

# csusb

MAGAZINE



## MEET THE NEW PRESIDENT OF CSUSB

Tomás Morales



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*Cal State San Bernardino president, Tomás D. Morales, with his wife Evy at a summer meet-and-greet for the university's new First Couple.*

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# president's observations



## Creating a culture of student success

Although the university has experienced unprecedented budget cuts over the past four years, cuts that have impacted vital programs and services, CSUSB remains committed to advancing student achievement. In fact, it's an overarching priority. To that end, just last year the university introduced the Student Success Initiative, designed to improve retention, graduation and career placement rates. The initiative also supported the creation of a Veterans Success Center, as well as a Graduate Writing Center – two new additions that expand our capacity to serve students.

In the area of retention, the university has excelled. Our overall first- to second-year retention rate for first-time freshman is now close to ninety percent, up considerably since 2007. For African American and Latino freshmen students, many of whom come from disadvantaged backgrounds, the retention rate is 86 percent and 89 percent, respectively. This is a significant achievement – testimony to the excellent work of our dedicated faculty and staff, who consistently go above and beyond to ensure that all students succeed.

We're also working hard to increase our graduation rates. To achieve that desired outcome, the campus has instituted practiced-based assessment strategies set forth in the California State University Graduation Initiative, which seeks to raise the freshman six-year graduation rate by eight percentage

points by 2015, as well as reduce the degree attainment gap that exists among under-represented minority students. We can and will improve by focusing on creating clear pathways to graduation, from start to finish. We'll also seek to employ the strategies outlined in the American Association of State Colleges and Universities' recent report titled "Serving America's Future: Increasing College Readiness." Having served as co-chair of the study's task force, I am strongly committed to implementing a comprehensive, researched- and outcomes-based approach to improving both student retention and graduation rates—a commitment I know many colleagues also share.

The CSU Graduation Initiative is comprehensive in scope, involving all members of the university community, from staff to professors to the campus president. It identifies and tracks students who are struggling academically so that intervention strategies can be employed, early on, before students fall behind and, seeing few options, drop out—a decision that has life-long consequences, not only for students individually but also for society. The initiative uses strategic indicators to assess what programs and services contribute to higher graduation rates and those that do not. Funding is then directed accordingly, an approach that enhances program success while promoting accountability.

Increasing career placement rates is also a strategic university goal, whether that comes after earning a bachelor's degree or additional post-baccalaureate education. Through our rapidly growing Career Development Center, we match CSUSB graduates with businesses and organizations in the Inland region and beyond. We also offer weekly workshops on resume writing, interviewing, networking, etiquette, salary negotiation and career development. These skills-enhancing workshops, conducted by successful professionals, play an essential role in helping graduates to secure employment in an array of fields. Moreover, thanks to grant funding, the Career Development Center has hired additional staff and also expanded training programs and internship opportunities. And it will soon offer new tools and services to better serve students. While we believe we're on the right track, we'll continue to look for new ways to place students into careers or graduate schools as swiftly as possible after graduation.

As always, thank you for your support of CSUSB and our students. I hope you enjoy reading this edition of CSUSB magazine.

A handwritten signature in black ink, appearing to read "TDM". The signature is stylized and fluid, with a long horizontal stroke at the beginning and a loop at the end.

Tomás D. Morales  
President

## Thinking outside the box

In early October, they filled Coussoulis Arena and the soccer fields on the east side of campus – some 900 competitors at the 2012 DisAbility Sports Festival at Cal State San Bernardino. It was just one instance of how the university is reaching out to its inland region community and, in particular, to military veterans.

CSUSB's more than 60,000 hours of community service in 2011-2012 helped earn it recognition as one of just five universities and colleges from across the country to receive the prestigious Washington Center Higher Education Civic Engagement Award.

The Washington Center for Internships and Academic Seminars, in partnership with the New York Life Foundation, established the awards program to showcase one-of-a-kind service learning programs and the schools that are behind them. Cal State San Bernardino, like the other honorees, was chosen for making service learning a part of its curriculum and for the strong commitment of its students, faculty and staff.

At this year's annual DisAbility Sports Festival, more than 100 veterans competed. But work with military veterans is just one aspect of the university's community engagement, said Diane Podolske, director for the CSUSB Community University Partnerships office. In all, the university shares more than 500 partnerships with area nonprofits, school districts and government organizations.

In 2011-2012, nearly 2,000 service learning students addressed community needs through more than 60,000 hours of work and contributing upwards of \$1.3 million to local communities.

The other academic institutions receiving the 2012 Civic Engagement Award were the University of San Francisco, Columbia College, Roosevelt University and Tulane University. ●



## Souped up app

On that fast and furious track of muscle mobile apps, CSUSB Mobile 2.0 just turned a big corner.

Cal State San Bernardino's free application for Apple and Android mobile devices, CSUSB Mobile, now has a revamped, amped-up user interface for easier access and several new features.



Created by CSUSB computer software engineering students, along with faculty and staff, the app was designed to give students and the community important and timely information about the university. CSUSB Mobile is available for the iPhone, iPad and iTouch through the App Store

and for Android devices through the Google Play Store.

The entire application has been re-engineered with better graphics, better performance and minimized bandwidth usage, along with features that include what to do in case of emergencies while on campus. It also includes an improved integration of Facebook and Twitter. Unlike the first release, version 2.0 uses a hybrid approach, which has about 90 percent of the content installed on the device and 10 percent on a secured server. ●

## Remembrance

### John Pfau, founding president

After meeting on a hayride, marrying and both graduating from the University of Chicago, John and Antreen Pfau came to California with their two young children, Madelaine and Elly, in 1959. Three years later, John was named the first president of the new California State College at San Bernardino. The campus opened its new doors in 1965.

The Pfaus retired from Cal State San Bernardino in 1982, stayed in San Bernardino until 1999 and then moved to Napa. It was just over a year ago, August 2011, when Antreen Pfau passed away. Her beloved husband John followed her seven months later in March 2012. Both were 93.

At a special Nov. 8, 2012, event to remember the Pfaus' impact on and devotion to Cal State San Bernardino, their two daughters announced the establishment of the John M. Pfau Endowed Professorship. Read the full story online at [magazine.csusb.edu](http://magazine.csusb.edu).

Upon the passing of CSUSB's first president, many from campus expressed their sense of loss mixed with an acute appreciation. Following are excerpts from three e-mails sent to campus employees and reprinted here for those on- and off-campus who knew, or would liked to have known, John Pfau.

*Margaret Doane, professor of English*

I came to the university in 1976 and, as an untenured assistant professor during most of the time I knew President Pfau, was hardly in a position to have an insider's knowledge of the workings of the campus or its president; nevertheless, what I did know of him marks him as an extraordinary leader and person.

When I came to Cal State, colleagues told me that the school was called the Dartmouth of the Desert and the Har-



vard of the West, so named because of its unique, experimental approach to education.

Students took three five-unit classes as a full load; courses met only four hours a week, and students did extra reading and projects for the other unit of credit. The college was funded by the Chancellor's Office at a greater rate than other state institutions because of this unusual and exciting plan. ...

At the helm of this remarkable institution was John Pfau. I understood that he was largely responsible for many of the innovations of the college. I personally found him an incredible person, a humble but dynamic leader, a collaborator with faculty and staff, a completely tireless worker for the college's good, someone who spent a great amount of time getting to know faculty, staff and students and who always attempted to do right by us.

Perhaps a mark of his unusual character came just several years ago at a reception honoring him: he knew me immediately, although I had certainly

changed markedly between my late 20s and late 50s, knew of some awards I had received and commented on some articles I had published. I can only assume he knew similar things about other faculty. I found his continuing interest in others astonishing.

*Robert Blackey,  
professor of history*

Margaret Doane's thoughtful and informative communication has prompted me to add a few words of my own about John Pfau; I hope some readers will

find value in my memories.

I first met John on the Friday of the Memorial Day weekend in 1968. This was the eve of my receiving my Ph.D., and my wife and I made our first trip to California, specifically to San Bernardino, to meet new colleagues, rent a house, buy a car, and see the young campus as it was sprouting at the foot of the mountains, all in anticipation for our move later in the summer. The then-chair of the Social Sciences Division, Bob Roberts, introduced us to John as we all sat down in the mostly-enclosed courtyard of what is now Chaparral Hall; at the time, however, that courtyard fronted both the bookstore and the cafeteria.

My experience with college presidents up until that moment — as both an undergraduate and a graduate student — had been limited to distant visual contacts at graduation ceremonies. College presidents loomed large in my mind as statesman-like in an intellectual way, more like spirits one was aware of but had not actually encountered. But here my wife and I were with

John Pfau, and he wanted to talk about football (especially his beloved Chicago Bears) as well as his new, expanding campus (i.e., that fall would see the opening of the Physical and Biological Sciences buildings and what is now the old gym, even as there were still vines yielding grapes where parking lots now rest on the hard arid soil). All this was so different from what this born-and-bred New York City boy was used to, but John's warm and endearing manner made us feel at home. Not incidentally, that initial visit was the weekend before California's primary election and just a couple of days prior to the assassination of Robert Kennedy at the Ambassador Hotel, in Los Angeles.

In those early days of the college (later we were elevated to university status), CSU campuses were not allowed as far as I was aware — to recruit students or raise money; it was also a time when Californians were proud of their post-secondary educational system and were willing to pay for it as a means to invest in the state's future. It was also a time before a Proposition 13 frame of mind came to embed itself among a

majority of the voting public and soon spread, plague-like, to much of the rest of the country.

Then, however, over the next few years, both CSCSB and UC Riverside began to suffer from little or no growth, and there was talk of closing one or the other of the campuses and merging some of the faculty and staff.

In the fall of 1971, and in the face of this crisis, John, Vice President Gerry Scherba, and others in the administration determined that we had to do something to transform our "Dartmouth of the Desert" into a more desirable destination for more of the high school graduates and community college transfer students of the two counties in our service area. I was asked to inaugurate the new position of relations with schools officer, a position I held for some six months before returning to the classroom. I visited almost all two-year colleges (which is how, at San Bernardino Valley College, I met Tom Rivera) and high schools, talking to students and counselors, thereby playing a part in reversing the enrollment slide. It was an anxious time, and probably as

much for John Pfau as anyone else, for he had to slowly modify his image to the college, based as it was on the University of Chicago model.

