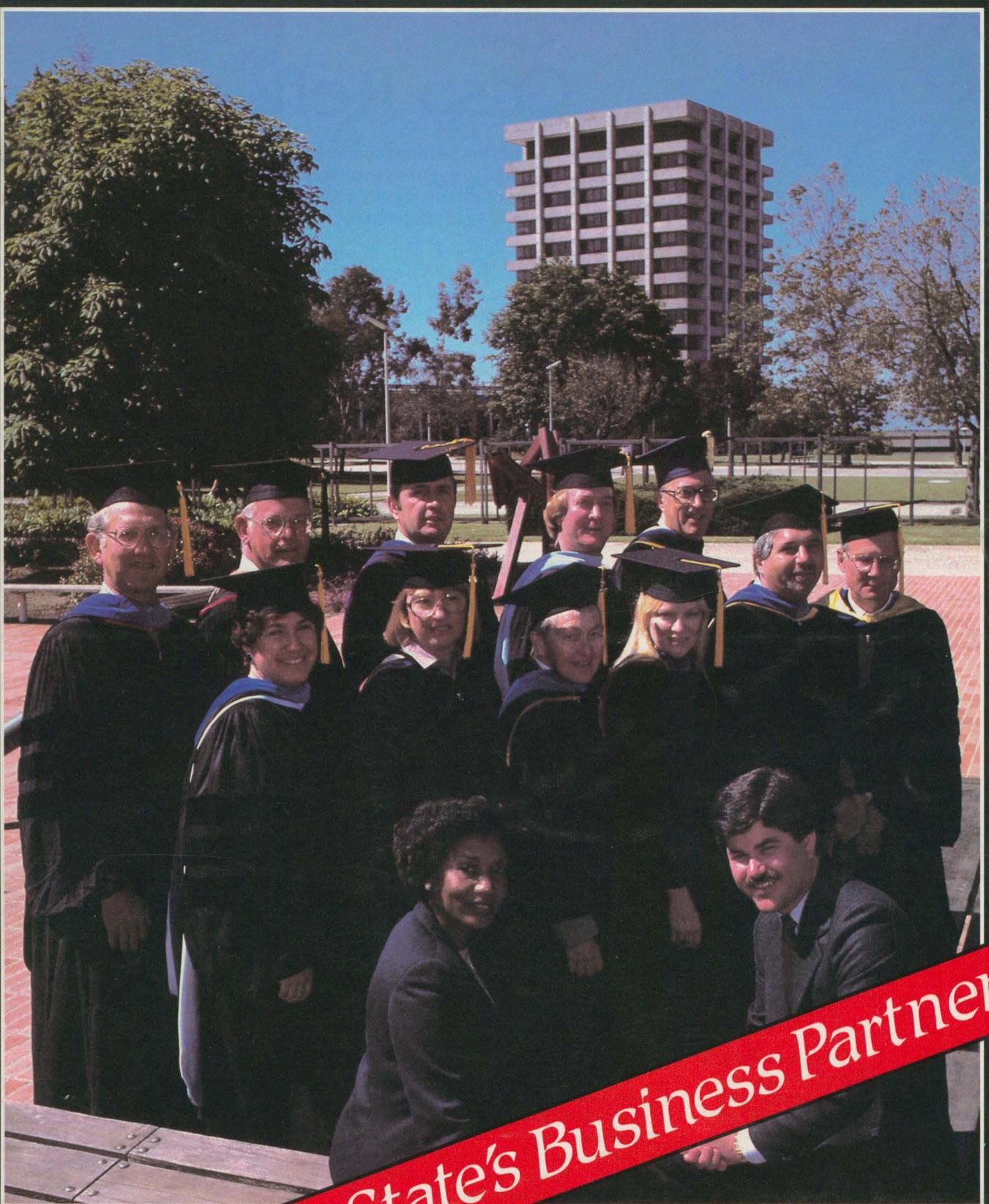


ACACIA

THE CAL STATE MAGAZINE FALL 1985



Cal State's Business Partners

SPECIAL SECTION
1984-85 Honor Roll of Donors



Crisp Reflections

Two years ago, the first Musings column addressed ACACIA as "an exciting, new venture intended to strengthen and expand community relations" and to "present accomplishments of alumni, faculty, staff; recognition of those who provide continuing financial support; people, programs and activities that make Cal State an exciting place."

With this Fall issue, ACACIA begins its third volume as the Cal State Magazine. During the past two years it has shared our institution with an ever widening public. The first issue, September 1983, had a mailing list of 4,000. Today's file surpasses 10,000.

The inaugural issue also presented our first Annual Report and Honor Roll of Donors. That year we were fortunate to receive \$606,000 in private gifts and faculty research grants. Last year's support reached \$787,500. The 1984-85 Annual Report, included in this issue, details the continued growth of the University's constituent support and faculty research. The combined total is nearly \$2 million.

Success can be demonstrated in many ways. Financial support from those who know us best is certainly one measurement, but there is another — the accomplishment of our graduates.

This issue feature examines the careers of our School of Business and Economics alumni. "mom & pop & partners" illustrates the breadth of professional challenges these men and women have accepted, and the successes they have known. The same theme can be repeated in our schools of Arts, Letters and Social Sciences, Education, and Science and with the same dramatic results.

The notable successes of our alumni and increasing private financial support have a common antecedent — the University's faculty and staff. They truly are the linchpin between a wide-eyed freshman and a successful alumnus. Their dedication to the student and higher education is evident from the response we receive from our graduates. And if you page through the Annual Report, you will see them listed as contributors to the University's Annual Fund. They participate in the life of this University and bring to it an exhilarating intramural enthusiasm.

More than a campus publication, ACACIA has become a mirror of what we are, a crisp reflection of the dedication of faculty and staff and a cataloguing of graduate success. When combined with the Honor Roll of Donors, it is a compelling statement of Cal State's successes, challenges and dreams.

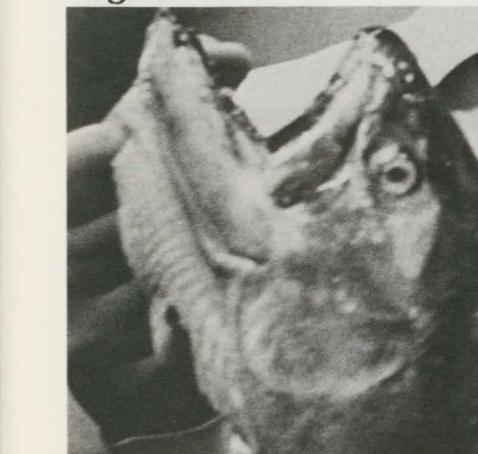
Sincerely,

Ellis E. McCune
President

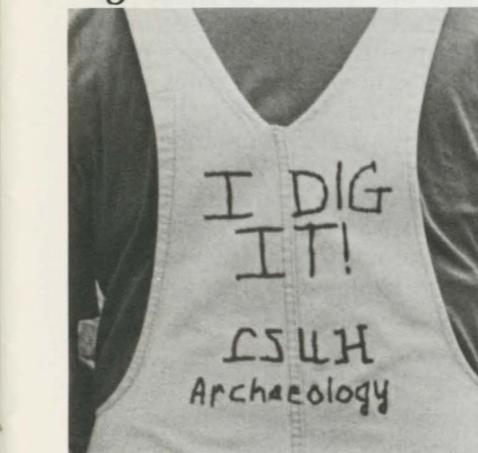
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Can you dig this?

ON THE COVER — Seated: SB&E alumni Vicki Jackson-Rojas and Gary Wallace. First row: Elizabeth Mechling, Susan D. Schaefer, Carol Inberg, Gail N. Frey, Alexander E. Cassuto, and Wade A. Morehouse Jr. Back row: Reuben Krolick, Kenneth C. Cole Jr., John C. Kilgour, Jay L. Tontz and F. Robert Finney. Photo by Liza Green.

ACACIA is published three times a year (fall, winter, spring) and welcomes contributions. Correspondence should be sent to Editor, ACACIA, California State University, Hayward, Hayward, California 94542. CSUH is an Equal Opportunity, Affirmative Action, Title IX and Handicapped Rehabilitation Act Employer. ACACIA is printed with non-state funds.

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Riding the

In pursuing college study, is it important to choose a major that gives training for a particular occupation? Or should the student instead be unconcerned with preparation for a job and select a major in one of the liberal arts?

Current surveys show the primary reason students seek a college education is to improve their financial future. In addition, this goal is more important to a greater number than was true in the past. Which type of education is more likely to contribute to the long-run development and satisfaction of the student?

Undergraduates have always been concerned in some measure with preparation for a career while pursuing a degree; but the primary purpose of a college degree historically was to build a base for intellectual and aesthetic growth, allowing the student to study and debate the ideas and issues which have confronted society in all aspects of life.

"The future is in plastics!"

The emphasis upon financial status and a better job has a significant effect upon the choices students make. They

increasingly select career related majors. Recent national statistics show that nearly five times as many students intend to study in the field of computer science than was the case in 1975. In the same 10-year period half as many students planned to major in mathematics or history. Moreover, students resent course requirements that do not appear to be directly related to their major and to career preparation. Many universities describe these latter requirements as liberal arts or breadth or "core" requirements. The designation at Cal State is General Education.

The influences upon students to

Academic Cycle

Certainly, professional schools in law and medicine are becoming much less prescriptive on appropriate majors as a prerequisite to admission than has been true. Johns Hopkins Medical School recently abandoned the Medical College Admission Test (MCAT) because students tended to take only those courses which would improve their test scores.

The panel making the recommendation notes, "By the time their college studies are completed, these students often have forfeited the intellectual challenges and rewards that study in

individual responsibility, all of which have lifetime value. Education grounded in the liberal arts not only enhances students' opportunity for making a living, it enriches their lives.

Students resent requirements not related to their major.

Beyond the grounding in General Education, students in the liberal arts are encouraged to take courses in applied fields to give them some preparation

Several years ago an executive from a corporation that hires many co-op students was asked whether his company preferred those students with strength in an applied area or those with strengths in the skills developed by a liberal arts or science major. The response was that his company recruited and hired those who had strong backgrounds in both. Cal State's curricula is designed to offer such a balance. Our goal is to provide both the technical skill helpful in gaining a position after graduation and to prepare individuals for a lifetime of learning and professional growth.

Where are you

By Maurice Dance

National Changes in Intended Areas of Study in College 1975-1984

	1975		1984		%
	Number	% of Total	Number	% of Total	
Art	30,890	3.8	29,883	3.4	- 3.3
English/literature	16,258	2.4	11,426	1.3	- 29.7
Foreign language	11,380	1.4	7,031	0.8	- 38.2
Philosophy & religion	5,690	0.7	2,637	0.3	- 53.7
Biological sciences	65,031	8.0	27,246	3.1	- 58.1
Health & medical	121,120	14.9	132,715	15.1	+ 9.6
Physical sciences	22,761	2.8	14,941	1.7	- 34.4
Engineering	54,463	6.7	105,468	12.0	+ 93.7
Undecided	52,837	6.5	38,672	4.4	- 26.8
Mathematics	19,509	2.4	9,668	1.1	- 50.4
Computer sciences/systems analysis	13,006	1.6	85,254	9.7	+555.5
Business & commerce	93,482	11.5	167,871	19.1	+ 79.6
Communications	21,948	2.7	32,519	3.7	+ 48.2
Education	73,972	9.1	40,430	4.6	- 45.3
History	11,380	1.4	4,395	0.5	- 61.2
Psychology	29,264	3.6	30,761	3.5	+ 5.1
Social science	62,592	5.1	64,160	7.3	+ 2.5

Table includes 17 of 29 categories measured by the College Board. "Total" and quotes refers to the total number of respondents cited in this report. It should be noted that, while the number of SAT takers fell by 2.1 percent between 1974 and 1984, the number of students responding to this question increased from 812,813 to 878,904 — about 8 percent.

Source: College-Bound Seniors, 1984, College Entrance Examination Board.

choose a major in an applied field are substantial. As soon as a person announces the decision to attend college, the second question posed in any conversation is "What will your major be?" Unless the response states a field that points to a definite job there will be an awkward silence until the questioner next inquires, "What does one do with a degree in that field?" The universal advice to the high school senior is comparable to that received by Dustin Hoffman in *The Graduate*: "The future is in plastics!"

As is generally true in controversies involving university curriculum and its relationship to learning and future success, definitive conclusions are impossible to find. Anecdotal evidence is abundant; discussions are dominated by vigorous assertion. All have heard of the person majoring in a liberal arts field who later ended up in an occupation or trade not requiring a college degree. The stories on the other side cite successful corporation executives who have majored in a foreign language or music or philosophy.

the humanities could have afforded." In a similar vein, a recent report by the Business-Higher Education Forum urged that business schools seek to educate so that students who are more broadly educated are prepared to cope with the unexpected and are more skilled in communication.

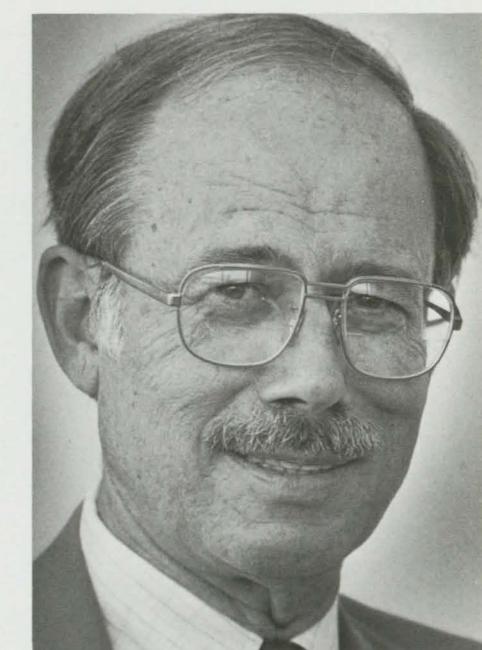
Cal State's curricula is designed to offer . . . a balance.

Fortunately, Cal State students do not make an either/or decision in choosing between an applied or liberal arts program. All Cal State students must satisfy General Education requirements that constitute almost 40% of the baccalaureate requirements. As the University mission statement emphasizes:

Instruction in the liberal arts and sciences allows students to develop fundamental knowledge, analytical skills, a sense of justice and moral order, awareness of self and society and of

for employment. Many of the applied programs have developed minors which offer the student the opportunity to major in a liberal arts field and have a minor in an applied field. It is also true that a student with an applied major may select a minor in a field of liberal arts. The School of Business and Economics permits the use of a minor in another field as a substitute for an option in the Business Administration major.

The Cooperative Education Program at Cal State contributes to the goal of providing a balanced education in the liberal arts and employment skills. The initial grant from the Federal Government funding the Co-op Ed program provided for a substantial component to place liberal arts students in industrial positions prior to graduation. As part of their university education these students gain experience applying the skills they have learned in the classroom. In their evaluations many employers have expressed pleasant surprise at the creativity and abilities of these liberal arts students.



Maurice Dance is provost and vice president of academic affairs at Cal State. He grew up in North Dakota and attended the University of Washington and the University of Wisconsin, earning his Ph.D. in economics from the latter in 1953. Before coming to Cal State in 1969 he was professor of economics and dean of the school of letters and sciences at CSU Northridge.

Initial Visit — Marian Bagdasarian, who was appointed to The California State University Board of Trustees early this year, made her first trip to Cal State to meet with faculty, students and administrators. Strolling across campus are (from left) Susan D. Schaefer, chair of the Academic Senate; Kenneth R. Rebman, former chair of the mathematics and computer science department; Trustee Bagdasarian; and President McCune.



University Union Opens Doors

It was eight years in the planning and construction stages, but Cal State's University Union is a reality.

The \$4 million makeover of the old Cafeteria Building met with many delays and caused student frustration, but newly hired University Union director Bernard Pitts sees it as "a unifying force" on campus.

"We're a cross-section of everything," Pitts says. The building has several lounge areas and patios, a cafeteria, a pub serving beer and wine and a variety of meeting rooms.

University Union United! — University Union board members are all smiles as they plan ReUnion/Homecoming Day set for Oct. 26. Board members (from left) are: David B. Graeven, sociology professor; William Fong, student; Bernie Cox, alumni/community representative; Lee Bateman, associate vice president, business affairs; Bernard Pitts, Union director; Kely McKeown, student and board chair; Kathy Doherty, student; and Lyle Edmison, vice president, student services.



Hernandez Takes Charge of Computer Operations

In charge of balancing humans and machines at Cal State's Computer Center is Shawn Hernandez, the new assistant vice president for Computer Services.

Hernandez comes to campus from the Office of the Chancellor where he served for nine years as manager of the Systemwide Data Center and Data Communications for The California State University.

As manager he was responsible for the central facility which provides instructional and administrative computing resources for students, faculty and administration of the 19 CSU campuses and the Chancellor's Office.

