

CSUSB



MAGAZINE



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résumé

know the talent

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networking

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Interviews

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Coyote Careers



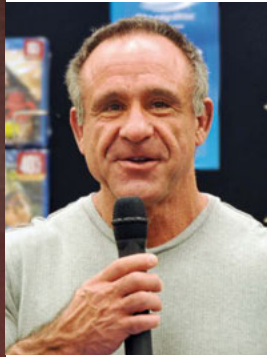
job market
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CoyoteCareers became more than a way to land a job for Amanda Sanders and Branden Hodges. Here, in this innovative program, relationships grew. Between CSUSB alumni and the people who run CoyoteCareers, new CSUSB graduates are discovering that getting work in a stingy job market isn't only about what you know or who you know. It's also about finding out who you are.

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president's observations



Passing on the torch

From the time that my wife Marilyn and I arrived at Cal State San Bernardino in 1997, it was clear that we would like to make this our home for as long as the campus and community would have us.

With the confidence, trust and warm reception we received, on top of the university's great promise, we knew we were in the right place, especially as we quickly fell in love with the university's mission, the staggering diversity and needs of the student body, and the vital role of this campus in the communities we serve.

After 14 years as CSUSB's president, it's time to pass the torch to a new steward. While I continue to enjoy the many roles and opportunities associated with being president, I'll retire after the current academic year. California State University Chancellor Reed asked that I remain in office until a new president is chosen and on board, which will follow a search that begins next January. Of course, I agreed.

CSUSB is fortunate to have an extraordinary group of vice presidents and deans who've been quite insightful and collaborative with one another, plus excellent faculty and union leadership, and well-intentioned faculty sen-

ates. All have been pivotal in our ability to succeed, especially in light of the budgetary shackles that have limited the university's full development. They deserve my lasting appreciation for crucial contributions and support virtually from the day I joined the university.

I'm quite proud of what the university has achieved – and how we're now positioned to be a launching pad for far greater excellence. I'm particularly proud that our campus opens the doors of opportunity to families and communities underserved in the past – with an astonishing 70 percent of graduates the very first in their families to finish college – which is 3-4 times the rate of most other institutions.

These students also graduate following an excellent CSUSB education. In fact, along with several hundred other colleges and universities across the nation, we measure "the value added" by an undergraduate education by use of the Collegiate Learning Assessment, a sequence of tests in critical thinking, written communication and other dimensions which measure student learning in the freshman and then in the senior year. These tests demonstrate that the "value added" by a CSUSB education ranks at the 96th percentile nationally – or said differently, among the top 4 percent of the hundreds of participating colleges and universities.

CSUSB has also seen countless other major achievements over the past decade, including records in enrollment, diversity of faculty and students, grant and contract funding, overhead funds, fundraising, international program development, and the addition of more than 1.5 million square feet of buildings, modernizing of science facilities, establishment of a 21st century infrastructure, and the creation of a four-building Palm Desert Campus without the use of state funds.

We've also significantly improved student retention rates, ranking among the leaders for first-to-second year re-

tention among all CSU campuses, and we're among the leading CSU schools in retaining African American and Latino students.

Given recent funding issues, it's quite remarkable that we perform at a level in which the Princeton Review and Forbes rank us among the 25 percent best colleges and universities in the United States, and U.S. News and World Report places us in the top tier of the West's best. We've also been named to the President's Community Service Honor Roll for five straight years.

And CSUSB is one of only four universities in the U.S. selected by European CEO Magazine as among the World's 18 Most Innovative Business Colleges.

Our President's Academic Excellence Scholarship program, which awards handsome scholarships to San Bernardino County high school students who rank in the top 1 percent of their graduating classes, has awarded this prestigious and lucrative scholarship to more than 300 students since we initiated the program in 2002.

Despite the financial storm inflicted by ongoing budget cuts, I've never been more proud of what CSUSB faculty and staff contribute to the lives of our students and the wholesome way in which they work as colleagues.

Thank you all for your kindnesses, involvement and commitment to CSUSB, its mission, and, most importantly, to the students we serve. We hope that you will continue to honor the university through your generous support.

As I start my final year as president, let me say as I did when I first came to Cal State San Bernardino in 1997, "I deeply appreciate your trust and confidence."

A handwritten signature in black ink that reads "Albert F. Karnig". The signature is written in a cursive, flowing style.

Albert Karnig
President

Ripples

By Clare Van Loon

Steinbeck, Frost, Kafka and Dickinson were all marvelous artists, but all of them were dead by the time I read them. James Brown is very much alive, and when he read from his latest book, "This River," at the Redlands Barnes and Noble in April, he shared from his writings some reasons he probably should not be.

Brown, a professor of English at Cal State San Bernardino, had garnered critical acclaim and the Publishers Weekly designation, Best Book of the Year, in 2003 for "The Los Angeles Diaries: A Memoir." As he read that Saturday in April from its sequel, "This River," his sun-leathered appearance and down-to-earth manner seemed far from a pioneering professor of memoir writing and successful award-winning author. Indeed, his naked prose revealed a soul struggling to weather the maelstroms of life in the shadow of his mother's mental illness and his own drug and alcohol addictions.

The devastation these caused in his life was deepened, in his adult years, by the suicides of first his brother, Barry, and then his sister, Marilyn. By his thirties, Brown's life was beginning to fall apart. He had graduated college and become an English professor. However, the addictions continued to take their toll, costing Brown his first marriage and eventually landing him in medical detox. All the while, the tide of events threatening his life continued to rise.

In "This River," he recounts a thwarted suicide attempt with his father's Remington twelve-gauge shotgun; describes the leap from a moving vehicle as his second wife drove him toward the mental ward of San Bernardino County Hospital; details how he carried a loaded gun when he purchased drugs on the streets of San Bernardino. He also credits his wife and friends with intervening to save him from self-destruction.

After years of battling alcoholism and drugs, and relapses too numerous to count, Brown has arrived, finally, at a place of sustained sobriety. His first memoir came to the attention of The Partnership at Drugfree.org, which has chosen him as a spokesperson pro tem. His blog appears, as have videos he's made for Partnership, on the organization's website. Brown and The Partnership have recently opened dialogue on a Barnes & Noble book tour, sponsored by the Partnership, covering eight stores in California.

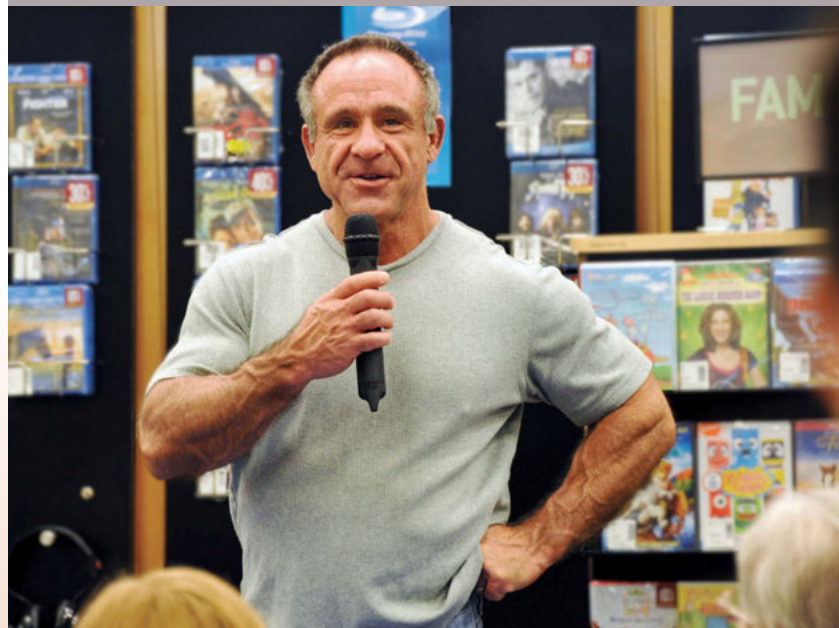
In addition, 13e Note Publishers (Paris, France) recently expanded its prestigious list of authors, which boasts such names as Tim O'Brien and William Burroughs Jr., to include Brown. The publisher's purchase of the French rights to "The Los Angeles Diaries" will position Brown on the international radar as early as this June, when the book debuts in France.

