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**Picturing the past:
Where we are today,
and where we've been**
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**The \$15,000
'thank you'**
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Cal State
SB
SAN BERNARDINO
MAGAZINE

Volume 14 Issue 2
Spring/Summer 2006

News for
Alumni and
Friends
of the
University

Johanna Smith,
five of her fellow professors
and a lot of puppets
charge into

'The Next 40'

page 16

40th
CSUSB
ANNIVERSARY

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Cal State
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News for
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George's lament
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Historical sights
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If Johanna Smith has anything to say about it (and in her line of work she usually does have to say plenty), puppets can be teachers, too. Page 16

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 Endow, endow, endow

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Calendar _____ back cover

The return of those crazy, hazy, lazy days of Summer Wednesdays



Albert Karnig

NEW TIES BETWEEN COMMERCIAL AND RESEARCH WORLDS

One of my commitments as president is to make Cal State San Bernardino and its expertise available to the community in relevant ways. There are various mechanisms for such connections, and I'd like to discuss one of them: the Office of Technology Transfer and Commercialization (OTTC).

This office opened on campus in 2003, and it's been developing in the years since. OTTC's goal is to provide a two-way conduit between the commercial, business world and university research, on the one hand, and our nation's military and homeland security on the other. This brings inventions and improvements from each sphere to the other for the benefit of each.

Another developing OTTC success story is right here in our "backyard." Redlands-based GEM Power had developed an "intelligent" battery-charging technology, which puts the battery in control of how and when it recharges itself. This lengthens the life of the battery and improves battery performance in life-critical situations, such as aboard the Navy's F-18 fighter jets.

OTTC is currently helping to bring this technology to civilian first-responders (police, fire and emergency medical technicians) as well as commercial enterprises, where it will provide significant cost savings if successful. Field trials with local police and fire department "walkie talkies" have received excellent feedback so far. Another test is being conducted at Stater Bros. Markets for forklifts and other battery-operated machinery.

This past winter another OTTC client, Lunar Rocket and Rover, involved more than 500 sixth and eighth grade science class students at Oak Middle School in Los Alamitos. These students actually manufactured a payload recovery system for suborbital rocket launches carrying scientific experiments. The recovery system has been completing tests and is scheduled for launch

The U.S. Navy's Medical Center in San Diego invented a "nutraceutical," which is similar to a pharmaceutical, that prevents hearing loss. The university's OTTC brokered a relationship by providing funds for a trial of the pill for its client firm, American Biohealth Group.

Let me give you an example of the kind of innovation OTTC is bringing from the military to the commercial arena. The U.S. Navy's Medical Center in San Diego invented a "nutraceutical" (like a pharmaceutical, but made from nutrients, and requiring no prescription) that, amazingly, prevents hearing loss! This "hearing pill" works both pre- and post-exposure to loud noises. The Navy researchers developed it for use with servicemen and women, for instance on aircraft carriers, who are constantly exposed to the high-decibel roar of jet engines as part of their work.

OTTC promoted development by providing trial funding for its client firm, American Biohealth Group. The Navy also invested millions of dollars. Today, American Biohealth is selling the product online. Other distribution plans and licenses are being pursued.

from Cape Canaveral this spring. While fitting the commercial profile, such an experiment also builds community alliances and dovetails nicely with our educational mission as well.

Al Mariam is the interim executive director of OTTC. Together with Stuart Gordon, director of the program since 2004, and Klaus Brasch, newly named associate director for client services, the OTTC team is bringing expertise and innovation to new areas. They recently moved into a new building next to the university's Foundation Building.

The Office of Technology Transfer and Commercialization is just one more way that we seek to pursue excellence at CSUSB, and to bring the fruits of that excellence to the wider community.

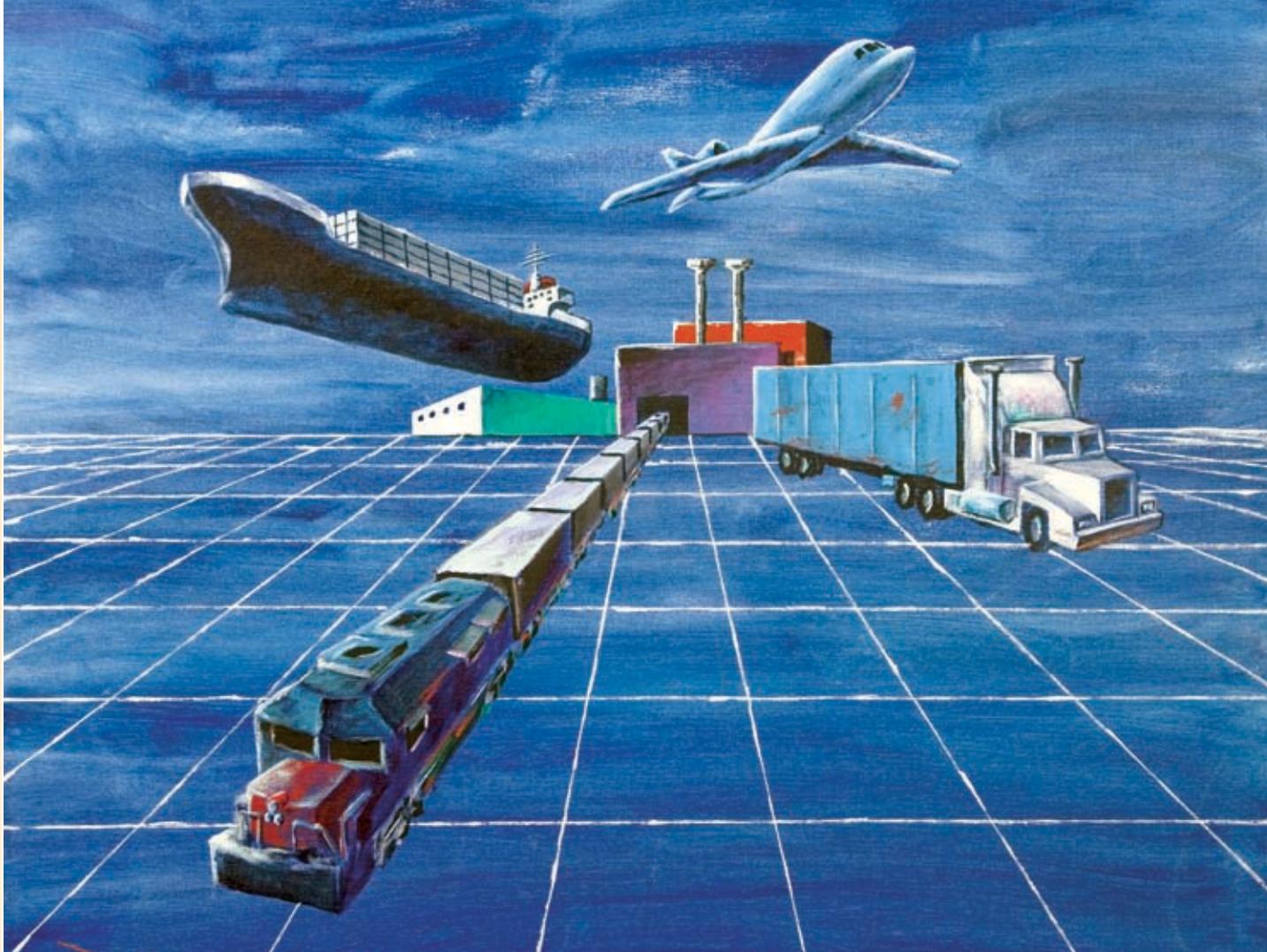


Illustration by David Romero

When it comes to moving goods, San Bernardino and Riverside are emerging as America's hub. When it comes to pinpointing ways to employ these counties' resources, the new University Transportation Center at CSUSB is pursuing a role as a major player.

The timing couldn't have been sweeter. With San Bernardino and Riverside counties growing faster than any other region in the nation, locals salivate every time they get even the slightest wind of new streets or freeways under construction or more efficient ways of traveling them.

This past August, President Bush signed into law a six-year, \$286.4 billion federal transportation bill, and the \$2 million that Cal State San Bernardino will receive from the transportation package

Cargo's Hunt for a Better Ride

feels good as gold. With the money CSUSB has established a University Transportation Center. In late January, Norm King, who had retired from the San Bernardino Associated Governments weeks earlier, assumed his spot as the center's first director.

King's job is to move the center from this embryonic state and figure out with his advisory board as well as university officials the center's mission and what the needs of the region are. But everyone from King to Cal State San Bernardino President Albert Karnig to Congressman Jerry Lewis, the chair of the House Appropriations Committee, knows that examining the movement of goods will be one of the center's top priorities.

Establishing the center at the university makes sense, said Lewis, explaining that students won't have to go far to take a close look at transportation issues in the

area. The Inland Empire is replete with airports and major rail lines and interstate highways. To play a role in deciding how to use these resources, the center will research and study the issues, feed its data to government and other transportation agencies, hold conferences and offer courses on transportation.

"There are debates about automobiles versus public transportation, and goods movement versus commuter traffic," Karnig said. "There are many other overarching issues, such as air quality, pollution, security, safety and construction. One of our roles will be to address those controversial issues with the neutrality and dispassion that a university can provide."

CSUSB is one of 22 colleges and universities nationally to receive a transportation center grant and, along with UC Davis, was one of just two in California.

Public Displays of Reflection

It was the first art project commissioned for downtown San Bernardino in years and significant enough that then-Mayor Judith Valles recessed the city council meeting that day to unveil ArtStop, a new spot downtown where passersby can muse upon beauty.

The early October ceremony recognized 12 CSUSB art students and the spheres they designed and painted. Their participation in the project is just a piece of \$200,000 in funding from Watson & Associates to Cal State San Bernardino's art department that is planning a series of public art projects about town. CSUSB professor and internationally recognized artist Richard Johnston is working with students to create public

art works to adorn parks and public areas.

Last spring students submitted their designs for ArtStop. A jury considered 18 of them and selected the 12 finalists. A few months later, the students put their designs to 24-inch concrete spheres. They represent, said Sant Khalsa, chair for CSUSB's art department, diversity, balance, and global perspective. "This is the first of many public art projects to be produced by Cal State faculty, students and alumni."

"Arts and entertainment" is the theme of the artwork, which is intended, said San Bernardino's downtown revitalization team, to add color and art.

But the art does not stop



SPHERES OF BEAUTY — Michael Kirk kneels next to the piece he created for ArtStop, in downtown San Bernardino, where the work of 12 Cal State San Bernardino art students was unveiled last fall.

there. Art also will decorate University Park, the planned retail center across from CSUSB's main entrance. The 1.7-acre Chancellor's Park, located at the entrance to CSUSB at Kendall Avenue and Campus Drive, will incorporate monuments honoring city of San Bernardino police and firefighters. And the Campus Drive entry will feature a large freestanding ceramic monument.

"These projects mark an important partnership

between the university, the city of San Bernardino and Watson & Associates," Khalsa said.

The student artists are Dion A. Cuevas, Janis Chun, Jay Merryweather, Sabrina Valles, Michael Kirk, Conrad Ruiz, Heidi Rampley, Mark Batongmalaque, Quenna Hernandez, David G. Morgan, Annabel Osberg and Kristoferson SanPablo.

In Memoriam

Essentially, he designed the University Theatre, which opened on campus in 1972. Thirty-two years later, that creative space was dedicated in his honor as the **Ronald E. Barnes** Theatre. One of the university's original faculty, founding chair for the university's theatre arts department and a professor emeritus at CSUSB since 1997, Ron Barnes died of kidney failure Feb. 7 at Kaiser Permanente Hospital in Riverside. He was 75. Barnes was the only theatre arts professor at California State College in San Bernardino when it opened its doors in 1965.

Three weeks before Barnes' passing, facilities services' associate director **Augie Hartung** died of a heart attack. His sudden passing on Jan. 16 touched off an avalanche of sentiments expressed in internal CSUSB e-mails. Known for a ready smile and a willingness to do any task large or small, Hartung always "put others before himself," said many CSUSB employees in their e-mail postings. Regard for Hartung was so high and widespread that CSUSB President Albert Karnig established an award in his name for that employee "who best emulates Augie's caring spirit, unquenchable enthusiasm for assisting others, and warmth in thoughtfully reaching out to friends and strangers alike."

Ron Barnes



The Bookman

In 1963, two full years before the new college had a name or even a piece of land to call home, Art Nelson was buying a lot of books.

The first books Art Nelson received at the small Mountain View Avenue office where the new San Bernardino –Riverside State College had set up headquarters was a three-volume set of the Oxford English Dictionary. He was the college's first library director, a maven of books and libraries, and his brisk and booming voice only buttressed his stature as one who knew the library industry inside and out.