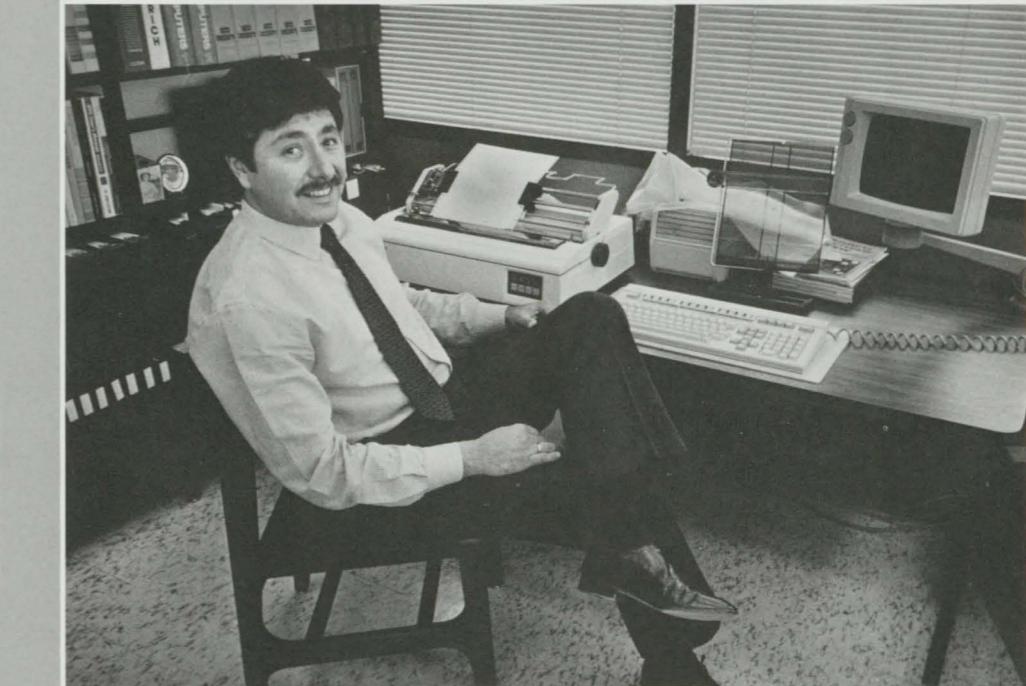
He has a total of 15 years of telecommunications and data processing experience progressing from computer operations, programming and systems design, to the administration and management of complex multi-mainframe data center and associated telecommunications facilities.

Hernandez received his bachelor of science degree in engineering from Cal State Los Angeles in 1976 and has had extensive specialized technical training.

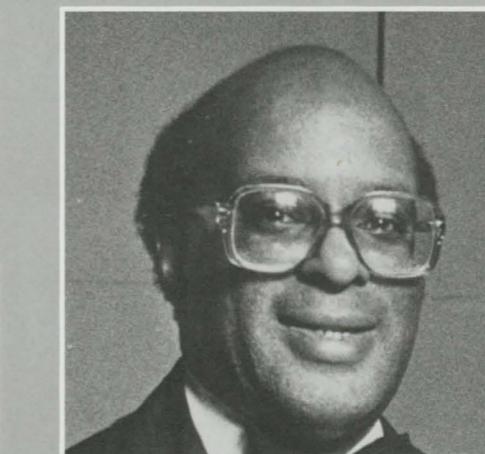


CAROLYN SCHUETZ

Career Specialist — Carolyn Schuetz has assumed the position of director of Cal State's Career Planning and Placement Center. Schuetz was previously at Merritt College where she was instrumental in establishment of its Career Center.

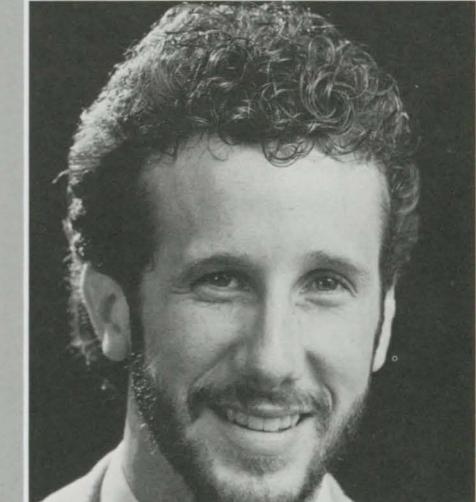


Shawn Hernandez, new Computer Center captain, takes a break from his busy schedule to reflect on his work for the coming year.



DENIS M. DE COTEAU

Far-flung Baton — Denis M. de Coteau, music professor, will nearly circle the world during his fall quarter leave. He is scheduled to conduct the San Francisco Symphony, St. Louis Symphony, Honolulu Symphony, Radio Orchestra of Cologne and Aichi Orchestra of Nagoya, Japan.



DEREK GORDON

AS President — Derek Gordon, 21, of Hayward has been elected president of the Cal State Associated Students. A graduate of Mt. Eden High School, Gordon is a senior majoring in mass communication.

University Names 20 Tenure-Track Professors

Twenty academicians have accepted tenure-track teaching positions at the University for 1985-86.

■ Lu Ann M. Duffus, assistant professor of economics. Previously teaching assistant, University of Illinois, Champaign-Urbana.



LU ANN M. DUFFUS

■ Phillip E. Duren, associate professor of teacher education. Previously mathematics and computer consultant, Stark County Department of Education, Ohio.



JAMES T. GRAEB

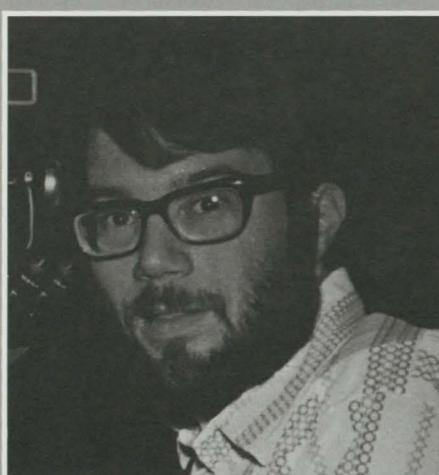
■ James T. Graeb, associate professor of accounting. Previously tax consultant, Touche Ross & Co.



LYLE JACOBSEN

■ Lyle E. Jacobsen, professor of accounting. Previously professor, University of Hawaii.

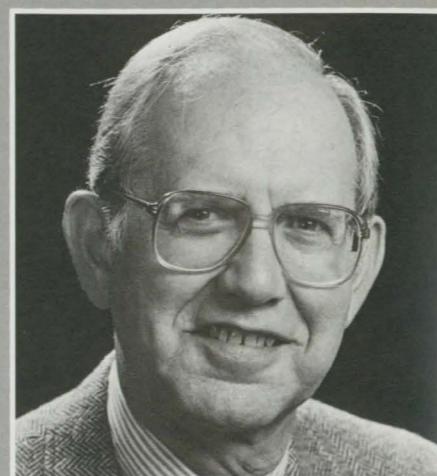
■ Colin J. Jones, professor of accounting. Previously acting head of the school of accounting & finance, Middlesex Polytechnic, London.



CHRISTOPHER KITTING

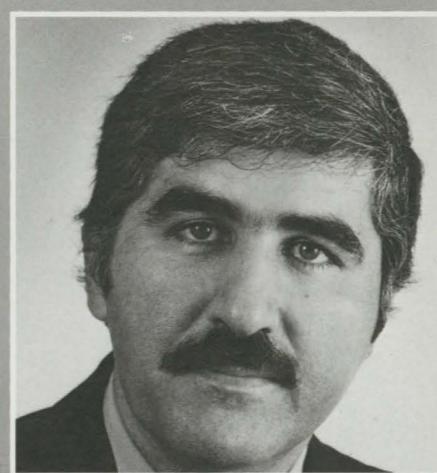
■ Christopher Lee Kitting, assistant professor of biological sciences. Previously assistant professor of marine studies and zoology, University of Texas at Austin.

■ Reuben H. Krolick, professor of management sciences. Previously lecturer at Cal State.



REUBEN H. KROLICK

■ Massoud Malek, associate professor of mathematics and computer science. Previously lecturer at Cal State.



MASSOUD MALEK

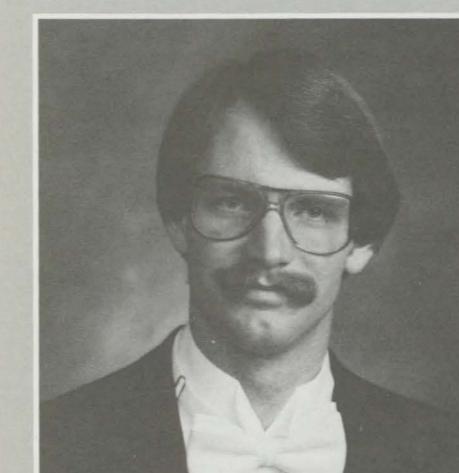
■ Nan L. Maxwell, assistant professor of economics. Previously assistant professor at Denison University, Granville, Ohio.

■ Ray Roberts, professor of accounting. Previously associate professor, University of Nevada, Las Vegas.



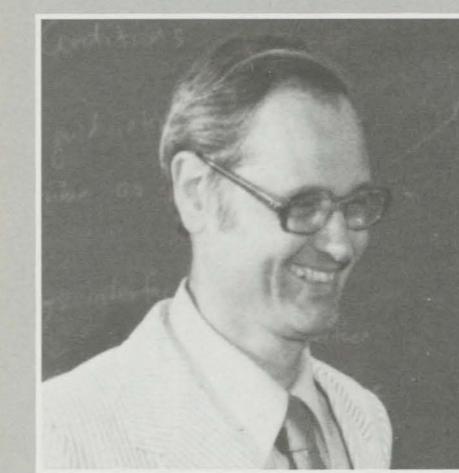
■ Sonja Parker Redmond, assistant professor of sociology and social services. Previously program director, continuing education in social work, University of Houston — University Park, Houston, Texas.

■ Thomas H. Strickland, associate professor of management sciences. Previously assistant professor, University of Houston — Clear Lake, Houston, Tex.



TIMOTHY M. SMITH

■ Timothy M. Smith, assistant professor of music. Previously assistant professor, Gonzaga University, Spokane, Wash.



DAVID R. STRONCK

■ David R. Stronck, associate professor of teacher education. Previously lecturer at Cal State.



MARY E. TRAPP

■ Mary E. Trapp, professor and chair of mass communication. Previously associate professor, Boise State University, Idaho.

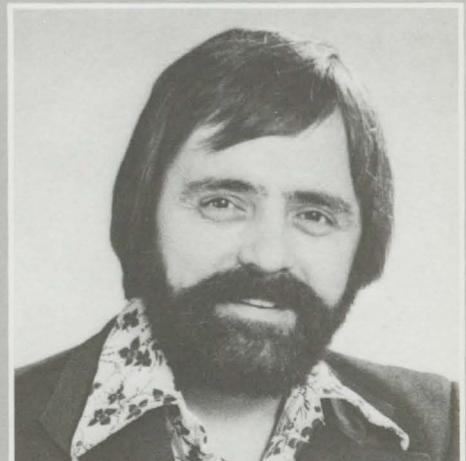


CECILIA V. TIERNEY

■ Cecilia V. Tierney, professor of accounting. Previously with the comptrollers staff, Phillips Petroleum Company, Bartlesville, Okla.

■ Donald L. Wolitzer, associate professor of mathematics and computer science. Previously assistant professor, Wellesley College, Wellesley, Mass.

■ Donald H. Wort, associate professor of management sciences. Previously lecturer at Cal State.



DONALD H. WORT

■ Doris D. Yates, assistant professor of recreation and community education. Previously lecturer at Cal State.

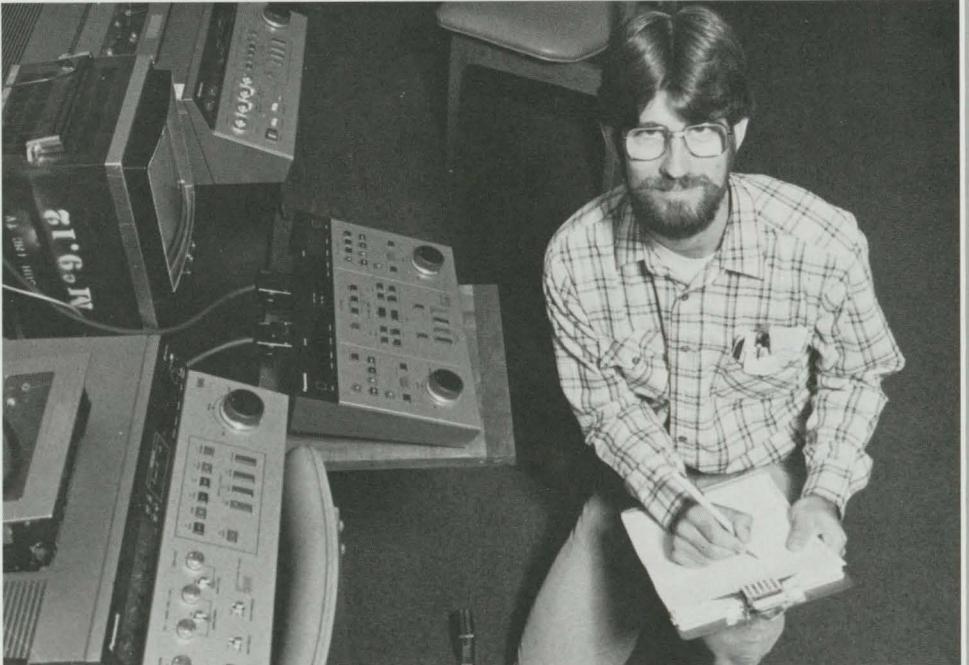


DORIS D. YATES

■ Richard Zock, professor of management sciences. Previously lecturer at Cal State.



Governor's Safety Kudos — Dan Franke, drafting tech I, and Mary Therese Schweickert-Stary, disability management counselor, were among 10 systemwide employees to receive Governor's Safety Awards for their contributions to occupational health and safety. They were lauded for "making conscientious efforts to promote work environment safety."



CSUH Alumni Sponsor Japanese Tour

Cal State's Alumni Association is sponsoring a tour of Japan which will provide participants a rare opportunity to see the country in a way not usually available to visitors.

The Alumni and the Japanese American Cultural Exchange Program (JACEX) are planning the tour for summer '86. It is open to all alumni, faculty, staff, students, their families and friends.

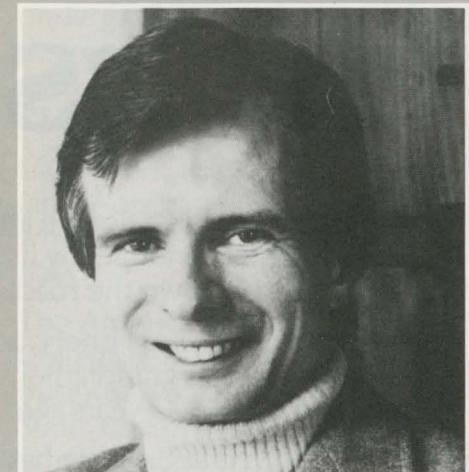
JACEX, a non-profit organization, was established in 1971 by Samuel M. Cohen of Concord who develops as much "people-to-people" contact as possible in planning the tours.

The 15-day Japan Experience trip is set for approximately June 20 to July 5. Included on the itinerary are visits to four areas of the country to show a variety of cultural setting. Additionally, there are homestays, receptions with Japanese hosts and sightseeing with ordinary citizen guides. During the summer of 1984, 31 enthusiastic Cal Staters made the JACEX trip described by one participant as a "living experience rather than a tour."

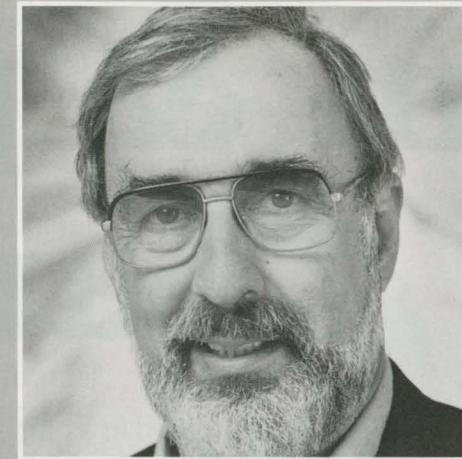
Cost of the tour is \$1,990 and covers trans-Pacific plane transportation, all transportation, sightseeing, lodging and meals except for two days that will be set aside for independent activity.

Deadline for reservations with a non-refundable deposit of \$100 per person is Nov. 30. For further information and applications, contact Cohen at 689-5255 or the Alumni Office at 881-3878.

Volumes of Work — W.W. Bartley III, philosophy professor, has a four-year appointment at Stanford's Hoover Institution to write a biography of F.A. von Hayek, Nobel Prize-winning economist. Bartley will also serve as editor of the 28-volume series, *The Collected Works of F.A. von Hayek*.