And yet, the radical transformation from down-and-out to highly marketable, high-profile writer has not eclipsed in Brown a sense of other priorities in life. "Wonderful things have

update on cal state



Watch James Brown talk about his fight to kick addictions to drugs and alcohol in a video produced for The Partnership at Drugfree.org. Then hear how – as a young man – he decided to pursue college amid his addictions and the challenges that come with a family life off the rails. See the online July edition of CSUSB Magazine at magazine.csusb.edu.



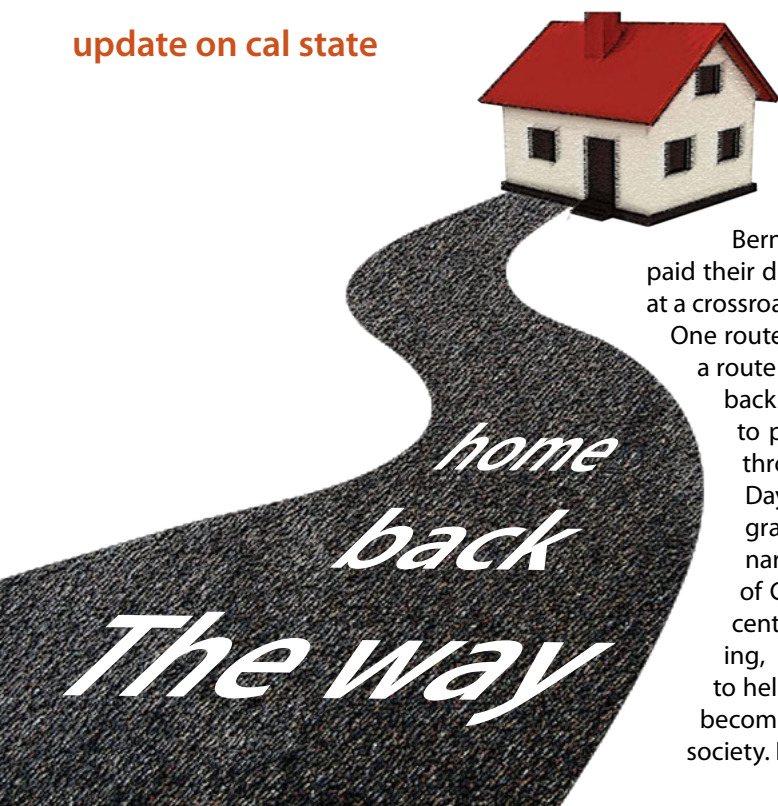
come into my life as a result of my sobriety, which I consider a gift," Brown says. "I'm able to spend time now with my sons and be there for them in a way I never really could be. I'm able to be a far better husband. ..."

The journey to this point has been long, and involved learning some important lessons. "I kept thinking that my life was my own, but I've come to realize that my life is inextricably attached to the lives of others, and that when I do something, it has a ripple effect on their lives. So, I've become – I like to think – more careful and cautious with my behavior."

His writing process, which involves the recollection and recording of painful events, allows him to "put into perspective myself in relation to my loved ones." His hopes for his writing are simple. "If I can reach a few struggling alcoholics and a few struggling addicts, that would be a very special and great thing." It is this desire that also spurs him to speak about addiction with inmates at Glen Helen Rehabilitation Center, a San Bernardino County facility that houses men and women sentenced to county commitments. This same desire will, in part, inform his next book, which he envisions as "a personal journey between a father and son."

At long last, Brown is finally swimming in the river, not drowning. ●

Clare Van Loon is a freelance writer living in Redlands, Calif.



They are returning San Bernardino residents who have paid their dues to society and are now at a crossroads.

One route would be to do nothing – a route that would likely lure them back to the ways that led them to prison. But another route is through the San Bernardino Day Reporting Center, a program from Cal State San Bernardino's Center for the Study of Correctional Education. The center offers parolees training, education and counseling to help them transition back into becoming productive members of society. It's also giving them hope.

That kind of success will also benefit the city, which is home for many of the parolees. According to a 2008 Cal State San Bernardino survey of about 180 parolees living in the city, nearly 95 percent of them were originally from San Bernardino – a far cry from the belief that the prisons and courts were dumping parolees from other areas into San Bernardino.

The San Bernardino Day Reporting Center, which is funded by a \$1.2 million, three-year grant through the California Department of Corrections, is expected to serve up to 300 recently paroled men and women per year over a three-year period, said professor Carolyn Eggleston, who serves as the

In Memoriam

Following the recent passing of *Antreen Pfau*, wife of CSUSB's founding President John Pfau, the Pfau family and the university reaffirmed their call to contribute to the Pfau Family Scholarship Fund, which was established in 2002 to support CSUSB students. Antreen Pfau passed away Aug. 17 at the age of 93.

"A college education is so very important and it opens so many doors, particularly during these tough economic times," said Madelaine Pfau, daughter of Antreen and John.

After graduating from the University of Chicago, Antreen worked as a bio-medical editor at Argonne National Laboratory in Chicago, at Lawrence Livermore National Laboratory in Berkeley and then at City of Hope National Medical Center in Duarte, Calif.

She traveled to Southern California with her husband in the early 1960s, when the couple came to establish the newest state college campus. John Pfau was named president in 1962, and California State College at San Bernardino officially opened its doors in 1965.

Antreen and John Pfau lived in San Bernardino for 36 years, including 17 after John Pfau retired as president. During their time in the community, Antreen was active in many civic and charitable organizations, including Valley Concert Association, San Bernardino

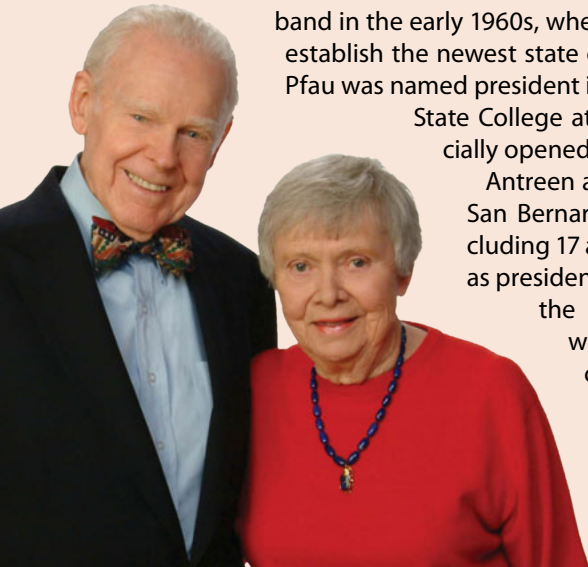
Symphony Association, the San Bernardino Chapter of National Charity League (president 1967-68), Arrowhead Allied Arts Council and the first CSUSB Faculty Wives Club. She and her husband retired from service to CSUSB in 1982 and they relocated to Napa in 1999.

Besides her husband, Antreen is survived by her daughters, Elly and Madelaine, as well as Madelaine's husband, Charles Jones.

Donations to the Pfau Family Scholarship Fund should be directed to the CSUSB Philanthropic Foundation, Pfau Family Scholarship Fund, California State University, San Bernardino, Office of Development.

Eric McAllister died on Saturday, Aug. 27, three days shy of his 87th birthday. He was one of the original faculty members of CSUSB's newly formed information and decision sciences department in the College of Business and Public Administration.

Rose Brown, mother of Jack Brown, who is the namesake for Cal State San Bernardino's College of Business and Public Administration Building, passed away Aug. 20 at the age of 91. Rose Brown raised her only child, Jack, on her own after her husband died when she was just 26. Her story as a single mother inspired the Rose Brown Scholarship, established at CSUSB in 2000. The award is reserved for single parents no less than eight years out of high school, who have at least a 2.5 GPA and whose children are high school age or younger. Born in Cucamonga, Calif., Rose Brown lived in San Bernardino for the past 65 years. ●



grant's principal investigator and is a co-director of the CSUSB Center for the Study of Correctional Education.

The goal, she said, is to reduce recidivism through community reintegration that works. When that happens, public safety improves. "We want to help parolees successfully reintegrate into their communities after being released from prison."

