo on the front cover of the journal is of historical significance and a symbol of the journal's aim – to move forward, Murillo said.

"It is an ancient mesoamerican glyph found on a broken piece of hand-modeled baked clay pottery. It was once used as a flat stamp," Murillo said. "Stamps were once articles of trade in pre-Colombian times."

The geometric pattern, known by Nahuatl-speaking peoples as Olin, depicts "movement." "Our colors are black and red, for duality and balance."

department of educational psychology and counseling, described Gear-Up Inland Empire as a program aimed at increasing the number of low-income students who are prepared to enter and succeed in post-secondary education. The goal is to help 70 percent of

CONTINUED ON PAGE 28

In High Gear

About 150 seventh grade students and their parents came to CSUSB on a Saturday to experience a college campus for the day when they participated in the Gear-Up Inland Empire Saturday Academy.

The students were separated into classrooms for talks

ranging from "High School Preparation for College" to "Who Am I?" while their parents went into groups to discuss topics such as "Helping My Child Attend College," "Parenting Skills," and "Health and Wellness."

Donna Schnorr, the project director and a professor in the



Howard Wang



Robert McGowan

FACES IN STUDENT AFFAIRS

HOWARD WANG

The assistant vice president of student affairs at CSUSB, Howard Wang, came to the university last April from UCLA, where he spent 13 years working in budget management and residential life administration. He also served as the director of administrative services for the Student Health Service. Additionally, Wang was the executive officer to the deputy assistant vice chancellor in the student affairs division with administrative oversight for departments that included the health center, student psychological services, women's resource center, and services for students with disabilities.

Wang has been an adviser to student clubs and organizations, student government, new student orientation and

faculty-in-residence programs, to name a few. He's brought with him a total of almost 22 years of professional experience. One of Wang's goals for CSUSB is to help student development directors enhance co-curricular programs and services by strengthening linkages with faculty and, where possible, the academic curriculum. He also emphasizes the importance of evaluation and assessment.

ROBERT MCGOWAN

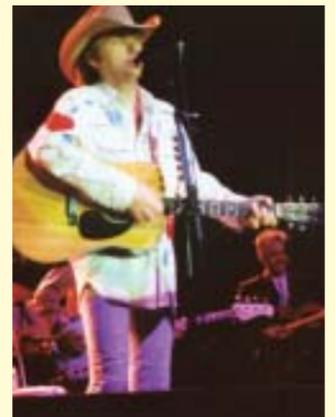
Bob McGowan, the newly appointed associate vice president for enrollment services, came to CSUSB last September from Kutztown University, where he served the previous four years as director of admissions. He also served two appointments as

acting associate dean of the College of Fine Arts at Indiana University in Pennsylvania. He brings a long history of involvement in enrollment services (and other areas) dating back to the mid-'70s.

In addition to admissions and academic administration, his duties have included joint appointments in publications and academic services and testing. McGowan also served as a liaison to the Pittsburgh Public Schools in a partnership effort designed to enhance the college-going rate among historically under-represented groups.

With respect to his new role at CSUSB, his first initiative when he arrived at Cal State was to put in place a comprehensive evaluation plan for all enrollment service offices.

STUDENT SCAPES



COUNTRIFIED COUSSOULIS—Grammy-Award-winning singer Dwight Yoakam opened to an arena full of screaming fans in early December with his exciting rendition of Cheap Trick's, "I Want You to Want Me." Yoakam co-starred with Jodie Foster in the recent film "Panic Room," directed by David Fincher.

A MIDSUMMER NOTE'S DREAM



The idyllic setting for a musical note to take a rest is outdoors, which is where many notes and folks will hang about during Cal State, San Bernardino's annual Summer Wednesdays Series. Held in the Lower Commons Plaza, all shows will begin at 7 p.m. with most performances ending by 9 p.m. Parking is \$1.50 per vehicle and admission is free. Bring your picnic baskets, lawn chairs and blankets. For more information call (909) 880-7360 or (909) 880-7201.

Summer Wednesdays is sponsored by the CSUSB President's Office, Student Union Program Board, the Associated Students, Inc., Coussoulis Arena, Academic Computing and Media, the College of Extended Learning, the Cal State, San Bernardino Music Department and the San Bernardino County Sun Newspaper.

Latin Society, July 10

Currently in its 31st year of performing in the Inland Empire and Southern California, the Latin Society is known for its big band Latin sound. The group's unique Latin flavor and horn section arrangements are sure to get you moving to the rhythms.

Nightfire, July 24

This multicultural group of musicians and vocalists has successfully bridged the gap between two of today's most popular music genres—gospel and jazz.

The Notables, July 17

The Notables is a six-piece ensemble with a repertoire of music ranging from big band to Dixieland, Latin American and everything in-between. Their music includes songs like "Moon-Glow," "Satin Doll" and the "Girl from Ipanema." If you like good music and you enjoy dancing, catch this nostalgic ensemble.