W. W. BARTLEY III



MARC RATNER

Rumanian Assignment — Marc Ratner, English professor, is teaching 20th century and contemporary American literature at the University of Bucharest during the 1985-86 academic year under a Fulbright grant.



Wandering Troubadours — Twenty-five Cal State students, alumni and faculty, who are members of the San Francisco Bay Area Chamber Choir, had time for sightseeing at a German castle during the group's 24-day concert tour of Europe. Director of the SFBACC is Harry Carter, Cal State professor of music. Highlight of the tour, which included appearances in France, Germany and Switzerland, was the choir's participation in Europa Cantat in Strasbourg, France.

mom & pop & partners

Ron Rivers reeled in a big fish when he got his business degree at Cal State, lured to the School of Business and Economics by its close proximity and promise of a bigger catch down the road.

Rivers is a manager at the family-owned Hayward Fishery, a combination restaurant and fish market started by his grandfather, Augustine Aguiar, 43 years ago.

Rivers, 32, says the broad-based education he received at Cal State has helped him in all facets of the restaurant where he helps keep the books, manages the 95 employees, does the buying, and generally keeps the fish frying.

"I even wash dishes if the help doesn't show up," he joked.

"When you have your own business, you have to do marketing, management, accounting — all the different chores" involved in keeping a small business moving swimmingly, he said.

Ron uses his education to decide when and how to buy fish transported from Alaska, The Gulf of Mexico, Hawaii and the East Coast; picking the right time and method to expand seating, and coordinating work schedules.

Having solved the problem of two-hour waits for customer seating on Friday nights by opening up year-round outdoor seating at the popular restaurant, Rivers is now planning for the biggest move — starting up a second restaurant, possibly in the Dublin or Pleasanton area.

He credits the wide-ranging curriculum of the School with preparing him for the job, where he shares managerial tasks with his mother, Mary, brother Mike, and sister Joell.

By Bill Cauble

"The curriculum is excellent," he said, crediting its real-world approach to learning. "Everything you learned you can apply to the business world."

The Cal State influence is in the family: Mike is a graduate of Hayward's psychology department, and Joell is about to graduate with a dual major of biology and chemistry.

Cal State's business program, which offers 13 undergraduate options and three graduate degrees, is a prime resource for business recruiters from throughout the nation who find CSUH graduates serious, mature and successful.

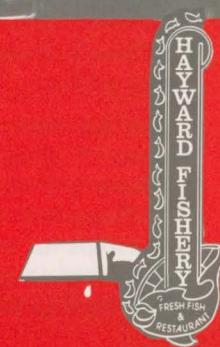
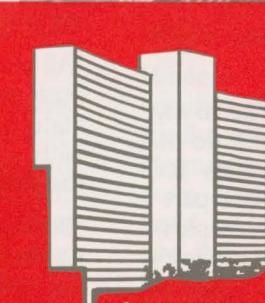
Like Rivers, they are also succeeding in small, family-operated "Mom and Pop" operations where a spectrum of business skills are applied daily.

The American Assembly of Collegiate Schools of Business has accredited Cal State, one of only 243 schools in the country to be so recognized.

The accreditation would mean little if Cal State students fail in finding jobs. But local employers say Cal State is a prime recruitment field, and graduates who have already "made it" attest to the curriculum's success.

● Catch of The Day

Ron Rivers uses his business degree to determine where, and how to buy fish, and to relieve the two-hour waits his customers once experienced. The Hayward restaurateur is planning to open a new fish restaurant somewhere in the Dublin-Pleasanton area. Call it "Rivers of Fish"?



Vicki Jackson-Rojas was working as a bank clerk when she realized professional advancement was the key to providing a better living for herself and her two children.

Now, at age 40, after going through Cal State's accounting program, she is one of only two black women in the country who is a partner in one of the nation's eight largest accounting firms.

"It's been a lot of hard work," she said. "There are a lot of opportunities for minorities and women, and you've got to put forward your best efforts to take the time and effort to get it done."

A graduate of the class of 1973, Jackson-Rojas and another of the 1,100 partners of Ernst & Whinney oversee a staff of about 70 handling the auditing chores at the Bank of America.



Vicki Jackson-Rojas is a partner in one of the nation's "Big 8" accounting firms.

Recently her efforts earned her the University's first Outstanding Alumnus award from the Alumni Association. She attributes a good deal of her success to the quality of the business school's curriculum.

"Cal State has an excellent accounting program in my opinion — it's more than my opinion — it's recognized as one of the better accounting programs in the area."

Jackson-Rojas said she passed the test to become a certified public accountant without taking additional review courses, "which most people have to take."

A 1962 high school graduate, she married and attended Contra Costa College, had children and worked as a bank clerk before deciding to return to school to better herself.

"Three years ago, it was zero to zero."

She was working at different part-time jobs when a Cal State professor told her about an opening at a local CPA firm, she said. She later learned of an apprenticeship opening at Ernst & Whinney, interviewed with the firm and was hired.

"My plan was to work for the government," she recalled. "I had a job offer from the Government Accounting Office, but was encouraged to take the Ernst & Whinney job because you need a two-year apprenticeship to get a CPA."

She became the second black woman to become a partner in a Big 8 accounting firm. It now has five black partners and seven female partners, she said.

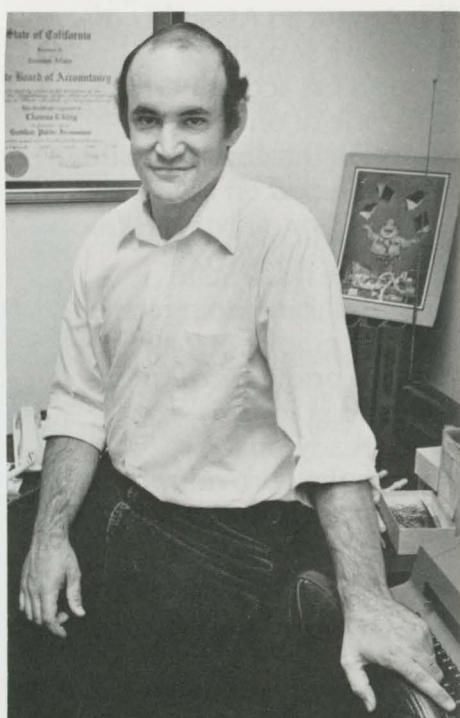
"Three years ago, it was zero and zero," she added.

But she didn't let that honor "go to my head. I always knew I could do it. There are lots of opportunities for women, and there will be more partnerships for blacks." Five female partners were admitted to the company's partnership last year.

Tom King, a School of Business and Economics graduate, credits the accounting club with spurring his business education.

"The number one thing without a doubt was my involvement with the accounting association," said King, who is now manager of Credit Service Co. of Hayward.

The club, which he served as president in his senior year, gave him the chance to help bring professionals and students together through "meet the firm" get-togethers, wine and cheese tastings, office visits and educational seminars.



Tom King brought professionals and students together through "meet the firm get-togethers" as a Cal State student.

The curriculum at Cal State is "exceptional," he said, especially the accounting and management courses.

"All in all, as far as the curriculum for business students is concerned, Cal State students can go head to head with any and all business students in the Bay Area," King said.

"Berkeley students are no better than Cal State students, and in many ways, Cal State students are better prepared.

"It has a lot to do with the staff up there. The professors have been out in the business world for a number of years; that probably is the key factor between Cal State faculty compared to Berkeley faculty."

"... probably the key factor between Cal State faculty compared to Berkeley faculty."

Credit Service Co., started by King's father 37 years ago, opened up the Hayward office two years ago at the younger King's urging. The Bay Area office hit the break-even point one year and three weeks after its opening. "It usually takes two to three years to reach break even," he said.

King, 33, is about half way through Cal State's master's program. He wants to teach full-time and cut back his credit service company hours to about 10 to 15 hours a week. "This will be my supplemental income," he said of the family business.

Michael Rogers is a 1978 graduate of the School who received his master's degree in 1980. Now he is vice president for finance and administration for Viasyn, formerly CompuPro, of Hayward.

Cal State, he said, "does an excellent job" in giving students a realistic view of what life is like in the business world. "A lot of schools give you a theoretical view, but it's not really like that."

"The skills you attain at Cal State are what you need for the basics of the job," he said. "The foundations I got in the accounting side were very, very good. It was very real, very life-like, very applicable."

Rogers said when he began his studies at Cal State in 1973, "I had an idealistic view of life. You go to school and come out and become a lawyer." But after a couple of political science courses, Rogers said he found that wasn't the course for him to follow.



Professor Carl Orne (left) visits with Michael Rogers, vice president for finance and administration at the Hayward-based corporation, Viasyn.

He took accounting for non-business majors, and that was a turning point in his career. Professor Carl Orne made the difference, he said.

"He has to take the blame, or the credit, as the case may be," Rogers joked. "I really love the guy. He really generated a lot of enthusiasm for accounting — which is one of the most boring classes God and man has ever created."

"Professor Carl Orne made the difference . . ."

He and four other students helped create the University's accounting club, which later became part of Beta Alpha Psi, the national accounting fraternity. Professor Carol Inberg was the main force in the faculty behind the push for an accounting club, Rogers said.

While working for the Bank of America after graduation, he continued his studies and earned a master's degree. He moved into the management program at the bank, later meeting the head of CompuPro, who hired him, and the woman who was to become his wife.

Rogers said there are three basic attributes a graduate must have to make it in the business world.

"Technical ability: If you don't have technical ability, you're not going to get very far.

"You must have opportunity, which you can't control to a great extent.

"But most important, you must have the drive — the drive to succeed. If you don't have that, success can be very elusive. Strive and work for that as hard as you can."

He discounted the notion that Cal State is a school where relationships are difficult to cultivate. "The opportunities are there, but the students must take advantage of them."

Rogers goes back to his educational roots, recruiting for Viasyn employees at Cal State. "I call professors and ask if there are people they can recommend, or go to the campus Placement Center."

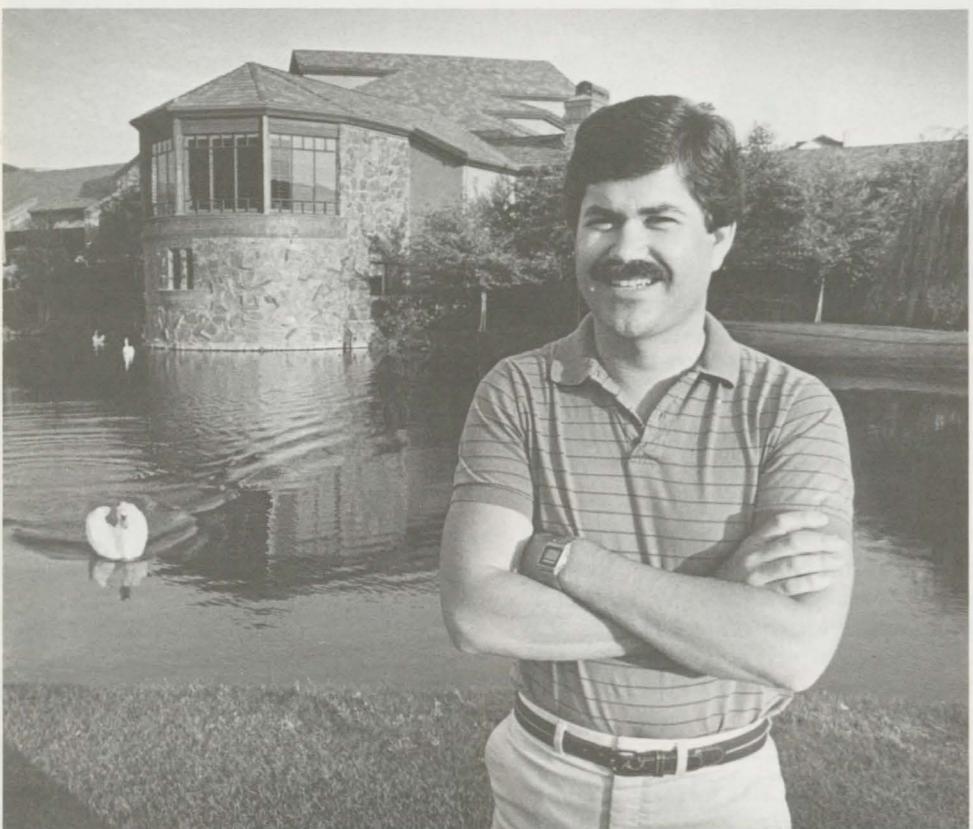
Those efforts paid off when Viasyn recently hired a staff accountant from Cal State. The company's controller, vice president for operations, and personnel manager also are Cal State alumni.

Gary C. Wallace, 31, is another Cal State graduate who has joined a Big 8 accounting partnership — at Peat, Marwick, Mitchell & Co.

Wallace served an internship with Peat Marwick the quarter before he was hired on full-time. "Through the internship, I developed a really strong interest in Peat Marwick," and was offered a job before the internship was completed.

A Blackhawk resident, he is a primary recruiter for the firm in Oakland. About two dozen Cal State grads work at Peat Marwick, he said, a number he tries continually to boost.

... two dozen Cal State grads work at Peat Marwick ...



Gary C. Wallace is primary recruiter for Peat Marwick where about two dozen Cal State graduates are employed. Wallace is a partner with the firm.

After serving three years on an audit staff and in a management group for six years, he became a partner in 1984. He has served in the firm's professional practice review group, which oversees the work done in other offices, "sort of an internal control mechanism," he said.

His specialty is merchandising and banking companies, and he works with publicly registered Securities and Exchange Commission companies and multi-national firms. Safeway is his largest client, for which he performs audit and tax consulting services.

Wallace also is involved in fund raising at the school. The company matches grants of employees who are Cal State alumni, and the firm is the second largest contributor behind Chevron, he said, contributing more than \$5,000 each of the last two years.

Dale Affonso, 32, is the third Cal State grad to wind up as a partner in a Big 8 accounting firm.

He took his bachelor's degree in business at Cal State in 1971 and went on to Golden Gate University where he earned a master's degree in taxation and then a law degree.

After graduating, Affonso went to work for Ernst & Whinney. Four years ago, he left to join Peat Marwick, and in July of this year became a partner in the company's Oakland office.

But his bright future certainly wasn't in sight when he left high school.

"In high school, I wasn't your rising star," he said. "I had no direction as to where I wanted to go. I went to Cal State right after graduation, took classes and got solid B's and did real well, GPA-wise. I enjoyed the business program a lot.

"I took general education classes the first year and enjoyed science, but decided I wanted to make a living, and went into business at the start of the second year. I liked finance, and wanted to try to make myself marketable.

"I thought it was great," he said of the curriculum. "It was very good, and the teachers were excellent."

He cited the curriculum's "broad range" as an important factor in his education. "It wasn't a narrowly focused curriculum. I got a good share of accounting, business law, marketing — it gave me a chance to find out where I wanted to go.

"The business law course at Cal State pointed me more toward law after undergraduate work," he said.



Dale Affonso, a partner with Peat Marwick, says "I wasn't your rising star in high school." He's a 1971 Cal State grad.

'84-'85

**HONOR ROLL OF DONORS
and
ANNUAL REPORT
of
GIFTS, GRANTS and RESEARCH**

**California State University, Hayward
Hayward, California 94542**

1984-85 Honor Roll of Donors

CUMULATIVE GIVING

Acacia Society

Membership in the Cal State Acacia Society is extended to those donors who contribute or pledge a minimum of \$10,000 or more over a ten-year period. Gifts may be either a single contribution or annual support of \$1,000 or more. Another option for membership is through a deferred gift of \$25,000 or more. This can be in the form of a bequest, life insurance or life income agreements. It allows donors to retain the use of the property or its income for as long as they live and still secure the future private support of Cal State.

The Acacia Society enrolled 5 new members during the past year bringing its total to 32. **Private support from the Acacia Society membership was \$864,296.00 during 1984-85.**

Names of the Acacia Society membership are engraved on a plaque which hangs in the Office of the President. Individual members receive a beautifully etched leaded crystal vase which bespeaks their support of the University.

Mr. & Mrs. Stanley Bateman
CSUH Alumni Association
CSUH Associated Students, Inc.
CSUH Foundation, Inc.

California Congress of Parents, Teachers and
Students, Inc.

Cal State Affiliates, Inc.

†Oscar E. Carlson, Jr.

Chevron U.S.A., Inc.