But adapt to the changing times he did, including, for example, through supporting the development of new majors (e.g., nursing) ...

John also had to adapt to a student body that was changing in a number of ways that were unfamiliar to his generation, as this period of the late 1960s and early 1970s was a time of student

protest and growing ethnic awareness with which colleges and universities had to contend. There were rough patches along the way, including a day of public protests and speeches in reaction to the killing of students at both Kent State and Jackson State universities. We even had on campus a small, non-violent chapter of Students for a Democratic Society (SDS). ...

John and Antreen Pfau were gracious, warm and generous people, who regularly opened their home to faculty and administrators. They were dear, genuine and good people who devoted their professional lives to help the people of San Bernardino and Riverside counties improve their lives and expand their vision. He will be missed but not forgotten.

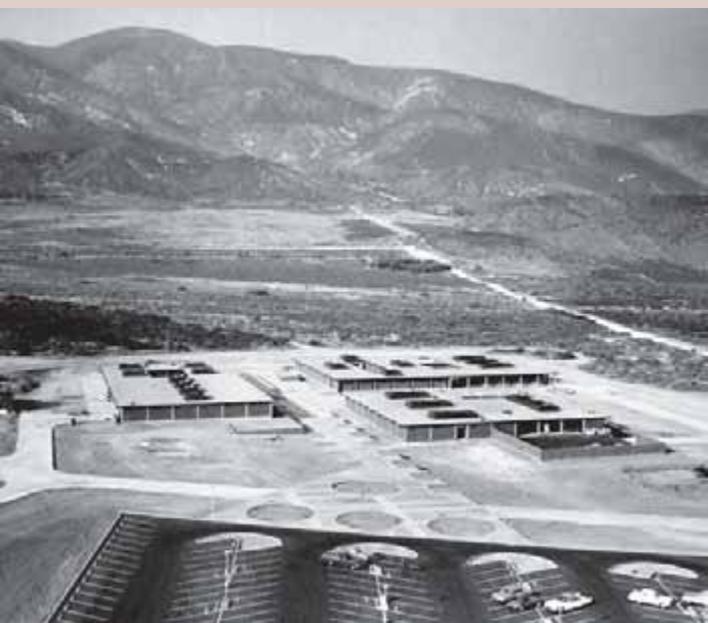
*Beth Stanton, manager,  
purchasing and property*

I'd like to offer my memories of John Pfau, which come from a somewhat different perspective than those recently posted by Margaret Doane and Robert Blackey.

I came to the campus in 1983 as a freshman majoring in history. Over the course of my freshman and sophomore years, I was fortunate to enroll in two lower division American history courses that Dr. Pfau taught in the first few years after his retirement. I knew him not as president of the college, but as one of my favorite professors, who gave interesting and entertaining lectures that fostered my interest in history, made thoughtful comments on my papers and exams, and offered encouragement. ...

He worked to form an individual connection with each of us and we knew that he cared. I looked forward to every one of his class meetings and am thankful that I had the privilege of learning from him. ●

*Cal State San Bernardino as it looked in September 1965.*



# Views of a city



The same year Jim Mulvihill joined the Inland Empire Section-American Planning Association was the same year he began teaching geography at Cal State San Bernardino. In 1981, the university didn't offer many courses of study in urban affairs, recalls Mulvihill. It did offer criminal justice and public administration programs. But nothing addressed the implications – good, bad or in between -- of urban development.

"This surprised me, given that the IE was rapidly developing," says Mulvihill, a recipient of the 2012 Distinguished Service Award from the IES-APA this past spring. He followed that honor in July with the state's Distinguished Leadership Award from APA's California chapter.

Mulvihill admired the hills and mountains that surrounded Cal State San Bernardino in the same way that he had admired the land around the University of Colorado, Boulder. He first visited the San Bernardino campus in June of 1981 on a day when the haze and smog were camped on the valley floor and

the view was thoroughly muddled. But when he moved to Southern California to stay two months later and after, perhaps, the Santa Anas had blown just right, he saw the mountains crisp, clear and in full color. These were the kinds of pictures that chambers of commerce bragged about. And so it suited Mulvihill just fine to serve on the city's Chamber of Commerce economic development board. He recalls thinking, "The site lines of coming in University Parkway and Kendall Drive, 40th Street and Northpark – the view-shed of this area should emphasize the fact that you have a major resource here for the city."

But misperceptions of San Bernardino, Mulvihill came to believe, were leading to poor development. He heard "depressing" views of the city and the college coming from prominent residents, comments such as, "There's no market for quality housing in San Bernardino," or "San Bernardino is a 'lunch box' community and good housing will go elsewhere." San Bernardino, he thought, could do better. Indeed,

it had only been four years since San Bernardino had enjoyed the shine that came with its naming as an All American city in 1977.

A year or so after he arrived at CSUSB, Mulvihill drew up a plan that he believed would encourage good development in the area around the university. The plan proposed, for example, improvements in the kind of roofing materials and the number of parking spaces used in apartment complexes that were going up in the area around the college.

"The surrounding area was being deluged with applications for high-density, poorly designed apartments," says Mulvihill. He saw what seemed to him a lack of planning for sewers, storm drains and stop lights. His proposal, he thought, visually enhanced the college and the I-215 corridor – a key entry point to the city. He gave the plan to Anthony Evans, who had assumed the presidency of the college in 1982 and, says Mulvihill, had expressed some concern about all the apartment com-

plexes going up nearby. Evans agreed to take the proposal to civic leaders.

Eventually, the city adopted some of what Mulvihill and others were suggesting. Landscaping, architectural and site design standards were incorporated into commercial and multi- and single-family structures. Today, the effects of this overlay zone can be seen in apartment buildings that are offset and not lined up like military barracks, or whose parking areas are hidden and, instead, offer a view from the street of appealing landscaping and architecture.

In 1992, Mulvihill was named the Planning Educator of the Year by the IES-APA. The honor said, in essence, that Mulvihill was not merely an urban planner, but also an academic planner, who was attempting to pass on to his students a passion for quality development.

Pushing good quality development in San Bernardino for 30 years and counting hasn't necessarily won Mulvihill any popularity contests among developers and real estate agents. The planning standards he supported in the 1980s with others became a piece of the pressure that led to a year-long moratorium on development in 1987.

"Which was not good necessarily," he admits, but "from my point of view, it had to be done" to give the city a chance to revise its outdated general plan.

Now a professor emeritus at CSUSB, he's "ruffled some feathers" over the years. But his fervor for good development hasn't faded. Mulvihill currently serves on San Bernardino's planning commission, and still lobbies with local officials, writes opinion columns in newspapers and works with local residents to plan for new development in the Inland Empire. Housing design and the quality of its construction is "much better, much better," he says. "As you go out University Parkway, the landscaping is actually alive now." ●

## Strong STEMs

Kirsten Fleming learned a lot in her first few summer days as the new dean for Cal State San Bernardino's College of Natural Sciences. The dedication of faculty to student learning. The importance her own office staff places on strengthening the college. What she already knew, however, was that the STEM disciplines – science, technology, engineering and mathematics – are playing a larger and larger role in college education.

Fleming's career has been immersed in math. She was executive director at the Kentucky Center for Mathematics for the past five years, and was a professor and chair of the department of mathematics at Northern Kentucky University from 2002-2007. KCM not only helped increase the number of students graduating from Northern Kentucky University with degrees in the STEM fields, but also improved teaching of mathematics at the elementary, middle and high school levels.

Now her record in helping to improve STEM education over the years in Kentucky will be a focus in California.

Postsecondary education in California, she says, has moved to improve the teaching and learning of science and mathematics at the undergraduate and graduate levels or to promote the recruitment and retention of STEM students. She points to CSUSB's Mathematics and Science Scholars program as an example of the latter. But there doesn't "seem to be the same widespread attention or systemic approach to changes at the postsecondary level as there is at the primary-12th-grade level. ... This does seem to present an opportunity." ●

