

# ACACIA

THE CAL STATE MAGAZINE WINTER 1988



Cal State's Special Collections



## Ex Libris

In the fall issue of ACACIA I commented that I decided to make education my career because "professors got paid for reading." Although that particular statement is a bit facetious, I do believe reading is an opportunity that enriches our lives—whether we get paid for it or not. It also provides me with one of my enduring regrets. The list of books I tell myself I have to read continues to lengthen.

In the late 19th century, Thomas Carlyle wrote, "The true university of these days is a collection of books."

There are a few more ingredients comprising today's university, but I agree with Carlyle that the center of learning is "a collection of books," a library.

The feature story in this issue concerns itself with a significant but little known part of the Cal State Library holdings, the Special Collections and the individual who can best be described as the Special Collector.

*Ex libris* is a Latin term found on bookplates carefully appended to the inside front covers of publications. It means "from the collection of" and is followed by the inscription of the owner's name.

In a metaphorical and literal sense, the *ex libris* of the University Library and its Special Collections should be followed by the name, Floyd Erickson.

Floyd came to the University in 1959 as its founding library director. Over the next two decades, until his retirement in 1980, he conceived of and created a university library that now houses more than 700,000 volumes. Within that number are rare and unique books, manuscripts, letters, recordings and photos which comprise our Special Collections. Those items are a summation of what has gone before as chronicled by individuals in personal correspondence and public discourse.

The nature of Special Collections is somewhat esoteric. We do not always appreciate the worth of a book by simply knowing its title. Floyd Erickson believed not only in the value of a single volume, but in the legacy of a literary collection that tells us where we have been and, perhaps, where we might be going.

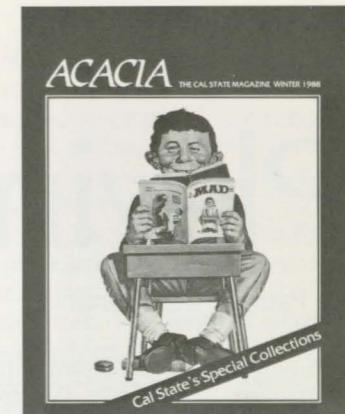
Just before he became an emeritus, Floyd was asked to evaluate the worth of Cal State's Special Collections. He responded that it was a "good and modest one."

Special Collections is a true reflection of its collector.

Sincerely,

Ellis E. McCune  
President

**ON THE COVER**—He began as a bit player, but soon had the lead. Alfred E. Neuman first appeared in the background of a MAD Magazine cover in 1956. He's been on every cover since. He graces this issue of ACACIA in honor of University Library's Special Collections. Its diverse holdings include a twenty-three year collection of MAD. Special thanks to William Gaines, publisher of MAD, for his permission to use this cover from March 1966.



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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 94542-3004.

## Unions in Professional Sports

# Playing Hardball

by Paul D. Staudohar

In nearly 20 years of teaching labor relations at Cal State, I've never run across an industry more interesting than professional sports. Just about every other industry we study in my courses is more important in the overall scheme of things—automobiles, steel, airlines, trucking, telecommunications, public employment—but sports has a special fascination. Perhaps this is why the late Earl Warren, Chief Justice of the U.S. Supreme Court, used to say that he always read the sports pages of the newspaper first.

The sports union story is one of the most dynamic on the American labor relations scene. Many factors contribute to this. First of all, large amounts of money are involved, especially in football. With television revenues and gate receipts, the average owner—regardless of the team's record—brings in about \$30 million yearly. The media attention paid to sports is another element. The high visibility of the players and teams assures that any developments will get immediate coverage. It's a story that won't go away.

In addition, unions won't go away. Both the owners and the players want them. Why the owners? Owners of sports franchises are able to engage in several practices which in other industries would violate the Sherman Antitrust Act. The draft and reserve system, for example, are legal because the unions have agreed to them. If the unions were not around as negotiation partners on these practices, team owners would face lawsuits brought by individual players. The salary cap in basketball was contested a few years ago by a rookie player who felt he should be able to earn more than the designated maximum salary for first-year players. The cap was upheld on the grounds that it had been installed with the consent of the union.

The trouncing the National Football League Players Association (NFLPA) took in the recent strike may even have alarmed the owners. They wanted to damage the union, not destroy it. *Sports Illustrated* has suggested that out of the debacle of the 1987 strike may come the seeds of a stronger NFLPA—because the owners are worried they may have killed it.

Sports unions are concentrated in four sports: baseball, football, basketball and hockey. The total number of players in these sports is approximately 3,000. Although all players have benefited

### There are people... who would work for nothing just to be able to play major league sports.

from the unions, their main purpose is to protect against exploitation of the average player. The stars will always be able to make large amounts of money. The average player is in a more precarious position. There are people around who would work for nothing just to be able to play major league sports. Without the unions this kind of competition would drive salaries way down.

The Major League Baseball Players Association (MLBPA) is the oldest of the unions. Formed in 1952, it was not until 1966, when Marvin Miller was hired as executive director, that it became a vital force. Miller, a former official of the United Steelworkers Union, had the knowledge and determination to take on the owners. His greatest triumph came in 1975 when the union won an arbitration case involving Andy Messersmith of the Los Angeles Dodgers. Messersmith had played for the Dodgers for one year after his contract expired. The union's

position—that Messersmith was a free agent because his club could no longer renew his contract—was accepted by the arbitrator. This event, more than any other, ushered in the modern era of sports labor relations because it broke the owners' perpetual hold on the players.

### They wanted to damage the union, not destroy it.

Today this union is the strongest of the four. It has the solid support of the players and has been able to negotiate very good conditions for its members. Its pension plan is probably the best in the world. It also recently won an arbitration case which determined that club owners had colluded to destroy free agency.

In football, the players' association was created at a meeting prior to the 1956 NFL championship game. Inspiration for the union among players was largely provided by Abe Gibron and Dante Lavelli of the Cleveland Browns. Similar to baseball, it was not until 1972 when Ed Garvey took over as executive director that the union became a formidable opponent for the owners.

Garvey, a bright and feisty lawyer, had perhaps his finest hour when the union won the crucial Mackey case on free agency in 1976. This law suit attacked the Rozelle Rule in which NFL Commissioner Pete Rozelle awarded compensation (players, draft choices, money) to a player's former team when he signed with a new team. John Mackey, tight end for the Baltimore Colts, contended that the Rozelle Rule violated the Sherman Antitrust Act by denying players the opportunity to contract freely for their services.

Garvey's victory in the case was short-lived, however, because in the following

year he agreed in collective bargaining to compensation rules that were only slightly less restrictive than the Rozelle Rule.

Bob Cousy, a star player for the Boston Celtics, founded the National Basketball Players Association in 1954. Some early skirmishes with the owners led to a pension plan, but it was not until Larry Fleisher, its current leader, took over as general counsel in 1962 that the union began to gain strength. This union has never had to strike.

The National Hockey League Players Association (NHLPA) is the least militant of the unions. Its members occasionally rattle their sticks, but in general the NHLPA does not regard owners as antagonists. Players' salaries are the lowest of any of the major sports, largely because hockey is also the only major sport without a television contract—and television revenues.

Two of the three major strikes by players have involved disputes over free agency: the 50-day baseball strike in 1981 and the 24-day football strike in 1987. Becoming a free agent means that players can negotiate with other clubs. If owners compete with each other to sign a free agent, the result is a bidding war that ends in a money bonanza for the player. The phenomenal salaries in sports are directly related to opportunities for free agency. It is not surprising that the strongest of the sports unions, those in baseball and basketball, have been able to achieve the least restriction on their

### Television is reaching its saturation point in sports.

members' becoming free agents. This is reflected in the average player salaries: \$500,000 in basketball and \$400,000 in baseball.

Football and hockey, on the other hand, have average salaries that are far less, about \$230,000 and \$160,000, respectively. Although these sports provide the possibility of free agency to players, compensation to a player's old team is steep. This means that high draft choices must be given up by teams that sign free agents who are outstanding players. By comparison, compensation

### The phenomenal salaries in sports are directly related to . . . free agency.

penalties for teams in baseball are far less and in basketball there is no penalty at all.

Ed Garvey did not think it in the players' interests to make free agency a pivotal issue in the 57-day football strike in 1982. His successor, Gene Upshaw, Hall of Fame guard for the Oakland Raiders, thought otherwise this time around. While Upshaw may have many fine qualities as a union leader and a great deal of clout within the AFL-CIO, he bet his money on the wrong horse.

Free agency just doesn't mean as much in football because there is little incentive for football owners to sign free agents. On teams with 11 players on offense and 11 on defense, one more star player is not likely to make much difference. In basketball, one player can have a significant impact on the team's won-lost record and attendance.

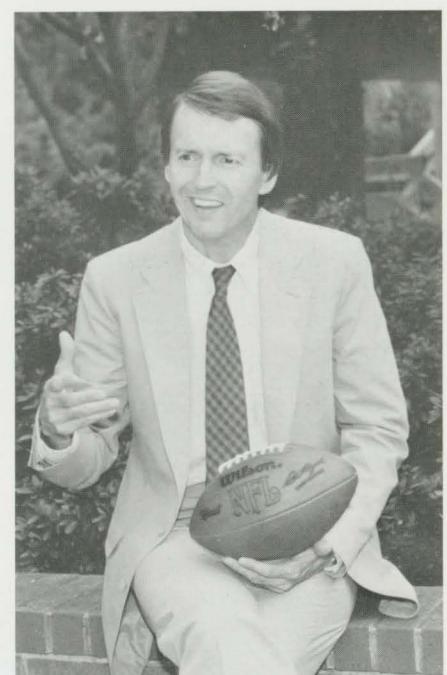
The NFLPA made a critical error in featuring free agency in the 1987 negotiations. The issue of pensions would have been stronger. There is room for improvement in this area in football and hockey especially.

What does the future hold for sports unions? Television may be the key to the future of the whole industry. Television is reaching its saturation point in sports. The sports divisions of the major networks are facing their own cutbacks. They no longer have lavish budgets to cover sports. They're going to non-union crews and cutting back on the number of crews used to cover a game. As a result, the networks are having confrontations with their own unions. This lean period could last for a long time.

Television revenues for sports teams are rising at a slower rate and may soon peak. Since salaries are dependent on these revenues, very rapid escalations in players' salaries are over. Salaries will continue to rise, but not as rapidly as in the past 10 years.

Owners are resourceful at creating new areas of revenue, e.g. selling additional franchises and developing luxury boxes, so there will always be some conflict over salaries. It would be surprising in light of the football debacle if more strikes occur. In 1987, the basketball players' association broke off negotiations soon after they began and filed an antitrust suit. The football players did the same thing, but after the unsuccessful strike. The players associations have gotten good results through the courts. This is probably the route they will now rely on.

If the contest between the players' associations and the owners were an actual sports event, my analysis would be that the owners have a tremendous advantage in size and strength and that the players' associations are going to have to rely on the "bench." ■



#### About the author

Paul D. Staudohar is professor of business administration at Cal State. He received his B.A. from the University of Minnesota and his M.B.A., M.A., and Ph.D. from the University of Southern California. He serves as a labor arbitrator in private industry and public employment and is a member of the editorial boards of the *Journal of Collective Negotiations in the Public Sector* and the *Personnel Journal*. Among Staudohar's eight books are *Labor Relations in Professional Sports* (with Robert C. Berry and William B. Gould), and *The Sports Industry and Collective Bargaining*.



## Center Stage '87 Celebrates McCune and Cal State

It was a night of proclamations, plaques and pride. Four hundred and fifty friends joined the Cal State Affiliates and President Ellis McCune to celebrate his 20th anniversary at Cal State and the 30th anniversary of the University.

Among the celebrants was W. Ann Reynolds, chancellor of the California State University. In her remarks, she said of President McCune, "He has worn the title of president with dignity, compassion and intelligence."

The Cal State Affiliates announced the establishment of the Ellis and Hilda McCune Scholarship for Academic Excellence. The new scholarship will have an initial endowment of \$10,000.



**Milt Murdock**, Cal State Affiliates chair, served as master of ceremonies, and became the forty-second member of the University's Acacia Society.



**Advisory Board member**, university benefactor and Cal State Affiliate Chet Soda discusses University history with President McCune during the Center Stage dinner.



