

# csusb

MAGAZINE

*Bringing Ancient  
Egypt to Life*



CALIFORNIA STATE UNIVERSITY, SAN BERNARDINO | summer 2014

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Cover photography by Robert Whitehead

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Last fall, 106 freshman students stepped into CSUSB Palm Desert Campus history.



## Mic magic

Coyote Radio students from Cal State San Bernardino snagged top honors at the National Golden Mic Awards in New York City for the program, "My Awesome

Empire," a student-produced syndicated radio show.

In March, students Vincent Ledesma, Mindi McNeil and Janet Moses, who are all now CSUSB graduates, won top honors in the "Best Public Affairs Program" category. Additionally, the station won the "Peer-to-Peer Platinum Award" for professional, efficient and effective service as a campus broadcast outlet, and was named a finalist with two nominations at the Hollywood "Taste Awards."

No other college campus-produced program had ever been a nominated finalist in a major Hollywood entertainment award.

My "Awesome Empire" airs weekly on NBC News Radio/KCAA 1050, NPR Affiliate KVCR 91.9, Smart Talk 1490, and online on Coyote Radio, and on iTunes Radio worldwide. ●

## Leading a new era

With the introduction of its first freshman class and the retirement of Fred Jandt as its accomplished dean, Cal State San Bernardino's Palm Desert Campus was poised for its next phase of growth. That new era officially began July 1 when Sharon Brown-Welty arrived at PDC bent on raising the college-going rate in the Coachella Valley.

The new PDC dean took over for David Maynard, the CSUSB chemistry department chair who served as interim dean of the Palm Desert Campus since the start of 2014.

Brown-Welty has spent the past 21 years serving as an administrator at Fresno State. The associate director of the doctoral program in educational



leadership at FSU, she has served in a number of positions there, including as dean of graduate studies, department chair of educational research

and administration and associate vice president for academic affairs. Prior to arriving at Fresno State, she served at Indiana University of Pennsylvania as the assistant provost, the associate provost, and as the assistant to the vice president for finance.

Last fall, the Palm Desert Campus became the Coachella Valley's first four-year university when it admitted its inaugural freshman class of 106 students. The campus had previously only served upper-division and graduate students.

Brown-Welty earned bachelor's and master's degrees in business administration from Indiana University of Pennsylvania, and an educational doctorate in higher education administration and policy studies from the University of Pittsburgh. ●

## Standouts

The string of awards began in January with Larry Mink, continued with Cynthia Crawford and finished with Joyce Ahlgren. They had all been the objects of admiration and the subjects of praise. Their students said that these professors "could explain the most complex topics in the simplest terms," that they were approachable, engaging, impeccably knowledgeable and cared deeply that their students learned. In January, Mink, a chemistry professor, won the Golden Apple Award for teaching, while Crawford, a professor of psychology, won the Outstanding Professor award for teaching, research and community service in May, and Ahlgren, an instructor in mathematics, won the Outstanding Lecturer award in June. Soon after Ahlgren's honor came, the university also announced that Monty Van Wart was the university's first winner of the new Outstanding Researcher award. ●



## The active president

One of the rare higher education administrators to have held senior administrative positions at the three largest public university systems in America, Tomás Morales, president of Cal State San Bernardino, received the prestigious Alfredo G. de los Santos Distinguished Leadership in Higher Education Award in March.

The honor, given by the American Association of Hispanics in Higher Education, was shared by Morales with National Hispanic University Chancellor David López. It's given to an outstanding administrator in the field of higher education who has demonstrated excellence in the profession.

Morales joined Cal State San Bernardino in 2012 and is the university's fourth president since it opened its doors in 1965. He has held senior posts at the California State University, The State University of New York and The City University of New York.

Before coming to CSUSB, Morales had served as president of the College of Staten Island, The City University of New York beginning in 2007. He previously served as



provost, vice president for academic affairs and vice president for student affairs at California State Polytechnic University,

Pomona. Prior to that, Morales was vice president for student affairs and dean of students at The City College of New York/CUNY from 1994 to 2001.

The award is named in honor of Alfredo G. de los Santos, who over a 40-year career in education served as a librarian, dean, president and vice chancellor at Maricopa County Community Colleges, one of the nation's largest community college districts.

In addition to leading Cal State San Bernardino, Morales serves as the chair of the board of the American Association of State Colleges and Universities and as vice chair of the Governing Board of the Hispanic Association of Colleges and Universities, and as a member of the board of directors of the American Council on Education. ●



## A CFO that knows the CSU

Bringing to campus a CSU career that has spanned 24 years, Douglas Freer assumes the post for vice president of administration and finance and chief financial officer at Cal State San Bernardino in August. He takes over for Robert Gardner, who announced his retirement earlier this year.

Freer arrives from Cal Poly Pomona, where he has served as the vice president for student affairs. At Cal Poly, he oversaw a \$48 million budget, which included university housing services, enrollment management, university police, intercollegiate athletics, parking and transportation, fiscal management, human resources, technology and information systems, and capital/organizational planning.

He also led the planning and construction for many capital projects, including new residence halls, a student recreation center, a parking structure and parking lot expansions, a police and public safety station and ADA modifications.

Freer holds a doctoral degree from the University of California, Los Angeles, a master's degree from Cal State Long Beach and a bachelor's degree from Adelphi University in New York. ●

## What's in a piezoelectric?

New materials used to help power devices from ultrasound systems to smart phones are the aim of the \$5 million grant awarded to Cal State San Bernardino from the National Science Foundation.

"Imagine being able to design materials such as semiconductors, plastics and metals with specific desirable properties or combinations of proper-

ties," said Timothy Usher, CSUSB physics professor. Advances in nanotechnology and computational tools are making that possible. The CSUSB researchers are using the technology to discover new piezoelectric or ferroelectric materials, which have many uses.