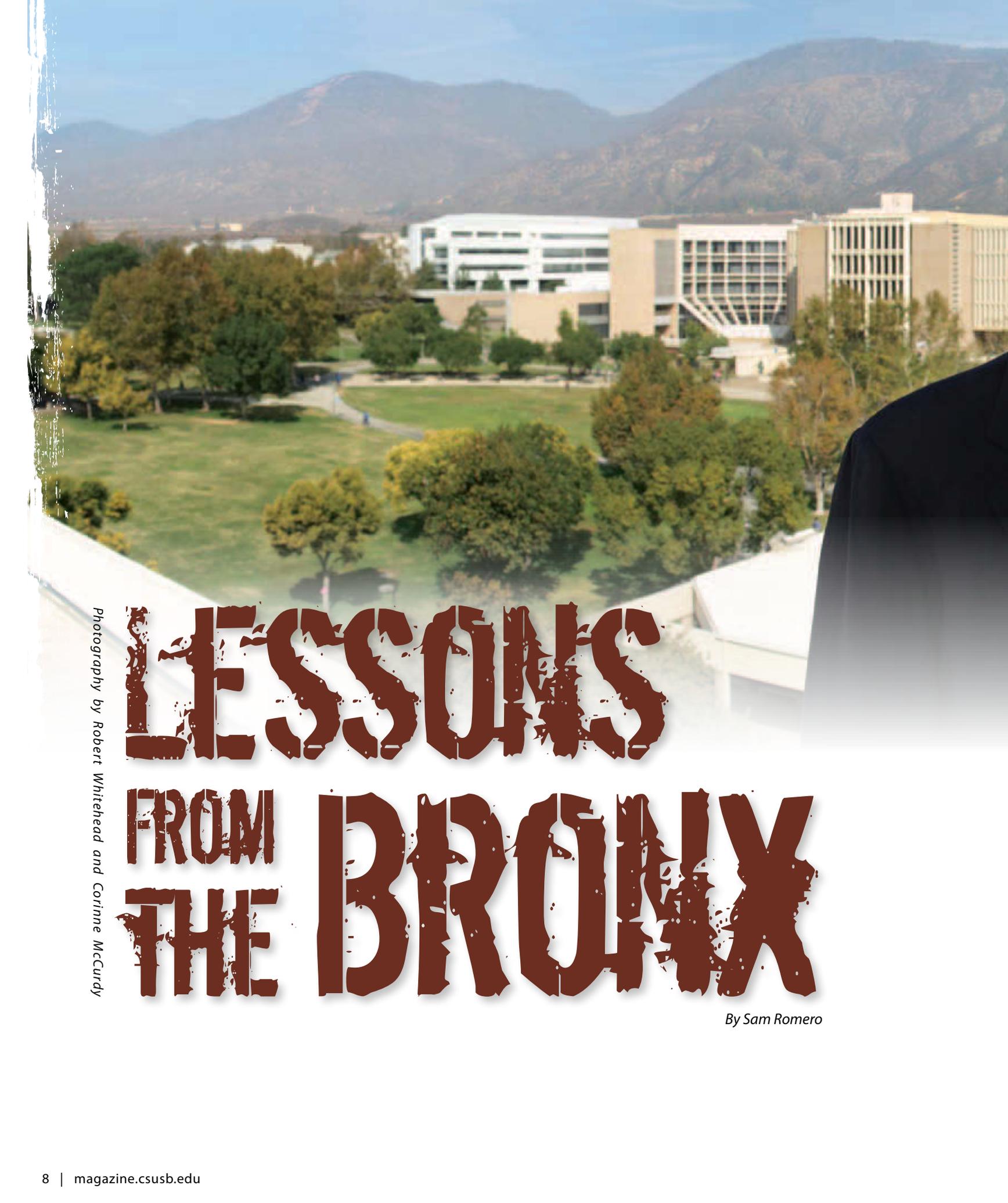


## Taking a lead

Great professors are the very foundation upon which Cal State San Bernardino has built its academic reputation. Geography professor Jenny Zorn and psychology professor Jodie Ullman are just two of CSUSB's outstanding professors to be recently awarded for their impact in their fields.

The Association of Pacific Coast Geographers awarded Zorn with the Distinguished Service Award for 2012. Zorn received the honor for her service to CSUSB, students and the field of geography. She joined the university in 1989 as an assistant professor of geography and is now associate provost for academic and international programs. Among her other accomplishments, Zorn has directed CSUSB's academic master plan, as well as the development of the university's first doctoral program.

Jodie Ullman was given the prestigious Fellow status in the American Psychological Association for her teaching and writing. She is one of the world's leading scholars in structural equation modeling, and her national impact in the field of psychology is well documented. Her writings in several text books have been cited more than 460 times and is required reading at more than 40 universities in the U.S. ●



Photography by Robert Whitehead and Corinne McCurdy

# LESSONS FROM THE BRONX

By Sam Romero



Since it opened in 1924, James Monroe High School in New York City's Bronx borough has released into the world its fair share of figures who became famous. Art Fleming, the first host of the TV show "Jeopardy!" graduated from James Monroe in 1944. Detroit Tiger and Hall of Famer Hank Greenberg graduated from the school in 1927. Musicians Stan Getz and Lenny Hambro never graduated from Monroe, but they did attend for a while before they made a bold – if not brazen – dash for jazz gigs.

And there were others. Among them were Pulitzer Prize-winning cartoonist Jules Feiffer; Judy Craig, Patricia Bennett and Barbara Lee of the '60s singing group The Chiffons; and Art Shay, who photographed for The Saturday Evening Post, Sports Illustrated, Life and Time.

Tomas Morales wasn't attempting to become famous when he took his seat as the fourth president of Cal State

San Bernardino this past August. He graduated from James Monroe High in 1971, and if any experience had set his course toward a career championing education – particularly for families with fewer opportunities – it was his growing up lower-middle-class in South Bronx.

Morales was born in Puerto Rico and came to the United States as an infant. His father worked as a machinist for Faberware, and his mother dropped out of high school and worked for a while as a crossing guard. By the time Morales entered first grade, he spoke only Spanish, and his teacher urged his mother to enroll him in an English immersion class, because at that time formal bilingual education programs hadn't yet made their way into U.S. schools.

From beginning to end, he was a product of public education. He attended primary and secondary schools in New York. But it was as a 12- or 13-year-old delivering

the New York Post that Morales's college inclinations began to congeal, and his respect for hard work ascended. "There was a point when I didn't even know whether I was even going to go to college," he says.

One of the stops on his paper route was a pair of four-story tenements. Neither had elevators, and stairs offered the lone passage from floor-to-floor. One day the buildings' superintendent, weakened with a serious back injury, asked Morales if he would sweep and mop floors for him every day after he finished his route.

"I'll give you a dollar a floor," he said to Morales.

"That was \$8," Morales says, thinking back. "That was a lot of money back then. So I said, 'Sure.' So I finished my route and came back and I did that for years. That's why I have a tremendous amount of respect for individuals who do that kind of work. It's hard work."

Morales' college days were themselves the aerobic conflation of work, homework and home. He and his wife, Evy, married and began their family when he was just 19. To see him with his first son in tow as he attended classes at the State University of New York, New Paltz,



*President Morales, his wife, Evy, their daughter, Amanda (far left) and grandchild, Danica, and his mother, Mrs. Elsie Maldonado (far right) during a reception hosted by local Latino organizations.*

was common. After graduating from New Paltz with his bachelor's in history, he worked for a few years at the college as a counselor, an administrator, an assistant dean of education and as the assistant vice president of student affairs. At SUNY Albany, he completed both his master's and Ph.D. in educational administration and policy analysis while working full-time. "And that's very similar to the graduate programs here at Cal State San Bernardino," he



"Every employee plays a role to move this institution forward, plays a role in student success — from the employee who cleans the buildings to the provost."

says. "I believe that there are many students pursuing their master's degree that are working full time and are certainly looking to better themselves and to advance in their own careers."

Students' connections to their university are directly tied to their staying in college and graduating. "The data is very clear" on that point, Morales says. So one of his goals for CSUSB is to increase the number of students who work on campus. Another aim is to get to know leaders from the many student clubs and organizations, not only the student body president and other Associated Students Inc. leaders.

"One of my goals would be to assure that every student belongs to at least one community where they feel a sense of belonging," says Morales. As an undergraduate at SUNY New Paltz, he had that sense, working as a peer counselor and tutor.

In a place so dense as the Bronx, belonging becomes a habit, a piece of your core. It's a state that has followed Morales. He and his wife, Evy, grew up in the same neighborhood, went to the same schools and, to this day, see friends they made during childhood. The habit has followed Morales. But his fire for connecting, building relationships and raising the expectations of students didn't make its public debut with his appointment at CSUSB. He'd been president of the College of Staten Island of the City University of New York for five years before accepting the post at Cal State San Bernardino. One administrator at Staten Island credited Morales with making college more affordable and class schedules more flexible, making it easier for working students to attend school. Before going to Staten Island, Morales had been provost, vice president for academic affairs and vice president for student affairs at Cal Poly Pomona for six years and worked as vice president for student affairs and dean of students at The City College of the City University of New York from 1994-2001.

"It's really my passion," he says, talking about the New York neighborhoods that push his desire to deliver higher education to students who may not think they can make it to college, much less through it. Now, however, he knows they can, because he made it through, as did his mother. While he was in college at New Paltz, she returned to school and later retired as a psychiatric social worker. When Morales was in college he thought that perhaps he would become a teacher. He never had planned to become a college president. Still, it was the kind of thing James Monroe High was known for, and there was Edward Bloustein, another James Monroe graduate, who was president of Rutgers University during the 1970s and 1980s. A central reason Morales took the post as president of CSUSB is because the university's focus was, he believed, the right one.

"First of all, it's all about the students. One of the things that attracted me to CSUSB is that I think the exceptional faculty and staff here believe that as well." ●



*A student employee assists another CSUSB student in the records office. One of President Morales' priorities is to increase the number of students working on campus.*



*President Morales lends a hand as students move into CSUSB village residences just before the opening of fall classes.*



*President Morales talks with Aaron Jimenez, the former CSUSB Associated Students Inc. president who served on the university-wide presidential search committee.*

# contributions





## A night for *giving*

All the buzz among the 700 attendees that evening was of the two honored guests, Albert and Marilyn Karnig, who were – officially – letting go.

Easier said than done. Retirement for a university's First Couple is never so cut and dry. Albert Karnig spent the past 15 years as president of Cal State San Bernardino working what seems almost non-stop, except for the required vacation here and there, and Marilyn has been busy on and off campus serving as an adviser and on community boards. They've also hosted many a campus-related event at their San Bernardino home. So now, a few months after bringing his presidency and career to an official close, Albert Karnig maintains a relatively quiet space in CSUSB's Jack Brown Hall, an office where he works a limited schedule on various special university and education-industry projects.

The one project that never ends, and seems to gain speed with every budget cut to higher education, is fundraising – fundraising in this case for student scholarships. Eighty percent of CSUSB

students receive some form of financial aid, and a focused and fervent effort to boost scholarship monies was a hallmark of Karnig's presidency.

By most measures, the May gala for the Karnigs was a 10. Coussoulis Arena, usually the scene of raucous basketball and volleyball games, shorts and jerseys, was dressed to the nines, and gala guests didn't look so bad themselves. Perhaps the best gift the Karnigs could have inspired that evening, beyond the sentiments expressed by attendees, was the almost \$300,000 in scholarship funds raised by the event. No one predicted that.

"We're delighted with the outpouring of kindness and generosity from the community to support students who have worked hard to attend college," Karnig said. "Through these scholarships, there will be more students who will be able to come to CSUSB who otherwise might not have had the opportunity." Still, Karnig would not miss his own opportunity to ride the momentum created by the gala. There,

he challenged guests to raise another \$100,000, with the first \$50,000 coming from the Karnigs themselves.

