

Independent Thinkers

CSUEB researchers question convention

J.R. Havlan '87 pens
Daily Show satire

Tech, music standouts
named top alums

Librarian legitimizes
pop fiction genre

Board politics
Gender barriers, greed in
surfing and skateboard culture

Fall 2010

FALL 2010

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PHOTO STEPHANIE SECREST



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PHOTO JESSE CANTLEY



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Cal State East Bay Magazine
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CSUEB President
Mohammad H. Qayoumi

University Advancement
Bob Burt, Vice President
Jay Colombatto, Associate Vice President,
University Communications
Kate Shaheed, Director, Alumni Relations

Publisher
Jay Colombatto

Editor

Monique Beeler

Art Director

Jesse Cantley

Graphic Designer
Lydia Choi

Contributing Writers
Kim Girard
Erin Merdinger '10
Fred Sandmark '83
Sarah Stanek

News Contributors
Kelly Hayes
Barry Zepel

Illustration
Ian Patrick

Photography
Elias Barboza

Jesse Cantley

Scott Chernis

On the Cover:
Illustration by
Ian Patrick

Photography
Elias Barboza
Jesse Cantley
Scott Chernis
Max Gerber
Keith Lewis
Stephanie Secrest
Sam Willard
Barry Zepel

We want to hear from you!
Send your letter to the editor of 250 words or less to:
Cal State East Bay Magazine Editor, SA 4800,
25800 Carlos Bee Blvd., Hayward, CA 94542.

Fax letters to: 510.885.4800 or e-mail
monique.beeler@csueastbay.edu. Please include your
name, year of graduation if you are an alumnus,
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To change name or mailing address, contact
510.885.4295 or monique.beeler@csueastbay.edu



THINKING DIFFERENTLY at CSUEB

PHOTO STEPHANIE SECREST

WHEN I JOINED CAL STATE EAST BAY, four years ago this summer, I asked the University community to join me in imagining new possibilities for CSUEB. Since then, our culture of thinking differently — about our role and opportunities — has grown even stronger.

Today, the University has new strategic and academic plans driving a bold vision for tomorrow. Our goal is to transform Cal State East Bay by 2020 into a regional university of choice and a wellspring of ideas and solutions to meet the changing economic, workforce, and social needs of our region.

I am proud of this culture and the independent thinkers that characterize CSUEB today — the focus of this issue of *Cal State East Bay Magazine*. The stories you'll read here highlight a small sample of alumni, faculty, and students who have stepped outside the bounds of convention to explore new ideas, forge new theories, and propose unexpected solutions.

These include Associate Professor Rebecca Beal, whose research into surfing and skateboarding lifestyles challenges conventional ideas about extreme sports, marketing, and gender barriers. And the story of J.R. Havlan '87, an Emmy Award-winning writer, illustrates the serious role of satire in American political discourse, as well as the rewards of an unconventional career.

You'll see how independent thinking by CSUEB faculty is producing an influx of research grants to the University, including awards from the National Science Foundation

and NASA. And as you'll read, while one assistant professor challenges Einstein's theory of gravity, a study by an earth and environmental sciences professor in a nearby lab questions what we know about the origins of life itself.

Read on to discover how our students are finding new outlets for expression through student-led publications focused on literature, political science, and philosophy. And, of course, there are stories of the remarkable achievements and contributions of our graduates. These include our outstanding alumni of the year, Patrick Devine '87, MBA '91, an innovator in high tech compensation, and Robert Litton '00, '02, a rising film composer. We also recognize Jack Acosta '75, MBA '78 and his wife, Susan, whose support over the years has distinguished them as the University's most generous alumni donors.

While this issue presents a side of Cal State East Bay that may surprise you, it reminds us that the Pioneer spirit is truly alive in our classrooms, on our campuses, and in our community — continuing to inspire us to think differently about our future and the exciting possibilities ahead.

Mohammad "Mo" Qayoumi
PRESIDENT

LOOKING AHEAD



Due to open fall quarter, the Recreation and Wellness Center will house a multi-court gymnasium, indoor jogging track, and fitness rooms for activities. The 56,000-square-foot center will contribute to the CSUEB mandate to become a more vibrant university village.

PHOTO JESSE CANTLEY

New facilities enhance student life

BY BARRY ZEPPEL

New academic support and fitness services, along with renovations to a CSUEB athletic landmark, greeted students returning for classes and cocurricular opportunities at the Hayward Campus for fall quarter.

STUDENT SERVICES & ADMINISTRATION BUILDING

Students scheduling an appointment for academic advising or picking up a financial aid form will find what they're looking for in one convenient spot, the recently opened Student Services and Administration building (SA), facing the College of Science on the east side of the Hayward campus.

Construction of the \$40 million project, funded through voter-approved general obligation bonds, began in July 2007. Doors officially opened in late July. The building, where approximately 350 people work, is adjacent to the Valley Business and Technology Center.

RECREATION AND WELLNESS CENTER

While the University community takes care of its academic business in the SA, a short walk away on the south side of the Hayward campus, the state-of-the-art Recreation and Wellness Center will help take care of student, employee, and faculty members' fitness needs.

The 56,000-square-foot Recreation and Wellness Center, slated to open during fall quarter, will house a multi-court gymnasium; elevated jogging track; fitness center; multipurpose fitness and activity rooms for aerobics, martial arts and dancing; locker rooms; juice bar; and administrative offices.

The center will include many sustainable building design features, including a green roof, cool roof systems and water efficient landscaping using reclaimed water. Three full-time

staff members, including a campus recreation director, intramural sports coordinator, and fitness coordinator, will be hired to run the center. They will be supported by a part-time staff of about 50 Cal State East Bay students who will serve as intramural monitors and assist in operations.

PIONEER STADIUM UPDATE

The University's men's and women's soccer teams — and members of the CSUEB community who support the teams — have seen changes in one of the older facilities on campus, Pioneer Stadium.

In early 2010, construction crews removed the stadium's grass and replaced it with artificial turf, then widened the field to regulation size, said Jim Zavagno, director of planning design and construction. The width of the existing running track was narrowed to five lanes to accommodate the larger field.

The newly renovated stadium greeted those who attended commencement ceremonies in mid-June and fans cheering on the Bay Area FC Gold Pride of the Women's Professional Soccer league when the team made its home debut at the facility June 19.

In addition to the competition areas, improved sidewalks and fencing were added to the facility, according to Zavagno, who reported that construction costs came in under budget at \$1.9 million, about \$600,000 less than had originally been projected.

"For fall quarter 2010, students will find continued improvements in campus services and student life on campus," Zavagno said. "That is what our work has been all about accomplishing." ■

UNIVERSITY NEWS

TWO FRESHMEN COLLECT ASSOCIATION'S PLAYER OF THE YEAR HONORS



Two student-athletes, Lauren Lucchesi and Charlie Sharrer, claimed honors as California Collegiate Athletic Association (CCAA) Freshman of the Year in 2009-2010.

Lucchesi, a women's basketball player, received the title after a stellar rookie season for the Pioneers. Conference coaches picked the freshman center over four other nominees.

"We are very proud of Lauren for earning such an honor," CSUEB Head Coach Toni West said. "She has grown tremendously as a player and succeeded in playing a role for us that she was not accustomed to. I look forward to continuing to watch her become a better player. Congratulations go out to Lauren and her family, who have given all of their support to our program."

A native of Modesto, Lucchesi finished the 2009-10 campaign ranked sixth in the CCAA in rebounding, averaging 7.6 boards per game. Lucchesi was also the eighth best shot blocker in the conference, rejecting nearly one shot per contest this year. The freshman did plenty of work on the offensive boards, grabbing three offensive rebounds per game, good for sixth in the CCAA.

Lucchesi was Cal State East Bay's top rebounder and fourth leading scorer in her initial campaign, averaging 7.3 points per game. She also posted 23 blocks on the year, nearly twice as many as any other Pioneer. Additionally, Lucchesi was the only Cal State East Bay player to start every game this season, averaging nearly 27 minutes per game, third best on the squad.

The 6-foot-1-inch center paced the Pioneers on the boards 15 times this season, finishing the year with six double-figure rebounding efforts. Lucchesi capped her freshman campaign with a season-high 13 boards in a three-point loss to Sonoma State and counted two double-doubles among her accomplishments this year. She finishes the Pioneers' first

season in Division II with highs of 15 points, 13 rebounds, and four blocked shots.

Baseball player Sharrer helped the Pioneers to a 23-29-1 overall record, a 16-24 mark in conference play and an eighth place finish in league play in their first season in Division II.

Sharrer, who prepped at Palmdale High School, batted .329 with 29 runs scored, 13 doubles, five home runs, and 33 RBI in 39 CCAA games. One of East Bay's top clutch hitters, Sharrer drove in 21 of his 33 runs with two outs. In his final at bat in conference play, Sharrer hit a walk-off, two-run home run in a Pioneer 8-6 victory over Cal State Los Angeles.

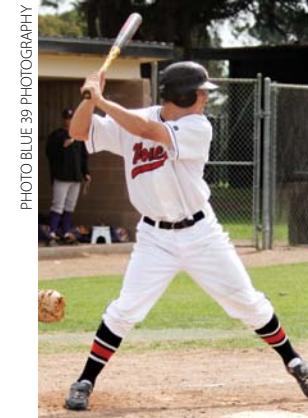
"Charlie was the CCAA Freshman of the Year because of his baseball ability and his tremendous competitive desire," CSUEB Head Baseball Coach Dirk Morrison said. "He was someone we targeted early in the recruiting process, and we were excited that he became a member of our family."

Sharrer had 18 multi-hit games in conference play and started nearly every game in his rookie campaign. Defensively, the Palmdale native was a stalwart in right field, committing just three errors in 117 chances, while leading the outfield with six assists.

"Somewhere about the halfway point in our season, Charlie began excelling and playing with confidence," Morrison said. "Charlie is a winner, and he attacks game deciding situations. He wants to be the guy that decides the outcome."

The awards mark Cal State East Bay's first two postseason honors since joining the CCAA in fall 2009.

Director of Athletics Debby De Angelis said, "Having our freshmen student-athletes honored in our first year of Division II competition bodes very well for our future competitiveness in the CCAA." ■ KH



Charlie Sharrer

News blog launch widens scope of campus coverage

Reporting the news has changed. The latest tools are online, interconnected, and frequently updated. Cal State East Bay launched the *Inside CSUEB News Blog* on its news Web site in early 2010, taking advantage of new ways to share information and publicize the University.

The news blog provides "a lively and continuous stream of brief news about the day-to-day life of CSUEB," said Jay Colombatto, associate vice president for University Communications.

Since its inception, the news blog has highlighted fiction workshops, accolades for the inclusive dance program, athletics fundraisers, new models for job design and compensation, and an alumna's work on an Oscar-nominated documentary.

The blog format also allows the University to share items of interest that don't fall under traditional news categories, said Monique Beeler, associate director of public relations, citing past entries that announced honors earned by alumni and provided links to faculty publications.



"Having a channel for that kind of brief news allows us to publicize more of what happens at Cal State East Bay, including the impressive accomplishments of our faculty, students, and alumni," she said.

Additionally, links to each blog entry are posted on the University's Twitter feeds and Facebook groups to increase visibility. Readers also can subscribe to an RSS feed of all entries or find the blog link on the University home page.

While the blog is a part of the overall news Web site, it also features contributions from representatives from arts, athletics, student life and academics.

"It's filling a big void," said Diane Daniel, publicist for the College of Letters, Arts, and Social Sciences. "Everyone loves it." ■ SS

CAMPAIGN BOOSTS annual fundraising to more than \$5 million

Two major gifts to Cal State East Bay in the spring brought the University's 2009-10 fundraising total to \$5.1 million. Results were bolstered by gifts to its *University of Possibilities* campaign.

Bob Burt, vice president for University Advancement, noted that this represents an increase of 83 percent over the amount raised in 2008-09. "It demonstrates that the community and the region are fully behind our mission and our vision for the Cal State East Bay of tomorrow," he said.

The impressive results were fueled by the start of the University's first comprehensive fundraising campaign, which is expected to run seven to eight years, Burt said. The campaign's objective is to increase private support for key University initiatives and programs involving academic distinction, access, and student success, as well as to triple Cal State East Bay's endowment.



GIFTS FROM ALUMNI AND FRIENDS

The start of the campaign's leadership phase has seen several high-profile alumni gifts, including scholarship endowments from Rich Sherratt '70 and Lou Miramontes '76. In June, the University



PHOTO STEPHANIE SECREST

Gifts such as Chevron Corp.'s \$1.5 million commitment for math academies benefiting middle school and high school students pushed CSUEB's 2009-10 fundraising total up 83 percent over the previous year's total.

also received a \$1 million commitment from trustee Jack Acosta '75, MBA '78 and his wife Susan, for endowed professorships and scholarships in the College of Business and Economics. (See page 40.)

Faculty, alumni, and other friends added their support to the campaign totals, including \$350,000 in testamentary commitments (written statements that the donor's will or living trust includes a bequest to the University). Bequests are an important source of future support, Burt said. Gifts of less than \$10,000, primarily in response to the Annual Fund campaign, grew 5 percent to \$446,000.

CORPORATE AND FOUNDATION SUPPORT

Support for college pathway programs, an important campaign goal that aims to increase students' access to higher education through academic support, got a boost in May when Chevron Corp. announced a commitment to significantly expand the University's Mathematics Achievement Academies over the next three years.

The academy program, targeting underserved students in middle and high schools in the East Bay, is a joint venture between CSUEB and partners in the Alameda County Office of Education and the Alameda County Collaborative for Learning and Instruction in Mathematics (ACCLAIM). Chevron, headquartered in San Ramon, will invest \$1.5 million through its California Partnership initiative, which supports economic development and education in its home state. Additional support came from AT&T, Bank of America, Union Bank of California, Lam Research, the CSU Chancellor's Office, and school districts in Alameda County.

In 2010, CSUEB ran 19 academies in 10 districts, including 12 Chevron Mathematics Achievement Academies, each serving approximately 25 students. In 2011 and 2012, Chevron's funding will support the program's expansion, allowing students to enroll in a three-year sequence of algebra I, geometry, and algebra II. Mathematics

is a key element in a college preparatory curriculum; 80 percent of students who pass algebra I and geometry by the 10th grade go on to college.