**Mr. and Mrs. Leo J. Parry Jr.** were recognized for their continuing membership in the Tower Club. Leo Parry is former chair of the Cal State Affiliates. Cal State cheerleaders made the donor recognition presentations.



**Applause**—Chancellor W. Ann Reynolds leads the ovation as Hilda McCune is announced as the Cal State 1987 Volunteer of the Year. **Opposite page**—Congratulating President McCune were from top left: CSU Board of Trustees Chair Dale Ride; State Senator and alumnus Bill Lockyer; J. Allan Meath, Affiliate Board Member and Center Stage co-chair and publisher of the Alameda Newspaper Group; Assemblyman and alumnus Johan Klehs.



**Mr. and Mrs. Charles Arolla** of Oakland received the Acacia Society crystal vase for establishing an endowed scholarship in their names.



**Anniversary Plaque**—President McCune examines an acacia wood plaque representing his service to the University, the community and higher education, and presented to him by Chancellor Reynolds on behalf of the Cal State Affiliates.

## Gifts and Grants to Cal State Strengthen Academic Programs

The departments of geology, anthropology and chemistry, and University Library are recent recipients of gifts that will enhance the learning experience at Cal State.

The geology department's newly-acquired x-ray fluorescence spectrometer has been to China and back. Donated to Cal State by the Kevex Corporation in Foster City, the instrument's only use was at a

and her sons Bill and John. The collection was assembled from the early 1900's to the mid-1950's by Mr. and Mrs. Ray A. Pratt. According to Lowell Bean, curator of collections for the Museum, the gift adds baskets from tribes not previously represented in the Museum's holdings. He notes that the collection is also significant for its size and the excellent condition of the baskets. They will be used in teaching



**Chemistry faculty** Rich Luibrand (seated) and Leroy Chauffe utilize a spectrophotometer given to the department by Stauffer Chemical.

trade fair in Beijing. Because some of the parts were jarred loose on the return boat trip, it was not actively being used by the company and was spotted by Kevex engineer and Cal State alumnus Walter Bachmann. He proposed that it be donated to CSUH. "Everybody in the company helped me get it back into working order. They helped me find missing screws and parts that had been removed to use on other equipment," he explained.

The spectrometer, which analyzes rocks and metals, is a standard tool in geology. Tom Bullen, lecturer in geology, says experience on the spectrometer will help graduates in the job market. "Companies need employees who can be put to work on equipment as soon as they start the job."

Forty-seven Indian baskets, the majority the work of California tribes, have been donated to the C.E. Smith Museum of Anthropology. The donors are Lenora Pratt

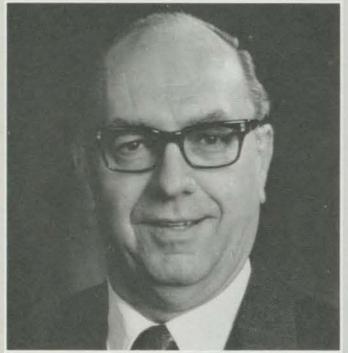
courses on California Indians as well as for exhibits.

Stauffer Chemical of Richmond donated a nuclear magnetic resonance spectrophotometer to the chemistry department. This instrument uses the energy of light to identify substances. The enhanced sensitivity of the fourier transform spectrophotometer will enable CSUH chemistry students to analyze even very small samples of compounds.

A Pacific Telesis Foundation grant of \$10,000 will go to University Library. The grant is in support of INFOTRAC, a computerized index of periodical literature. According to Melissa Rose, director of the Library, this system is "much more current than a printed index," because the publishers of INFOTRAC update their listings each month. Through this system, Cal State students can find even the most recent articles and publications.

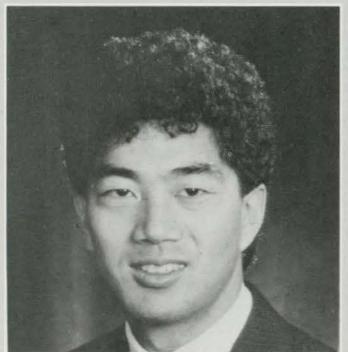
## New Affiliate Board Members Named

Beginning two-year terms on the fifteen-member board of the Cal State Affiliates are Richard Stackhouse, regional manager, Bank of



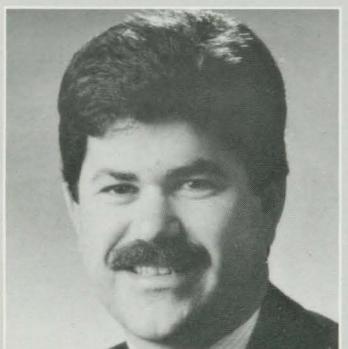
**Richard Stackhouse**

America, Hayward; Alumnus Gary Wallace, managing partner, KPMG Peat Marwick, Oakland; and Vance Yoshida, vice president, Sunnyside Nurseries, Hayward.



**Vance Yoshida**

The Affiliates are a group of over 300 Bay Area citizens working to increase community support for the University and to extend its educational and public service mission.



**Gary Wallace '75**



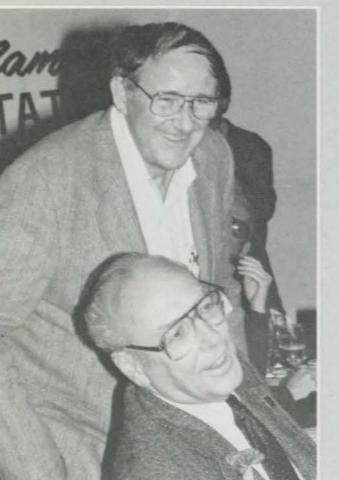
**The silver anniversary class**—Returning members of the Class of '62 were, front row from left, Anne Handel, Aloha June Saunders, Mary Hargrove, Carolyn Coleman, Jeannette Korstad, Ann Rheiner, Peter Stone; back row from left, Del Warren, Lucille Ward, Rosemary Mallozzi, Virginia Weliver, Doug Hagerman, Edgar Sheffield, Mary McNaughton, John Boswell, William Nachtsheim, Art Borgstede.

## Alameda County State College Class of '62 Comes Home



**Back to the Future**—William Nachtsheim, Edgar Sheffield and Mary Hargrove examine the contents of the time capsule the class of '62 buried in senior court and try to recall events in this special issue of the newspaper.

The Cal State Alumni Association sponsored the third annual Reunion Day with the classes of '62, '67, '72, '77 and '82 celebrating anniversaries. The highlights of the day were, opposite page, from left: **I remember Lyle**—Del Warren '62 remembers Lyle Edmison in the early days before he became vice president for student services. **Joining the celebration**—President and Mrs. McCune enjoy the anecdotes told by the members of the class of '62. **Class of '88**—Homecoming Queen and King, Rosella Castano and Randy Kreidt. **"A chance was all I needed,"**—Doug Hagerman '62, shown here with his wife, recalls his desire to go to college and the support he received from faculty. **Beginning of a tradition**—A 5K ReRun and 2K FunRun were added to the list of Reunion Day activities. Over 200 runners participated.



**The doors are open**—As ACACIA goes to press, Cal State's first residential students are moving into Pioneer Heights. Watch future issues for an in-depth story on this campus milestone.

## Nominees Sought for Alumnus of the Year

The Cal State Alumni Association is seeking nominations for its fourth annual Alumnus of the Year award.

Presentation of the award will be made May 11 at the University's Founders Day ceremonies.

The award honors a graduate, who through professional and community involvement, improves the quality of life in his/her community.

Nominees must have graduated by June 1982.

Areas of interest to the nominations committee are the nominee's professional, civic and academic achievements since graduation. The committee also welcomes a written statement of how the nominee exemplifies the ideals of Cal State and its mission.

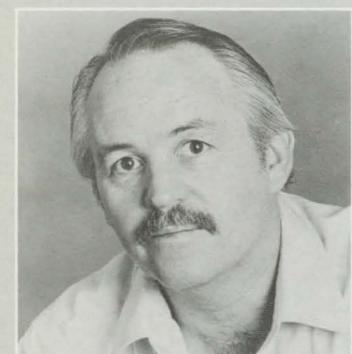
For additional information, call (415) 881-3724. Nominations should be mailed by March 15, 1988 to:

Alumnus of the Year  
Cal State Alumni Association  
California State University  
Hayward, CA 94542-3004

## Faculty and Staff Notes

■ James Brown, lecturer in English, had his third novel, *Final Performance*, published by William Morrow & Co.

■ Dakin (Richard) Mathews, associate professor of English, plays a judge in *Nuts* starring Barbra Streisand. He will have four films released in 1988, along with work in television and on the stage. His play, *The Great Fugue*, was produced by A.C.T. in December.



**Dakin Mathews**

■ Young I. Song, assistant professor, sociology and social services, had her book *Silent Victims: Battered Women in Korean Immigrant Families* published by Oxford Press, San Francisco.



**Young Song**



**Roxanne Dunbar Ortiz**

■ Roxanne Dunbar Ortiz, professor of ethnic studies, was a member of the drafting committee which published *Indigenous Peoples: A Global Quest for Justice*. The report was written for the United Nation's Independent Commission on International Humanitarian Issues. Professor Dunbar Ortiz has been instrumental in persuading the United Nations to establish an official working group on indigenous people. She is a founding associate editor of *The Journal of Refugee Studies* at Oxford University Press.



**Steve Sapontzis**

■ Steve Sapontzis, professor of philosophy, had his book *Morals, Reason, and Animals* published by Temple University Press. In addition, his essay "Moral Relativism: A Causal Interpretation and Defense" won the 1987 Prize Essay competition sponsored by the *American Philosophical Quarterly*.



**The second annual** Vivian Cunniffe Staff Award went to Nanette Franceschini (biology), center. She was presented with a crystal iceberg by President McCune. This year's nominees were, back row, Shirley Nalty (Admissions and Records), Gloria Watson (Plant Operations), Rose Carrillo (history), center row, Mariko Abe (music), Shirlee Hecker (Foundation), Gina Gonzales (University Union), front row, Nanette, Irene Smith (University Relations) and Tessie Wenger (education). Not pictured, Robert Fenton (Receiving).

## Cal State Harnesses Russian "Lightning"

*Molniya*. It's the Russian word for lightning.

It is also the name of a system of Russian television satellites that broadcast to Siberia. Cal State has just begun campus broadcasts of programs beamed from *Molniya*.

According to Helen Schulak, chair of the Department of Foreign Languages and Literatures, programs

on Russian television are "oriented toward public education and information." Offerings include Russian as well as European and American films, operas, full-color animation, news programs and sports events.

Professor Schulak sees the television programming as "a tool for teaching speech and recognition of sounds. A teacher speaks very slowly, which is not the way people normally speak." She adds that the programming is also of value to historians and social and political scientists. It can also have purely recreational uses. "You don't need to know the language to watch sports," she says. The broadcasts can be viewed in the foreign language laboratories, various classrooms and lounges, and in on-campus student housing.

Cal State's *Molniya* programming is received via Stanford's Instructional Television Network.



**Professor Helen Schulak**, chair of foreign languages and literatures, was instrumental in getting Russian television broadcasts added to the Mexican and French-Canadian programming already available.

A grant from toymaker Henry Dakin's Washington Research Institute in San Francisco enabled Cal State to purchase the equipment necessary to pick up the transmission.

## Ninety Percent of Alumni On-Line

It's taken patience, some sleuthing, Allen's Press Clipping Bureau, a statewide campaign and the Department of Motor Vehicles to make it possible, but "We now have the means to talk to almost everybody who earned a degree at Cal State," according to Dennis Lavery, director of University Relations.

In October of this year, Cal State received a computer printout of updated addresses from DMV. These entries bring the total of alumni accounted for to nearly 32,000, more than 90% of the total number of graduates.

The effort to maintain communication with alumni began in 1983 when there were only 300 alumni names on record in University Relations.

The list had grown to 12,000 by 1987. Explains Lavery, "We got names through transcript requests, newspaper clips, even running into people on BART. . . ." A large part of the increase came from entering the name of every graduating senior.

In 1986, the Alumni Council of The California State University began its "One in a Million" campaign. Through print, radio, television and billboards the word went out to CSU graduates to contact their alma maters. Cal State's response rate was among the highest in the system, 1,000 graduates contacted the University. An additional benefit of the campaign, according to Lavery, was that it created a climate in which the Chancellor's Office could negotiate with the Department of Motor Vehicles to use their records.