Friends of the university did that and more. Between the Karnig Scholarship Challenge and the funds raised from the gala, the amount of money going directly to student scholarships is more than \$424,000. A key portion of the monies will benefit the President's Academic Excellence Scholarship program. It was introduced by Karnig in 2002 and so far has funded full tuition rides for more than 300 of San Bernardino County's high school students who finish in the top 1 percent of their graduating classes. During their courses of study at CSUSB, the students are required to maintain a 3.5 GPA or above to continue receiving the scholarship. Other funds will go to scholarships chosen by donors themselves.

"We love Cal State San Bernardino and its students," said Marilyn Karnig, "and this scholarship fund is something that will truly benefit many more very deserving students in our communities." ●



## In memoriam

George H. Schnarre, a respected and longtime Realtor in the Inland Empire and highly esteemed contributor to CSUSB, passed away Oct. 16, 2012. He was 80. Schnarre graduated from San Bernardino High School, attended San Bernardino Valley College and the University of California, Riverside and served as a dental technician during the Korean War. He also worked at Sage's Complete Markets before entering the real estate business in 1964. In 2006, Schnarre was named the Cal State San Bernardino Arrowhead Distinguished Executive Officer. At the luncheon honoring him, Schnarre announced that for every dollar attendees donated, he would match it. The total he matched was \$65,000. The contributions went to the George H. Schnarre Endowed Scholarship for deserving students enrolled in CSUSB's College of Business and Public Administration. ●

## Advancing the charge

Having enjoyed a long and successful career in higher education, including 24 years at Cal Poly Pomona, Ron Fremont took the reins as vice president of university advancement at Cal State San Bernardino in October. Fremont replaced Larry Sharp, who stepped down from the vice president's position this fall.

Fremont served in a variety of advancement positions at Cal Poly since 1988. He was associate vice president for university relations there since 2003, and worked on many campus-wide initiatives, including governmental and community relations. He also was a member of the university's strategic planning committee and the alumni association board of directors.

With more than 60 regional and national professional awards to his credit, Fremont earned his bachelor's degree in English from UCLA, his master's in education from Cal Poly Pomona and his doctor of education degree from the University of La Verne. ●



*Elly and Madelaine, the daughters of John and Antreen Pfau, the university's founding First Couple, announced on Nov. 8, 2012, the establishment of the John M. Pfau Endowed Professor with a gift of \$100,000. The news came during a celebration – in the Pfau Library – of the 50th anniversary of their father's naming as president of a new California State College in San Bernardino. Read the complete story online at [magazine.csusb.edu](http://magazine.csusb.edu).*

A rare New Kingdom Shabti Figurine of a High Priest of Ptah (attached to a stela), a group of papyrus documents and beautiful Ancient Egyptian jewelry. These are among the 25 new and previously loaned objects now a part of RAFFMA's permanent collection.

Cal State San Bernardino's art museum houses the largest permanent collection and public display of Ancient Egyptian art in Southern California, and one of the two largest in the western states. It's an honor

generously bestowed by W. Benson and Pamela Harer, who have provided numerous objects on extended loan from their own highly respected collection and donate many artifacts to the museum every year.

Recently, Harer added these 25 pieces to the museum's permanent Egyptian collection.

"These first-ever papyri in RAFFMA's permanent collection are particularly noteworthy," says RAFFMA's director Eva Kirsch, "for they sample all the writing systems of ancient Egypt, from hieroglyphic to Coptic scripts, and thus have a great educational value for us."

For years, Harer has been engaged and concerned in the care and research of the museum's permanent Egyptian collection. He has taken a keen interest in the museum's collection catalogue project – a multi-volume publication of the entire ancient Egyptian collection, initiated in 2004.

This ongoing project, says Kirsch, is vitally important to the growth and development of the art museum. "The published results not only contribute to the progress and dissemination of knowledge, but also help to build RAFF-

MA's institutional prestige by carrying its name all around the world – to libraries, universities, other museums, as well as to the footnotes and indexes of numerous other scholarly publications."

Knowing the importance of the catalogue, Harer challenged the RAFFMA

# Glimpses of Egypt

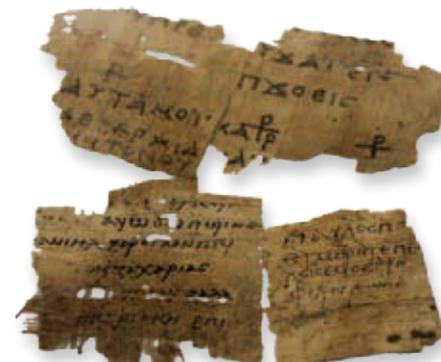
By Andrea Callahan

Advisory Board in a successful matching campaign. It raised the funds to publish the second volume in the catalogue project.

"RAFFMA has achieved recognition well beyond that of its peers in other universities nationwide," says Harer, "and publication of our holdings is important to sustain and advance our status." The catalog focusing on art from the Early Dynastic Period through the New Kingdom (Dynasties 1 through 21) is expected to be published in 2013.

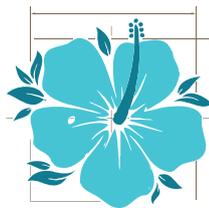
The museum's unique and rare collection of ancient Egyptian artifacts plays a significant role in providing the Inland Empire with a resource for research and appreciation of history, art and culture, Kirsch adds. It also attracts the attention of professionals and Egypt-oriented interest groups.

Lynn Bishop, vice president of the Orange County Chapter of the American Research Center in Egypt, whose many members contributed to the catalogue project, commented after the ARCE members' visit at RAFFMA last June, "We were all impressed by the quality of objects. My favorite was the headless statue of Imhotep." ●

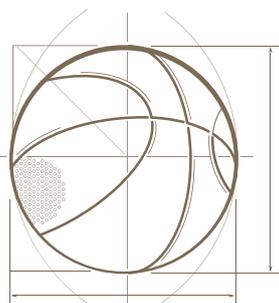




## The way to *paradise*



By Kim Baxter



For 20 years, Laura Beeman toiled on the basketball sideline, mostly as a head coach of a successful junior college program and then working as an assistant in the high-profile setting in Los Angeles (at USC and with the WNBA's Sparks). It's a long time, but it has been a mere blur as Beeman has finally found the right NCAA Division I program to make her own.

This two-decade career arc has transported the former Cal State San Bernardino All-American point guard to the foothills of paradise. Now at the University of Hawaii in Honolulu, Beeman is the new women's head basketball coach.

It is a Division I head coaching job with a heap of challenges – from recruiting across the Pacific to a brutal early season schedule to transforming a team that has been mired in mediocrity for a decade – but she is relishing the obstacles; because they're her obstacles to face.

"A lot of people would kill to have that seat," Beeman said during a sit-down interview in her office in mid-September. "I know that for whatever reason, the stars aligned and (UH) saw something in me. And I don't take that for granted. I believe because of that, I owe it to my players to be the best that I can be every single day because there were a lot of other people that wanted this position."

When Beeman graduated from Cal State San Bernardino in 1992, the business administration major had no idea what she wanted to do. But when the University of Redlands approached her with the opportunity to earn her master's for free – while working as the graduate assistant for the basketball team – she jumped on the chance. She quickly caught the coaching bug when she saw that her ability to encourage and communicate would get the most out of the players, which meant more wins on the court.

Just two years later, she became the head coach of Mt. San Antonio College, a community college program in eastern Los Angeles County that she turned into a powerhouse in her 15 years there. Her success put her on the radar of former Los Angeles Laker Michael Cooper, who coached the WNBA's Los Angeles Sparks. She was with him on the bench when the team made the Western Conference finals in 2008. Later, Beeman followed Cooper to USC, where the Trojans put together back-to-back winning campaigns.

Throughout her career, she garnered interest from a handful of other schools. But nothing was the right fit until Hawaii contacted her in March. She wowed the search committee with her confidence, expertise and personality, said Marilyn Moniz-Kaho'ohanohano, an assistant athletic director at UH who couldn't help but gush over Beeman.

# Coyote Chatter

## Summer swing

Former 2012 Coyote teammates, Paul Eshleman and Ethan Chapman are making a name for themselves in the Major League Baseball system. Both CSUSB baseball alumni competed for Single A-Minor League teams this summer in the Pioneer League.

While playing for Cal State San Bernardino, the star athletes were among the top five Coyotes in most categories, including batting average, slugging percentage and runs-batted-in.

Over the summer, catcher Paul Eshleman played for the Helena Brewers, where he put together a .250 batting average with four homeruns. Ethan Chapman boasted a .313 batting average with a single homerun for the Idaho Falls Chukars. After the summer season, Chapman played with the Royals in the Instructional League.

## Water Vu doo

CSUSB junior water polo standout Misty Vu was named first-team All-American by the Association of Collegiate Water Polo Coaches this summer. The Riverside native led the nation in goals with 120. With one season left in her career and 110 goals to go, Vu has an opportunity to beat the three-time All-American and CSUSB goal record holder Freyja Berg for total goals in her career. Vu was first-team All-Ivy league in water polo during her four years at Riversides J.W. North High School. ●



*Paul Eshleman works behind the plate for the Helena Brewers as Ethan Chapman, of the Idaho Falls Chukars, takes a swing. Photo courtesy of Kylie Edgemon.*

“(Beeman) has the ability to connect with people on a real level,” said Mary Cooley, an assistant coach who came with Beeman from USC to Hawaii. “It doesn’t feel fake, it doesn’t feel like BS, and she kind of just looks you right in the eye and lets you know what she’s about. Everybody likes that. You know exactly what you’re going to get. She’s going to be real.”

Beeman can’t sugarcoat a tough situation. Having inherited a team that hasn’t been to the postseason since 2003, Hawaii won’t have any time to get comfortable with her in a game situation. The team’s preseason schedule, conceived by the previous coaching staff, starts with “brutal” and shows no relief from there.