The center provides post-custody services, including case management with transition plans; substance abuse education; courses in criminal thinking, anger and aggression, and pro-social relationships; and general and vocational education.

Under the grant, the center will track

and evaluate how many parolees find work or enroll in schools, such as trade schools, community colleges or adult schools, so that they're better prepared once they complete the program. It also will watch how many parolees continue to work, live in stable housing, avoid illegal substances and complete the program successfully.

The San Bernardino Day Reporting Center is one of only nine in the state and the lone one operated in cooperation with a university. Seven are for-profit operations and the eighth is in Santa Barbara – contracted through the Santa Barbara County Sheriff's Office.


Founded in 1993, the CSUSB Center for the Study of Correctional Educa-

tion is the only organization of its kind working to support teachers and administrators who teach in confinement institutions and alternative settings worldwide.

The center has already seen some successes. Employers have approached the center looking for workers, said Eggleston, who added that a construction company recently hired about 25 of their clients for temporary work.

"The program only goes for a month, but the potential is there," Eggleston said. "Every little bit helps." ●

Standing O



While a president's work is far too busy and even farther from done, it does eventually have to come to an end. With his wife Marilyn (far left in yellow jacket) standing in full support, CSUSB President Albert Karnig announced at convocation in September that their work at the university would be done at the close of the academic year. For that dedicated work, he drew an extended standing ovation from the more than 1,000 campus staff and faculty in attendance. Read President Karnig's thoughts on retiring in his column on page 2 in this issue of CSUSB Magazine.

Working in Jamaica

By Vanessa Mejia

For nine days in mid July, a group of Cal State San Bernardino nursing students willing to work hard and give back did some learning beyond the classroom. Way beyond.

Asma Taha, an assistant nursing professor at CSUSB, took eight of her nursing students on their first student outreach trip to Jamaica, where they had the opportunity to practice a number of different nursing techniques. The group visited health centers, hospitals, an infirmary and an orphanage, where they provided health assessments, checked blood sugar, vaccinated children and even participated in a wound clinic and performed different dressing changes.

The limited amount of resources handicapped their work, said nursing student Danielle Snyder. They lacked, for example, blood pressure machines and ultrasound dopplers used to detect fetal heart rates. So the students performed many of their tasks manually.

"So now I know I could respond in an emergency, and know I can work without fancy machines," Snyder said.

The conditions facing the Jamaican nurses and patients are serious, said Snyder. Because the hospital is free, the resources are stretched to accommodate everyone, making the trip a humbling experience to see the extreme work nurses do for little pay.

In the orphanage and infirmary, CSUSB students saw patients that had been abandoned with no caregivers. But they witnessed the impact physical touch had on patients. "We walked around, visiting, talking, touching, shaking hands, putting a hand on a shoulder," Snyder said. "They longed for touch." Students' faces would light up to see their patients respond positively, Snyder



Maria Bruce, a CSUSB nursing student, caring for a Jamaican child.

said. The trip allowed students to see how small gestures of kindness played a role in a patient's treatment.

"I think those students have gained valuable experience and attained a new insight for the differences in health-care issues in different parts of the globe," Taha said.

The Jamaican trip is just one of the outreach activities for students in the CSUSB nursing department. Taha plans one community outreach event every month during the academic year.

Some of the work being done includes a toy drive at Christmas for the local pediatric unit, as well as volunteering with local schools to educate students on how to maintain healthy hearts and bones.

In a way, said Taha, the trip was humbling. "The fact that we were able to have a child smile or an older person feel worthy of a visit ... made me come back to a simple world where kindness matters." ●

Cal State San Bernardino communications major Vanessa Mejia served as an intern in the university's Office of Public Affairs this past summer.

social sciences



The art of spending

During what may well turn out to be the height of one of the most maddening recessions in American history, Jim Charkins is doing what he can to impart a few pennywise words to the young. It's paid off.

The executive director of the California Council for Economic Education and a professor of economics at Cal State San Bernardino, Charkins was named in August the recipient of the national Bessie B. Moore Service Award. The honor comes from the Council for Economic Education and is awarded to someone who has made a significant impact in promoting and enhancing economic education.

"I'm proud of the Bessie Moore award, but more proud of all the teachers in California who strive in their classrooms daily to help their students use economic reasoning to survive and prosper in this very shaky economy," Charkins said.

Charkins' own stock in educating the young has been rising for years.

Kim Gibbs, co-director of the San Diego Center for Economic Education, called Charkins "the backbone of economic literacy and its delivery in the state of California." She credits him for being instrumental in the adoption of state economic education standards in California, and for the approval of a mandate that all California students take an economics course to graduate from high school.

The California Council on Economic Education is headquartered at Cal State San Bernardino and teaches students how to make informed economic and financial decisions. ●

A gathering of deans

Summer, it seems, is the season for change, and change came in the shape of new deans for three of Cal State San Bernardino's academic colleges. This fall, Larry Rose took over as dean for the College of Business and Public Administration, Dave Maynard stepped in as interim dean for the College of Natural Sciences and Jay Fiene was named dean for the College of Education.

At a time when the international reputation of CSUSB's business college is growing, the university reached halfway around the world to replace retired dean Karen Dill Bowerman.

"Larry Rose has a clear vision on how we can capitalize on the burgeoning national and international reputation of our business college," said Andy Bodman, Cal State San Bernardino provost and vice president of academic affairs. Having traveled from New Zealand, Rose had served as pro vice chancellor (executive dean) of the College of Business at Massey University since 2006. Before joining Massey in 1994, he completed a Ph.D. at Texas A&M University. He was a member of the faculty at San Jose State University and the University of Toledo before moving to New Zealand.

Rose has advised on new financial product development, served on industry advisory committees commenting on financial market regulation, and founded and served on the boards of two U.S. federal credit unions.

Having served successfully as chair of the chemistry department at CSUSB for the past 12 years, David Maynard took over as interim dean for retired Dean Robert Carlson and will serve until the national search for a new dean is completed.

A product of Southern California universities, Maynard earned a bachelor of science degree in chemistry in 1976 from California State College, San Bernardino, as it was known then, a master of science degree in chemistry and a science/math teaching credential from Long Beach State in 1988. In 1992, he finished work on his Ph.D. in organic synthesis at the University of California, Riverside. The next year he returned to CSUSB, landing a teaching post in the chemistry department.

Since he began his career at the university, he has been awarded the College of Natural Sciences' Outstanding Faculty for Instructionally Related Activity honor, the Outstanding Faculty Adviser for a Campus Organization honor, a McNair Scholar Mentor award and the 2002 Distinguished Alumnus Award for the College of Natural Sciences.

Jay Fiene has been leading Cal State San Bernardino's College of Education as the interim dean since the college's former dean, Patrica Arlin, retired in 2010.

"We're in a position to have a significant impact on the region," said Fiene of CSUSB. "With the support and cooperation of our K-12 partners, we can do so much for areas where there are enduring questions and significant educational needs," he added. "We have to keep asking ourselves how we can provide opportunities to young people. I believe this is a place where differences can be made."

Fiene, who lives in Riverside, joined Cal State San Bernardino in September 2009 as the chair of the College of Education's educational leadership and curriculum department. ●

An Experiment in Success

In the midst of record-high unemployment rates, one Cal State San Bernardino program serves as a catalyst to the right job.

By Joanna Oxendine

Few communities have found it harder than the Inland Empire to bounce back from the economic downturn that began in 2008. According to a May 2011 article in U.S. News and World Report, the Riverside-San Bernardino-Ontario metropolitan area tops the list of worst U.S. cities for job seekers. With an unemployment rate of nearly 14 percent and close to four unemployed adults for every job that is posted, it's little wonder the region found it difficult to recover when other areas of California and the United States are beginning to feel some relief.

In his May 2011 "State of the Region" address, local economist John Husing concluded that education and the region's relative lack of degree-holding adults is at the crux of the Inland Empire's economic troubles – and the highest-priority problem that must be solved in order for the region's people – and its economy – to move forward.

However, in the midst of the economic disparity surrounding it, an innovative student support program at CSUSB – CoyoteCareers – is working to address that problem, one student at a time.