"Cultivating student interest in math and science is at the heart of our investment with CSUEB, recognizing that our sustained commitment is vital to ensure that high school students graduate college-ready and career bound," said Matt Lonner, manager of Global Partnerships and Programs at Chevron.

Overall contributions from corporations and foundations also increased over the previous year, with significant gifts from Kaiser Permanente, the Gordon and Betty Moore Foundation, and the Packard Foundation, among others. ■ SS

Julia Norton receives international math institute award

Julia A. Norton, professor emerita in the Department of Statistics and Biostatistics at California State University, East Bay, was presented with the 2010 Carver Medal from the Institute of Mathematical Statistics Aug. 10 at the organization's annual meeting in Gothenburg, Sweden.

A member of the CSUEB faculty since 1974, Norton was "selected because of contributions to the IMS throughout her career, and especially for her conscientious and pivotal service as IMS treasurer during the period when the IMS Business Office was moved from California to Ohio," said Elyse Gustafson, IMS executive director.

Norton, a Hayward resident, expressed surprise upon learning she would receive the award.

"I just said yes to all sorts of new ideas that came the way of the institute during my two terms as treasurer," Norton said. "Like most things, the best part of the job is the fantastic teamwork displayed by the staff."

The Carver Medal was established by the IMS in 2002 to honor Harry C. Carver, founding editor of the *Annals of Mathematical Statistics* and one of the founders of the IMS. The medal recognizes exceptional service specifically to the IMS, and is open to members of the institute who have not previously been elected president.

Additional information about the Institute of Mathematical Statistics and the Carver Medal is available at www.ims-gothenburg.com. ■ BZ



Julia Norton

Students Shine as scholarship gala transforms campus

It was no ordinary evening at the dining commons at Pioneer Heights April 10. Tables sported fresh linen, caterers offered Kobe beef burgers and ahi tuna tacos, and live music replaced the buzz of student gossip in the spacious dining hall that opened on the Hayward campus in 2008. But the view was the same trademark CSUEB vista — the San Francisco and Oakland skylines glittering against the bay.

The occasion for transformation was the Presidential Scholars Benefit and Awards Gala, the first formal event held at the dining commons in the residence complex. The annual event supports the Presidential Scholarship Fund, which awards merit-based financial aid to high-achieving regional students.

Presidential scholarships cover tuition for four years for entering freshmen showing exceptional academic promise. In 2009-10, seven students were recognized at the ceremony — freshmen Spenser Babyak from Newark (psychology), Timothy Sakogawa from Pleasanton (chemistry), and Sarah Sarvi from Walnut Creek, (pre-nursing); and sophomores Ferdinand Garcia from Newark (pre-nursing), Melissa Lau

from Livermore (business administration), Anna Le from San Jose (biological sciences), and Amanda Menne from Castro Valley (pre-nursing).

In his welcome, President Mo Qayoumi said the evening was "a testament to what we have in common: a shared commitment to the principle of broad access to educational excellence and opportunity."

In addition to honoring the student scholarship recipients, the award program also recognized the achievements of the Distinguished Alumnus of the Year, Patrick Devine '87, MBA '91 (see page 42), and Young Alumnus of the Year, Robert Litton '00, '02 (see page 44).

Holding the event on campus allowed supporters to see new developments at the University firsthand, said Eileen Mello, donor relations manager, who organized the event. It also presented an opportunity for students to participate in the festivities, which included performances by a student jazz ensemble and theatre and dance students and a gallery of student artwork. ■ SS



High achieving students who received merit-based financial aid were among the star attractions at the Presidential Scholars Benefit and Awards Gala held at the Hayward campus in the spring.

Extreme sports' darker underside, from sexism to racism, frequently figures in research by Becky Beal of CSUEB's kinesiology department. She began investigating the surfing ethos after moving near Half Moon Bay, home to the Maverick Surf Shop, which Beal recently visited.



PHOTO JESSE CANTLEY

catching a
CULTURAL

W a V e

Associate Professor Rebecca Beal critiques the sociology and marketing of skateboarding and surfing

BY FRED SANDSMARK '83

"IF I LIVED IN A DIFFERENT TIME AND PLACE, I WOULD BE A SKATEBOARDER." SO SAYS REBECCA BEAL, ASSOCIATE PROFESSOR IN THE DEPARTMENT OF KINESIOLOGY AT CAL STATE EAST BAY. FOR BEAL — WHO GOES BY BECKY — THE JUMP FROM THE UNDERGROUND CULTURE OF SKATEBOARDING TO THE HALLS OF ACADEMIA ISN'T AS DIFFICULT A MANEUVER AS IT MAY SEEM. BOTH INVOLVE PERCEIVING THE WORLD IN AN INDEPENDENT, UNCONVENTIONAL WAY.

Beal — who conducts rigorous academic research on sport's connection to society, politics, race, and gender — has made the study of skateboarding culture, and the ways it has been adopted and commercialized by mainstream society, a focus of her work. She's recently expanded her studies to include surfing. Fittingly, her small office in the Physical Education building on the Hayward campus is adorned with memorabilia including a colorful surfboard-shaped message board, a radio-controlled Tony Hawk toy, and poster of Cara-Beth Burnside, one of the world's top female skateboarders.

PERFECT TIMING

The path that brought Beal to this office features a few twists and turns. Growing up in Minnesota in the 1960s and '70s, Beal was athletic and loved to play but wasn't happy participating in organized sports. "I never liked the regimented, authoritarian perspective," she says. But when she moved to southern California to study history at Pomona College, she had a different athletic experience running middle distance and cross country. "They were teachers, not authoritarians," she says of her college coaches. "The experience really affected my way of looking at the benefits of participating in sport."

She substitute-taught at the high school level, which she didn't enjoy, and coached, which she loved. She went to graduate school with plans to coach full-time and there took a class on the sociology of sport that changed her direction.

"I (became) interested in (studying) people who chose an alternative model of sport because of my own history of not always fitting in with the mainstream," she explains. "That's how I got involved with skateboarding."

Her doctoral dissertation, written at the University of Northern Colorado in Greeley and completed in 1992, was a two-year ethnography of about 40 skateboarders in three friendship groups. "I went to

their parties, I watched them skate, I got to know their families," she says. "My motivation was (to show) that physical activity could be done in a way that was more democratic, more humane, more creative, more artistically inclined, and less abusive of other people." The skaters were happy to share. "I didn't have anyone blow me off," Beal recalls.

And like an experienced surfer catching a good wave, Beal's timing was perfect. "People thought I was crazy, writing a dissertation about skateboarding," she laughs. "Then, by the time I finished it, the X Games came along and boom! My knowledge was in demand (among academics). Now people don't think I'm quite as crazy."

Beal's research wasn't about the biomechanics of skating — the colloquial term for skateboarding — but the norms and cultural values associated with the sport. "One of the things that attracts people to skating is that it's got — or used to have — an underground ethos," she says. "That's what I'm interested in."

When she scrutinized skateboarding closely, Beal got to know its darker underside. "Initially I thought skateboarding was kind of open, cool, and democratic," she says. "But it became obvious that it was not. It's historically pretty sexist, definitely pretty homophobic — the two tend to go hand in hand — and historically racist, though that depends on where you are geographically."



“People thought I was crazy, writing a dissertation about skateboarding. Then, by the time I finished it, the X Games came along and boom! My knowledge was in demand (among academics). Now people don't think I'm quite as crazy.”

Rebecca Beal

ASSOCIATE PROFESSOR
DEPARTMENT OF KINESIOLOGY
CAL STATE EAST BAY

UPSTREAM, DOWNSTREAM

And while she found aspects of skater culture disheartening — particularly the disrespectful, even dismissive way women's skills and abilities were seen and treated by men in the sport — she had discovered a rich research subject that combined her love of sport, sociology, and history. Beal embarked on an academic career, teaching and conducting research first at Northern Illinois University in DeKalb and then at University of the Pacific in Stockton.

Over the years she has studied the roles of religion, alternative masculinity, art, credibility, and authenticity in sports, both conventional and alternative. She also has explored how business exploits skateboarding's

underground culture to sell products ranging from after shave to trucks. Additionally, she studied how companies worked to maintain skateboarding's noncommercial, underground image — key to its appeal — while simultaneously making it America's fastest growing sport.

In recent years, Beal has turned her attention to surfing — in part, because she lives near Half Moon Bay — and has found parallels between it and skateboarding. Among those parallels: marketers' seemingly contradictory desires to cultivate and maintain surfing's cool, independent cachet while selling related products to a mass audience.

Along those lines, in February Beal completed coauthoring a paper about Mavericks Surf Ventures, the company that promotes the Mavericks big wave



Associate Professor Becky Beal was ahead of the curve when she completed her dissertation in 1992 about the norms and cultural values associated with skateboarding. The sport's national growth soon exploded with the popularity of the X Games, first held in 1995. More recently, she has delved into studying surfing culture.



surfing contest, one of the sport's biggest and most prestigious events. Mavericks Surf Ventures also sells surfing equipment, videos, and fashion, and sponsors a concert tour featuring the punk bands that play during the Maverick's contest. "They're selling a way of life that people can think is cool," Beal says. The concerts are held at Hard Rock Café — a chain of formula restaurants that, probably not coincidentally, was built on a rebellious cultural phenomenon: rock and roll.

Beal notes that the outsider allure of surfing isn't just being sold downstream to consumers; it's also

flowing upstream to corporations who want their employees to embrace the surfing ethos. For example, top big-wave surfer Jeff Clark — the man who popularized the Maverick's wave, worked with (and sued) Mavericks Surf Ventures, and holds the trademark for the term "Maverick's" — was recently engaged by a large international bank. "They wanted him to help them build a culture in their workforce that represented all these neo-liberal ideals of flexibility, independence, and risk-taking that surfing represents," Beal says.



PHOTO EDUARDO CONTRERAS

Posters and other memorabilia coloring the walls of Associate Professor Becky Beal's office in the kinesiology department feature images of professional surfers and skateboarders, including female athletes such as skater Cara-Beth Burnside, above, winner of multiple X Games gold medals.

INTERDISCIPLINARY FOCUS

Although some alternative athletes, like Clark, are popular with large corporations, the sports sociology Beal practices rarely endears her to companies trying to ride the sometimes-gnarly crest between mass appeal and outsider culture. "No way, with the kind of research I do, is Nike going to call me up, because I'm critical of them" (for their attempts to commercialize a nontraditional sport), she says.

While Beal's research may not please sports sponsors, she thinks it enhances her role as an educator. She teaches classes on sport in contemporary society, sport and racism, sport and social inclusion, and sport in politics. She acknowledges that her intellectual, interdisciplinary work doesn't fit the stereotype of a kinesiology department ("We've had the dumb jock reputation forever," she says with a hint of a sigh) but says it's a perfect fit for Cal State East Bay.

Beal joined the faculty in 2008 when her partner of 20 years, Jennifer Sexton, took a job at Stanford University

and the couple moved to the Bay Area. "What attracted me to this school was its commitment to social justice," Beal says of Cal State East Bay. "They don't just pay lip service to it here. It's fun to work in a place where people are talking about social justice issues on a regular basis."

She's also impressed by her colleagues' intellectual depth. "I'm proud of this department," she says. "We have two top sports psychologists here, and our sports historian is really well known. All my colleagues are committed to multidisciplinary work and to social justice."

Beal adds that the CSUEB kinesiology department's interdisciplinary nature — she describes it as "studying human movement from every discipline" — is relevant to the teachers, coaches, athletic trainers, and therapists that it educates. "The students definitely have to understand the social and cultural contexts of their work, along with the psychology and physiology of it," she says. "And they have to know how to teach. To be good at it is really hard." (See "An Academic Movement," facing page).

She finds that the University's student diversity is another plus. "This is the most nontraditional age group I've ever worked with, which is beautiful," she says. "Especially for sociology—it's all these different life perspectives coming into a classroom. I love teaching here."

And while she thrives on working with students, Beal sometimes laments the fact that the teaching load at Cal State East Bay leaves little time for writing and research. Still, just as a surfer with a day job finds a way to get out on the water, Beal makes time for it. She's working on an encyclopedia of skateboarding, to be published by Greenwood Press, and developing topics for future academic articles.

And Beal is busy promoting the perhaps-radical notion that, done right, sport can have broad-based, positive social impact. That's a tough message to deliver in an environment when so much of sport is about spectatorship rather than participation, she says, but she presses on. "I'm a salesperson," Beal explains. "I try to sell to my students the idea that there are other ways of doing physical activity — ways that can benefit participants physically, mentally, and spiritually. It doesn't have to be about winning." ■

An Academic Movement

KINESIOLOGY REINVENTS ITSELF WITH A RESEARCH FOCUS

BY FRED SANDSMARK '83

Becky Beal's work on the sociology of alternative sports is part of a research renaissance in the Department of Kinesiology. The faculty, just eight strong, is now rich with young scholars studying and teaching the history, philosophy, psychology, biomechanics, and other aspects of sport and physical activity.

The department defies old stereotypes of PE as a slacker major for jocks. "We study movement from a multidisciplinary perspective," explains professor and department chair Penny McCullagh. Even the department's name has changed to reflect the shift; "physical education" has been dropped in favor of "kinesiology," the study of human movement.