That Nelson was asked to stock the college's library with a 50,000-volume collection was daunting enough. But, in 1963, the California State College system had also planned to open a new campus in Dominguez Hills. Nelson, decidedly, was the man who could do that double duty. Of course, this brand of double duty meant double the amount of space he had to store a growing mound of books, and soon he began working from a warehouse near the National Orange Show grounds in San Bernardino.

He began by buying two of everything he had on his list, a document he'd coaxed from the hands of the University of California system essentially for the cost of duplication. As his

small staff collected the books, Nelson noticed that many were out-of-print. But he'd been watching, as he'd always watched. Los Angeles was a city of books. The market there was large and, if you looked, the savings larger still. On Sept. 28, 1965, the day California State College at San Bernardino opened, the library also opened in what is today Sierra Hall.

"For years, whenever he [Nelson] would see us," says Elliott Barkan, who came to the college in 1968 as a history professor, "he encouraged us to go to the library, check out the books and show that the library was actually being used." Three years after Barkan arrived, the college dedicated its brand new library, and, in 1982, named it after the cam-

pus's first president, John M. Pfau.

750,000 volume. "The Atchison, Topeka and Santa Fe System Map, 1929" was an historic map from Nelson's personal collection and chosen by his family.

"The man was a walking encyclopedia of railroads," said Johnnie Ann Ralph, the library's current director. "He had a great appreciation for trains, and his passion was beyond a hobby."

Nelson's efforts to make the Pfau a repository of good scholarship never weakened. "Art was one of the first five people hired at this campus," Ralph said as the university prepared for the commemoration last fall. "Over the years he did so much for the university. We want to recognize him as we reach this milestone."

Forty years from the day

On days like this it is hard to walk anywhere around campus, and you never know when the stray branch will find you. Ralph was forced to cancel the event. Later that day, unobtrusively, without fanfare or the

"It is nice conceit to consider books as the soul of a library and perhaps well to consider people as its heart."
— Art Nelson



ROUTES — Was it fortune or fate that put Art Nelson, a train enthusiast who donated this old rail system map to CSUSB in 1990, across from railroad tracks in the building he used to store the college's first library collection?

the campus opened, on Sept. 28, as the university was set to mark the milestone with its 750,000th volume and kick off its 40th anniversary celebration, a dubious but no less recognized campus tradition was barreling down the Cajon Pass at about 40 m.p.h. The Santa Ana winds were relentless.

familiar peals of a train whistle announcing its approach, Ralph hung the railroad map outside Nelson's former office on the library's first floor. That is, she thinks, how Art Nelson would have wanted it.

What the Doctor Ordered

A \$4 million donation from Riverside Community Hospital (RCH) with matching funds from California State University, San Bernardino added another 20 students to the university's nursing program last fall. In all, the donation will allow CSUSB to admit and graduate about 200 more nursing students over the next four years.

"This partnership will serve as a model for the state of California and we are proud to be a part of it," said Jaime Wesolowski, president and CEO of Riverside Community Hospital.

"This type of cooperative arrangement is vital in helping to meet the profound nursing needs of our region. It's a model that we hope to build upon in other agreements," added Albert Karnig, president of Cal State San Bernardino.

RCH has donated to the university \$60,000 each year since 2003. "This funding, however, calls for something

unique," said Marcia Raines, the CSUSB nursing professor who worked with RCH in creating the agreement. The additional students are admitted into the CSUSB nursing program as a result of their willingness for recruitment by RCH upon graduation with their bachelor's of science in nursing.

"The major benefit of this partnership," she added, "is that we can take more students, because RCH provides experienced clinical faculty from its own staff as well as ensuring clinical sites for our students. The hospital also will help the university find additional funds for more incentives for students." The key incentive right now is that new B.S.N. students will have jobs waiting for them at RCH once they graduate.

The program benefits students in terms of their familiarity with a single clinical rotation at a major acute care facility with a variety of acute



care services such as neonatal intensive care, transplant and trauma, explained Norene Bowers, chief nursing officer at RCH.

"Over the past four years, with funds provided by RCH, St. Bernardine Medical Center and San Bernardino Community Hospital, CSUSB has raised its enrollment by 50 percent," Raines said. Typically, the program accepts more than 80 students each year. But with the new agreement, CSUSB is in a position to accept a total of 120 students into its nursing program this year – 20 additional students last fall and 20 more during the spring 2006 quarter. This enrollment will grow in the following year to add another 40 students to the class. The agreement's unique feature is that RCH nurses will serve as adjunct faculty at CSUSB.

The agreement includes approximately \$135,000 from RCH that will be used to upgrade the nursing skills laboratory at CSUSB with mannequins capable of simulating respiratory and cardiac functions.

"Being able to take more students into the program is critically important for us,"

Raines said. "We've been turning away more qualified applicants than we can accept."

"Another dimension of this dilemma is that California continues to be short 37,000 nurses to meet the staffing regulations," added Bowers. "Merely moving staff around as chess pieces is inadequate. We need to grow the ranks of the nursing profession to meet the community's needs."

Another issue has been competitive salaries. Historically, nursing faculty salaries have lagged behind those in the practice setting – not an incentive for those with the unique ability to educate. "Now we need to recruit more faculty to teach the additional nursing students," said Mary Cannon, the interim chair for CSUSB's nursing department. "This means increasing nursing faculty salaries."

"The 25 percent increase in nurses' wages over the past three or four years has not shown any signs of easing the area's nursing shortage. Innovative partnerships like this are necessary to support increased enrollments in our nursing programs."

A College of Choice

A 31 percent Hispanic student population has gained Cal State San Bernardino national recognition on the list of Publisher's Picks by Hispanic Outlook in Higher Education Magazine.

One of 19 campuses in the California State University system to receive the designation, CSUSB has seen its Hispanic student percentages grow from the low 20s in the early part of the decade to 35 percent. In 2004-05, the university conferred about 870 degrees – both master's and bachelor's – upon Hispanic students.

Hispanic students make up about 21 percent of students in the 23-campus CSU, which is the most diverse higher education institution in America. Ethnic students comprise 55 percent of the system's entire student body.

ARTS & LETTERS

Eri Yasuhara, dean

MAKING LIGHT OF GREEN BUNNIES

About the rabbits, Christina Parenteau unequivocally denied that the bioengineering of glowing green rabbits for artistic purposes ignored rabbits' moral agency, mainly because rabbits had no moral agency to ignore.

This was an argument on Kantian grounds. Art being what it is, Parenteau, a member of last fall's Cal State San Bernardino ethics bowl team, said that "a maxim of action that allowed the creation of such artworks could be made into a universal law without contradiction, and thereby passing the formulation-of-universal law test of Kant's categorical imperative." Whatever that may have meant to John Q. Public, it certainly sounded good to the judges.

It was the stuff of winners. Cal State San Bernardino's Ethics Bowl teams came close twice this year – first in the regional tourney in the fall and then at the national competition in early March.

Because CSUSB hosted this year's California regional Ethics Bowl, it only seemed right that the university's squad should enjoy a competitive edge. But meetings of minds have never harnessed as much inspiration as hockey, football or baseball, and a home field advantage is more the domain of sports.

Just the same, the CSUSB Ethics Bowl team beat USC and San Jose State in its first two matches. Then the team ran into Weber State University. Last year's champion, Weber beat CSUSB and sent it off one slot shy of the playoffs. In the end it was Weber State successfully defending its title against Westminster College in the final match. Among other case scenarios, the CSUSB team, coached by philosophy professor Chris Naticchia, considered a case involving the doctor reporting a patient's alcohol consumption to the state.

In the national competition, the CSUSB ethics bowl team tackled issues such as the medical use of marijuana, a ban on advertising junk food and looting in New Orleans following Hurricane Katrina. Again, the university came close. This time it was a team of West Point cadets that beat CSUSB. And, just as happened in the fall, the team that beat CSUSB went on to win the championship.



Smith, CSUSB theatre assistant professor who is coordinating the program. It trains high school teachers who are teaching theatre and directing plays, elementary teachers looking to incorporate innovative ways of teaching into their classrooms, and those aspiring to working in children's theatre as a profession.

Theatre can be used in many ways, Smith adds. A teacher can take, for instance, Abraham Lincoln's role in the Civil War and create a classroom dramatization that not only relates the events but gives students insight into who Lincoln was.

"Preliminary focus groups and a wide survey that our theatre department did showed that a lot of local theatre educators are lacking accessible and relevant training," Smith says.

BUSINESS AND PUBLIC ADMINISTRATION

Karen Dill Bowerman, dean

PAIN, SWEET PAIN

When San Bernardino Realtor and community leader George H. Schnarre found out that he'd been chosen the 2006 Cal State San Bernardino Arrowhead Distinguished Executive Officer, he also found out that honor can come in strange forms. To Schnarre's credit and thanks to a very nimble view of what it means to give, he urged possible scholarship donors to, sure, "make me hurt."

Before the award luncheon in early March, Schnarre challenged anyone who attended, saying he'd match every dollar in contributions above the \$60 ticket price. After the luncheon, organizers tallied the pain. It came to \$65,000 worth, following contributors donations of another \$65,000. The net proceeds went to the George H. Schnarre Endowed Scholarship for deserving students enrolled in CSUSB's College of Business and Public Administration.

"I put this out there as a challenge, and one of my doctor friends heard about it and sent in \$1,000 and said, 'Make him hurt,'" Schnarre said. "This is a good thing for the university and a good thing for the students."

Schnarre's career is highlighted by the success he enjoyed through his own real estate firm, George H. Schnarre Inc. Real Estate. It grew to 13 Southern California offices, and included escrow, mortgage and investment companies, as well as a construction division. He later opened the Buyers Home Warranty Co., Inc., which blossomed to among the largest companies of its kind in California.

Schnarre's community service record is just as impressive, having served as a director and past-president of the San Bernardino Area Chamber of Commerce and a member of four other local chambers.



George H. Schnarre

THEATRE OF THE TEXTBOOK

Being an integer in a play about math may not be the dream role every grade schooler had imagined him or herself playing someday, but it sure goes a long way in helping them know the answer to, "What is nine times nine?"

A new theatre master's degree — only the third such degree in the California State University system — will be offered beginning this fall at Cal State San Bernardino.

The master's is geared toward three groups, says Johanna

EDUCATION

Patricia Arlin, dean

ED.D.: THE FIRST DOCTORATE

At the age of 42 California State University, San Bernardino will offer its first doctorate. The Ed.D. program will offer coursework in educational leadership beginning fall 2007.

In California, the educational doctorate has been offered primarily by private universities. But rising demand for more administrative leaders with doctorates and high costs have hindered many students from pursuing educational doctorates. So last year Gov. Arnold Schwarzenegger signed legislation (SB 724) that authorized the California State University system independently to offer the Ed.D.

For decades, under California's Master Plan for Higher Education, the CSU could only offer bachelor and master's degrees, except for a limited number of doctorates via programs offered jointly with private universities or in partnership with the University of California. In 2007, CSUSB becomes one of seven CSU campuses that will offer the doctorate. The other campuses are Fresno, Fullerton, Long Beach, Sacramento, San Diego and San Francisco.

"This is a remarkable breakthrough for our college and the university," said Patricia Arlin, dean of the university's College of Education. CSUSB's College of Education will work in close partnership with school district and community college leaders in the Inland Empire in developing the program and helping to assure that key skills are included in the program.

NATURAL SCIENCES

Robert Carlson, dean

CLEAN SWEEP

A week after Gerald Thrush, a Cal State San Bernardino associate professor in biology, learned he had gained the university's 2006 Golden Apple Award for teaching, Paul Dixon was named the university's Outstanding Professor, completing a College of Natural Sciences sweep of both of CSUSB's top professor awards this year.

Dixon's honor covers the three broad areas of teaching, research and community service. He holds two U.S. patents with fellow physics professor Tim Usher. The first is for an integrated electronics design station, and another is for ELVIS, or Educational Laboratory Virtual Instruments Suite, a computer-based machine that can do the same work and experiments as traditional, stand-alone electronics devices like oscilloscopes and digital multi-meters. Both are the first two patents CSUSB professors have ever received.

Dixon has served on many university committees, has advised freshman students and has conducted physics labs for visiting area elementary students.

Having developed five courses in his 10 years at CSUSB, Thrush has received high praise from students, who have extolled his clarity, organization and enthusiasm in the classroom. He has mentored two biology master's degree thesis students and has served on two additional graduate thesis committees. He also has supervised 21 undergraduate student research projects.