The Tornadoes, July 31

This surf-rock band is best known for its hit single "Bustin' Surfboards," which was included on the soundtrack from the movie "Pulp Fiction." The group has performed with the Beach Boys, Ian and Dean, Dick Dale and many others.



THE PAD—The living rooms are cable-ready, and the kitchens all-electric.



AH, MODERNITY—Each room in the new residence halls has its own 'Net connection, here used by Katy Mauger with her roommate Rita Ting, a child development major.

OPTING FOR INDEPENDENCE

At 4 a.m. a student in the new campus housing had burned the bacon, opened the door to air out the room, set off the smoke alarm and so sent screaming down the halls the news that cooking was not her major. ... Yawn. Go back to bed, Katy Mauger. In the morning you'll remember a smell, a sound and maybe why even burnt food should make you happy; it's that independent living thing. A graphic arts major from Corona, Katy and her three roommates have their own kitchen. She shares a bathroom with only one other student, and the Internet connection in her room is fast, fast, fast. That's what's different about life in these new digs. It's

more like life in an apartment than in the traditional dorms that house about 400 of the university's students; the new apartments house 319. With a kitchen in the apartments, you can plan your meals; in the residence halls you buy a meal plan. And older, somewhat quieter students tend to live in the apartments; the rez halls possess a bit more of a community feel. Yet, says Katy, both come with some of the same benefits—the Battle of the Halls Tug-of-War, the music and coffee houses, the movie nights, the special trips to Magic Mountain, the sight of the magic mountains behind the campus. Either way, "You get to meet a lot of people," she says.

Exercise Under the Big Top

If you've been on campus lately, you might have noticed a large off-white structure behind the library and next to the temporary classrooms. Is it an airplane hanger, a circus big top, or a giant kite?

It's been accused of being each. But in fact it's the new, temporary recreation center. A year ago, CSUSB students responded to the complaints of the entire university community on the limited availability of recreation programs and hours by voting to increase their tuition to build an \$11 million recreation center. That facility, however, won't be ready until 2005.

Responding to the students' vision to improve social and recreational services on campus, recreational sports has put up the temporary facility to meet the needs of the campus community until a permanent structure can be built. The facility holds a variety of the newest and best exercise equipment on the market, including four Quinton treadmills, six Precor elliptical machines, two Stepmills, three

Stairmaster FreeClimbers, four Stairmaster recumbent bikes, an upright bike, a full circuit of selectorized weight machines, a Smith machine, and a large variety of free weights. More importantly, the hours improved from four hours a day to up to 16.

"This project is exciting," says an enthusiastic Rick Craig, coordinator of recreational sports. "Our students really stepped up and improved the atmosphere of the campus. This was our way of telling them thank you for your support."

The proposed hours for the facility are Monday through Friday from 6 a.m. until 10 p.m., Saturday from 10 a.m. until 4 p.m. and Sunday 4 p.m. until 10 p.m. Regularly enrolled students pay for this service in their tuition. Faculty, staff and Alumni Association members may purchase memberships to use all of the programs offered by the recreational sports department. In addition, each member can now sponsor a guest for an affiliate membership.

Memberships

	Faculty, staff, and Alumni Association members	Affiliates (extended learning, students and sponsored guests)
Annual	\$100	\$140
Academic Year	\$90	\$125
Quarterly	\$35	\$45
Monthly	\$20	\$30
Daily	\$3	\$5

Robert Carlson, dean

The Tug of the Geosciences

Scientific tests and formulas have never determined why more ethnic students don't enter the geosciences. All Alan Smith and his CSUSB colleagues know is that only about 2.3 percent of ethnic students enter the geosciences, and the university's figure is lower still.

That just won't do for Smith, and apparently the National Science Foundation thought so, too, having boosted the university's recruiting efforts with a \$213,800 grant in the fall. Another two-year, \$430,000 award will come with the successful completion of the first year. CSUSB is one of only 10 colleges in the county to receive the NSF award.

Part of the plan, initially, says Smith, the chair for Cal State's geological sciences department and one of four professors who wrote the grant proposal, is to develop a geosciences program in five local high schools, all of which have minority enrollments of 60 to 80 percent. The money also will be used to recruit community college students and those whose majors remain undeclared at CSUSB.

Cal State's project falls under the NSF's Opportunities for Enhancing Diversity in the Geosciences program and targets ethnic groups sixth grade to post-college. The goal is to bring these students into the geological department, retain them and then help them carry that educational momentum into graduate school or straight into the geosciences profession.

Geoscience is a utilitarian pursuit, Smith says.

"Geology is about the

only science where you can step out of the laboratory and step immediately into the field." The field is used in civil engineering, environmental management and water resources, and Smith tells of one student who earned degrees in both geology and law to become an environmental lawyer.

"Earth science is a new field in some ways," adds

Smith, reflecting upon why relatively few ethnic students enter the field, "and we just haven't reached the people."

Smith, also a volcanologist, is a scientific correspondent for the Smithsonian Global Volcanism Network, among other associations, and assumed the chair of the CSUSB geology department in the fall of 2000.

