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For University Alumni and Friends

# BOLD VOYAGERS

*Pioneers at the forefront  
of their fields*

**From Hayward to Hollywood:  
Scott Chambliss '85 designs for  
*Star Trek, Tomorrowland***

**New moves with CSU's  
Chancellor Tim White '72**

**Earthquake risk forces  
Warren Hall demo**

Summer 2013

SUMMER 2013

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PHOTO JESSE CANTLEY

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PHOTO STEPHANIE SECREST

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# PRESIDENT'S MESSAGE

Dear Alumni and Friends,

In June, we celebrated my favorite time of year: commencement. It is such an exciting and momentous event for students and our CSUEB community. The University graduated 3,500 students and introduced several exciting program changes to the commencement exercises, including combining ceremonies for the four colleges.

This year's larger commencement ceremonies created a wonderful sense of community focused on the accomplishments of the Class of 2013. We were able to give graduate students special recognition with a hooding ceremony for the first time. Undergraduates celebrated with friends in other colleges and enjoyed the company of faculty and classmates at college receptions. Our Concord Campus ceremony was much bigger and livelier as well, allowing all of our graduates to share in the amazing energy. We also streamed the ceremonies via the Internet and had over 27,000 views watched by friends and family across the world. I hope you enjoy viewing the gallery of photos in the middle of the magazine highlighting our three ceremonies.

You may recall that in our last issue of Cal State East Bay Magazine I wrote about the excitement generated in the campus community by our strategic planning process which led to a statement of our core values and commitments as the regional University for the East Bay.

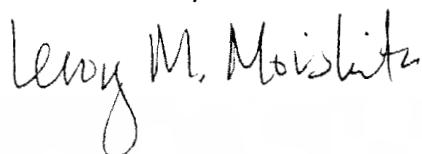
During this past academic year we have moved into a new planning phase called Planning for Distinction, engaging the university community in a challenging dialogue about the relative strengths of our programs. While our budget future appears to be improving, we need to plan carefully about where to deploy resources to provide the greatest benefit not only for present and future students but also to better serve our entire region.

I am enthused by the appointment of our new Chancellor Tim White '72, who visited the University shortly after his appointment. You'll get to know him better through the profile starting on page 42. As head of the largest system of higher education in the nation, Dr. White epitomizes the theme of this edition of the magazine, "Bold voyagers: Pioneers at the forefront of their fields," featuring forward-thinking alumni, faculty and students working at the leading edge of their industries and disciplines. In

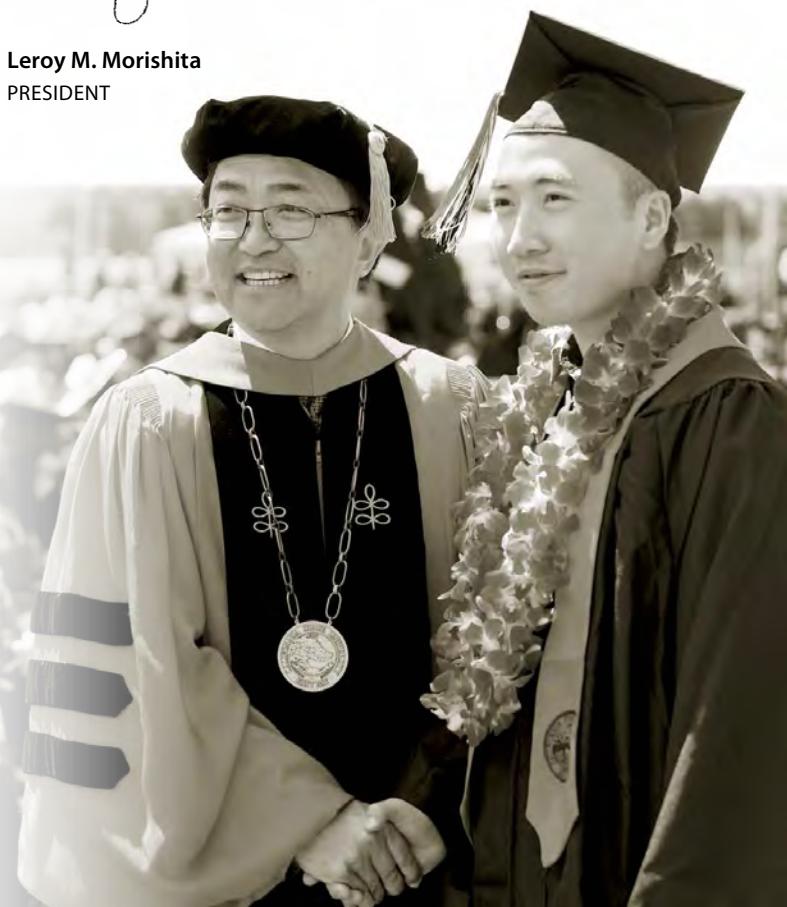
addition to Scott Chambliss '85, who demonstrates how STEM disciplines are integrated into the professional life of a theatre major who has become a production designer for major Hollywood films, you'll meet two faculty members, one a physicist, the other a political scientist, who are applying new technologies to promote knowledge in their respective areas of expertise.

Similarly, CSUEB students are employing high tech tools to help solve daunting social problems, as you'll learn in the story on page 24 about a team of MBA students developing a mobile phone-based nano loans program to fight third world hunger.

In a few short weeks we will warmly welcome first-time freshmen, new transfers and graduate students to CSUEB, many the first in their families to attend a college or university. We will also be welcoming back our continuing students. My hope is that all of them will embrace and build upon CSUEB's Pioneer spirit as our vibrant and diverse community reaches for the stars.



**Leroy M. Morishita**  
PRESIDENT



# UNIVERSITY NEWS

## CSUEB Among Top Universities in ONLINE EDUCATION

Cal State East Bay ranked among the top 25 online colleges and universities in a spring 2013 Online College Rankings report by SR Education Group's Guide to Online Schools website.

Criteria used to rank schools included student reviews, tuition cost (including textbooks), average retention rates, loan repayment rates and accreditation. Additionally, to be considered for the rankings, a school must be nationally or regionally accredited and offer at least 10 baccalaureate or

advanced programs that can be completed online.