PRE-COMPLEX PLEISTOCENE ERA DWELLER

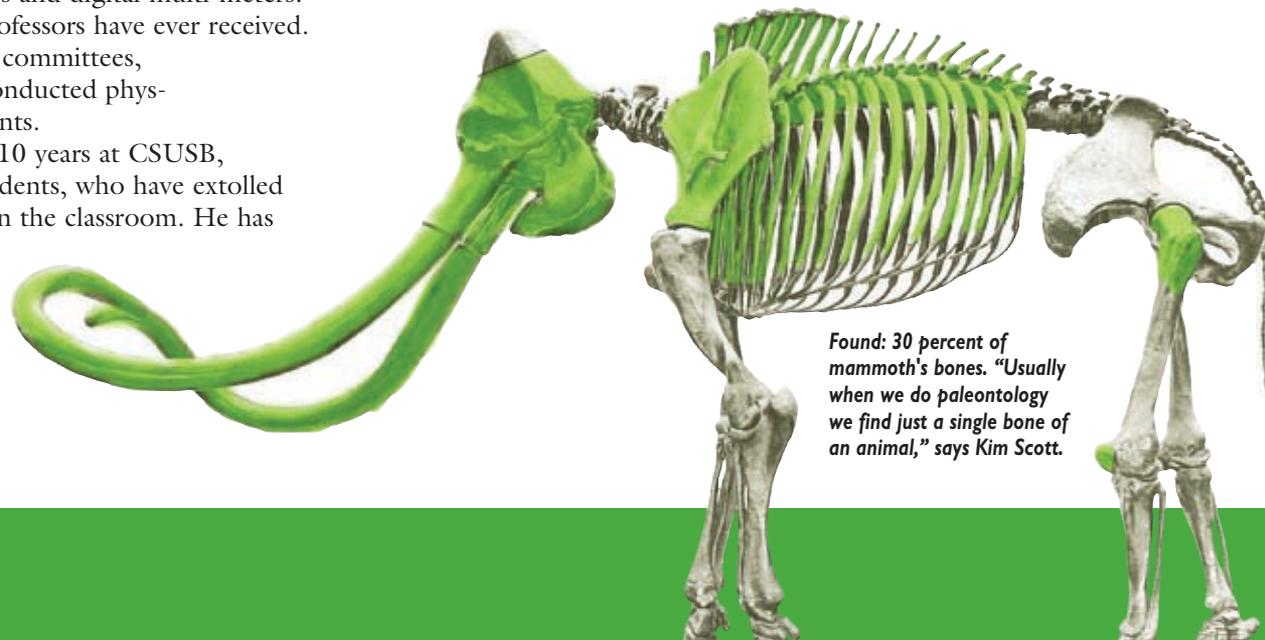


MAMMOTH FIND — Between 10,000 and 120,000 years old, this mammoth was most likely part of a flash-flood deposit. It was uncovered by (from left to right) Mike Ryan of Cal State Fullerton; Kim Scott, a Cal State San Bernardino student and Cogstone paleontology field supervisor; J.R. Arnold, also from Cal State Fullerton and the Cogstone archaeology field supervisor credited with finding the site; and Adam Huttenlocker of CSUSB.

Discovered at an Irvine construction site in July 2005, the skull, tusks and several other bones of an ancient mammoth arrived at Cal State San Bernardino encased in protective crates, encrusted with dirt and long overdue for a good cleaning.

The specimen was delivered to campus in November, a nerve-racking event as two forklifts flipped the large crate holding the skull over entirely as it creaked and cracked the wheels of three small dollies. After cleaning the fossil, students and faculty will examine it and then prepare it for exhibit in the university's new natural sciences museum. The whole process will take almost a year.

Discovered by archaeologist J.R. Arnold of Cogstone RMI, a Santa Ana company that inspects development sites before any building begins, the mammoth lived during the late Pleistocene era, a period spanning from 10,000 to 120,000 years ago. The fossil surfaced in a spot near the 405 freeway at the Jamboree exit, a site that developers had marked for an apartment complex. Kim Scott, a Cal State San Bernardino graduate student and paleontological field supervisor for Cogstone, was one of the scientists who assisted in excavating the mammoth. Scott, a Fontana resident, works in the paleontology lab at CSUSB under the direction of Cal State San Bernardino biology professor Stuart Sumida.



Found: 30 percent of mammoth's bones. "Usually when we do paleontology we find just a single bone of an animal," says Kim Scott.

SOCIAL & BEHAVIORAL SCIENCES

John Conley, dean

STUART ELLINS IS A SELF-DESCRIBED COLLECTOR OF THINGS

When the former chair of the psychology department retired last year and moved with his wife from their High Desert home back to his native South Florida, he came to realize he couldn't take it all with him. Stuart Ellins had to find a place for the things he collected, including his Native American art.

It just so happened that the College of Social and Behavioral Sciences had room – lots of room – in its Anthropology Museum on the third floor of the Social and Behavioral Sciences Building. Ellins also donated his mineral collection to the new Natural Sciences Museum in the recently opened Chemical Sciences Building.

"They're all very nice pieces," Ellins said of the Native American art collection. "I remember every one, when I got it, the story behind it, where I got it."

Most of the pieces that are sold in stores tend to be pricey, so Ellins began visiting reservations throughout the Southwest and in British Columbia, Canada, where, in most cases, he purchased the art directly from the artists. That eliminated the mark-up in pricing by most retailers, and also meant that the money went directly to the artist, he says.

The collection includes various kinds of pottery, baskets, sand paintings, water colors and other art pieces. It's slated to be the featured part of an exhibit of contemporary Native American art. At the moment it is being catalogued by anthropology professor Russell Barber, the director of the museum, and is scheduled to go on display in 2007.

That the collection found a home at CSUSB means something to Ellins. In a way, he says, it's still his collection, and he, in turn, is still a member of the university, even though he lives on the other side of the country. And he also has the knowledge that the collection will be well taken care of.

"It's kind of my legacy to the university," he says. "Other people have the opportunity to enjoy it ... and I can visit it anytime I want."

— Alan Llavore



Stuart Ellins

each contributed \$1 million; Indio gave \$750,000 and Coachella donated \$250,000. Other major donations have come from Desert Hot Springs and Cathedral City. Some of the same cities have donated to the first two buildings. In all, eight of the nine Coachella Valley cities have donated gifts to the university's building program, and other individuals and foundations have also contributed to the unique public-private campaign.

HMC Architects of Ontario, Calif., is designing the new facility, which will house nurses' training along with future allied health science programs. It will sit just south of the Indian Wells Center for Educational Excellence and the Indian Wells Theatre, on the east side of Cook Street near Frank Sinatra Drive.

"We expect to break ground for the Health Sciences Center later this year," said Fred Jandt, dean of the Palm Desert Campus. "We're very grateful for the community's generous support for our completion of the campus." Jandt added that the university plans to have the full building cost of \$14 million in hand when construction begins.

The Palm Desert Campus serves about 800 students with undergraduate, graduate, teaching credential and continuing education programs.

EXTENDED LEARNING

Jeetendra Joshee, dean

M.P.A. DEGREE GOES WEB

A media-rich and completely online executive master's degree in public administration (M.P.A.) program will be up and running this fall 2006. Offered through the College of Extended Learning and with the assistance of federal funding, the Web-based M.P.A. boasts a variety of cutting-edge media. They include video guest lectures, interactive learning exercises, simulations, and streaming audio and video.

The online M.P.A. will prepare working professionals for leadership positions in public service. It will be ideal for students looking to advance their careers at the federal, state and local levels.

BUSINESS EAST AND WEST

The business leaders charged with building the main stadium and the swimming venue for the 2008 Summer Olympics in Beijing, China, spent the month of October at Cal State San Bernardino. The 21 representatives from the Beijing State Assets Management group had come to familiarize themselves with U.S. practices.

The group's visit highlights the spike in the number of delegations coming from China for professional training at CSUSB. International Extension Programs (IEP) in the College of Extended Learning report that, besides the 17 short programs ranging from one day to a week, IEP has hosted four long term programs since September 2005. The programs are a combination of content classes and interaction with practitioners.

The longer-term training for the three other groups was a one month program for the Fujian Province Taxation Department, a 49-day training period for 17 professors from Shanghai Finance University and a three-month program for 19 officials from the Shaanxi Province.

PALM DESERT CAMPUS

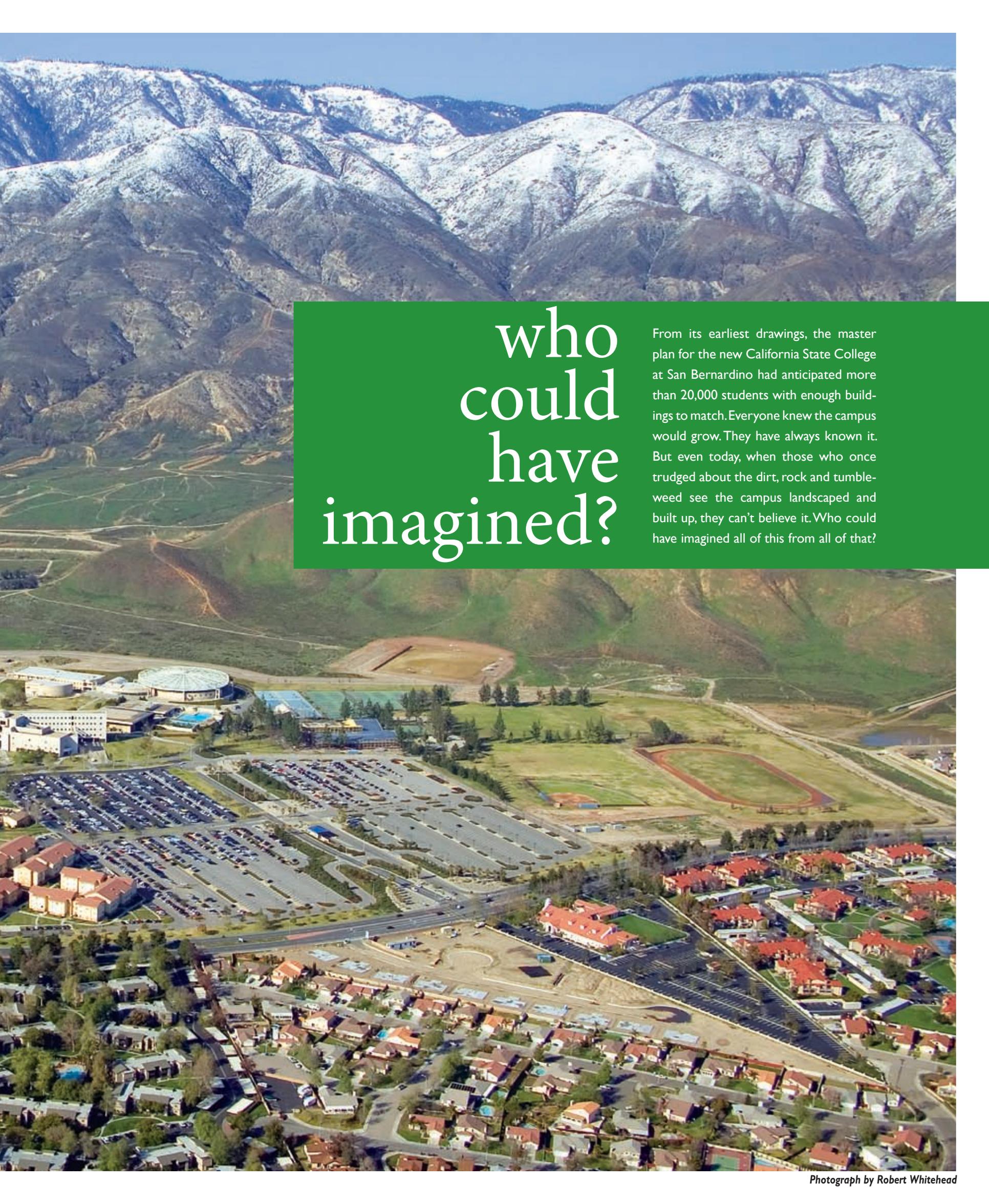
Fred Jandt, dean

BUILDING SUPPORT

Within the past year, several Coachella Valley cities and other entities have contributed major gifts toward construction of the Health Sciences Building at the Palm Desert Campus — the third structure, which will complete Phase I of the campus.

Palm Desert gave \$4.5 million; the Desert Healthcare District donated \$2.75 million; the cities of La Quinta and Rancho Mirage





who could have imagined?

From its earliest drawings, the master plan for the new California State College at San Bernardino had anticipated more than 20,000 students with enough buildings to match. Everyone knew the campus would grow. They have always known it. But even today, when those who once trudged about the dirt, rock and tumbleweed see the campus landscaped and built up, they can't believe it. Who could have imagined all of this from all of that?

The three newest buildings at CSUSB include the Social and Behavioral Sciences Building, which opened in fall 2002, the renovated and expanded Santos Manuel Student Union (April 2006) and the Chemical Sciences Building (fall 2005).



Before there were buildings or roads, flowers or manicured lawns, Cal State San Bernardino was just open space, used for little more than vineyards. Its proximity to the San Andreas Fault and its seemingly great distance from downtown San Bernardino made this northern side of the city an unlikely site to build a state college.



(Below) President Anthony Evans visits with Stater Bros. President Jack Brown during the construction of Jack Brown Hall.