The award-winning program, established in fall 2007 with a \$2.4 million U.S. Department of Education Title V grant, is a unique collaboration between the CSUSB Alumni Association, the Career Development Center and Community-University Partnerships. Designed to pool some of the most critical and historically under-

funded resources on campus, the program supports Hispanic and low-income students in the STEM fields – science, technology, engineering and mathematics – by providing additional tutoring, career preparation workshops, paid internship experiences, and access to some of CSUSB's most successful alumni.

The program seems to have unlocked the door to employment success for many

"I'm involved [in CoyoteCareers] because I know the talent is there, and I'm charged with finding that talent." — Alex Nájera

Read more about Amanda and Branden's journey to find the job they wanted at magazine.csusb.edu.

Amanda Sanders

Branden Hodges



STEM students. “Through the program, they are provided awareness of opportunities and instruction on how to prepare for those opportunities,” says Bryan Bradford, human resources analyst for South Coast Air Quality Management District and a 1998 graduate of CSUSB with a master’s in public administration.

Bradford, who’s hired a number of CoyoteCareers students for AQMD, also participates as an expert alumnus, volunteering through the CSUSB Alumni Association to present some of the program’s Academic Career Education, or ACE, workshops, structured by the Career Development Center.

Since the start of the program, nearly 200 alumni have returned to the university volunteering as workshop presenters, internship hosts, or networking connections and mentors through the CoyoteCareers program. They’ve done so for personal and professional reasons.

“I’m involved [in CoyoteCareers] because I know the talent is there, and I’m charged with finding that talent,” says CSUSB alumnus and Riverside County human resources analyst Alex Nájera, who also has a master’s in public administration. “And from a personal standpoint, I know that anything I can do that will help students get perspective and be competitive is appreciated.”

The university is known for some of the strongest STEM degree programs in the region. However, students need more than a degree to be competitive in today’s tougher-than-ever job

market. The CoyoteCareers program works to bridge that gap and provide students the edge they need to secure employment.

“I really don’t know where I’d be without the CoyoteCareers program,” admits Branden Hodges. A 2011 graduate with a bachelor’s in chemistry who had been working at a local restaurant to support his young family, Hodges learned about the program from his wife in the fall of 2009. Like many first-generation students, he wasn’t sure exactly how to go about getting where he knew he wanted to be: the career of his dreams in the field of his choice. However, with the help of the program, he gained some career soft skills – such as how to interview and communicate effectively – and work experience.

Hodges isn’t alone. In the three-and-a-half years the program has been active, some 700 STEM students have taken advantage of CoyoteCareers, including its workshops, paid-internship experiences and opportunities to network and connect with alumni. Since fall 2007, more than 650 STEM students have participated in the ACE workshops alone. With topics ranging from career exploration to résumé-writing and interviewing skills, the ACE workshops not only provide students applicable and



relevant advice on the job search process, but also afford them the opportunity to connect with successful graduates, as most workshops are presented by alumni experts. Like Bradford and Nájera, many alumni presenters are in a position to recruit or hire STEM majors.

"The CoyoteCareers program gives students perspective into the real nuts and bolts of finding a job," says Nájera. "Those students who attend the workshops and actually apply the knowledge have a noticeable level of confidence with soft skills. Anything that makes you more knowledgeable than other candidates is a huge plus in this economy."

Bradford agrees. "Through my participation in the program, I've met some very sharp, very impressive students ... and have hired a number of them," he says. "As an alumnus, I know they have a strong academic background, and as a participant in this program, I know they're well-prepared with regard to soft skills."

It's not only their participation in career preparation workshops and networking with alumni that's giving CoyoteCareers students a leg-up either. Internship experiences arranged through Community-University Partnerships are also giving students an advantage. Structured with CSUSB's low-income, working students in mind, the program offers a \$1,000 stipend for each 100-hour experience. Although many students seek an internship to gain résumé-building "real world" work experience, few realize initially the enormous employment-securing potential these 100-hour experiences hold. According to a survey by the National Association of Colleges and Employers, nearly 40 percent of all new hires are interns.

Amanda (Rodriguez) Sanders is one of those students. She graduated from Cal State San Bernardino in 2008 with a B.S. in chemistry and biology and went on to earn her M.S. in environmental sciences in 2010.



So innovative and successful has been the program ... that it has become a model program for the California State University system.

"I knew I needed work experience in order to get the job I wanted," Sanders says. "My CoyoteCareers internship not only gave me that experience, but also gave me a leg-up to an actual position." Sanders, who discovered the program while searching for an internship experience on the Career Development Center's CoyoteLink job posting board, spent her 100-hour internship in the labs of AQMD and, like many of her CoyoteCareers program cohorts, was offered degree-relevant employment at the end of her experience.

"The whole program gives students valuable experience to understanding their career path and the application of their education," continues Sanders. "The workshops helped me create stronger résumé writing and interviewing skills, and the alumni I met proved to me that my goal was obtainable. I realized that if they could do it, so could I."

In addition to following the program's general progress, coordinators also are tracking retention rates of CoyoteCareers students and comparing the rates to Hispanic and/or low-income STEM students who don't participate in the program.

To date, CoyoteCareers students have higher retention rates than students who do not take advantage of the program's services. The average second-year retention rate of CoyoteCareers first-time freshmen stands at 95 percent, while retention rates of all CSUSB program-eligible first-time freshman students is 64 percent.



A science networking and recruiting forum held during a CoyoteCareers event.

A PROGRAM IN NUMBERS

(through May 2011)

First-year retention rates of CoyoteCareers transfer students hover around 93 percent, while all CSUSB program-eligible transfer students' rates are closer to 82 percent.

So innovative and successful has been the program, which has been recognized by both the Council for the Advancement and Support of Education and the National Association of Colleges and Employers, that it has become a model program for the California State University system. The program was highlighted by the CSU Chancellor's Office in a Learn and Serve America grant to improve support for and retention of STEM students across the 23-campus system. The creators of the program – Pam Langford, who earned a B.A. in marketing from CSUSB in 1985 and is director of alumni affairs and a special assistant to university President Albert Karnig; Diane Podolske, director of Community-University Partnerships; and Carol Dixon, interim director of the Career Development Center – have written a how-to guide, due out this fall. It will aid in establishing CoyoteCareers-like programs across the state.

At CSUSB, the program, whose federal funding is set to expire in fall 2012, will be continued and expanded to include additional support and career preparation services for all Cal State San Bernardino students under the campus's new Student Success, Graduation and Career Placement initiative, further supporting the university's efforts to better prepare its students to aid in mending the broken economy of the Inland Empire. ●

Duration of grant — **5 years**

Grant monies awarded — **\$2.4 million**

Number of STEM students served
through ACE workshops — **657**

Number of STEM students placed
in paid internships — **112**

Hours worked by STEM interns — **11,200**

Service value* to local economy — **\$262,304**

Percentage of interns
who accept employment upon
internship completion — **22 percent**

Number of active alumni volunteers — **170**

* Department of Labor value of \$23/hour based on the average wage and benefits of an hourly employee in California

Gifts of record

Somewhere along the way to obsolescence, vinyl records began making a cult-like comeback. It's more than nostalgia. It's the sound, say fans, the richer, fuller sound that you just don't get with digital. Still, vinyl isn't the main means to get your kicks on Route 66. MP3 players and Internet radio are handy. Downloads are cheap. And then there's that other aging technology called a CD. These are the ways we listen to music now.

That doesn't mean, however, that the 78 and 33 1/3 RPM vinyls recently donated by Alan and June Dyer can't perk up ears – be they young or old and not too gone from thundering decibels.

The Dyers' gift really begins with their \$47,000 pledge to the Cal State San Bernardino music department. With that gift comes a historical record collection. So now, plans for a new Theatre Arts Building at CSUSB will include accommodations for the Alan G. Dyer Music Collection and Listening Room.

"Cal State San Bernardino gave me the professional skills to be successful as an educator and civic leader, so there was never a doubt in my mind that I was going to give back



to the university," said Dyer, who has an M.A. in education and also is a 1968 graduate of CSUSB with a bachelor's in sociology. The listening room will allow students to improvise on their instruments as they learn from many of the masters of jazz and contemporary music as it was captured on vinyl. The collection will also be available to the public.

The Dyers' gift is the first in a set of resources that will help fund the proposed Theatre Arts Building.