CSUEB's broad range of online offerings includes programs in ethnic studies, human development, business administration, recreation, online teaching and learning, hospitality and tourism, educational leadership and health care. **EM**



## UNIVERSITY AND USGS GEOLOGISTS Studying Hayward Fault During Warren Hall Demo

When the University demolishes the seismically unsafe Warren Hall in August, the landmark building's implosion will produce energy similar to a small earthquake that geologists will use to study and map the nearby Hayward Fault.

In cooperation with Cal State East Bay, the U.S. Geological Survey observed and recorded the Aug. 17 implosion on hundreds of seismographs temporarily set out in a roughly one-mile radius from Warren Hall. The data gathered will help characterize the underground geology around the Hayward Fault in three dimensions and can yield information about localized effects of shaking that can help the community prepare for future seismic activity. The section of the Hayward Fault near the university has the highest probability of generating the next significant Bay Area earthquake, according to geologists.

The East Bay Seismic Experiment, a joint enterprise of USGS, CSUEB and other researchers, takes advantage of the unprecedented opportunity to monitor the ground response — identifying which areas will shake more than others — to a small, simulated earthquake in the Hayward

Fault zone. Planned studies include a combined seismic reflection and refraction survey: by measuring the differences in seismic wave amplitudes and velocities of the energy generated by Warren Hall's collapse as it travels through the geological layers of the East Bay, researchers can infer information about these layers that can't easily be learned any other way. They hope to learn the depth of the Hayward Fault near CSUEB, whether it joins with any other faults, and, if so, how this affects the seismic hazard of the area.

Throughout July, USGS scientists and volunteers worked in Hayward-area neighborhoods, surveying locations to place the seismic instruments that recorded the implosion.

The detailed understanding of the ground response can contribute to improved building codes and other mitigation options for a more resilient community. Hundreds of residents and property owners in Hayward helped with the effort to minimize future loss of life and property that could result from an earthquake on the Hayward Fault. **USGS**



Crews began dismantling Warren Hall in February, removing hazardous materials such as asbestos in ceiling and floor tiles and recycling aluminum window frames.

# INAUGURAL WEEK OF SCHOLARSHIP Celebrates CSUEB Research

PHOTO: MAX GERBER



From science to history and art to economics, Cal State East Bay is alive with learning and discovery. To celebrate faculty and student research and creativity, the university hosted a Week of Scholarship in April.

The five-day event, sponsored by the Office of Research and Sponsored Programs (ORSP), highlighted the variety of disciplines CSU researchers represent. Events, to which the entire university community was invited, included lectures by guest speakers and a regional symposium on teaching and learning.

"Our university has a deep tradition of faculty and students working together both in and out of the classroom to enrich their studies and have an impact in the community," President Leroy M. Morishita said. "The Week of Scholarship is a wonderful way to showcase the outstanding scholarship, research and creative activities of faculty, staff and students on this campus."

To begin the week's festivities,

the university honored the George and Miriam Phillips Outstanding Professor of the Year, recognized faculty authors and artists and announced the recipients of three faculty awards. Outstanding Professor Derek Jackson Kimball (see "The 'simplest' subject," p. 28) talked about his research in atomic physics and his work with students.

In the past 24 months, more than 50 faculty members have published books or articles or had an art exhibit or performance, according to Associate Provost Linda Dobb.

"There is a lot of creativity on this campus, but we aren't always able to tie it all together," she said. "Recognition is important to build awareness in the community."

Many of the scholarly activities on campus take place outside of the classroom, said Jason Singley, associate professor of physics and faculty associate for research in ORSP. CSUEB embraces a "teacher-scholar" model for faculty, he said,

in which faculty are "deeply engaged in teaching, but also participating in research in their discipline."

In two research symposia, students and faculty presented posters summarizing current projects, research areas and new developments. Faculty and students working in creative subjects did live presentations. Projects supported by Programmatic Excellence and Innovations in Learning (PEIL) were represented and each of the 10 PEIL teams delivered a brief oral presentation.

A seminar sponsored in part by the Long Now Foundation, a San Francisco-based organization that addresses long-term thinking and responsibility, included guest speakers and noted futurists Laura Welcher of the Long Now Foundation and Paul Saffo of Discern Analytics. Professor Lonny Brooks and his students also presented the results of recent projects examining issues society may face in 25, 100 or 1,000 years.

On the final day of the Week of Scholarship, Cal State East Bay hosted the Northern California Symposium on Critical and Creative Thinking with participants from several Northern California CSUs as well as other educational institutions, regional partners and accrediting agencies. Edward Nuhfer, director of Educational Effectiveness at Humboldt State University, was the keynote speaker.

Cal State East Bay has emerged as a leader in efforts to examine critical and creative thinking, according to Associate Vice President Susan Opp. "We are very pleased to share with our colleagues the outstanding work our faculty are doing in the classroom," she said. **SS**

# THIRD UNIVERSITY PRESIDENT Norma Rees Dies at 83

Norma Rees, who was president of California State University, East Bay from 1990 until 2006, passed away June 6, announced CSUEB President Leroy M. Morishita.

Rees, 83, presided over the construction of approximately \$70 million in buildings and improvements to existing facilities on the university's flagship campus in Hayward during her 16 years as its leader. She also expanded CSUEB's Concord satellite campus and opened a professional development center in downtown Oakland.

"Her influence during her tenure

as president was substantive," Morishita said in a special message to the university campus community. "Under Dr. Rees, the university added the first new buildings on the Hayward campus since 1971. We are fortunate to have benefited from Dr. Rees' leadership and the legacy she has left for Cal State East Bay."

From fall 2004 to early 2005, Rees led a successful effort to change the institution's name to Cal State East Bay to better reflect the Bay Area region it serves. The name change was part of her campaign to better link the university with the 2.5 million



Norma S. Rees

residents of two counties (Alameda and Contra Costa) and 33 cities in the East Bay, reflecting the fact that CSUEB had grown to be "the regional state university for the entire East Bay."

She is survived by two sons, Raymond A. Rees and Evan L. Rees. Her husband, Raymond, died in 2001. **BZ**

## NEW HEAD MEN'S BASKETBALL COACH JOINS PIONEERS

Gus Argenal has been named head coach of the Cal State East Bay men's basketball team, bringing to the program NCAA Division I and Division II coaching experience, most recently as an assistant coach at Rice University.