## Errata

In the 1986-87 Honor Roll of Donors we omitted the names of Jerry and Carol Rose in the Mission Club and Carol Mintz from the list of Friends.

## Sports Roundup

### Athletic Hall of Fame Inductions on Feb. 6

Cal State's second Hall of Fame class will be inducted during half time at the Cal State/UC Davis basketball game on February 6.

Inductees are Janet Kramer '77, gymnastics; Michele Aubuchon '82, track and field, cross country; Willie Eashman '73, track and field; David Haber, track and field; Michael Jacinto, football; and Margery "Marge" Martin, professor of physical education and kinesiology.

In October of this year, Cal State received a computer printout of updated addresses from DMV. These entries bring the total of alumni accounted for to nearly 32,000, more than 90% of the total number of graduates.

The Hall of Fame was inaugurated in 1986. Membership is awarded every other year to a maximum number of five athletes who competed with distinction at Cal State and one individual, e.g. coach, staff, community member, who has contributed to intercollegiate athletics.

Charter members of the Athletic Hall of Fame are Don Murray, Kermit Bayless, Ray Clark, Bernard Oliver, Pat Costello, Dr. Carl "Jack" Lutt, James "Lew" Comer, Marilyn King, Barbara Pickel Whitfield, Debi "Cis" Schafer, Diane Kalliam and Greg Blankenship.

**Women's Soccer**—The Pioneers captured their fourth straight Northern California Athletic Conference championship with a conference record of 5-2-1. Overall this season's record was 12-6-1.

Sophomore forward Kim Johnson was named NCAC Player of the Year. She tallied three goals and five assists during conference play. She was named to the All-NCAC first team along with junior midfielder Denise Regas and freshman back Pauline Stuart.

Johnson was the team's leading scorer in overall play with ten goals and ten assists. A close second was sophomore forward Kelly Cadigan with eleven goals and seven assists.

**Women's Volleyball**—Julie Poerstell, Kathy Gaston and Shari Cabral



**Kelly Cadigan** avoids tackle by an offensive player on her way to scoring the lone goal in the season's final game, a championship-winning victory over San Francisco State. Photo: Dino Vournas — Daily Review

made honorable mention in the NCAC.

**Men's Soccer**—This young team continued Cal State's tradition as a powerhouse in the Northern California Athletic Conference. They finished second in the Conference with a 10-1-1 record. Their record overall was 16-1-2, giving them a national ranking of 13th.

Ignacio Navarrete was named NCAC Player of the Year. The sophomore player had six goals and two assists during conference play. Navarrete along with senior back Paul Inocencio and junior goalie Mark Lehnert were first team selections for the all-conference team.

Two freshmen, Keith Switzer and Vince Martinez, led the team in overall scoring. Switzer had seven goals and five assists; Martinez scored eight goals and assisted on three.



**Tim Zeigler**

**Football**—Tim Zeigler made the NCAC first string all-conference team with a season record of 116 tackles, including 48 unassisted and 19 behind the line of scrimmage. Leading the offense was Lamar Kirkland with 604 yards on 77 carries. The Pioneers finished the season

**Men's Cross Country**—The Pioneers placed 4th in the NCAC. Greg Rivera finished 5th in the conference championships, 14th at the NCAA Division II Western Regional Cross Country Championships and 39th in the national Division II championships in Evansville, Indiana. He covered the 10,000 meter course in Evansville in 31:59.

# The Treasured Wealth

By Jane Hines

*Books are the treasured wealth of the world,  
the fit inheritance of generations and nations.*

Henry David Thoreau, *Walden*

**J**eopardy, the popular television quiz show, requires its contestants to provide the questions rather than the answers. To illustrate the answer-question twist, how would you respond to the following answer: "Baseball cards, coins, comic books and stamps"?

If you responded, "What are things people collect?", you could be counting your winnings. It is the nature of people, regardless of age or culture, to collect. Those things we consider important enough to seek out and possess help define the values of the collector as well as society.

Cal State University Library's Special Collections is the sum of such personal and public treasures. The diversity of the holdings mirrors the diversity of human nature. "Most people expect a library's special collection to include classic literature, examples of fine printing and rare publications," says Library director Melissa Rose, "but there are some surprises. We have the impish smile of Alfred E. Neuman on 20 years' worth of *MAD Magazine*. That publication has its well-deserved shelf space next to Whitman, Jack London and Conan Doyle."

"Right now most people come to see *MAD* for fun," says Ron Sparks, librarian for Special Collections, "but a researcher in the 21st century will look at it as a reflection of certain mid-20th century values."

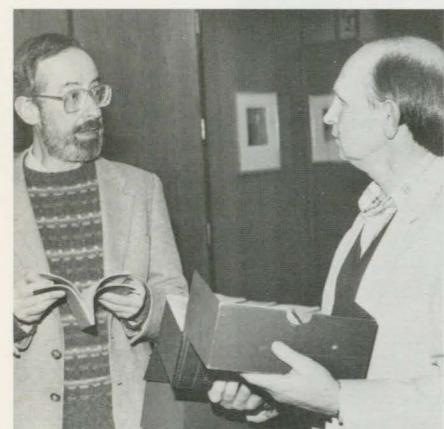
This nod to the future highlights the sense of continuity inherent to Special Collections. Volumes and documents, which in their look, feel and content embody the past, expand our sense of the present. "Most students interested in literature haven't seen a book published before 1960," comments Martin Friedman, professor of English. "It is something to see what Dickens' readers actually saw when they read. It didn't look like a Penguin paperback."

The written word expresses, extends—and outlives—us. In the Floyd R. Erickson Special Collections Room you can travel to ancient China, visit a 19th-century Jamaican plantation, visualize Robert Browning writing a friendly letter, feel the sense of injustice in a Japanese internment camp.



**From 1655**—This handpainted frontispiece adorns Special Collections' copy of *Novus Atlas Sinensis*, by Jesuit cartographer Martino Martini.

The collection includes books dating from the earliest use of movable type to the latest release by some of California's outstanding fine presses. In addition, there are periodicals, pamphlets, and manuscripts on issues such as slavery, earthquakes and science fiction. Along with these printed pieces are photographs, slides and recordings. While these holdings are intended to facilitate research and teaching at Cal State, they are also available for use and viewing by the general public.



Professor Martin Friedman (left) discusses possible acquisition of another serialized Victorian novel with librarian Ron Sparks.

Melissa Rose, University Library director, defines Special Collections as "unusual and rare materials that require more care and protection than are available in the library's open stacks." Elsa Glines, in charge of development for the Library, adds that materials which complement rarer documents or relate to a specific theme or historical event are also kept in Special Collections. She cites the Bay Area Poetry Collection and the materials on Japanese relocation during World War II as examples.

All volumes in Special Collections are shelved in glass cases and the temperature in the room is kept constant. They do not leave the room except for controlled display purposes in the Library or University Gallery or, occasionally, off campus.

The Library acquires materials for Special Collections from various sources. The first acquisition was one of the most spectacular.

Floyd Erickson, the library's first director, was contacted in 1966 by the executor of the estate of Henry H. Hart, a San Francisco scholar and writer. Hart had collected books from all over the world on such topics as Marco Polo, Chinese classic poetry and early European exploration.

Erickson and librarians Ron Sparks and Daniel Jaeger spent hours packing the materials in Hart's Nob Hill apartment. Sparks, Special Collections librarian since the room opened, recalls the thrill of discovering volumes such as a signed 1655 edition of *Novus Atlas Sinensis* by Martino Martini, the renowned Jesuit cartographer of China. "The Hart library was amazing, and the work involved in packing the 12,000 items seemed almost a pleasure."

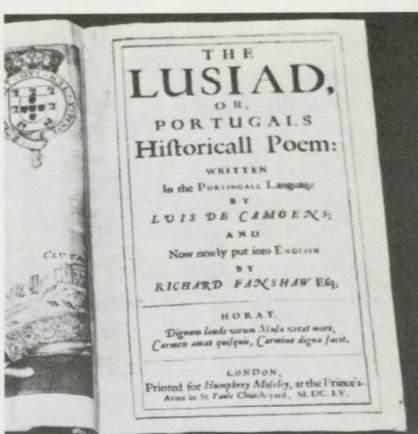
Today the *Atlas* is so valuable it is kept in a safe in the Library.

In addition, Hart's collection included a montage of personal letters written by Robert Browning and Elizabeth Barrett Browning, H.L. Mencken, and A.E. Housman. All of the letters have been preserved by encasing them in mylar, which contains virtually no chemicals. They can be handled by visitors to the room without fear of damage to the actual document.

## "...what Dickens' readers actually saw... didn't look like a Penguin paperback."

Imagine reading a personal letter written by Robert and Elizabeth Barrett Browning dated March 4, 1847 to "Mrs. Anna Jameson, the English Lady in Rome." The Brownings discuss their health and their hopes of seeing Mrs. Jameson—if their financial situation permits. In another letter written by Browning to the Rev. Bloomfield Parker on January 11, 1870, the author paraphrases and explains a difficult passage from his *The Ring and the Book*.

The Hart library was a direct purchase. There have also been outstanding donations made to the collection. In 1976, Mr. and Mrs. Erwin R. Jensen of Castro



Works by Portugal's greatest literary figure, Luis de Camões, were among the earliest acquisitions in Special Collections.

Valley donated the Jensen Family Papers. The approximately 3,000 leaves include letters, diaries and journals written by members of the families of Jens and Erich Jensen, who settled in Castro Valley in the 1860's, and their relatives in Germany and other parts of the United States. The materials span 1830 to 1920.



This watercolor miniature from the Jensen Collection depicts 19th-century family life in Germany.

Part of the uniqueness of this collection is that it contains both sides of the correspondence between California and Germany. Most of the correspondence is in German script and is concerned

primarily with an exchange of information about the families' daily lives. The materials have been translated with funds provided by the Cal State Affiliates.

Other items in the collection are exquisite watercolor miniatures and drawings, family photos, funeral orations and genealogical charts.

Some of the other pieces in Special Collections freeze frame unsettling periods in our history. An example is a bundle of vellum documents entitled *Conveyance and Assignment of Estates, Slaves and Chattels in the Island of Jamaica*. These cumbersome, 27½" x 23", handwritten leaves represent a business arrangement in the year 1834. Several of the leaves are schedules of slave property. The columns list the names of slaves with notations about each.

## He sensed the rarity of the documents even without seeing them first hand.

The documents were discovered in an English bookshop. When a San Francisco bookdealer contacted Erickson about purchasing them, the library director agreed almost immediately. He sensed the rarity of the documents even without seeing them first hand.

The Library is still very interested in acquiring complete or parts of private libraries, but the main source of augmentation to Special Collections is through more modest means. Both Ron Sparks and Elsa Glines regularly read and study booksellers' catalogs and other publications in the antiquarian book field. This keeps them abreast of what's available for purchase and what is sought after, as well as giving them some knowledge of the value of items already in the collection.

Additions to Special Collections are carefully considered because the Library does not use state funds for the purchase of rare books. With the exception of the Bay Area Poetry Collection, all materials designated for the room are acquired with privately-donated funds. A purchase must fit clearly into the goals of Special Collections.

## MAD Search

What has Steven Spielberg got that Cal State doesn't? The very first issue of *MAD Magazine*.

The Library's collection of *MAD* is complete from 1952 through 1975 with the exception of issues 1, 5, 10, 45 and the last two issues of 1975.

If you have issues of *MAD* stashed away in your attic or if you come across these missing issues in a bookstore or at a garage sale, please call University Relations at (415) 881-3724.

What, me lost?

The most important of these goals is to support the curriculum at Cal State. Faculty occasionally express a clear need for materials. Ron Sparks cites the Library's serialized edition of Charles Dickens' *Little Dorrit*. Martin Friedman, professor of English, wanted to show his Victorian literature classes a sample of serialization, since many prominent authors first published their works in installments. He came to Ron asking if the University had a novel in this form in



One book led to another as Cal State's first library director, Floyd Erickson, Ron Sparks and current director Melissa Rose shared the major holdings in Special Collections with feature author Jane Hines.