†Ernest Clements

Clorox Company

Commodore Computer Systems Group

CompuPro

Dialog Information Services

Harvey E. Gutman

Hayward Area Recreation District

Hayward Medical Group

Boldface denotes 1984-85 member

* Alumni

† Affiliates

° Faculty

§ Staff

Helen C. Jacobsen
Mr. & Mrs. Erwin Jensen
Mr. & Mrs. John Lee
Mr. & Mrs. Dean Lesher
†Mrs. Walter Menzies
Mr. & Mrs. Joe Morgan
*†Patrice Morrow
Elizabeth Neild
Peat, Marwick Mitchell & Co.
Pepsi Cola
†Mr. & Mrs. John Sandoval
†Mr. & Mrs. Y. Chet Soda
Morris Stulsaft Foundation
Mrs. Carol Tocher
Transamerica Airlines
Resti Zaballos & Sons

ANNUAL GIVING

Tower Club

TOWER CLUB membership is accorded to those who contribute a minimum of \$1,000 to Cal State during a fiscal year. Contributions may be designated for specific projects or be unrestricted. For the 1984-85 fiscal year, \$88,800 was received from TOWER CLUB participants.

Accounting Assoc. of Hayward/
Beta Alpha Psi
Association of Old Crows

Burger King Corporation

† Carlson, Oscar E. Jr.
Centennial Bank
Chevron Corporation
Clorox Company
Crown Zellerbach Corp.
CSUH Associated Students
† CSUH Foundation Inc.
° CSUH School of ALSS

Designed Devices, Inc.
Dialog Information Services

EG&G Instruments

Fukuda Sangyo Co.
Fremont Cultural Arts Council

Gray, Max

Institute of Educational Leadership
Intl. Brotherhood of Teamsters

† Kennelly, Dr. & Mrs. Robert
KGO-TV

† Maisel, Mr. & Mrs. C. B.

† McCune, Dr. & Mrs. Ellis E.
Morgan, Mr. & Mrs. Joe

† Morrow, Patrice

Pacific Bell

† Parry, Mr. & Mrs. Leo J. Jr.
Peat, Marwick, Mitchell & Co.

RAHM Advertising & Pub. Rel.
RKO General, Inc.

San Francisco Foundation
Security Pacific Foundation
Shasta Beverages
Straus, Eileen Gibson

Transamerica Airlines

Verbatim Corp.
Vitalograph Medical Instruments
Co.

† Warren, Mr. & Mrs. Richard



Goodbye Card Catalog — A Cal State student demonstrates one of four public access catalog terminals recently installed in the University Library. The project was funded with an \$1,800 educational grant by Pacific Bell. Looking on are Doug Jones, Pacific Bell area manager of corporate communications and Melissa Rose, library director.

Affiliates Receive \$655,000 Scholarship Bequest

A \$655,000 gift to California State University, Hayward — the largest ever received by the University or its constituent support groups — has been announced by Cal State Affiliates President Richard Warren.

"We have known about the bequest for nearly a year, but it is only now that we can announce it and its significance to Cal State," Warren said.

The \$655,000 testamentary trust is a gift from the estate of Helen C. Jacobson.

"She was a life-long Hayward resident," Warren said, "and her professional career was spent in the San Francisco financial district with Crocker Bank.

"Her intention was to establish and maintain scholarships at Cal State for needy and worthy students," Warren added.

"The Affiliates already grant more than \$15,000 annually in scholarships to Cal State students," said Darlene Lee, Affiliates scholarship chair. "The Helen Jacobsen bequest will allow that amount to triple in future years."

University President Ellis E. McCune said "It is gratifying to receive such a significant gift for scholarships, particularly since it will be a permanent endowment which guarantees Helen C. Jacobsen scholarships will always be available to Cal State students."

Shasta Challenge Grant Yields \$20,000 in Gifts

Shasta Beverages Inc. made an offer 1984-85 Annual Fund donors couldn't refuse. And they didn't.

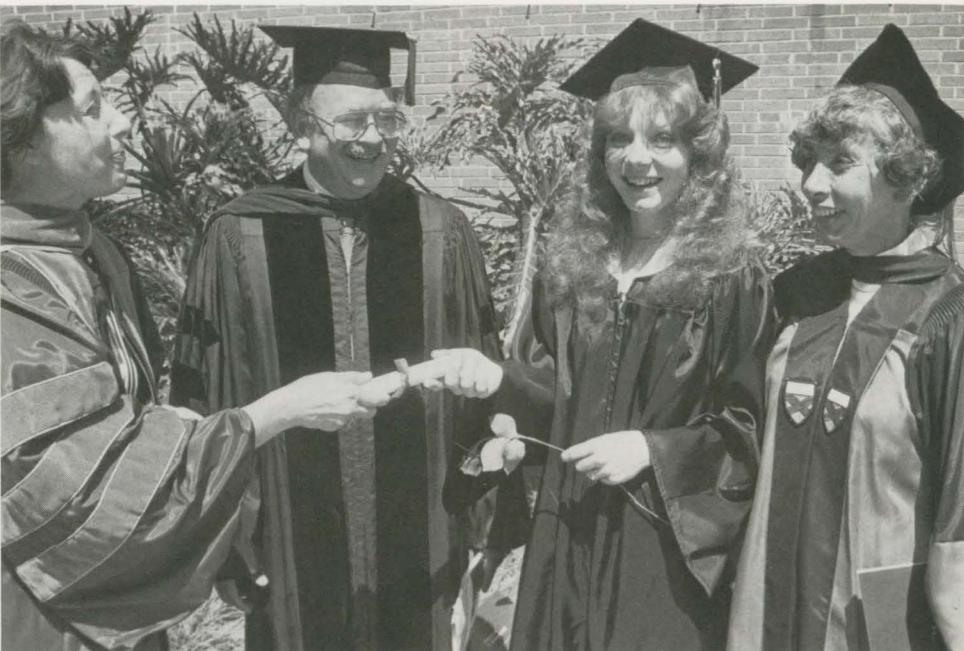
The Hayward-based company provided a \$5,000 challenge grant to match all contributions between April 15 and June 30.

The Shasta challenge was met by 153 donors who responded with \$13,328 in restricted and unrestricted gifts during the six-week period.

With addition of the \$5,000 Shasta grant and matching corporate support, the final figure is expected to exceed \$20,000.

Gifts of first-time contributors and any increase in giving by prior donors were matched by Shasta on a two-to-one basis.

In addition, many participants utilized the benefits of the national matching gifts program offered by more than 1,100 employers to double and triple the value of their gifts.



Rosa Reeves Award — Cal State graduate Pamella Lynn Dockter (third from left) receives the first Rosa Rodriguez Reeves Foreign Languages and Literatures award from Helen S. Schulak, department chair. Established in memory of the Spanish professor, the award is granted to a graduating senior from the department who plans to continue with advanced studies. Also participating in the presentation were Alan M. Smith, dean of the School of Arts, Letters and Social Sciences, and Yolanda Patterson, professor of French.

Mission Club

Recognition as a MISSION CLUB member requires gifts totaling \$500 to \$999 during a fiscal year. This year \$17,572.00 was contributed at this gift level.

◦ Allison, Harry

† Bank of America

◦ Belton, John C.
Berkeley Foundation Inc.

Calif. Congress of Parents, Teachers & Students, Inc.
Calif. Retired Teachers Assoc.

† Copyrama

† Crocker National Bank
† CSUH Foundation Inc.

CSUH School of Business & Economics Student Council

† Davis, Dr. & Mrs. David
Deloitte Haskins & Sells
Diamond Shamrock Co.

First Property Mgmt. Corp.
Flow Laboratories

Hayward Area Recreation District
Hudson, John

Irvine Scientific

K C Biological

§ Lavery, Dennis

§ Manion, John

Natl. Assoc. of Accountants

Oscar Mayer Foods Corp.

† Pacific Gas and Electric
Pelatowski, Mr. & Mrs. Martin

Redden, Jack

† Shorelands Corp.

◦ Simon, Arthur B.

Thiel, Clayton

† Wells Fargo Bank
Western Kraft Paper Group
Woodward-Clyde Consultants

Gifts-In-Kind

Every year many donors provide the University with gifts other than cash. Listed below are the sixty-six 1984-85 Gift-In-Kind contributors and the University department or activity which received the gift.

Alexander, Jay
University Library

◦ Allison, Harry
School of Bus. & Econ

Almaden Vineyards
School of ALSS

American Pharmaseal
Company
School of Science

Ann Marie's Uniforms
School of Science

Barati, George
University Library

Bland, Karen
University Library

◦ Blawie, Marilyn
University Library

Burkholder, George
University Library

Casey, William
Disabled Students Ctr.

§ Coates, Betty
University Library

* Comert, Piyale
University Library

Crown Zellerbach Corp.
School of Science

† CSUH Foundation, Inc.
CSU, Hayward

Designed Devices, Inc.
Disabled Students Ctr.

EG&G Instruments
School of Science

* Fawns, William
School of Science

Flow Laboratories
School of Science

Fukuda Sangyo Co. Ltd.
School of Science

Fuller, Milton
University Library

† Galler, Meyer
University Library
Academic Programs

Gilliard, Frank Daniel
University Library

GranTree Furniture
School of Bus. & Econ

◦ Hancock, John
University Library

Hayward Area Recreation
District
School of Education

Hayward Florist
Cal State Affiliates

IBM Info Program
Services
Computer Services

Irvine Scientific
School of Science

* Jordahl, Geir
University Library

K C Biological
School of Science

KGO-TV
School of ALSS

Designed Devices, Inc.
Disabled Students Ctr.

EG&G Instruments
School of Science

* Fawns, William
School of Science

Lee, Mr. and Mrs. John
CSU, Hayward

◦ Lewis, James
University Library

◦ Lewis, Sherman
University Library

* Louie, Dickson & Patty
University Library

Lynn's Floral Design
School of Bus. & Econ

† Maisel, Mr. and Mrs. C.B.
School of Bus. & Econ

§ Manion, John
University Library

† McCune, Dr. and Mrs.
University Library

Mehling, Alice
University Library

* Olds, David
School of Science

Oscar's Bistro
Cal State Affiliates, Inc.

◦ Ossman, Edward
Contra Costa Center

Pacific Bell
University Library
Computer Services

Ramsey, Pauline
University Library

Redden, Jack
Student Health Serv.

Rocha, Vickie
University Library

Roderigue, F. Laurier
University Library

Ryan, Laurence
University Library

◦ Smith, Marianne
School of ALSS

Smith, Sheila
University Library

Sowers, Malcolm
Counseling Services

Stein, Mrs. David
University Library

Straus, Eileen
School of ALSS

Szabo, Margot
University Library

Thiel, Clayton
School of ALSS

Tommy's Donuts
Cal State Affiliates

Transcendental Books
University Library

Verbatim Corporation
School of Bus. & Econ

Vitalograph Medical
Instruments Co.
School of Science

* Wall, Mr. and Mrs. Harvey
University Library

* Weller, Patricia
University Library

Western Kraft Paper
School of ALSS

Woodward-Clyde
Consultants
School of Science

Founders Club

Alumni and friends of the University who annually contribute \$100 to \$499 to Cal State become members of the FOUNDERS CLUB. The annual support for 1984-85 was \$24,790.00.

† Abrott, Mr. & Mrs. Elvin
Accounting Institute Seminars
* Alessio, Dino L.
Alexander Grant & Company
†* Alexander, Mr. & Mrs. Milton
Almaden Vineyards
° Almquist, Alan J.
* Anderson, Harriett France
* Anderson, Lyn Frere
Arthur Young & Company
†* Avolicino, Michael B.



Hopi Potpourri — Maureen D'Souza, curator for the C.E. Smith Museum of Anthropology, works with one of the Hopi kachina dolls which are part of a unique collection of Indian artifacts received from Mr. and Mrs. John Lee of Clarkdale, Ariz.

* Barbano, John A.
° Basart, Robert D.
* Baxter, Anne W.
* Been, Andrew Simon
* Bick, Arthur Edward
Bley, Mr. & Mrs. Anton
* Booth, Beth
° Brooks, Elwood R.
* Brooks, Margaret E.
* Brown, Leonce
† Burnett, Dr. & Mrs. Lewie
§ CSUH Dept. of Public Safety
Calif. Delta Newspapers Inc.
* Camozzi, Caroline R.
† Carew, Mr. & Mrs. Niel
* Chang, Janet A.
* Chimienti, Gary
* Christopher, Lyman B.
Citicorp Savings
† Cohen, Mr. & Mrs. Samuel
Community Foundation of Santa
Clara County
Consolidated Capital Companies
Consolidated Foods Foundation
† Cooper, Dr. & Mrs. Robert
† Correll, Mr. & Mrs. Earl
* Corrinet, Mark Steven
* Cowan, Randall Earl
° Cummins, Lejeune
* † Dance, Dr. & Mrs. Maurice
° Della-Dora, Delmo
* Doty, Kent Douglas
* Echeverria, Eduardo
† Edmison, Dr. & Mrs. Lyle
* Edwards, David Alvin
† Ehret, Mr. & Mrs. Paul
§† Erdman, Mr. & Mrs. Alfred
Ernst & Whinney
† Estes, Mr. & Mrs. John
Eureka Graphics
† Feldman, Dr. & Mrs. Jerome
* Ferketich, Michael L.
° Finney, Dr. & Mrs. F. Robert
° Friedman, Lewis
Fujitsu Microelectronics Inc.
* Gallinatti, Darlyne Elizabeth
§ Garbutt, Philip L.
* Gavelin, Kenneth Lee
† Gibson, Mr. & Mrs. Charles
° Gilliard, Frank Daniel
° Gould, Stuart
* Gram, Ralph
Gran Tree Furniture
* Hansen, Lorin K.
Hansen, Luisa F.

† Harder, Mr. & Mrs. Don
* Harper, Robert Lee
Harris Foundation
† Hines, Mr. & Mrs. Ernest
†* Houston, Mr. & Mrs. William
James
* Hugel, Charles Leroy
† Hunter, Mr. & Mrs. John
* Hurd, Lorna Rose
† Hutchison, Mr. & Mrs. Allen
IBM
Information Programming Services
* Johnson, Carolyn Emma-Marie
* Johnson, Homar Lincoln
Kellogg Company
* Koizumi Loretta Kazuko
* Lakis, Gregory Frank
† Lee, Dr. & Mrs. Gerald
Leslie Ceramics Supply Co.
* Lightfoot, Paul Thomas
° Lincoln, Mr. & Mrs. Leland
†* Long, Mr. & Mrs. Howard
Lucky Stores
Lynn's Floral Design
† MacRobert, Dr. & Mrs. Robert
* Marek, Thomas A.
* Marrs, Pamela Rae
° Martin, Margery
§* Masculine, Mr. & Mrs. James
† Massa, Edward C.
° Mathews, Alfred R.
†* Mayer, Dr. & Mrs. Forrest
McCready, John
† McDonald, Leslie
* McKay, Nancy L.
° McMichael, George
† Menzies, Lucretia
° Merris, Dr. & Mrs. Russell
° Miller, George R.
Mineral & Gem Society of Castro
Valley
† Monson, Dr. & Mrs. Keyne
† Murdock, Mr. & Mrs. Milton
† Murphree, Mr. & Mrs. Cecil
* Nakayama, Lynn Reiko
* Nardi, Eugene Lawrence
§* Nidiffer, Leone
Oceanus Ecuador Lt.
* Okamoto, Janice Keiko
† Oliver, Alden
°† Orne, Mr. & Mrs. Carl

° Packer, Anne G.
† Palmer, Dr. & Mrs. Rodney
* Palmer, Rosa Domenica
° Patterson, Wade N.
§ Peters, Anne Marie
° Peterson, Dr. & Mrs. Donald
†° Peterson, George H.
° Ponce de Leon, Jose-Luis
† Purchio, Mr. & Mrs. John
Randlett, Thomas
† Rassier, Mr. & Mrs. Louis
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° Reeder, Ray
§* Reimer, Mr. & Mrs. Peter
†§* Rose, Mr. & Mrs. Jerry
†° Rose, Melissa
† Rubiolo, Mr. & Mrs. Steven
Rutherford, Mr. & Mrs. Roy
† Sandoval, Mr. & Mrs. John
° Schaefer, Jerrold & Susan
† Shaffer, Dr. & Mrs. J. Ordie
* Shaw, Mr. & Mrs. Douglas
† Shiells, Mr. & Mrs. Robert
° Sims, John
† Skinner, Mr. & Mrs. Ward
†° Smith, Alan M.
† Smith, John
° Smith, Marianne
* Songey, Art
Sowers, Malcolm
° Spatta, Carolyn
† Stanley, Judith M.
* Steiner, Debra Rowland
* Stich, Clare R.
† Strain, Mr. & Mrs. William
† Thayer, Dr. & Mrs. Elwyn
†° Thoman, Dr. & Mrs. Richard
*† Tontz, Dr. & Mrs. Jay
† Tucker, Dr. & Mrs. Gary
† Vasko, Dr. & Mrs. John
* Walsh, Douglas K.
* Walsh, Janie Virginia
† Warren, Adair
* Weingart, Richard Aab
† West, Aimee
† Wilburn, Dr. & Mrs. James
† Wilburn, Mr. & Mrs. James III
* Williams, Sharon Irene
† Wilma, Mr. & Mrs. John
° Wolgast, Elizabeth
* Wong, Siu-Mei
* Woolfolk, Leonard
* Wright, Mr. & Mrs. Gordon
Xerox Foundation

1984-85 Grants, Research and Sponsored Activities

Federal

NASA-Ames
School of Science — Stuart Klapp
School of Science — Arnold Stoper

National Science Foundation
School of Arts, Letters and Social
Sciences — Edward MacKinnon
School of Science — Ann McPart-
land
School of Science — Russell Merris
School of Science — Louise Moser
School of Science — Detlef Warnke

National Institute on Drug Abuse
School of Science — Norman Livson

National Security Agency
School of Science — Louise Moser

Office of Naval Research
School of Science — Russell Merris
School of Science — Ronald Schus-
terman

U.S. Air Force
School of Science — Stuart Klapp

U.S. Department of Education
School of Education — John Filler

U.S. Small Business Administration
School of Business & Economics —
Ricardo Singson

State

State Department of Education
School of Education — Esther Rail-
ton

CSU Statewide Energy Consortium
School of Education — Esther Rail-
ton

Lawrence Livermore Laboratory
School of Science — John Belton
School of Science — Richard Tullis

Department of Health Services
School of Science — Judith Hunt
School of Science — John Shelton
School of Science — John Wong

Department of Motor Vehicles
School of Science — Richard Kakigi

Others

American Lung Association
School of Science — John Belton

Council for Soviet Research
School of Business & Economics —
Vladimir Ozernoy

Data Processing Management Associa-
tion
School of Business & Economics —
Doris Duncan

Public Utilities Commission
School of Business & Economics —
Reuben Krolick

San Francisco Fund
School of Arts, Letters and Social
Sciences — Frances Cooper

1984-85 Annual Report

The 1984-85 Annual Report includes those individuals, corporations, organizations, businesses and foundations making contributions as of June 30, 1985. For the 1984-85 fiscal year, \$792,624 was recorded in cash and securities. Grants and sponsored research totaled \$900,927 for that same period. In addition, the University received gifts-in-kind estimated at \$186,873.