Sara Lillevand Judd announced the hiring in May as one of her first actions as new CSUEB athletics director. Judd, a member of the Pioneer Athletic Department for 16 years, succeeds Debby De Angelis, who retired after 12 years as director of Athletics.

"Gus's varied coaching experiences have prepared him well for this opportunity to return home to the East Bay and lead our men's basketball team to new heights in the CCAA (California Collegiate Athletic Association)," Judd said.

"It's a dream come true to be the head basketball coach at Cal State East Bay," Argenal said. "We will work hard to be a source of pride for the surrounding Bay Area, particularly the East Bay students and alumni."



Gus Argenal

Originally from Lafayette, Argenal replaces Will Biggs who retired from the position after 16 years and earning records for coaching victories and winning percentage (.514).

Argenal's first coaching stint was in Texas, as basketball operations coordinator at the University of Texas-San Antonio. After two seasons, he returned to Northern California to become an assistant coach at Chico State.

Argenal returned to his alma mater, the University of California, Davis in 2011, serving as an assistant coach for one season and managing all aspects of the program. He then accepted an assistant coaching position at Rice.

A former highly regarded student-athlete himself, Argenal was one of the top point guards in UC Davis history and still shares the school's single-game record for assists (13). He graduated from UC Davis in 2004 with a degree in history and earned a master's degree in education from Arizona State in 2005. **SC**

For his work on the hit TV show *Alias*, Scott Chambliss '85 won an Emmy Award for Outstanding Art Direction and the award for Excellence in Production Design from the Art Directors Guild of America.



# OTHER- WORLDLY PRODUCTIONS

**TOMORROW:** A land envisioned & designed by **Scott Chambliss '85**

BY MONIQUE BEELER

SCOTT CHAMBLISS '85 DIDN'T INTENTIONALLY SET OUT TO DESIGN WHAT THE FUTURE - ITS CITYSCAPES, WARCRAFT, WEAPONRY AND HOSPITAL BEDS - MIGHT LOOK LIKE. BUT HIS STEADY EMPLOYMENT AS PRODUCTION DESIGNER FOR A-LIST HOLLYWOOD FILMS, FROM THE RECENT *STAR TREK: INTO DARKNESS* TO THE UPCOMING *TOMORROWLAND*, SUGGEST HIS FORWARD-FACING VISION AND WARP SPEED CAREER TRAJECTORY WON'T CHANGE COURSE ANYTIME SOON.

Funny thing is that as an undergrad designing costumes and sets for University Theatre productions,

Chambliss took more design inspiration from the 18th-century French painter Watteau than from contemporary artists and modeled his own wardrobe after 1940s Hollywood chic. Peers even called costumes he fashioned for one period piece the "Scotteau collection."

His early preoccupation with times past may explain why his streamlined, futuristic sets never scream icy or sterile. Although he favors a pared down, often neutral palette, he weaves in touches of warmth and texture. It's in the thick cognac leather covering the captain and crew's seats on the bridge of the USS Enterprise, in the foliage dotting a 23rd-century urban landscape and in the rusty patina of a vehicle in a space age chase scene. ▶

## FROM BARD TO BIRD

Cast an eye backward, however, across black-and-white photos of student actors in a 1980s production of Shakespeare's *As You Like It* for a glimpse of the artist Chambliss as a young man. As costume designer for the CSUEB show, Chambliss clad the cast all in ivory and white — from flounces and lace trim to cinched-in bodices and wigs. (Decades later, slippers and boots he'd painted white for the performance remained staples in the theatre department's wardrobe room.) The hand of Chambliss — producer J.J. Abrams' go-to production designer for projects including *Mission Impossible III* and TV's *Alias* — may not be immediately apparent, but as you get better acquainted with his professional output, a quiet foreshadowing of his trademark spare lines and subtle color schemes emerges.



Despite his success as production designer for sci-fi and futuristic films, it wasn't a genre Chambliss sought out. For a future project, he says, he'd love to work on a period piece.

"I had this goofy idea for the (*As You Like It*) costumes," says Chambliss, during a break from his pre-production duties for *Tomorrowland*, directed by Brad Bird and starring George Clooney. "I wanted to create a feeling, an ambiance that drew from all cultures."

The result? Sumptuous textures and silhouettes he dubs "extravagant in scale and structure."

"I wanted to create another world, and they let me go for it," Chambliss says.

## DESIGN BOSS

It was a harbinger of his day job to come. As production designer — or as his email signature sums up his job title: Design Boss — Chambliss is in charge of designing the physical world in which a movie takes place. With few exceptions, if an actor touches it, Chambliss had a hand in its look and creation. That

means every spy's miniature flashlight, transporter room control panel and wall-size view screen on set gets crafted, selected or approved by Chambliss. He also oversees the location department, which scouts out spots where specific scenes will be filmed. For the 2013 *Star Trek*, for instance, he talked Abrams into filming scenes of the USS Enterprise's warp core on site at the Lawrence Livermore National Laboratory's National Ignition Facility. (When Abrams initially balked at checking out the site, Chambliss threatened to fling himself on the director's office floor and lie there until he reconsidered. When Abrams later got a gander at the facility's massive laser bays and target chamber, he agreed it was the right choice.)

"I'm head for a whole team of incredibly talented artists to achieve the visual storytelling point of view of the director," Chambliss explains.

For his current assignment on *Tomorrowland*, he oversees a staff of 250 to 300 working in departments such as set decoration, props and construction.

His past work has earned him professional accolades and major awards, including a 2002 Emmy for Outstanding Art Direction and a 2003 win for Excellence in Production Design from the Art Directors Guild of America. (One theatre professor tells Chambliss he's counting on him to remember CSUEB in his acceptance speech if he one day wins an Oscar.)