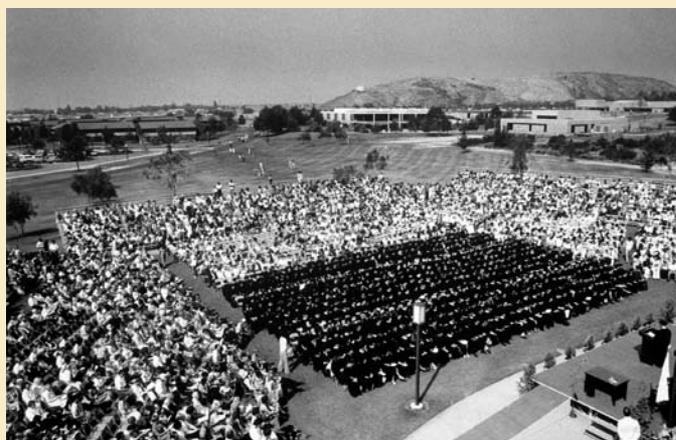


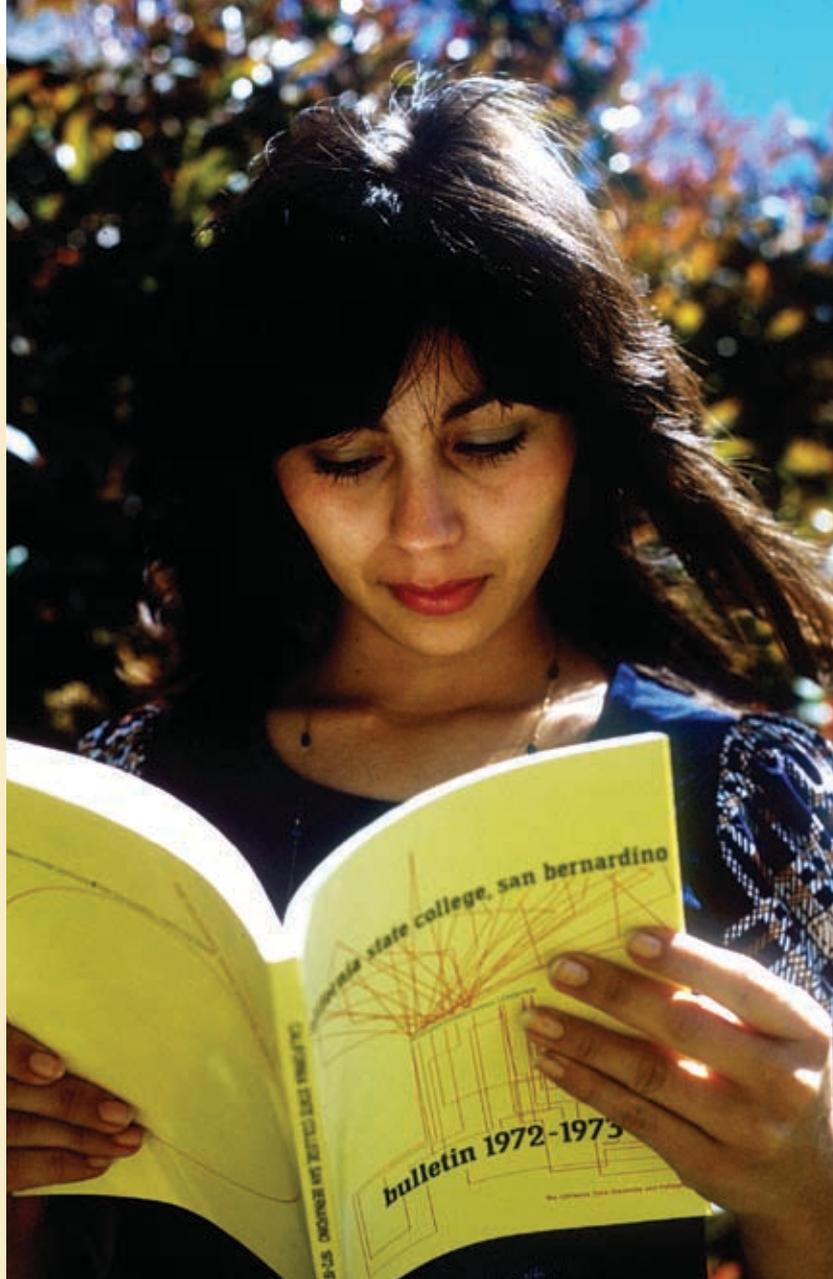
(Left) The campus design called for three one-story buildings, one of which housed the college library. In August 1968, groundbreaking was held for what remains today the university's largest building. The five-story structure — eventually named for founding President John M. Pfau (second from left) — opened in June 1971. With Pfau here are (from left to right) Joseph Thomas, vice president for administration, Pfau, Arthur Nelson, library director, and Gerald Scherba, vice president for academic affairs.



Through wind and rain and floods and fires and even earthquakes, Cal State San Bernardino has survived its share of disasters, including the Panorama Fire of 1980 and an earthquake that rocked the Pfau Library in the 1990s.

Beginning with the first graduation in 1967, Cal State San Bernardino has held Commencement at a variety of locations on campus, from just outside the administration building, to the old gymnasium, to the lawn area where Jack Brown Hall now sits, to the lawns at the campus's main entrance, and finally to Coussoulis Arena, where President Karnig now presides over eight ceremonies each year in June and December.





Computer labs and registration for classes are just some of the things that have changed at CSUSB, including the university's name.

Cal State San Bernardino has hosted many celebrities, politicians and other well-known figures. Among them, (pictured from left): 1. author Alex Haley; 2. actor Walter Matthau, director Billy Wilder and actor Jack Lemmon; 3. former Gov. Edmund "Pat" Brown

with President Evans; 4. television talk show host Wally George; 5. the Rev. Jesse Jackson; 6. former presidential candidate Massachusetts Gov. Michael Dukakis; 7. author, actress, and civil-rights activist Maya Angelou; and 8. comedian Howie Mandel.





Athletics have progressd over the years, from ping pong — originally the only game on campus — to the first men's basketball teams in the mid-1980s to today's women's volleyball team, perennially one of the nation's top competitors in NCAA Division II.



On one rare day, snow blanketed the campus, but there were always tour guides to help you find your way around, including to science classes.



40

In seeing tens of thousands of students graduate over the university's first 40 years, Cal State San Bernardino professors have set a rigorous academic tradition. Continuing that tradition, here are six who, among many other CSUSB faculty, are leading the way with new programs or new ways of thinking. In each instance, there seems something in them that runs well past the human need to work, teach or be recognized. It may be enthusiasm or a deep sense of mission. Either way, there is the desire to inspire students, to do something that changes a life for the better.

Photography by Robert Whitehead

Puppet Think

Cross a double major in zoology and theatre and what do you get? For Johanna Smith, that one's easy. Puppets, naturally. A Cal State San Bernardino assistant professor of theatre, Smith seems right at home with strange pairings. Her first job out of college was at the Philadelphia Zoo, where, as a zookeeper, Smith led her own children's theatre "company" – a band of animals and puppets she directed in show after show. After that, she worked with Bread and Puppet Theatre, second only, perhaps, to Jim Henson's Muppets, and later she created puppet shows for the Smithsonian. Now her focus is puppets in the classroom. "You incorporate dramatic elements, where the kid is using all the

tools of art, such as color-choice, creating shapes, and constructing something," Smith says. "Let's say we make a ladybug, and then the kid can use the ladybug, become a ladybug character, speak as a ladybug and have the ladybug interact with other characters and create the story." While puppets aren't today's high-tech, super-gadget teaching tools, Smith says they are effective. "I had a child once who wouldn't write a word, but he wrote an entire sentence on a puppet. He had just done a story with a puppet, and he wrote, 'This is my puppet,' and it was like the first sentence he ever wrote in English." The boy's teacher, says Smith, "was almost in tears."





Deep Impact collision with Comet 9P/Tempel 1

Sue Lederer

Laura Woodney

Spy the Comet

Hyakutake was unbelievable. The 1996 comet stretched a full 110 degrees across the darkest skies, and it was there in Arizona – for the first time – that Sue Lederer saw a comet with the naked eye. Yet it was science that was on her mind. For physics

professors like Lederer and her Cal State San Bernardino colleague, Laura Woodney, beauty is data. “It was this incredible thing,” says Lederer of Hyakutake, “and all you want to do is be at a telescope in that case collecting as much data as you can to figure out as much as you can about the physics and the chemistry of the object. ... It’s the science that’s driving us.” On July 4, 2005, the science drove Lederer to the Las Campanas Observatory in Chile and Woodney to the James Clark Maxwell Telescope atop Mauna Kea in Hawaii, two cometary scientists among some 200 scientists around the world glued to computers, tracking the mission, taking data and pictures as Deep Impact’s six-month trip came to an abrupt end by slamming into Comet 9P/Tempel 1. NASA said it was like striking a bullet with a bullet fired by a bullet. The collision kicked up much more dust than scientists ever expected, and looked much

like natural comet outbursts. The physical properties of the dust and the chemistry in both the dust and gas coming from the impact all changed. That suggested that the surface and subsurface materials were different in composition. What was very different, too, say Woodney and Lederer, was collaboration. Wary of a little professional credit-rustling, scientists don’t easily share their research. But with Deep Impact, e-mails with the latest data flew from keyboards – data as beautiful as Hyakutake, naked-eye data, data absorbed by hundreds of astronomers, including Woodney and Lederer. Neither has ever found a driving need to own their own telescope just so photons can impress the eye, especially when you can watch the heavens from multi-million dollar, 100-inch, 200-inch and larger research telescopes from the planet’s best observatories.

Army of One



Mike Stull sits in his modest but nicely furnished office that, by design, has that distinct executive office feel — clean, neat, wood furnishings, and a coffee table and comfortable chairs set at one end of the room, where the busy can talk business. Which is what he's doing now. He's not sure how to pare down to just a couple of the big mistakes made by new entrepreneurs. But being an entrepreneur himself and the director of Cal State San Bernardino's Inland Empire Center for Entrepreneurship (IECE), a resource for entrepreneurs and small business owners, he gives it a shot. Poor planning, including under capitalization, certainly is one, he says. Then he says, "People don't know what they don't know." That is, they don't know their strengths and weaknesses. "A lot of times entrepreneurs think they have to know it all, and they try to do it all." The IECE champions a team approach from

the get-go. Because no one, no matter how smart, or visionary, or vigorous and full of coffee can ever do everything. "The best entrepreneurial companies are launched with a team," Stull says. Still, there is the beginning. Most businesses begin with anywhere from one to a handful of people. Entrepreneurs call it the "doing phase," when you're doing the accounting, cash flow, customer service, selling, buying, maybe some cleaning, human resources and marketing. "It's that army of one," says Stull. But as your business grows, your army grows, and you hand over tasks to people better equipped than yourself to do them. That's how you increase your chances of success. Contrary to popular belief, "Entrepreneurs aren't risk takers," he says. "We may think they're taking risks. They just frame things differently. They see things more as an opportunity and less as a problem or a negative."





Real Heads Up

When Donna Schnorr tells middle and high school students that she had very little growing up and that there were drugs in her family, “their mouths drop open,” she says. College professors have good jobs, nice clothes and they’re smart, and so they must have had good childhoods. At least that’s what teenagers might think. The project director for GEAR UP Inland Empire, which is working to motivate 3,800 under-represented middle school and high school students to enter and succeed in college, Schnorr has no problem being real with the

kids. Real is what kids need. “I wanted to be in a situation where I could utilize the opportunities afforded to me in education, where I could have a direct impact on the community and the kids,” says Schnorr, an associate professor in educational psychology and counseling at Cal State San Bernardino. GEAR UP recently received a six-year, \$15.6 million grant from the U.S. Department of Education. For three years in a row, the program has provided the guest speaker at the department’s national conference. But no one can tell the story like GEAR UP

students. At Jehue Middle School in Colton, the GEAR UP leadership team of 25 seventh-graders has put on a GEAR UP event every week for the whole school, holding, for example, a limbo contest with four levels to represent four years of college, or a football throwing event. Three factors, Schnorr says, can influence children’s plans about college – knowing that you can make more money with a college degree, visiting a college campus, and, the most critical, knowing that their parents expect them to go to college.

Small World

Little people are important to most everyone, but especially to Amanda Wilcox-Herzog. “After teaching elementary school for three years, I realized that teaching bigger kids is not what I wanted to do,” she says. Last year, Wilcox-Herzog, a Cal State San Bernardino psychology assistant professor, along with graduate and undergraduate students opened

CSUSB’s Institute of Child Development and Family Relations’ Infant/Toddler Laboratory School, where she serves as faculty adviser. On track for accreditation, the center is a teaching laboratory, complete with video recording used for training, and an observation room. In college, most of Wilcox-Herzog’s classroom time was spent as a student. Yet she also spent some

of those days teaching infants, toddlers and pre-school aged children, along with conducting classroom research and supervising student teachers. Before the CSUSB lab school opened in March 2005, the university offered childcare for children 3 to 5 years old. Adding the center has given CSUSB something it hadn’t had until recently – a place for the most

impressible. “I think this is definitely my calling,” Wilcox-Herzog says. Even though she no longer works with these younger children as directly as she once did, she hasn’t lost touch with them. “More of my contribution now is getting centers going.” One day, she hopes to establish a program that runs all the way through pre-school.