A Legacy Lives On



Jimmy Donkor

For the second time in three years, a Cal State, San Bernardino student has received one of the country's most prestigious scholarships in the field of science. And it so happens the two recipients are brothers.

Senior Jimmy Donkor, a Cal State biology major who plans on becoming a physician, was one of 15 students to receive a scholarship of up to \$25,000 from the 2001 United Negro College Fund/Merck Undergraduate Research Scholarship. His brother, Kwame Donkor, a CSUSB graduate in biochemistry, received the same award in 1999.

Jimmy Donkor, who lives

in Rancho Cucamonga, went to New Jersey last summer to work at the Merck Laboratories, a leading research-driven pharmaceutical products and services company. His internship consisted of two, 10-12 week internships with the company under the supervision of one of its scientists.

The UNCF/Merck award recognized Jimmy Donkor, a Ghana native who has lived in the United States for the past five years, as a future world-class biomedical research scientist.

"This internship has been a great opportunity for me to get some experience in the field," he said. After graduation in June he hopes to attend medical school at either UCLA or UC Davis. "I was able to do a lot of independent research this summer, which included developing anti-inflammatory drugs for diseases like arthritis and asthma."

Cal State biology Professor Richard Fehn, who served as Donkor's mentor, described his student as a determined young man who

CONTINUED ON PAGE 27

QUICK TAKES

They're trying to get students to think right now about health—both theirs and others. In early November, a group of high schoolers were at CSUSB to talk about AIDS, STDs and reproductive health. It was the second Peer HIV/AIDS Leadership Training Conference at Cal State, and the students were there to take in information and then use it at their high schools to plan activities around World AIDS Day on Dec. 1. The superintendent of schools for San Bernardino County, the Riverside County Office of Education and Cal State's health science department were chief sponsors for the conference. Two weeks later came 450 high school students from the Riverside and San Bernardino area to attend Health Career Information Day. The fields of medicine, veterinary medicine, physical therapy, nursing, pharmacy, hospital administration, dentistry, health education, environmental health and nutrition were all represented.

The nursing department has received more than \$32,000 from St. Bernardine Medical Center and Community Hospital of San Bernardino over the past three quarters to help cover the cost of faculty needed to teach the additional students admitted to its bachelor of science program. The department is now admitting students twice yearly. The hospitals have agreed to provide the additional faculty salary and clinical placements for these students.

Social & Behavioral Sciences

COLLEGE NEWS

John Conley, dean

QUICK TAKES

Ever wonder what it would be like to study another culture? The computer simulation game, "EthnoQuest," that puts players in the shoes of an ethnographer, has now been published by Prentice Hall and is doing just that for university students. The simulation, based on Berdan's own fieldwork, walks its players through the process of obtaining a grant, preparing for the trip and, once at the fictional village of Amopan, a series of tasks from taking a census to working in the fields to celebrating local festivals. Berdan began the project five years ago with partners Carey Van Loon, a CSUSB graphic designer, and Edward Stark, a teacher at John F. Kennedy High in Fremont, Calif. Berdan said students—or anyone using the simulation—will learn how to solve real problems ethnographers face. Many CSUSB faculty and staff also appear in the game as Amopan residents.

Late last year, Riverside County awarded a \$300,000 contract to a team of criminal justice department faculty, who will evaluate the effectiveness of several juvenile crime prevention programs. The work, funded through the state Crime Prevention Act 2000 Initiative, will evaluate the Community-Based Probation Diversion; Youth Court; services in support of local school district Student Attendance and Review Boards; Project Bridge, a gang-prevention program; and the Police Action

Counseling Team, a family violence-prevention program. Professor Dale Sechrest, who with Professor Pamela Schram, leads the team, said the project is a joint effort between the university and the Riverside County Sheriff's Department and Probation Department.

It's been a busy year for the CSUSB-based California Council on Economic Education, led by its executive director, Jim Charkins, a university economics professor. In fall 2001, the state Assembly declared Oct. 22-26 Economic Literacy Week in a resolution introduced by Assemblyman Russ Bogh, R-Yucaipa and Cal State alumnus (B.A. business economics 1993). The document cited the council and Charkins' work in increasing awareness of economics. In January, the council, with a \$116,000 grant from the Bank of America Foundation, launched Financial Fitness for Life, a program to promote personal finance skills for California students. The council's mission is to increase economic literacy of the state's residents, focusing on infusing the subject matter in curricula for kindergarten through high school seniors.

History is a Human Story



Robert Blackey

by Alan Llavore

In the early 1990s, when Robert Blackey served as a vice president of the American Historical Association (AHA), presenting the Eugene Asher Award for Distinguished Teaching at the association's annual meetings was one of his many tasks.

Earlier this year, the Cal State, San Bernardino history professor found himself on the receiving end of the award, the highest accolade given by the 15,000-member AHA, incorporated by an act of Congress in 1889.

The award goes to college professors whose techniques and mastery of subject matter made a real difference to students of history.