## HOME BASE

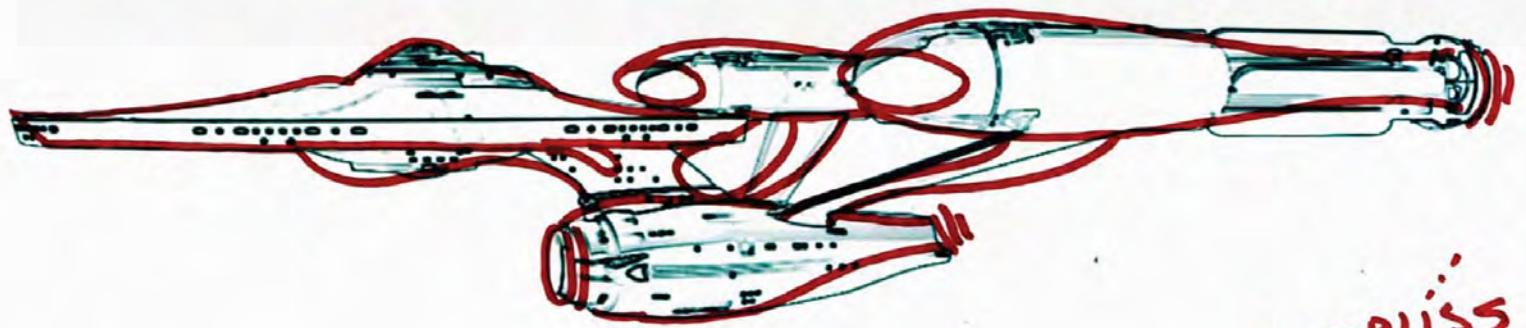
But pursuing a career in theatre wasn't a foregone conclusion for the young Chambliss. When he arrived at 18 on the Hayward campus from the small Central Valley town of Tracy, he'd had high school drama experience but hadn't picked a major. English, art and, yes, theatre were all on the table.

After running into a hometown acquaintance (Cathy Poppe '82) who had recently worked on a production of *Oedipus* at then-Cal State Hayward, her zeal for the program inspired the teenage Chambliss to enroll in some theatre classes. At first, he says, he dabbled, but by junior year he was smitten. Home! He sensed he'd found a deeply fulfilling fit artistically, academically and, as it turned out, professionally.

"They let me design so much there," he says. "They really allowed me to develop my creative interpretation skills."

Three decades later, he has metamorphosed from stitching courtly garb and arranging sets for 17th-century plays in the University Theatre to bringing to ▶

# THE SAARINENIZED ENTERPRISE!



(top) The sketch, above, inspired by the curvilinear aesthetic of mid 20th-century designer Eero Saarinen, influenced Chambliss' re-imagined USS Enterprise.

CHAMBLISS  
FEATURER  
Star Trek  
4/07



(bottom) Chambliss likens each production design project — such as the latest *Star Trek*, which included a reinvented USS Enterprise bridge, right — to a graduate thesis. His process? Research, take it in, come back to his own point of view, and then decide in which direction to take the design.



Cast members of *As You Like It*, left, garbed in Chambliss' white and ivory confections. Years later, Meghan Burke '85, who played Rosalind in the production, tried to track down her costume to wear as her wedding gown.

“They let me design so much there ...

I wanted to create another world, and they let me go for it.”

**Scott Chambliss '85**  
HOLLYWOOD PRODUCTION DESIGNER



cinematic life an entire universe of sleek weaponry, elegant skyscrapers, engine room technology and sick bay gadgetry for 21st-century *Star Trek* films, the spy thriller *Salt*, *Cowboys and Aliens* and other futuristic fare. Like few others, Chambliss' career track qualifies as meteoric. A steady-climbing, brightly lit flight path fueled by boundless inspiration, innovation and forward momentum aptly describes both Chambliss and his professional progress since his days as an undergrad when he once drove more than 300 miles round-trip one night to snap photos of Coalinga oil fields. He wanted the images to use as a model for an onstage oil pump he needed built for a play called *San Joaquin Blues*. On another occasion, he recalls being so absorbed creating costumes for a production that the time whizzed by without him noticing the sun setting — or rising again — until his classmates started filing in for classes the following morning.

## CONVERSATION STARTER

"With Scott, it wasn't hard to see that he had potential as a designer," says Professor Thomas Hird, chair of the Department of Theatre and Dance. "I frequently use the metaphor of a Swiss army knife. Everyone's going to have a different blade. Some people have multiple blades."

"One advantage I saw that Scott had — and is true of successful actors — he had the ability to have a conversation with anyone," says Hird, who recently celebrated a 40-

year tenure with the department. "He was interested in being helped. He was quietly soaking things up."

Hird acknowledges that even in a tight-knit theatre department, some people can be hard to work with. Chambliss, on the other hand, treated everyone with respect, which in turn made others want to help him out with whatever tasks he needed done on a production.

"He was willing to lead when people need to be led, and he was willing to follow when he needed to follow," Hird says.

No doubt it's a trait that has contributed to his success in a business that is notorious for ranks filled with strong egos and challenging personalities.

Chambliss' closest college friend, Meghan Krank Burke '85, worked as an actor and regional theatre director for 25 years before switching careers. Today, she is a nurse practitioner based in Buffalo, NY. She and Chambliss made the journey together from the East Bay to the East Coast for graduate school: she to New York University to study acting, he to Carnegie Mellon where he double majored in set and costume design.

## BALANCING ACT

"To work in this business, you have to be consumed with it," Krank Burke says. "I've seen several people where it's taken a toll on their lives. He's been able to keep a (balanced) life."

"He's extremely patient and extremely calm and has a lot of confidence," she adds.

Krank Burke says she expected her college pal would become a professional success, but not necessarily in the commercial realm.

"I totally saw him going into weird offbeat artist stuff," she says. As a kid, she says, he designed theatrical sets in shoeboxes. In college, he often penned elaborate notes to her on dancing, paper doll-style cutouts.

"He was just so freaking talented," she says. "The word superficial would not apply to him in any way."

Chambliss credits one Cal State East Bay professor in particular with shaping his early creative development: Edgardo de la Cruz.

Soft-spoken and beloved by students and colleagues, De la Cruz worked in the Department of Theatre and Dance for 23 years, until shortly before his death at 71 in 2004. He was named 1994 George and Miriam Phillips Outstanding Professor.

"I will be forever informed by him and grateful," Chambliss says of his mentor. "He had this great gift of charisma. He could just infuse people with enthusiasm." The two remained friends for years.

"Edgardo was very much an artist," Krank Burke says. "He was probably the first person in all our lives — (in this) little suburban theatre department in Hayward — who introduced us to theatre as art. His sets would be really minimal with structural pieces in it. He would layer his productions with meaning." ▶

## SHAPING 'RESPONSIBLE ARTISTS'

As a director, de la Cruz concentrated on transforming students into what he called "responsible artists," Hird says. A responsible artist, according to this view, does not need to go to the director for insights into her character's soul and psyche; it's her job to flesh out her subject.