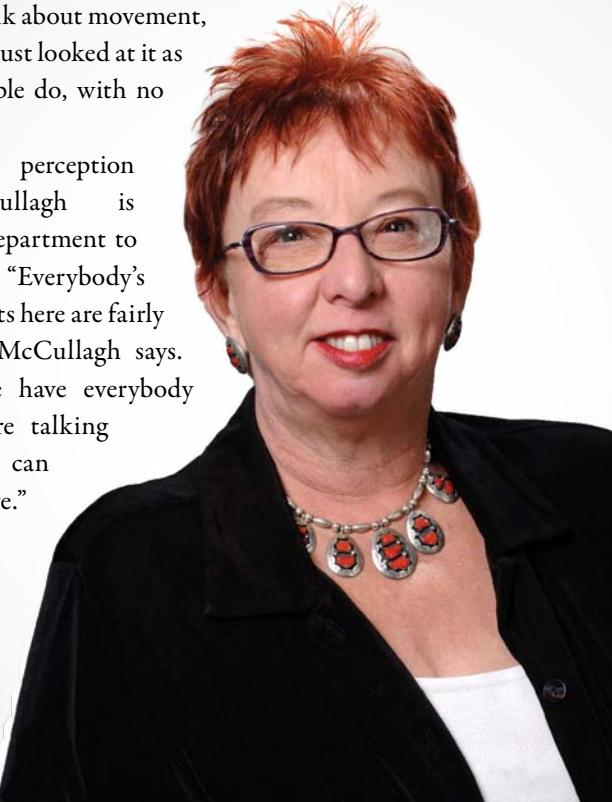
"We're one of the few departments on campus that has general education courses in the humanities, behavioral and social sciences, and life sciences, because we span all of those realms," McCullagh points out, adding that the 450-plus undergraduate kinesiology majors, regardless of professional goals, must take courses in all three disciplines.

McCullagh, a sport and exercise psychologist, was hired in 1999 to boost the department's research portfolio. (It was strong to begin with, she says, but many faculty members—including some pioneers in their fields—were retiring.) Faculty projects today include a biography of pioneering African-American Olympian Wilma Rudolph, a study of

"freshman 15" weight gain, and research into the psychology of high-performing athletes and its application to business.

Convincing other academics of kinesiology's credibility is an ongoing challenge for McCullagh, but one she relishes. "People have a misconception of what kinesiology is and what we do—and sometimes of our training," she says. That stems in part from the fact that other disciplines historically didn't even think about movement, she says: "They just looked at it as something people do, with no cognition to it."

As that perception fades, McCullagh is coaching her department to work as a team. "Everybody's research interests here are fairly independent," McCullagh says. "Now that we have everybody on board, we're talking about how we can collaborate more."



DAILY SHOWMANSHIP

TOUR THE *DAILY SHOW* WITH WRITER J.R. HAVLAN '87 AS HE CONTEMPLATES COLLEGE, COMEDY, AND WHERE TO KEEP ALL HIS EMMYS

BY MONIQUE BEELER



Comedy writer J.R. Havlan, left, flashes a *Daily Show* script for the camera as he clowns around on set with host Jon Stewart.

On who's in charge: "What few people know about *The Daily Show with Jon Stewart* is that until the cameras actually roll, it's unclear on any given day who will actually be the host. It's always up in the air, which keeps things very exciting indeed! In the end, the job almost inevitably goes to whoever is wearing a tie that day. (True story.)" — J.R. Havlan



Comedy writer J.R. Havlan, second from left, has penned jokes for top comedians including actor Steve Carell, TV show host Stephen Colbert, and current Daily Show correspondents, from left, Aasif Mandvi, Wyatt Cenac, Jason Jones, Samantha Bee, and Olivia Munn.

Need help getting people — more than a million people — to laugh every night, often at seemingly unfunny subjects from a bad economy to the worst oil spill in U.S. history? Call comedy writer J.R. Havlan '87.

Through unorthodox career choices, irrepressible wit, and an uncanny ability to improvise, Havlan has supplied the words that have yielded laughs for big names in TV comedy including Bill Maher, Steve Carell, and Stephen Colbert. His current boss is Jon Stewart, mock news anchor for the Comedy Central cable network hit *The Daily Show with Jon Stewart*.

Every morning at *The Daily Show* writers meeting, Havlan pitches his cleverest jokes, ironic word play, and fantastic scenarios based on breaking news, not-so-current events, and antics of the famous and infamous to Stewart and colleagues on the 12-member writing team, more often than not causing an eruption of laughter in the room.

A satirical news broadcast, *The Daily Show* pokes fun at politicians, celebrities, and authors but mostly at the news media itself. Havlan, an original member of the *Daily Show* staff, has been penning jokes and crafting bits (they're never called sketches or skits, Havlan advises) since the show kicked off in 1996 with then-host Craig Kilborn. On this

“It’s not only creating your opportunity, it’s being prepared once you get it. You have the responsibility of creating the opportunity for yourself, but you have to prepare to deliver.”

J.R. Havlan '87
ALUMNUS

steamy summer day, in fact, Havlan’s observing his 14-year anniversary writing for the program that’s one of the most popular late night TV shows with nightly audiences of about 1.7 million. During his tenure, Havlan and his fellow writers have won major industry honors, including six Emmy Awards for “Outstanding Writing for a Variety, Music or Comedy Program.” The writing team picked up a nomination for a seventh Emmy in 2010 but got edged out by *The Colbert Report*.

It’s just as well. With future wins, Havlan, 45, may be hard-pressed to find a spot to display yet another golden statuette in the Manhattan apartment he shares with wife Ellen and 9-month-old son, Parker.

“They’re in various places,” says Havlan, pulling an award from a duffel bag he’s lugger to work at a visitor’s request. “One is in my son’s room. My wife was pregnant last year at the Emmys, so I kind of think of that (Emmy) as his.”

BY THE BOOK

It’s shortly before lunch — a catered affair at the *Daily Show*’s New York City studios — and Havlan’s on deadline. He turns back to his computer to peck out commentary about child labor laws, insurance, and higher education. His assignment? Write chapter entries for *Earth (The Book): A Visitor’s Guide to the Human Race*, an encyclopedic guide that aliens might pore over in the future in their quest to understand what humans, particularly American humans, got right during their stint on the planet. The book is a follow-up to the 2004 bestseller *America the Book: A Citizen’s Guide to Democracy Inaction* by Stewart and *The Daily Show* writers. While Havlan tosses in snippets of historic trivia — for instance, despite early tries, U.S. lawmakers didn’t pass serious child protection laws till 1938 — his overriding mission is to entertain.

“I had to write one up yesterday about college,” he says, reading from an early rough draft. “Are you standing in a quadrangle ... (filled with) a sense of pride coupled with terrible, debilitating dread? Welcome to college.”

“My particular talent comedically has been, not just coming up with a funny thing to say or an idea, but being able to phrase it in a way that other people wouldn’t necessarily be able to do,” Havlan says.



In the casual office environment at *The Daily Show's* New York City studio, comedy writer J.R. Havlan brings his Australian kelpie, Charlotte, to work daily. Most days he wears shorts on the job.

When Stewart served as master of ceremonies for the 2006 Academy Awards, for instance, it was a pop culture reference written by Havlan that critics applauded in newspapers and broadcasts the next day. "I do have some sad news to report," Stewart deadpanned. "Björk couldn't be here tonight. She was trying on her Oscar dress, and Dick Cheney shot her."

Editor's note: At the 2001 ceremony, Icelandic singer Björk attracted global attention by wearing a wacky, white swan-inspired dress, while Cheney became the target of jesters following his accidental shooting of a fellow hunter in 2006.

SET PIECE

As Havlan types, a regiment of 50 colorful, plastic *Simpsons* cartoon figurines oversees his progress from a nearby window ledge. A silver lava lamp filled with yellow

globs bubbles lazily on his desk, while at his feet, Charlotte, his well-trained Australian kelpie, dozes, ready to leap up and scamper after him when he heads down the hall for a rare trip to *The Daily Show* set.

Weaving through the show's warren of offices, narrow corridors and occasionally sloping hallways, Havlan arrives at a nondescript door. Pushing past it, Havlan enters a short dark hall before veering into the brightly lit, red-and-blue themed *Daily Show* set familiar to viewers. "We just told the designers we wanted something that Ted Koppel would want for Christmas," Havlan says.

The wall to the right features a large-scale scene of the New York skyline at night. Straight ahead, a platform containing an executive-style cherry wood desk sits like an island at the center of the set. It's here that Stewart delivers his nightly parody of the news to a live audience. The gallery sits empty during the day, but at 5 p.m. each evening audience members stream in — often after an hours-long wait queued up around the block. An oversized, digitized globe dangling overhead flashes a nonsensical string of words. This week it's Juneau, Junizawa, Junedale, and Junejani.

To the left, a green screen stretches toward the ceiling. During rehearsal a couple hours later, the show's correspondents will act out a bit called "The Spilling Fields" in front of the blank screen. Audience members at home, however, will see a scene of Louisiana wetlands projected on the screen, as if the correspondents were reporting about the gulf oil spill on location. On air, Stewart wears a suit, just like a network anchorman, but while running through lines for the correspondents' bit he sports a comfy gray T-shirt. Most days, the confident Stewart requires no rehearsal, but this afternoon the cast is helping correspondent Olivia Munn warm up for her first appearance on the program.

"A lot of times, Jon goes through rehearsals with his feet up on the desk," says Havlan, noting that Stewart's casual appearance and demeanor reflects a credible and easy delivery style that doesn't require him to "sell anything."

While the atmosphere in the office and on the set appears relaxed, the cast and crew take their jobs seriously — to an extent. And Havlan's respect for Stewart, who took over as host in 1999, is evident.

POLITICAL PLAYER

"In the beginning of 2000, the content became far more political," Havlan says. "When the election came up, we were in a unique position, and Jon realized this is what we're here for. That's when we started to focus on media coverage."

Over several episodes, *Daily Show* correspondents spoofed politicians and press coverage of the presidential election campaign. Its take on "Indecision 2000" earned the show, including Havlan, the first of two Peabody Awards for excellence in broadcasting. ("Indecision 2004" received a Peabody in 2005.)

Given such accolades, perhaps it's not surprising that the program also has become the subject of serious study. The Pew Research Center's Project for Excellence in Journalism, for instance, studied the show's content for a year, comparing its agenda to traditional news outlets. The center's analysis included the following observation:

The Daily Show aims at more than comedy. In its choice of topics, its use of news footage to deconstruct the manipulations by public figures and its tendency toward pointed satire over playing just for laughs, The Daily Show performs a function that is close to journalistic in nature — getting people to think critically about the public square.

"Different outlets have been saying that for a while or claiming studies (demonstrate) the show's influence on the public," Havlan says. "We don't sit around thinking about it ... We don't come in and say, 'How are we going to affect the media landscape? Are we going to increase the number of kids who get their news from *The Daily Show*?' There's no insidious plan."

EAST BAY BEGINNINGS

As a kid growing up in Danville, Havlan didn't yearn for a career in show biz and never expected one day he'd get paid to be funny.

He didn't take acting classes or perform stand-up comedy until after graduating from Cal State East Bay, although for Halloween one year in grade school he dressed up as mute comic Harpo Marx. By the time he enrolled in business courses at then-Cal State Hayward in the 1980s, Havlan assumed he'd spend his career at a typical office job.

"My sense of humor was there, but I didn't think of being a comic," he says. "My idea was to go to college and get a business degree."

Havlan's professional fate may have come as less of a surprise to his closest friend from college, attorney Bill Schott '88. Schott remembers well Havlan's ►



On winning Emmys: "Few if any accomplishments in my life have measured up to the honor of winning an Emmy Award. It is literally a reflection of the respect people in your industry have for the work that you do. It is indeed a humbling experience. With that said, once they give you the trophy they have almost no say over what you do with it."

— J.R. Havlan



COLLEGE ADVICE FROM A COMIC

BY MONIQUE BEELER

"You should major in the craziest (bleeping) thing you can major in, or at least minor in it," advises J.R. Havlan '87, who earned his CSUEB undergraduate degree in business with an option in finance.

"It makes you more interesting," he adds. "I did minor in communication skills. I remember enjoying some of those classes, because it was fun, and I was outgoing – and before I knew what I was going to do (professionally) – liked being paid attention to."

Besides, among his *Daily Show* colleagues, taking classes to prepare for a specific job generally didn't lead to the intended career. Delving into broad academic territory, on the other hand, has made them entertaining party guests, comedy writers, and political satirists.

"All the guys here are probably English majors," he says, glancing down the hall toward his coworkers' offices. "One of the executive producers was a history major; no political science (majors)."

Havlan says he enjoyed studying finance, because it appealed to the analytical part of his brain and prepared him to use a financial calculator "to count all the money I make."

standard response whenever anyone asked his major: "He'd say, 'Finance. High finance,' with a James Bond delivery."

"I was really busy," Havlan says of his college career. "I was waiting tables all the way through and paying my way. I was taking a full schedule of classes."

When he visited the Big Apple during his senior year, it was love at first contact. The vibrancy and variety fit Havlan's own active, high-energy personality, as demonstrated by a quick wit that never misses an opportunity to slip in a humorous observation ("I suppose I was always a wisecracker," he says) and a need to keep moving. Havlan stays fit by jogging to work each morning with Charlotte and takes regular runs through Central Park.

After Havlan earned his CSUEB degree, he moved to Manhattan with a suit, a few boxes, and about \$3,000, barely enough to rent his first studio apartment. Despite knowing nothing about the cuisine, the suit, along with a polite demeanor, scored him his first job at an upscale French restaurant, he says. No entrée into the high finance industry, but it proved a fateful career move.

A STAND-UP GUY

One night while working at the restaurant, a waitress friend shoved a catalog for adult education classes at him, pointing out a listing for a course called *Learn Standup Comedy*. She urged Havlan to check it out. He took her advice and signed up. ("I took her to dinner after I won my first Emmy," he says.)

"The class was terrible," Havlan recalls. "And the instructor wasn't funny, which is kind of a problem."

As an icebreaker, class members took turns offering introductions and sharing their motivations for participating in the course. "I looked at (the instructor) very seriously, and I said, 'I think this is a mistake. I thought this was *How to Strip for Your Man*.'

The teacher didn't crack a smile. Fortunately for Havlan, future audiences appreciated his humor. He went on to work in comedy clubs, including the legendary Catch a Rising Star, honing his timing and witty way with words. Not only did he get better at his craft, he met fellow funny people. By 1994, a friend from Havlan's stand-up days was working as a writing assistant for *Politically Incorrect with Bill Maher*.

"I told him I wanted to — this dates everything — fax in jokes," Havlan recalls. "He called me back and said, 'Go ahead.' They were using two to three jokes a week, which is really good because Bill did four shows a week, and he only used two to three jokes per week. Then one night, they needed a warm-up (comic)."