"June and Alan's generous gift will allow the music department to fill a significant need – an electronic rehearsal space where students can study and practice along with audio recordings," said music department chair

Todd Johnson. "Their vintage record collection will be the centerpiece of the new facility."

A retired educator, Alan Dyer taught in San Bernardino and Rialto schools, as well as adult education. He also retired from the U.S. Air Force, and has served as an elected director on the West Valley Water District Board for the past 18 years. He currently serves on the CSUSB Water Resources Institute's Advisory Board, and is a lifetime member of the CSUSB Alumni Association.

He grew up in Fontana. He and his wife have resided in Rialto for the past 38 years. June is also a CSUSB alumna. She retired from the San Bernardino City Unified School District after retiring from the U.S. Civil Service at Norton Air Force Base. ●

New faces in fundraising

In the last few months, three new fundraising officers have come on board at Cal State San Bernardino.

With a strong background in fundraising, relationship building and program development, Phillip Bolda, Linda Hunt and Ricki McManuis will be responsible in implementing these strategies – Bolda for the CSUSB College of Business and Public Administration, Hunt for the College of Natural Sciences and McManuis for the College of Education.

Bolda is a former assistant dean and director of development at W.P. Carey School of Business at Arizona State University, one of the top-ranked and largest business schools in the United States. He specializes in major gift fundraising and has more than 30 years experience in raising funds for major research universities, as well as for schools for disadvantaged youth. At his most recent position at W.P. Carey School of Business, Bolda led efforts to obtain leadership gifts for a \$25 million building campaign.

With his work as director of development for the Smeal College of Business at Pennsylvania State University, Bolda supervised alumni relations as well as increased endowments held by the college by more than double – from \$31 million to \$68 million.

Bolda earned an M.B.A. with an emphasis on marketing from Keller Graduate School of Management.

For the College of Natural Sciences, Linda Hunt's 12 years of management and various marketing experience are expected to help her develop strong relationships and successful fundraising campaigns.

Hunt's most recent position was as director of development for Ramona Convent Secondary School in Alhambra, Calif., where she secured new business partners and funding sources.

Equally, Hunt brings to CSUSB her history in a corporate managerial position as well as being a CFO of a foundation. She developed sales and business plans to increase

profits and strengthen community relationships. She received her B.A. from Millikin University in Decatur, Ill., and an M.A. in human resource development and organizational development from Azusa Pacific University.

McManuis was the former senior vice president of corporate communications at Altura Credit Union, responsible for public relations. She was also involved in leadership roles with various community organizations, serving as executive director for the city of Riverside's Orange Blossom Festival and Keep Riverside Clean and Beautiful initiative.

McManuis has more than 20 years experience in fundraising, business development and service and product marketing. Her experience has deepened her understanding of branding and its importance in networking and "friend-raising."

She holds a bachelor's degree in business administration management from the University of Redlands. ●



Hitting it big

By Mark Reinhiller

Samantha Middleborn has known what it's like to stand out in a crowd all of her life. Always the tallest girl in her class, it was easy to pick out the Rialto, Calif., native from her school's class picture.

She describes herself as a "tomboy." Most of her youth was spent outside and she developed a penchant for climbing trees, riding her bike and coming home "always dirty."

"I've got the scars to prove it," she said with a laugh. "I couldn't get enough out of being outside. But it wasn't about playing sports. I just didn't have any interest." That no longer is the case, much to the pleasure of her Cal State San

Bernardino volleyball coaches, teammates and fans and the chagrin of Coyote opponents. The 6-foot-1 senior is in her final season at CSUSB with the distinction of being the absolute best in her sport and looks to lead the Coyotes to another record-setting season.

The standout

In 2010, Middleborn played what can only be described as a "dream season." She led the NCAA Division II in hitting with a school-record .480 percentage en route to becoming the first consen-

sus National Player of the Year in school history. She joined fellow Coyotes Kim Morohunfola (2003) and Brianna Harris (2004) as the American Volleyball Coaches Association Player of the Year, but became the first Coyote to earn the Daktronics national award, selected by the nation's sports information directors.

The Coyotes cruised through the California Collegiate Athletic Association, going 28-3 overall and winning their fifth straight conference crown with a 21-1 record. They captured their record-setting third consecutive NCAA West Region title – all at CSUSB's Coussoulis



Arena – and recorded their fifth NCAA Elite Eight tourney appearance in the past eight years.

In all, Middleborn has earned three All-American honors, two All-CCAA honors and ranks second on the career

“A good friend of mine had some interest in trying out for volleyball and I thought it might be kind of fun to try it, too.”

hitting percentage in school history (.399 – 695 kills, 170 errors, 1,317 total attacks) in her three-year career.

Not too bad for a young woman who didn’t participate in organized sports until her sophomore year at Rialto Carter High School. In fact, she gave up cheerleading to become a volleyball player. But cheerleading’s loss was volleyball’s gain. “A good friend of mine had some interest in trying out for volleyball and I thought it might be kind of fun to try it, too,” she said. “I really had no idea what would be involved or if I could be good at it.” She found enough success that season to make her want to play even more. That spring, she played club volleyball with Rancho Valley for Morohunfolo as a 16-year old.

“That’s when I learned the most,” she said. “I had some success and started to think that maybe I could play college volleyball, although I kind of figured it meant going to a junior college and then on to a four-year school.”

But a pair of all-conference honors her final two seasons at Carter gave her enough momentum to skip the junior-college route. Middleborn enrolled at CSUSB in the fall of 2008. The university’s head women’s volleyball coach, Kim Cherniss, now in her 21st season at the helm and owner of the Rancho Valley

volleyball club, knew talent when she saw it.

“She had speed and she could jump,” Cherniss said. “To move and play that well at her size is pretty special.”

And it’s that rare combination of speed and ability to jump that allowed her to have the 2010 dream season. “Absolutely it adds a lot of buzz to our program,” said Cherniss, who has coached 14 student-athletes to a com-

bined 33 All-American honors – all since the 2000 season. “It gets people excited about our program. Samantha has worked awfully hard to make herself into one of the best in our sport. It’s something really cool because our fans have followed her career over the last three years. It gives them a little perspective on how others view the quality athletes that we have and that she is one of the best players in the country.”

Set up

Timing is a critical facet in volleyball, and the relationship between a team’s setter and those who play on the front row often is the difference between a good team and a great team.

Middleborn is quick to praise her teammates, and in particular junior All-American setter Camille Smith. The two work in tandem. If the set isn’t just right, a kill won’t happen.

“The setter is the quarterback,” Middleborn said. “They make the decision on where the ball needs to be. It can’t be too high and it can’t be too low. The best feeling in the world is when Camille sets it just right. It’s pretty sick when you can throw down one.”

Thanks to being 6-foot-1, Middleborn’s size and leaping ability serves

their purpose well. “Sam works so hard,” Smith said. “It’s comfortable for me as a setter because of her size and vertical. It makes my life easier, because she’s so easy to find. She’s so tall and has a very strong presence on the court. You know where she is and you know that she’s



Samantha Middleborn sizes up shot for kill in September match against Cal Poly Pomona.



going to hit it well.

“When we block together, all I need to do is get into position. She takes care of most of the space and I just need to set the block. If she gets back to me, it’s unlikely that a hitter is going to get around us.”

A Coyote forever

An anthropology major, Middleborn grew up inside a 10-minute drive of CSUSB. She admits now that the thought of attending school away from home was appealing before she graduated from Carter HS. But the decision to attend CSUSB and play volleyball for the Coyotes was probably the best decision she could have ever made.

“That I can do this and have my family and friends watch me play is the best,” she said. “I can do my laundry at home and if I need to go, I can always go home and get a couple of bucks. My little niece can wear her No. 8 jersey” – Samantha’s player number – “and come watch me play. It’s all good.

“And to live near home and play for a program that is among the nation’s best is incredibly gratifying. I consider myself incredibly blessed. I totally love being here.” ●



The Coyote takes a makeover

It took more than a year. But when the new Coyote logo was unveiled in early October it gave Cal State San Bernardino athletics a look that said sports. Here, the Coyote shows some teeth – the perfect symbol to demonstrate the grinding, gritty determination that seems to characterize CSUSB athletics. The new logo also offers several other options, which include just the coyote, and some that say CSUSB and Cal State San Bernardino. ●



Now pitching ...