As an artist schooled de la Cruz-style, Chambliss has gone onto demonstrate great competence in designing sets and scenes layered with meaning and metaphor — such as captives shackled in a gold mine like commodities by the greedy outer space bad guys in *Cowboys and Aliens*. Such responsible artist choices help link the world of the audience member to the "world of the play," Hird observes. It's long been a trend in theatrical productions — whether one set in the past or today — to highlight issues or themes relevant to the audience's times. During the Vietnam era, for example, theatrical productions tended to reflect themes of wars, he points out. Done well, such dramas "tell us that the worst things that happen in war are human tragedies; it's not just about the war."

## AN AUDIENCE ASSIST

"(Chambliss) has — and this might be from Edgardo or he might naturally have it — a concern about the audience's understanding," Hird says. "Stories are about human problems, and successful ones take a stand and make you think."

"Scott's aesthetic is to be helpful to the audience," he says. "The audience is being helped (by his design choices) into the world of the story."

Since his current project, *Tomorrowland*, is still in hush-hush, early filming mode and isn't due for release until December 2014, Chambliss isn't at liberty to disclose details about what he's envisioning for his latest sci-fi endeavor. He does say it's a "big wonderful, live action Disney film."

"It's exciting to me, because the tone of the piece is rather positive, but it's not stupid and it's not naïve," Chambliss adds. "It's got a human, beating heart."

Most jobs for which Chambliss is hired require about an 18-month commitment. During that time, he works long days, routinely grabbing only about five or six

hours of sleep. "It's what I know," he says. "I don't know anything else."

## BOLD VOYAGER

He recharges at job's end by grabbing his partner or a close friend and heading off for what can be a month-long respite, somewhere relaxing like Hawaii or a destination such as Iceland calculated to stimulate adventure. Practicing yoga on a beach is one favorite relaxation method.

"There's nothing like taking yourself out of your own familiar world and staying there for a while," Chambliss says.

"I've traveled to tiny fishing villages in China (with) ancient Chinese culture and architecture. It felt way lost in time — (along with) the people and human relationships. There's no concept for individual space, no word for 'excuse me.'"

As he unwinds overseas, he's also absorbing material for future sets. A visit to a medieval Russian monastery, for example, later showed up as a training facility in the film *Salt*. "Traveling to me is one of the ultimate creative experiences," he says.

And while Chambliss' creative right-brained self has found full expression through his work, his logical left-brained talents have not gone neglected.

## TECH FLUENT

"Technology is a fascinating component (of the industry) right now," he says, adding that he's fluent in several software programs.

"Just comparing when I did the first *Star Trek* in 2009 and the second one in 2013, the technology had just exploded," he says. "We're all looking for new and better and less expensive and more expressive. We always have to be in touch with — if not on the forefront of — what's happening in technology."

One of the most complex and demanding parts of his job involves designing and overseeing the special effects — those that happen in "real life" on the sets his team builds — and the visual effects — digitally created effects that he describes as "the incredible and sometimes impossible futuristic environments that elements of our

“We’re all looking for new and better and less expensive and more expressive. We always have to be in touch with — if not on the forefront of — what’s happening in technology. ”

**Scott Chambliss '85**

PHOTO MAX GERBER





At the end of production for *Star Trek: Into Darkness*, Chambliss' staff assembled mementos from the set and gifted them to their "Design Boss" in an old-style metal *Star Trek* lunchbox.

ASSEMBLED FOR THE DESIGN BOSS BY THE GRAPHICS DEPT

D.G.

stories take place in."

The production designer's role in regard to special and visual effects is often misunderstood, even in moviemaking circles, Chambliss observes.

"An important evolution is taking place right now in my industry regarding the place of the production designer in the world of digital filmmaking," he says. "I work hard at making it clear to my cohorts what we do and what our essential role continues to be."

Another new trend Chambliss is keeping an eye trained on is high frame rate photography, also called fps for frames per second. Historically, movies have been filmed at 24 fps, but the first major film shot in 48 fps, Peter Jackson's *The Hobbit: An Unexpected Journey*, was released in 2012. Other high frame rate flicks — some as high as 60 fps — are soon expected to follow, including the next installment in the *X-men* franchise and the *Avatar* sequels.

Viewed favorably, high frame rates deliver what Chambliss describes as "super sharp, way bright" images that allow the movie fan to see up-close details from the fibers on Frodo's soft green cloak to the hair sprouting from each knuckle of his furry hobbit foot.

At its worst, he says, "48 frames per seconds looks like an over lit Spanish telenovela."

## BACK TO THE FUTURE

New technology, Chambliss acknowledges, changes the game for those who embrace it. But he also remains mindful not to rush headlong into using new tools at the expense of making the best looking film.

"It's an information issue," he muses. "We have more information about more subjects and ways other people are doing things."

Will the resulting product start looking cookie-cutter? "I keep trying (to take) things back to the basics," Chambliss says.

Sticking to the fundamentals, however, won't keep him mired in the past.

"Being a good designer requires you to be literate (and current on) world events and be able to draw storytelling conclusions about them, which means emotional conclusions," Chambliss says.

"Edgardo de la Cruz told me once early on: 'Everything you do says something about you as a designer.' I hope (my work) says I really love people and I'm hopeful for humanity and our culture. I have tremendous hope for our spirit." ■

“With Scott, it wasn't hard to see that he had potential as a designer. I frequently use the metaphor of a Swiss army knife. Everyone's going to have a different blade. Some people have multiple blades. ”

**Professor Thomas Hird,**  
CHAIR, DEPARTMENT OF  
THEATRE AND DANCE



As he moves from job to job, Chambliss covers his desk with familiar objects from an orange and "glow-y" 1970s Italian table lamp to "all kinds of ridiculous toys," including collectible cartoon rabbits known as Smorkin' Labbit, above.

# MULTI STORIED PAST

Seismically unsafe Warren Hall, a symbol of the university's early days, is gone. What does that mean to the CSUEB community?

BY FRED SANDSMARK '83

WHEN HAL GIN '73, MPA '83 ARRIVED AT THEN-CALIFORNIA STATE COLLEGE AT HAYWARD IN 1970, WARREN HALL WAS BEING BUILT — "JUST A SKELETAL FRAME," HE RECALLS — BUT IT ALREADY DOMINATED THE FLEDGLING CAMPUS.

