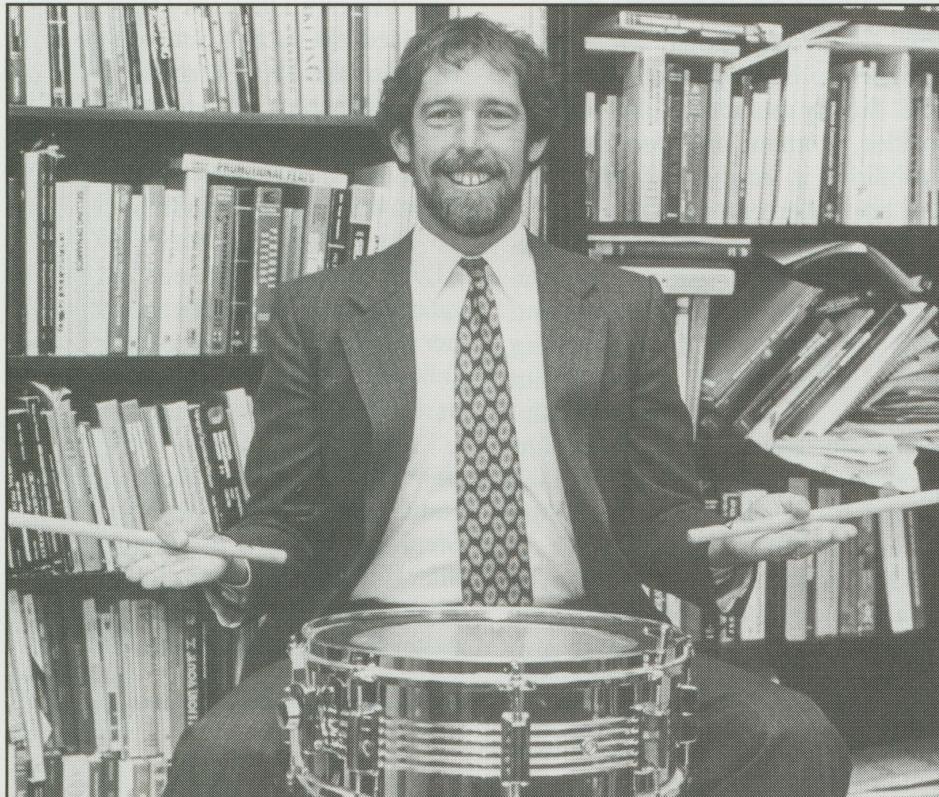


The View

January 10, 1994 Vol. 4, No. 9

From
**California
State
University
Hayward**



A DIFFERENT DRUMMER—Eric Soares, who is known for his wide range of interests and unconventional ways of looking at issues, has a new musical hobby, which, despite this set of snares in his office, he pursues at home.

Soares named as campus' Outstanding Professor

"He is one of those professors that alumni remember and consequently have a good feeling about the time they spent at CSUH," wrote Jay Tontz recommending Eric Soares for the George and Miriam Philips Outstanding Professor Award. Soares, currently chair of the marketing department, has been a faculty member since 1983.

The award qualifies the recipient to compete for the systemwide Outstanding Professor Award.

Four Ps

Soares holds a Ph.D. in communications from Bowling Green State University in Ohio and came to Cal State Hayward to direct the administrative communications program. He likes the idea of being in a marketing department. "I found a home for applied persuasion," he says. In a spin on the traditional four Ps of business—product, price, place and promotion—Soares has his four Ps: persuasion, promotion, publicity and propaganda. His specialty is promotion, which he says is "getting people to buy something," in contrast to advertising which seeks to build product recognition.

He has written books on the subject of planned events, market research and sales training. *Cost Effective Marketing Research*, which was published in 1988, is used by professionals in the field. *Promotional Feats: The Role of Planned Events in the Marketing Communications Mix*, published in 1990, is a professional as well as a student text. Due out this winter is *Sales Training: The Complete Guide*, which he coauthored with CSUH colleague Randy Majors, and Paul Stoltz of Northern Arizona State University.