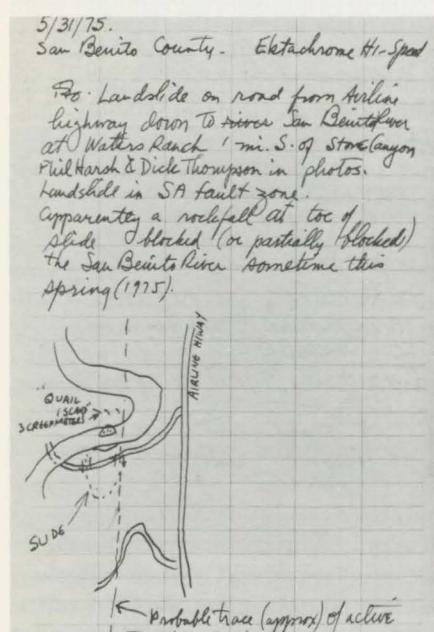
Special Collections. The answer was no and Friedman had to use the library at UC Berkeley.

Agreeing that this was a serious gap in the Library's holdings, Sparks set out to acquire an example of serialization. He came across an edition of Dickens' last novel *The Mystery of Edward Drood* at the yearly Antiquarian Book Fair. Unable to make an immediate purchase, the copy went to another buyer. "It was in nearly perfect condition," Sparks says with clear regret that Cal State was unable to obtain it. Undaunted, he finally found the 19-part *Little Dorrit* in the catalog of a bookseller from Boston.

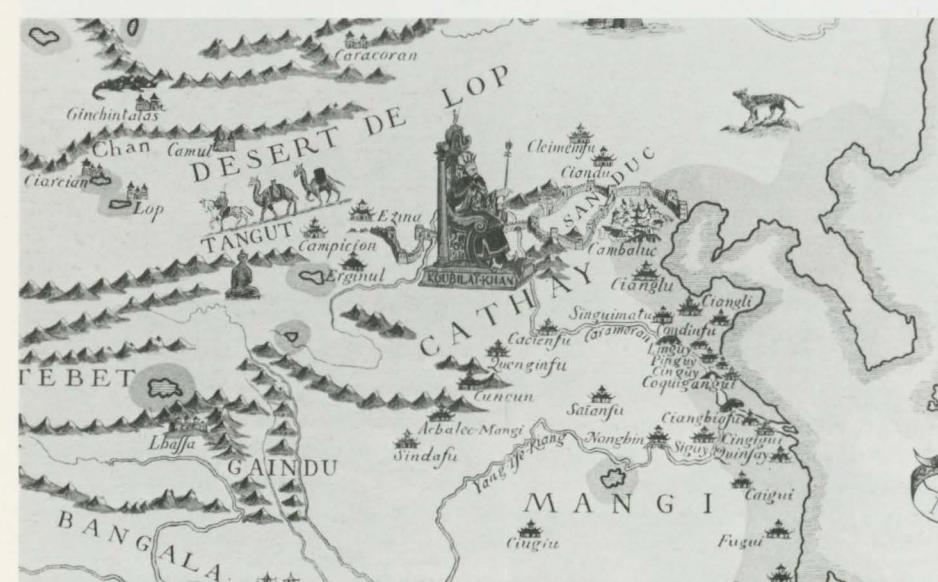
Browsing the original version of *Little Dorrit*, the reader gets an immediate sense of some of the cultural history surrounding the novel. On the inside front cover is an advertisement for "Edmiston's Crimean Outfit." It lists boots, blankets, saddles, lanterns, and other items a British officer would need to fight the Russians in the Crimea.

Another example of the faculty's interest in acquiring particular books or documents is the current Cal State collection of materials on earthquakes and volcanoes. Elwood Brooks, professor and a

specialist in vulcanology, accompanied Floyd Erickson to San Diego in the early 1970's to evaluate a collection on volcanoes. The seller was a clockmaker and bookbinder who was parting with his prized collection and retiring to Kansas. Brooks was also consulted on the acquisition of UC Berkeley seismologist Don Tocher's personal library.



Seismologist Don Tocher's field notebooks record his work in Alaska, California, Nevada and Nicaragua.



This section of map is from one of the approximately 200 items on Marco Polo housed in Special Collections. Most of the materials are from the personal library of Henry Hart.

The Library's collection of rare books on vulcanology is, according to Brooks, "probably the best in any Bay Area library." Included in the collection are volumes ranging from the 17th century to the present. One of the most important texts is *Vesuvius* published in 1869. Sparks notes that this is an association copy, a book signed by the author, John Phillips, with designation to a specific individual, Charles Liddell. Liddell, a vulcanologist, added a section of his notes, drawings and newspaper clippings and had the book rebound to include his portion. "Everyone who has seen this little volume," says Sparks, "agrees that it is really unique and contains very valuable scholarship."

While looking at this and other books, it is impossible not to think about the technical aspects of printing and publishing. Some of the books have been extant since the 1500's and the covers and bindings are nearly intact, while the illustrations and type are perfectly legible.

The holdings in Special Collections cover an extensive period in the history of printing. The oldest example of printing with movable type is a leaf from a work on canon law published in 1472 by Peter Schoeffer, an associate of Johann Gutenberg.

The Library also has a commitment to

the work being done by today's fine presses. Sparks discusses the work of two young printers, Carolyn and James Robertson of Yolla Bolly Press in Covelo, California. "They are two of the best modern fine press printers. Their work is still affordable, but they are already well known and will someday be famous." Special Collections has a standing order with their press. "It would be difficult to get the books otherwise," he notes, "It's amazing how quickly items become unavailable and prices go up tremendously."

The commitment to fine printing frequently dovetails with the holdings of the Bay Area Poetry Collection. According to Melissa Rose, this collection is added to on a continuing basis. "Bay Area poets were gaining critical acclaim at approximately the same time Cal State was established. These two factors provide the perfect reason for acquiring a collection of outstanding literature."

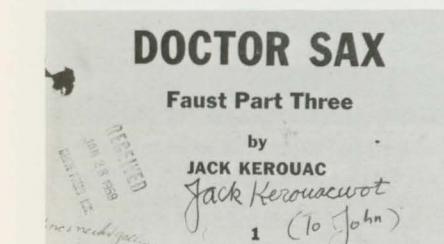


Carolyn and Jim Robertson of Yolla Bolly Press have created fine editions of American classics by John Steinbeck, Robinson Jeffers and William Saroyan, which are now part of Special Collections.

The extensive holdings include work by individuals who either live in the Bay Area or have been published by Bay Area presses. They include Allen Ginsberg, Gary Snyder, Lawrence Ferlinghetti, William Everson, Robert Duncan, Jack Kerouac and Michael McClure, but

poets of much less fame, many of whom read regularly at the bookstores and coffee houses of the Bay Area, are also collected. It is very much a living collection and expresses Cal State's appreciation of one of the most impressive poetry cultures in the world.

This collection and many others within Special Collections demonstrate the Library's recognition that history never stops; we are also participants in the process. The MAD Magazine collection, which spans the years 1952 to 1975, is a notable example of this. Leafing through chronological issues in this collection, a gradual change in illustration mirrors a gradual expansion in the boundaries of the satire. MAD contributed to a style of humor that is still with us in Saturday Night Live and various film spinoffs. And the magazine,



Kerouac's mysterious spelling of his name on this galley probably refers to a private joke.

now in its 35th year, is still on the newsstands, selling 12 million copies a year.

The value of any one item in Special Collections depends upon the personal interests of the visitor to the collection. To a follower of the irreverence of the beat writers, Jack Kerouac's signature on a set of galley proofs as Jack Kerouacwot, has a value that an illuminated manuscript predating Columbus cannot match. We find ourselves among these texts and documents and that connection is priceless. But leaving aesthetics and psychology aside for a moment, collecting rare manuscripts and first editions is also a trade. Questions of monetary value are inherent to the development of Special Collections.

Ron Sparks agrees these are fair questions but difficult ones to answer. "It's so fluid," he says, hesitating to give even ballpark figures on individual volumes,



The internment of Japanese-Americans during WWII is the subject of pamphlets, government reports and other contemporaneous materials.

associated with Cal State and the greater Bay Area. Its breadth and depth are the result of contributions from people like the Jensen family, Mrs. Don Tocher and Hayward's John Sandoval, a collector of Western Americana. They have entrusted Cal State with collections that took decades to develop. Their generosity has been met and matched by a library staff that believes books are not just paper, ink and information, but the expressions of people, writers and readers alike—". . . the fit inheritance of generations and nations."

## To Visit Special Collections

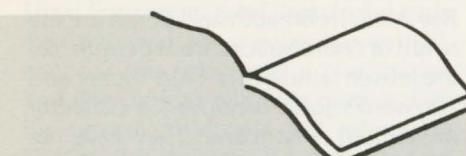
The Floyd R. Erickson Special Collections Room is located adjacent to the office of the Director of the Library on the Library's upper mall. The Room is open from 1-4 p.m., Monday through Thursday or by special arrangement. For more information call (415) 881-4054.

Holdings from Special Collections are frequently on display in glass cases throughout the Library. In addition, an exhibit on printing, *The Artful Book—Its Shape and Form*, will be showing at University Gallery, January 14-February 11.

## About the author



Preparing this article required extensive conversations with Floyd Erickson and other University Library staff. Author Jane Hines served as a member of the Office of University Relations for nine years until she retired in June 1987. For four years she was a member of the ACACIA editorial board.



## Arts, Letters and Social Sciences

Alan M. Smith, Dean

Like other articles in this issue of ACACIA, this will deal with books. The books discussed below were not considered rare or valuable by their original owners but represented food for the hungry minds of those who received them. In the article which follows, Professor Darril Hudson (Political Science) tells the story of the ALSS Books for Africa drive.

Two years ago Professor Noel Samaroo and I tried to internationalize the thinking of our students with a Books for Africa drive. The inspiration for this drive came from one of our Nigerian students telling me of the dearth of books he found in Nigerian libraries when he visited his home that summer. This was near the end of the Sahel drought, and one of our students on hearing of my project said, "But they need food not books." She did not realize that hungering minds can hurt and cripple the future of these people just as drought could injure their bodies.

The faculty at Cal State responded marvelously, first with books, and then, when we needed funds to pay for transportation, with money. When I returned from summer vacation, I found that my office had been inundated with books, and my officemate complained that he could not reach his desk. After we located a temporary storage site, I devoted my time to finding free transportation. My efforts proved fruitless, but the determined efforts of the Institute for Rural Development and Planning in Dodoma, Tanzania, got a promise from the United States Information Service to get the books to them. It was more difficult for me to get USIA to act on this end, and the Gramm-Rudman Act



**Books for Africa**—The American Ambassador to Tanzania, Donald Petterson, far right, made the official presentation of books contributed by Cal State faculty to members of the Dodoma Institute.

was often invoked as an excuse for bureaucratic non-action. Finally, it turned out that if I could get the books to its New York warehouse, USIA would ship them.

### The Cal State faculty... responded... first with books... and then... with money.

In looking for funds for shipment to New York and overseas to the universities, I contacted Professor Carl Orne, Northern California governor of the Rotary Clubs. Thanks to his efforts, Mission San Jose Rotary Club made a generous grant, and its members also volunteered to help pack the books. In addition, Dean Smith organized a team of Cal State people to work with the local leaders and executives, including the police chief, who came to pack over two tons of books.

We sent 3,225 books (by their count!) to the Dodoma Institute. We also sent over 50 mailbags to three non-white South African Universities (Fort Hare, Zululand, and Western Cape) and to the University of Nairobi, the University of Jos (Nigeria), and the University of Zambia.

Other books trickled in the following year (1987), and a further grant enabled us to send another 15 mailbags to Dodoma, Western Cape, and to the Starehe Boys School in Nairobi where the director had heard of our drive and asked to be included.

This letter of thanks from Dodoma was heartfelt: "Those long-awaited books have at last arrived at the Institute and have been officially presented to us by His Excellency... the United States Ambassador to Tanzania.... I must say that this book donation has been the largest as far as the Institute can remember. No single country or agency has donated to the Institute that big number of books.... Warmest regards to Dr. Samaroo and all those individuals who were kind enough to give books."



## Business and Economics

Jay L. Tontz, Dean

The lead to the cover story of *Business Week*, November 30, 1987 was, "The mainframe is fading as powerful micros take over many jobs. The implications are profound—for buyers and sellers."

The implications are also profound for universities and schools of business. We are fortunate at Cal State to have faculty working on the leading edge to integrate this shift in technology into the classroom.

Coopers & Lybrand, one of the "Big 8" accounting firms, has established an \$8 million program to support accounting education. One part of this program concentrates on computer technology.