And when the 194-foot tower was complete, its prominence only grew and amplified. "For years, Warren Hall was not just a landmark, but it was the place to be," Gin recalls. "If you were on campus, you wanted to have a meeting in the President's Conference Room on the 9th floor, just to see the view."

As a 20-year-old transfer student majoring in sociology, Gin couldn't know that he'd spend a 30-plus year career in the new building, but he did: Gin started working in the tower's lobby as a student assistant in 1971, and retired from a fourth-floor office as executive director of Student Development Services in 2005. He also couldn't know that he'd live to see the structure that he affectionately calls "my home" demolished. The hulking concrete tower stood vacant all summer. "Buildings, like human lives, have their seasons," Gin says. "I guess the season for Warren Hall has reached its end."

## FORCES AT WORK

Warren Hall was a victim of the seismic forces that shaped California. The building sat less than 1.25 miles from the Hayward Fault, an active earthquake fault that carries an "increasingly likely" risk of a 6.8-magnitude earthquake according to a

report issued by the United States Geological Survey (USGS) in 2008. At a conference held at the Cal State East Bay campus that year, seismologists said there was a 22 percent chance that the next major quake on the Hayward Fault would strike within the next 30 years.

Economic forces were at play, too. More than 11,000 students now attend Cal State East Bay full-time, and more than 2,000 people work for the school. The university has a responsibility to keep this community safe — and to do so cost-effectively. After years of studies, California State University leaders decided that keeping Warren Hall open presented an unacceptable risk to the campus community, and demolishing the building made the best financial sense.

But it's been difficult to imagine the Cal State East Bay campus without its signature structure — albeit one that, in aggregate, probably inspired more respect than affection in its 40-year history. "The impression was, 'This building is authority,'" Gin recalls from his days as a student. "This is the administration building, where all decisions were made for us. It certainly had that symbol." Furthermore, the building represented a hierarchy: Generally, the higher an administrator's office, the more powerful he or she was, culminating in the president's office on the top floor — slyly referred to as "The Ego's Nest" by some in the campus community, Gin recalls with a laugh.

In spite of that perhaps-negative symbolism, Warren Hall boosters came out of the woodwork ▶



“I could always see it, point to the building and say, ‘I

(or, perhaps more accurately, out of the concrete) to express their affection in its final days. More than 165 photos have been posted to a Facebook tribute page, with nostalgic comments, like “Farewell, old friend,” dominating the discussion. One student sculpted Warren Hall from old newspapers for the school’s 2013 Earth Week Recycled Art Contest.

In October, Sarai Portocarrero ’09 and Justin Albano ’07 took their tribute a step further: They trekked to the hilltop campus — she in a deep blue, knee-length sleeveless dress and he in a sharp blue suit and crisp, open-collared white shirt — to pose for engagement photos. Cal State East Bay brought them together — they met at a college party — and they wanted to memorialize that fact. “I knew, definitely, I wanted to take pictures with that building in them,” Portocarrero says of Warren Hall, because the tower symbolizes Cal State East Bay for the couple, who married in April and live in Hayward. “I could always see it, point to the building and say, ‘I went to that university,’” she says. “Now

it’s ... gone. It’s not going to be the same. It’s sad.”

## CONCRETE AND IVORY

That sadness makes sense because landmarks are as much emotional touchpoints as physical ones, explains Jennifer Wolch ’75, M.S. ’76, dean of the College of Environmental Design at University of California, Berkeley. She remembered the building from her days on campus: “It was a classic early ’70s brutalist structure,” she says. (“Brutalist” comes from the French phrase béton brut, meaning “raw concrete,” and doesn’t necessarily imply that a building is brutal to its users.)

While brutalism has its aficionados, a building’s success depends in part on context, and that’s where Warren Hall fell short in spite of its height. “It did not blend in with the hills in a sympathetic way,” Wolch says. “It was an industrial-looking concrete building set in a more pastoral landscape.” While its stature made Warren Hall an eyesore

to some, it also reinforced its role as a landmark.

The building also could be criticized as representing a detached, command-and-control management philosophy, Wolch says. And she’s not the first person to say so. Fred Harclerode, the first president of the university, voiced opposition to the proposed tower in a March 1966 memo found in the Cal State East Bay archives. “The ivory tower impression, the greater inaccessibility of people, and the communications hurdles that would come with the tower as it is now being planned will create problems for us that we do not need in our relationships among ourselves (those of us in administration) as well as with faculty, students and other groups,” Harclerode wrote.

It was an accurate foretelling, Gin says. The fourth-floor student activities office where he worked was a case in point. “We were concerned that we weren’t accessible and friendly to students,” Gin says. “Who wants to take an elevator to the fourth floor just to fill out forms?”