In submitting Blackey's nomination to the AHA, a former student said, "... Not only is Professor Blackey a dynamic speaker and discussion leader, but he enriches his lectures with slides, photographs, art, music, and observations from his travels around the world. He brings

the people of history to life through visual and verbal illustrations that humanize them."

Said Professor Cheryl Riggs, chair of the CSUSB history department, "It's a distinguished teaching award, and it reflects well on the faculty member and demonstrates the quality of our program."

For Blackey, teaching combines selfishness and sacrifice. The selfishness comes from enjoying what he does, which is to serve others through his teaching, he said. "I try to make what I teach meaningful to the students. I try to make learning as pleasurable as possible. I try to combine the fun and the meaning in its value."

Blackey served as AHA's vice president in charge of the Teaching Division from 1991-95. Among other honors over the years, he was named the university's Outstanding Professor for 1983-84 and given the Distinguished Service Award in 1995. He began at Cal State in 1968.

In all his work, he tries to show the importance of learning history.

"It may seem like old stuff, but life is about where you come from," he said. "It's about understanding. History can help teach understanding."

Some 20 years ago, Blackey decided to put most of his energy into promoting the effective teaching of history, a mission he believes will have a long-lasting effect.

"If I get the validation for it, that's fine," he said. "But I'm doing it because it's right. ... The prize is nice, but that's not the goal."

But when you get them united toward a goal, they help and trust each other. That's what makes them so powerful."

The challenge for 2002 will be to find a setter to replace senior Amy Pope, a four-year starter for the Coyotes who was their floor general and set single-season and career records for assists. During her career at CSUSB, the Coyotes team posted a 123-33 won-loss record.

"The importance of any setter is huge. They're often undervalued, but quite often the reason you win or lose any game," Cherniss said in an interview with The Sun of San Bernardino. "People underestimate brains and athletics," Cherniss said. "The really good players are all smart players. That doesn't always equate to GPA, but in Amy's case it does."

Coach Cherniss was named the CCAA Coach of the Year and the NCAA Pacific Region Coach of the Year by the American Volleyball Coaches Association.

Her players earned honors, too. All-CCAA first team: Pope and sophomores Kim Ford, Kim Morohunfolu and Kristen Soliz.

AVCA All-Pacific Region first team: Pope, Morohunfolu, Ford and Soliz. AVCA All-American first team: Ford and Morohunfolu; second team: Pope.

Daktronics All-American second team: Pope. Verizon Academic All-District 8 (Pacific Region) first team: Pope; second team: Soliz.

Verizon Academic All-America second team: Pope.



CSUSB's Kim Morohunfolu (left) doing her job as a middle blocker.

Fall Sports Wrap-up

Women's Soccer

When the team that has won the NCAA championship for two straight years is in your division of the California Collegiate Athletic Association, making it to the NCAA tournament can be a daunting challenge.

UC San Diego has dominated the CCAA and the NCAA in its first two seasons in Division II. Try as they did, the Coyotes just couldn't get past the Tritons or the Cal Poly Pomona Broncos, a perennial CCAA title contender in the same South Division. Four of their six conference losses come at the hands of those two teams.

CSUSB finished 7-6-1 in the CCAA. One more win would have given them 25 points, one more than UC Davis earned in finishing first in the less competitive North Division.

Overall, the Coyotes were 11-8-1 in Coach Christian Johnson's second year at the helm.

Lisa Ament, the senior midfielder who led the team in scoring with 28 points on 11 goals and six assists, was named

to the All-CCAA first team while senior defender Carolyn Myers and sophomore forward Kayla Humphries were selected to the CCAA second team.

Ament was later named to the National Soccer Coaches Association of America All-Far West Region first team. She was also honored for her prowess in the classroom, being named to the Verizon All-District 8 (Far West Region) Academic first team.

Humphries finished the season as the No. 2 scorer with 20 points on seven goals and six assists. Freshman Michelle Lopez had seven goals and two assists for 16 points. Sophomore Erin Keller was fourth with 12 points on six goals.

Men's Soccer

After a disastrous 1-18-1 record in 2000, the men's team under Coach Christian Johnson went looking for redemption in 2001. They found it. The Coyotes improved to 9-10-1—the most wins by a men's team since 1996—and finished 4-9-1 in the CCAA.

Johnson went out and recruited heavily during the off-season, and it paid off.



James Nordberg

Senior forward Travis Miller led the offense with 13 points, in six goals and one assist. Freshman Jason Koza had 12 points on three goals and six assists. Junior Victor Polanco had 11 points on four goals and three assists.

Sophomore James Nordberg anchored the Coyote defense and was recognized for his efforts by being named to the All-CCAA first team and the NSCAA All Far West Region first team.

Women's Cross Country

Coach Tom Burleson's runners improved in 2001 on the cross country course and veteran Katherine Pederson and Sophomore Hannah Knight proved to be a solid 1-2 punch for the Coyotes in nearly every meet.

The team finished 17th in the West Regional with Pederson finishing 41st with a time of 23:48 for 6,000 meters. Knight, a New Zealand native completing her first-ever collegiate cross country season, was 44th in 23:53.