Gifts Evergreen



Many men and women want to see their charitable contributions reach into the future. Life is fraught with instant decisions and short-term returns on investments of both time and money. But with an endowed charitable gift, benefits make an impact in perpetuity.

An educational endowment is a gift of cash, securities and/or real property, which is placed in a restricted account, in which the principal is protected. A small amount of income is slated to pay for expenses. Endowments produce a permanent and reliable flow of funds that allow the university to better plan for current and future needs of students and faculty, financial aid, capital projects and educational programs. Often made in memory of or in tribute to a special person, endowed gifts can be paid over five years. Endowments can also be funded through a planned or an estate gift.

For Glenda and Jerry Bayless, Verla Watkins Thomas and

Ernest Siva, an endowment is, indeed, the gift that keeps on giving.

Strong supporters of Cal State San Bernardino for many years, Glenda and Jerry Bayless recently gave a \$50,000 gift to CSUSB, another example of the many ways they've given to the university. One of the most successful accountants in the Inland Empire, Glenda sees CSUSB as a way to give back to her community.

She is a member of various university boards and has been an active participant in CSUSB's growth. She and Jerry have been major contributors to the President's Academic Excellence Scholarship endowment and they have supported the College of Arts and Letters and the College of Business and Public Administration.

Today, they support the College of Natural Sciences, with \$40,000 of their \$50,000 gift going toward the construction of the university's observatory.

"The value of an observatory," said Glenda, "is that it opens up new vistas. It allows us to be reflective about who we are and why we're here. This observatory will be with us for many lifetimes and it is a privilege for Jerry and I to be a part of it."

In 1941, Verla Watkins Thomas received a scholarship from Washington State College, setting the stage for a lifetime of giving back. Over the next 65 years she and her husband, Joseph K. Thomas, former Cal State San Bernardino vice president of administration, embarked on a partnership of generosity with CSUSB, giving more than \$26,000



Jerry and Glenda Bayless



the East Valley Mental Health Association.

Ethnomusicologist Ernest Siva, who is serving as a distinguished artist and guest lecturer for Cal State San Bernardino, has always appreciated the value of education.

With a bachelor's degree in music education and a master's of music in choral music from the University of Southern California, Ernest has made it his life's mission to bring the benefits of both traditional and cultural education to the Native American people. He serves as the tribal historian and cultural advisor for the Morongo Band of Mission Indians. His passion for education is a gift that is given through the sharing and preservation of cultural lessons.

"We can provide a real understanding about history and our people. Through students' interest in culture and history, we can provide more positive images of the learning process and help our young people become more attuned to the benefits of education." As generous supporters of an endowed scholarship fund at

in funds to provide educational opportunities to deserving students.

In remembrance of Joseph Thomas, a scholarship endowment was established in his name in 1998, providing assistance to talented music students and paying tribute to Joseph's dedication to CSUSB. Then, in 2003, Verla established the Verla W. Thomas

"Through students' interest in culture and history, we can provide more positive images of the learning process and help our young people become more attuned to the benefits of education."

— Ernest Siva

Scholarship Endowment to help first- and second-year CSUSB graduate students in the M.S. clinical counseling psychology program in recognition of her work with

CSUSB, Ernest and his wife, June, are excited to be working hand-in-hand with the students and faculty of CSUSB and its Palm Desert Campus.

Bros. Keeper

Richard Moseley was a "member of the Stater Bros. family who served the company for more than 52 years, which is longer than any other family member ... including the Stater brothers themselves," said Jack H. Brown, the Stater Bros. chairman and CEO before presenting to Cal State San Bernardino a check for more than \$50,000 in February. The money is for the Richard Moseley Scholarship Fund.

Though the check was for more than \$150,000, \$50,000 of it came from donations made in lieu of flowers after Moseley died in October 2005. The remaining amount was an accumulation of money that had been donated to the Moseley Scholarship Fund, established nine years ago by Stater Bros. employees as they recognized his career and dedication and contribution to the success of the company. Since then, 28 scholarships and \$31,550 have been awarded at CSUSB.

The scholarship is open to employees and relatives of Stater Bros. Markets and individuals who intend to pursue a career in marketing or business.

Moseley started in the grocery industry working for his father at Moseley's Grocery in Idaho. He later moved to California, where he began his career with Stater Bros. in 1953 as a clerk at the north Fontana store. He rose through the ranks of store operations and marketing, working as store manager, store supervisor, general supervisor, vice president of marketing, group senior vice president of marketing and executive vice president before retiring in 1995.

Ways to Give to CSUSB

The successful growth of Cal State San Bernardino is heavily dependent on partnerships with the community and personal support from corporations, foundations and individual donors. Today, the state of California appropriations account for only 66 percent of CSUSB's operating budget.

Charitable contributions help CSUSB provide well-equipped facilities, recruit and retain the best faculty, start state of the art programs and offer scholarships.

As 70 percent of our student body receives financial aid, scholarships often offer the only opportunity for students to attend college.

There are many ways to help:

Gifts of Cash

A simple and direct way to make a gift. Gifts of cash can be made on-line using a credit card through a secure Web site at <https://development.csusb.edu> or by clicking on the "Give to CSUSB" button on the university's home page. Checks should be made payable to the Foundation for California State University, San Bernardino.

Stocks

Giving stock is an excellent way to support CSUSB. Avoid capital gains taxes on appreciated stocks and get full value as a charitable deduction.

Tangible Personal Property

Gifts of tangible personal property may consist of furniture, equipment, books, gems, precious metals, art, stamps, coins, fixtures or nearly any kind of property. Such gifts are often designated for a specific use within the university.

Real Estate

An outright gift of a residence, vacation home, ranch, commercial building or vacant land (entirely or fractional interest) can be an excellent way to support CSUSB.

Matching Gifts

An opportunity not to be missed! Visit your employer's human resources office to see if your organization matches employee gifts. You may be able to significantly increase the value of your total gift to CSUSB with a matching gift from your employer.

Bequests

Making a bequest in your will or living trust is a common and efficient avenue of support. You make a contribution without reducing your assets during your lifetime. The bequest can take the form of a specific dollar amount, a percentage of your estate, or a particular asset.

Charitable Trusts

Establish a charitable trust (charitable remainder trust, charitable lead trust,

charitable remainder annuity trust) and you may receive income for life from the trust assets. You will also gain significant tax benefits that could include reduction of capital gains taxes as well as an immediate tax reduction. Funding a charitable trust with highly appreciated assets such as real estate or stocks is ideal.

Charitable Gift Annuities

CSUSB is part of the California State University Foundation Gift Annuity Consortium, offering competitive rates for gift annuities. In return for your gift, you receive annual payments, a part of which is tax-free. The rate of return may be significantly higher than many other fixed-income investments. Gift annuities may be funded with cash or marketable securities and they provide significant tax benefits.

Retirement Plans

You may designate CSUSB as a beneficiary for an IRA, TSA, Keogh Plan 403(b), 401K and other qualified pension and profit-sharing plans.

Life Insurance

Gifts of life insurance provide a way to make a sizeable gift at a relatively low cost. Such a gift can be made by either assigning ownership of the policy to CSUSB or naming the university as the beneficiary. An outright gift of a paid life insurance policy naming

CSUSB as the irrevocable owner and beneficiary allows an immediate tax deduction equal to the replacement value of the policy. Partially paid-up policies allow for a tax deduction equal to the cash surrender value of the policy.

Tribute or Memorial Gifts

Gifts can be made in honor of or in memory of a special person.

Pledges

A gift can be paid over a period of up to five years by making a written pledge.

Anonymous gifts

We respect our donors' wishes to make gifts anonymously.

All gifts can be designated for a specific area of support. Charitable contributions are fully deductible for individuals who itemize on their federal income tax return. The university will provide a gift receipt for your convenience.

To discuss the best way for you to make a gift to support CSUSB, please contact Françoise Aylmer, associate vice president for development, at faylmer@csusb.edu or (909) 537-5005 or call one of the directors of development listed on the next page.



for the College of Social and Behavioral Sciences. The newest additions to the team shown here are Stevens, Eberhardt and White. Stevens had served as director of annual giving at UC Irvine before beginning work at Cal State San Bernardino, Eberhardt began at CSUSB last August after working as director of operations and fund development for Vista Guidance Centers in Redlands, and White had worked as director of annual giving at Concordia University in Irvine.

Team Development

Out in the community, at luncheons and groundbreakings, at honoring events or simple socials, they go about searching for one thing: People who believe. Development folk are convinced that money, while it does not always make the world go 'round, can round out an education, improve an education, even create an education where none would have existed otherwise. And with that they ask, and ask, and ask, and ask. The team of development men and women at Cal State San Bernardino covers every area of university life. From left to right are Terri Carlos, director of annual giving; Adrian Stevens, director of development (DOD) for the College of Education; Francoise Aylmer, associate vice president for development; Jeanette Janik, the Palm Desert Campus DOD; Sarah Eberhardt, DOD for the College of Arts and Letters; John Futch, DOD for special initiatives; Elva Salgado, student affairs DOD; and Stephanie White, DOD

Not shown here are Roberto Redondo, DOD for CSUSB's College of Natural Sciences; Michael Kovack, associate director for athletics; and the development team's absolute newest face, Kerry Neal, who worked in development at the University of California, Riverside before arriving at CSUSB. He is the new DOD for the College of Business and Public Administration.

The Legacy Society

Donors who have remembered CSUSB in their estate plan or through a planned or income producing gift belong to the newly reformed Legacy Society. The society will host its members at campus events and planned giving seminars to provide information on the latest development regarding tax ramifications of planned gifts or new ways to give.

Recent additions to the Legacy Society include Al L. Berry and Ed L. Meacham; Frank R. Goodman; John R. and Jean C. Harrie; Philip E. and Helene A. Hixon; W.E. and Barbara R. Leonard; Patricia Mae Noyes; Jack H. and Virginia Sexton; and George D. and Audrey O. Voigt. If you have any questions about the Legacy Society or would like to be included, call (909) 537-5005.



Squeeze Plays

CSUSB athletes have now faced the rigors of Division II competition for more than a decade. But raising money to support Coyote teams and fund athletic scholarships is a high-pressure game of a different sort — one athletic departments nationwide play daily.

By *Damian Secore*

Six consecutive California Collegiate Athletic Association men's basketball championship banners hang inside Coussoulis Arena, undoubtedly the jewel of indoor arenas in the Inland Empire. Deservedly so, the Cal State San Bernardino men's basketball team is the university's flagship athletic program that drives more revenue than any of its other 10 sports in its portfolio.

Yet, today's financial climate has seen state budgets for education drastically reduced. The trickle-down effect eventually reaches schools and their athletic departments. Coyotes basketball coach Jeff Oliver now worries about driving fundraisers, if not driving his team to out-of-state tournaments. "We were taking minivans to Phoenix," Oliver said, for a two-game December tournament at Grand Canyon University. "We took a lot more (chartered) buses back in the day. I don't think (fundraising) should fall under a coach's job description, but in times like this you do what you have to do to make ends meet."

Coyotes women's basketball coach Kevin Becker, who says he has lost the equivalent of two or three scholarships in his program the past few years, couldn't recall for sure the last time his team traveled out of state for a tournament.

"It's probably been six, seven years," Becker said. "I would love to go somewhere. You can't travel as much. You can't get out and recruit as much, and anytime the scholarship amounts decrease ... I'm just going to keep the books balanced."