Beyond the research, the five-year grant will be used to recruit students into the science, technology, engineer-

ing and mathematics disciplines and to establish the Center for Advanced Functional Materials at CSUSB. The grant also makes it possible for CSUSB students to do paid research assistantships, and to travel and have opportunities to work closely with CSUSB'S research partners.

Developing new materials could mean lower costs in many devices,

such as medical ultrasound equipment, smart phones, sonar, computer memory and piezoelectric audio speakers. The funding from the NSF comes through its Center for Research Excellence in Science and Technology, known as CREST. ●



## A HEART FOR HEALTH

The early February dedication of the Dr. Prem Reddy Nursing Laboratory was partly cloudy, very chilly and wholly unexpected. Dr. Reddy had thought that Cal State San Bernardino was just going to give him a poster of some sort, maybe have him meet a few people, and then he'd go back to work. But the guests there for the dedication that afternoon numbered more around 80.

He did get a "poster," a smartly

framed resolution from the university that declared Feb. 3 Dr. Prem Reddy Day at CSUSB and thanked him for his generosity. Five hundred thousand dollars was no small gesture. In December, Dr. Reddy had donated the funds to CSUSB's nursing lab to keep it modern and at its hi-tech best. The lab's "patients," which are mannequins which can simulate pain, are themselves marvels of human ingenuity, and the lab

maintains 30 top-flight computer stations and 10 beds.

It's worlds apart from what Dr. Reddy had ever seen when he was young, having been born and raised in a small village in southern India. His family had no potable water at home, and he studied by kerosene lamp until he went to Sri Venkateswara University Medical College. He graduated from there in 1973. In 1976, he

and his wife, Venkamma, also a physician, came to America, and in 1981 they moved from New York to Southern California's High Desert, Victorville to be exact.

He was devoted to the High Desert, practicing there for 25 years. Double board-certified in internal medicine and cardiology, Dr. Reddy founded Prime Healthcare Services in 2001, starting with Desert Valley Hospital

in Victorville. Since then, Prime Healthcare has expanded to own and operate 25 hospitals across the nation. The health system has been recognized as one of the "15 Top Health Systems" in the nation three times in the last five years, including in 2013, and its hospitals have earned the "100 Top Hospitals" recognition 27 times.

But while Dr. Reddy made medicine his living for so many years, his philanthropic pursuits have had his devotion for just as many. He established the Dr. Prem Reddy Family Foundation (DBA Desert Valley Charitable Foundation) in 1989, and his support of healthcare students in the High Desert is well known: It was reinforced when Victor Valley College named its health sciences school after him in 2003.

The Prime Healthcare Foundation also was founded and entirely funded by Dr. Reddy and his family. Among other endeavors, the foundation funds various charities that support health education, education scholarships, public healthcare education and free community clinics. In 2006, he established

at CSUSB the Dr. Prem Reddy Academic Excellence Scholarship for eligible full-time pre-med, nursing and health education students.

And now that the nursing program at CSUSB has been reaccredited at both the state and national levels, the university is poised to become a leader in nursing education, said Kirsten Fleming, the dean for CSUSB's College of Natural Sciences.

The demand for the nursing program is high, Fleming said. It receives more than 1,600 student applications for the 130 slots available at the main campus and the university's Palm Desert Campus.

Dwight Sweeney, the chair of the nursing department, illustrated the importance of contributions such as Dr. Reddy's, when he said the lab provides students with much needed clinical time to practice their nursing skills. "One of the things that has been difficult in nursing education," he said, "is the number of nursing schools competing for space at hospital facilities for clinical time." To ease the difficulty for CSUSB students, the Board of Registered Nursing has allowed them to do up to 25 percent of their clinical time in the skills lab, "which really helps out,"



Sweeney said.

Perhaps the single-most cause that drives Dr. Reddy today is that he wants to improve the health of citizens in the inland region. So earlier this year, he joined as a founding board member Dr. Dev Gnanadev, former president of the California Medical Association and CSUSB alumnus, in his plans to open a new, not-for-profit medical school in Colton. The California University of Science and Medicine, for which Gnanadev is founder, president and CEO, hopes to open in 2016 and help assuage the critical need for doctors and nurses in San Bernardino and Riverside counties. Albert Karnig, former CSUSB president, also serves on the founding board.

At the naming celebration of the nursing lab, Dr. Reddy was grateful to be so honored, and made his case to nursing students who make it through the program. "I hope that you would try to serve in the communities where you grew up. Maybe the pay's a little less than in Los Angeles or San Diego, but still it's your community, and [these are] your community colleges and universities that contributed to your education." ●



# MISSION MORTARBOARD

By Carmen Murillo-Moyeda

Before the Veterans Success Center at Cal State San Bernardino ever was, Joseph Moseley watched so many vets arrive on campus, attend classes, become discouraged over time and finally decide that a degree just wasn't for them. The reason, he believed, was the shortage of resources specifically for military veterans.

Several years ago, however, that began to change. Frank Rincón, CSUSB's then-vice president of student affairs and a veteran of the U.S. Air Force, wanted to establish the university as a veteran-friendly campus. He was relentless. In 2009, the funds to launch a veterans center gained approval through the Student Success Initiative fee. As the founding president of the university's Student Veterans Organization chartered that same year, Moseley, himself a U.S. Army veteran and a CSUSB student in the late 2000s, had worked closely with Rincón to make that dream a reality. The Student Veterans Organization, led by Moseley, also was instrumental in the planning and development of the Veterans Success Center.

As one might expect from a veteran, Moseley puts the drive behind the dream simply and directly. "The purpose of the Veterans Success Center is to assist veterans to graduate college," said Moseley, who graduated with a bachelor's in liberal studies and



sociology in 2013. Since graduation, he has landed a position working with a population that's close to his heart at the San Bernardino County Veterans Affairs.