CSUSB was eighth in the CCAA championships at UC San Diego. Pederson again was first among the Coyotes and 17th among all runners in 23:48.7 over the 6,000-meter course. Knight finished 20th in 23:56.7.

"Katie and Hannah ran with the top of the pack. As a whole we finished only two points back of Cal State L.A. "That's a real positive sign for next year," said Burleson.



Katherine Pederson

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A B O V E I T A L L



TEAM—"I will be forever convinced of this," said Coach Kim Cherniss, "there's nothing more powerful than a group of women united toward one goal." (Photo by Robert Whitehead)

The Agony of Victory

by Mike Murphy

They fell three points shy in 2000, and two points shy in the Pacific Region finals in 2001.

The women's volleyball team has come so close to the "big dance"—the NCAA national volleyball championships—that the team can taste it. As coaches and players are wont to say, there's always next year. And next year is certainly possible with five starters returning from a team that went 29-3, was ranked as high as No. 3 in the nation and was No. 1 in the Pacific Region—until the end. In many respects, they were champions nonetheless.

But after the five-game loss to region champion UC San Diego in the title match at Coussoulis Arena, it may not have felt that way. "We agreed to lay ourselves on the line," Coach Kim Cherniss said, "wear our hearts on our sleeves and not be afraid of losing. When you do that, you take risks. We made a couple of mistakes."

The Coyotes, leading 2-1 late in the fourth game against the Tritons, had match point at 29-27 when UCSD rallied for a 31-29 victory, forcing a tie-breaker fifth game. The Coyotes went up 13-11 and wound up losing 17-15 before 1,100

fans. A volleyball record crowd of 1,500 saw CSUSB beat defending NCAA champion Hawaii-Pacific in the semifinals the night before.

"It's harder to win our regional than the national championship," said Cherniss. "That's a fact," she told The Press-Enterprise of Riverside.

"I thought we needed to calm down at the end, but I am proud of what our team accomplished and I made them promise not to let this disappointing loss stop us from enjoying what we accomplished."

The team, which set a school season record for victories, enjoyed its fifth straight 20-win season and earned the school's first conference title in women's volleyball. "Our philosophy all season (was), 'Let's worry about our side of the net,'" said Cherniss.

It was a cohesive team that practiced together, ate together, shopped together and played together as a unit for a 32-match season.

"I will be forever convinced of this," Cherniss told The Press-Enterprise. "There's nothing more powerful than a group of women united toward one goal. That's not easy because they can be emotional. When they do not want to do something, you cannot make them do it.

CONTINUED ON NEXT PAGE

In the Desert

Peter Wilson, dean

Throwing Open the Gate



LIKE SPIRITS—The "Freedom Stallion" (right) is one of a set of five "Freedom Horses" sculpted by Veryl Goodnight, who had dreamt in 1989, after seeing the dramatic events unfold in Germany, that the horses she had been sculpting were jumping over Berlin's confining wall. In her sculpture, the five horses break through the barrier. A cast of the "Freedom Stallion" was donated to the desert campus by the Hubbard Foundation. Celebrating that same spirit at the gala held for the opening of the desert campus's first building, (above, from left to right) CSU Chancellor Charles Reed, capital campaign co-chair Betty Barker, CSUSB President Albert Karnig and Palm Desert Campus Dean Peter Wilson are among the many who have worked to open up four-year education in the Coachella Valley.



The Big One arrived March 18, the one everyone had wondered about for years, anticipated for years, wanted for years. Not the earthquake, but the event, The Big Gala that marked a fresh beginning of sorts for a vision that had been almost 16 years in the making.

The 500 who attended the black-tie gala for the grand opening of the Mary Stuart Rogers Gateway Building laid sight on an educational structure that merged both function and beauty. Its three levels, roughly U-shaped and introduced by rows of windows at the main entrance, houses spacious classrooms, space for a computer lab and a 125-seat theater. To the south, the grounds slope upward and the building overlooks the "Freedom Stallion," the bronze cast of a sculpture given by the Hubbard Foundation and set in the Hubbard Courtyard.

Financial support for the campus began a few years ago. A gift of 55 acres came from the City of Palm Desert, which also set aside another 145 acres for more building. The City of Indian Wells and the H.N. and Frances C. Berger Foundation each contributed \$5 million toward construction. Other key gifts came from the Annenberg Foundation, the City of Rancho Mirage, the R.D. and Joan Dale Hubbard Foundation, the Rancho Santa Fe Foundation and from the late Florence Rigdon. So far, \$19 million of the \$28 million needed for the three buildings planned for the site has been raised.

Talking about the rare public-private partnership, California State University Chancellor Charles Reed said at the gala that such a partnership was a "model" for the nation's communities. University President Albert Karnig added that the campus's operating costs would be supplied by the CSU.