Membership in the various gift clubs is open to all friends of the University. Contributions to CSUH are of two types:

RESTRICTED:

Gifts of this nature allow the donor to support a specific aspect of the University's programs such as scholarships, research or the library.

UNRESTRICTED:

Gifts to the University which come to the Endowment Fund and are unrestricted provide the University the flexibility to fund projects and programs which have the greatest need.

If you are not now a member of the Cal State Honor Roll, you may contact the Office of University Relations for further information concerning your participation and its benefits to you (415) 881-3878. If you are a member and your name has been omitted or listed incorrectly, please contact the Office of University Relations.

PRIVATE GIFT, RESEARCH & GRANTS 1984/1985

Total \$1,880,424

Scholarships & Loans

Restricted



Invitation to Membership

**Tell me and I will forget,
Show me and I might remember,
Involve me and I will understand.**

— Chinese Proverb

**Get involved, stay involved,
with the
CAL STATE ALUMNI ASSOCIATION
and the
CAL STATE AFFILIATES**

CAL STATE AFFILIATES, INC.

Since 1963 the Cal State Affiliates have offered their talents, time and resources to enhance the relationship between the University and the Community. As the Affiliates continue to expand their numerous activities on behalf of the Community and University, they invite you to join with them and share in this commitment.

Members of the Affiliates have established programs in many areas, and they have generated private financial support for educational and cultural projects not fully covered by public funds. They work with Cal State's administration, faculty, staff and students to extend University academic and cultural services to an increasing population in a broadening geographic area.

Affiliate Committees

Athletic Committee develops booster programs in support of Cal State's nationally recognized men's and women's athletic teams.

Budget and Finance Committee prepares annual budget to reflect expected revenues and anticipated expenditures as approved by the Board of Directors in addition to providing monthly financial statements.

Library Committee directs its activities to the acquisition of special items for the University Library with emphasis on the Southern Alameda County Heritage Collection.

Sustaining

\$50 - \$99
Open to Individuals or Married Couples

Corporate

\$500 Annual or
\$2,500 Life payable over 5 years
Open to Business, Industrial, Professional and Non-profit Corporations, and Organizations

Sponsor

\$100 - \$149
Open to Individuals, Married Couples, Organizations, and Service Organizations

President's Circle

\$150 - \$249
Open to Individuals or Married Couples

Life

\$1,000 payable over four years
Open to Individuals or Married Couples

CAL STATE AFFILIATES MEMBERSHIP & RENEWAL APPLICATION

Name _____ / Spouse _____
Last _____ First _____ Middle _____
Street Address _____ City _____ Zip _____

Home Phone _____ Business Phones _____ /

Occupation _____ /

Corporate Name (if applicable) _____

Street Address _____ City _____ Zip _____ Phone _____

Annual Sustaining \$50.00-\$99.00 Annual Sponsor \$100-\$149 Annual President's Circle \$150-\$249 Annual Corporate \$500 Life \$1,000 Life Corporate \$2,500

Bill my VISA/MasterCard # _____ Exp. Date _____ Signature _____

Membership dues are tax deductible. Mail this card and your check to:

CAL STATE AFFILIATES, INC., CALIFORNIA STATE UNIVERSITY, HAYWARD, CA 94542

CAL STATE ALUMNI ASSOCIATION

The Alumni Association is a non-profit organization composed of former Cal State students who aid the growth and development of their alma mater through financial support of scholarships, sponsorship of campus programs and service the alumni through membership benefits and programs.

WHAT ALUMNI MEMBERSHIP DOES FOR YOU

Membership keeps you involved in the University and the exciting opportunities provided by a university campus. Already organized within the Association are chapters of the School of Business and Economics, Department of Nursing, Department of Public Administration, School of Education and La Raza. Dues paid to any alumni chapter automatically enrolls you as a paid-in-full member of the CSUH Alumni Association.

In addition, members, both Annual and Life, are provided with many benefits.

- Full use of library facilities
- Discounts for athletic and cultural events
- Subscription to ACACIA, the University magazine
- Campus parking privilege
- Monthly calendar of events

WHAT YOUR ALUMNI MEMBERSHIP DOES FOR CAL STATE

The Alumni Association has endowed funds, derived from alumni memberships, which support scholarships, cultural events and special campus programs. Also, annual dues provide operating funds for Association postage, publications, alumni chapters and projects.

CAL STATE ALUMNI MEMBERSHIP FORM

Check one:
CHAPTERS — SBE SED PUB AD NURS UNIVERSITY-WIDE LA RAZA
 Annual Dues \$25.00; valid through September 30, 1986. New Renewal
 Life Membership \$200.00 OR Please bill me \$50.00 yearly Enclosed is first payment

Bill my dues to VISA No. _____ Exp. Date _____
MasterCard No. _____ Exp. Date _____ Signature _____

NAME _____ Soc. Sec. # _____ Degree/Year/Major _____

SPOUSE'S NAME _____ (if alum) Soc. Sec. # _____ Degree/Year/Major _____

STREET _____ CITY _____ STATE _____ ZIP _____

PHONE (_____) _____ MAIDEN NAME (if alumna) _____

EMPLOYER _____ SPOUSE'S EMPLOYER _____

Matching Gift Company Yes No Matching Gift Company Yes No

Please make check payable to CSUH ALUMNI ASSOCIATION and mail to:

California State University, Hayward
CSUH Alumni Association
Hayward, CA 94542

ALUMNI NEWS: Let us hear from you. We would like to include information about you in our next ACACIA magazine.

Research



Estate Planning: Good, Practical Financial Sense

Estate planning is the process of arranging with your attorney, accountant, trust officer, life insurance agent, or other advisor a desirable arrangement for the disposition of your estate.

The primary objective in any plan should be the fulfillment of the wishes of the individual with regard to the happiness and security of the individual's family and others (sometimes including charitable organizations) that he or she wishes to benefit.

Tax considerations are an important part of estate planning and are often directly related to the accomplishment of the individual's primary goals. For example, when a person dies his or her estate must pay federal estate tax if his or her estate exceeds in value certain allowable credits and deductions. The federal estate tax rate typically ranges from one-third to one-half of the taxable estate. Excluded from this tax, however, are bequests to education or for the benefit of education. Consequently, when one makes a bequest to the California State University, Hayward Foundation, one is saving federal estate tax.

In general, the tax benefits realized from a bequest to the CSUH Foundation will depend on the size of the testator's estate and the property bequeathed. There is no federal statute limiting the percentage of an estate which may be bequeathed to a charitable organization such as the CSUH Foundation. If the bequest is of money, the testator's estate is entitled to deduction for the full amount of the bequest. If the bequest is one of property, the testator's estate is entitled to an estate tax deduction for the fair market value of the property at the time of the testator's death, free from all capital gains.

A bequest to the CSUH Foundation of property, such as items of art, stamp or coin collections, or other items which are of substantial value but for which there is no established market, may increase the value of the estate to be distributed to other recipients of the testator's estate. If the items are bequeathed to the CSUH Foundation, they are not included in determining the value of the estate and they have to be disposed of at a sacrifice to raise money to pay the estate taxes, the amount received may not be sufficient to pay the estate tax incurred as the result of the increased value of the estate due to the inclusion of such items in the estate.

A bequest to the CSUH Foundation is a most important type of giving for the benefit of the University. Through bequests it is possible to give cash, securities, life insurance proceeds, real property, and personal property. Bequests may be unrestricted or restricted gifts. They may and often do establish lasting memorials in honor of the donor or members of his or her family.

The California State University Hayward Foundation welcomes the opportunity to discuss any of this material further with donors and/or their legal, financial, or other advisors.

For further information call or write;

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During the 1984-85 fiscal year more than 600 individuals and corporations provided \$17,287.00 of support in this \$1-\$99 gift category. This is a 33% increase over 1983-84.

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Harpists' Gift — Wenonah Govea demonstrates her musical talents on the troubadour harp she contributed on behalf of the Hayward Chapter, American Harp Society to the University's department of music. Looking on are department chair William Wohlmacher and Cal State harp student Jean Sawyer.

Matching Gifts

The Matching Gift programs of United States corporations are beginning to play an important role in the annual support of CSUH. More than 1100 corporations participate in matching gift programs for higher education. Most of these companies will match gifts of their employees (or spouses of employees) on a one-to-one basis. Some programs, however, allow matching two-to-one, and a few will match gifts at a three-to-one rate. If you plan on making a gift to the University in the 1985-86 fiscal year, check with your personnel office to see if they have a matching gift program and obtain the necessary forms before you send your gift to the University. The following corporations have provided matching gifts for alumni and friends.

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Forgetfulness Helps — Cal State Financial Aids Director Janice Linfield receives a check for \$400 from Public Safety assistant Scott Wilson. Wilson, along with Bob Pitta (center foreground), Orie Ross (left foreground) and Sgt. Dave Sanchas organized the annual lost and found auction. "We feel that since most of the items not claimed are lost by our students, the proceeds from the auctions should be used to help them. The auction has been an annual event for more than a decade," says Sanchas, "and I don't see it ever stopping as long as people are forgetful." Since it began, the auction has provided more than \$3,500 for student emergency loans.

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ALSS Team Award

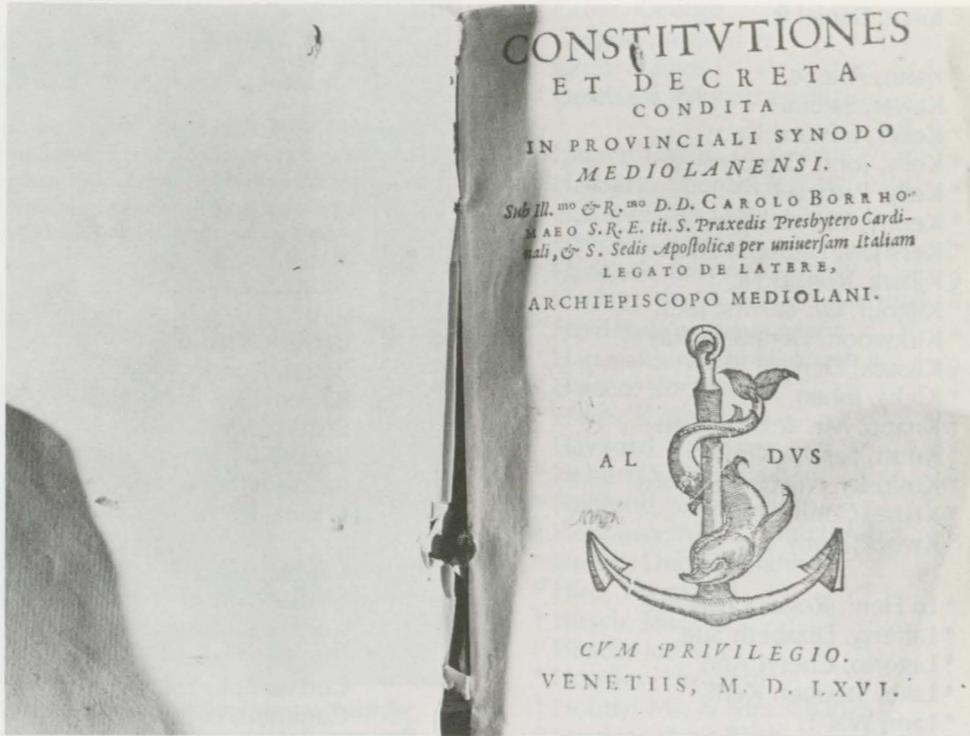
During 1984-85, Alan Smith, dean of the School of Arts Letters and Social Sciences, established a team approach to Tower Club membership. ALSS faculty and staff were asked to participate in a project to establish an unrestricted fund for the school. The request was met with enthusiastic response. Seventy-seven ALSS faculty and staff contributed more than \$1,100. It is the University's first Tower Club Team Award.

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Ancient Edition — Gifts in kind come to the University in many forms, but perhaps the oldest ever received is the 1566 Venice edition of the constitutions et decreta of the archdiocese of Milan. The edition printed by the famous Aldine Press was presented to the University's special collections by John Manion, the University's coordinator of International Programs.

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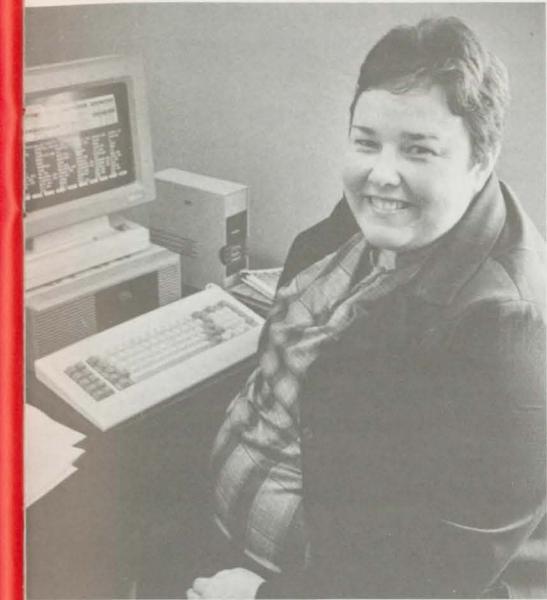
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CAL STATE

Thanks You



Donna Faye Butler is an auditor with the State Public Utilities Commission.

Donna Fay Butler, a 1980 business graduate, credits Cal State's curriculum with its reputation for the success of the School's alumni.

"The overall curriculum is more quantitative," she said. "Other schools are more theory oriented."

Butler, an auditor with the state Public Utilities Commission in San Francisco, followed a path similar to that taken by Jackson-Rojas — high school, marriage, and then back to school to study fashion arts.

"The overall curriculum is more quantitative."

But she took some business classes, and accounting became "my first love." She transferred to Cal State, joined the accounting club, and became involved in the club's speakers' program, where industry professionals go on campus to talk to students about the business world.

Chris Marsten, a final assembly planner coordinating the combination of labor and materials at Zehntel, a Concord electronics manufacturer, said developing planning skills at Cal State was the most important thing he picked up in his college years.

"At Cal State, they drill into you present-value and future-value analysis — what it's worth and what it's going to be worth. At Zehntel, you have lots of little projects to do, that sometimes involve a lot of paperwork. Why invest \$200 in time to buy a \$5 part?"

"At Cal State they say, 'wait a second.'"

"In the field, you want to know if you should scrap a \$10 part — and it might cost \$75 in paperwork to find out. At Cal State they say, 'wait a second. Do the thing that makes economic sense."

Marsten, 24, a 1983 graduate, said getting involved in student government and becoming president of the School's Student Council were important activities that gave him a good general education.

"Getting a rounded education, not just an economics background, is important. But the business school is very practical, with a strong theoretical base."



Chris Marsten is a final assembly planner who coordinates the combination of labor and materials at Zehntel, a Concord electronics manufacturer.

"Matchmaker" is the word Gayle Titus often uses to describe her work as co-owner of Livermore's Arroyo Employment Agency.

"We have to work as negotiators, like brokers, bringing the employee and employer together in finding the perfect match."