Thanks to Havlan's regular contributions to the show, he got the call. Through his connection with *Politically Incorrect*, he went on to meet Lizz Winstead and Madeleine Smithberg, who were cooking up a concept for a new program called *The Daily Show*. They invited Havlan to apply for one of five writing spots. He was among the lucky few to beat out some 100 applicants.

Havlan credits his good fortune to serendipity and serious dues paying.

"The way I got into Bill Maher's (show) was making it happen myself," he says. "I used my connections and wrote jokes. One opportunity leads to another."

"It's not only creating your opportunity, it's being prepared once you get it," Havlan says. "You have the responsibility of creating the opportunity for yourself, but you have to prepare to deliver. Then I got super lucky, because the show became what it is, and I enjoy what I do."

It's easy to see why.

Down the hall from his office in a conference area surrounding a big screen TV, Havlan takes a break on one of two colorful cushy couches with Charlotte at his side.

"There are a lot of good points of the day," he says. "Every day of the week, I have the distinct honor and really enjoy the fact that I get to have a couple hour-long discussions and debates with a roomful of brilliant, hilarious people. Day after day, it's the best conversation I've ever had."

Overhead, a planning board lists the coming weeks' *Daily Show* guests from Academy Award winner Morgan Freeman to Minnesota Gov. Tim Pawlenty. Employees rarely meet the show's famous guests, but by special request Havlan's enjoyed introductions to Joe Montana, Jerry Rice, and Lance Armstrong.

"It's a harsh work environment," quips Havlan, who says he has no intention of leaving anytime soon despite a sense of unstated pressure to keep moving in an industry where no one seems to stay put long.

In the unpredictable entertainment business, Havlan can't predict where his career will lead in the next 14 years. As a writer, he says it would be a professional dream to get a shot at penning his own show, à la Tina Fey and NBC's *30 Rock*.

However his career plays out, today he's got a great, challenging job on *The Daily Show* educating viewers in unexpected ways. "The show provides people a lesson in skepticism ... That's the biggest service," Havlan says. "We're not even interpreting things. I think it's more truthful than that."

"Network news — not just cable — has to be constantly questioned," he adds. "Our show is uniquely positioned to do that." ■

DAILY DOSE OF SATIRE IS GOOD FOR U.S., EXPERT SAYS

BY MONIQUE BEELER

Assistant Professor Grant Kien, advisor for the communication graduate program, says *The Daily Show* and host Jon Stewart are carrying on an enduring American tradition in political satire.

"Satire is a biting critical analysis in which the obvious flaw of any idea or philosophy is exposed," Kien says. "Mark Twain is probably one of the most famous satirists in American history."

Parodying politicians and policy, he says, is a sign of national political health.

"The ability to satire leadership in America is taken as an indication of our freedom as a people," Kien says. "We should all be proud of the contributions of our institution to American political discourse."

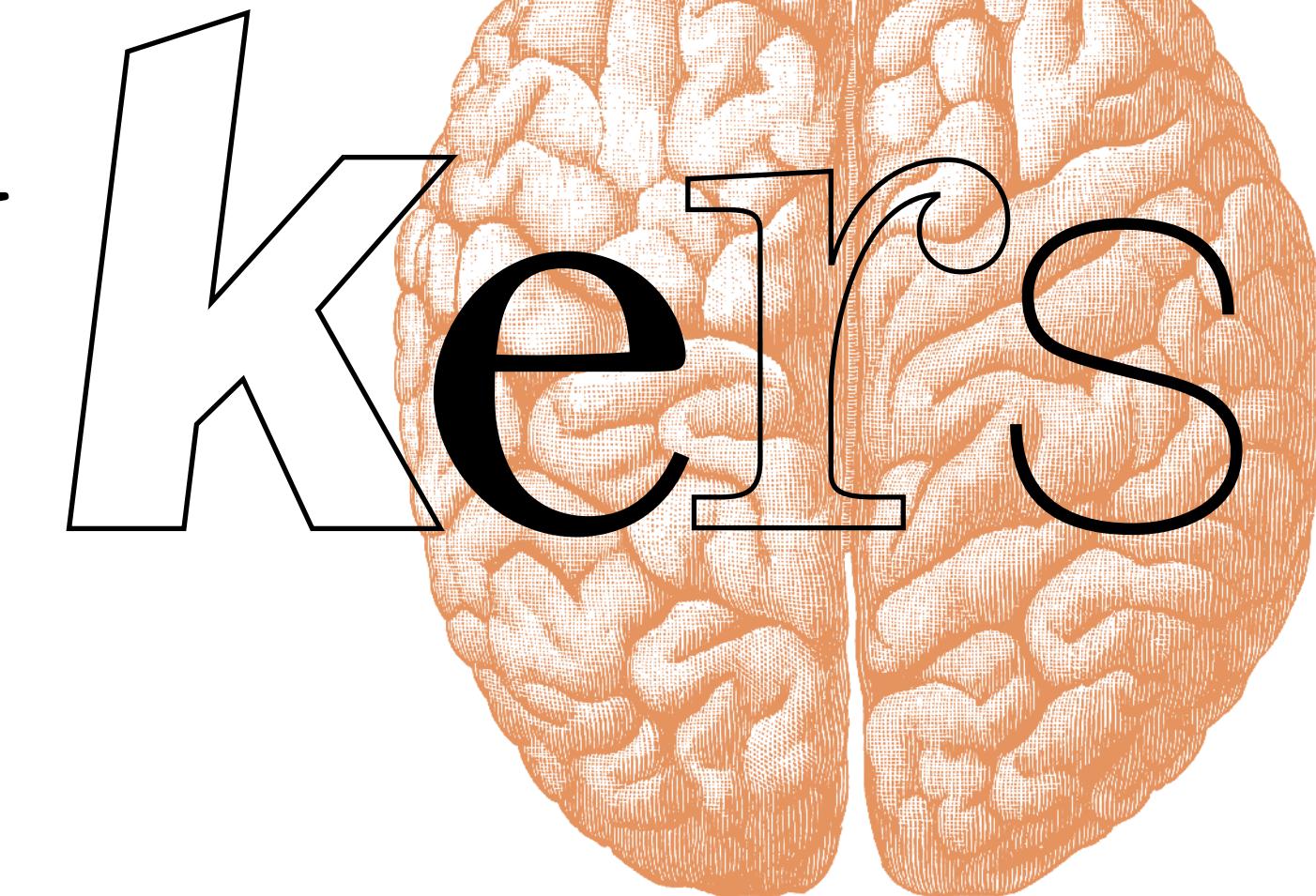
INDEPENDENT

HinKers

FROM A KERNEL OF A CONCEPT
GREAT FACULTY RESEARCH GROWS

FROM ITS EARLIEST DAYS, CAL STATE EAST BAY HAS BOASTED A REPUTATION AS A PLACE WHERE PROFESSORS KNOW STUDENTS BY NAME AND PROVIDE FIRST-RATE, FIRSTHAND INSTRUCTION IN THE CLASSROOM. INCREASINGLY, UNIVERSITY FACULTY MEMBERS ALSO ARE EARNING RECOGNITION FOR CONDUCTING LEADING-EDGE RESEARCH AND PUBLISHING ORIGINAL FINDINGS IN FIELDS FROM THE SCIENCES TO BUSINESS AND ECONOMICS.

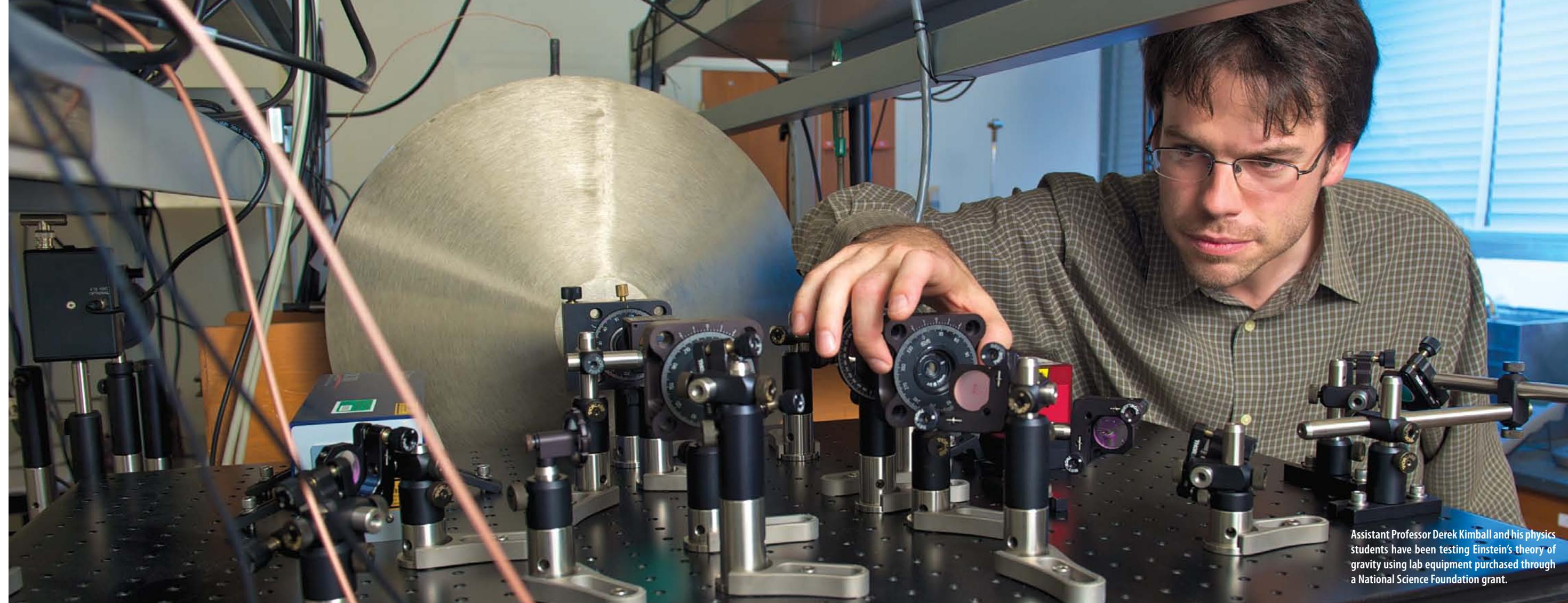
When Associate Professor Stevina Evuleocha stumbled upon her first Nollywood-produced movie, she wasn't satisfied to sit back passively and enjoy the homegrown African films. She wanted to know more, a quest that made her one of the first academics to publish about an emerging film phenomenon. Associate Professor



Jerry Liu also took action when the object of his research, Google stock, revealed a disturbing, potentially criminal pattern. He turned over his findings to the Securities and Exchange Commission, which later made an arrest substantiating Liu's study.

In the College of Science, colleagues laboring in neighboring laboratories in disciplines as divergent as physics and geology are making discoveries that could alter accepted wisdom about how the world works, potentially shaking up our understanding of Einstein's theory of gravity and the origins of life.

In the following pages, meet a handful of faculty members whose thought leadership is pushing scholarship — and students' minds — into compelling, previously undiscovered territory.



Assistant Professor Derek Kimball and his physics students have been testing Einstein's theory of gravity using lab equipment purchased through a National Science Foundation grant.

PHOTO: STEPHANIE SECREST

EXPERIMENTS DELVE INTO BIG QUESTIONS

CSUEB scientists explore edges of knowledge in neighboring labs

BY FRED SANDSMARK '83

Two laboratories at Cal State East Bay, just a few meters apart, are exploring the far edges of human knowledge and demonstrating the breadth of scientific research at the University.

In North Science 247, Assistant Professor Derek Kimball is looking at how basic laws of physics apply to individual atoms. Three doors down in North Science 253, Professor Jeff Seitz, chair of the earth and environmental sciences department, is exploring perhaps the biggest question of all: how life arose in our universe. On the surface the two projects couldn't be more different, but they share certain characteristics. Both are funded by outside grants; both rely heavily on student participation

and collaboration with other institutions; both use relatively modest equipment; and both projects make their researchers justifiably proud — and even a bit giddy.

Kimball's experiment revolves around a steel drum about the size and shape of a trash can. The drum, surrounded by lasers, mirrors, and sensors, is a shield that reduces magnetic fields — most importantly, the field produced by the earth — by a factor of 10 million. Into this shield Kimball places delicate glass spheres—he calls them “Christmas ornaments” — containing two different isotopes of vaporized rubidium atoms. Laser light then spins the atoms at precise rates and measures the difference in spin of the atoms' nuclei and their valence protons.

The goal of Kimball's experiment is to determine whether gravity alone causes those atoms to change the axis about which they spin. “Einstein said it would not,” Kimball explains. “We're testing whether it could, and we're doing so 100 times more precisely than it's ever been tested before.” If the axis does change, Kimball says the theory of gravity will have to be radically revised. On a more practical level, the experiments could also contribute to development of extremely precise gyroscopes for navigation.

A three-year grant from the National Science Foundation supports Kimball's project — in fact, his is the first externally funded experiment for the physics department. Since work started, more than 20 CSUEB students, mostly undergraduates, have assisted with the project — a fact Kimball says is vital to the University's mission. “The interface between research and teaching at the university level is so important,” he says. “The students get hands-on experience, and it motivates the professors.”

Down the hall, Seitz is similarly motivated — but toward a goal that, at first glance, seems unusual for a geology expert: the study of the origins of life.

For his research, Seitz applies his understanding of how substances behave in extreme conditions, a subject he previously studied at Oak Ridge National Laboratory in Oak Ridge, Tennessee. There he studied gas molecules in water, which had applications for geothermal energy; at CSUEB, Seitz is looking at how a half-dozen organic molecules, including glucose, adenosine, and cysteine, behave at high pressures and temperatures.

These organic molecules form the basis of energy-processing systems in living creatures. “This research supports the hypothesis that life arose in a high-pressure, high-temperature, aqueous environment, like the black smokers (chimney-like natural hot springs) on the ocean floor,” he says, adding, “There are lots of environments in the solar system that are very similar.”

Drawing on his expertise in geology and his knowledge of how substances behave in extreme conditions, Professor Jeff Seitz is exploring the origins of life. His research is supported by a NASA astrobiology grant.