It features five games against teams that played in last year’s NCAA tournament. The first three home games of the season pit UH against Tennessee-Martin (the defending Ohio Valley Conference champions), Stanford and Baylor. Baylor finished 40-0 en route to last year’s national championship and is led by the 6-foot-8 Brittney Griner, arguably the most dominant women’s college basketball player ever. Stanford lost to Baylor in last year’s Final Four. The following weekend Hawaii plays Oregon, Arkansas and Oklahoma, the latter two coming off NCAA tournament first-round wins last season.

It is a preseason schedule that will likely see Beeman’s early tenure in Hawaii pockmarked with ugly, lopsided losses.

“I think that’d be daunting for anybody, let alone a first-year coach at a program that’s been mediocre,” she said with a wry laugh. “That’ll be a scary endeavor until the horn goes and then it’s ‘OK, let’s just play ball and whatever happens, happens.’”

Though she’s unsure of what type of plays the team will run or defenses it’ll use, she guarantees that the hallmarks of her teams from the past – solid defense and competing with an all-out effort – will continue.

Beeman has bided her time for 20 years to bring her style, her trademarks to a Division I sideline. It has been a long wait, but with flip flops on her feet, an ocean kayak on her truck and a shaka (a Hawaiian hand signal to convey the “aloha spirit”) every once in a while, she seems utterly at home in Hawaii thus far.

“To see her in the lead role, she’s more comfortable,” Cooley said. “To see her managing people the way she wants or building the team up the way she wants, in that way, she’s much more comfortable and at ease, because she knows exactly how to do this. ... She’s a leader, through and through.” ●

*Freelance writer Kim Baxter worked as a beat writer covering Syracuse University men’s basketball for the Syracuse Post-Standard, and was the men’s college basketball editor at ESPN.com. She lives in Honolulu.*

## Routes of confidence

By Alan Llavore

It's roughly 1,700 miles from the Canadian border to the Mexican border along the Pacific coast on a bicycle – that's roughly 1,700 reasons to quit, yet also 1,700 reasons to keep going.

Britney Meshke, a Cal State San Bernardino senior majoring in entrepreneurial management with an economics minor, chose to keep going, pedaling through the rain and hills and remembering why she was making the journey in the first place. From June 20 to July 20, save for three rest days, Meshke rode her bike to raise money for Michelle Rogers, a San Bernardino High School teacher who puts together programs and workshops to help young girls bolster their own self image, and resist what society or popular media say it should be. In other words, being like supermodel Kate Moss does not necessarily define success.

It's an issue that doesn't seem to be talked about much. Yet sit with Meshke, and she'll tell you that it not only needs to be talked about, but also fixed.

While teaching snowboarding this past winter, she said, "I had probably three different girls come up to me at different times – they were no older than 5 – and they asked me if they looked fat in their jackets. I think that's ridiculous that it's already happening at that young age."

As a member of the Kappa Delta sorority at CSUSB, Meshke had done some work with Rogers, volunteering at some of the events Rogers organized for area girls. Meshke also noticed that Rogers spent much of her own resources for these events – which included bringing in guests, such as Judith Valles, former San Bernardino mayor, and others to speak about being positive role models and to teach them life skills. Rogers also makes herself available after school for the girls.

"I think what Michelle Rogers does is a good thing, so that's why I wanted to help," said Meshke, a graduate of Rim of the World High School in Lake Arrowhead who now lives in San Bernardino.



*Day 9. Britney begins the push up a long hill on her way from Florence to Coose Bay in Oregon.*

Said Rogers, "This is the first time that I had somebody inspired to raise money for this."

Not that it would be easy. In her blog, "Going the Distance for CONFIDENCE," (<http://goingbeyond1.wordpress.com>) Meshke chronicled her journey, which was supported by her aunt, Amanda Cole Veysey, who drove ahead of her on the route in an SUV. The trip started with a string of rainy days in Washington and Oregon, and included some long climbs and just long days on the bike that averaged six to seven hours and about 60 miles a day. A sore knee a couple days into the ride was cause for some concern, too.

But every now and then, something would happen to remind her that what she was doing was going to make a difference.

"Even just the little things when I was biking, I'd be at a stoplight, and there'd be a little girl in the back of a car, and she'd smile at me and I'd smile back," Meshke said. She recalled the time she was at a laundromat to dry her rain-soaked gear, and having a conversation with a father-to-be about his 7-year-old niece being as self-conscious about her appearance as someone much older – they both agreed that this wasn't something that should be worrying a 7-year-old. And there was the time she stopped for lunch and two young girls and their little brother sat and talked with her, curious about what she was doing. Being astonished that Meshke would ride a bike that far, they said they could never think about doing something like it themselves. "Don't say that," Meshke told them. "You can do whatever you set your mind to do."

And it's not just accomplishing a goal, but, just as important, how one goes about it – with grace and courtesy toward others, which Rogers said Meshke has shown.

The teaching lesson from this, Rogers said, is "if you have a vision for something, just go for it and make it happen." Which is exactly what Meshke would tell anyone else thinking of tackling a challenge, whatever it may be.

"I think it's very important for people not to limit themselves," said Meshke, whose ride raised more than \$1,000. "I think it's important for people to go out and try. ...

"I wasn't 100 percent sure if I was going to be able to do it, but it was something I wanted to do, so I did it," she said. "I'm really glad I did. It did build up my confidence in myself to be able to take on the next challenges I want to do. I can push through, I can do what I set my mind to." ●

## The community first

Addressing issues such as health disparities, emergency medicine and how to apply for medical school, pre-med and pre-health students, healthcare professionals and healthcare educators will meet for one day when they gather Jan. 19, 2013, at Cal State San Bernardino.

The Pre-Med and Pre-Health Conference, organized by the Medical and Pre-Health Student Society at CSUSB, will offer panel discussions, workshops and keynote speakers highly respected in the area of healthcare and health education.

A conference like this one is needed in Southern California, say event organizers, a committee of six Cal State San Bernardino students. .

"For the students who live in Southern California, our goal and our hope is that they come back to the community and actually help their community; serve their community in the healthcare profession," says Rick Cordova, a CSUSB biology major and member of the executive committee. This conference, organizers add, aims to promote the health sciences and career opportunities in healthcare and to inspire, encourage and increase retention and graduation rates of pre-medical and pre-health students across Southern California.

Keynote speakers for the conference include Alejandro Andrade, a 2009 graduate from the Keck School of Medicine at USC and a 2005 graduate with a bachelor's in biology from Cal State San Bernardino, and G. Richard Olds, the dean for the School of Medicine at the University of California, Riverside.

Workshops for the conference also will include primary care, application and admission processes for medical school, surgery, nursing, pharmacy, dentistry, optometry, veterinary medicine and health disparities.

The Pre-Medical and Pre-Health Conference is being sponsored by the CSUSB President's Office and the Associated Students Inc. Participants can get more information or register for the conference online at the Pre-Medical and Pre-Health Conference website, [www.csusbpremed.org](http://www.csusbpremed.org). ●





## 'Yotes Spoke ...

# We Listened

*The scoop on alumni webinars and membership, and "what's a 'Friendly Takeover?'"*

*By Joanna Oxendine  
assistant director, alumni affairs*

**N**ot long ago, the CSUSB Alumni Association embarked on a path of discovery—a path that led us to come face-to-face statistically with a truth we'd long known: Most CSUSB alumni are not likely to return to campus following their commencement—and we need to do something about that.

Although we'd been fully aware of that fact, what we didn't know for sure—and what we could only hypothesize—was why. Why would former students, most of whom are quick to share wonderful memories of Cal State San Bernardino and the stellar education they received here, rarely return to their alma mater? Why would so many of our alumni, most of whom live right here in the greater-Inland Empire, not be more engaged with their university?

Thanks in part to a 2009 alumni attitude survey, we found our answers: Time and geography.

With this new information, we figured out a way to do what we'd always hoped to do—provide a variety of personal and professional development opportunities to as many of our alumni as possible.

Our answer? The CSUSB Alumni Association's newest programs—online career webinars, Friendly Takeovers and open membership. It's all programming that comes to you or that is accessible to you wherever you are.

### *Alumni career webinars*

This past year, the CSUSB Alumni Association introduced its online career webinar series, enabling current and former students to get expert advice from alumni professionals working in various fields, as well as hone

their career-preparation and professional skills at a time and place convenient to them. The first six webinars saw topics ranging from tailoring résumés for applying to public sector jobs to how to use social media for career advancement to coping with difficult personalities in the office. This year's topics—interviewing skills, salary and contract negotiations, maintaining a healthy work-personal life balance, and others—have come largely from participant feedback and suggestions.

We're incredibly excited that we're able to provide insight and advice on topics about which you've told us you need a deeper understanding—and in a way that is convenient for you to participate.

### *Friendly Takeovers*

We're also reaching out to you in the communities where you live and work. We want to provide you with the chance to unwind a bit and connect with other CSUSB graduates in the process. Launched a little more than a year ago, CSUSB Alumni Association Friendly Takeovers offer you the opportunity to get together—socially and informally—with other 'Yotes who live or work right in your community. Whenever possible, these relaxed gatherings are held in local alumni-owned or alumni-managed businesses throughout Southern California, and so they support and promote the CSUSB alumni network.

### *Open membership*

Finally, to better support the needs of all of our alumni, we've made the transition to an open membership model. With open membership, all alumni can join the

CSUSB Alumni Association at no cost so that they may take advantage of the benefits, programs and services offered through the association, including our newly launched career webinars and Friendly Takeover events.

Taking a cue from many other universities across the nation—some within our own CSU system—and responding to an overwhelming need for continued support for all alumni, we phased out our annual dues program. Now, to take advantage of all the CSUSB Alumni Association has to offer, you need only contact our office for a membership card. No dues! No fees! But all the privileges and benefits that come with membership.

Although we no longer offer a paid annual membership, lifetime memberships are still available, because we know many of you would like to show your support of your alma mater by contributing to the CSUSB Alumni Association scholarship endowment program. Your lifetime membership dues contribute to that endowment and directly support deserving students through scholarships. Your lifetime dues have provided full or nearly full scholarships to scores of deserving CSUSB students.