But in his memo, Harclerode

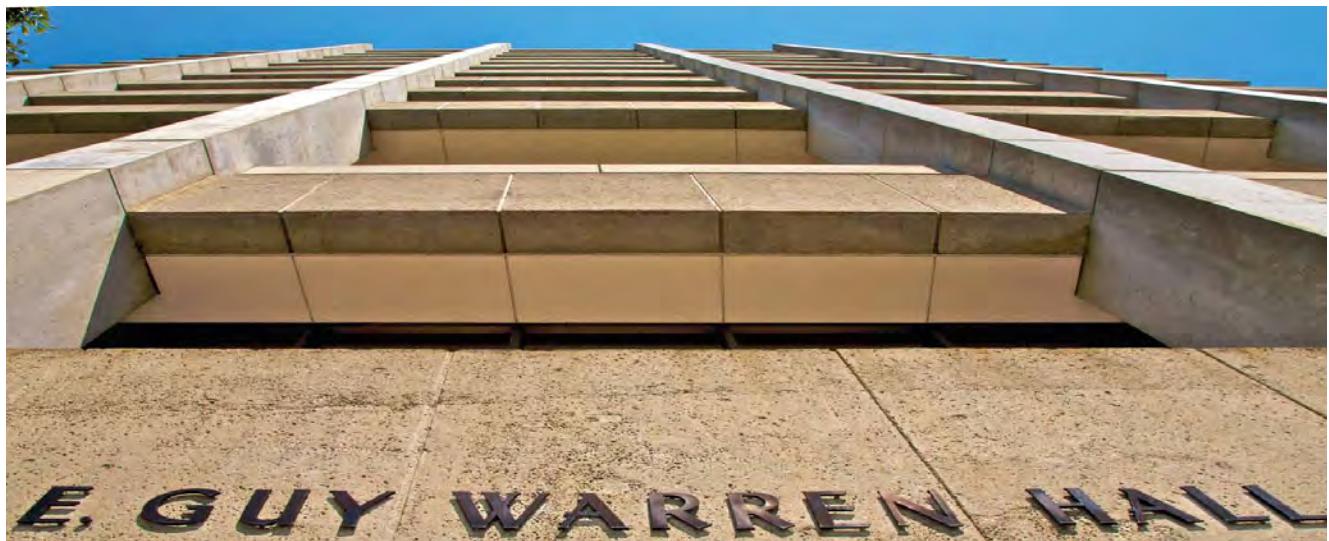


PHOTO BY KENT KAVASCH

As of early August, Pioneers had posted to a Facebook album 169 photos of Warren Hall and dozens of comments, including Michelle Everson’s ’94 observation, “I loved looking out at the view of the Bay Area from Warren Hall when I was a student. I have such fond memories of that.” Olesya Clark ’07 says: “This building was my pass to an amazing future, which I now call today.”

went to that university.'”

**Sarai Portocarrero '09**

conceded that the decision to construct a tower was already made. Planning for a combined library and administration complex had begun about three years after the campus' hilltop site was chosen in 1961. By 1967, renderings by architect John Puisha showed a three-story, 250,000-square-foot library and a 10-story, 113,000-square-foot administration tower, connected by a bridge over West Loop Road. Almost \$11 million in state and federal funding were assembled — measured in dollars, it was the largest single project in the state college system at the time — and Dillingham Construction Corp. of San Francisco won the contract over six other bidders to erect the building.

## PUT TO GOOD USE

Ground was broken July 7, 1969, and construction was rapid. University employees began working in the building in late 1971, and documents in the Cal State East Bay archives describe the glitches they encountered in the new structure. “Administrators have been climbing stairs to their top-floor offices in the new administration building, because the three elevators have worked only intermittently so far,” reported a September 1971 article in the local Morning News. Window blinds, eliminated from the building’s initial design to save money, were needed after all to shield workers from the blazing afternoon sun. Telephones and air conditioning were unreliable.

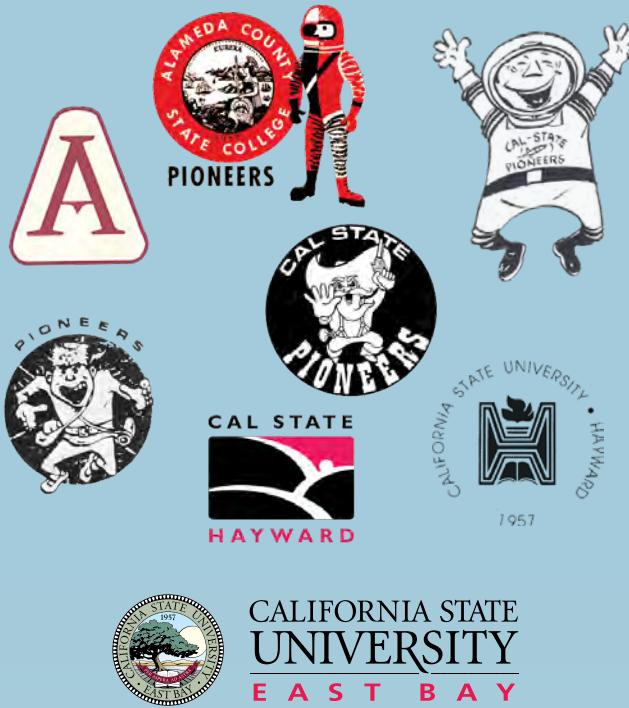
Despite the early hiccups, the East Bay community flocked to an open house for the new structure on Sunday, March 19, 1972. Three months later the college was rechristened California State University, Hayward, and the Administration Building — that was its official name — settled into productive use. Workers filled the tower’s offices and communication dishes sprouted from its topmost level as the campus sprawled horizontally in its shadow. A symbolic change came in 1980, when the building was named for E. Guy Warren, a Hayward businessman and former trustee of the California State Colleges, predecessor of the CSU. (See “E. Guy Warren,” page 23.)

Another milestone — or speed bump — in the building’s journey came in 1999, when the CSU Seismic Review Board placed Warren Hall on a list of systemwide buildings deemed dangerous in an earthquake. The CSU had always constructed ▶

# 13 FACTS ABOUT WARREN HALL

One for each floor:

1. The base of Warren Hall was 530 feet above sea level, and its top was about 800 feet above sea level.
2. In 1972, the tower was the second highest structure (by sheer altitude) in the Bay Area, after San Francisco’s Bank of America building.
3. It was not the only Warren Hall at a California public university: Warren Hall at UCLA is named for E. Guy Warren’s brother, Stafford Leak Warren, founding dean of that university’s medical school.
4. A 10-minute time-lapse film of the tower’s construction was shown at its open house in 1972.
5. 2,128 tons of steel, fabricated in Pinole Point by Bethlehem Steel, was used in construction of the tower.
6. A litter of puppies was born on the eighth floor of the building while it was under construction.
7. John Puisha, who designed Warren Hall, was born in Connecticut, grew up in Europe, was active in the underground against the Nazis, and was imprisoned in a Nazi labor camp before coming to California.
8. Total square footage in the tower was 113,518.
9. The tower initially had classrooms on the fourth and seventh floors, but these were converted to offices when students were chronically late to class because of elevator overcrowding.
10. In initial designs, the plaza in front of the tower — where flagpoles stood — included a 45x88 foot reflecting pool.
11. The tower and library were the seventh construction project on campus, and the first buildings to have steel frames.
12. Dillingham Construction, which put up the tower, also built San Francisco landmarks including the Wells Fargo Building and One Embarcadero Center.
13. Of the nearly \$11 million budgeted for the library and administration building complex, \$3.3 million was for Warren Hall.