Seitz's experiment employs two shoebox-sized vibrating tube densimeters — devices originally developed to measure the alcohol content of beverages. Into these densimeters, organic molecules are injected, heated to 200° Celsius, pressurized to 500 bars — the equivalent of conditions several kilometers below the seafloor — and measured in volume.

A NASA astrobiology grant supports Seitz's research, which is conducted in collaboration with a colleague at the University of Missouri. That scientist is collecting data on the heat capacity properties of the same organic molecules, and when his data and Seitz's are combined, a complete chemical description of the molecules and their behavior can be calculated. "If we want to be able to describe life, and the origin of life, we have to have a chemical model," Seitz explains. "And that chemical model is only as good as our ability to predict chemical behavior."

His collaboration, Seitz says, sets the research apart. "My background is as an experimentalist, and his background is as a theorist," he says of his collaborator. "The novel thing is that we actually have an experimentalist and a theorist talking with one another." ■

PHOTO: STEPHANIE SECRET



“If we want to be able to describe life, and the origin of life, we have to have a chemical model. And that chemical model is only as good as our ability to predict chemical behavior.**”**

Jeff Seitz

PROFESSOR, EARTH AND ENVIRONMENTAL SCIENCES

ASSISTANT PROFESSOR ALLEGES GOOGLE SHARE PRICE MANIPULATION

BY KIM GIRARD

It didn't take long for Assistant Professor of Finance Jerry Liu to figure out that something fishy was going on with Google's stock after the company's initial public offering.

Eight months after he posted a paper online about investor manipulation of Google stock during 2006 and 2007, Liu received some validating news. The Securities and Exchange Commission and FBI arrested Raj Rajaratnam, founder of New York hedge fund management firm Galleon Group, in part for allegedly participating in Google-related insider trading.

While Liu takes no credit for Rajaratnam's October 2009 arrest, he says the charges completely aligned with his research about Google stock manipulation. Liu's research was published online in February 2009 and his findings later reported by Forbes.

"My results were confirmed by the arrest," Liu says.

The SEC alleges Rajaratnam received information about Google weeks in advance of the company's earnings release that allowed him to trade at an advantage. Rajaratnam, who has a net worth of \$1.3 billion, was among six defendants charged with using insider information in schemes to trade in shares of companies including Google, Hilton Hotels Corp., and Advanced Micro Devices, according to Bloomberg News. The six allegedly earned more than \$20 million from the trades.

Liu studied the market for options written to buy or sell Google, tracking it for the first 34 months that Google publicly traded. He specifically examined the stock's movement near the search giant's earnings release dates.

What he found, and published in his report, was that "both news leaks and price control may have occurred during Google's eight earnings release events in 2006 and 2007."

"It is obvious that the smart traders know, at least one week in advance, the direction of earning results before the official release," he wrote in his report, "Has Google Stock Price Been

In studying changes in Google's stock price, Assistant Professor Jerry Liu, right, noticed a pattern suggestive of insider trading. He published a report about his findings — later covered in Forbes.com — that proved prophetic.

PHOTO: STEPHANIE SECRET



Manipulated?" "These leaks consistently occurred in all the eight earnings releases between 2006 and 2007."

The advance information helped some traders write so-called put and call options that paid off when the stocks moved near the strike price, Liu says. (The strike price is the price at which an investor who owns options to purchase a specific stock at a specific price may purchase that stock, potentially making a profit.) Liu also noted high incidences of "clustering," which is when a stock's closing price matches the strike price of one of its options on the day the option expires. This lets the writer of the option collect premiums and pay out virtually nothing, Forbes' Asher Hawkins reported in a June 2009 article published in the magazine. Liu says Google "clustered" during the time of his study more than any other actionable stock.

Liu, a former trader, says once he started tracking Google, it became "common sense" to him that its shares were being controlled. He says he sent a copy of his report to the SEC.

Like many SEC critics, Liu believes the agency doesn't hire enough math whizzes to stop insider trading and fraud as it's happening. Part of the problem, he says, is that the SEC and Wall Street remain too tight-knit, which can contribute to fraud.

Liu continues to track Google and says he suspects its shares are probably still being manipulated.

Meantime, he says, he'll also resume his research into how easy it is for big investors to manipulate the market and will keep sending his reports to the SEC. Given Liu's unique perspective and inquiring mind, unscrupulous investors have a new reason to reconsider the temptations of ill-gotten profits. ■

NOLLYWOOD KNOW-HOW

Africa's emerging film industry seeks professors' marketing advice

BY MONIQUE BEELER

Think you know what country's film industry churns out the most movies each year? Honors don't go to Hollywood. If you named Bollywood — India's filmmaking giant known for upbeat musicals drenched in color and mass dance scenes — guess again.

Envelope, please.

The winner is Nollywood, Nigeria's up-and-coming film mecca, say marketing and entrepreneurship scholars Associate Professor Stevina Evuleocha and Professor Steve Ugbah.

"Nollywood is an emerging phenomenon in the film industry, not just in Nigeria but the world," Ugbah says. "It's the No. 1 producer of films. Nollywood is first, Bollywood is No. 2, then Hollywood. In terms of income (generated), it's Hollywood, then Bollywood. Nollywood doesn't even rank."

Evuleocha and Ugbah are working to change Nollywood's poor step-child status by advising the Minister of Information and film industry leaders in Nigeria about how to more profitably market, brand, and sell their pictures — predominantly low-budget B-movies made in less than a month — to audiences at home and around the world.

The academic team of Evuleocha and Ugbah, who also are spouses, presented their recommendations at the Nollywood North America Film Festival in Toronto last fall. The conference focused on preventing film piracy and sharing tips for helping the homespun industry flourish through improved marketing practices. Most films run as serials on Nigerian television, which generates few royalties and little ad revenue for filmmakers, casts, and crew.

"The actors aren't getting paid as much as they could be," Ugbah says. "The industry is struggling. Our overall message is: First in terms of marketing, they have to improve the quality of the movies. Then, the people who are actually charged with marketing the movies need to be taught some basic marketing principles."

Evuleocha published her proposals for professionalizing Nigerian cinema in the *International Journal of Emerging Markets*' 2008 special edition devoted to third world markets. (At the time, she observes: "There was no body of literature in this area of business.") A major missing factor, she argues, is government support. Creating higher quality movies would serve the nation as a whole, she says. It would help diversify Nigeria's oil-dependent economy and offer a chance to re-brand the country by offering more desirable export products. Government, however, can't act alone, she warns.

"Industry has to figure out what kind of structure they want to put in place," Evuleocha says.

Film companies and distributors operate without an inventory tracking system, so they have no effective way to trace sales and revenue. Piracy also

Associate Professor Stevina Evuleocha was one of the first scholars to publish research about Nollywood, Nigeria's booming B-movie industry.

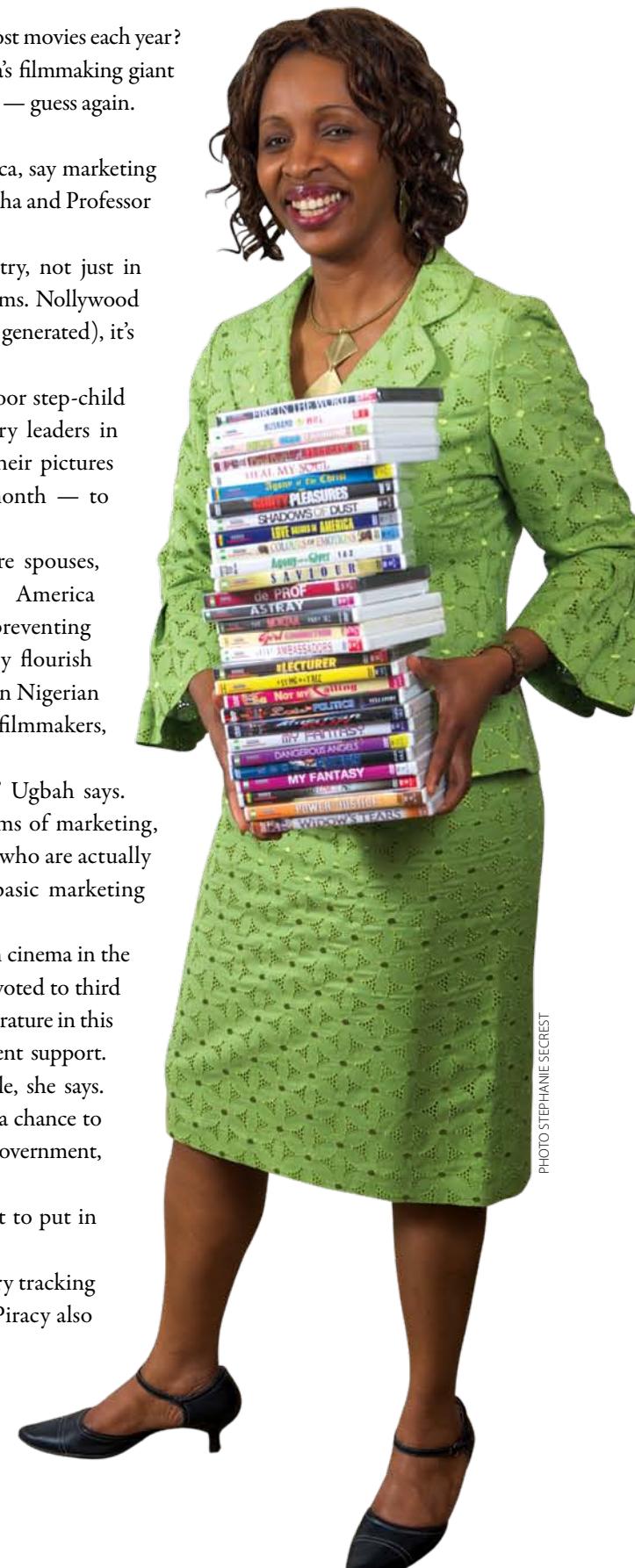


PHOTO STEPHANIE SECREST

hinders industry efforts to earn a fair profit. The typical family doesn't purchase VCDs or video compact discs — the Nigerian equivalent of a DVD — in a big chain store or online.

"They're hawking (bootleg copies) on the street," Evuleocha explains. "You could be in your car, and someone could walk up and sell you a VCD. Distribution has not been properly instituted."

When VCDs sell cheap on the street, reproduction quality suffers, and profits go to the black market. Evuleocha compares the loss of control of Nollywood's intellectual property to the early days of online music and the recording industry's crackdown on public file sharing sites, such as Napster.

"It's almost like what happened when people were downloading music for free," she says. "How do you curtail that? Do you charge a fee? It will be interesting to see how it all turns out."

Evuleocha and Ugbah's Nollywood research also preserves and pays tribute to cultural contributions made by the industry, which emerged in the late 1980s and has made celebrities of African actors, including Genevieve and Nkem Owoh.

Owoh, a popular comedic actor, starred in the Nollywood hit "Osuofia in London" about a poor villager, Osuofia, who inherits his late, London-dwelling brother's fortune. But his deceased brother's big-city wife plots to swindle the money from Osuofia. He in turn plays a bumpkin, eliciting laughs from viewers as he cons his sister-in-law into marrying him and living in an African village, while he wriggles out of her scheme.



Professor Steve Ugbah

Nollywood films reach an audience of some 15 million in Nigeria and about 5 million on the African continent and throughout the global diaspora, although the estimates likely are conservative considering Nigeria's population of approximately 152 million.

"They are mostly based on African experiences, Nigerian experiences, everyday experiences," Ugbah says. "Sometimes they have a political twist to them."

While some Nollywood movies revolve around epic themes, more often they boast soap opera-style plots that Evuleocha calls "The Young and the Hopeless." Most run from two to three hours in length and are presented in two parts or more.

"If you get hooked on them, good luck," she says. "You can't go anywhere in a hurry."

Next, Evuleocha is planning a book project with a colleague she met at the Nollywood film conference in which they'll profile about 50 early, notable contributors to Nigerian cinema.

"Things are quite in flux now," she says. "A lot of it is oral history that will be lost, if you don't document it."

Ugbah and Evuleocha also are investigating untapped methods for increasing Nollywood profitability. "One of the things we're considering is going online, but we have to explore how that can be controlled," Ugbah says.

"We're really committed and involved in this (research)," he says. "We want to see how much value we can add to the industry." ■



Nollywood film plots focus on issues and themes familiar to most Nigerians, including romance, police corruption, the occult, comedy, prostitution, and HIV/AIDS.

NOLLYWOOD NUMBERS

AVERAGE PRODUCTION COST:
\$15,000

ANNUAL INDUSTRY REVENUE:
\$300 million

NOLLYWOOD PRODUCERS:
300

FILMS PRODUCED ANNUALLY:
up to 1,000

COPIES SOLD PER TITLE:
50,000

MINIMUM PRODUCTION TIME:
10 days

AVERAGE RETAIL PRICE
IN THE U.S.:
\$10 (videotape) and
\$15.99 (disc)

TYPICAL BOOTLEG PRICE:
\$4

Source: "Nollywood and the home video revolution: implications for marketing videofilm in Africa" by Stevina Evuleocha, *International Journal of Emerging Markets*, Vol. 3 No. 4, 2008



For each *Library Journal* column she pens, Librarian Emerita Kristin Ramsdell reviews romance titles revolving around a single theme such as secrets, Westerns, wounded heroes, sins of omission, and adventurous heroines.

No damsel in distress

BY MONIQUE BEELER

KRISTIN RAMSDELL, ROMANCE REVIEWER. IT'S A SAUCY-SOUNDING TITLE FOR A WOMAN WHO SPENT HER PROFESSIONAL DAYS ENSCONCED IN THE LIBRARY STACKS, TRAINING STUDENTS TO CONDUCT BIBLIOGRAPHIC RESEARCH, AND DOING HER PART TO LEGITIMIZE A MARGINALIZED GENRE.

It wasn't the steamy storylines or heaving chest clichés, though, that prompted Librarian Emerita Ramsdell to take the romance genre seriously. It was the numbers.

With \$1.37 billion in annual sales, romance is the top selling genre in the consumer market. About 75 million readers devoured at least one romance title in 2008 alone. Ramsdell, a former Romance Writers of America Librarian of the Year, has kept romance lovers abreast of the best available for 16 years through a bi-monthly review column she pens for the national *Library Journal*. She also edits *Romance Fiction: A Guide to the Genre*, a reference guide found on public library shelves nationwide. In a *Cal State East Bay Magazine* interview she shares her insights into the genre.