Reflecting on the past 26 months since the Veterans Success Center opened at Cal State San Bernardino, Marci Daniels, director of the VSC, is amazed at how quickly the time has passed and how much the center has accomplished in such a short time.

"Since its official opening in May 2012, my greatest satisfaction has been seeing the student veterans thrive (at this campus) and successfully make the transition from active military to civilian employment," said Daniels. "As a U.S. Army veteran, it has been wonderful working with veterans from the other military branches and learning about their customs and traditions." The center has consistently celebrated with a public tribute and reception on Memorial Day and Veterans Day. In addition, there is an annual celebration for Armed Forces Day, Air Force, Navy and Marine Corps birthdays, including a military ball.

One of the first major moves Daniels and the VSC made after it opened was to reach out to the local community. In August 2012, the center organized a military roundtable, which included high-ranking generals to first-class privates, along with varying levels of civilian authority. "The experience eventually launched the Inland Empire Veterans Education Collaborative and the Inland Empire Veterans Mental Health Collaborative.

From them emerged several training opportunities, including workshops for guidance and career counselors of military veterans, and sessions tackling the tough issues of military sexual trauma and how to deal with veterans' isolation issues.

The VSC has been recognized not just in the region, but nationally. CSUSB has been included in such national magazines as G.I. Jobs Magazine, which named CSUSB as a Military Friendly School four years in a row (2010-2013). And CSUSB was ranked 12th among four-year colleges by Military Times Magazine's "Best for Vets: Colleges in 2010 and again in 2014," and the only campus in the CSU system that ranked in the top 20. In addition, the College of Business and Public Administration's M.B.A program received the "Best for Vets Business Schools" designation in spring 2013.

CSUSB was recognized by Military Advanced Education's 2012 Guide to America's Top Military-Friendly Colleges and Universities and ranked the campus as the top public university in the state in its 2013 Guide to Military-Friendly Colleges and Universities. The magazine also featured CSUSB student Antonio Silva, a U.S. Marine Corps veteran who was awarded the \$15,000 Zapletal Charitable Trust Scholarship, which provided a paid internship as a pharmacy technician at St. Bernardine Medical Center. Silva, who graduated in June, is now headed for the Claremont Colleges Keck Graduate Institute School of Pharmacy.

"I am proud that CSUSB has taken a personal interest in veterans and created a more positive environment in which they can excel in their college career," said Joseph Moseley. "Today veterans are thriving on campus better than ever, we are creating a more positive image for ourselves and we are graduating in higher numbers than ever before." ●



# BRINGING ANCIENT EGYPT TO LIFE

*Generous Donors Create CSUSB's First Fully-Endowed Faculty Fellowship in Egyptology*

*By Julie Bos*

Egypt may be more than 7,500 miles away from Southern California's Inland Empire, but thanks to the generous donations of longtime supporters Pamela and Dr. Benson Harer, Cal State San Bernardino students may soon feel closer to ancient Egypt than ever before.

Earlier this year, the Harers pledged \$500,000 to establish the university's first-ever fully-endowed faculty fellowship, creating a new tenure-track faculty position focused on Egyptology, a longtime passion for the Harers. The new Egyptology professor may be on the job and teaching as early as September 2015.

"This fellowship is a unique and highly generous gift—one that will have a significant benefit for our university," said Andy Bodman, CSUSB provost and vice president for academic affairs. "Our university's Robert and Frances Fullerton Museum of Art (RAFFMA) houses an incredibly rich and important collection of rare Egyptian artifacts and having an Egyptologist on staff will enable us to connect the museum—where the collection is housed—with one of our university's academic programs in a much more direct way."

*Photography by Robert Whitehead*



*Young Egyptologists-in-training jot down information picked up from ancient pieces during a scavenger hunt at the Robert and Frances Fullerton Museum of Art.*

Creating a faculty fellowship specializing in Egyptology also goes a long way in setting CSUSB apart from the other 32 public universities that make up the California State University and University of California systems.

"We are very enthused about this new faculty fellowship and we've gotten a lot of positive feedback about it," said Dr. Harer. "About two weeks ago, we were at a meeting for the American Research Center in Egypt and we heard from a number of Egyptologists that they were very excited about this opportunity. We think we're going to have some excellent candidates applying for the position. It's been a while since anything like this has happened in the field of Egyptology and it's nice that we are able to spark that kind of enthusiasm."

"We're hoping this fellowship will introduce a lot of CSUSB students to a field that they know very little about and give them a chance to see real artifacts and be educated by a highly trained professional," Dr. Harer added. "We also hope this opportunity will spread beyond just the students and become a real asset to the community, too."

### *A Rare and Unique Collection*

The Harers' recent gift to CSUSB is certainly not their first act of great generosity. The couple's family trust has provided a substantial collection of Egyptian antiquities as gifts and on permanent loan to RAFFMA, making these rare pieces accessible to a new generation of San Bernardino students, not to mention their families, the Inland Empire community and Southern California.

The 300 pieces in RAFFMA's permanent collection, including more than 170 from the Harers and another 260 pieces from the couple's collection on extended loan, make up the largest public display of Egyptian antiquities and art in Southern California. The Harer collection also is one of the largest privately-owned collections of its type this side of the Mississippi River.

"We feel that having our collection at RAFFMA is important because a lot of children in the Inland Empire have parents who have never set foot on a college campus or in a museum, so it can be a draw that spreads out far beyond just the university—

to the entire surrounding community—and that pleases us," said Dr. Harer.

The collection has also become the centerpiece for several educational programs at CSUSB and RAFFMA, including a popular summer workshop for local children called "Kids Discover Egypt." Tailored for students in fifth and sixth grades, this two-day, hands-on workshop gives kids the chance to view the antiquities, craft mummy masks, make clay beads using authentic Egyptian molds and even conduct a mock archaeological dig.