These new programs are a real example of how alumni feedback is shaping the CSUSB Alumni Association. If you'd like to suggest a webinar topic or wish to present, or have an idea for a Friendly Takeover, or you'd like to join the Alumni Association as a lifetime member, contact us at [alumni@csusb.edu](mailto:alumni@csusb.edu) or (909) 537-3700. ●

### **Past Friendly Takeover Locations**

Hangar 24 Brewery in Redlands, owned and operated by Ben Cook (*biology*)

Kiddough's Bakery in Redlands, owned and operated by alumni siblings C.J. Sillers (*B.A. marketing 2003, M.B.A. 2004*) and Sarah Sillers (*B.A. management 2008*)

LuLu California Bistro in Palm Springs

Trevor's Rustic Inn in San Bernardino, owned by Trevor Cairns (*management*)

Buffalo Wild Wings in Rancho Cucamonga

The Historic Galleano Winery in Mira Loma

Pet Scene in Yucaipa, owned and operated by Bonnie O'Connor (*M.P.A. 1999*)



### **Past Webinar Presentations**

"Breaking & Entering: Tips on How to Successfully Compete for Public Sector Career Opportunities," presented by Alex Nájera (*M.P.A. 2007*), senior human resources analyst for the county of Riverside

"It's the Little Things: Etiquette for the 21st Century Job Search," presented by Stephanie Sifuentes (*B.A. sociology 2007*), human resources analyst for the county of Riverside

"How to Work a Job Fair... So You Can Start Working!" presented by Heather Nelson, *B.A. psychology 2008*, human resources business partner at The MENTOR Network

"Get the Job with Social Media: How LinkedIn and Other Networks Can Help You Reach

Your Career Goals," presented by Claus Enevoldsen (*M.B.A. 2005*), senior marketing manager for Next Issue Media

"Let's Get Ready to Rumble! Conflict Resolution," presented by Cheryl-Marie Hansberger, *B.A. psychology 1993*, vice president of strategic development at Delcan

"Dealing with Difficult People," presented by Cheryl-Marie Hansberger

"Boosting Your Résumé with Volunteer Experience," presented by Candace Loya (*B.A. English 2003*), volunteer retention coordinator for Loma Linda University Medical Center

1970s

**Teresa M. Burrell**, *B.A. sociology 1970*, published her third book, "The Advocate's Conviction," in the Advocate series, which follows fictional legal advocate Sabre Orin Brown and her fight for the children in the San Diego justice system.

**Gary Chenault**, *B.A. administration 1975*, is director of acquisitions at the Inland Empire Economic Recovery Corporation. Chenault is a lifetime member of the CSUSB Alumni Association. 🌱

**Frank Farsad**, *B.A. biology 1977, M.A. middle grades education 2001*, is founder and owner of Farsad Professional Services in Laguna Niguel, Calif., which provides translation and interpretation services, as well as tax preparation and immigration support.

**Samuel R. Garcia**, *M.A. administration 1974*, is the district director for Congressman Joe Baca, representing the 43rd Congressional District of California. Garcia was among the first to graduate from CSUSB (then CSCSB) with an M.A. in administration.

🌱 Alumni Association member

Read more or post your own Coyote Tales class note on the CSUSB Alumni Association's online community website at [www.csusb alumni.com](http://www.csusb alumni.com).

**Steven K. Pope**, *B.A. economics 1972*, is the chief operating officer at Huckle Media in Faribault, Minn.



**Michael Shetler**, *B.A. biology and chemistry 1979, B.A. special major 1990*, was promoted to principal management analyst in the executive office of Riverside County. He volunteers his time as a workshop presenter and panelist at CSUSB and is a lifetime member of the CSUSB Alumni Association. 🌱

1980s

**Eileen Colapinto**, *M.A. counselor education 1989*, has been appointed by Gov. Jerry Brown to the California Board of Behavioral Sciences. Colapinto is the director of the Corona-Norco Unified School District Foundation and a trustee for the Corona Public Library.

**La Veda Drvol**, *B.S. health science 1987*, coordinated the 3rd Annual Walk Against Human Trafficking awareness event in Chino Hills, Calif., in January 2012.

**Stephen C. Dunn**, *B.S. accounting 1985, M.B.A. 1996*, has been hired as city manager for the city of Upland.

**Cynthia S. Fuzie**, *B.A. criminal justice and sociology 1987*, is assistant chief probation officer for the San Bernardino County Probation Department.

**Margaret B. Hill**, *M.A. educational administration 1980*, published her first book, "It's All About the Children," a collection of life lessons and insights gained in her years of experience as a teacher and principal. Hill is currently the director of the San Bernardino County-wide Gangs and Drugs Task Force.

**Lynne Kennedy**, *M.A. educational administration 1981*, was honored for her contributions to the city of Banning at the Banning Cultural Alliance's 4th Annual Alliance Heritage Awards ceremony. She is currently the superintendent of the Banning Unified School District.

**Haragewen Kinde**, *B.S. mathematics 1986*, was appointed interim vice president for instruction at San Bernardino Valley College. Before being appointed to the position, Kinde served as dean of mathematics, business and computer technology at San Bernardino Valley College.

**Todd S. Jenkins**, *B.A. psychology 1989*, is program director for Junior Reign Sled Hockey, an affiliate of California Amateur Hockey Association's USA Hockey in Riverside, Calif.

KUDOS

**Cheryl Brown**, *B.A. geography 1974*, was honored at the National Association of Women Business Owners' annual Amazing Women of the Inland Empire Awards and Scholarship Banquet in April 2012. That's when she was recognized for entrepreneurial success in her business, Brown Publishing Company, which she founded with her husband, Hardy Brown. Brown was a television talk-show host for 12 years at KCSB Channel 3 in San Bernardino. She also worked for the San Bernardino County Planning Department, served on the county and city planning commissions and was elected president of the California County Commissioner's Association



**Angela DeSarro**, *B.A. English 1998*, was promoted to lieutenant by the La Mesa Police Department, making her the highest-ranking member of the department and the first female lieutenant in the city's 100-year history. Before her promotion, DeSarro worked in the Investigations Unit as a detective and a sergeant. Prior to her career in law enforcement, DeSarro was a second grade teacher.

**L. Bruce Mills**, *M.B.A. 1985*, was appointed as the new president and chief executive officer of ProAmerica Bank in Los Angeles after an intensive 12-month search. With more than 25 years of banking experience, Mills has worked as CFO and director and CEO at both private and publicly traded institutions. Most recently, he served as president and COO of San Diego Private Bank in La Jolla. Mills hopes to use his knowledge and experience to help empower entrepreneurs and small business owners in the greater Los Angeles community.

## In search of good company?

Join us for a  
CSUSB Alumni Association

# Friendly Takeover

as we "take over" local establishments!

*These relaxed, informal gatherings  
are a great way to meet other 'Yotes.*

[www.csusbalumni.com](http://www.csusbalumni.com)



## CSUSB Alumni

*You're in good company.*

**Alan W. Larson**, *B.A. administration 1984*, is owner of The Sweet Stop in Riverside, Calif., specializing in funnel cakes, hot dogs and other food served at fairs. ♻️

**Shawn W. Price**, *B.S. accounting 1987*, is a financial adviser at Edward Jones in Redlands, Calif. As a CSUSB student, Price participated in the Accounting Association and was vice president of the university's Associated Students Inc.

1990s

**Andrew Areffi**, *B.A. economics 1994*, and his wife Melissa have collaboratively written "Navigating Autism: The Essential How-to by Parents for



Parents." Based on knowledge gained through their own experiences as parents of children with autism, they provide a practical, day-to-day guide for parents of children with autism. The book is available through Amazon.

**Robert Becerra**, *B.S. kinesiology 1998*, accepted a position with U.S. Soccer as a technical adviser for Southern California and will be working with and coaching youth who are training to play soccer at the national level. As a student, Becerra played soccer for the Coyotes.

Four Coyote baseball players, **Paul Eshelman**, **Casey McCarthy**, *B.A. criminal justice 2012*, **Ethan Chapman** and **Mike Mudron**, were selected during the 2012 Major League Baseball draft. A Yucaipa, Calif., native and catcher for his team, Eshelman was selected by the Milwaukee Brewers; right-handed pitcher McCarthy, who is from Valencia, Calif., will play for the Miami Marlins; outfielder Chapman, from Upland, Calif., signed with the Kansas City Royals and was named the organization's Rookie Pioneer League Player of the Year; and left-handed pitcher Mudron, of Riverside, Calif., will play for the Washington Nationals.



*Paul Eshelman*



*Ethan Chapman*

## KUDOS

## alumni notes

**V. Erin Brinker**, *B.A. political science 1992*, KΔ, and her husband **Tobin Brinker**, *B.A. political science 1993*, ΔΣΦ, debuted their new political talk radio show in August. "Two Sides with Erin and Tobin," which can be heard from 9 to 10 a.m. every Saturday on KCAA 1050 AM, takes a humorous slant on local, regional and national politics.

**Jessica H. Chavez**, *B.S. finance 1997, M.P.A. 2008*, is the instructional programs specialist at Victor Valley College. She previously worked at CSUSB in the College of Business and Public Administration as an undergraduate adviser.

**Todd Corbin**, *M.P.A. 1999*, was appointed as the new general manager of the Jurupa Community Services District. Corbin is a member of the Government Finance Officers Association and the California Municipal Treasurers Association. He's also the executive officer of the Frontier Project Foundation.

**Grace Dempsey**, *B.A. accounting 1991, M.P.A. 2006*, has been hired as the director of the Office of Records, Registration and Evaluations at CSUSB, where she'd served as acting associate director previously. Before returning to CSUSB, Dempsey served as registrar for Humboldt State University.

**Michael G. Dettinger**, *B.A. criminal justice 1990*, is Truckee High School's new principal. Before accepting the position at Truckee, Dettinger was principal of Milford High School in Utah.

**Mark Erickson**, *B.S. accounting 1996, M.B.A. 2008*, is the new chief financial officer at United Way of Palm Beach County.