Florence

Besides being an accomplished artist, Florence Rigdon had made a life of supporting clubs and causes before she passed away on Dec. 3, 2001. A resident of Rancho Mirage, she had belonged to or volunteered for the Daughters of the Nile, the Assistance League of the Palm Springs Area, the Desert Art Center, Shelter from the Storm and the Eisenhower Memorial Hospital Foundation, to name a few. She had donated \$1 million in 1999 to CSUSB's Palm Desert Campus, because, as a "Desert Woman" article put it, "She knows we need a four-year college in the desert, but mostly because she wants our large population of young, single moth-



ers to get an education." She is survived by her son, Reed McKenzie of Nevada, her sister, Ruth Hartwell, who lives in Arizona, her niece, Suzy Murphy, also living in Arizona, and, in a sense, by her legacy of giving. In her memory, Florence's family asked that donations be made to the American Cancer Society or the university's Palm Desert Campus.

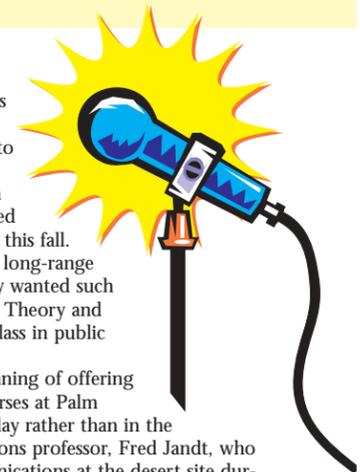
PR in PD

One of the first principles of good public relations a student might learn is how to respond to someone. And that's why the CSUSB Palm Desert Campus has scheduled the first p.r. course to begin this fall.

Students surveyed told a long-range planning task force that they wanted such a course. The result is "P.R. Theory and Practice," an introductory class in public relations.

"This course is the beginning of offering "more communications courses at Palm Desert—most likely in the day rather than in the evening," says communications professor, Fred Jandt, who taught intercultural communications at the desert site during the winter session.

Former KESQ-TV news anchor Bruce Page will teach the upper-division class. Page has taught at Copper Mountain College and College of the Desert.



Extended Learning Jan Jackson, dean

QUICK TAKES

A new partnership with Arrowhead Credit Union is helping students finance extended learning courses, certificate programs or Open University courses easily and affordably. Eligible students must live, work or worship in San Bernardino or Riverside counties. For more information, contact the College of Extended Learning at (909) 880-5981.



PRESIDENTIAL EXCHANGE—Master's graduate and president of the San Bernardino County Medical Society, Dr. Jay Shankar, presents CSUSB President Albert Karnig with a scholarship pledge of \$10,000 at a reception following the conferring of M.B.A. for Executives degrees on Shankar and several other local physicians. Joining Shankar in the class gift presentation is fellow graduate Dr. Dev Gnanadev.

Is There a Doctor in the Class?

by Susan Summers

Of the many occupations in American society, few are more venerated than that of physician. Doctors endure hardship during their training, and long hours and high stress as part of their professional practices. Basically, most of us think that once they've paid their dues, physicians have it made.

Right? Not quite. In today's managed health care environment, physicians are no longer managing just patients. They're managing costs, and it's a matter of survival. The increased costs of doing business brought on by managed care and declines in reimbursements can spell financial disaster for physicians who don't understand a balance sheet.

The realities compelled 11 Inland Empire physicians to complete CSUSB's first-ever M.B.A. for Executives off-campus program, facilitated by the College of Extended Learning. The group was complemented by the addition of five financial institution executives, coming primarily from the Arrowhead Credit Union.

The academic aspects of the program were administered by the College of Business and Public Administration through M.B.A. director Sue Greenfeld, while the program was initiated and coordinated by professor of marketing, Nabil Razzouk.

The San Bernardino County Medical Society helped promote the program and eventu-

ally provided a home for the courses at its Colton offices. Participants in the program were treated to a variety of top-notch CSUSB faculty.

The program, said Valerie Spiro, vice president at Norton Community Credit Union, "has enriched my life by providing me with a broader perspective of the business world beyond the financial services industry."

Added Dr. Edward Hess, physician-in-charge of preventive medicine and health education at Kaiser-Permanente Medical Center, "The greatest significance of this M.B.A. for Executives program lies in the analytical skills that we acquired in the course of our studies. These skills are immediately applicable to any field of endeavor, and serve as a basis for developing future management skills."

But the participants weren't the only ones who learned something. Beyond their intelligence, what impressed Razzouk was their commitment to and passion for learning. "These people put in long days at full-time jobs, came to class until 10 p.m., and sometimes went home to complete more work. Never did they ask for special treatment. . . . This experience also reaffirmed my belief in the need to treat every participant as a unique learner—to be flexible and open to customizing aspects of their program to meet their needs."

After the university's Dec. 8 Commencement, CEL hosted a reception for the M.B.A. graduates and their families. In appreciation for the off-campus program, the graduates contributed to a generous scholarship pledge of \$10,000.