"Ancient Egypt is on the California sixth-grade curriculum so every sixth grader—to some extent or another—studies ancient Egypt," said Pamela Harer. "School districts bring busloads of students from all over Southern California to see the ancient Egyptian objects at Cal State because there simply aren't any other collections around locally. We are really gratified that children from many other school districts can come see the exhibits and have their horizons broadened."

Fortunately for CSUSB, the Harers' willingness to share their world-class Egyptian antiquities makes this incredible opportunity a reality.

"The museum-quality Egyptian antiquities from the Harers represent our most important year-round collection. It's something people really enjoy," said Eva Kirsch, director of RAFFMA. "More than half of our visitors come here to see this collection and many of those are groups from local schools, plus families and other individuals. Yet despite this collection's steadily growing popularity, a lot of people still don't know that we have it here. However, once people find out about it, they really enjoy and appreciate it. By providing a faculty fellowship, the Harers help secure the future of the collection and ensure community interest for years to come."

### *Long-Time Supporters of CSUSB*

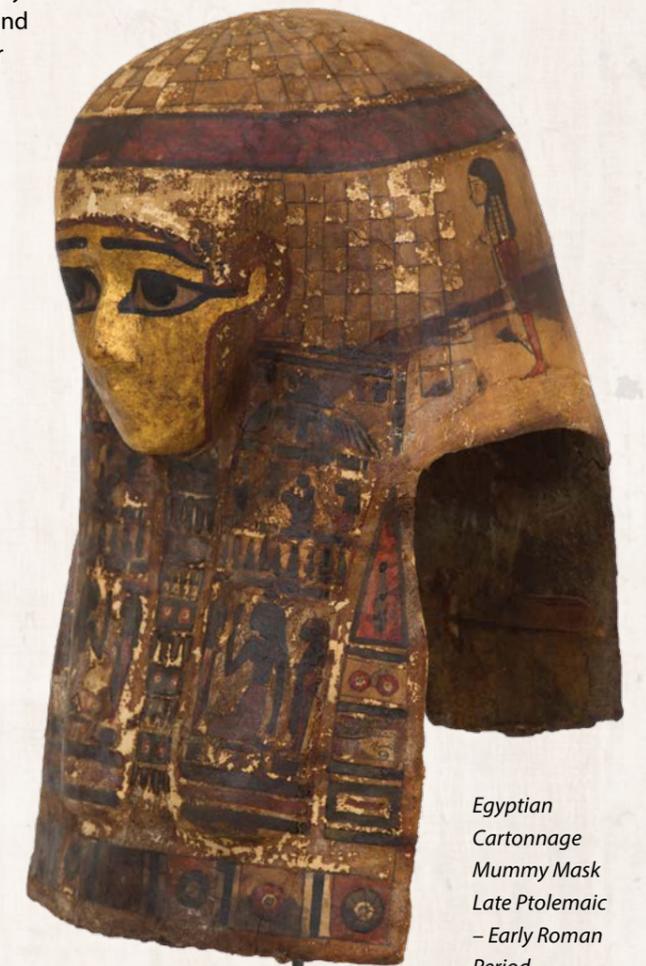
With a collection this impressive, the Harers could have made any number of universities and museums the grateful beneficiaries; but they chose CSUSB to support a community they know and love.

A retired obstetrician and gynecologist, Dr. Harer

lived in and maintained a practice in San Bernardino for more than 30 years and served as medical director at Riverside County Regional Medical Center. He also moonlighted as an adjunct professor in Egyptology at CSUSB and holds the distinction of receiving the first honorary doctorate ever bestowed by the university in 2001.

"Not only do we have some affection for the city and community, we have watched the growth of the university from its very inception and have appreciated what it is doing both for students and the community," said Dr. Harer.

Sharing her husband's passion for Egyptology is Pamela Harer, JD., who not only raised their four children but also practiced liability defense law in the Inland Empire for 20 years. Today, Pamela also has another great passion—an appreciation for historical children's books. Over the years, she has become a leading authority on the subject and has shared her rich collections with libraries and museums around the country.



*Egyptian  
Cartonnage  
Mummy Mask  
Late Ptolemaic  
– Early Roman  
Period*

"I collect historical children's books that were published very early—before they had children's books really," she said. "I'm most interested in books from the 17th and 18th centuries and I'm currently preparing an exhibit of Soviet Russian books for the University of Washington this summer."

There's no doubt that the Harers' appreciation for art spans a variety of forms and cultures. Fortunately, CSUSB students and the local community are among the lucky ones who live close enough to enjoy the fruits of this couple's lifetime efforts.

### A Passion Is Born

Dr. Harer's fascination with ancient Egypt began decades ago—when he was a child. The spark was further fanned when, as a young medical resident at the University of Pennsylvania's hospital in Philadelphia, he would often take his breaks by walking the hallways of the university museum. He started collecting pieces in 1955 with the purchase of a scarab necklace for Pamela.