Arroyo, the city's only general employment agency, had been in existence for over 20 years when Titus and her partner, Sally Gildea, bought it three years ago.

"When we took over, the economy was real, real slow, and it has taken a lot of hard work coupled with tremendous optimism to bring the business out of the slump. But we're doing well now."

"Once in business for yourself, you'll never work for anyone else again," declares Titus.

When she decided to return to college, Titus, a former nurse, knew she wanted a new career and a degree in business. "I'm a service oriented person and it seemed perfect for me to pursue my business administration degree with the personnel administra-



Gayle Titus owns a "small, intimate employment agency" in Livermore. She specialized in personnel and industrial relations at Cal State.

tion/industrial relations option at Cal State."

After graduation in 1978, Titus worked for a large employment agency in San Francisco, but when she found out that Arroyo was for sale, she was determined to buy it.

"I'd always dreamed of owning my own business. Sally and I worked well together, so we pooled our resources and bought the agency," she said.

"You don't always get a regular paycheck."

"We like the idea of being a small, intimate employment agency. Employers know us and the continuity we offer."

Titus is sure her venture into the business world has paid off. She has flexibility, freedom and is helping others.

However, she has a word of caution, "When you're the owner, you don't always get a regular paycheck."

"It's analytical skills and basic theory that underlie a management organization."

Ethics are taught in each of the classes, instead of simply a separate course. A "capstone" course in the senior year "covers the entire range of issues managers would come in contact with — a technique developed at Harvard," Tontz explained.

The master's program, offered in the evening for professionals who continue working during their graduate studies, is a flexible program adaptable to most students' schedules.

"Many people have years of experience and want to redefine their talents or channel their skills elsewhere," he said. "Many stay in their own organization" after graduation.

"It wasn't a narrowly focused curriculum."

Cal State's program is successful in finding graduates jobs, confirms Rich Lopez, associate director of the campus placement center.

The 562 SBE graduates in the 1983-84 school year who sought jobs from the placement center were surveyed. Of the 60 percent who responded to the survey, 294 found jobs, Lopez said.

The key to success is the curriculum, he said, a "non-traditional curriculum" that offers a broad-based education recruiters like to see.

Typical curricula offered at other colleges and universities "are too single-minded and too narrowly focused," Tontz said. "They prepare people for entry-level jobs and not management careers."

Whether it's a "mom and pop" restaurant, a fledgling credit services company or partnership in a major accounting firm, graduates from Cal State's School of Business and Economics say they've got the education and confidence to get the job done.

Bill Cauble, 33, is a business writer at *The Daily Review* newspaper in Hayward. A 1977 graduate of Cal State with a bachelor of arts degree in Mass Communication, he also served as editor of *The Pioneer*, the University's student newspaper.

Arts, Letters, and Social Sciences

Alan M. Smith, Dean

The School of Arts, Letters and Social Sciences will begin the 1985-86 academic year with a new administrative team. In April, Michael J. Clark was appointed associate dean, and in September Frances A. Cooper joined our staff as special assistant to the dean and director of the ALSS Institute.

... stronger links between campus and service area.

Clark, professor of ethnic studies, earned his Ph.D. in history at the University of Utah and joined the faculty at Cal State in 1980. An American historian, Clark has specialized in the history of the West and the history of slavery. He is the author of a monograph on Black soldiers in 19th century Utah. For the past five years he has served as chair of the department of ethnic studies and has taught a variety of courses in the ethnic studies and history programs.

As associate dean, Professor Clark's duties include budget analysis and allocation for the School's 18 academic departments, the preparation of new curricular proposals, the development of the School's schedule of classes and the counseling of students with academic problems. He is also responsible for organizing the ALSS Colloquium, a series of public lectures by members of the School's faculty. A resident of Berkeley, Clark is active in community affairs and has served as a consultant to the National Minority Military Muse-



Scholarship Fund Increases — The MPA alumni chapter added about \$1,400 to its scholarship endowment fund through a successful fund raising project. Edwin Sumrall '72, MPA chapter president, presents the grand prize to Geraldine Chinn of San Francisco.

um Foundation and as a member of the City of Oakland Charter Review Committee.

Cooper, associate professor of public administration, holds the Masters in Public Administration from Cal State (1976), and she earned her doctorate in public administration from the University of Southern California (1981). She joined the Cal State faculty in 1977 and soon established herself as one of the outstanding teachers in the graduate program in public administration and as the lead instructor in the program's non-profit and community organization option.

Professor Cooper has been active in the community and has directed a number of grant programs which have created a good relationship between Cal State and its Eastbay neighbors. A resident of Hayward, she serves on the steering committee of Hayward's General Plan Task Force. Her history of community involvement will be a distinct asset in her work as director of the ALSS Institute.

The Institute provides administrative direction for centers in the departments of anthropology, English, public administration, and sociology and social services which serve the community through grant and contract projects. Professor Cooper plans to expand the Institute's work and to forge stronger links between the campus and our service area. In her capacity as special assistant to the dean, she will work on a number of projects, including the development of programs for computer assisted instruction and departmental administration.



Business and Economics

Jay L. Tontz, Dean

In this issue we welcome 12 new tenure track faculty members to the School of Business and Economics. This marks the culmination of a long and involved selection process.

The process includes a nationwide search to find and attract top quality men and women best suited to our school. Our successes this year have resulted from the hard work of our faculty and department chairs and the introduction of a special salary schedule which provides a premium to faculty in the hard to hire disciplines.

The selection process begins with an analysis of the needs of the various departments and the number of positions we wish to fill with full-time faculty. We advertise our openings in the professional journals and at the professional meetings, receive applica-

tions and then send faculty to the meetings to meet and interview prospective candidates.

For example, this past year we had over 200 applicants for positions in our department of economics. A team of faculty and professor Gail Frey, the chair, interviewed 53 individuals at the national economists meetings in Dallas, and from this group we hired two. Similar teams recruited at the professional meetings of the other disciplines and were also successful.

It is the faculty who . . . bring the curriculum to life . . .

In past years recruiting has been hampered by the lack of competitive salaries, a higher teaching load than our competing institutions, and the high

price of housing in the Bay Area. But, the growing reputation of our School and the new salary schedule will make this year's recruiting task much easier.

I cannot overstate the importance of faculty recruiting to the continued growth of our reputation as a top quality business school. Alumni comment on the importance of our curriculum in providing them with the management tools they have used in their successful careers. But it is the faculty who design the curriculum and bring it to life in the classroom.

Our past recruiting successes have resulted in a diverse faculty, with advanced academic degrees from major universities around the world and a rich background of experiences in the corporate world, the public sector, and private consulting. We look forward to continuing to recruit dedicated teachers who are interested in joining a dynamic school in search of excellence. ■



Student Recruitment, Too! — Jay L. Tontz, dean of the School of Business and Economics, says faculty selection is a "long and involved process," usually requiring exhaustive nationwide searches. But student recruitment begins at home, according to the dean and his wife, Anne '82. Baby Michelle probably agrees.



Student-faculty Ratio Reduced — Jean L. Easterly, chair of the teacher education department, and Delmo Della-Dora, associate chair, review plans for implementing a Chancellor's grant for clinical supervision this fall. The grant reduces the student-faculty ratio in the secondary credential program and supports training and implementation of clinical supervision.

Education

James E. Walker, Dean

California is facing an anticipated need for 110,000 new teachers by 1990 and the department of teacher education at California State University, Hayward is responding to the challenge.

Responding to the teacher shortage is not only a priority for the department of teacher education but is a recognized concern in all Schools (Arts, Letters, and Social Sciences, Business and Economics; Education; and, Science) and the University administration.

During the 1984-85 academic year the recruitment, training and credentialing of future teachers was one of the major themes of Cal State's Academic Senate. Teacher educators, new teachers, veteran teachers and school superintendents were invited to speak to Cal State's faculty and students regarding careers in teaching.

As a result of a University commitment to teach education, the interest in careers in teaching has been a significant turnaround. Spring and summer quarter enrollment for 1985 has increased significantly since the previous year. Enrollment for the 1985-86 year in the elementary and secondary credential programs has grown tremendously and students continue to apply.

One of the major concerns of the department of teacher education has been to address the present teacher shortage in mathematics, science and English. At the same time the department is committed to maintaining high standards in admitting students to its teaching credential programs.

With the demand so great, applications will be accepted through the normal admission dates for the fall for students desiring to enter the elementary credential program in January 1986.

All students must pass CBEST (California Basic Educational Skills Test) prior to being admitted to the program. In addition, the undergraduate grade point average (GPA) for admission to the program has been raised. Only a few students are admitted with GPAs

lower than 3.0. Virtually all candidates have their bachelor's degrees, some master's degrees, a few doctorates.

The credential program at the Contra Costa Center has contributed to the significant increase in the enrollment of future teachers. The department of teacher education and the University have made a strong commitment to the citizens of Contra Costa County in helping schools in that area meet their needs for future teachers.

Understanding the teacher retirement pattern and the population growth of Contra Costa County, the University is working to meet the teacher needs for not only the immediate future but for the next decade.

... interest in teaching careers has seen a significant turnaround.

On the Hayward campus much of the enrollment increase comes from a program which offers a special opportunity for students working with emergency credentials. Typically, these teacher education candidates have a rich diversity of life and work experiences and many are minority candidates. In order to facilitate this program, special arrangements are made between school districts and the University so that the credential candidates are supervised in their own classrooms by University faculty and supported by classes in the late afternoons and evenings.

During Summer, 1985 a special sequence of classes and student teaching were offered to assist students in receiving full teaching credentials. Clearly, the commitment of the department of teacher education is to serve the needs of California schools and to maintain high admissions standards for its credential program.

Anyone interested in information concerning careers in teaching should write to the Department of Teacher Education, California State University, Hayward, CA 94542 or call (415) 881-3027. ■



Science

Dennis R. Parnell, Dean

For this issue of ACACIA I have asked Professor Russell Merris of the Department of Mathematics and Computer Science to discuss briefly the nature of mathematics and the work of mathematics.

Mathematics is a living subject. Neither an art nor a science, it forms a connective body between the two.

There is a cultural gap in the public understanding of mathematics which may be as much as 30 times the gap in any other field. The cultural gap in physics is on the order of 70 years. Virtually every educated layman knows the $E=mc^2$ and many picture the atom as a miniature solar system. On the

... no place in the world for ugly mathematics.

other hand, the most recent mathematics commonly known among our contemporaries is probably Euclidean geometry which dates back to 300 B.C. It is small wonder that mathematics is frequently perceived to be a completed subject. It may surprise you to learn that more mathematics has come into being in the last 50 years than in the previous 50 centuries.

In many ways, it's easier to say what mathematics isn't than what it is. Generally speaking, mathematicians cannot multiply especially long numbers together in their heads, they dread April 15 as much as any taxpayer, and their checkbooks may not balance. We can't even agree among ourselves whether mathematics is created or discovered.

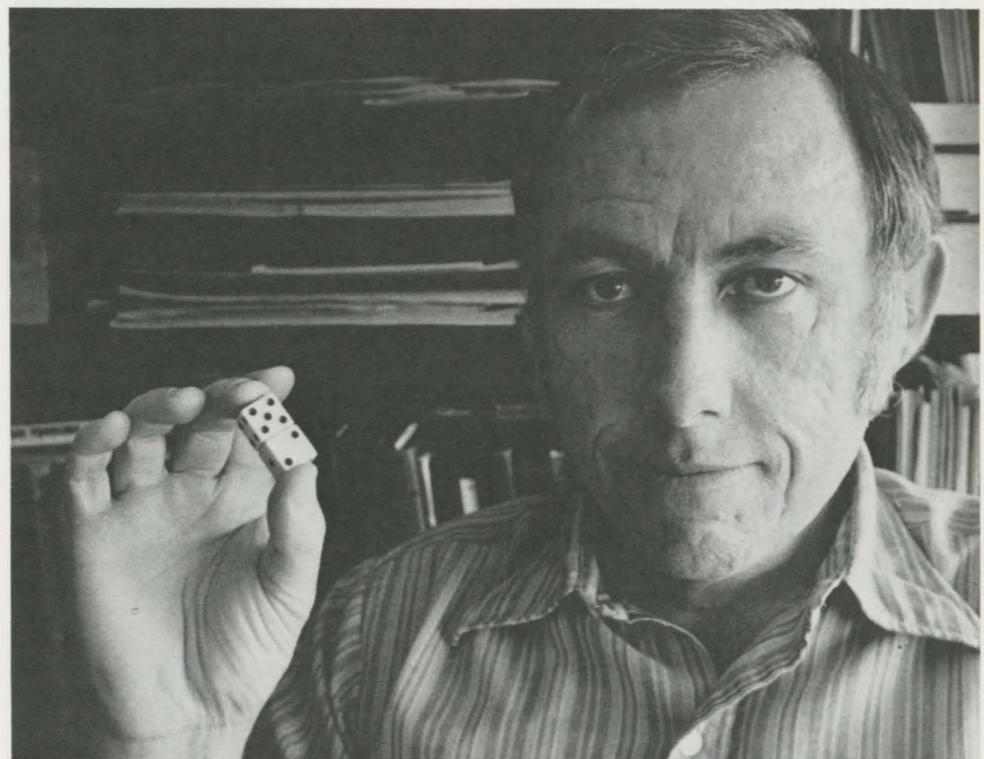
In attempting to explain modern mathematics, G.H. Hardy wrote, "A mathematician, like a painter or a poet, is a maker of patterns. . . . The math-

ematician's patterns . . . must be beautiful; the ideas . . . must fit together in a harmonious way. Beauty is the first test: There is no permanent place in the world for ugly mathematics."

To a mathematician, "research" means creative or inventive research as opposed to the kind of scholarly research most often associated with large libraries and old, original sources. Successful research adds new mathematics to the existing body.

My own research is too complicated to describe briefly, but some of it is related to problems of the following type.

Suppose you color the six faces of a die (one cube of dice) using a palette containing the colors red, white and blue. Imagine that the numbers on the faces



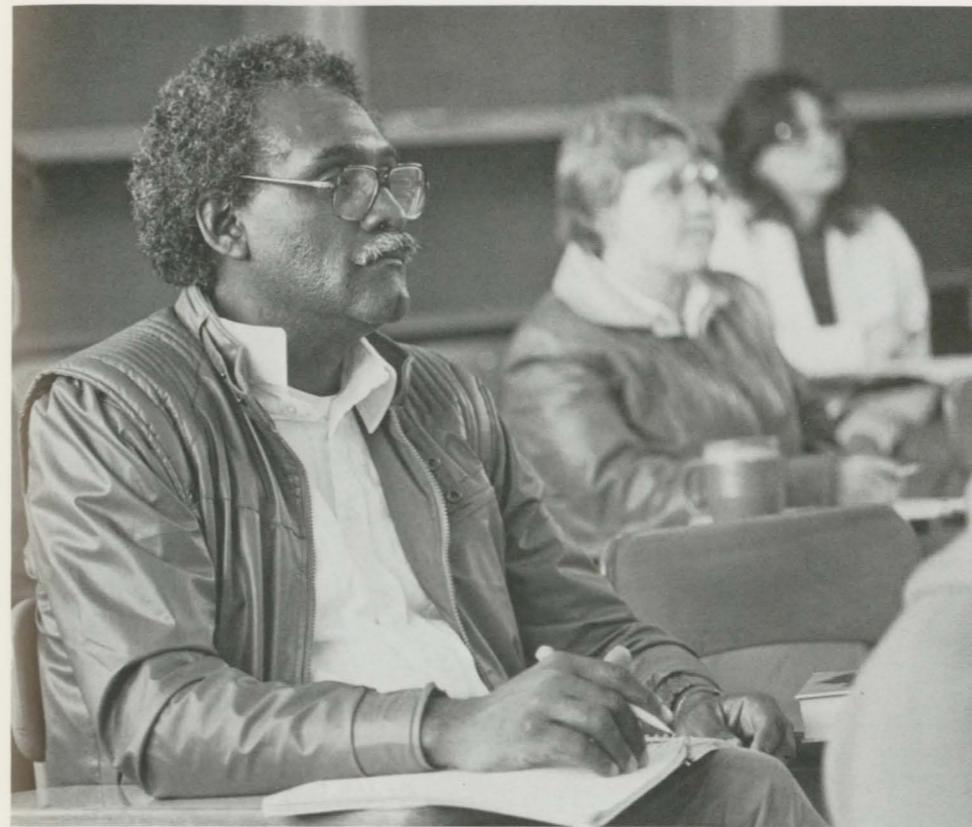
Mathematical Research — Professor Russell Merris says, "The whole point of mathematics is to find the simple, elegant solution . . ."

are no longer visible after the paint has been applied. You might paint face number 1 of your die white and the rest blue, while I paint face number 2 of my die white and the rest blue. When the paint is dry, our dice won't look very different, especially after they have been rolled around on the table a few times. If we call two colors

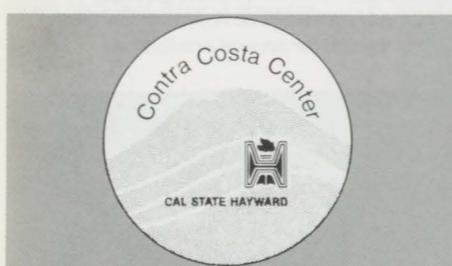
equivalent if one can be made to look like the other by a simple rotation, then how many inequivalent red-white-blue dice colorings are possible?