He also publishes articles in the field of teaching methods. One of his favorite teaching tools is to get his students involved in hands-on projects. He sees this as particularly important

in a field like business. For three years his promotion class has worked with General Motors and Sgro Promotions to promote GM cars on campus. CSUH was one of the first campuses to participate in the promotion which has since expanded to fifty campus in California and Texas. Students are given a budget of approximately \$2,000 to create an event to highlight Pontiac or Oldsmobile cars. GM has found that individuals start buying Chevrolets when they are young and gradually upgrade to more expensive lines. "The students are working with a Fortune 500 corporation and they're impressed with that," according to Soares.

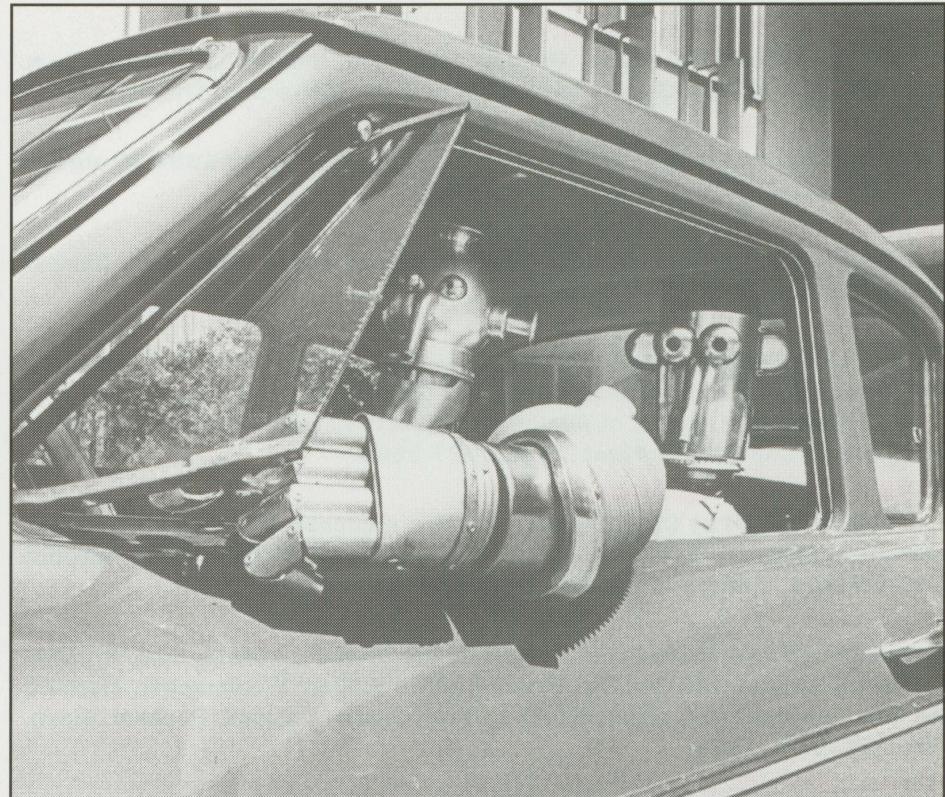
Making a splash

Not all students want to go the Fortune 500 route, however. Some of his students help promote an annual non-profit race sponsored by the Tsunami Rangers, an ocean kayaking group that Soares helped found in 1984.

The group was featured last September in a film done for the program *National Geographic Explores*. Soares also produces videos on kayaking for both entertainment and instructional uses. He often uses a friend's kayak manufacturing business for case studies in his classes. "It's the business and industry I know the most about."

His latest hobby is learning to play the drums. A former student gave him the set he keeps in his office. "He was going to throw them away, because they were broken," says Soares. A prospective candidate for chair of the marketing department fixed the snare drums while visiting campus and meeting with Soares.

According to his secretary Sandra Anderson, Soares doesn't play them much during working hours. When asked what he intends to do once he teaches himself to play, he responds, "Drum up business."



SANS WHEELS—These figures by CSUH faculty member Clayton Bailey will be shown without the automobile at the Arts Council Gallery in the Downtown Annex in January and February. The range of the exhibit is demonstrated by the contrast between Bailey's humorous work and Yoshitomo Saito's bronze piece "A Cage of Oz" at right.