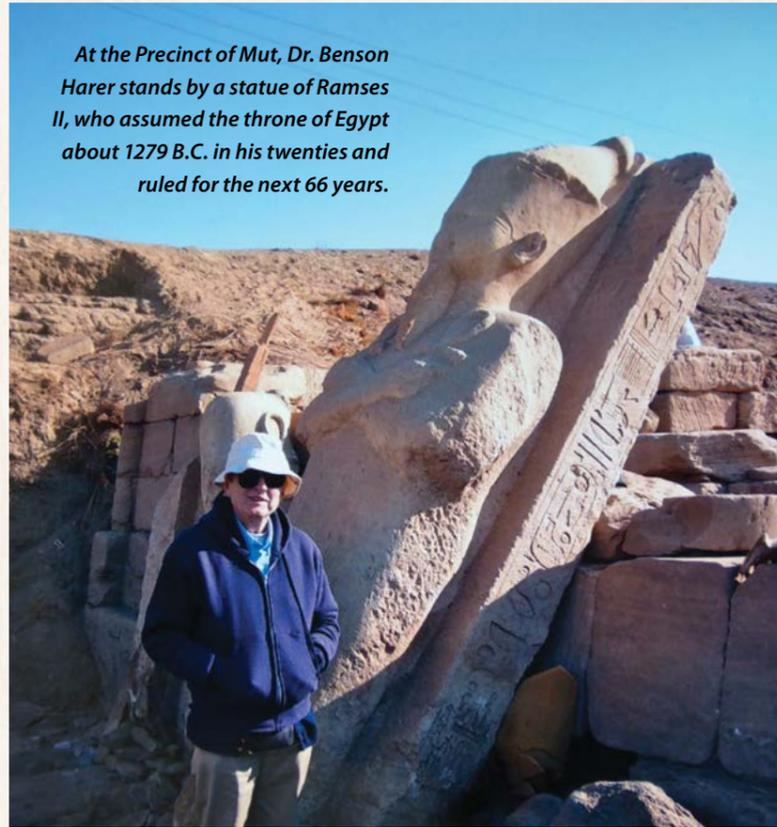
That passion was elevated when the couple acquired an Egyptian collection, which originated in 1895 with Anthony Drexel Jr., son of the 19th-century banker from Philadelphia who is credited with establishing Wall Street. This ultimately became the start of the Harer Family Trust Collection in the 1970s.

Along the way, Dr. Harer's zeal for ancient Egypt never wavered. He was the first non-professional to become a governor of the American Research Center in Egypt, while also serving eight years on the executive committee. Until recently, he has also explored with the Berkeley Theban Mapping Project and excavated in Egypt with the Brooklyn Museum expedition to the Mut precinct in Karnak every year since 1981. He is recognized internationally as an authority on ancient Egyptian medicine with numerous articles and lectures, and was an adjunct professor of Egyptian art at CSUSB.

"I certainly don't need any excuse to go to Egypt," said Harer. "I love it that much."

In fact, during one of Dr. Harer's excavations in 1979, he had the rare opportunity to help a local Egyptian doctor successfully deliver a baby for a 15-year-old girl in a rural village. Believed to be demon-possessed, the girl was actually suffering from eclampsia, the most severe form of toxemia in pregnancy and a potentially fatal condition. Thanks to Dr. Harer's medical knowledge and experience, a healthy baby boy was born—and Harer enjoyed a unique glimpse into the customs of this rural Egyptian culture.

Now retired and living in Seattle, the Harers have loaned parts of their collection to major shows in dozens of museums



*At the Precinct of Mut, Dr. Benson Harer stands by a statue of Ramses II, who assumed the throne of Egypt about 1279 B.C. in his twenties and ruled for the next 66 years.*

all over the world.

"The ancient Egyptians believed 'You can take it with you' and they certainly tried; that's why the world has so many rich treasures of their civilization," said Dr. Harer. "However, Pamela and I realize we can't take anything with us, so we might as well dispose of things in a way that we find gratifying while we can." ●

*Freelance writer Julie Bos has written for magazines such as Toastmaster, Workforce and Lab Talk. She lives in Anaheim Hills, Calif.*

**On July 1, 2014, while the magazine was in production, Pamela Harer passed away. We extend our sympathies and support to her husband, Dr. Benson Harer and their family. We wish to thank them for their long-time and generous support of Cal State San Bernardino and the Robert and Frances Fullerton Museum of Art.**



# Determination

It began when they traded a few tools for a pregnant pig to start a hog farm. Eventually, they became local business leaders. At least that's how life worked out for Jesus Cardenas and his wife, Luz, founders of Cardenas Markets. There was nothing but gratitude and humility in Luz as she and her late husband were honored with doctorates of Humane Letters during CSUSB's commencement ceremonies in June. While their numbers are impressive—30 stores and 3,000 employees in two states—the honor further celebrates the couple's business and philanthropic efforts in the community. Credit the vision and sacrifice of an immigrant couple deter-

mined to make a difference. Their commitment to support health and education through organizations such as the Cardenas Market Scholarship Foundation has made them industry leaders who personify the American Dream. Like the Cardenases, Hardy Brown didn't necessarily choose where he had come from. A child of the segregated South, Brown was in search of a better life when he moved to California, where he became a publisher, philanthropist and journalist, as well as an advocate for the Inland Empire's African American community. The Brown Publishing Company and the California Black Media were both started by Brown. Brown

also started the Black Voice Foundation, which runs programs that educate and preserve the African American legacy and offers a college internship program for local students. On June 14, 2014, CSUSB awarded him an honorary doctorate of Humane Letters for his contributions to the community through the Black Voice News and the Building Better Communities program. "We cannot choose where we come from," he had said in his commencement speech delivered by his daughter, Paulette, "but we can choose the direction we are going." ●

— Hannah Wagner



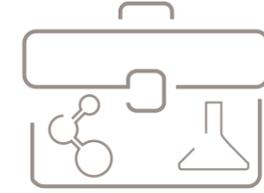
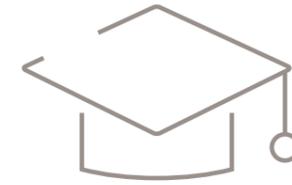
# College routes

*The 2014 outstanding alumna for CSUSB's College of Natural Sciences reflects on the journey that took her from the lab to law.*

By Sam Romero

In 1997, Paula Estrada de Martin was just getting to know New Haven, the Connecticut town they said “was large enough to be interesting, yet small enough to be friendly.” Friendly. She could only hope. New Haven was home to Yale, her new college home, a campus whose ivy had always seemed greener and more abundant than at almost any other institution of higher learning on earth. It can make one wonder. She’d just earned her bachelor’s and master’s degrees in biology at Cal State San Bernardino and also had been named the outstanding undergraduate in CSUSB’s College of Natural Sciences in 1995. Still, she wondered if she was prepared, if success at Yale would come, if she’d be accepted.