**Carol Fowler**, *B.A. English 1998*, published her novella "The Victorian Cage" with Amazon and will also be releasing a suspense novel, "The Wrath of Lucifer's Deadly Sin." Fowler previously worked as a newspaper editor, writer and freelancer and is a U.S. Marine Corps veteran.

**Mark Gutierrez**, *B.S. accounting 1990*, is a senior professional at Ernst & Young LLP in Los Angeles. Previously, Gutierrez was a leader of Deloitte Tax LLP's Pacific Southwest Asset Management practice. He also held positions at PricewaterhouseCoopers LLP Los Angeles and Boston Asset Management practices. Gutierrez is a founding member of the CSUSB Alumni Association Hispanic Chapter. 🌱

**Steve Higgins**, *B.A. criminal justice 1994*, is chief of police for the Hesperia Police Department, where he has served for 25 years.

**Jesus M. Holguin**, *B.S. accounting 1993*, is treasurer for the Moreno Valley Unified

School District. He also serves as the Region 18 director of the California School Boards Association and treasurer of the California Latino School Board Members Association.

**Travis Huxman**, *B.S. biology 1993, M.S. biology 1996*, is the director of the Center for Environmental Biology at the University of California, Irvine and is teaching in the department of ecology



and evolutionary biology. Previously, Huxman led the Biosphere 2 laboratory at the University of Arizona. He is a lifetime member of the CSUSB Alumni Association. 🌱

**Rohan A. Kuruppu**, *B.A. political science 1994*, is the director of planning and development services for Omnitrans in San Bernardino. As a student, he participated as a member of the Model United Nations Student Delegation. 🌱

**David McCabe**, *M.P.A. 1994*, has published his first novel, "Without Sin," a love story that illustrates current immigration issues, prostitution, drugs and violence. He is a

🌱 Alumni Association member

## KUDOS

**Alyse N. Romero**, *B.A. anthropology 2010*, was named one of 58 James Madison Fellows for 2012 and is one of only two recipients in California. This prestigious award recognizes outstanding secondary school teachers of American history, American government and social studies and funds up to \$24,000 of study toward a master's degree. She teaches for the California Cadet Corps, a San Bernardino program that teaches students leadership skills, first aid, health and fitness and self-confidence.

**CaSonya Thomas**, *B.A. accounting 2001, M.P.A. 2007*, has been appointed as the new director of the San Bernardino County Department of Behavioral Health, overseeing some 860 employees and an annual budget of \$292 million. Thomas began her career with the county in 1991 as an eligibility worker with the Department of Public Social Services.



She is certified in healthcare compliance by the National Health Care Compliance Board, is a graduate of the county's Management Leadership Academy, provides help and mentorship to the Human Services Leaders in Action program and is currently president of the San Bernardino County Association of African American Employees.

professor of education and the coordinator of the Teacher Preparation Program at Pasadena City College.

**James P. McElvain**, *B.A. social sciences 1994, M.A. criminal justice 1998*, is commander of the Ben Clark Training Center near Riverside, which provides integrated training for emergency responders. He is a lifetime member of the CSUSB Alumni Association. ♻️

**Jill K. Mix**, *B.A. art 1993*, has been named a VIP member of the Worldwide Who's Who for Excellence in Art. A permanent collection of her artwork is on display at the Hazel Calhoun Museum in Wisconsin.

**Joanne E. Ossanna**, *B.A. accounting 1991*, is the new finance director for the city of Wilsonville, Ore. In addition to this position, Ossanna is the finance manager for the Oregon Zoo.

**Elizabeth-Ann Pacheco**, *B.V.Ed. 1999, M.A. career and technical education 2011*, was one of five Cypress College faculty members to become tenured in 2012. She is currently the program director for Dental Assisting and manages and evaluates the Dental Assistant Program.

**Mohammad Jawid Sharifi**, *B.A. biology 1993*, is the director of stability operations and linguistics at The Buller Group, an international recruiting and consulting firm supporting the U.S. government market.

**Dhanawat Suthumpun**, *M.B.A. 1995*, is the managing director and director of global sales and enterprise marketing for HP Thailand, overseeing the Instant-On Enterprise. Prior to joining HP, Suthumpun was general manager of telecommunications for IBM in the ASEAN region.

## 2000s

**Timothy Biland**, *M.A. educational administration 2003*, was named principal for Bernardo Heights Middle School in the Poway Unified School District.

**Ezekiel "Zeke" Bonillas**, *B.A. entrepreneurial management 2004, M.B.A. 2006*, is director of the Coachella Valley Small Business Development Center through the Coachella Valley Economic Partnership. As a student, Bonillas served as president of Associated Students, Inc.

**Janelle Bruner**, *B.A. child development 2002, M.A. special education 2012*, is a special education teacher at Dunlap Elementary School in Yucaipa, Calif. As an undergraduate, Bruner was



active in Campus Crusade for Christ, University Dance Company and Lubos Ng Pilipino.

**Jimmy Collazo**, *B.A. marketing 2005, M.B.A. 2007*, is a commercial/builder account representative at Lawyers Title Company in Riverside, Calif.

**Brenda Chabot**, *B.A. psychology 2002*, holds the position of executive director for the Republican Party of San Bernardino County. Previously, Chabot served



as executive director of the Freestyle Foundation, Inc.

**Kimberly Cox**, *M.P.A. 2002*, is the first manager of the Helendale Community Services District and a board member of the Mojave Water Agency Board of Directors. Cox is also a part-time instructor at Victor Valley College and received a 2012 Alumni Hall of Fame Award at Victor Valley College's 21st Annual Gala.

**Stacey Dabbs**, *B.A. finance 2002*, is the founder and owner of Stacy Dabbs Photography in Redlands, Calif.

**Daniel Downs**, *B.A. psychology 2003, M.A. psychology 2006*, is a statistical criminologist for The Retail Equation in Irvine, Calif., the first to hold this position for the company.

**Phillip Frazier**, *M.A. rehabilitation counseling 2001*, accepted the position of voca-

tional coordinator/job developer at the Desert Pass Educational and Training Center in Whitewater, Calif.

**Raymond Gregory**, *B.A. management 2007*, has been appointed as chief deputy sheriff in Coachella Valley, Calif.

**Heidi Hernandez**, *B.A. sociology 2003*, was promoted to marketing coordinator at Delcan Corporation, an international engineering, planning, management and technology firm, where she previously served as a program specialist.

**Jim L. Lindley**, *B.A. economics 2000, M.P.A. 2001*, has been named city manager for Dixon, Calif. Before becoming the city manager of Dixon, Lindley was city manager for Dunsuir.

**Roberto R. Martinez**, *B.A. psychology 2004, M.P.A. 2008*, is vice president of program development at the Boys & Girls Club of Camarillo. As a student, Martinez participated in HACU internships through CSUSB.

**Alex Nájera**, *M.P.A. 2007*, has been promoted to senior human resources analyst for Riverside County, where he previously served as a human resources analyst. He serves on the



CSUSB Alumni Association Hispanic Chapter board, volunteers as a career workshop presenter at CSUSB, and is an instructor at both CSUSB and the University of California, Riverside. ♻️

**Jessica M. Robinson**, *B.A. public relations 2005*, is the communications manager for the Corporation for Supportive Housing in New York City, which aims to reduce homelessness in the city by providing housing to those who are in need.

**Pete Romero**, *B.A. Spanish 2006*, is manager of the Springfield Sliders baseball team in Springfield, Ill. Prior to this position, he was assistant coach at Colorado State

Read more or post your own Coyote Tales class note on the CSUSB Alumni Association's online community website at [www.csusb alumni.com](http://www.csusb alumni.com).

University-Pueblo and San Bernardino Valley College.

**Joshua D. Shinn**, *B.A. liberal studies 2006, M.A. English composition 2011*, is an English professor at Central Texas College in San Diego, Calif.

**Ashley Stark**, *B.A. child development and psychology 2008*, was selected to participate in the New Science Teacher Academy. She is a seventh and eighth grade science teacher at Moore Middle School in Redlands, Calif.

**Dawn R. Turpin**, *M.A. special education 2008*, received the Amistad Teacher of the Year Award and Desert Sands District High School Teacher of the Year for 2012. Turpin teaches at Amistad Continuation High School, which helps encourage students to succeed despite their risk of educational failure due to extenuating circumstances, such as behavioral or personal struggles.

**Dan W. Provost**, *geographic information systems 2005, urban planning 2006, information systems management 2008*, has joined Walker Parking Consultants as a consultant in Los Angeles, Calif. 🌱

**David Quiroz**, *B.A. social work 2005, M.B.A. 2010*, was promoted to administrative manager of Human Services Personnel for the County of San Bernardino Department of Public Health. He is a founding member of the CSUSB Alumni Association Hispanic Chapter and is actively engaged at CSUSB, participating in networking events and opportunities and presenting professional career development workshops for students. 🌱

**Kevin L. Vest**, *M.P.A. 2002*, was named chief of police for the Palm Desert Police Department. Vest was one of the first motorcycle officers assigned to the city of Rancho Mirage and is a U.S. Marine Corps veteran.

**Jacob Zylman**, *B.A. mass communication 2004*, has earned a management position with the San Bernardino County Library and is the branch manager in Crestline, Calif. 🌱

2010s

**Michael Chavez**, *B.A. business economics 2010*, is practice manager at Banfield Pet Hospital in Rancho Cucamonga, Calif.



**Nolan Hughes**, *B.A. business economics 2012*, was commissioned as a second lieutenant in the United States Marine Corps on July 30, 2012.

**Brendan A. Perez**, *B.A. social sciences and political science 2010*, is the lead surveillance officer for the San Manuel Tribal Gaming Commission in Highland, Calif. 🌱

**Cheville Riley**, *B.A. sociology and human services 2010*, is program coordinator at the Temple Community Outreach Center in San Bernardino, Calif., which hosts a variety of services, including family support and educational advancement. 🌱

**Liana Yegyan**, *M.S. clinical/counseling psychology 2011*, is a social worker for San Bernardino County.

WEDDINGS

**Elaine Lavelle**, *B.A. liberal studies 2001*, married Jason Kiefer on July 7, 2012, at the Hacienda in Santa Ana, Calif. Lavelle is an educator for the Corona-Norco Unified School District.