Each year for the last five, local branches of Coopers & Lybrand have had the opportunity to nominate a university to participate in the program. The

branch in Oakland, which has a staff consisting of 30%-40% Cal State graduates, nominated this university. We received C&L developed software for application in accounting courses, training for accounting faculty members on the software and a \$20,000 grant for faculty release time to work on support materials.

### The entire program was limited to 50 universities—out of a possible 4,000.

Alan P. Johnson and Suzanne M. Busch were the two faculty selected to represent Cal State. They attended a curriculum development seminar in New York and then spent the summer developing case study materials that draw upon the applications made possible with the software. They also developed instructions on how to use the software.

The classroom materials developed by Johnson and Busch are aimed at our auditing and third intermediate accounting courses. Professor Johnson has begun using the software and materials in his two auditing sections this quarter.



**Technology in the classroom**—Accounting faculty members Alan Johnson and Suzanne Busch are spearheading efforts to integrate computer technology into the accounting curriculum.

Coopers & Lybrand are in the process of publishing a textbook which uses the case studies developed by the programs' participating faculty. The entire program was limited to 50 universities—out of a possible 4,000—so it was quite an honor for Cal State to be selected.

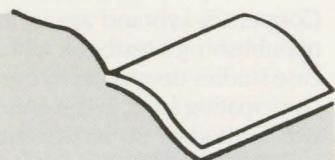
Johnson says of his participation in the program, "I am not a computer whiz, but I realized that that was the direction the field was going. It's only fair to our students for us to bring ourselves up-to-date with the technology."

Suzanne Busch feels one of the advantages of Cal State's participation was the exchange of ideas with a large CPA firm. Although they had a choice of accounting software to use, the two faculty members chose Coopers & Lybrand-developed software and used live material from the firm's Oakland office. "From beginning to end," she explains,

### It's only fair to our students... to bring ourselves up-to-date.

"we wanted to show students what one large firm was doing in the way of using software. We wanted to focus on real situations."

This is an exciting project, one which has gained the interest of faculty and students alike. The instructional materials that have resulted from the project, coupled with the technology of micros, will assure that students at Cal State continue to receive leading edge instruction and are able to compete in the workplace of the late 20th century and beyond.



## Education

Arthlene G. Towner, Acting Dean

Since library collections are featured in this issue of ACACIA, it seemed appropriate to invite Professor Victoria C. Mui to describe our Walter J. McHugh Reading Center. Dr. Mui, a faculty member in the Department of Teacher Education since 1966, with an Ed.D. from UC Berkeley, is currently the Coordinator of the Reading Center.

The Walter J. McHugh Reading Center lends valuable support to the School of Education's graduate and credential programs. Its extensive collections range from professional books and journals to kits, games and workbooks to enhance reading and language skills, as well as bilingual and ESL (English as a Second Language) materials.

### During the summer...the Center becomes a community resource.

The late Dr. Ruth Carlson's bequest of autographed editions of children's literature enriches the collection of children's books. These materials are kept in glass display cases and include Madeline L'Engle's *The Wind in the Door* and Ezra Jack Keats' *Apt. #3*.

Many of our students who pursue doctoral study in the Bay Area continue to return to the McHugh Center for research. Visiting students and faculty have envied our Center and decried the lack of comparable facilities on their own campuses.

The Reading Center was established early in Cal State's history by the late Professor Walter J. McHugh. It began on the third floor of the then Fine Arts building. After outgrowing the room,

the Center was moved to its present location in Room 143 of the Art and Education building and was formally dedicated to Dr. McHugh's memory in the fall of 1977.

The Reading Center's growth was profoundly influenced by two institutes concerned with improving and enhancing reading instruction in the schools. Both were under the auspices of the National Defense Education Act. Dr. McHugh directed the Elementary Institute during the summer of 1966 and Dr. Pauline Brown guided the Secon-

### Visiting students and faculty have envied our Center.

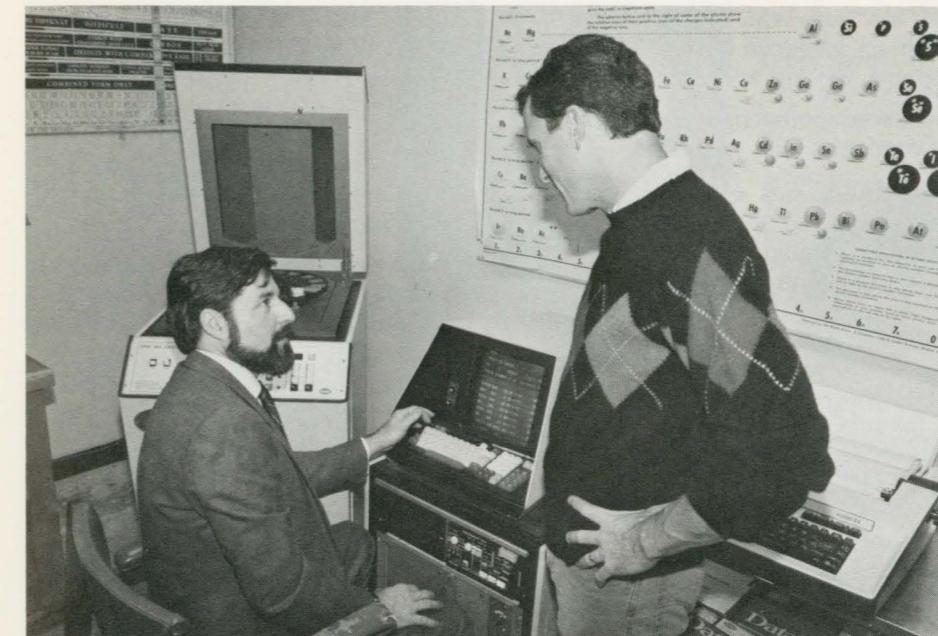
dary Institute during the 1968-69 academic year. The Institutes' budgets permitted the purchase of many books and materials which remained in the Center, brought the Center to the attention of publishers, and resulted in voluntary contributions of instructional materials.



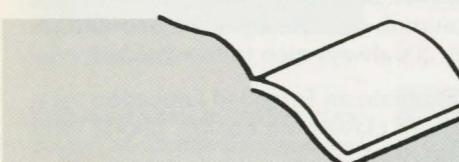
**Kids' collection**—Students training to teach in elementary and junior high schools examine age-appropriate books in the McHugh Reading Center.

During the summer when the reading clinics are in session, the Center becomes a community resource. For seven weeks, elementary and secondary students who are reading at least two or more years below grade level work one-on-one with a graduate student for two hours daily. There is a tremendous turnover of materials as the graduate students use the resources in the Center to plan their lessons. The Center is also used for parent orientation. This service has helped promote Cal State's visibility in its service area.

The Center is comprised of an attractive, comfortable, carpeted room furnished with tables and chairs and lined with bookshelves and display cases. Classes are often scheduled here. This room opens onto the stacks where the books and resource materials are stored. The stacks are open to students, staff and faculty. All materials may be charged out for one week with renewal privileges. The McHugh Reading Center, open five days a week and on Thursday evenings until 9:00 p.m., may be reached by calling 881-3058. ■



**An alumnus helps out**—Walter Bachmann '83 (seated) assisted the University in obtaining an X-ray fluorescence analyzer from his employer, Kevex Corp. Here he demonstrates the instrument for Tom Bullen of the geology department.



## Science

Kenneth R. Rebman, Dean

It is customary in this space for the School Dean to introduce a faculty member who will serve as guest columnist. That's surely a practice I intend to follow in the future, but this is my first chance as Dean to write for ACACIA, and I couldn't resist the opportunity to use the space myself just this once.

Although I have been a faculty member at Cal State for many years, my new job has given me an opportunity to gain an increased appreciation for the many outstanding attributes of our University. Our site is spectacular, our grounds are beautifully maintained, and most of our buildings are relatively new and in excellent condition.

The physical plant, the equipment and facilities, and most of all the people who work here: these are the factors that I always knew contributed to the

success of our University. But in my few months as Dean, I have come to recognize the importance of another asset, one that is sometimes overlooked but is extraordinarily valuable: our alumni. We can be sure our programs are succeeding only if our graduates are successful, both in their professions and as well-educated citizens. Thus our alumni are not only able to contribute to our success, they actually define it.

The opportunities available to this year's graduates are often dependent upon the success of our alumni. Here is just a sample of what I mean:

### I have come to recognize the importance of another asset...our alumni.

—The director of nursing of a major East Bay hospital is desperate to hire more Cal State nursing graduates.

—A prominent computer manufacturer has begun to hire several computer science graduates because of the great success they have experienced with

our students in the Cooperative Education program.

—The bio-technology industry has welcomed many well-trained and well-educated graduates of our biology program and is looking for more.

In all science-related industries, the success of our graduates has opened doors for the students who follow.

There are, of course, some very specific ways in which alumni have contributed directly to our programs. Elsewhere in this issue (News) is an article describing two major equipment donations that have come to our School this fall. We are extremely pleased that Stauffer

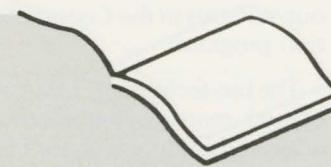
### The success of our graduates has opened doors.

Chemical chose us as the recipient of a nuclear magnetic resonator spectrophotometer. We have several alumni in prominent positions at that company, and the staff of our chemistry department maintains close ties with them. Another grateful beneficiary of a corporate gift is the geology department, which has been given an X-ray fluorescence analyzer by Kevex Corporation. This gift is a result of the direct involvement of Walter Bachmann, an active alumnus of our School who continues to provide valuable consulting services to the geology department.

I said earlier that alumni are sometimes overlooked as a valuable resource. I can assure you that I will never again make that mistake. We are very proud of our graduates, and want to be deserving of their pride in us.

We have an outstanding faculty and a truly dedicated staff who work tirelessly to provide the best education possible for our students. My goal as Dean is to give the support and assistance necessary to maintain the excellence of our programs, and to provide the push that can make them even better. ■

*Editor's note: See page 28 for more alumni participation at Cal State.*



## Office of Extended Education

Herbert M. Graw,  
Associate Vice President

*Dr. Graw is Dean of the Contra Costa Center as well as Acting Director of Extended Education. Once a year he will devote his column to Extended Education.*

College days. Four years of study, fun, new experiences, a finer appreciation of what life has to offer. Many will go on for the master's degree, a few for the doctorate.

The sum and substance of college?

Well not quite. College life these days cannot be narrowly defined in terms of degrees. Last year our Extended Education program enrolled 5,000 students in a great variety of non-degree classes.

We live in a complex world that changes frequently and demands a great variety of skills. Extended Education focuses on the short-term, on immediate needs, that can be met with one or a small group of classes.

Many college graduates take Extended Education classes, but we also enroll many non-college people. The demand for special training cuts through all levels of business and society.

Extended Ed now offers classes at the main campus, the Center for Higher Education in San Ramon, and the Contra Costa Center in Pleasant Hill.

Computers illustrate perfectly the role and usefulness of Extended Education.

When a helpful program or application comes on the market, it creates an immediate need for short-term training. Desktop publishing is becoming popular now for clerical workers, managers, and entrepreneurs. We provide an introductory class that covers the basics,

and, for those who need to learn in-depth, an advanced course. If demand warrants, we will add more.

The same approach shows up across the catalog.

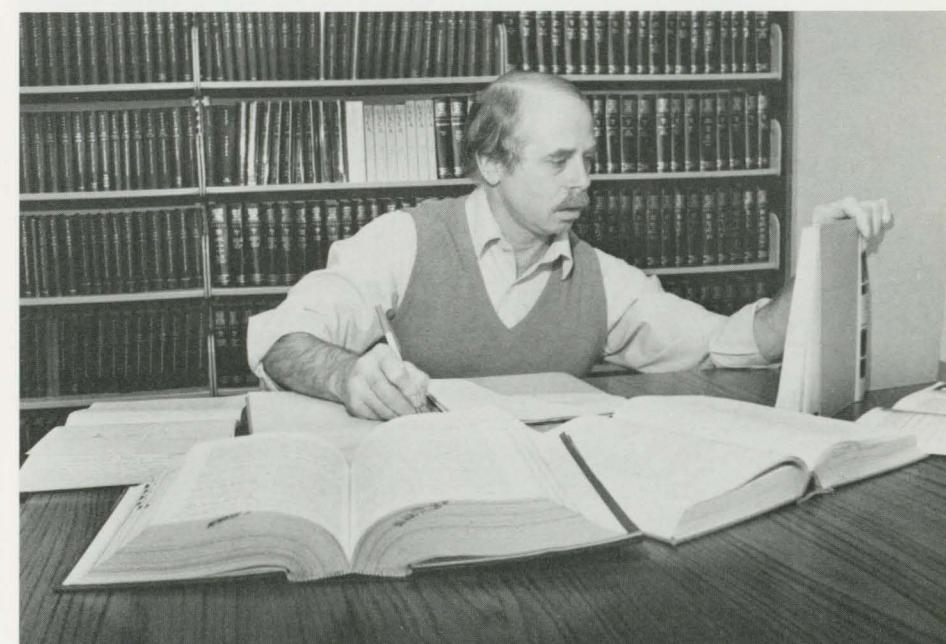
Many liberal arts graduates go into marketing or some kind of sales. The bachelor's degree has given them the broad communication skills. Extended Ed can provide them with the specialized skills: how to make presentations, how to sell real estate, how to deal one-to-one with customers, and more.