Richard Fehn had wondered how Yale would see her, too. But the CSUSB biology professor had no doubts about her scholarship.



Paula had come away from her years at CSUSB with more than she had realized. Among other things, her courses with Fehn had been laced with small but precious lessons in histology. In this study of tiny animal and plant structures examined under a microscope, Fehn had taught Paula – as he did all of his students – the fundamentals, showing her how to spot certain cell types, for instance, so that she wouldn’t need to memorize. It was a handy set of tools for an undergrad, and as Paula trained to teach first-year medical students as a requirement for her second year at Yale, Fehn’s lessons in histology came rushing back. Her Yale classmates appeared to struggle with identifying these cells. Yet Paula breezed along. “Oh, yeah,” she recalls telling her classmates as they worked, “It’s this, this and this,” and her doubts about making it began to pale.

Yale was more than 10 years ago now. Paula has since left the cozy streets of New Haven for New York City verve.

And the science she learned at CSUSB and Yale has been absorbed by a juris doctorate from New York Law School and life as an attorney in intellectual property with WilmerHale, a Big Apple firm that plays big league law.

Every morning about 7:30, Paula heads out her Harlem home door and picks her way through the crowds in downtown New York, where her WilmerHale office at 7 World Trade Center offers a stunning sight of the Brooklyn Bridge.

The senior associate’s work is litigation support, drafting motions, submitting arguments, conducting depositions, handling much of the blizzard of paperwork traded between opposing sides before trial.

Talking to expert witnesses is where the science training has been an advantage. “You’re deposing scientists from the other side. You’re able to understand what they’re talking about,” Paula says. “It also helps us establish really good relationships with experts, because they trust us. They don’t think of [me] as just a lawyer. They think, ‘Oh, you’re like me. You’re a scientist,’ even though you have a J.D.” Now, the J.D. and the science are leading to new work. Paula just said yes to the law firm

*If these halls could speak, what stories they might tell of Paula Estrada de Martin toiling in a second floor Biology Building lab until 4 a.m., or of her and a classmate sneaking a chalkboard downstairs so that their professor could hold class outdoors.*

Baker Donelson in New Orleans, and, in September, will begin work on establishing the company's life sciences practice.

She is still amazed today at where her career has landed, and says that she would never have arrived there were it not for Richard Fehn. He died of cancer in 2007. But over time he had become as much a second father and sure stream of lucidity for her as he was one of her professors.

She had talked to him routinely. When she was in a quandary over whether to leave science and make what might have seemed that crazy leap to patent law, she called him. "For every major life decision that I made, I was calling Rich." One day, she told him all about this man named Tom Martin, a young writer whom she'd met at Yale. She and Tom have now been married

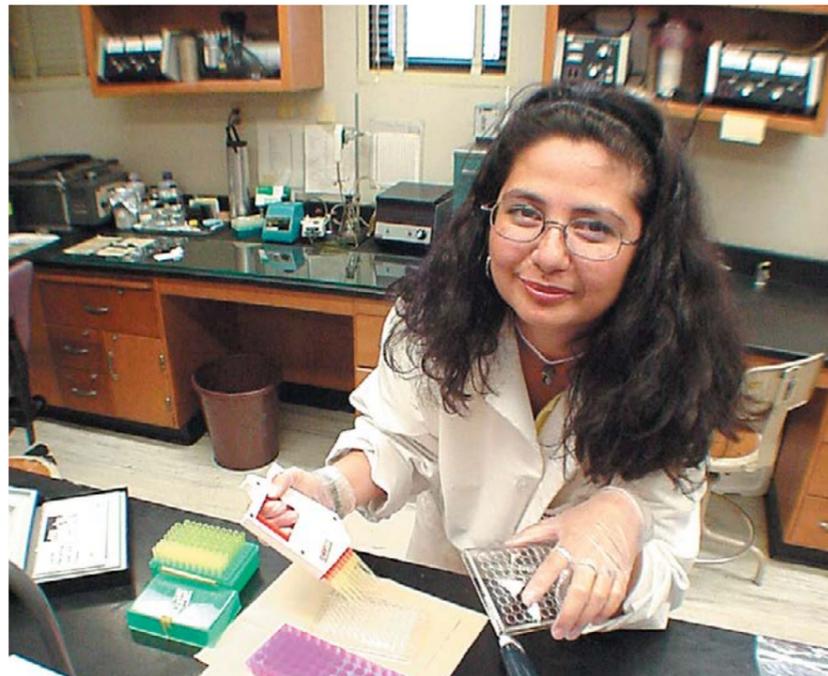
for 10 years, keeping pace with their dog and four cats.

Fehn had always championed, she recalls, leaving "yourself open to how things work out in your life. ... You have to go with what drives you passionately," and when it comes to what college you attend or what college you've come from, Fehn had said, you can't worry about what is lauded as the "right" pedigree. He told her what she, as an adjunct professor at New York Law School, now tells her students who may not have attended a big name college.

Whatever their background, what they need to tell themselves is, she says, "It's what I can do. It's the skills that I have that count the most. And that usually tends to win out over pedigree anyway." ●



*Named the CSUSB College of Natural Sciences' outstanding alumna for 2014, Paula addressed students at the college's commencement ceremonies in June.*



*On a trip from Yale in the late '90s, Paula visited her old laboratory at CSUSB.*

The security of your identity usually doesn't cross the mind when you're going to your friendly neighborhood Target. In December 2013, however, Target suffered a massive data breach. It was not long before the company announced a \$5 million plan to educate shoppers on how they can protect their identities.