Understand that no mathematician is interested in simply trying to list all the different possibilities. The whole point of mathematics is to find the simple, elegant solution . . . to avoid the brute-force approach. What is the pattern of ideas which answers not only this question but also the corresponding one for all possible objects and all possible palettes? (The answer in the case of 3-colorings of the cube is 57.)

The patterns of ideas created/discovered by mathematicians can be thought of as blueprints. Engineers, chemists, economists and others can



Diversity of Students — Contra Costa Center students represent a wide range of backgrounds, ages and career goals.



Herb Graw, Coordinator

When I attended college in the fifties, most students were between 18 and 22 years old. Nearly all had come directly from high school, some from community colleges. The only sizeable minority not following this route were G.I. Bill veterans. The majority of students was male.

At the Contra Costa Center, the average age of students is over 30. There are more women than men. Many are homemakers returning to college to gain a bachelor's degree. Another significant number are college graduates earning master's degrees to advance faster in their careers or switch jobs.

"In my day, you could stay with a job 20 years," a manager of a high-tech firm said recently. "Not now. Most people will have five different vocations in a lifetime. They will change jobs every four to five years, especially on a professional level."

Those who don't retrain, who fail to keep up with the advances in their fields, the experts warn, will find their careers stagnating or worse, lose their jobs. Both homemakers and returning graduates exemplify a new figure in the college marketplace: the revitalized student. These are mature adults returning to school to keep pace with the rapid changes in American society.

Homemakers would seem to be an unlikely group to include in this analysis as many of them have not worked outside the home for years. But if homemaking is viewed as a job specialty, then the transition becomes clear. With children grown or in school, these women are moving from one career, homemaking, into another,

preparing themselves by securing a college degree. And many, I'm confident, will be back in a few years to upgrade their skills.

Probably only the most far-sighted analysts accurately foresaw the changes that we are now experiencing, and they may have been lucky. Unforeseen social changes are always with us; changes that have a profound effect on education and training.

For the young, first-time college student, the following advice would seem to provide the best insurance over the long term: "The best thing to do is to get as much education and as broad an education as you can (because) . . . technology can have a big impact. Some things happen very quickly. Some new industries will grow, but we don't know yet what they are."

We fit our schedule to the needs of our public.

But the adult students of today and tomorrow will not accept this suggestion. They do not view themselves as having time on their side. To them, familiarity with technology and its applications will be important. Even more vital, and always in demand, will be the ability to communicate in speech and in writing and to manage or deal with people.

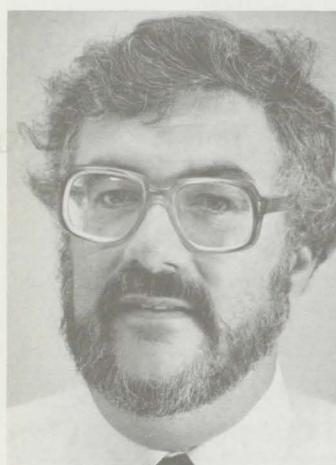
What is the Center's role in all this? A majority of our students are working adults, trying to balance the needs of home and office. If they had to drive 40-60 miles to attend school, many simply would not.

We bring the University to them. The Contra Costa Center, located a half-mile from Interstate 680, is within a half-hour drive of almost all our students. The Center runs its programs days and evenings. We fit our schedule to the needs of our public.

The Contra Costa Center is a geographic, rather than academic, division of Cal State. This facility has a unique relationship to the University and is included in the Schools section. — ED.

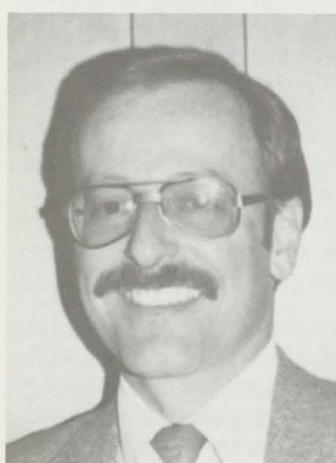
67

Harre Demoro, a writer for the *San Francisco Chronicle*, has received the Cal State mass communication department's Alum-of-the-Year Award. The author of seven books, Demoro is an internationally recognized authority on transportation systems.



HARRE DEMORO

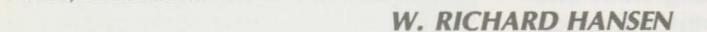
Phil Ferriera, owner of Century-21 A & F Realty in San Leandro, was named Realtor of the Year by the Southern Alameda County Board of Realtors.



PHIL FERRIERA

68

Elizabeth Hoag is a demographer and research manager for the California Department of Finance, Sacramento.



W. RICHARD HANSEN



MARGE MORRISSEY

Marge Morrissey is executive director of the San Ramon Chamber of Commerce and is one of the first recipients of the "Women of Distinction" award presented by the San Ramon Soroptimists.

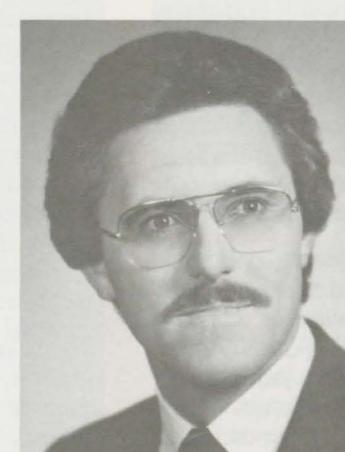
Gertrude Berger is a teacher in the Hayward Unified School District working with disabled students.

69

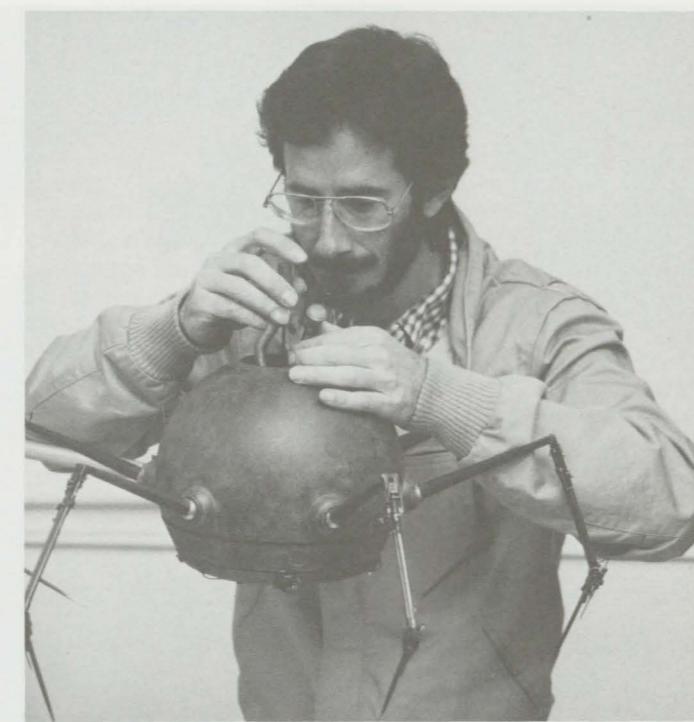
Jacqueline L. Avery is vice president auditor with the Bank of Alex Brown, Sacramento.

70

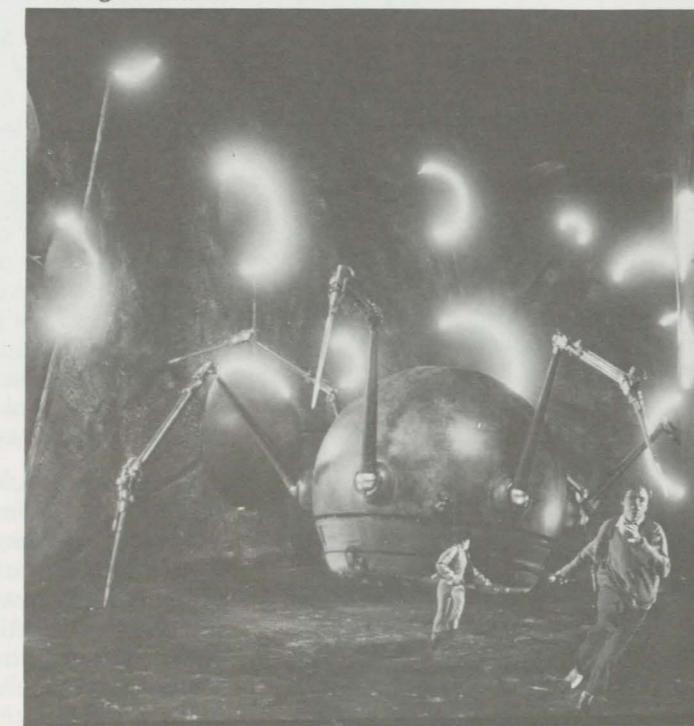
W. Richard Hansen is Los Angeles division manager of the Dunlop Tire and Rubber Corporation.



W. RICHARD HANSEN



Marc Thorpe '69 is model maker for Industrial Light Magic, a special effects division of Lucasfilm Ltd. Thorpe has worked on models for *The Empire Strikes Back*, *Return of the Jedi*, *Dragonslayer*, *Raiders of the Lost Ark*, *Indiana Jones* and *The Temple of Doom*, and *Poltergeist*. Most recently, Thorpe's talents were immersed in creation of other-worldly objects and things (above) as depicted in Lucasfilm's *Explorers* (below). Thorpe's wife, Dennie, is a foley artist with Industrial Light Magic, producing a certain category of sound effect. A former Cal State student, Mrs. Thorpe has produced sounds for several productions including *Amadeus*.



Paul M. Loya is a Pleasanton attorney with Atkinson, Andelson, Loya, Ruud and Romo.

James W. Peel is town manager of Loomis.



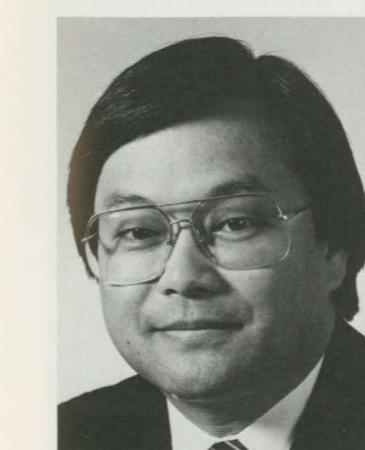
JAMES W. PEEL

71

Bruce Dobiles is the city planning technician for Danville.

Dean Hart has been appointed assistant vice president, commercial loan officer of Lamorinda National Bank, Lafayette.

73



JAMES S. HIRAHARA

James S. Hirahara is director of the Contracts Management Division at the San Francisco Operations Office of the U.S. Department of Energy. He is responsible for the negotiation of over \$1 billion in annual procurements.



Mary Jane Perkins '72 is a marketing consultant for Link Consulting-America of Santa Monica, a firm assisting in the relocation of Japanese firms to this country.

75

Stephen F. Colvin, a captain with the Alameda Police Department, recently graduated from the FBI National Academy after completing an 11-week management course for law enforcement officers.

Gail Koske is the assistant principal of Walnut Grove School, Pleasanton.

76

Tom Owens coaches girls basketball, volleyball and junior varsity baseball at Calaveras High School, Angels Camp.

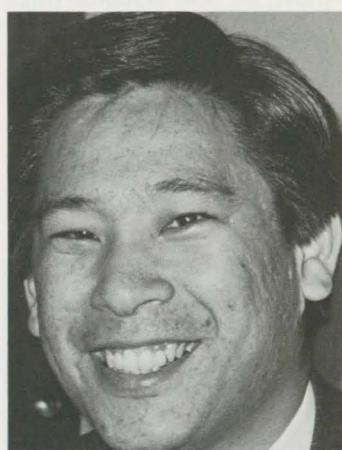
David Trachtenberg is owner of David Trachtenberg Graphic Design, a San Francisco typesetting-design firm. Several of his acrylic paintings have been exhibited in Bay Area galleries.



DAVID TRACHENBERG

77

Robert L. Sorenson Jr. is staff accountant for the Oakland Convention & Visitors Bureau.



CARTER A. LEE

Carter A. Lee is a management consultant with Coopers & Lybrand, San Francisco.

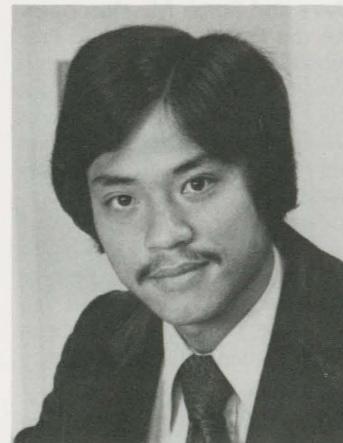
78

Ira B. Carter III is an auditor with the U.S. General Accounting Office, San Francisco.



JUDY BELK

Judy Belk, a community relations manager for Mervyn's, recently received the Local Government Education Award presented by the International City Management Association.

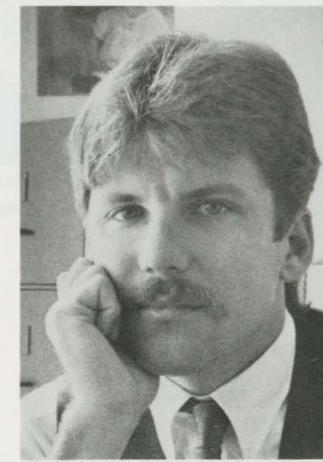


WILLARD W. ENG



Leonard W. Williams '76, a self-employed Sunnyvale certified public accountant, has been installed as president of the 3,000-member International Fire Buff Associates, a social-service group for local fire departments. Williams, who owns four fire rigs, is shown on the bumper of his 1940 Seagrave "hook and ladder" truck.

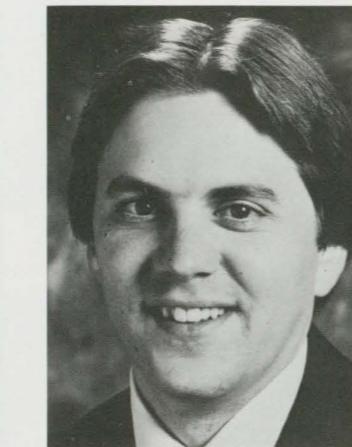
79



KEITH G. HENTSCHEL

Keith G. Hentschel is sales manager with Prudential Insurance and Financial Services, Walnut Creek and is primarily responsible for recruiting and personnel development. He also serves as administrative vice president of the Walnut Creek Toastmasters Club.

James S. Scharber is inside sales manager of the Kilsby-Roberts Tubing Center, Hayward.



JAMES S. SCHARBER

Bob Kroetch is acting director of administrative services for the Pleasanton and Amador Valley school districts.

80

Cindy Manly manages women's services center at UC Berkeley's Hearst Gymnasium.

Victoria Yang is a staff nurse in the post coronary unit at Providence Hospital, Oakland.



VICTORIA YANG



WENDY C. HORIKOSHI

81

Marni Hartmans is a physical therapist at Peralta Hospital, Oakland.

Dr. Edward Wesley Knowles, who received his M.D. degree in May from the Medical College of Wisconsin, Milwaukee, is serving a surgical residence at Kern Medical Center, Bakersfield.

Kevin Rains is the controller at Sunol Systems, Pleasanton.

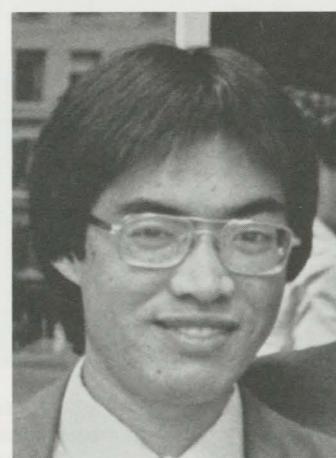


CAROLYN E. JOHNSON

82

Estelle Frankel is a Berkeley clinical psychotherapist and is working on her doctorate at the Pacific Graduate School of Psychology.

Susanne T. Shaw is operations analyst for Pacific Securities Depository Trust Company, Pacific Clearing Corporation, San Francisco.



VINCENT TAJIMA

Vincent Tajima is a financial analyst with the Federal Reserve Bank of San Francisco.



JERRY MATSUOKA



Peter Hendrickse '81 was elected to the House of Representatives of the South African Parliament in August 1984. A member of the Labor Party, he serves on the Foreign Affairs, the Constitutional Affairs and the Cooperation and Development of National Education Committees.