### Extended Education focuses on... immediate needs.

The management classes include accounting for managers, how to hire and fire, how to motivate employees, how to write effective letters and memos.

Extended Education offers classes for teachers who want to train for specific programs—new ways of teaching math—or to brush up on the latest teaching techniques.

Chemical dependency, a serious problem in our society, has created a demand for training in this area. We re-



**Changing careers**—Christopher Buckley of Castro Valley researches a legal issue as part of his internship with an Oakland law firm. The internship is a requirement in the paralegal certificate program.

cently began a certificate program on this illness. The program pulls together six classes dealing with different aspects of chemical dependence. Many of the students are mental health professionals. Students can take one or a number of classes, determined by their interest in the field.

In addition to chemical dependence, Extended Ed offers certificate programs in construction management, personnel administration, real estate, early childhood education, and paralegal work.

By their nature, Extended Education classes tend to be very practical. They are taught by Cal State faculty or people working in the various fields. Students take the information they learn one day and apply it the next.

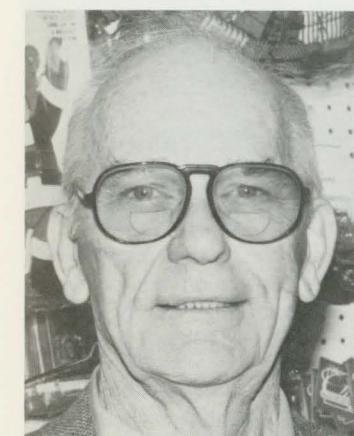
Because most of our students work, the classes are usually offered on evenings and weekends.

We welcome all students but, of course, we are particularly happy to enroll our alumni. A university is like a community. It's always nice to meet old friends.

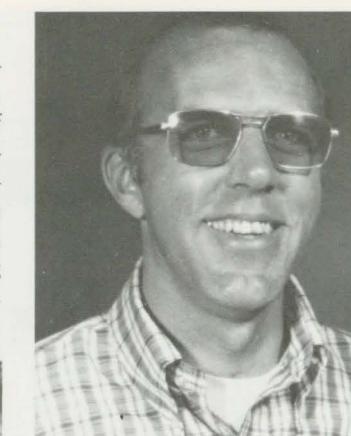
To obtain an Extended Education catalog of classes, no charge, phone (415) 881-3605. ■

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**John Boswell** is the owner of Boswell's Discount Party Supplies, Lafayette. He is also a member of an ex-prisoners of war group sponsored by the Veterans Administration in Martinez. These POWs from World War I, II, Korea and Vietnam share their experiences by speaking to high school and college classes and organizations.



**John Boswell**



**Charles Kolding**

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**Charles Kolding** is the resource teacher for the Modesto City School District. He assists in the development, planning, implementation, coordination and improvement of the Alternative Education Programs.

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**Patricia W. Miller**

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**Patricia W. Miller** is supervising teacher of the Student Responsibility Center at Washington High School, Fremont. Teachers at the center counsel students who have been disruptive in the classroom.

**John Walther** is a quality systems inspector for Ford Aerospace and Communications Company, Palo Alto.

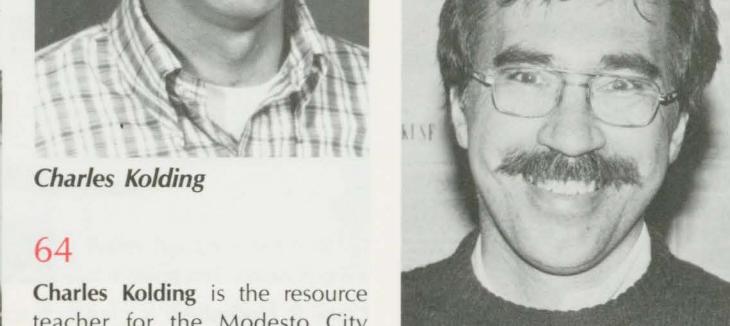
69

**Alfred Cordano** is the department chair for special education as well as the resource specialist for Arroyo High School, San Lorenzo.

**Carol Vegod** is a realtor with Warm Springs Realty, Healdsburg. She has been a realtor since 1978 and a broker since 1981. A member of the Sonoma County Board of Realtors, in 1987, she was named the top realtor in Healdsburg.



**LeRoy Votto** is a history teacher for The Urban School of San Francisco, a private, co-educational college preparatory school.



**Russell Pennelly** is President of Rogers Camping Trailers, a business established by his father over twenty years ago. Located in Fremont, the company sells recreational camping products.

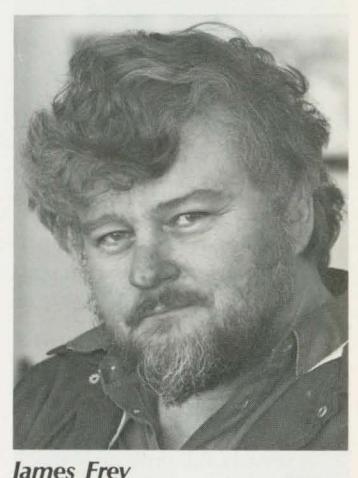
**Rhonda Walker** is a physical education teacher at South San Francisco High School.

**Byron Coffin III** is a certified public accountant, owns his own accounting firm in Columbia, South Carolina.

**Dr. Stephen Cederborg** is the principal of Hanna Boys Center, a Catholic residence for troubled youth, Sonoma.

**Beth Booth** is current president of the California Career Education Association. She is vice principal of the Hayward/New Haven Regional Occupational Center and coordinates career education programs for the Hayward School District.

**James Frey** sold his first thriller *The Last Patriot* in 1984. Bantam Books recently published *The Long Way to Die* and two new novels will be out in the summer of 1988, *A Killing Dreamland* (Bantam) and *Circle of Death* (Zebra Books). With seven novels under his belt, he has published *How to Write a Damn Good Novel* (St. Martin's Press). He also teaches writing workshops in the Bay Area.



69 cont'd.



**Dr. Allen Humphrey**

**Dr. Allen Humphrey** is an assistant professor in the department of neurobiology, anatomy and cell science at the University of Pittsburgh.

**Dr. Robert Riley** is manager of the geochemistry section of Battelle, Pacific Northwest Laboratories. With seventy full-time professionals and support staff, his office conducts research to assist government and private industry in the solution of energy-related waste problems.

70



**Bruce Johnson**

**Bruce Johnson** is superintendent of Redwood Christian Schools, Inc.

**Stan Vogel** is a counselor at Fern Ridge Middle School in Lane County, Oregon.

**Ronald M. De La Cruz** is a parole agent for the Department of Corrections' Paroles and Community Services Division in Oakland.

**Janet (Blackwell) Sapenter** is a personnel analyst in the Office of Personnel Resource Management for the City of Oakland. She is responsible for the development of job descriptions, advertising and testing for city-wide municipal positions.



**Janet Sapenter**

71

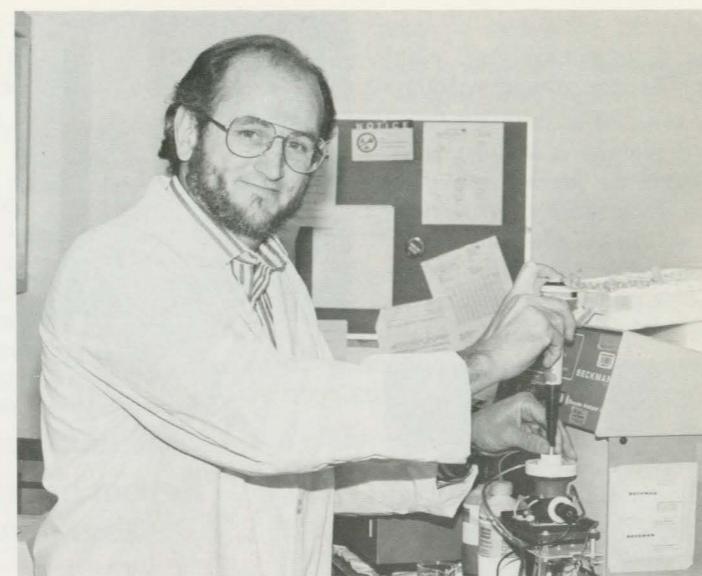
**Bryant Wong** has taught at Decoto Elementary School in Union City for fourteen years.

**Kathleen Burdoine** is a fourth grade teacher at Our Lady of Grace School in Castro Valley.



**Kathleen Burdoine**

**Dexter Fong** is director of tennis for the City of Sacramento. He recently received a community service award for his work.



**Clarie B. Hollenbeck** is a research scientist at the geriatric research education and clinical center in the Veterans Administration Medical Center in Palo Alto. He is involved in research on diabetes. He is also the research coordinator in the general clinical research center at Stanford University's School of Medicine.

**Donald Sherratt** is principal at Chipman Elementary School, Alameda. He has been reappointed to another four-year term as chairman of the Alameda Recreation Commission.

**Andrew Stathis** is a quality assurance specialist for the U.S. Department of the Air Force. He is responsible for monitoring government compliance of civilian contracts.

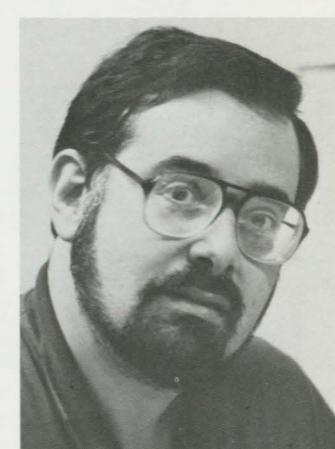
**Douglas Walsh** is a loan administrator and credit analyst with Central Bank, Walnut Creek.



**Douglas Walsh**

72

**Ron Feldman** is the chief executive officer and president of Hotel Connections headquartered in Berkeley. Hotel Connections provides individual and group travelers with special rates and reservations at major hotels nationwide.

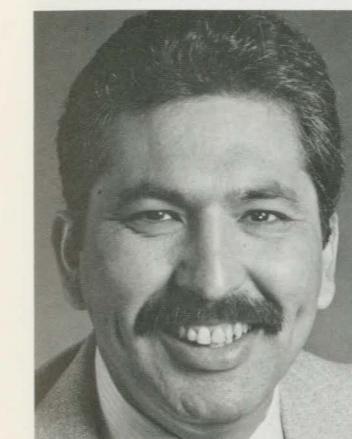


**Ron Feldman**

**Michael Garvey** is the city administrator for San Carlos, California.

**Irene Raby-Demlinger** is a licensed marriage and family therapist practicing in Lakeport.

**Dr. Manuel Gomez** was recently appointed assistant vice chancellor for student affirmative action, University of California, Irvine.



**Dr. Manuel Gomez**

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**William J. Atkinson** is co-owner of a new certified public accounting firm, Atkinson & Haislet, in Mill Valley.

**Rose M. Johnson** is the divisional sales manager for Dun and Bradstreet's Los Angeles office, the company's second largest sales office in the United States.



**Rose Johnson**

74

**Janet Chamberlain** is a realtor for Polley & Madsen Real Estate, Santa Rosa. She specializes in residential and investment properties.