What elements are essential to a good Romance?

Romances are character-driven, so you have to write really good characters that readers can empathize with.

In addition to reflecting what goes on in society, it helps transform readers. Romances show people solving problems of all different kinds. Romances aren't just sweetness and light. You've got people with diseases and marital problems. In romance, it shows people somehow working through these things. There's a satisfying ending. It's not a downer.

Who reads your *Library Journal* column?

It's a review column to educate librarians on what romance fiction is and all the different authors.

I only review (books) that are published the month the column comes out or after. The range would be 18 to 24 books reviewed per column.

Editor's note: Reviews each month revolve around a theme, such as westerns, romance suspense, Gothic, gay and lesbian, and alternative reality — which includes paranormal, time travel, and futuristic plots.

How did the column evolve?

Happily Ever After: A Guide to Reading Interests in Romance Fiction (Libraries Unlimited, 1987) was the first book I wrote. That led to my being part of the development of *What Do I Read Next*, which is an index for popular fiction.

I started the column at the instigation of another librarian, who ... said, "You need to do this," so I wrote a proposal to *Library Journal* in 1993.

I just laid it on the line and said romances in libraries have not been treated equally with other genres. Mysteries and science fiction were getting reviewed, but romances were not getting reviewed, even though they were outselling everybody.

What societal need does romance fiction meet?

Romance fiction is very empowering for women, because women win ... It shows women taking charge of their own lives ... The heroine will just as likely save the hero as the other way around. Generally, they end up working together.

How many romance fiction titles do you read annually?

If you come to my house, you'd see stacks and stacks. I get galleys — advance review copies (from publishers). They come in all forms; some look like books and some are just (unbound) pages. In 2008, there were over 7,300 new romance titles published. There's no way you can read everything. I skim a lot, and I read fast. Of course, I read those I review.

In 2009, I got 932 galleys.

What distinguishes multicultural romance fiction?

The biggest presence among multicultural romance is African American. A lot of the writers have gone mainstream. They are certainly selling. Lots of books have Asian and Latino characters.

There is much more of a mainstreaming of all groups of people. Maybe that's just my California bias; we're very multicultural here. There are gay and lesbian romances, too.

How has the genre changed?

I don't think it's changed. Women have been reading romances as long as women have read.

The pair bond is very important. It's such a primal need. It's such a strong emotion, the need to bond and establish a family and keep everyone safe. They call them romances, but it's about a whole lot more than that.

Were you ever embarrassed about championing the genre?

No ... I write reference books about them, which is what's given them credibility.

Romances are what they are. They're entertainment. Some are written better than others. There's junk in all of the genres, and romance has some excellent writing in it. They don't pretend to be literary fiction. They don't want to be. ■

GLOSSARY OF FEMININE FICTION



ROMANCE: Primarily focus on the developing love relationship between two protagonists, who end up together. Happy endings — or at least satisfying finales — required. Examples: *Nobody's Baby but Mine* by Susan Elizabeth Phillips and *Lord of Scoundrels* by Loretta Chase.

SOAP: Marked by much angst, tribulation, and emotion. Endings aren't necessarily satisfying. Contemporary authors no longer label their works soaps, although some early Danielle Steel contains elements. Examples: *Peyton Place* by Grace Metalious and *Stella Dallas* by Olive Higgins Prouty.

WOMEN'S FICTION: Focuses on the woman's journey, accomplishments, relationships — romantic or otherwise — and her emotional development. Popular trends include relationships between sisters and friends and series set in idyllic small towns. Examples: Titles in Debbie Macomber's Cedar Cove or Blossom Street series and *The Goddesses of Kitchen Avenue* by Barbara Samuel.

CHICK LIT: Frequently sassy, upbeat, and funny chronicles of urban-dwelling women in their 20s and 30s sorting out their lives. Usually features heroines and pals dealing with work, friendships, and romantic relationships. Examples: *Bridget Jones' Diary* by Helen Fielding and *The Devil Wears Prada* by Lauren Weisberger.

WEB EXTRA: Read more of Kristin Ramsdell's interview, including book recommendations, online at www2.csueastbay.edu/news/magazine.

“Johnny Burnout tries to look outside, tries to see the stars, but all he can see is his face, ratty black hair shrouding entrenched eyes. Cheeks like he swallowed something sour.

PUSHING THE MARGIN

STUDENTS WRITE, EDIT, AND
PUBLISH ACADEMIC JOURNALS

BY ERIN MERDINGER '10

He turns and looks at the shape of his girlfriend's face, asleep, on his shoulder. She moves a little, moaning slightly.”

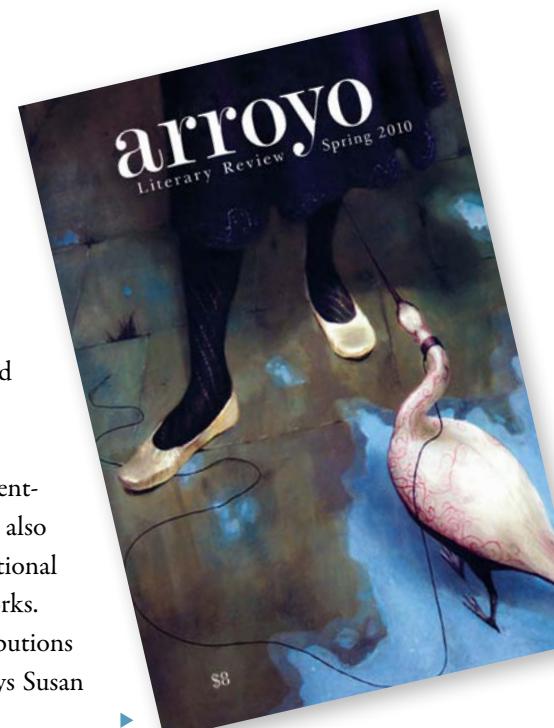
THESE LINES START THE SHORT STORY “JOHNNY BURNOUT,” WHICH AUTHOR DANNY SULLIVAN RICE ’05 DESCRIBES AS A “PUNK FABLE” WITH A THEME OF “SEX, DRUGS, AND ROCK AND ROLL.” RICE, ONE OF 14 PUBLISHED WRITERS FEATURED IN THE 2010 EDITION OF CAL STATE EAST BAY’S ANNUAL *ARROYO LITERARY REVIEW*, READ HIS PIECE ALOUD FOR A LITERATURE LOVING CROWD AT THE SECOND EDITION’S LAUNCH PARTY HELD IN DOWNTOWN HAYWARD IN APRIL.

Arroyo, started by English graduate students in fall 2008, showcases new and established writers from across the country, including many from the San Francisco Bay Area.

“It gives people a chance to have their work taken seriously,” Rice says.

Although it is the University’s only national literary review, *Arroyo* is not the first student-led journal to emerge from the Cal State East Bay campus in recent years. The University is also home to *East Bay Politica*, a student-written journal that focuses on subjects from international to local politics, and *Reflections*, a journal highlighting CSUEB students’ philosophical works.

The work students perform in producing an academic journal — from soliciting contributions to editing the final product — gives them experience akin to a traditional internship, says Susan Gubernat, associate professor of English and faculty advisor for *Arroyo*.



Students take Arroyo to national conference

BY ERIN MERDINGER '10

Student editors for *Arroyo* met professionals in their field when they participated in the Associated Writing Programs Conference held in Denver in April. The conference and book fair is one of the largest literary gatherings in North America celebrating small press publishers.

"So many writers, publishers, and editors are at the conference, and they have the chance to meet with us face-to-face, as do we with them," says Jennifer Bennett, an English graduate student. "And that makes it so much easier to spread the word because everyone's so localized."

Bennett, design editor for issue two and editor-in-chief for issue three was joined at the conference by Zac Walsh '10, editor-in-chief of the second issue, and Scott Goodenow, associate editor, who displayed the first two editions of the journal at a booth in the conference.

The editors for *Arroyo* choose from hundreds of submissions and publish the best contemporary fiction and poetry in each edition, along with an interview with a distinguished writer. The premier issue made it into *The Montserrat Review's* "Best Books for Winter Reading, 2009-2010." *The Montserrat Review*, an American literary journal, features "best reads" chosen by a book review editor.

"Students are now getting pre-professional experience by working on a journal in all its aspects: editing, designing, producing, marketing, and distribution," Gubernat says.

That's the case for students who work on *East Bay Politica*, a journal that allows students not only to write for a publication but gain firsthand experience with the publishing process.

The idea for *East Bay Politica* came from associate professor Melissa Michelson after she read an article about a similar journal at California State University, Chico and the benefits it provided students.

"I thought we could do that here," says Michelson, whose previous experience in journalism proved to be handy in getting the journal started.

The journal, which debuted in 2007, has grown to become popular with political science majors.

Michelson says she handpicked the editors the first year, but now the process has become competitive.

"Students are motivated to participate in this project because it provides them with real hands-on experience in the field of publishing an academic journal," says Maria Castro '10, a philosophy major who served as co-editor-in-chief for the 2010 edition.

The *Politica* team of student editors receive from 15 to 30 articles submitted by students each year. After reviewing submissions, the editors decide what focus the magazine will take and which pieces they will select for publication. The students also are in charge of formatting the final product using a desktop publishing program that allows them to assemble and lay out journal content in an electronic file that will later be sent to the printer.

"The team effort by those in the group to get things done has been extremely fulfilling," Castro says. "It is great to work with a team of students that are motivated and committed to the project."

Castro is also a contributing writer to the journal, and says she finds the ever-present nature of politics fascinating.

"It is so broad and encompasses all areas of our lives that there is endless inspiration," Castro says. "I like to write about things that affect us all, education being one of them."

The journal is released at the end of each academic year at a graduation party for political science majors, mailed to subscribers nationwide, and sold at the University bookstore.

"The journal does something for everyone involved — readers, editors, authors," Michelson says. "It says, 'Look at what your fellow students can do and the quality of writing. Don't look at your next research paper as something only a professor is going to read but as something that can potentially be read by hundreds of people.'"

Another journal that allows students to gain valuable experience beyond the classroom is CSUEB's philosophy journal *Reflections*. The

journal features undergraduate and graduate students' work and is available online through the philosophy department's Web site, <http://class.csueastbay.edu/philosophy/>, allowing easy access to readers. Faculty advisor Jennifer Eagan has overseen the electronic version of the publication since she joined the University in 2004.

"The objective is to promote all the good work students are doing in philosophy," says Eagan, associate professor and department chair of philosophy. "(Faculty) have a drive to really highlight our students' work."

One submission Eagan received from a then-philosophy undergrad for the spring 2010 edition particularly impressed her. In the pop philosophy article, author Ryvenna Lewis '10 examines ethics in fiction. Lewis says pop philosophy, a personal passion for her, discusses philosophical values and ideas as presented in popular books, movies, and television.

Her paper titled "Watchmen and Utilitarianism," looks at a common approach to ethics called utilitarianism — a theory that suggests action should be directed toward achieving the greatest happiness for the greatest number of people — and criticizes it using examples from the comic-book-turned-movie "Watchmen."

"It brings philosophical conversations to a level that anyone can understand, using examples and ideas that many people may already be familiar with and interested in," Lewis says. "It's also a lot more fun to write!"

In her piece, Lewis writes: "In utilitarianism, we are taught that almost anything can be good as long as it produces more happiness than suffering. Any action taken, despite the motivation behind it, can be good as long as it follows this guideline. But can we live by this kind of principle? I say that we can't. Utilitarianism is deeply flawed because of three important factors: it ignores motivation/intention, it demands prescience from we who have none, and it can lead to shocking human rights violations."

Eagan picks a new handful of students each year to serve as editors who

help with editing, proofreading, and publishing the journal from start to finish.

Faculty advisors who oversee student-produced journals view the experience as more than another bullet point for students to add to their resumes.

"It enables students to see that writing is not a mere classroom exercise (or) another paper or poem or story on the way to a degree," Gubernat says. "Rather, publishing a magazine like *Arroyo* gets students actively engaged in the literary community of our time — one that is diverse, exciting, full of the possibilities of discovering new talent as well as rubbing shoulders with some of the more established writers." ■

Poets ply their charms in *Occam's Razor*

BY ERIN MERDINGER '10

The Department of English at Cal State East Bay also produces *Occam's Razor*, an annual journal featuring fiction and poetry by CSUEB students.

Each year a small group of students is chosen to help judge approximately 200 poetry submissions and determine which pieces to publish.

Most of the work submitted comes from creative writing classes at CSUEB, says Donald Markos, an emeritus professor in English who has put together the journal since its first edition in 1989.

"We look for writing that is fresh, free of cliché, imaginative, and illuminates some aspect of life," Markos says.

Copies of *Occam's Razor* are available in the Department of English and are often used as supplementary material in creative writing classes or introduction to literature courses at Cal State East Bay.

Competitive EDGE

Generous supporters of the University, Jack and Susan Acosta say it's not about them — it's about keeping Cal State East Bay competitive by attracting the best students and faculty.

BY SARAH STANEK



PHOTO SCOTT CHERNIS

AT THE HEART OF THE WAYNE & GLADYS VALLEY BUSINESS AND TECHNOLOGY CENTER, AN AIRY ATRIUM OUTSIDE THE MAIN LECTURE HALL RECOGNIZES THOSE WHO CONTRIBUTED TO THE BUILDING'S CONSTRUCTION AND, BY EXTENSION, THE MISSION OF CAL STATE EAST BAY. THE ACOSTA FAMILY GALLERY IS NAMED FOR TWO OF THE UNIVERSITY'S MOST GENEROUS DONORS, JACK ACOSTA '75, MBA '78 AND HIS WIFE, SUSAN.

In June, Cal State East Bay announced a new contribution from the Acostas — \$1 million to support the College of Business and Economics, the largest private gift from individual donors to date in CSUEB's first comprehensive fundraising campaign.

The majority of their campaign commitment will establish endowments for three professorships in CBE and create undergraduate scholarships and graduate fellowships for business students, with the balance available as current support for faculty and students until the endowments are fully funded.