**Gregory Lewis**, *B.A. geography and English 2009, ΣΧ*, and Amy Whitten were married at First Christian Church in San Bernardino on Nov. 19, 2011. Both work for Thousand Pines Christian Camp in Crestline, Calif. 🌱

**Jeannie Noriega**, *B.A. English 1998*, and Joshua Underwood of Loma Linda, Calif., were married this January in Fallbrook, Calif. Noriega is an eighth grade teacher and Associated Student Body adviser at Redlands Unified School District.

**Dorenda S. Reeves**, *B.A. sociology 1996*, married police officer W. Glenn Cannon on Nov. 15, 2011. The couple lives in Morganton, N.C.

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**Abigail Rich**, *B.A. liberal studies 2008*, and Karl Lander were married on June 30, 2012. Rich is a teacher at White Shield School in North Dakota.

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**Justin Schoeller**, *B.S. kinesiology 2007*, and **Krista J. Morel**, *B.A. marketing 2004*, were married Nov. 21, 2011. Morel is a sales representative for Abbott Nutrition, and Schoeller is a sales representative for Xerox in San Bernardino.

**Timothy Strack**, *B.A. public administration 1993*, and Wendy Villa married on May 5, 2012, in Lahaina, Hawaii. Strack is a fire captain with the city of Riverside.

## RETIREMENT

**Frances "Fancy" Davis**, *B.S. nursing 1979*, retired this year after having served the past 6 years as a family nurse practitioner at CSUSB's Student Health Center.

**Olga Morales**, *M.P.A. 1990*, has retired after 28 years of service to CSUSB. She most recently served as director of academic resources and oversaw the university's commencement ceremonies.

## IN MEMORIAM

**Daniel R. Coates**, *B.A. ethnic studies 1980*, passed away at the age of 82 in May 2012. Coates, who obtained the rank of chief master sergeant, was a decorated veteran in the U.S. Air Force, having served in both the Korean and Vietnam wars during his 27-year career. Coates is survived by his wife, two sons, sister and four grandchildren.

**Shelly (Evans) Graesser**, *M.A. educational administration 1994*, perished in a tractor incident at her family's berry farm in Temecula, Calif., on April 27, 2012. Graesser was an assistant principal at Vail Ranch Middle School. She is survived by her husband and two children.

**Amber Houck**, *B.A. marketing 2006*, lost her battle with cancer in July. A resident of Redlands, Houck rescued and cared for abandoned pets and devoted countless hours to the Redlands Animal Shelter and was honored in July 2011 as the shelter's first-ever Volunteer of the Month. She is survived by her husband Gary Houck.

**Markham Kopang**, *B.A. information management 1986, ΣΧ*, died of natural causes on June 28, 2012. He was one of the four founders of Sigma Chi, Iota Alpha Chapter, at CSUSB.

**Cheryl L. Meils**, *B.S. accounting 1999*, died on Oct. 6, 2012. She was a senior associate at Lynne Bushore and Associates and an adjunct professor at CSUSB's Palm Desert Campus. Meils is survived by her parents, two children, and four grandchildren.

**Dianna Pelletier**, *B.A. French 1971, B.A. English 1972*, and *M.A. secondary education 1977*, passed away on Oct. 9, 2012. She served CSUSB for 38 years, most recently in Academic Services and Advising. Pelletier is survived by her four siblings and several nieces, nephews, great-nieces and great-nephews.

**Rod L. Schmidt**, *B.A. anthropology 2008*, died on April 14, 2012. He was a passionate anthropologist, surfer, epigrapher, hang-glider pilot and motorcycle racer. He is survived by his mother, brothers and sisters, daughters and grandchildren.

**Christopher C. Schultz**, *B.S. marketing 2006*, passed away Nov. 22, 2011. He is survived by his parents, Michael and Rumpung Khansan Schultz, and his sister, Kristina Schultz.

**Alejo R. Thompson**, *B.A. criminal justice 2010*, was killed on May 11, 2012, during his assignment to the A Company, 1st Battalion, 12th Infantry regiment, 4th Infantry Division in Parwan Province, Afghanistan. Thompson was a U.S. Army 1st Lieutenant based in Fort Carson, Colo.

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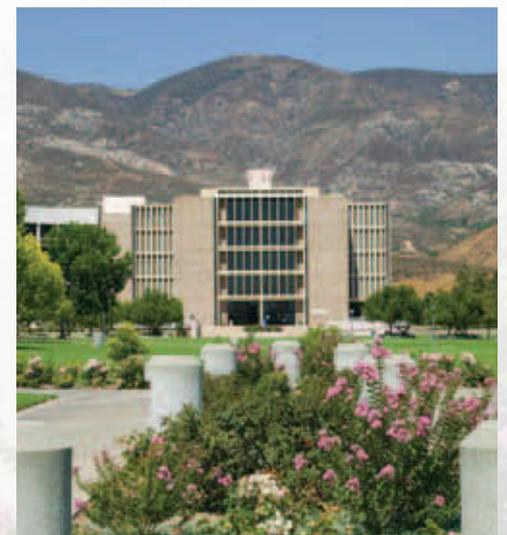
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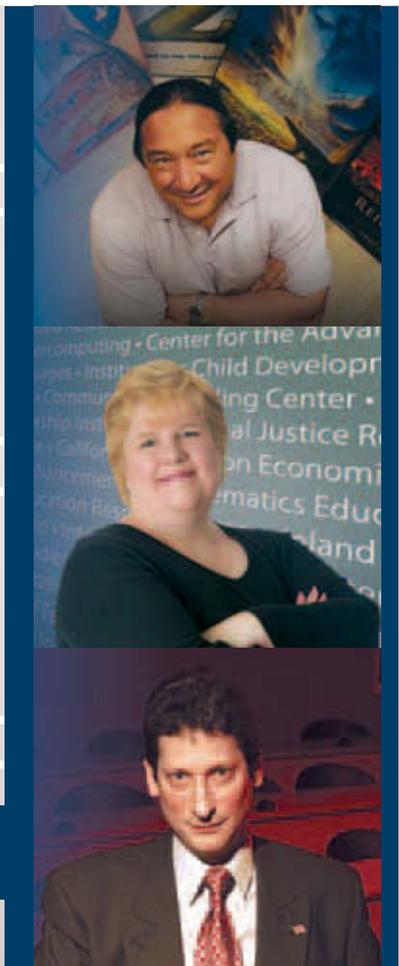
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CSUSB Jazz Combo and Vocal Jazz, Feb. 28

# calendar

## DECEMBER

**6 LECTURE**

Novelist Diana Wagman reads from her new novel, "The Care and Feeding of Exotic Pets," and poet Julie Paegle, CSUSB professor, also reads from her acclaimed "Torch, Song, Tango, Choir." Free readings at 6 p.m. in Pfau Library, room 4005. 537-5007.

## JANUARY

**26 ART EXHIBIT: OPENING**

"The First Generation of Chicano Muralists in Southern California, 1968-1985." Through May 25, 2013. Exhibit reception Feb. 23, 5-7 p.m. RAFFMA hours Monday-Wednesday and Saturday 10 a.m. – 5 p.m., and Thursday 11 a.m.-7 p.m. Suggested donation \$3. Parking \$5.

## FEBRUARY

**4 MUSIC**

Small ensemble. 7:30 p.m., Performing Arts Recital Hall. General admission \$11, senior citizens and CSUSB Alumni Association members \$9, students with I.D. \$6. Parking \$5.

**21 MUSIC**

CSUSB Jazz Ensemble. 7:30 p.m., San Manuel Student Union. General admission \$11, senior citizens and CSUSB Alumni Association members \$9, students with I.D. \$6. Parking \$5.

**25 ART EXHIBIT: OPENING**

"A Walk through Teméeku: A look into the past and present of the Luiseño people." Through May 22, 2013. Exhibit reception Feb. 23, 5-7 p.m. RAFFMA hours Monday-Wednesday and Saturday 10 a.m. – 5 p.m., and Thursday 11 a.m.-7 p.m. Suggested donation \$3. Parking \$5.

**28 MUSIC**

CSUSB Jazz Combo and Vocal Jazz. 7:30 p.m., Performing Arts Recital Hall. General admission \$11, senior citizens and CSUSB Alumni Association members \$9, students with I.D. \$6. Parking \$5.

## MARCH

**2 MUSIC**

Faculty-Student Showcase. 7:30 p.m., Performing Arts Recital Hall. General admission \$17, senior citizens and Alumni Association members \$13, students with I.D. \$11.

**5 MUSIC TUESDAYS**

Navarro/Melendez Recital. Noon, Performing Arts Recital Hall. Free admission. Parking \$5.

**8 THEATRE: OPENING NIGHT**

"Hay Fever" by Noël Coward. 8 p.m., March 8-9 and March 14-16. 2 p.m., March 10, 17. Ronald E. Barnes Theatre. General admission \$15, senior citizens, military and CSUSB Alumni Association members \$10, students with I.D. \$5. Parking \$5.

**12 MUSIC TUESDAYS**

Student Music Majors Recital. Noon, Performing Arts Recital Hall. Free admission. Parking \$5.

**18 MUSIC**

Student Chamber Concert. 7:30 p.m., Performing Arts Recital Hall. General admission \$11, senior citizens and CSUSB Alumni Association members \$9, students with I.D. \$6. Parking \$5.

**23,24 PERCUSSION TOURNAMENT**

Winter Guard International Western Championship – Regional tournament. Coussoulis Arena, 9 a.m. each day. Features more than 60 percussion groups. \$7 prelims, \$20 finals, \$30 combo tickets. 537-7360.

**29,30 ROBOTICS COMPETITION**

Robotics tourney with more than 50 teams competing. Free to public. Coussoulis Arena, 8 a.m. 537-7360.

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.