The Wind Beneath Their Wings

Anyone familiar with the Palm Springs area has seen the thousands of windmills that dot the hillsides along Interstate 10. CEL Performance Partners, which is responsible for developing and delivering contract training programs, professional development seminars and conference services, now has launched a contract training program with the company that sells and services these

wind turbines, Palm Springs-based Vestas-American Wind Technology.

The Vestas contract represents a new area of success for CEL and for Performance Partners, providing a clear window into the capabilities of the contract training program.

The program provides basic skills training for managers along with target advanced skills. In short, the program is customized to the specific

training needs of Vestas.

Over the course of the next six months, Performance Partners instructors—working business executives—will deliver six training modules for Vestas, covering subject areas ranging from introduction to management and supervisory skills, to financial analysis and strategic planning. The instructors, say CEL organizers, are key to the success of this program.

CONTRIBUTIONS

Strengthening Alumni Support

by Terri Carlos

These are not your typical fundraiser phone calls. No, these phone calls by students to alumni on behalf of the Annual Fund take on much more than that. For alumni, it's an update on the goings on at Cal State, San Bernardino. For the university, it's more money to help fund programs on campus. To date, more than 700 pledges have come from first-time donors contributing to the yearly campaign, a significant increase over last year. And for the students, it's free advice.

Through many conversations with alumni and parents, plenty of university news is passed on, such as how well Coyote men's basketball or women's volleyball has done this year, the College of Natural Sciences' plans to build an observatory on Badger Hill, or that the College of Business and Public Administration sent more than 20 of its students to the National Hispanic Business Association Student Leadership Conference. Callers are able to talk about classes and majors, professors and campus life.



SWITCH LINES—During calls for the annual fund, students like Adriana Arteaga share with potential supporters the latest CSUSB news, and sometimes learn about a supporter's college experience in the process.

"The best thing I like about calling alumni and parents of CSUSB is that I am able to get feedback on how they, the alumni, got through college," said student Shakeel Prasad. "I remember talking to an alumnus from the College of Natural Sciences and he suggested that I get involved in volunteer work or with an internship to gain more experience in the medical field."

Student caller Laure Pellerin enjoys speaking with alumni "because a lot of them have great advice to give to an undergraduate," she said. "They have opened my eyes to a lot of opportunities and careers that might fit my outlook on life better than my current major."

To give to the Annual Fund, call Terri Carlos at (909) 880-5005 or e-mail her at annualfund@csusb.edu.



HAVE A GIFT IN KIND IN MIND?—Sometimes contributions to the university don't come in financial packages. In the case of CSUSB's Robert V. Fullerton Art Museum, a collection of Egyptian antiquities has become its signature collection. The collection was an "in-kind" donation from Dr. W. Benson Harer, Jr., a San Bernardino physician as well as a scholar and lover of Egyptian art. Just as the Harer gift is a part of the museum, so too, is Dr. Harer and his wife, Pamela. Both are members of the Friends of the Robert V. Fullerton Art Museum and Museum Advisory Board. And when his schedule allows, Dr. Harer donates time to the museum by giving gallery talks, tours, lectures and assisting at the museum with the children's summer workshop, which is based on Egyptian art.



BAUTZER AWARDEES—In December Dean John Conley (second from left), of social and behavioral sciences, and Dean Robert Carlson (far right), of natural sciences, were selected to attend the annual Council for the Advancement and Support of Education (C.A.S.E.) conference in San Diego. Faculty who had done much to serve their campuses and communities, like Conley and Carlson, were given Bautzer Awards to attend the gathering. Here, the two deans stand with Louis Caldera, the CSU vice chancellor for university advancement, and Lynda McNamara, CSUSB's associate vice president for development.

Exc^el-eration

by Mike Murphy

The Coyote Athletic Association (CAA) launched its 2002 membership campaign on Feb. 7 with a luncheon in which an estimated 100 guests learned what the association is all about and why it is essential to the 11 sports it supports.

Jim Kennedy, a San Bernardino CPA and president of the CAA, outlined the goals of the organization:

1. To promote attendance at and support for Coyote athletic events;
2. Raise funds for scholarships that go to student-athletes who need financial aid to participate and continue their education;
3. Build membership in the CAA, which currently numbers fewer than 100.

"My goal is 2004 members by 2004," said Kennedy. "I'd like to see that and I think that can be done. "With a basic membership fee of \$125, just 1,000 members could generate \$125,000 in scholarship funds for the more than 200 CSUSB athletes. The scholarships would help coaches attract better student-athletes who are often lured to other universities.

"Basketball and volleyball have taught us that the crowds and the support for Coyote athletics is out there," said Kennedy. "That's where we need to go."

CSUSB President Albert Karnig told the audience that the growing popularity of sports programs among fans in the community is just part of an overall connection with the community that the university is fostering. The university wins, he added, when the athletic teams win, that is, "winning within the structure of the program, not at all costs." A successful athletic program brings in the best student-athletes who "excel on the field and in the classroom," he said. At the moment, the "grade-point average is higher for our athletes (2.96 in the fall quarter) than the student body at large."