Don't mistake Oliver and Becker for complaining. CSUSB's athletic staff is fighting financial hardship through self-motivation, tremendous work ethic and the willingness to adapt to more responsibilities. The harsh reality is that state budget cuts have added more stress for Cal State San

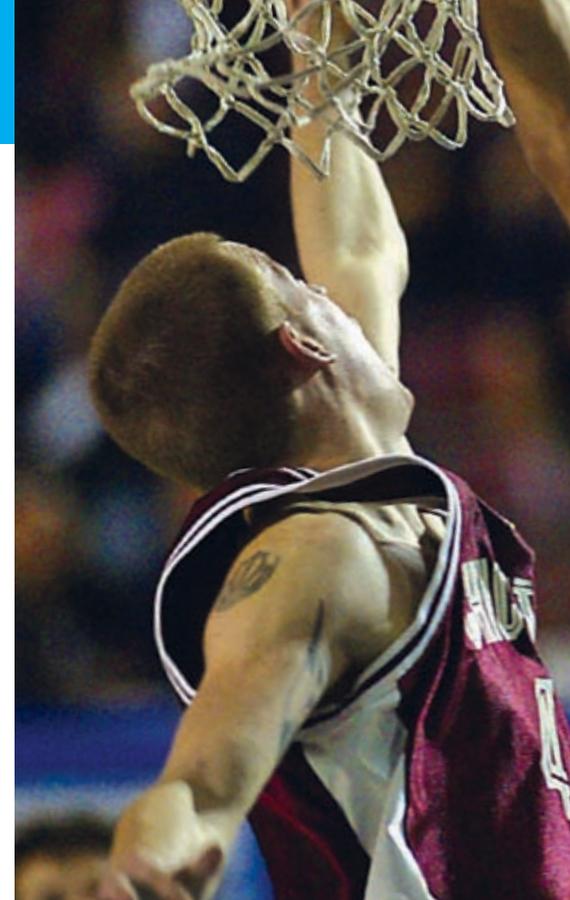
Bernardino's 11 head coaches — only five of which are full-time — and six full-time, front-office staffers in athletics. It may alter CSUSB's visions of how it moves forward.

University officials have come to the painful realization that they cannot expect the state aid they once received. Budget cuts are not only a CCAA-specific problem, but a national epidemic. Sports and entertainment research firm Turnkey Sports and SportsBusiness Journal conducted a December poll in which 400 senior-level sports industry executives in professional and collegiate sports were asked what was the biggest challenge facing the NCAA. Athletic budgeting and the rising costs of athletics accounted for 33.93 percent of the responses, second only to falling graduation rates (39.73 percent). NCAA President Myles Brand gave further gravity to the subject in a speech Jan. 7 at the NCAA meetings in Indianapolis.

"I don't think our rate of revenue growth can keep up in a way with the expenditure growths without funding migrating from the academic side of the institutions into the athletic," Brand said, according to the Indianapolis Star. "The greater the subsidy, the less funding is available for core academic activities of the university."

CSUSB President Albert Karnig estimates that \$30 million has been cut from the state education budget over the past three or four years. State funding is being outweighed by the rising costs of education, among other issues. Karnig said floating bonds, a measure used by junior colleges, to build up the athletic program is against CSU-system regulations.

"We've cut from everywhere," Karnig said. "The athletic coaches and staff do a great job. We're very lucky to have good coaches that care about more than winning."



The Athletic Budget

CSUSB's budget is essentially in the middle of the CCAA pack. According to Nancy Simpson, CSUSB's director of athletics, the university's athletic program has an operational budget of \$1,809,686, which comes from two sources. The general fund (state monies) constitutes \$1,059,292, most of which goes toward employee salaries and benefits. The IRP (Instructionally Related Programs) branch comes from student fees (the last student fee referendum, in 2001, raised an extra \$250,000 for athletic scholarships) and makes up \$750,394. These monies go to operational costs, salaries and benefits.

"We have had some cuts and must become more diligent and more creative in creating revenue streams for our programs," Simpson said. "It seems that the support from the general fund for athletics will not see major increases in the foreseeable future. However, about half of our funding emerges from student fees, so if enrollment stays steady or perhaps increases, we will have a steady flow from that source."

This school year has seen CSUSB generate about \$576,000 for athletic scholarships. The funds are created through fundraisers, the Coyote Athletic Association membership campaign, season ticket sales, corporate sponsorships, private donations and student fees. CSUSB's largest fundraiser is the annual Dave Stockton Coyote Classic, which, in 2005, raised about \$100,000. Student fee hikes are the most common source of creating new revenue,



HIGH GOALS — CSUSB forward Kenneth Barnes goes up against two defenders in a game against Chico State earlier this year. The Coyotes won the game, but lost their 2005-06 bid for a seventh straight CCAA title.

though scholarship equivalencies have actually decreased as tuition has gone up.

Division I Dream or Doom?

Years ago, Simpson looked at what it would take for a move up to NCAA Division I. Karnig believes CSUSB should revisit that dream once campus enrollment hits 20,000. The university expects to reach that number by the end of the decade. Cal State San Bernardino's current enrollment stands at about 16,400. But Simpson admitted the current budget strife "makes you rethink" such a move. The university's athletic budget of \$1,809,686 pales in comparison to that of UC Davis, which left the CCAA in 2004 and raised its annual athletic budget from \$7.8 million to \$12.9 million to gain Division I status.

Limited funding affects other aspects of what it takes to go Division I. CSUSB is currently five programs short of Division I's minimum requirement of 16. It would also need to build new on-campus facilities and upgrade existing ones.

Mike Kovack, CSUSB's associate director of athletics, has proposed that a 1,500-seat baseball stadium be built on campus in the near future. That would cost about \$4.2 million. Also proposed are \$900,000 in construction to finish the university's soccer stadium, \$300,000 to update Coussoulis Arena and \$150,000 to improve the softball complex. Stadium

naming opportunities would, ideally, restore part of the money spent on these facilities. All of that money must come from private sources. State funding does not pay for athletic facilities.

Said Simpson: "I think that there are Division I institutions that have made the move with a total budget of \$6-7 million but, realistically, I think you probably need twice that much to do it well."

Brainstorming for Revenue

At least ideas to generate money flow don't seem to be in short supply. "We all need to learn how to better sell this place and better sell ourselves to the community," Karnig said, citing that the CCAA's three biggest athletic budgets

— Cal State Bakersfield, Chico State and UC San Diego — benefit from establishing a prime identity with its city and surrounding area. "It's creative marketing. We have to trigger the mechanism where people think that, 'Hey, this is cool!' Athletics ought to be the portal by which students enter the university, see the university, bond with the university."

Kovack wants to create an annual \$1 million endowed scholarship fund within a year, along with an annual CSUSB Hall of Fame, with the first class induction and banquet to begin in May or June. He envisions this initially could raise \$100,000 a year.

The department sees plenty of room for increasing fundraising and sponsorship and discovering new private donors among the local community and CSUSB's ex-athletes. "The fundraising here is only about eight years old. We need to identify people who can give," Kovack said. "We know where the money is. We have to get them to realize it's good to give to athletics. I'm a firm believer that in athletics we are the eyes and ears of the community. We do have a great, solid marketing plan, but then it goes back to, 'Do we have a marketing director?' No.

"I wear a lot of hats. I've been doing non-profit management the last 24 years and I've got to say this is the most demanding job I've had. But I love it. It's athletics!"

Freelance writer Damian Secore works as a sports marketer for a public relations firm in Los Angeles and is a regular contributor to CSUSB Magazine.



High Marks

Forty-four Cal State San Bernardino student-athletes earned "Leader of the Pack" awards for the fall quarter 2005 by earning grade point averages of 3.4 or better. The women's cross country team retained the "Cody Coyote Award," presented to the team with the highest collective grade point average for the quarter with a combined GPA of 3.67 out of 4.0.

Five members of the team posted a perfect 4.0. The overall grade point average for the 200-plus student-athletes competing in 11 sports was 2.86 for the fall.





Turning Things Around

CSUSB's men's soccer rebounded from a 4-15 record in 2004 to finish 9-10-2 in 2005 and earn a berth in the CCAA conference championship tournament for the second time in three years.

The Coyotes ranked No. 8 in NCAA Division II among teams that made the most improvement year-over-year.

Coach Noah Kooiman's team finished 7-6-1 in the CCAA after going 2-12 in 2004, but lost 2-1 in overtime to Cal State Dominguez Hills in the CCAA semifinals. The Toros went on to win the NCAA Far West Regional and gain the NCAA quarterfinals.

Senior Barry Steele was named to the All-CCAA first team for the second time in three years. Steele had seven goals and nine assists for 23 points during the season to lead the Coyotes. Steele closed out his career at CSUSB with 19 goals and 18 assists for 57 points.



Barry Steele

Sophomore Lorenzo Loson and junior Oscar Garcia earned second team All-CCAA. Loson had nine goals and two assists for 20 points, while Garcia was a force as a midfielder-defender. The Steele brothers – Barry, Brent, Brandon and Brock – were featured in a segment on Fox Sports' nationally-syndicated TV show "On Campus."

Face Time

Traci Weamer, a freshman outside hitter from Upland, was listed in the popular Sports Illustrated feature "Faces in the Crowd" on Jan. 16. Weamer was the NCAA Division II "Freshman of the Year" and earned Pacific Region and CCAA "freshman of the year" honors as well.

Weamer had 12 double-doubles while leading the team in kills as the Coyotes advanced to the championship match of the NCAA Division II Pacific Regional for the sixth straight year, losing 3-2, in the title match to Cal State L.A. She is the third women's volleyball player to appear in SI's "Faces in the Crowd." The others were Kim Ford in 2001 and Brie Harris in 2004.



Traci Weamer

Helm Changes

Change is never easy. In sports, you do your level best to thwart it if what you possess is what every coach dreams of building: a dynasty. However, in college sports that thing called graduation happens every four years or so and players go away to real lives in Peoria, L.A. down south or maybe San Bernardino. But they go.

It happens with coaches, too. This time it happens to be softball, tennis and golf.

Tacy Riddle is the new Coyotes softball coach. The former All-American at University of Mary in North Dakota comes to Cal State San Bernardino from University of Redlands, where she was assistant coach and pitching coach for four seasons.

Currently a physical education instructor in the Alvord School District

in Riverside County, Riddle played for the Cyclones for two seasons. Riddle succeeds Dawn Castaneda, who coached the team for three seasons.

Heather Lehman, the winningest player in the history of Coyotes women's tennis, is the new head coach of the team for 2006. She replaces Tom Starzyk, who had been the coach since 1998.

Lehman, a 2004 graduate of CSUSB, posted 30 singles wins and 25 doubles wins in her four-year career. She served as assistant coach in 2004-05. She teaches physical education at Kucera Middle School in Rialto. Lehman was a five-sport letter winner at Cajon High School and was the 1999-2000 San Bernardino County Female Athlete of the Year, as chosen by The Sun. Her father, Mark, is the women's basketball coach at Cajon.

In golf, the torch has been passed from the first men's golf coach in the history of the program at CSUSB – Greg Price – to Thomas Mainez Jr., a 1995 graduate of Cal State San Bernardino. He played his collegiate golf at UC Davis.

Price served as head coach from 1985 to 1990, then returned to head the program in 1998 and served through the fall 2005 mini-season. Price remains on campus as a professor of kinesiology.

Mainez Jr. currently teaches physical education at Colton High School. He has a master's degree in education from National University in 2003. After graduating from CSUSB he served as assistant general manager and head golf professional at Shandin Hills Golf Club. He earned his Class A PGA membership card in 1997.

One Good Turn



MR. POLITICAL SCIENCE — There was nothing political or scientific about the surprise Mario Botkin received when a former classmate walked into a Social and Behavioral Sciences Building classroom of his to extend some old-fashioned generosity.

By Joe Gutierrez

It seemed a simple request. A Cal State San Bernardino alumna wanted to recognize a former classmate's selflessness in helping fellow students. But what the professor and his class thought would be a basic thank you certificate from the CSUSB graduate turned into a \$15,000 check for Mario Botkin.

He was almost speechless. That January day Sherrie Gibson of Twentynine Palms handed him a check for \$15,000 from her recently created non-profit Loretta Parker Foundation for Education, named for her mother, Loretta Parker. After a long pause mixed with disbelief, and at the urging of Mark Clark, the political science

professor who let Gibson make the presentation, Botkin spoke.

"I have a 7-year-old son. I always tell him that integrity means always do the right thing even when no one is looking," Botkin told his classmates. "Well, I guess



Sherrie Gibson

someone was looking this time."

Gibson said Botkin was a god-send for her and other students last spring during a political science class. She needed the political science theory class to graduate with a bachelor's degree in the field, and it proved to be tough for her and other students. One student was ready to drop the course. "A lot of us were struggling and Mario stepped in. He was more than willing to proof papers and expand on what we discussed in class. I saw him do that with a lot of other students in class," Gibson said. "He cut some of his other classes to help people in our class."

Botkin's tutoring helped Gibson improve her grades. She passed the course and graduated last June with a degree in political science.

"Mario is an inspiration to anyone struggling to get an education," said Gibson, adding that it's important to honor service. "I don't think we do it often enough."

While the check will go a long way to help Botkin's plans for law school after graduation, the \$15,000 was an instant help, too. Two days before receiving the check, Botkin, who lives in Riverside, had quit his part-time job in Redlands, because just getting to and from work had become too expensive. The very day Gibson made her presentation, he had spent his last \$4 on gas to get to class. "The check was a shock and relief," Botkin said.

For Gibson, it was rewarding someone who took the time to care and reaffirming what her mother always talked about. "Education was very important to my mother. It was one of the things she really pushed," Gibson said. "She told me to make sure I graduate, and now I'm the first person in my family with a bachelor's degree."