No stranger to the Inland Empire, Cliff Dochterman is the

new director of development for athletics at Cal State San Bernardino.

The Riverside resident spent 11 years as the senior associate athletic director at the University of California, Riverside, where he helped lay the groundwork for UCR’s transition into the NCAA Division I ranks. While at UCR, he directed all business affairs, served as executive director of the UCR Athletics Association Foundation and led all revenue-generating and service operations for the 17-sport athletic program. His marketing efforts were rewarded in 2000 when he was named “National Marketer of the Year” by the National Association of Collegiate Marketing Administrators.

For three-plus decades, Dochterman has been a leader in professional and intercollegiate sports and in private industry. The Lodi native most recently served as senior vice president for the Irvine-based Paramount Group,

an international holding company specializing in mergers, acquisitions, private placement investments and international business consulting ventures. He directed strategic planning, business operations, project management and value engineering for the international business consulting, health care and sports business divisions.

Beyond his decade-plus work at UCR, Dochterman also has directed franchise operations in four professional sports – soccer, football, basketball and baseball.

“Cliff’s position at CSUSB becomes an even more vital position in the difficult times that California faces,” said CSUSB’s athletic director, Kevin Hatcher, who oversees the university’s 10 sports programs. “To have someone as qualified as Cliff directing our development efforts is a positive step forward in enhancing our financial endeavors.”

Dochterman graduated from the University of Pacific and holds a master’s degree from the United States Sports Academy. ●

What's Really in Demand?

By Valentina Watson

After years of being employed in customer service, Guadalupe “Lupe” Heldoorn returned to Cal State San Bernardino to get her education and to build a better life for her family. Having struggled through a devastating divorce while raising two young children on her own, Heldoorn decided to pursue her passion, which was to work in the field of chemistry.

It wasn’t long before she attended a CoyoteCareers workshop at CSUSB and was exposed to a panel of successful alumni in the chemistry field. During the workshop, Heldoorn met alumna Ramona Sanderson, a chemist working for the U.S. Department of Justice, Drug Enforcement Administration. Sanderson spoke of her journey from college to her dream job. Moved by Sanderson’s story, Heldoorn realized she had the power to bring her dreams to fruition as well.

At the workshop, Heldoorn talked with the speakers and soon began a correspondence with Sanderson that developed into a strong mentorship. “She reminds me of myself,” Sanderson said of Heldoorn, “trying to overcome the trials and tribulations of life and still continue to succeed.”

Heldoorn took the advice of the panelists. She contacted Bryant Fairley,



The job at James Hardie Research Lab in Fontana has given Lupe Heldoorn professional opportunities that – at one time – she only dreamed about.

CoyoteCareers' service learning coordinator, and was quickly placed in an internship at the USDA's Agricultural Research Service doing chemistry-based research. Not only was she working in the chemistry field but she also received a \$1,000 stipend that provided much-needed support for her family. At the end of her 10-week experience, she continued to volunteer at the USDA and was eventually hired on as a part-time temporary employee.

But she was still battling to meet all her responsibilities on her own. "Being mom, employee and student meant that the time allotted for studying and sleeping was very limited. It was difficult to manage everything."

Heldoorn sought ways to supplement her income and applied for public assistance from the county of San Bernardino. She was denied. County guidelines required applicants to be enrolled in an academic

program from an "approved list" of majors that could lead to an "in-demand" occupation. Chemistry was not on the list. "I couldn't believe the county didn't recognize the demand for science professionals in the workforce."

Allowed to appeal the county's decision, Heldoorn sought the help of CoyoteCareers' career information coordinator, Valentina Watson. Watson compiled information on expected job growth for occupations in the science, technology, engineering and math, or STEM, fields.

In STEM fields, growth is more than 20 percent the national average. And a study released by the Campaign for College Opportunity found that California has not been able to fill vacancies fast enough or adequately with the current educated workforce.

The shortage of qualified workers for STEM jobs could be so acute in the coming years, as the state

Just another summer

By Joe Gutierrez

For Ting Ting Law, the long days of June, July and August didn't mean watching an endless supply of reruns, lounging by the pool or hanging out in the mall for hours on end.

Instead, the Cal State San Bernardino 17-year-old's summer days were filled with taking four classes – international finance, Latino culture, advertising and geology – along with studying, and oh, yes, being with friends and her mother, and doing some traveling. Law's not complaining. Far from it. A marketing major with a minor in finance, she is determined to make the most of being at CSUSB. She plans to graduate with her bachelor's degree in 2012 at the ripe old age of 18.

"I couldn't be happier," said Law, who has a 3.9 GPA. "I could get a quality

education anywhere, but the student interaction with faculty that you find here at Cal State San Bernardino is so good. Every professor I have worked with has been so helpful. I have so enjoyed my classes."

Law's enthusiasm complements her academic accomplishment. A resident of Victorville, she attended Victor Valley Community College simultaneously as a freshman and as a senior at Victor Valley High School. And at the age of 16, she not only became one of the youngest incoming freshmen at Cal State San Bernardino, but she also became one



Ting Ting with her mother.

Photo by Corinne Jamieson

of the youngest members of an elite group of students.

Law is a President's Academic Excellence

Scholar, part of a group of students who are among the brightest scholars at their re-

spective San Bernardino County high schools. To attain this prestigious scholarship, Law ranked in the top 1 percent of her high school graduating class.

The PAES program covers student fees, and it's renewable up to a total of four years – with overall funding up to as much as \$24,000 – if the student continues full-time and maintains a

recovers from the current recession, said the report, "that it may leave many jobs in the state unfilled and send some businesses to other states with a better supply of STEM graduates." The report also stressed the crucial role Latinos and women will fill in the next generation of STEM labor and the need for higher educational institutions to train that emerging and "in-demand" workforce.

Convinced, San Bernardino County overturned its earlier decision without a hearing and granted Heldoorn's request for assistance.

With financial help now in place, Heldoorn completed her last year at Cal State San Bernardino and continued to work part-time at the USDA. In June 2010, she graduated from CSUSB and was offered a full-time temporary position with the USDA.

Knowing her job was temporary, Heldoorn continued to look for permanent employment and was

confident that her 20-month experience with the USDA would make her competitive in the job market. She was right. Within six months of graduation, Heldoorn received three job offers and finally accepted a position at James Hardie Research, a Fontana-based technology/manufacturing company, as a lab technician.

Heldoorn hopes to become a crime lab technician like her mentor and role model Ramona Sanderson. She's on the waiting list to be hired with the Orange County Sheriff-Coroner Department's crime lab. "I am so grateful for the CoyoteCareers program. I know I would never have had this much success without them first providing a way and door of opportunity for me. The program provided a way for my little family to overcome our circumstances and still achieve my dream." ●

minimum 3.5 grade point average.

Not bad for a youngster whose English was extremely limited when, at the age of 10, she and her mother arrived in the United States in 2004 from China.

"I could only speak 50 words of English at the time and maybe count up to 15 or 17," she laughed. "I could say, 'How are you?'"

Gary Patterson, one of Law's professors, was impressed with her when she was a student in one of his management classes last fall.

"I've been teaching for about 30 years and I am amazed at her age and what she was doing," Patterson said. "In the law portion of the class, her comprehension level was well beyond reproach and her understanding of the law was at the same level of any of my former students."

Barbara Sirotnik, a professor in the information and decision sciences department, said Law made her mark during one of her classes in the spring

quarter, despite the class size of about 140 students. "She's one of the students who sat in the front row, came in during my office hours to ask questions or talk about the class. She did all the extra credit, did all the work," Sirotnik said. "Basically, she is so motivated, but she has an infectious smile and she's a sweet kid."

Law's mother, Linda Wong, brought her daughter to the United States for the educational opportunities. Wong, who teaches high school mathematics, urged her daughter to do her best.

"She's been the biggest influence in my life," Law said of her mother, who also urged her daughter to not just look at the name of an institution, but also what it has to offer in helping a student advance their studies. Wong spoke from experience. She is also a CSUSB alumna, class of 2009.