SUPPORT YOUR LOCAL ATHLETE—Coyote Athletic Association board member Derek Liestra (far left) and representatives from the San Manuel Band of Mission Indians, Jeff Johnson and Funte White, were among the 100 attendees at the university's CAA luncheon held to open the association's fund-raising drive. (Photo by Alan Llavore)

Student-athletes and sports offer the campus "a bridge to the communities we serve." He used UCLA and USC as examples to show that "athletics made both institutions better academically." He said a similar trend is in store for Cal State. "If we are going to be more competitive, we need supporters who understand the value of creating excellence at this university," Karnig said. He applauded the association and its members as well as the athletic staff for their support and their work, saying, "You're making a good university into a great one."

One of those student-athletes, senior volleyball All-American Amy Pope, said the support of the CAA, her coaches and faculty is what made her success at Cal State possible. "Everything I wanted out of a college experience I've received here at Cal State," said Pope, who graduates in June with a degree in accounting. "I had to manage my time. I had to prioritize what's important and what's not. To me it was school and volleyball. Other things came second. My professors taught me how to be successful in my studies and also how to get out in the real world and get a job." The fun

part, she said, was playing volleyball.

The best thing about her volleyball experience, aside from winning (the team went 123-33 in her four years as starting setter, won a CCAA title and made it to the Pacific Region finals twice) was "all the friendships I've made on the team. Leaving Cal State is bittersweet. I know how much I will miss coach and my friends, but I'm excited about entering a new chapter in my life. It's all of you who made it possible."

Dave Oldham, president of the Stampede, a Class A minor league baseball affiliate of the Seattle Mariners, praised the partnership between the university and the ball club. The Coyotes will play 22 home baseball games in the 5,000-seat Arrowhead Credit Union Park in downtown San Bernardino this season. The CAA campaign will continue through the end of the current school year in June. For information and a membership application, call Mike Kovack, associate athletic director at (909) 880-5049, or Pam Palmer at (909) 880-5048.

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(subhead) for feature page

Playing in weather quite uncooperative really never bothered Peter Robertshaw as he grew up in northern England, and not much has changed now that he's grown. Today, his fieldwork in Uganda as an archaeologist fits fine with his love for the outdoors.

(JAY: SEE HARCOPY FOR WHAT THE DART HAS CHOSEN SO FAR)

Doing the dirty work
Digging the ancients
Digging Archaeology
The African Soil
Civilizations Revealed
The Soil of Ancients
Ancient Digs

by Jiggs Gallagher
senior writer

He likes to get his hands dirty. But he also likes to use his mind.

Pete Robertshaw knew at an early age he wanted to be an archaeologist. "I started doing fieldwork for archaeology just out of high school, and I loved being outdoors, not being tied to a building or an office," he says. "But I also knew I didn't just want to do manual labor. So this was the perfect fit."

The six-foot-tall, rugged Englishman is back indoors a lot now, teaching such classes as old world pre-history and primates archaeology and human evolution, advising students, chairing the anthropology department at Cal State, San Bernardino. But he also gets to spend time in Uganda, dirtying his hands with the assistance of digging trowels, picks, shovels and dentists' probes. At excavations Robertshaw and fellow archaeologists sieve deposits with screens, finding beads or bones, carrying them back to the field camp, where they usually wash and catalogue them and then examine the artifacts more closely at a research lab. They'll also hunt for sites by hoofing it through fields as they search for more artifacts exposed by the work of farmers. And on occasion they discover sites exposed by workers in the walls of road cuts or drainage ditches, or by animals digging.

The young Pete grew up south of Leeds in a town planted in the northern, industrial reaches of England. In 1970 he entered Cambridge University. He spent the next several years working on three degrees, completing his Ph.D. in archaeology in 1980. "In Europe," says Robertshaw, "the emphasis in archaeology is on reconstructing history, while in America we tend to lump early human history under the term 'anthropology.' That's why I'm chairing an anthropology department with a doctorate in archaeology today."

While at Cambridge he had studied in Cape Town, South Africa, where he met and married his wife, Denyse, and like many in the field, was taken with Africa's archaeological offerings. In 1979, he landed a position as assistant director of the British Institute of Eastern Africa in Nairobi, Kenya. "I had a limited amount of administrative work to do there," Robertshaw recalls, "so there was plenty of time for research." He put the time to good use by developing his knowledge of the field and continuing to study artifacts.

The Robertshaws moved to the United States in 1988 to take a position as a temporary assistant professor at the University of Georgia at Athens. From there, it was a "short" transcontinental hop to San Bernardino, where he has taught since 1989. Denyse is currently a computer specialist with Stater Bros. Markets headquarters in Colton.

Robertshaw became interested in western Uganda and the development of its precolonial kingdoms. With funding from the National Science Foundation, he began a multi-year research project in 1991 to determine how kingdoms developed in this wet, tropical region of the world during the last thousand years. Assisted by a team of archaeologists, other scientists, and students from several countries, including some CSUSB students, over many summers Robertshaw searched for ancient settlements and excavated several major religious and political centers. All of the artifacts his team retrieved belong to the