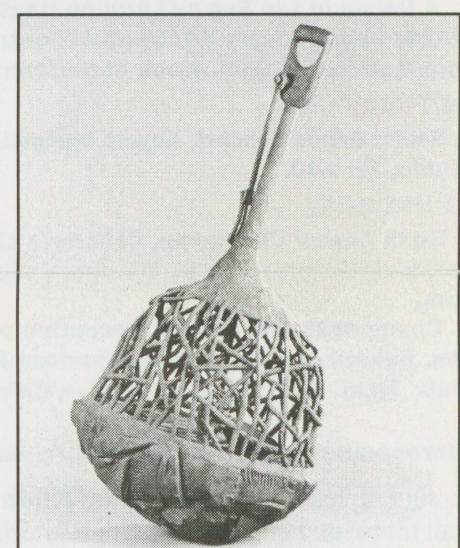
12' foot ceiling, lots of light

University sculptors get former car showroom for downtown Hayward exhibit

The features of the dealer's showroom on Watkins and C Streets in Hayward that displayed Cameros and Corvettes to their best advantage should do the same for the sculpture of seventeen Cal State Hayward artists. The site, formerly the McCullough Chevrolet dealership, is now a gallery

Public art is a way to enhance community

life, Alwine Fenton, Hayward Arts Council



very large outdoor-size pieces. They come in a variety of forms such as a three-foot cast iron housefly, giant bronze casted forms that resemble nothing anyone has seen before or a scientific garden sculpture that records sunlight.

"I call it a scientific instrument that collects data that no one has figured out a use for yet," says a laughing Clayton Bailey, professor, artist and main curator of the upcoming show about his sun-collecting sculpture.

The artists who will be showing their work are, faculty members Clayton Bailey, James Perrizo, Donna Billick, Alan Shepp, Yoshi Saito, and Eric Bowman. Staff artists include: Alden Holsopple, Tony Idarola, Bill Roan, and Hal Standly. Advanced student artists are Peggy Betts, Kathryn Cotsopoulos, Karen Fishburn, Mason Frengle, Carolyn James, Larrane Lee, Kristin Morgen, and Rosemary Ward.

The opening reception is Thursday, January 20 from 5:30 pm to 7:30 p.m. with music, food and wine. Regular gallery hours are Monday through Friday from 9 a.m. to 5 p.m. and Saturday from 1 to 5 p.m. For more information call (510) 538-2787 or 881-4299.—Brenda McConaughy

Sculpture by CSUH artists. January 20–February 24. City of Hayward Downtown Annex, Watkins and C Streets. Opening reception January 20, 5:30–7:30 p.m. 881-4299/538-2787.

Save these dates:

January 29: Champagne and Gumbo Reception sponsored by the African-American Faculty & Staff Association prior to a performance of *A Raisin in the Sun*. \$12. Reception: University Club, 7pm. Performance: University Theatre, 8pm.

JANUARY

13 Thursday through February 3

- Cork Marcheschi sculpture. Opening reception, January 12, 4:30-6:30pm. Gallery hours: M/Tu: 11am-3pm; W/Th: 1-7pm. University Art Gallery.

18 Tuesday - 19

- Student Financial Aid Office Open House. Applications for 1994-95 aid can be reviewed. 8am-7pm. WA545. 881-3616.

19 Wednesday

- Memorial service for Dan Graves, political science department. 3pm. Campus Ministry Center.

20 Thursday

- Contra Costa Campus Drop-In to review 1994-95 applications for financial aid. Noon-7pm. Administrative Services Building, Rm 114. 602-6714.
- "The Continuing Appeal of Socialism," Robert Hessen, Hoover Institution. University Union 311. 2:40pm. Free. 727-2640.

20 Thursday through February 24

- Sculpture exhibit by CSUH faculty, staff and students. Hayward Arts Council Gallery in the City of Hayward Downtown Annex, 22645 Watkins. Opening reception 5:30-7:30pm. Gallery hours M-F, 9am-5pm, Saturday 1-5pm.

22 Saturday

- Women's/Men's Basketball. Opponent: San Francisco State. 6pm/8:15pm.
- Faculty Recital with Roberta Brokaw, flute, William Wohlmacher, clarinet; and Ellen Wassermann, piano. Works by Saint-Saens, Copland, Poulenc, Bloch. 8pm. MB1055. Free.