Acosta, a former high tech executive and well-known philanthropist, earned his bachelor's degree in business administration with a focus on industrial relations, followed by an MBA in management science. He has maintained his connection to CSUEB, serving as a trustee of the Cal State East Bay Educational Foundation since 2004 and as a member of the advisory boards for the College of Business and Economics and the Concord campus.

That level of involvement has given him a firsthand understanding of the impact of the University's recent changes as well as what President Mohammad Qayoumi has planned for the future. "He brought a lot of energy to the campus," Acosta says. "The University must continue to reach out to move forward. When you look at the objectives for the campaign, that's what will create an environment that will attract more top talent and support."

Chairs and professorships are a way to do just that, says Dean Terri Swartz of CBE. Attracting and hiring top faculty is always a priority, she added; offering a permanent source of supplemental support makes the University a more favorable choice for prospective faculty.

"It's a transformational gift," she says. "These professorships are extremely valuable retention and recruiting tools, especially when the business school is competing with private-sector salaries."

Jack Acosta, left, pictured with wife Susan, participated in the College of Business and Economics commencement ceremony June 12, where he was presented with an honorary doctorate of humane letters.



The Acostas have pledged the largest alumni gift in the University's history to the College of Business and Economics.

Faculty holding endowed professorships receive extra money each year to enhance their teaching and research, support existing projects, or launch new initiatives. Endowment payouts, for example, can pay for teaching or research student assistants, or cover travel and expenses for seminars and conferences. Faculty can also use the funds to spend additional time developing curricula or do other work on behalf of their department or college.

The professorships will support faculty in the college's four departments: accounting and finance; economics; management; and marketing and entrepreneurship. They will not be designated for specific disciplines, which Swartz says provides greater flexibility in recruiting and selecting faculty. With the recent redesign of the business curriculum, however, she says the appointments will likely align with the college's new thrusts — sustainability, globalization, and innovation — and areas including technology that fall within the University-wide initiative for science, technology, engineering, and mathematics (STEM) education.

That suits Acosta. "Given our proximity to so many high tech industries, STEM is a natural centerpiece," he says. "The ability to include technology in the business curriculum, and to continue to do this as we develop more new technologies — that's a natural extension of STEM and the University's mission."

While the professorships are important for attracting top faculty talent, support for student talent is just as important to the Acostas. Their gift also will provide scholarships and fellowships to undergraduate and graduate students, many of whom are working professionals — just as Acosta himself was, working full time as a Fremont police officer during his studies.

Acosta says he was particularly compelled by the priorities of *The University of Possibilities* campaign. "Cal State East Bay is already known as one of the best in the west," he says. "The campaign is a major step forward, a way to help the university move to the next level." ■

Incentive TO DO GOOD



Distinguished
Alumnus of the
Year's journey
propels him from
Ireland to
California and
around the world

BY SARAH STANEK

When he's not busy leading a corporate incentive compensation team from his home office in Castro Valley, Alumnus of the Year Patrick Devine heads outside to tend his vegetable garden or work on his English cars.

PATRICK DEVINE '87, MBA '91 FOUND HIS WAY TO CAL STATE EAST BAY ON A PATH FAMILIAR TO MANY FELLOW GRADUATES. THE 2010 ALUMNUS OF THE YEAR CAME TO THE U.S. IN SEARCH OF OPPORTUNITY, LEAVING HIS NATIVE IRELAND AT JUST 18. BY THE TIME HE BEGAN THINKING ABOUT COLLEGE, HE WAS A WORKING ADULT WITH A FAMILY AND A CAREER. LIVING IN CASTRO VALLEY MADE THEN-CAL STATE HAYWARD THE CONVENIENT CHOICE.

As he soon discovered, though, it was also the perfect choice. "I always remember coming up the hill to campus into this cocoon of safety," he says. "There was friendliness, lack of stress, sunshine, and the view. Everyone was equal, just students working together."

Though he left Ireland more than 30 years ago, Devine's voice retains a hint of an accent recalling his early jobs on the East Coast — particularly a stint as a bartender he says would have horrified his mother. He also worked in construction, on an automobile assembly line, and in other odd jobs before coming to California, as he put it, almost completely broke.

When interviewing for an entry-level analyst position back in the 1980s, Devine says he worked out math problems longhand rather than admit he was unfamiliar with calculators. He got 100 percent correct — and got the job.

That position led him around the world as a consultant and eventually to Chabot College and CSUEB's College of Business and Economics for a bachelor's degree in finance. He followed that up with an MBA in management sciences, working full time throughout his undergrad and graduate work.

"For older students, the focus is different," he says. "When you're giving up evenings away from home and family, you'd better be bringing home good grades. The teachers need to be good and worth your time. And Cal State East Bay has always had outstanding professors."

Devine has worked in the high tech industry for decades, developing a specialty in compensation and incentive programs. He's been with some of the region's top companies, including Seagate and Applied Materials, and is now Senior Director of Global Incentive Compensation at Oracle Corp. — a Silicon Valley powerhouse and one of the world's largest software companies.

Devine and his international team manage Oracle's global incentives, acquisitions, and integrations that have, to date, cost more than \$60 billion and include over 50 companies. His worldwide team meets face-to-face a few times a year, connecting across continents and time zones primarily by phone, e-mail, or virtual meetings.

It's a management environment he could not have foreseen as a business student. "It requires a different style of

management, and a different mindset to be able to work that way managing a team," he says. "It's an adjustment not everyone can make."

Devine is generous with his time, working with grassroots groups in Castro Valley on issues such as incorporation and representing the community against cell phone tower placements. He's a member of the Citizens Advisory Committee and past president of the Toastmasters Club. He also regularly opens his home to host get-togethers for softball and golf potlucks for his daughters' teams, gatherings for coworkers, and even a recent wedding. Devine also volunteers as strategic advisor on the finance council for the Catholic Diocese of Oakland.

Working with the diocese and other community groups isn't like corporate work, he says. Rather than simply getting paid to get it done, "you go out and draw people in, wrap them around a common goal." One of the largest of those projects was his work on financing and construction of the Cathedral of Christ the Light overlooking Oakland's Lake Merritt.

Devine also has shared his time and expertise with CSUEB, returning as a guest lecturer for graduate business courses. Additionally, he teaches courses in compensation management for the Human Resources Management Certificate Program offered by the CSUEB Division of Continuing and International Education since 1999.

In nominating Devine for the award, CSUEB Professor Emeritus John Kilgour says: "He is very good, always invites the students to contact him if he can be of any help to them. I know that a number of students have and really appreciate his help. He reports that he has students calling him five or six years later with compensation-related questions."

"We all have gifts — but it is not a gift unless you give it away to someone," Devine says. "I have received many gifts and breaks along the way, and I feel obligated to help others in the same way. When you help someone, there's a feel-good factor — and gifts are never missed, because they do good for the recipient and the giver." ■

“We all have gifts — but it is not a gift unless you give it away to someone.”

Patrick Devine '87, '91
ALUMNUS

YOUNG ALUM OF THE YEAR FOLLOWS HOLLYWOOD'S SIREN CALL



From playing drums in garage bands as a youth to winning a national competition for music he wrote in college, Young Alumnus of the Year Robert Litton has displayed notable gifts and grit that have led him to Hollywood to score films.

PHOTOMAX GERBER

“He’s not only an outstanding composer who won, as a college student, competition after competition as a performer in percussion, he’s also very versatile.”

Frank La Rocca

PROFESSOR EMERITUS, MUSIC

BY KIM GIRARD

ROBERT LITTON '00, '02 WAS A 15-YEAR-OLD KID SITTING IN A MOVIE THEATER WATCHING *JURASSIC PARK* WHEN HE REALIZED WHAT HE WANTED TO DO WITH HIS LIFE: SCORE MOVIES.

“It was the first time that I had watched a movie and was aware of the music and the excitement and power of the music,” says Litton, now 32, who was recently named California State University, East Bay’s 2010 Young Alumnus of the Year for his work as a film composer.

After he saw *Jurassic Park*, Litton ran out and bought a CD by legendary film composer John Williams. It became his inspiration. “Some kids had pictures of baseball players on their walls. I wanted to meet the French horn soloist on the *Jurassic Park* soundtrack and the woman who did the harp solo in *Jaws*,” says Litton, who earned his bachelor’s (2000) and master’s degrees (2002) in music composition and percussion performance at CSUEB and now lives in Los Angeles. “I became obsessed with (composing) and wanted to know more about it.”

Litton began his musical journey as a drummer. He played in the high school jazz band, in garage bands, and was a classical percussionist in the San Francisco Symphony Youth Orchestra.

Studying music at CSUEB opened a new world for the Walnut Creek native. There, he says, he had access to teachers who could help him understand the basics on any instrument so he could begin to experiment with composing. Because of that trial and error process, he says he was “able to go to the symphony conductor and say: ‘I wrote a minute of music, can (you listen to) it?’ Or go to the choir director and say, ‘Do I need to change the soprano or alto part? By the time I got to LA, I had an enormous bag of tricks.’”

Frank La Rocca, professor emeritus and former chair of the CSUEB Department of Music, calls Litton a born musician.

“He’s not only an outstanding composer who won, as a college student, competition after competition as a performer in percussion, he’s also very versatile,” says La Rocca, who taught Litton composition. “Some composers get pigeonholed. He can do everything from heroic to tragic to lighthearted animation and romance ... and he can do it quickly.”

As a CSUEB senior Litton wrote his first piece of music — for the University’s wind ensemble — called “One for All.” Later that year the piece won a national competition and was performed at Carnegie Hall. Members of the San Francisco Symphony, San Francisco Opera, and the New York Philharmonic have also performed his works. In 2007, La Rocca asked Litton to write the fanfare for the inauguration of Mohammad H. Qayoumi, CSUEB’s fourth president. “I knew he’d know how to write something suitable for a college band that conveyed a sense of occasion, and he did that perfectly,” La Rocca says.

After graduating from CSUEB, Litton moved on to graduate first in his class from the prestigious Scoring for Motion Pictures and Television program at the University of Southern California in 2004. Living in LA for the past five years, he’s written scores for films including *Love in the Summertime* by Paul Wie, *Gerald’s Last Day* by Justin and Shel Rasch, and *Negotiations* by Ethan Cushing, which was selected to be part of the 2008 Cannes Film Festival. By working with many first-time directors, Litton says, he’s hoping to find his Spielberg “who will take me up the ladder.”

Getting composing jobs in Hollywood is feast or famine, Litton says, but it’s validating when top musicians who play for John Williams “show up and play for me, because they respect me.”

“They want to help me out,” he says. “Those moments have been astonishing.”

Litton finally met Williams, his childhood hero, during a 2008 summer music festival in Santa Barbara. “Time stopped,” Litton says of the meeting. “It was just John and me talking.”

Litton says he thanked Williams for all of his music. “He seemed touched,” he says. “I was blown away.” ■



CLASS NOTES

1960s

Dennis Hinde, BA, sociology ('67), retired from 22 years of university teaching. His work included 14 years at South Dakota State University and four summers as an adjunct professor for Hawaii Pacific University, where he mainly taught advertising and public relations. His previous business experience included four and a half years as an announcer and program director for KDFM Radio in Walnut Creek. Hinde is a former Rotary Club president, Walnut Creek city commissioner, and member of the American Advertising Federation Academic Committee. He also was one of two honorary marshals for South Dakota State University's 2010 spring commencement.

1970s

Robert N. Anderson, BS, recreation administration ('70), is executive director of the Mediation Center of San Joaquin. His background includes experience with nonprofit agencies, focusing on organizational operations and fiscal management, fund development, community relations, and staff development. He also is an active volunteer and a founding member of the board of directors for the Lodi Community Foundation and the chairperson of the advisory council for the San Joaquin County Retired Senior Volunteer Program.

Dennis Kohles, BA drama, acting/directing ('74), earned a master's degree in directing at San Diego State in 1985. Following graduation, he returned to head the theater department. Today, he

teaches drama at Bishop O'Dowd High School in Oakland.

Phil Snow, BS, physical education ('78), became assistant coach and defensive coordinator for the Eastern Michigan University football team. Previously, he served as assistant football coach at the University of Washington, University of California, Los Angeles, Arizona State University, University of California, Berkeley, Boise State University, and Laney College. From 2005 to 2008, Snow worked with the National Football League's Detroit Lions as the linebacker's coach.

David Sonnenberg, MPA, ('78), is the assistant dean of Planning and Resources Management for the Division of Social Sciences at University of California, Santa Cruz. He is responsible for long range financial planning, staff human resources, facilities management and design, information technology, and research administration. He has been on the board of nonprofit organizations, including the Tri-Valley Community Fund, the Contra Costa Jewish Community Center, and the northern section of the California Association of School Business Officials. Sonnenberg also has lectured in public administration for Cal State East Bay, teaching graduate seminars in public finance and strategic budgeting.

Bennett Stark, MA, history ('75), wrote an article, "A Case Study of Complex Adaptive Systems Theory, Sustainable Global Governance: The Singular Challenge of the Twenty-first Century," that was published by the University of

Ljubljana and WISDOM in July 2009.

1980s

Anne Campbell, MS, Counseling ('81), won an election in June to become San Mateo County superintendent of schools.

Tom de Jong, BS, business ('88), is a partner with Lee & Associates specializing in industrial and investment brokerage. Previously, he worked at Colliers International where he was Reno's top industrial producer and recipient of the company's 2009 Gold Achievement award.

Ben Johansen, BS, business ('81), was named president of Senco Brands Inc. His previous employers include, Actuant Corp., Newell Rubbermaid, and Black and Decker Corp.

Abraham Ruelas, BA, mass communications ('80), published a book in June, *Women and the Landscape of American Higher Education: Wesleyan Holiness and Pentecostal Founders*, which includes stories of notable women who stepped outside of established roles to claim a significant place in the history of higher education. He currently is a professor of Communications at Patten University in Oakland.

Daniel Stage, BA, chemistry ('80), is the technical service manager at International Petroleum Products and Additives Co. Previously, he held positions in sales with IPAC, Soltex, and Shell Global Marine, and in technical marketing and research and development with Chevron/Oronite.

Thomas Tom, MPA, ('80), serves as marketing director and was past president of the Orange County Fine Arts Association. He also was a recent

featured artist at the Showcase Gallery in South Coast Plaza Village.