Gibson, who with her husband had a carpet cleaning business in Twentynine Palms, had left school for the birth of their daughter. But she was determined to go back not only for herself, but as an example to her daughter. So she re-enrolled, graduated and has been successful in business with her husband. They're now developing a real estate subdivision and two golf courses in the Coachella Valley.

"We've been working in real estate while I was in school," Gibson said. "There were some very lean times. In one place we were working on, we had no water in the place for five months," she added. "Now all our sacrifices are paying off and I'm now in a position to do something. I wanted to do something that was service-based. So I did this in honor of my mother."



"Nestled in the Mountains"

Parting Shots

Aside from his academic achievements at Cal State San Bernardino, Anthony Caltabiano has made an impression with his photography. Awarded third place last year in the Corona Spring Fling Art Show, "Nestled in the Mountains" looks like it was shot in a land far away. In fact, the picture was actually

taken of a Corona home just down the street from where he lives.

Caltabiano, who graduated last June, took up photography when he was serving a three-year stint in the U.S. Army while on tour in Kuwait. Although the business administration major consistently qualified for the dean's list every quarter at CSUSB, his most prestigious academic accomplishment was to be recognized by Beta Gamma Sigma, an honor society that serves business programs. Beta Gamma's recognition is the highest honor a business student anywhere in the world can receive.

Despite the awards, honors and distinctions, Caltabiano remains focused on learning and appreciating life. "I only took a few pictures of my friends and things of interest while in the military, and all I can do is hope I don't forget. I decided that I wanted to have memories of all the small things I find beauty in, especially the things we often overlook."

Legacies

By Derrick Galloway

The number 40, relatively speaking, may not seem like a long time, especially if placed in a historical context. However, California State University, San Bernardino is proud to be celebrating its 40th Anniversary – "A Legacy of Pride and Promise." In recalling its accomplishments, the university recognizes that today's students may very well represent the school's most notable legacy. CSUSB can be proud to know it is developing a core of citizens who are concerned about how they can give back to a community that has given so much to them.

Shawna Forbes King, a psychology major, offers a sentiment shared by most. "I am proud to attend an institution that is a large university and still has relatively small class sizes and great student programs like student government [Associated Students, Inc.] and student lead

ership development."

Economic and history major Marco Spears, who transferred with his AA from San Bernardino Valley College, credits CSUSB professors Mayo Toruno and Eric Nilsson for helping him to learn the importance of economics in society. As an African American interested in the theory of political economics, Spears stresses the need for a background in African American history and economics. His ultimate goal is to help build a strong economic base for businesses in San Bernardino. He says, "You must hear it, read it, write it, and take it home." This is how you make an impact.

Likewise, Shanice McKinley, a junior studying marketing at CSUSB, has enjoyed the experience of the diverse population of students the university offers. Shanice says, "In addition to studying marketing, I would really like to make a difference where I come from in Compton."

Open Spaces

Touring guests, onlookers and assorted gawkers described the new open and spacious atrium as reminiscent of a hotel lobby. Walk in the west door of the newly renovated and now formally opened Santos Manuel Student Union and the ceilings shoot up two floors. A walkway on the second floor wraps around the room's perimeter, and outside you still hear the clock tower chime. To mark the student union's Extreme Makeover: College Edition, the university held an April 6 ribbon-cutting outdoors followed by a multi-colored ribbon-launching indoors. In all, the expansion added more than 40,000 square feet to the structure, doubling its size. The newly remodeled student union is pictured in the photostory on page 12 in this issue of CSUSB Magazine.



1970s

Kathryn A. Jordan, B.A. English 1970, has released her first novel, "Hot Water." Kathryn retired from teaching in June 2004 and now is working full-time as an author. She taught high school English after graduating from CSUSB in 1970 at a variety of schools, including the Cairo American College, American School of Madrid and the International School of Manila, as well as teaching for 18 years at Amistad Continuation High School in Indio.

Anna M. Rodriguez, B.A. English 1971, M.A. education 1978, was promoted to assistant superintendent of personnel services for the Rialto Unified School District. Anna received the CSUSB Alumni Association Distinguished Alumna Award in 1986.

J. Milton Clark, B.A. English 1972, was honored by the California Association of Teachers of English with the Classroom Excellence Award at its 2006 convention in Anaheim. Milton



is a professor of English and dean of undergraduate studies at CSUSB. ▲

Kenji Kingsford, B.A. accounting 1974, is the new research and development manager for Parker Hannifin Corp., the world's leading diversified manufacturer

of motion and control technologies. Kenji was previously a director of technology at Saint-Gobain Performance Plastics.

Steve Messerli, M.P.A. 1975, recently received the Chairman's Citation from the Illinois Association of Park Districts, awarded for excellence in leadership and legislative achievements in the advancement of forest preserves, park districts, and conservation agencies. Steve is the executive director for Fox Valley Park District in Aurora, Ill., and has 35 years of experience in the field of parks, recreation, and conservation. Steve was named Distinguished Alumnus for the College of Business and Public Administration in 2002. ▲



Chandra "Chani" Beeman, B.A. psychology 1977, has been named CSUSB's first director of ombuds services, a position created to facilitate open communication and understanding between individuals and campus groups. Chani has a long career at CSUSB, working as an information technology consultant, lecturer, union steward, sexual harassment adviser, and diversity trainer.



She also has served on numerous committees for CSUSB and the city of Riverside.

Alan S. Bray, B.A. biology 1977, has had his short story, "Run of the Surf Smelt," accepted for publication in the Pacific Coast Journal. Alan has written 45 short stories, which have been seen in various publications, and he also has penned a novel and two screenplays.

Patricia A. Smith, B.S. nursing 1977, M.A. special health administration 1982, is the new director of the Student Health and Psychological Center at CSUSB. Patti, who also has a doctorate degree in public



health, previously served as the director of health services at San Bernardino Valley College, where she also was an associate professor of health services. Patti also taught at Riverside Community College and Crafton Hills College, and she was a staff R.N. at Mountains Community Hospital in Lake Arrowhead.

Rick Tuttle, B.S. chemistry and B.S. mathematics 1977, has been named project manager for Sasol North America Inc. in Houston. Rick has been with Sasol Olefins & Surfactants, a chemical and fuel manufacturer headquartered in Germany, for more than 25 years.

1980s

Adam Torres, B.S. accounting 1986, has received the Edwin H. Sutherland Award from the Association of Certified Fraud Specialists. It is the highest honor given to someone who has performed an outstanding service to the public or has made a major contribution



Gerry Fawcett '74

Gerry Fawcett, B.A. business administration 1974, was recognized for his professional achievements and contributions to the university at the 2005 Alumni Awards of Distinction ceremony with a Distinguished Alumnus Award. Gerry rose from an hourly laborer in the coke ovens at Kaiser Steel to division superintendent before the Fontana mill closed in 1983. Several years later, Gerry played a key role on the management team that brought Kaiser Steel out of bankruptcy and reinvented it, turning the company into a \$150 million enterprise. In 1997, he was named president and COO of the

newly named Kaiser Ventures, and today Gerry serves as the company's vice chairman of the board. He also serves on the CSUSB President's Advancement Council and is an Executive-in-Residence in CSUSB's College of Business and Public Administration. ▲

to the advancement of the anti-fraud profession. Adam is a U.S. Marshal in Los Angeles and was the recipient of CSUSB's 2004 Distinguished Alumnus Award. ▲

Linda Hernandez Williams, B.S. accounting 1985, is the new owner of Halverson's Photography in San Bernardino. The studio specializes in digital portrait photography with an emphasis on families, children, graduates and pets. Linda owns the commercial condominium on Orange Show Road and Arrowhead Avenue, where the studio is located. She was formerly with Vavrinek, Trine, Day & Co., LLP.



1990s

Sundip Doshi, B.S. computer science 1990, was featured on the cover of the October 2005 edition of the Inland Empire Magazine and in an article in the same issue titled "The Hot List: 20 Under



40 — Twenty People You Need to Know." The article highlights Sundip's accomplishments as an entrepreneur and CEO of Surado Solutions Inc., a software design firm. Sundip is a member of CSUSB's Inland Empire Center for Entrepreneurship Advisory Board.

Mitch Alm, B.A. criminal justice 1991, is the new police chief for the city of Temecula. Mitch previously was chief of police for the city of San Jacinto.

Paul Chabot, B.A. public administration 1992, Sigma Phi Epsilon, was appointed to the California Board of Parole Hearings. Paul currently is executive director of the Freestyle Foundation. Previously, he served

as senior adviser in the White House for the Office of National Drug Control Policy.

Joe Fengler, M.A. national security studies 1992, is an analyst for the U.S. House of Representatives Armed Services Committee.

John Ervin III, B.S. physical education 1993, is the director of community affairs for the Modesto City School District. John also is an adjunct faculty member at Modesto Junior College. He received the 2005 Supervisory Excellence Award from the California School-Age Consortium and the 2005 Terrance J. Roberts African American Award of Educational Excellence from Modesto Junior College. ▲

Kathy A. Kivley, M.P.A. 1993, is the new administrator for Clearlake City Council in Northern California.

Doris A. Anderson, M.A. English composition 1995, has published a book titled "Tackling Tough Choices: Discussion-Starting Skits for Teens." Doris retired in 2000 after a 36-year teaching career with the San Bernardino City Unified School District.



John W. Dietrich, B.A. information management 1996, is a partner with Atkinson,

Andelson, Loya, Ruud & Romo professional law corporation. John joined the firm in 1998 and is based in the Riverside office, practicing in the areas of real property acquisition and eminent domain, as well as in business and construction litigation.

Michael P. Burrows, B.A. English 1997, ΣΧ, is the assistant director of the International Airport Authority and Inland Valley Development Agency. Michael was an intern for these agencies while completing his degree at CSUSB. He is a former BNSF Railway consultant.

Larry Ryan, B.A. communications 1997, is the associate athletics director for development for the University of New Mexico. Larry oversees the Logo Club, the branch of UNM Athletics that is responsible for raising funds for athletic scholarships. Larry has returned to UNM after three years as senior associate director of athletics for University of Evansville, Ind. ▲

Rob Becerra, B.S. kinesiology 1998, is the new assistant soccer coach for Stanford University. For the past eight years, Rob was head coach for University of Redlands men's soccer, where his teams compiled a 126-28-7 record and made five NCAA post-season appearances, including a trip to the Division III National Championship game. He also is a member of the Region IV (west region) Olympic Development Program, training and evaluating both field players and goalkeepers. Rob was the Coyote men's soccer goalkeeper during the 1993-1996 seasons.

Jean M. Stephens '91



The CSUSB Alumni Association recognized Jean M. Stephens, M.B.A. 1991, for her outstanding professional achievement, presenting her with a Distinguished Alumna Award at its 2005 Alumni Awards of Distinction event. As a certified public accountant armed with a master's degree in finance, Jean has climbed the corporate ladder of RSM McGladrey and its international operation in London, England. As chief operating officer of RSM International, Jean increased the size of the organization by 75 percent

through the addition and growth of member firms. Today, RSM International is the seventh largest association of accounting and public accounting firms in the world. In January, Jean took over as RSM International's new chief executive officer.

Qiana Charles, B.A. communications 1998, is a legislative analyst for California State Association of Counties. The association lobbies on behalf of the 58 counties in California at the state and federal levels. ▲

Stephen Hekman, B.A. marketing 1988, is president of Newport Beach-based Hekman Company, which designs and manufactures custom commercial and retail displays worldwide. Steve is a former CSUSB ASI president.

Paula Priamos-Brown, B.A. English 1999, had an essay appear in the October issue of The Los Angeles Times Magazine titled "Marrying My Father." A second essay, "Prejudiced and Pride," was published in The New York Times on Nov. 6, 2005. Paula also teaches English at CSUSB.

Funte "Faun" White, B.A. communications 1999, is senior community outreach representative for the San Manuel Band of Mission Indians in Highland.

2000s

Ramiro Porras Jr., B.A. liberal studies 2000, has been named to coordinate the activities of more than 50 Southern California colleges and universities that have been designated Hispanic Serving Institutions by the federal government. He is based at CSUSB, working with Tom Rivera, associate dean of undergraduate studies.



Karen Race, B.A. political science 2000, is in Washington, D.C., serving as the deputy director and intern coordinator for the Personnel Office at the White House. ▲

Heather Lambert, B.A. communications 2001, KΔ, is the deputy appointments secretary in the Office of Gov. Arnold Schwarzenegger.

James C. Ramos, B.S. accounting 2002, was sworn in as a trustee for the San Bernardino Community College District on Dec. 7,

2005, for a four-year term. James is a member of the San Manuel Band of Mission Indians and also is a local businessman, real estate investor, and owner of Yum Yum Restaurant and GFE Coffeehouses in Highland and San Bernardino.