27 Thursday, 28, 29, 30

- *A Raisin in the Sun* by Lorraine Hansberry. 6pm: January 27; 8pm: January 28-29; 2pm: January 30. Studio Theatre. \$6/\$4/\$3. Box Office: 881-3261, noon-1pm and 4-6pm, week of performance only.

28 Friday - 29

- Senior Dance Concert, Angela Demmel, dancer and choreographer. 8pm. Dance Studio, PE 140.

29 Saturday

- Sixth Annual Celebrating Children's Literature conference. Featuring authors Katherine Paterson, Robert D. San Souci and story teller Awele Makeba. 8am-5pm.
- Champagne and Gumbo Reception prior to performance of *A Raisin in the Sun*. Benefit for the African American Faculty & Staff Association. University Club. 7pm. \$12 includes theatre ticket. Information, ext. 3656.

Microcomputer Classes for faculty and staff

To sign up for a class, contact the Information Center at ext. 3596 or send an e-mail message to ~info. VHS video tutorials are also available.

1/26-28	1:30-4:30pm	Intro. to WordPerfect 5.1 for Dos	WA352
2/10-11	9-Noon	Intermediate WordPerfect 5.1 for DOS	
2/16	9-Noon	PC Familiarization for Key Users	
2/23-24	1:30-4:30	Intro. to Windows 3.1	
2/24-25	9-Noon	WordPerfect 5.2 for Windows	
3/3	9-Noon	Desktop Publishing with WordPerfect 5.1 for DOS	
3/10-11	9-Noon	WordPerfect 5.2 for Windows	
3/22-23	9-Noon	Introduction to Windows 3.1	

Forgivable Loan deadline is Valentines's Day, February 14

The Forgivable Loan Program is designed to increase the number of CSU faculty members who are minorities, women, and persons with disabilities in academic fields where they are underrepresented.

The program offers financial support and faculty assistance to students pursuing doctoral degrees and who are interested in a teaching career. Specifically, the program provides: a) faculty sponsorship, b) financial support, and c) loan forgiveness provision: 20% of the loan is forgiven for each year of full-time postdoctoral teaching in the CSU.

The Forgivable Loan Program is open to new and continuing full-time students enrolled in doctoral programs at accredited universities during the 1994/95. Applicants are not required to be accepted into a doctoral program when applying.

Call Esther Briano, Office of Research and Faculty Affairs, at 881-4212 to request an application or for additional information. Completed applications are due in the Office of Research and Faculty Affairs, WA 977, by Monday, February 14, 1994.

Promotion and Tenure Committee members named

The 1993-94 University Promotion and Tenure Committee has been convened. The members are Alexander Cassuto, School of Business & Economics, chair; Theodore Alper, School of Education; Mark Levy, School of ALSS; Eleanor Levine, School of Science; and Edward MacKinnon, School of ALSS.

The University will hold classes Monday, February 21, Presidents' Day.

Interns to serve City of Oakland

The Mayor's Office in Oakland has selected six M.P.A. students as interns for the 1993-94 academic year. The internships are under the Oakland Urban Fellowship Program sponsored by the Mayor's Office and the Department of Public Administration.

The interns will receive grants of \$1,500 to cover their fees for three quarters. They will work twenty hours per week under the direction of Alton Jelks, Cal State Hayward alumnus and assistant to Mayor Elihu Harris.

The Oakland Urban Fellows and their policy areas are Mary Gonzales (education), Philip Mah (health), Stephanie Howard (legislation), Jennifer Hillenbrand (cultural affairs), Lan Zhang (public works), and Afi Baah-Arkin (economic development).

View

The View from California State University, Hayward is published every other Monday except during academic recesses. Deadline for submission of material is Monday, 5 p.m., two weeks prior to publication. Please address all copy to The View, 908 Warren Hall, CSUH, Hayward, CA. 94542. All copy over 50 words must be submitted on a disk or through e-mail to ~view; please do not use all caps or underlining. Copy may be edited for style, length and appropriateness. The View is a publication of the Office of University Advancement.

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