Scott Stone is a writer for *Corporate Times*, a monthly high-tech newspaper serving the Silicon Valley area.

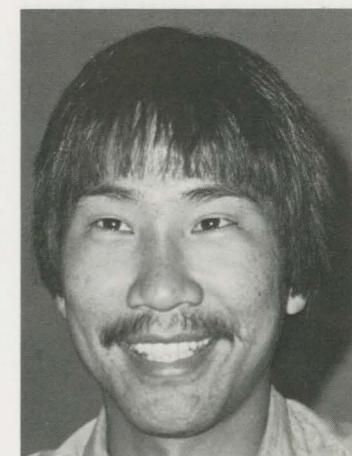


JANE E. NEFF

Jane E. Neff is Pacific Northwest sales representative for Polyvinyl Chemicals Inc. of Wilmington, Mass.

84
Kathy Koudela won the women's division of the eighth Devil Mountain 10-kilometer Run in Danville.

Jerry Matsuoka is a software development engineer in the computer systems division, Hewlett-Packard.



83

Joan Cifarelli, a jazz and classical pianist, conducts seminars on contemporary keyboard techniques and performs professionally throughout the Bay Area.

Lars Egede-Nissen is executive director of Hospice of Contra Costa County.

'84 cont'd.

Michael Midkiff is serving as temporary vice principal of Monte Vista Middle School, Tracy.

Linda Pearson is vice principal of Martinez Junior High School, Martinez.

Sharon McElroy of Orinda presents motivational workshops and seminars for women through her On the Way Up program.

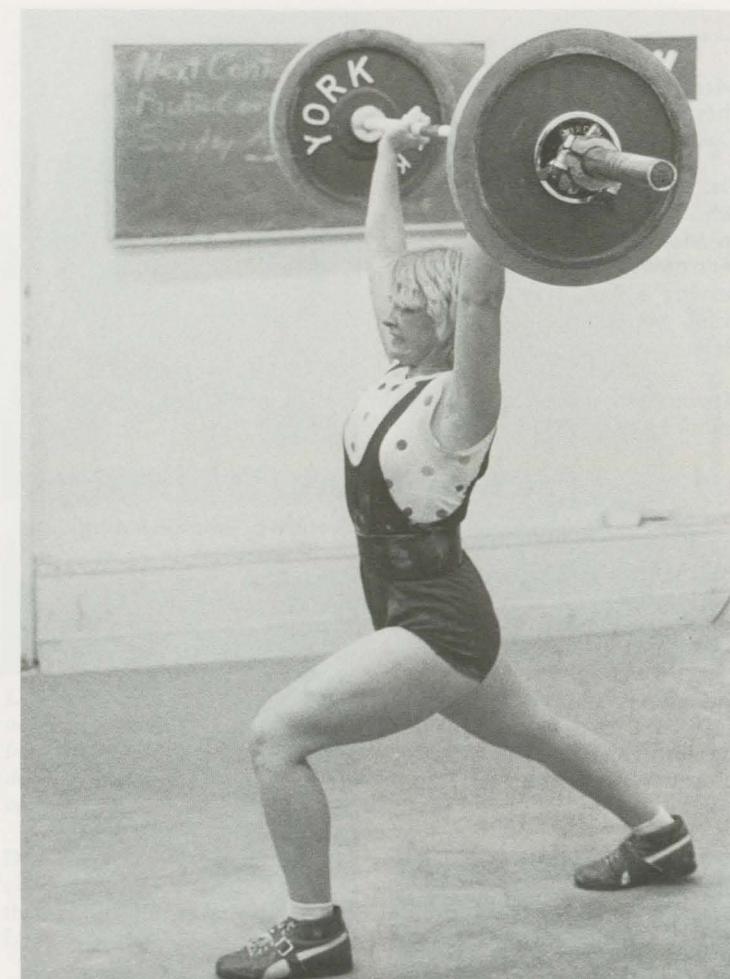


SHARON McELROY

85

Ed Atwood is a financial consultant/research analyst for Target Inc. publishers, Pleasanton.

Stanley J. Billingsley is a tax representative for the State Board of Equalization.



Glenda Ford '84, former Cal State track All-American, attained the most prestigious honor possible in women's weightlifting when she set a new American record in the 148-pound snatch lift. Ford, a lab technician for Hexcel Corp., snatch-lifted 178 pounds to break her previous best of 165 pounds and added a personal-best 193-pound effort in the clean-and-jerk in the National Olympic Weightlifting Championships at New Rochelle, N.Y.

Sharon L. Grmoja has been promoted to sales administrator at Branson/International Plasma Corp.

Maralynn M. Hagood, an art therapy instructor with Cal State's Extended Education, presented her master's thesis, *A Study of Jung's Mandala and Its Relation to Art Psychotherapy*, at the 11th Triennial Congress on Art and Psychopathology at the University of London.

Linda A. Chew is assistant to the vice president-treasurer, Grubb & Ellis Company, Oakland.

Norton J. Clark is a city fire inspector in Fremont.

Michelle Fernando is a savings representative at Coast Savings and Loan, Richmond.

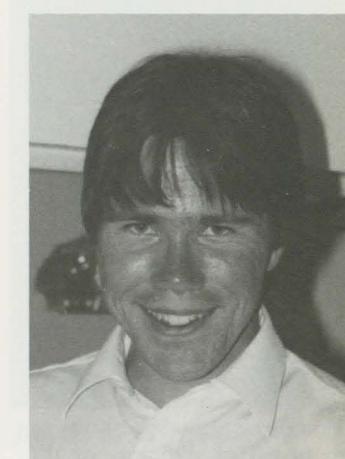


KATHERINE A. WONG

Tim Freeman is a staff auditor for Deloitte Haskins & Sells, San Francisco.

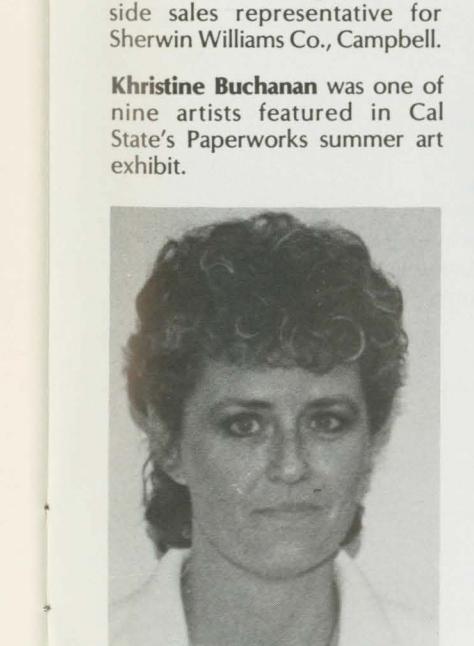
Maria G. Gomes is funds manager for the law offices of Sheldon & Mankin, Walnut Creek.

Glendon R. Boothe is a teacher's assistant with the Northern California extension of California Lutheran College division of professional development.



GLENDON R. BOOTHE

Katherine Asia Wong is a pharmacy assistant for Kaiser Permanente Inc. and prior authorization assistant with Herrick Alta Bates Services.

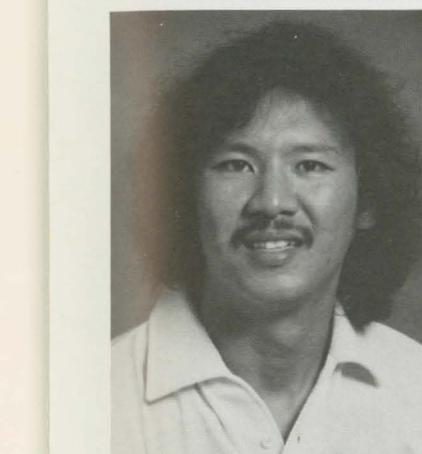


KHRISSINE BUCHANAN

Terence P. Higgins is an accountant with the Northern California extension of California Lutheran College division of professional development.

Brian K. Hill is youth minister intern for the Berkeley Church of Christ.

Douglas E. Hollowell is an account executive for Cal America Savings & Loan, Walnut Creek.



DENNIS W. C. WONG

Dennis W.C. Wong is an outside sales representative for Sherwin Williams Co., Campbell.

Khristine Buchanan was one of nine artists featured in Cal State's Paperworks summer art exhibit.



THOMAS LEE

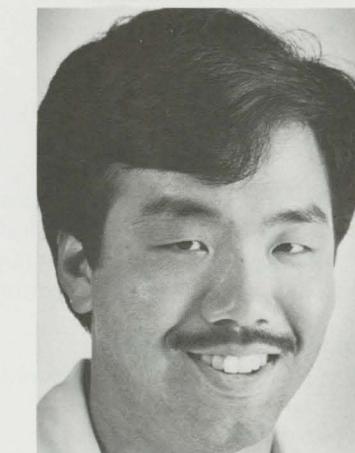
Rose Pinard is a professional accountant in the Accounting Development Program at Chevron Corporation.



ROSE PINARD

Jackson Quan is a senior programmer analyst for Lucky Stores Inc., Dublin.

Thomas Lee is a programmer for MicroPro International Company, San Rafael.



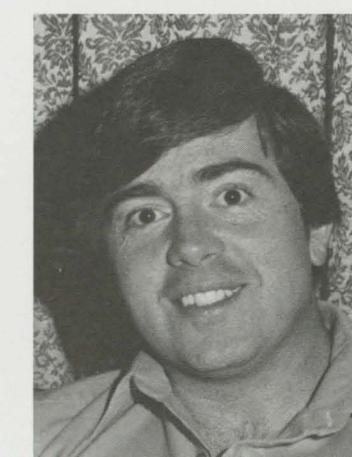
SCOTT D. STEPHENSON

Scott D. Stephenson is an emergency room technician for Humana Hospital, San Leandro.



BEVERLY ROBINSON

Beverly Robinson teaches mentally retarded preschoolers at the Ralph Bunche Special Day Center, Oakland Unified School District.



RHONDA STEINER

Janene M. Swanson is a smoking cessation counselor for Kaiser Permanente Inc., Martinez.

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**CAL STATE ALUMNI ASSOCIATION
and ALUMNI CHAPTERS**

**CALENDAR OF EVENTS
1985-86**

- OCTOBER 26** ReUnion Day '85/Homecoming
- JANUARY 25-26** Host Statewide Alumni Council
- FEBRUARY 8** First Athletic Hall of Fame Awards
- MARCH 2** Cosponsor Theatre Gala Matinee, "Gigi"
- APRIL (TBA)** Alumni Association Annual Dinner
- MAY 14** Alumnus of the Year Presentation

ALUMNI CHAPTERS

School of Business and Economics
Anne Tontz, Chapter President

School of Education
Barbara Ratto, Chapter President

January - Wine and Cheese Reception

La Raza
Robert Camacho, Chapter President

June - La Raza Graduation Reception

Nursing
Carol Majesky, Chapter President

October - Annual Meeting
December - Pinning Ceremony
February - Continuing Education Classes
May - R.N. Days (Sacramento)
June - Pinning Ceremonies

Public Administration
Tom Brown, Chapter Representative

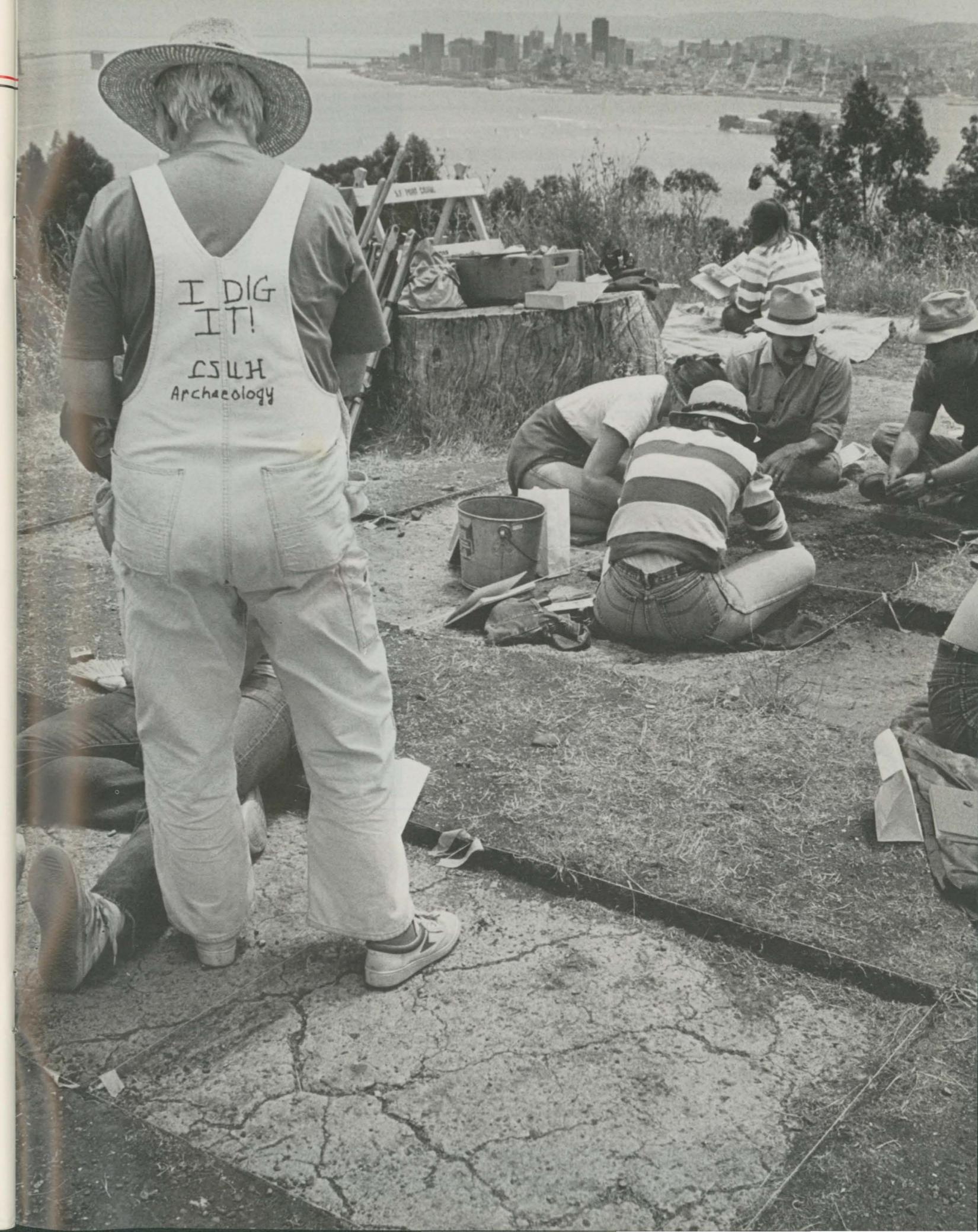
November - Alumni Dinner
June - Graduate Dinner

also . . .

Shells for Grades

Pity the poor college student, spending summer weekends grubbing and groveling around in the dirt atop Angel Island in the middle of San Francisco Bay. It's all in a day's toil for these hardy Cal State archaeologists who may have surrendered an idyllic weekend in exchange for an ancient arrowhead or a sea otter's broken tooth . . . our hearts go out to them.

Photo by Chuck Barry



Winter

MESAS IN THE BAY — a mixed metaphor, perhaps, but one with a singular meaning.

The San Francisco Bay Area is replete with rolling hills and Pacific currents, the antithesis of Hopi pueblos built on stark, arid jutting rock in northeastern Arizona. These sandstone pueblo communities are the oldest continually inhabited dwellings in the nation.

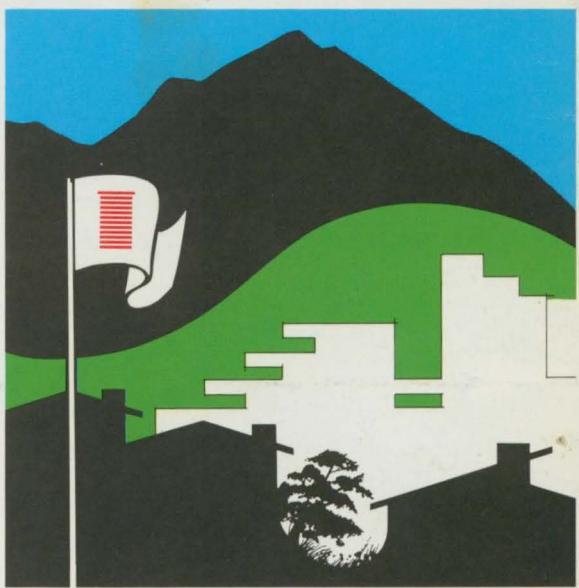
Next February the University will display *Mesas in the Bay*, a Southwest Indian collection of 400 artifacts, the gift of Mr. and Mrs. John Lee of Clarkdale, Arizona.

ACACIA takes you to the Hopi Reservation to meet the Lees and this unique Bay Area treasure.



Spring

cal state's other side



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