"My mother was right 100 percent," said Law. "I spent the summer at Harvard before coming here. Most of

the time I couldn't find the teaching assistants or find tutors who took the same courses." She also found CSUSB to be more diverse, something she said is important for her major. "As a business student, it's important and necessary to interact with a variety of other students."

While Law's plans for the moment are to graduate in June 2012, she is also mapping out plans for a post baccalaureate degree. "I not only want to enter the business field but also the educational field and pursue a Ph.D. and not just because my mother is a teacher," Law said. "I have professors that have influenced me toward that."

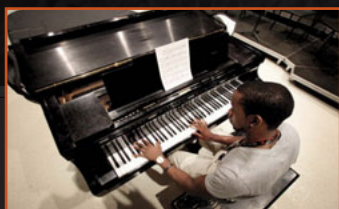
Patterson said he would often encourage Law to consider changing her plans to take a joint M.B.A. and law degree program to become a lawyer. "I could easily see her as a judge. Who knows, she could even become a Supreme Court justice." ●



But for the freakish flit of mid-afternoon rain that hit the pavement with a slap and 40 M.P.H. gusts, the first day of classes – Sept. 22 – was a nice day to get back to the business of thinking. The 17,300 CSUSB students invading classrooms, campus cafes and the commons this year will get a better look at the university’s new water conservation garden next to the student fitness center, meet three new deans for the colleges of business, education and natural sciences and see the opening of the long-awaited Murillo Family Observatory perched on Badger Hill. Still the same, however, are the long hours in the library, the routine peal of the clock tower chimes and the wistful groan non-Southern Californians let go whenever they see CSUSB students clothed in blue sky and sun – even on a winter’s day.



See more first day of classes photos in the CSUSB Magazine slide show at magazine.csusb.edu.



Photography by Robert Whitehead



Adventures in adaptation

By Alan Llavore

The question, “I wonder how this works?” has taken Claudio Villanueva from Ontario to Rancho Cucamonga, San Bernardino, San Francisco and, now, a lab six floors above the UCLA campus.

There, he and fellow scientists have uncovered a gene that protects mice against type 2 diabetes, and their findings were published in the journal *Cell Metabolism*. The research could, down the line, be useful in finding new ways to treat type 2 diabetes in humans, a disease that is increasingly diagnosed nationwide, especially among Latino Americans, African Americans, Native Americans, Asian Americans, Native Hawaiians and other Pacific Islanders.

It all started with the question – a very basic science question – “I wonder how this works?”

Villanueva, of Cal State San Bernardino’s Class of 2001, credits his professors for focusing that curiosity. After transferring from Chaffey College in Rancho Cucamonga – he had plans to go to dental school after earning his bachelor’s degree – he found himself doing research in biology professor Colleen Talbot’s lab on the transport of sodium in leopard frogs and how they were able to adapt to a changing environment. Although his current

research topic has changed, the hands-on experience in the lab helped him learn the principles of designing experiments and doing research.

“When I was in biology class, I felt like biology made a lot of sense to me,” said Villanueva, a graduate of Ontario High School. “I liked the complexity of it, of trying to find out how things work in biological systems.”

At CSUSB, he also studied under the late Richard Fehn, from whom he developed an interest in physiology and endocrinology. After graduating from CSUSB, where he also was a McNair Scholar, he was accepted to UC San Francisco, one of the top scientific research institutions in the nation. There, Villanueva’s strength and interest in animal physiology and endocrinology led to a lab that focused on lipids (fat cells), obesity and diabetes.

“I ended up joining that lab because I thought the research was very interesting and also very impactful, because of the growing epidemic of obesity and diabetes,” he said. In type 2 diabetes, either the body does not produce enough insulin or the cells ignore the insulin. The body needs insulin to draw energy from glucose, transporting it from the blood to the cells. But

problems arise when glucose builds up in the blood instead of going into the cells, a development that can lead to diabetes complications, such as blindness or heart disease, or kidney, foot, nerve and even hearing damage.

For Villanueva, who was born in Nicaragua and moved to the United States with his family when he was 9, the research hits close to home. Some of his family members suffer from type 2 diabetes. “So I wanted to do research in an area where I felt I was going to have an impact on my community,” he said, noting that Latino Americans’ risk for the disease is two-fold greater than that of white Americans. “Being a Latino myself, I want to do research in areas that focus on a disease that affects my community.”

After earning his Ph.D. in biomedical sciences from UCSF, he joined the lab of Peter Tontonoz, M.D., Ph.D., at UCLA as a post-doctoral fellow.

Villanueva points to his time at CSUSB as part of the foundation that led to his current job. He is the fourth child in his family to attend CSUSB; a brother and two sisters of Villanueva also are alumni.



He doesn’t hesitate to point out that a CSU education is still affordable compared to other four-year institutions.

Most of all, he points to his biology professors, Fehn, Talbot and James Ferrari, and the time they took to meet with him

during his studies. “I probably wouldn’t have been a scientist if it wasn’t for them,” Villanueva said. “They were great teachers.”

Eventually, Villanueva would like to have his own research lab and teach. There are very few Latino faculty in the sciences, he said, even though Latinos make up a significant number of the population in California. “Being able to go back and be a professor, I’ll be able to perhaps inspire some students to go into the sciences.”

And perhaps inspire more people to look for the answer to the question, “I wonder how this works?” ●

KUDOS

Cal State San Bernardino President **Albert Karnig** and CSUSB alumni **Alex Nájera**, *M.P.A. 2007*, and **Shawn Nelson**, *M.P.A. 1994*, were honored in June by the Inland Empire Chapter of the American Society for Public Administration at the organization’s 2010-2011 annual awards ceremony, led by outgoing chapter president Scott Catlett, *M.P.A. 2008*, assistant finance director for the city of Riverside. Karnig was saluted as the Outstanding Educator; Nájera, human resources analyst for Riverside County, was named Outstanding Rising Administrator; and Nelson, Temecula’s city manager, was honored as the Outstanding Senior Administrator.



Russ Bogh, *B.A. business administration 1993, ΣΧ* (second from left), and **Ben Cook**, *biology* (third from left), were two of several civilians who had the honor of jumping with the U.S. Army Golden Knight parachute team at March AFB in July. Bogh is the vice president of Bogh Construction Inc., and Cook is the owner and



master brewmaster of Redlands-based brewery Hangar 24. The two were selected from a lengthy list of local parachute-hopefuls by the U.S. Army to jump with the specially trained tandem parachutists. 🌸 🌸

1970s

John H. Paddison, *B.A. English 1976*, has published "The Brothers' Keepers," a novel written with co-author Charles D. Orvik. The book tells the story of five young North Dakota boys struggling to raise themselves despite parental neglect and abandonment during and after the Great Depression. The book is available in e-book and print form. More information can be found at www.paddison-orvik.com.

1980s

Adam N. Torres, *B.S. accounting 1986*, has been appointed to the state of California Commission on Judicial Performance.

1990s

Paul Espinoza, *B.S. accounting 1990*, has been chosen to serve as finance director for the city of Alhambra. He is a certified

public accountant and has been finance director for the city of Westminster.

Steve Hickey, *B.S. physical education 1993*, has been named athletic director at Summit High School in Fontana. This past year, he earned All-Sun Coach of the Year honors as the school's basketball coach.

Kathy Kivley, *M.P.A. 1993*, has been named Atwater's first female city manager. She was formerly the assistant city manager of Delano in Kern County.

Lawrence (Larry) M. Ryan, *B.A. communication 1997*, is the vice president of development at the University of New Mexico Foundation. He began his career at the University of New Mexico in 2005 as associate athletics director for development.

Timothy Strack, *B.A. public administration 1993*, has been appointed to the Alfred E. Alquist Seismic Safety Commission. Strack has served as a fire captain for the city of Riverside since 1995. Previously, he was a firefighter with the San Bernardino County Fire Department.

2000s

Candace Loya, *B.A. English 2003*, is the new info desk volunteer coordinator at Loma Linda University Medical Center. She is an active member of the San Bernardino and CSUSB communities and volunteers her time through the CSUSB Alumni Association as a CoyoteCareers workshop presenter.

Rob Loya, *B.S. information management 2006*, is a solution services specialist at Loma Linda University Medical Center. Loya previously worked as a project manager for the San Bernardino County Department of Human Services. He volunteers through the CSUSB Alumni Association as a CoyoteCareers workshop presenter.