Maria Machuca, B.A. social science 2003, is the community program specialist for



Jeff Shockey '88

Jeff Shockey, B.A. political science 1988 and M.P.A. 1994, was honored by the CSUSB Alumni Association as a 2005 Distinguished Alumnus. Jeff's career in government service began with an unpaid internship in Congressman Jerry Lewis' district office. That led to a nine-year staff position in Lewis' Washington, D.C., office. As a partner with Copeland, Lowery, Jacquez, Denton and Shockey, Jeff helped CSUSB attract nearly \$100 million in special

federal appropriations for numerous initiatives. Jeff recently returned to public service and is the deputy director of the House Appropriations Committee, where he works closely with the Congressional leadership to fund all federal programs. Jeff is a former member of the Alumni Association Board of Directors. ▲

the Mecca Family and Farmworker Service Center for the County of Riverside Department of Public Social Services. Maria also serves as chair of the Mecca Community Council and recently narrated a documentary on PBS about the city.

Luis R. Portillo, B.A. information management 2003, TKE, is the deputy director of constituent relations in the Office of Gov. Arnold Schwarzenegger. Luis is a former CSUSB ASI president.

Philip Southard, B.A. criminal justice 2003, is the assistant deputy appointments secretary in the Office of Gov. Arnold Schwarzenegger.

Erik Fallis, B.A. political science 2005, recently was appointed assistant deputy director of constituent relations in the Office of Gov. Arnold Schwarzenegger. Erik is a former CSUSB ASI president. ▲

Births

Lawrence Laws Daniels, B.A. social sciences 1976 and M.A. education 1980, has a new grandson born Oct. 15, 2005, in Redlands. Maddox William Daniels was born to Lawrence's son, Steven, and his wife, Mary. Lawrence received CSUSB's Distinguished Alumnus Award in 1983. ▲

In Memoriam

George Kaenel, B.A. accounting 1972, died Sept. 3, 2005, in Sedona, Ariz. George was an accountant in public service for more than 30 years. He worked primarily for the citizens of San Bernardino



County as assistant auditor-controller, deputy coroner, and president of the Employees Association. George also led the county's Board of Retirement for nearly 40 years, as treasurer, committee chief, general member and chairman. ▲

Glenn E. Moore, M.A. English composition 2004, died June 21, 2005. He served in the Marine Corps in 1940 and fought in the Battle of Midway. He later joined

the Army and served in Korea as an interpreter. Glenn performed as an entertainer after his military service, playing guitar and singing in the Apple Valley area.

Wallace “Wally” Alexander Sanchez, B.A. sociology 1967 and M.A. elementary education 1978, died Sept. 19, 2005, in Redlands. Wally served for 20 years in the Air Force as a radio operator and gunner, then worked as a special education teacher and tennis coach in Redlands for the next 20 years. He was honored by CSUSB in 1984 with its Distinguished Alumnus Award. ▲

Richard “Joe” Parker, B.A. accounting 1977, died Jan. 14 in Lake Arrowhead. Joe was an associate professor at CSUSB, where he taught accounting and finance. He also owned Richard J. Parker and Co., CPAs. Joe and his wife, **Dr. Lorann Parker**, B.A. criminal justice 1978, co-founded Mountain Skies Astronomical Society, a stargazing and educational group started in 1989.

Joan Ellen Barros, M.A. education 1981, died Dec. 29, 2005. She had been a counselor at Del Vallejo Middle School for the past 18 years.

Weddings

James Wen-Yang Cheng, B.A. information management 1998 and M.B.A. 1999, and **Wacharapan Cherry Boosaeng**, M.B.A. 2003, were married March 2 in Taipei, Taiwan. James is originally from Taiwan and Cherry is from Thailand. The couple met at CSUSB in winter 2000. James works as an information technology consultant for CSUSB's International Center, and Cherry currently is pursuing her real estate license.



James is originally from Taiwan and Cherry is from Thailand. The couple met at CSUSB in winter 2000. James works as an information technology consultant for CSUSB's International Center, and Cherry currently is pursuing her real estate license.

Michael Grimes, B.A. biology 2000, married Rachel Bordeaux on Aug. 4, 2005, in Montclair. Michael is employed as an environmental planner for Land Design Consultants in Pasadena.

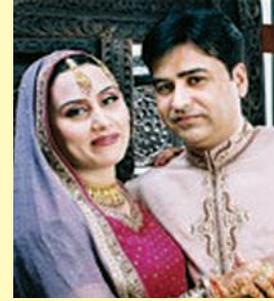
Felipe S. Cárdenas, B.A. communications 2001, and **Leonor Celeste Solá**, B.A. communications 2001, were married July 9, 2005, in San Juan, Puerto Rico. Felipe is the public relations division corporate editor for Banco Popular, a financial institution in Puerto Rico, and Celeste is a marketing manager for Verizon Wireless. Felipe played soccer for CSUSB for the 1997-2001 seasons.

Colleen M. Vranich, B.S. kinesiology 2001, and **Robert Kiemele**, kinesiology 2001, ΣN, were married Aug. 20, 2005, in Riverside. Colleen is a physical education teacher at Amelia Earhart Middle School in Riverside, and Robert operates Unlimited Landscaping in San Bernardino. Robert was a member of the Coyote men's basketball team from 1995-1997.

Lisa Ament, B.A. psychology 2002, and **Chris Mattice**, B.A. liberal studies 2003, were married Aug. 20, 2005. Lisa was a soccer standout for the CSUSB women's team from 1998-2001, and Chris was a starting guard for the CCAA champion men's basketball team from 1999-2001.

Dennis Connolly, B.A. liberal studies 2003, married Patricia McCandless on May 28, 2005, in Riverside. Dennis works for Southern California Edison.

Bushra Abidi, M.A. health services administration 2004, married Ather Nagvi on April 28, 2005 in Karachi, Pakistan. The couple had a traditional Pakistani wedding ceremony to honor their family in Pakistan.



Allan Torres, B.A. Spanish 2004, married Heather Shupe on July 23, 2005, in Rialto. Allan is the station supervisor for Hertz/Enterprise Rental Cars in Ontario.

Ronnie Zimmerman, B.A. psychology, 1975, ΔΣX, and **Melissa Johnson**, B.A. marketing, 2001, were married Aug. 6, 2005, in Temecula. Ronnie is a network engineer for Environmental Systems Research Institute (ESRI) in Redlands and Melissa is employed by Sanyko Pharmaceuticals as a specialty pharmaceutical sales representative.



Nicholas and Christina Coussoulis family

At its 2005 Alumni Awards of Distinction ceremony, the Alumni Association presented to the Nicholas and Christina Coussoulis family its first Legacy Award, which recognizes a family for its sustained commitment to and support of CSUSB. The Coussoulis family has been like a first family of the university over the years, with a legacy

that includes seven members of the immediate and extended family who have earned degrees or credentials from the university. Nick, B.A. geography 1975, and his wife, Tina, have been long-time university benefactors. Their personal generosity and the fundraising events that they and their family have supported over the years, including the Dave Stockton Coyote Golf Classic, have resulted in hundreds of thousands of scholarship dollars for deserving CSUSB students. One of the family's most visible legacies is the stunning 5,000-seat James and Aerianthi Coussoulis Arena, named in honor of Nick's parents and in recognition of Tina and Nick's leadership gift toward that facility. ▲



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Your privacy is important to us. This secure site is exclusively for CSUSB alumni and many of the pages are accessible only by using a unique username and password. Only registered CSUSB alumni will have access to the password-protected areas where your contact information is listed.

MAY

5

Theatre: Opening Night. "Love Tapes," by Steven Banks and Penn Jillette. Melinda, a rock groupie who is crazy over Umlaut's lead singer, Kevin, tries to let him know by sending him X-rated videos – of herself. Her efforts are intercepted by Kevin's assistant, Carl. Sexual situations depicted. For mature audiences. May 5, 6, 11, 12 and 13 at 8 p.m., and May 7 and 14 at 2 p.m. \$10 for general admission, \$8 for senior citizens and CSUSB Alumni Association members, \$5 for students. Parking \$3 per vehicle. 537-5884.

6

40th Anniversary Gala. This black-tie event features a gourmet dinner, live entertainment and dancing, silent and live auctions to raise endowment funds to meet student needs. Cal State San Bernardino's newly remodeled Santos Manuel Student Union. 5:30 p.m., \$125. 537-7700.

Tribute Event. ASI Past Presidents' and Student Leaders' Tribute. 537-3700.

7

Professional Wrestling. WrestleMania Revenge. 7 p.m., Coussoulis Arena Card (subject to change) includes John Cena vs. Triple H, Ricky "The Dragon" Steamboat, Ric Flair and Trish Stratus vs. Edge and Lita. \$45, \$35 and \$25. Additional fees apply through Ticketmaster. \$1 service fee per each arena box office ticket through Ticketmaster. 537-7360 or order on-line at www.ticketmaster.com. Parking \$5.

JUNE

2

Credential Ceremony. College of Education Credential Ceremony. Coussoulis Arena. 537-5600.

Theatre: Opening Night. "The Bacchae of Euripides," by Wole Soyinka. Nigeria's Pulitzer Prize winning playwright offers this classic tale of Greek tragedy in which the God Dionysus returns to celebrate the workers and is confronted by the restricted power of the tyrant ruler. Mature themes, recommended for audiences 12 and older. June 2, 3, 8, 9, 10 at 8 p.m. and June 4 and 11 at 2 p.m. Ronald E. Barnes Theatre. General admission \$10, Alumni Association members, senior citizens \$8, students \$5. 537-5884.

7

Music. First Wednesdays presents The Arthur Moorefield Memorial Recital featuring CSUSB Faculty and Friends. 7:30 p.m., Performing Arts Building Recital Hall. General admission \$15, senior citizens \$10, students with I.D. \$5. 537-7516.

15

Art Exhibit Opening. 36th Annual Student Exhibition. June 15-July 31. Opening reception June 15, 4:30-7 p.m. Robert V. Fullerton Art Museum. Museum hours: Tuesday, Wednesday, Friday and Saturday 10 a.m.-5 p.m., and Thursday 10 a.m.-7 p.m. Free. 537-7373.

16

Commencement. CSUSB's annual Commencement ceremonies for Palm Desert Campus. 6 p.m. at McCallum Theatre in Palm Desert. (760) 341-2883, x78106.

17-18

Commencement. CSUSB's annual Commencement ceremonies for main campus. College of Social and Behavioral Sciences, June 17, 9 a.m. College of Natural Sciences, June 17, 2 p.m. College of Business and Public Administration, June 17, 6 p.m. College of Arts and Letters, June 18, 9 a.m. College of Arts and Letters (Liberal Studies), June 18, 2 p.m. College of Education, June 18, 6 p.m. All ceremonies at CSUSB in Coussoulis Arena. 537-5024.

JULY

5

Music. Summer Wednesdays four-week long music series for the whole family opens with the Latin Society, singing old favorites with a Latin flavor. Bring blankets and lawn chairs. Outdoors in Lower Commons Plaza, 7 p.m. Free. Parking \$4. 537-7360.

12

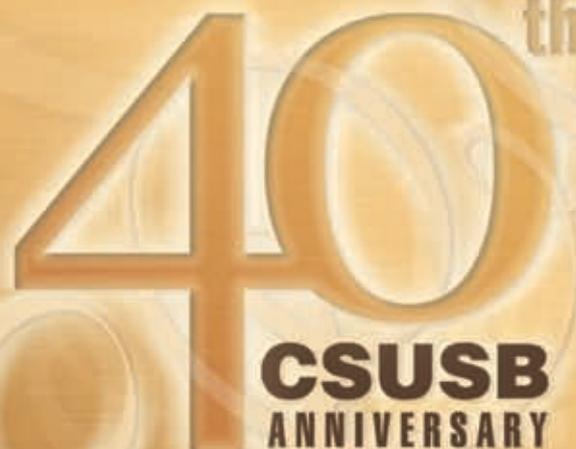
Music. Summer Wednesdays concert series gets rocking with Hot Rocks, a Rolling Stones tribute band. Bring blankets and lawn chairs. Outdoors in Lower Commons Plaza, 7 p.m. Free. Parking \$4. 537-7360.

19

Music. Summer Wednesdays series continues with Phat Cat Swingers performing swing-time tunes. Outdoors in Lower Commons Plaza, 7 p.m. Free. Parking \$4. 537-7360.

26

Music. Summer Wednesdays final concert features Friendz Band performing jazz, blues and R&B. Outdoors in Lower Commons Plaza, 7 p.m. Free. Parking \$4. 537-7360.



Many of the events listed in this calendar are the highlights during Cal State San Bernardino's 40th anniversary year. For more information on theatre, music and art shows, call the department phone numbers included with the listing for their opening events. All numbers are in the 909 area code. It may be best to confirm an event at the number listed.

Share and enjoy with us our 40th birthday.

California State University, San Bernardino
5500 University Parkway
San Bernardino, CA 92407-2397

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