1990s

Steve Baker, MPA, ('93), was appointed Yreka city manager. He has over 16 years of experience in city management, and experience in economic and community development, downtown revitalization, and redevelopment.

Aristide J. Collins Jr., BA, political science ('93), is vice president for Institutional Advancement of Clark Atlanta University and has been recognized by Cambridge Who's Who for demonstrating dedication, leadership, and excellence in education. With 18 years of experience in the education field, Collins is responsible for overseeing external relationships, managing alumni and governmental relations, handling fundraising, and bringing resources to the university.

James Monroe Iglehart, BA, theatre ('98), played the role of "Bobby" on Broadway in *Memphis*, a 1950s interracial love story, that won the 2010 Tony Award for Best Musical, Best Book of a Musical, Best Original Score Written for Theatre, and Best Orchestrations. The part is Iglehart's second on Broadway in three years. He debuted in 2007 as Mitch Mahoney in *The 25th Annual Putnam County Spelling Bee* after playing the role in San Francisco's *Spelling Bee* production in 2006.

Greg T. Jones, MPA, ('97), started a business, Gregory Jones & Associates. He has more than 25 years of public

sector experience and previously served as Hayward's City Manager.

Mark A. Perry, MPA, ('96), wrote "Children Who Make a Difference," which was published in the spring 2009 issue of *Social Studies Review*.

Chuks Ukaoma, MPA, ('91), received the 2010 Sales Person of the Year and the 100 Percent Achievers Circle Member awards from Drees Homes. He is Drees' Senior Market Manager in Austin, Texas, and has been with the company since 1998.

2000s

Dino Battaglini, professional administrative services credential ('04), is principal for Sonoma Valley High School. Previously, he served as principal of Tomales High School where he secured a six-year Western Association of Schools and Colleges accreditation.

Anne Chan, MS, counseling ('00), is a mentoring consultant. Her book *Inspire, Empower, Connect: Reaching Across Cultural Differences to Make a Real Difference* was published in January. The book focuses on cross-racial and cross-cultural differences in mentoring relationships.

Christina Corzine, MSW, ('09), was selected for a Peace Corps assignment in Peru. Corzine departed in June for a 27-month assignment as a youth development facilitator.

William Huey, MBA, ('03), has started a new elementary school in San Jose called Premier International Language Academy, which focuses on teaching Chinese.

Michael P. Le, BS, computer science ('06), is a systems analyst at the Franchise Tax Board. Previously, he worked for Stanford University as a systems analyst.

Eric Neuenfeldt, MA, English ('09), won the *Iron Horse Literary Review Collection* contest at Texas Tech University and was published in June. He is pursuing a MFA on fellowship at Oklahoma State University. While at Cal State East Bay, he edited the inaugural issue of the English Department's national literary review, *Arroyo*.

Joselyn Rose Lyons, BA, visual and conceptual creative expression ('02), won Best Music documentary at the New York International Film and Video Festival for her documentary *Soundz of Spirit*. Her television production background includes work for PBS, HBO, Current TV, BET Networks, Pacific New Service, Travel Channel, Discovery Channel, and MSNBC. She is currently working as lead producer field and creative for a new project with Link TV.

Janet Terranova, preliminary credential, educational leadership ('06), was previously principal of the San Ramon Valley School District's Venture Independent Study School. She now serves as principal of Monte Vista High in Danville.

Richard Stowell, BA, history ('04), recently published a book, *Nine Weeks: A Teacher's Education in Army Basic Training*, about his experience as a public school teacher in the Army.

Submit Class Notes

Share news about your career, accomplishments, and changes in your life with fellow alumni. Include your address, phone numbers, degree earned, major, and graduation year. Mail to: Cal State East Bay Magazine, Attention: Editor, 25800 Carlos Bee Blvd., SA 4800, Hayward, CA 94542. Or e-mail to: monique.beeler@csueastbay.edu.

CALENDAR



THEATRE

Ice

Dec. 3 at 7 p.m. and Dec. 4 at 4 and 8 p.m. in the dance studio, PE 140. An extravaganza of dance and song. \$5 general admission; \$3 CSUEB students.

MUSIC

Wind Symphony

Oct. 26 and Nov. 23 at 7:30 p.m. in the University Theatre. \$7 general admission; \$5 seniors; free with CSUEB ID.

MUSIC

Jazz Ensembles Concert

Nov. 30 at 7:30 p.m. in the University Theatre. \$7 general admission; \$5 seniors; free with CSUEB ID.



PHOTO SAM WILLARD

ATHLETICS

Men's Soccer



PHOTO SAM WILLARD

ATHLETICS

Volleyball



LECTURES

Shakespeare in Performance

Oct. 20 and 27, Nov. 3 and 17 from 1:30 to 3:30 p.m. *Macbeth* and *Midsummer Night's Dream*. \$40 for OLLI members; \$55 for non-members.

HAYWARD CAMPUS

THEATRE

Xtigone

Nov. 12, 13, 19, and 20 at 8 p.m. and Nov. 21 at 2 p.m. in the University Theatre. A new play from acclaimed contemporary playwright Jean Anouilh based on the ancient Greek tragedy *Antigone* by Sophocles. \$15 general admission; \$10 youth, senior, and alumni; \$5 with CSUEB ID.

Scroogie: A Modern Musical Carol

Dec. 10 at 8 p.m. and Dec. 11 at 3 and 7 p.m. in the University Theatre. Loosely based on Charles Dickens' holiday classic. \$12 adults; \$6 youth, senior, and alumni; \$5 CSUEB students and children ages 3 through 13; \$25 for a family of up to two adults and two children.

MUSIC

24th Annual Instrumental Music Festival Concert

Nov. 5 at 8 p.m. in the University Theatre. \$7 general admission; \$5 seniors; free with CSUEB ID.

Faculty Recital

Nov. 9 at noon in MB 1055. Pamela Hicks, soprano; Buddy James and Allen Shearer, baritone; and Jeffrey Sykes, piano. Free.

Symphony Orchestra Concert

Dec. 2 at 7:30 p.m. in the University Theatre. \$7 general admission; \$5 seniors; free with CSUEB ID.

Winter Gala

Dec. 3 at 7:30 p.m. at All Saints Catholic Church, 22824 2nd St., Hayward. \$7 general admission; \$5 seniors; free with CSUEB ID.

ATHLETICS

Men's Soccer

Oct. 15 at 7 p.m. vs. Cal State Stanislaus
Oct. 17 at 2 p.m. vs. Chico State
Oct. 31 at 2 p.m. vs. UC San Diego

Women's Soccer

Oct. 15 at 4:30 p.m. vs. Cal State Stanislaus
Oct. 17 at 11:30 a.m. vs. Chico State
Oct. 31 at 11:30 a.m. vs. UC San Diego

Volleyball

Oct. 22 at 7 p.m. vs. Cal State Monterey Bay
Oct. 23 at 7 p.m. vs. San Francisco State
Oct. 29 at 7 p.m. vs. Chico State
Oct. 30 at 7 p.m. vs. Cal State Stanislaus

Men's Basketball

Nov. 12 at 7 p.m. vs. Academy of Art University
Dec. 11 at 3 p.m. vs. Notre Dame De Namur
Dec. 28 at 3 p.m. vs. Sonoma State
Dec. 30 at 3 p.m. vs. Humboldt State
Jan. 3 at 7:30 p.m. vs. UC San Diego
Jan. 13 at 7:30 p.m. vs. Cal State Dominguez Hills
Jan. 15 at 7:30 p.m. vs. Cal State Los Angeles
Jan. 20 at 7:30 p.m. vs. Cal Poly Pomona
Jan. 22 at 7:30 p.m. vs. Cal State San Bernardino
Feb. 3 at 7:30 p.m. vs. Cal State Monterey Bay
Feb. 5 at 7:30 p.m. vs. San Francisco State (Homecoming)
Feb. 10 at 7:30 p.m. vs. Chico State
Feb. 12 at 7:30 p.m. vs. Cal State Stanislaus

Women's Basketball

Dec. 28 at 1 p.m. vs. Sonoma State
Dec. 30 at 1 p.m. vs. Humboldt State
Jan. 3 at 5:30 p.m. vs. UC San Diego
Jan. 13 at 5:30 p.m. vs. Cal State Dominguez Hills
Jan. 15 at 5:30 p.m. vs. Cal State Los Angeles
Jan. 20 at 5:30 p.m. vs. Cal Poly Pomona
Jan. 22 at 5:30 p.m. vs. Cal State San Bernardino
Feb. 3 at 5:30 p.m. vs. Cal State Monterey Bay
Feb. 5 at 5:30 p.m. vs. San Francisco State (Homecoming)
Feb. 10 at 5:30 p.m. vs. Chico State
Feb. 12 at 5:30 p.m. vs. Cal State Stanislaus

CONCORD CAMPUS

The following lectures are free to Osher Lifelong Learning Institute members and \$5 for non-members, unless otherwise noted.

Evolution: Consciousness, Religion and Ethics

Oct. 18 and 25 from 1:30 to 3:30 p.m. Lecture by William Garrett, professor of philosophy and religion at John F. Kennedy University. \$60 for OLLI members; \$75 for non-members.

Against Acting 'Humanely'

Nov. 10. Join Michael Goldberg for a thoughtful analysis of ideas about compassion and human dignity, with particular attention to how such ideas shape public policy.

Jazz and OLLI End-of-year Gala

Dec. 1 from 4 to 5:30 p.m. Professor Emeritus Dave Eshelman joined by pianist Johannes Wallman.

National soccer champs feted at Hall of Fame event

BY KELLY HAYES

Five former student-athletes and one former coach were inducted as the newest Pioneer legends at the 2010 Cal State East Bay Athletic Hall of Fame Ceremony in May. Among highlights of the event was the induction of Pioneer men's and women's soccer coach Colin Lindores, who guided the first Pioneer women's soccer squad and led the 1988 women's team to the NCAA Division II National Championship.

Among Lindores' supporters at the event were special honorees from the 1988 title team, along with several former players from the first women's teams to grace the pitch at then-Cal State Hayward.

"He treated us the same as the men and respected us," Lisa Austin '89 said. "We did the same drills, and it was the



Former CSUEB women's soccer coach Colin Lindores, back row, left, was among six people inducted into the University Athletic Hall of Fame in May. Several former players, including members of the 1988 team he led to the NCAA Division II National Championship, joined him at the celebration.

first time we were referred to as women, not girls."

Lindores' former players credit him with creating an environment of mutual respect and learning that they said was not a given in the early days of women's collegiate athletics.

"We were all proud and lucky to play for Colin and be part of what became a shift in women's sports," Austin said. "A lot of us could have gone to any school, even Division I schools in the area, but we were successful because of Colin."

As a result, the early women's soccer teams, including the 1988 national championship team, achieved things

that few non-scholarship programs could, winning games against Division I scholarship programs and collecting the second NCAA title in school history.

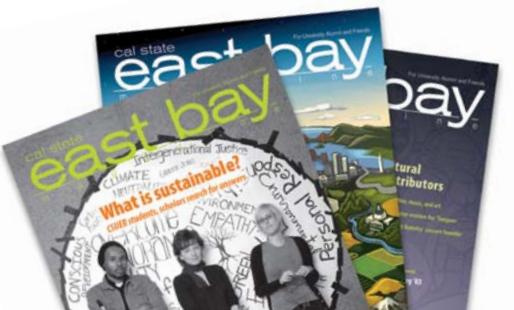
"Colin was the first coach I knew who knew soccer," Pauline Stuart '91 said. "It was refreshing to have a new coach, a new view of the game."

Though their collegiate playing days are over, the former Pioneers still play competitively and remain close knit more than 20 years after scoring a championship title.

"We enjoy each other," Austin said. "These are still the people I can rely on and call when I need someone. We're all still very connected."

Cal State East Bay Magazine expands subscription options

BY MONIQUE BEELER



Want to read Cal State East Bay Magazine online and receive an e-mail notice when the latest edition goes live? Need to update your mailing address, or want to stop receiving the print edition while away on extended travel?

The choice is yours. Cal State East Bay Magazine has introduced a new self-service subscription management feature on the magazine Web site at www20.csueastbay.edu/news/magazine. Click the green-and-black ink-drop icon located toward the lower right of the page next to the green "Subscribe" label.

The subscription tool allows users to manage whether they receive the magazine in print, electronically, or both. It also gives new readers with an easy way to sign up for a complimentary print or e-subscription.

Additionally, if your name or address has changed, the self-service subscription feature offers a fast, reliable way to update contact information.

THE LAST WORD:

“What makes you an independent thinker in your field of work or study?”

Whether crafting a novel business solution to an old conundrum or pushing a field of research in a fresh direction, members of the Cal State East Bay community epitomize what it means to be pioneers in the classroom, on the job, and in the laboratory of life. Innovation and thought leadership exhibited by students, faculty, and alumni have contributed not only to their individual achievement and lifelong learning but also to the University's ongoing growth and success. We asked a few to share their observations about what makes them independent thinkers:



PHOTOS ELIAS BARBOZA

“I’m more of a one-on-one ‘let me help you’ person. In the business world, my compassion towards others sets me apart. I don’t always think about what I will financially gain by helping others.”

Brittany Fate

JUNIOR

HOSPITALITY, RECREATION AND TOURISM



My ability to see something beyond the face value of what's there. I'm guided by what's factual evidence instead of (merely) what people believe.

Thomas Candelario '06
Graduate student
Masters in Public Administration

I am from China and sometimes I cannot express myself with language, because I might say the wrong word in English. I wanted to challenge myself, and that's why I chose mass communication as my major.

Haiming Jin
Junior
Communication

I have a lot of day-to-day business to take care of in the (CSUEB) television studio that requires executive decisions. (I often) take care of things on the fly without anyone else's input.

Melody Guerro '04
TV Studio Manager

I was always aware from as early as 5 or 6 years old that I looked at things differently. When I came of age in the U.S., race was an issue, so I said to myself, 'How can I use that as an asset instead of a liability?'

Robert Terrell

Professor, Communication

Director, *The Pioneer*

Leesha Howard
Sophomore
Communication and physics

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