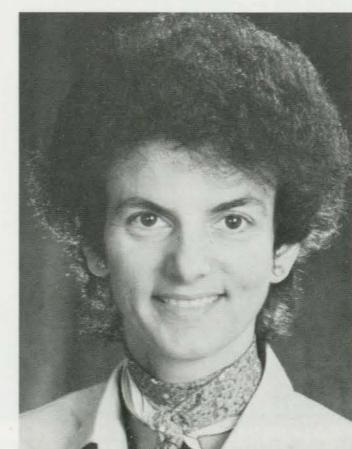
**Judy Bailey**

**Judy Bailey** has been teaching remedial reading and honors English in the Livermore Valley Unified School District for thirteen years. She was recently named Alameda County's "Teacher of the Year."

75

**Guity Kiani** is executive director and counselor at The Center for New Americans, Concord. The center provides a variety of services and counseling to assist new immigrants and refugees in cultural adjustment.

**Jane (Ratto) Traversa** is a secretary in Academic Affairs at Cal State. She is also the principal at the School of Italian Language and Culture, a non-profit organization offering classes in Italian.

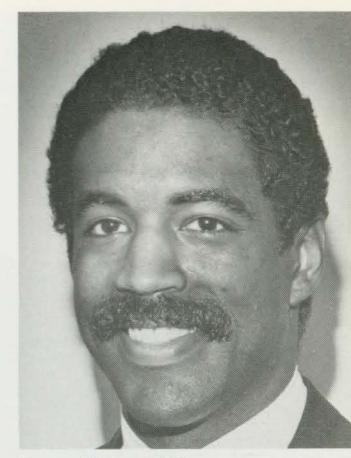


**Jane Traversa**

**Connie Bales** is the commercial banking account officer for Bank of America's Small Business Administration lending group. She is responsible for monitoring the bank's guaranteed loan portfolio for compliance with the terms and conditions of SBA loans.



**Connie Bales**



**Stan Hebert III**

**Stan Hebert III** is vice president of Carol H. Williams Advertising. He and five-time Cleo Award winner Williams established the full-service agency in Oakland a year ago. Stan is in charge of client services.



**Ed Holmes**

**Ed Holmes** is a member of the San Francisco Mime Troupe. When not traveling with the Mime Troupe, he does commercials and other stage work.



**Jean Meneley '77** is a horse teamster at Ardenwood Historic Farm in Fremont. She is also a painter whose work has appeared at the Cincinnati Museum of Natural History, the Oakland Museum and in Western Horseman magazine.

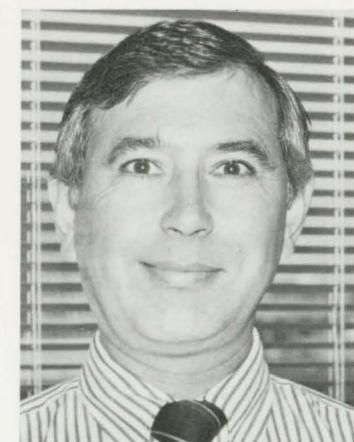
77



**Katherine Perez**

**Katherine Perez** is an associate professor in education at St. Mary's College, Moraga.

78



**José Alvarez**

**José Alvarez** is the property manager for Wells Fargo Bank's Northern California data center, San Francisco.

**Dan Reynolds** is the head football coach at Alameda High School.

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**Stephen Melissakis** is the director of finance for Foothill Research, Inc., a software development firm located in Belmont.

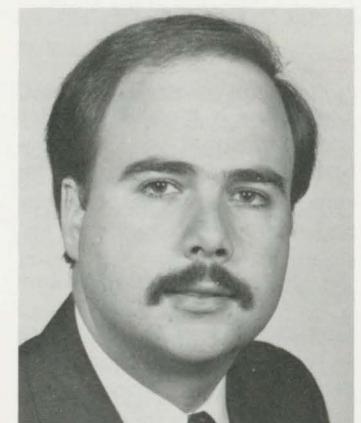
**Jeffrey Perkins** is a travel agent with Crenshaw Imperial Travel, Los Angeles.

**Tom Tami** is an information systems analyst for the City of San Jose.

**Rochelle Fortier Nwadibia** has her own law practice in St. Louis, Missouri. She is also a legal consultant for the Equal Opportunity Commission.

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**Shawn Brown** is the branch service manager at Great Western Bank, Hayward.



**Ken Takeshita** is a project chemist in the advanced film technologies division of James River Corporation, San Leandro.

**Andrea Anderson Proctor** is the assistant general manager of the Pacific Service Employees Credit Union, San Francisco.

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**Donna Morrish**

**Donna Morrish** is the founder of a free grief counseling service in Castro Valley. The service is a subsidiary of the Alameda County Suicide Prevention office. She also has a private practice in marriage, family and child therapy.

**Mark Ironside** is the head football coach at Encinal High School in Alameda.

**Carson Nagai** is a junior accountant for Fisher Development, Inc., San Francisco. The company builds interiors for Banana Republic and The Gap.



**Stephen Crinnion**

**Stephen Crinnion** has been elected president of the Eastbay chapter of the National Association of Accountants. He is currently a senior accountant with Digital Equipment Corporation, San Francisco.

**Stafford Johnson** is an educational counselor with the University of California, Berkeley.

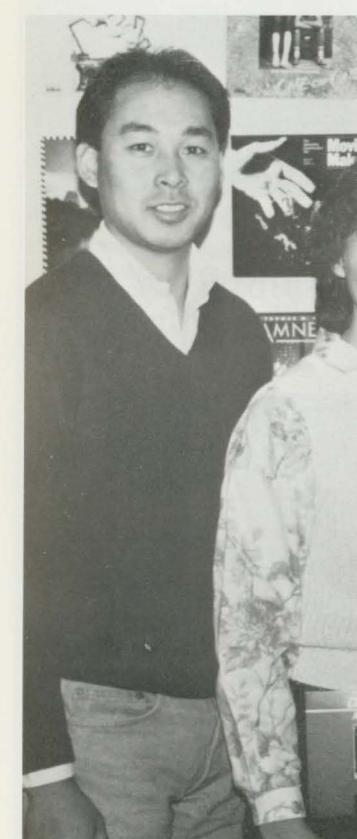
**Mary Theresa Lavagnino** is a programmer/analyst in the applications department of Chevron Informations Technology Company in San Ramon.

**Dan Reynolds** is the head football coach at Alameda High School.

**Terry (Svagr) Yoffie** has been promoted to manager in the business analysis and restructuring group of the Boston office of Coopers & Lybrand. She also serves on the board of directors of the Young Women's Division of Combined Jewish Philanthropies.



**Terry Yoffie**



Four Cal State graduates are employed by Electronic Arts, a software publishing firm in Foster City. They are **Bruce Ginn '81** (senior material planner); **Catherine Kavasch '82** (material planner); **Cheryl Bledsoe '86** (general accountant); and **David Bunch '83** (in-house programmer). The firm's software is primarily games and graphics for personal computers.

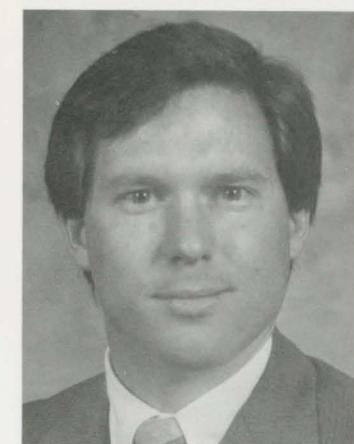


**Susan Regalia**

**Susan (Norris)Regalia** is in practice as a financial and personnel systems consultant for Trans Tech Services, Emeryville.

**Phyllis Moore** is a sixth grade teacher at James Graham elementary school, Newark.

**Andretta Fowler** is a taxpayer service representative for the Internal Revenue Service, Oakland.



**Douglas Regalia**

**Douglas Regalia** recently joined Duffel Financial & Construction Company as controller. He was previously with KPMG Peat Marwick.

**Pam Collinshill** is a deputy probation officer in the juvenile division, Lake County Probation Department. She is currently a master's candidate in marriage, family and child therapy counseling at the University of San Francisco.



**Gary Willett** has established his own computer consulting firm, GL Associates. He specializes in microcomputer management for small business.



**Gary Willett**

**Pamela Cherry** is a sergeant with the Bay Area Rapid Transit (BART) police department in Oakland.

82



Susanne Trimbath

**Susanne Trimbath** is the director of transfer agent services for The Depository Trust Company, New York.

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**George Buffleben** is an independent consultant and contractor specializing in engineering management. He is currently employed by Petrochem Marine Consultants, a commercial shipping consulting firm, Sausalito.

**Pam Elder** recently published her first book. An activities oriented geography book, *Worldways* serves as a source book for teaching geography with global perspectives for grades four through nine.



Pam Elder

84

**Frank Acosta** is police chief, Milpitas Police Department.

**Glenda Ford** recently participated in the first Women's Weight-Lifting World Championship held in Daytona, Florida. A member of the U.S. team, she placed sixth in the 165 lb. weight class and set an American record in the snatch with a lift of 176 lbs.

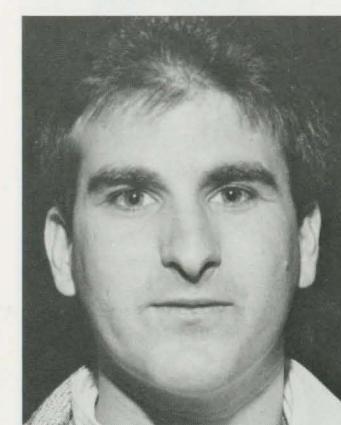
**Wally McCormick** is the principal of Janeville Elementary School and the superintendent of the Janeville School District, Susanville.

**Jean Martin** is the chief financial officer and vice president for finance and administration at Hercules Computer Technology in Berkeley.



Jean Martin

**Peter Lupetti** is the sports producer for television station KTVU, Oakland.



Peter Lupetti

85

**Frank Acosta** is police chief, Milpitas Police Department.

**Glenda Ford** recently participated in the first Women's Weight-Lifting World Championship held in Daytona, Florida. A member of the U.S. team, she placed sixth in the 165 lb. weight class and set an American record in the snatch with a lift of 176 lbs.

### Twenty-Three Alumni Join Messiah Orchestra

Twenty-three alumni and former Cal State students, all professional musicians, assembled for the Sing Along Messiah Benefit Concert on December 6. The alumni orchestra members were joined by 13 music department faculty. Professor Harry Carter conducted. The proceeds from the concert will go toward scholarships for Cal State music students.

Alumni and former students participating in the event were:

**Jim Bernhardt '72**, bassoon, free-lance musician

**Larry Granger '75**, cello, San Francisco Symphony

**Roger Trimble '75**, cello, chamber player, free-lance musician

**Marianne (Votto) Wagner '76**, violin, San Francisco Ballet, San Jose Symphony

**Ross Gershenson '77**, French horn, Oakland Symphony, CSUH graduate program

**Janet (Mesquite) Beck '78**, violin, San Leandro public school music teacher, free-lance musician

**Sally York '79**, flute, free-lance musician

**Jeanelle (Dandurand) Rusmisel '80**, violin, Fremont Symphony, free-lance musician

**Alison Corson '81**, viola, Oakland Symphony, San Jose Symphony, private teaching

**Deborah (Coburn) Groody '81**, violin, chamber player, freelance musician

**Sharon (Lyons) Calonico '82**, violin, Oakland Symphony, San Francisco Chamber Players

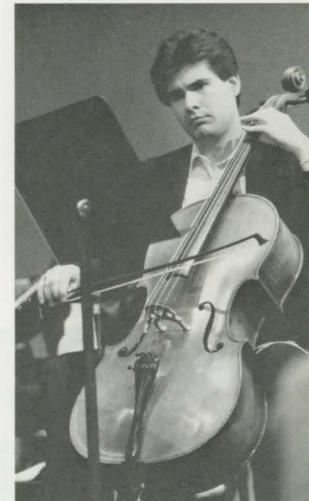
**Dena Dorais '82**, viola, freelance musician

**Joe Hebert '82**, cello, Pocket Opera, free-lance musician, private teaching

**Betty Culp '83**, violin, chamber player, private music teacher

**Florence Saphir '83**, violin, chamber player

**Tim O'Brien '85**, bassoon, CSUH graduate program



Bryan Lerda

**Leonard Ott '86**, trumpet, CSUH graduate program, private music teacher

**Mark Aubel '86**, trombone, San Mateo High School music teacher

**Bob Calonico '87**, clarinet, public school music teacher, Marin Opera, San Francisco Chamber Players

**Bryan Lerda**, cello, chamber player, private teaching

**Jim Hurley**, viola, Oakland Symphony, San Francisco Chamber Players

**Holly (Heilig) Foster**, violin, freelance musician

**Andrew Storar**, trumpet, freelance musician, private teaching

84 cont'd.