While Target has since reconfigured its fight against cyber attacks, The Wall Street Journal reported last December that nearly 200 schools that offer cybersecurity programs have been certified as national centers of academic excellence through the National Security Agency. Cal State San Bernardino is one of those centers.

To say the least, issues of cybersecurity certainly aren't going unnoticed. In February, the National Science Foundation awarded Cal State San Bernardino a grant for \$485,000 to help the university further develop a bachelor of science degree in cybersecurity and a master of science degree in national security studies with a concentration in cybersecurity. The investment is just one part of a larger goal. An independent federal agency that promotes the progress of science, one of the NSF's main initiatives, according to its website, is to secure America's national defense.

Mark Clark, a professor of political science at CSUSB, and Tony Coulson, a professor of information and decision sciences, said the grant will be a way to enhance students' resources and give them the opportunity to now major in specific areas of cybersecurity.

Up to now, students have had to go through two separate programs to be completely qualified in the field. The new degrees, Coulson said, will make things a lot easier for students. The B.S. in cybersecurity will launch this fall,

while the university plans to offer the M.S. in national security studies in fall 2015.

Students are just as enthused as their professors about the NSF grant, even though they have to remain somewhat

"The question is not why, but rather when," said Coulson, speaking of the anticipation of employers desperate for well-trained students. "They need the talent now." Graduates of these programs will be trained to get techni-



anonymous about their enthusiasm due to the nature of the work in cybersecurity and national security studies.

"It provides students with the opportunity to earn an affordable yet highly competitive degree," said Chris, a student in CSUSB's national security graduate program. She added that "the grant has supplied students with faculty members who are distinguished both by their academic credentials and professional experience."

What separates these two degrees from others, Clark and Coulson said, is that most programs specialize in the technical field of cybersecurity or in the analytical field of national security and intelligence. The CSUSB programs combine the two for a new way to integrate technical and analytical writing skills.

Ana, another national security studies student, added, "The merger of these programs also gives students the best of both worlds, offering students opportunities for employment in two united but distinct areas of concentration."

cal information across to nontechnical people and help them make good decisions.

The truth is, according to usnews.com, cybersecurity attacks happen everyday. With the vast growth of the internet and new technologies, and with estimates that the U.S. will need 4 million more cybersecurity professionals by 2017, experts have said there must be just as much growth in education for cybersecurity and intelligence. The NSF is actively working to get higher education on the right track to produce quality professionals in those fields. CSUSB will continue to enhance its cybersecurity and intelligence programs, reinforcing the reputation it has had for years as one of the best programs in America. ●

*Theresa White served as an intern in the CSUSB Office of Public Affairs in the winter of 2014. In June, she graduated with her bachelor's degree in communication studies.*



# First Class

Inside the student union at Cal State San Bernardino's Palm Desert Campus, there is a popcorn machine. Thing is, last September, when PDC welcomed Coachella Valley students to campus for the fall 2013 quarter, few students, staff and faculty around campus paid much attention to the machine. They may not have even known it existed. Least of all David Maynard.

Maynard, a chemistry and biochemis-

try professor at CSUSB since 1993, took the helm at PDC as interim dean after Fred Jandt, the campus's dean since 2003, retired in January. Jandt had guided the campus through 10 years of incredible growth between the addition of new permanent buildings, new academic programs and today a crop of new students that have made history for the Coachella Valley. When the Palm Desert Campus welcomed its

first freshman class last fall, it became the valley's first four-year university, the new students made an impression on campus, and now the popcorn flies.

"You can always smell fresh popcorn popping," says Maynard. "When you go to the student union, from 11 a.m. to 4 p.m., there's always a congregation there, which you just never saw before."

In this first year, 106 freshmen took lower division courses, classes at PDC

started as early as 8 a.m. and by 10 a.m. the parking lot would be full.

"There's a lot more people here during the day," Maynard says. "Before the freshman class came, it was predominantly Osher." Maynard was talking about PDC's Osher Lifelong Learning Institute, which brings men and women over the age of 50 to campus during the day for classes that can run the gamut – from photography, to Shakespeare to the Gnostic gospels to heady discussions of stem cells.

In loose terms, daytime hours at PDC now feature a mingling of unlikely schoolmates. At opposite ends of the educational spectrum are, on one side, 18-year-olds learning so that they can graduate, go to work and carve out their lives. On the other side, the students at Osher have come to the rich and full realization that, in the middle of or after long careers and raising families, learning should never end.

Maybe rubbing academic shoulders with these older students rubbed off on this first freshman class. This younger set arrived at PDC with a 70 percent remediation rate, which means – before their first term – many had to take summer remediation classes that prepared them for college English or math. But in their first fall quarter 2013, the

106 freshmen – who'd barely begun that trepidation from high school habits to the demands of college – posted a quite respectable 2.95 GPA.

"All the homework we have to do," said Selena Gomez, a psychology student from La Quinta who's changing her major to chemistry. That was the big adjustment for her. "It's just so much and I wasn't used to it."

Gomez was born and raised in the Low Desert and today lives in La Quin-



to have gone well for this class, says Maynard. "I just think they really enjoyed the freedom of being a college student. It's just a different experience than high school."

And a heightened experience at that. The first freshman class has grabbed some headlines in the Coachella Valley. One article in *The Desert Sun* said that this freshman class was an "inspiration." A 2012 U.S. Census report showed that less than 25 percent of all Coachella Valley residents 25 and older held a bachelor's degree.

"Expanding the Palm Desert Campus to four years should improve that rate ...," said the editorial. The editorial also said that it was just a matter of time before the Palm Desert Campus became a full-fledged CSU, and Palm Desert mayor, Jan Harnik, said Low Desert students need this campus. "It's an opportunity for students to go to college and stay at home."