Lisa Matus, *B.A. criminal justice 2003, M.A. education 2008*, is the senior vocational rehabilitation counselor for the state of California Department of Rehabilitation. 🌟

🌟 Alumni Association member

Post your own Coyote Tales class note on the CSUSB Alumni Association's online community.



KUDOS

James D. Brown, *M.A. educational administration 1984*, received the 2011 Superintendent/Principal of the Year award from the Association of California School Administrators, representing Region 13, which includes San Luis Obispo, Santa Barbara and Ventura counties. Brown has served as superintendent of the College School District in Santa Ynez since 1999. His experience in more than 30 years of service to California education includes time as a teacher, elementary and middle schools principal, and various district-level administrative roles. Since Brown's arrival, the district has received numerous awards, including the first-ever Distinguished School Award and the first-ever Title One Achieving School Award. The district is one of the top performers in the Santa Ynez Valley and Santa Barbara County.

Charles "Derrick" Lawson, *B.A. business administration 1985, M.A. educational administration 1993*, has received the Association of California School Administrators award as middle grades principal of the year for 2011, in addition to awards within his local district and ACSA region 19. Lawson is principal of Col. Mitchell Paige Middle School in La Quinta, Calif., part of the Desert Sands Unified School District. In nominating Lawson, the ACSA regional office cited his collaboration with fellow principals, site teachers, students and families to promote student achievement. Parents say he has kept them informed, and parents and students have praised him for high ethical and scholastic standards. As a result, the school, formed in 2006, is on the verge of gaining recognition as a California Distinguished School.

Stephanie Clark Rhoe, *B.A. sociology 2003*, is the president and CEO of Choices Well-being Center for Women and Families with Children in Bloomington, Calif. 🌸

Karen Serrano, *B.A. psychology 2007, KΔ*, is the new business development director, social market, for the American Heart Association. She remains active at CSUSB through Kappa Delta and the CoyoteCareers program. She is a member of the CSUSB Alumni Association and currently sits on the Hispanic Chapter board. 🌸

Jennifer Spellman, *B.S. nursing 2007*, is a public health nurse for Arrowhead Health and Fitness. 🌸

RETIREMENTS

Shawn Nelson, *M.P.A. 1994*, will retire as Temecula's city manager in December 2011. He has served as city manager since 1999 and worked for the city since 1989.

IN MEMORIAM

Thomas D. Linane, *B.A. human development 1998, M.A. education 2000*, died unexpectedly on July 10, 2011. He was an adjunct counselor for students with disabilities at San Bernardino Valley College. In 1973, while a student at SBVC, Linane

suffered a football injury that left him a quadriplegic.

Aaron Joseph Race, *B.A. English 1995*, died May 21, 2011, after a long struggle with cancer. He taught English and film at CSUSB and Crafton Hills College, where he was named Adjunct Professor of the Year and Professor of the Year.

Ida N. Roberson, *B.A. humanities 1972, M.A. education 1975*, passed away on May 22, 2011. Roberson was a long-time volunteer in her community and served as an educator for 16 years. She is survived by her husband, Martin; her brother, Joseph Duncan; three grandchildren and two great-grandchildren.

🌸 Alumni Association member

Read more or post your own Coyote Tales class note on the CSUSB Alumni Association's online community website at www.csusbalumni.com.

KUDOS

Desi Massei, *B.A. entrepreneurial management 2008*, was featured on The Food Network's "Cupcake Wars" in August. Massei, owner of local cupcakery [Desi]gn Cakes and Cupcakes in Riverside, competed against four of the nation's top cupcake bakers for a chance to win \$10,000 and to have her cupcakes served at the 2011 ESPY Awards. Currently, [Desi]gn Cakes and Cupcakes is based online at designcakesandcupcakes.com. She finished second in the competition. 🌸



David Maynard, *B.S. chemistry 1976*, is the interim dean of the College of Natural Sciences and will serve until the national search for a new dean is completed. Maynard has been chair of the department of chemistry and biochemistry at CSUSB for the past 12 years. As chair, he was instrumental in informing chemistry students of the support services available to them through CoyoteCareers and hosted an annual alumni panel discussion in his senior seminar class. Maynard is a lifetime member of the CSUSB Alumni Association. 🌸



Philip Mirci, *B.A. theatre arts 1974, M.A. elementary education 1976*, assistant professor at the University of Redlands, has been named 2011 Professor of Education of the Year by the Association of California School Administrators. Prior to joining the University of Redlands full-time, Mirci served as adjunct faculty for 20 years. He also served as director of student and family advocacy and director of secondary school reform for the San Bernardino County Superintendent of Schools and has served as the director of the Curriculum and Instruction Leadership Academy for the Association of California School Administrators. Additionally, Mirci has served at the school level as a teacher, assistant principal, and principal.

Lou Obermeyer, *M.A. secondary education 1982*, has been named 2011 Superintendent of the Year by the Association of California School Administrators. The award is based on Obermeyer's support for school management teams, exceptional leadership, commitment to educational quality and student achievement, and creativity and innovation. She has served as superintendent of the Valley Center-Pauma Unified School District in northern San Diego County since 2006. Before joining VCPUSD, Obermeyer led the Atwater Elementary School District as superintendent and the Perris Union High School District as assistant superintendent. She also worked at the Riverside County Office of Education, the Temecula Valley Unified School District, and Alvord Unified School District during her more than 25 years of service in Riverside County.

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"Uberyummy" exhibit, through Dec. 15

calendar

OCTOBER

NOW ART EXHIBIT

"Uberyummy." A gathering of ceramic sculpture and multimedia installation artists flaunting the super tantalizing – lavishness, excess and desire. Through Dec. 15. CSUSB Robert and Frances Fullerton Museum of Art (RAFFMA). Suggested donation \$3. Parking \$5. Museum hours Monday, Tuesday, Wednesday and Saturday from 10 a.m. to 5 p.m., Thursday from 11 a.m. to 7 p.m., closed Friday and Sunday.

29 SPECIAL EVENT

"Video Games Live: Bonus round." 7:30 p.m. (Pre-show at 6 p.m.) An interactive concert featuring music from most popular video games of all time as performed by San Bernardino Symphony Orchestra. Includes multi-media shows and Guitar Hero competition. Coussoulis Arena. Tickets

NOVEMBER

1 MUSIC

Latin Jazz Night with CSUSB Jazz Ensemble. 7:30 p.m. Santos Manuel Student Union Events Center. General admission \$11, senior citizens \$9, students \$6.

11 THEATRE: OPENING NIGHT

"Romeo and Juliet." A modern setting for Shakespeare's classic story of love's struggle against hate. Nov. 11, 12, 17, 18 and 19 at 8 p.m., and Nov. 12, 13, 19 and 20 at 2 p.m.



Ronald E. Barnes Theatre in Performing Arts Building. General admission \$15; senior citizens, CSUSB Alumni Association members \$10; current students with valid I.D. \$5. Parking \$5.

15 MUSIC

CSUSB Jazz Combo with vocal Jazz Ensemble. 7:30 p.m. Recital Hall in Performing Arts Building. General admission \$11, senior citizens \$9, students \$6.

18 MUSIC

CSUSB Symphonic Band. 7:30 p.m. Recital Hall in Performing Arts Building. General admission \$11, senior citizens \$9, students \$6.

29 MUSIC

Fall Showcase featuring guitar soloist Michael Nigro. 7:30 p.m. Recital Hall in Performing Arts Building. General admission \$17, senior citizens \$13, students \$11.

DECEMBER

1 MUSIC

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

2 MUSIC

CSUSB Chamber Winds. 7:30 p.m. Recital Hall in Performing Arts Building. General admission \$11, senior citizens \$9, students \$6.

3 MUSIC

CSUSB Concert Choir and Chamber Singers. 7:30 p.m. Recital Hall in Performing Arts Building. General admission \$11, senior citizens \$9, students \$6.

California State University, San Bernardino offers a variety of arts and entertainment events throughout the year. Share and enjoy. All numbers are in the 909 area code unless otherwise indicated. It may be best to confirm an event at the number listed.



Santos Manuel Student Union clock tower