**Alice Holmes Bjornson** is a senior accountant in the audit division of Deloitte Haskins & Sells, San Jose.

**Arthur Hutchinson Jr.** is a first lieutenant with the United States Air Force. He recently graduated from the squadron officer school at Maxwell Air Force Base, Alabama.

**Dina Seritis Ghasemian** is a senior accountant in the audit department of Ernst and Whinney's Oakland office.



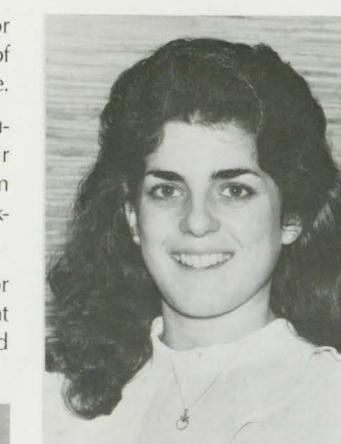
Dina Ghasemian

**Michael W. McLaughlin** was recently appointed manager in the San Francisco office of Deloitte Haskins & Sells. He consults corporate clients on financial information systems.



Michael McLaughlin

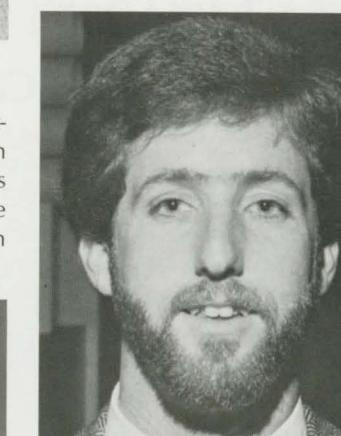
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Marina Kyriakis

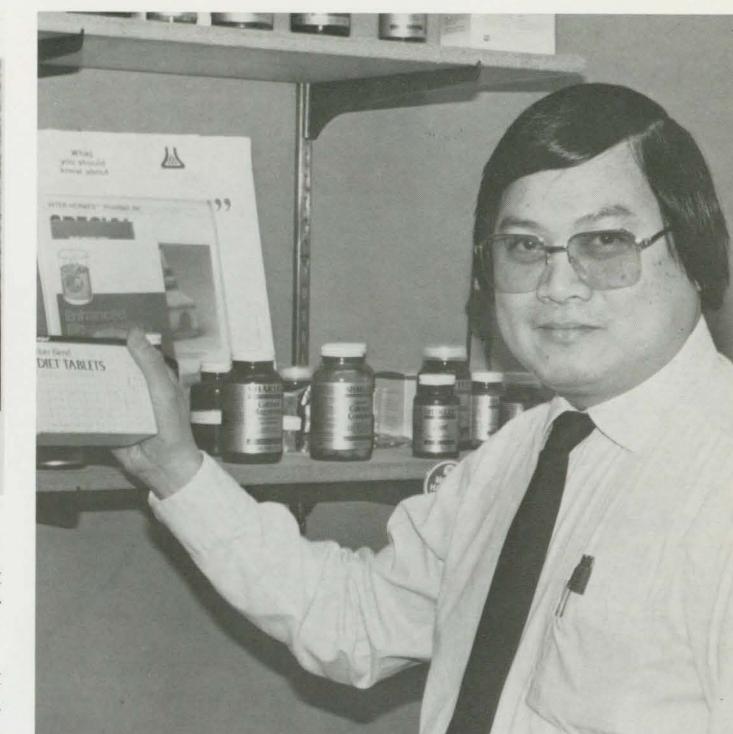
**Marina Kyriakis** is the assistant manager of accounts payable for Shamitoff Foods, Redwood City.

**Neal K. McCarthy Jr.** is a lieutenant and parachutist in the United States Marine Corp. He recently completed the U.S. Army Airborne Course at the Army Infantry Training School, Fort Benning, Georgia.



Scott West

**Scott West** produces news and does traffic reports for San Francisco radio stations KSFO and KYA.



**Luis E. Flores** is the nutritional supplements product development manager in Shaklee Corporation's Hayward Research Center.

**David Wong** is a computer engineer in the research and development department of Tatung Science and Technology, Inc. Tatung is the largest Taiwan-based producer of IBM compatible computer equipment and peripherals.

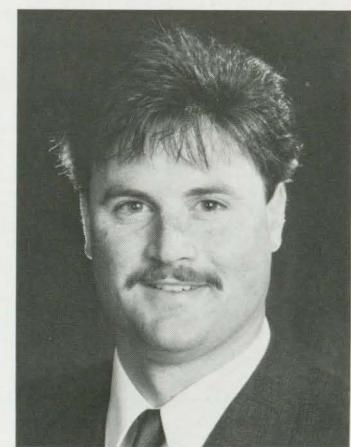
**Kent K. Tokunaga** was recently awarded the aeronautical rating of navigator following graduation from U.S. Air Force Navigator Training School. He is a second lieutenant stationed at Mather Air Force Base.

86

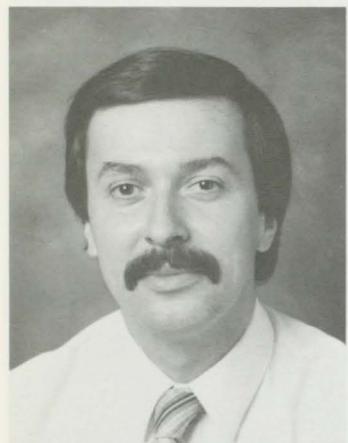
**David Bevilacqua** is a sales representative for RWild Horte Ranch, a recreational real estate company, Concord.

**Kimberley Teves** is a staff accountant in Coopers and Lybrand's Oakland office.

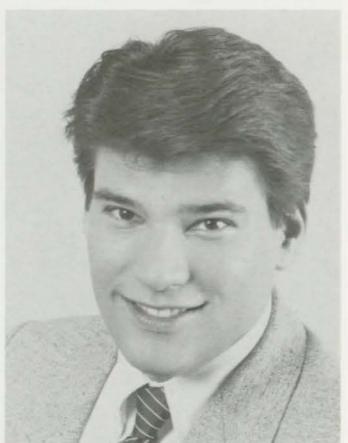
**Maria Knutson** is a personnel representative for Kaiser Permanente, Hayward.



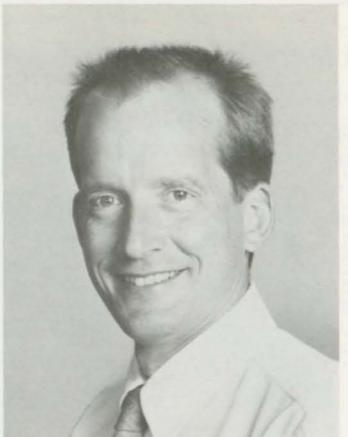
Mark Checchi

**Brian Dulkie**

**Brian Dulkie** is an accountant working on tax research projects in the corporate accounting department of Watkins-Johnson Company, a defense contractor in Palo Alto.

**George Young**

**George Young** is a weatherman for television station KIFI in Idaho Falls, Idaho.

**Ward Hallock**

**Ward Hallock** is the area coordinator for the Alameda County Special Olympics. He is currently a master's candidate in physical education at Cal State.

**Carolyn Cuff** is an administrative assistant in the consumer systems division of Wells Fargo Bank, San Francisco.

**Catherine Oates** is associate editor of *Sequoia*, the Stanford University literary magazine. She is currently a master's candidate in English/creative writing at Stanford.

also ...

**Fire and smoke**—An unknown photographer captured downtown San Francisco in shambles. Over fifty slides of the San Francisco earthquake of 1906 are housed in Special Collections. The glass slides were found in Australia and returned to the United States by a bookseller. Other non-print materials in Special Collections include albums by Paul Robeson, photographs by Imogen Cunningham and Edward Weston and *Cornard Wood* by Thomas Gainsborough.

## 1988-89 Cal State Hayward Alumni Board of Directors Application

The Cal State Alumni Association is seeking candidates for the 1988-89 Board of Directors. Election and installation will be held Spring 1988 with the results announced at the Annual Meeting, May 7, 1988. Candidates may seek office for the one-year term of president, vice president, secretary or treasurer, or two-year term as alumni board director. For 1988-89 four directors will be elected.

**Candidates for the office of president must have a minimum of one year prior Alumni Association Board of Directors experience.** All Board of Directors candidates must be current annual or life members of the Cal State Alumni Association. Alumni Association membership dues are \$25 annually or \$200 (4-yearly payments of \$50) for a life membership. Candidates can only run for one office or director position.

The Cal State Hayward Alumni Association Board of Directors meets monthly on campus and sponsors two annual planning seminars. Interested alumni should use the form below to provide the nominations committee with candidate information. Candidates will be contacted for additional ballot information.

All nomination forms must be received by March 3, 1988. If you have any questions, contact the Cal State Alumni Office at (415) 881-3724.

### 1988-89 CAL STATE HAYWARD ALUMNI BOARD CANDIDATE APPLICATION

#### OFFICERS—One-year term (1988-89)

President (requires minimum one-year Board of Directors experience)  Vice president  Secretary  Treasurer

#### DIRECTOR—Two-year term (1988-1990) Four directors will be elected

Name \_\_\_\_\_ Class Year(s) \_\_\_\_\_

Address \_\_\_\_\_

Phone ( ) \_\_\_\_\_ Maiden name \_\_\_\_\_

Mail by March 3, 1988 to Alumni Association Elections, California State University, Hayward, Hayward, CA 94542



# Future

## January

January 14-February 11—*The Artful Book: Its Shape and Form*, exhibit at University Gallery. Information: 881-4299

## February

February 6—Athletic Hall of Fame Luncheon and Induction Ceremony. Information: 881-3724

February 16—Jazz Ensemble, big band jazz. Information: 881-4299

February 24—*Ethical Warfare: Is It Possible?* Speakers include Frederick Downs, author of *The Killing Zone*. Information: 881-3225

February 26-27, March 3-5—*You Can't Take It With You*, a classic comedy by Moss Hart and George S. Kaufman. Information: 881-3261/3118

## March

March 3—*Asians: The Model Minority and the New Asian Violence*, lecture by Ronald Takaki, UC Berkeley, Information: 881-3927

March 8—University Chorus Ensemble and Oratorio Society. Information: 881-3261/4299

March 10—University Orchestra. Information: 881-3261/4299

March 12—University Singers and Chamber Singers. Information: 881-3261/4299

## April

April 6—*Ethics in the Media*, a symposium with local media representatives. Information: 881-3292

April 6—Pianist Selma Epstein will perform works by women composers. Information: 881-3261/4299

April 14—*Three Black Women Educators*, a lecture by Jacqueline Mitchell, UC Davis. Information: 881-3927

April 24—School of Science, Science Festival. Exhibits, demonstrations, games and lectures. Information: 881-3724

April 29-30, May 6-8—*Blue Window*, a contemporary play about the motivations of seven up-scale professionals. Information: 881-3261/3118

## May

May 5—*Cinco de Mayo* celebration. Information 881-3901

May 7—Alumni Annual Meeting and Reception (precedes concert). Information: 881-3724

May 7—Third Annual Cal State Jazz Festival. All day event featuring college and high school jazz bands and ending with an evening concert.

Information: 881-3261/4299

May 11—Founders Day. Events include Founders Day lecture, recognition of Outstanding Professor, naming of Alumnus of the Year, and official dedication of Pioneer Heights housing complex. Information: 881-3724

May 13-15—Readers Theatre, interpretive readings. Information: 881-3261

May 20—Eleventh Annual School of Business and Economics Awards Banquet. Information 881-3291.

May 20-22, 26-28—*The Tales of Hoffman* by Jacques Offenbach. This opera in English consists of imaginative and fantastic tales of love. Information: 881-3126/3118

May 20-22—Western Pueblo Indian Scholars Conference and Arts and Crafts Festival. Information: 881-3094

## June

June 3-5—Department of Theatre Arts One-Act Festival. Information: 881-3261/3118

June 11—Twenty-eighth annual commencement.

## ACACIA

California State University, Hayward  
Hayward, California 94542

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