Still, the convenience of a four-year college in or near their hometowns has not eclipsed the significance of what it has meant personally for these young students to walk the PDC.

"I just feel like it's an honor," says Gomez, "because we're going to be remembered as the first freshman class, and we're getting a lot of attention because of it." ●

ta, about a 20-minute drive from PDC. After high school, Sacramento State had looked like a good place to land for college. But the cost and distance were greater than she'd anticipated. Then she got a call from a Palm Desert Campus freshman adviser, who told Gomez that the campus was enrolling its first freshman class. She visited the campus and liked what she saw.

The adjustment to college life seems



Festivals are by design a gathering of two or three good excuses, called a theme, to reap some joy. The Arts and Music Fest at Cal State San Bernardino in May was just that. In this Feast of Eyes and Ears, a chalk-walk, art demos, dance and music along Camphor Way, Latin jazz bands, including headliner Mongorama, exhibits at RAFFMA and food all converged in the late afternoon and into the evening. Some 4,000 people came to the festival, which will return next spring.



Photography by Corinne McCurdy



# 200 Strong

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# calendar

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California State University, San Bernardino offers a variety of arts and entertainment events throughout the year. It may be best to confirm an event at the number listed.

## theatre

Theatre.csusb.edu. (909) 537-5884

### THE THREE MUSKETEERS

Ken Ludwig adapted from the novel by Alexander Dumas  
Directed by Tom Provenzano

November 14 - 23, 2014

"The Three Musketeers." When young d'Artagnan begins his quest to become a Musketeer, he befriends the legendary Three Musketeers - Athos, Porthos and Aramis. To his dismay, d'Artagnan's younger sister tags along and joins in adventures as they set out to free King Louis XIII from influence of evil Cardinal Richelieu and the conniving Milady. Family-friendly play. Nov. 14, 15, 20, 21 and 22 at 8 p.m., and Nov. 15, 16, 22 and 23 at 2 p.m. Performing Arts Building, Barnes Theatre. General admission \$15, senior citizens, military and CSUSB Alumni Association members \$12, students with I.D. \$6.

## art exhibit

Raffma.csusb.edu. (909) 537-7373

"Bridging Homeboy Industries: Fabian Debora, Alex Kizu, and Juan Carlos Muñoz Hernandez." Oct. 6, 2014-Jan. 31, 2015. Painting, sculpture, and collaborative work by artists who share roots in East L.A. neighborhood of Boyle Heights. Free. Suggested donation \$5. Parking \$5. Museum hours: Monday, Tuesday, Wednesday, Saturday 10 a.m. to 5 p.m.; Thursday 11 a.m. to 7 p.m.; closed Friday and Sunday.

## music

Music.csusb.edu. (909) 537-7516

**Small Ensembles Night.** Oct. 17, 7:30 p.m. Performing Arts Recital Hall. General admission \$11, senior citizens \$9, students \$6.

**CSUSB Jazz Ensemble.** Oct. 23, 7:30 p.m. Performing Arts Recital Hall. General admission \$11, senior citizens \$9, students \$6.

**Music Tuesday.** Oct. 28 and Nov. 4, 12 p.m. Performing Arts Recital Hall. Free.

**Swing Night at SMSU.** Nov. 18, 7:30 p.m. Santos Manuel Student Union Events Center. General admission \$11, senior citizens \$9, students \$6.

**CSUSB Jazz Combo.** Nov. 19, 7:30 p.m. Performing Arts Recital Hall. General admission \$11, senior citizens \$9, students \$6.

**Opera Scenes Concert.** Nov. 20, 7:30 p.m. Performing Arts Recital Hall. General admission \$11, senior citizens \$9, students \$6.

**CSUSB Vocal Jazz.** Nov. 21, 7:30 p.m. Performing Arts Recital Hall. General admission \$11, senior citizens \$9, students \$6.

**CSUSB Chamber Winds and CSUSB Symphonic Band.** Nov. 24, 7:30 p.m. Performing Arts Recital Hall. General admission \$11, senior citizens \$9, students \$6.

**CSUSB Concert Choir.** Nov. 25, 7:30 p.m. Performing Arts Recital Hall. General admission \$11, senior citizens \$9, students \$6.

**Fall Showcase—CGU Early Music Ensemble.** The Claremont Graduate University Early Music Ensemble performs Dec. 2, 7:30 p.m. Performing Arts Recital Hall. General admission \$17, senior citizens \$13, students \$11.

**CSUSB Chamber Orchestra.** Dec. 4, 7:30 p.m. Performing Arts Recital Hall. General admission \$11, senior citizens \$9, students \$6.

**Student Chamber Concert.** Dec. 8, 7:30 p.m. Performing Arts Recital Hall. General admission \$11, senior citizens \$9, students \$6.

## special events

### FREE SUMMER MOVIES

icontrner@csusb.edu (909) 537-3447

Movies on the Lawn. All showings at 8:30 p.m. on CSUSB's Pfau Library lawn. Free admission and complimentary parking in Lot D. Bring a blanket or lawn chair and enjoy the show.

**Aug. 28:** "The Amazing Spider-Man 2." Dress as your favorite superhero, donate a book to the library and have your picture taken with the characters. Pastrami sandwiches will be sold.

**Sept. 18:** "Maleficent." Taco stand also available.



### SUMMER WEDNESDAYS

Arena.csusb.edu. (909) 537-7360

**July 30: Claremont Voodoo Society.** A collective of great musicians playing originals and obscure covers of gutbucket blues, rock, and epic ballads in the manner of Van Morrison and Muddy Waters. July 30, 7 p.m. Lower Commons Plaza. Free admission. Free parking in Lot D. Bring lawn chairs, blankets, picnic baskets.

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