# ROLL CALL

Since the state legislature passed a bill in 1957 establishing a college in southern Alameda County, the institution has undergone five name changes. Read on for the assorted handles and the year each was introduced:

- State College for Alameda County (1959)**
- Alameda County State College (1961)**
- California State College at Hayward (1963)**
- California State University, Hayward (1972)**
- California State University, East Bay (2005)**

Source: The 25th Year: 1957-1982

its buildings to current seismic codes, but the 1989 Loma Prieta earthquake raised a sense of urgency to make CSU buildings safer and also increased structural engineers' understanding of what makes buildings vulnerable in a tremor. Within a decade, Warren Hall rose to the top of the Board's list of risky CSU structures because of "structural deficiencies that could result in total building failure from a Richter magnitude 7 or greater earthquake on the nearby Hayward fault," according to a July 2012 report by Oakland-based Impact Sciences Inc.

The CSU considered several options, including retrofitting the existing building, shortening it by removing several upper floors, or demolishing it entirely, before eventually settling on demolition.

"You could potentially retrofit a building like Warren Hall, but it would be really expensive," says Cristian Gaedicke, assistant professor in the Department of Engineering at CSUEB and an expert on concrete.

Although Gaedicke was not involved in the decision to demolish Warren Hall, he understands the rationale behind the choice. "If you start retrofitting, you cannot just do only the structure," he says. "You have to upgrade the bathrooms, the elevators, fire resistance, indoor air quality and energy efficiency. You need to do the whole thing from scratch."

## MEASURING THE LEGACY

Even in its passing, Warren Hall will continue serving Cal State East Bay students. Scientists with the U.S. Geological Survey, CSUEB Department of Earth and Environmental Sciences and other researchers observed and recorded the implosion using hundreds

“Buildings, like human

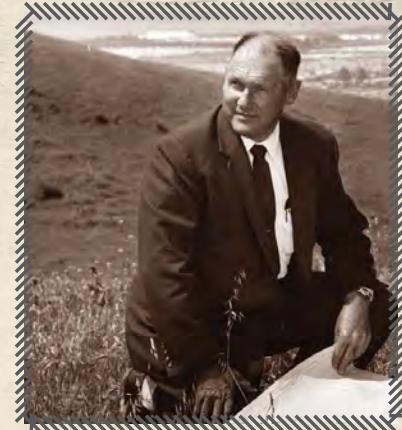
of seismographs surrounding the building to create a 3-D model of the area's underground geology, which could help authorities improve building codes and make the community more resilient in the event of a quake. They hope to learn the depth of the Hayward Fault near CSUEB, whether it joins with any other faults and, if so, how this affects the seismic hazard to the area.

Additionally, graduate construction engineering student Farel Miankodila is working with several CSUEB professors and the demolition company, Silverado Contractors of Oakland, to study how the wood, glass, metal and concrete from Warren Hall will be recycled or reused. Miankodila has been performing a detailed life cycle assessment, or LCA, of the building's deconstruction (his preferred term) to measure the project's sustainability. "We need to understand the overall environmental impact related to the building's materials and make sure that they are reused or recycled in a cost-efficient way that also serves a social good," he explains.

Looking at the building's overall impact, and factoring in the social good it delivered, may also be the best way to measure the legacy of Warren Hall. Perhaps there is more to a building than the tons of concrete, steel, and wood in its structure. Perhaps the mark Warren Hall will leave is on the minds and hearts of the faculty, staff, students and community it served, rather than on the land where it stood. Perhaps Marc Jensen '77, who as a teenager saw the building rise and who planned to watch it tumble down, put it best: "When I think about the building itself, it did strike me as cold," he says. "But the people brought warmth to it." ■

lives, have their seasons. "

Hal Gin '73, MPA '83



## E. Guy Warren: TIRELESS UNIVERSITY SUPPORTER

BY FRED SANDSMARK '83

When Cal State East Bay's Hayward campus was first established, buildings were given workmanlike names — think Arts and Education, or North Science and South Science. Warren Hall was only the third "named" building. But in its own way, it had a workmanlike name, too, because it memorialized a man who worked tirelessly for the university.

Edwin Guy Warren wasn't a professor or an academic; he ran a local trucking company. Warren was dedicated, however, to education. An engineering graduate of the University of California, Berkeley who had attended Harvard University, Warren served as trustee of the Hayward Union High School District for 26 years, and in 1962 was appointed a trustee of then-California State Colleges, a post he held the rest of his life. Most notably, Warren and a friend commissioned — and paid for — an engineering study that convinced trustees of the feasibility of building the Hayward campus at its hilltop site.

Warren's roots in the East Bay ran deep (his great-grandfather arrived in Alameda County before the Gold Rush) and his commitment to the community was unflagging. "My earliest memories of him involve going to various community events," recalls Garin Warren, his grandson. "I can remember working a cotton candy booth with him out at the Rowell Ranch Rodeo when I was seven or eight years old."

Warren never knew that the university's signature building would bear his name. He died in February 1972, just as construction of the tower wrapped up, and the building wasn't named for him until 1980. The Warren family's involvement with Cal State East Bay continues: son Richard and his wife Annette endowed the E. Guy Warren Science Scholarship in 2008, and sent two of their five sons to the school.

And Warren's family was well represented for the implosion of their namesake building. "With five boys, our wives and kids, and my parents, we (estimated) a group of over 20 people," Garin Warren says.



# Extra CREDIT

MBA students craft a start-up pitch to fight  
hunger with 'nano' loans

BY LINDA CHILDERS '85

IN A SLUM ON THE OUTSKIRTS OF BANGALORE, INDIA, A MOTHER FEEDS HER CHILDREN SMALL HELPINGS OF FLATBREAD AND VEGETABLES, AND HOPES HER FAMILY'S MEAGER FOOD SUPPLY WILL LAST THROUGHOUT THE WEEK.

Although her husband is employed as a day laborer, his work as a farmer on small plots of land only earns him \$2 a day. This stark reality faces many families living in the slums of India and other underdeveloped countries when, on the days the family's main breadwinner doesn't work due to a monsoon or labor unrest, the family goes hungry.

Nearly 9,000 miles away in Oakland, five Cal State East Bay business graduate students spent months exploring ways to help families such as this stabilize their often unpredictable flow of food and income. In March, the student team composed of Michael Salemi, Yashashwini Basetty, Victoria Fernandez, Alexander Henderson and Ravikumar HK submitted their project for a shot at the \$1 million Hult Prize, a social enterprise business plan competition.

In partnership with the Clinton Global Initiative, the Hult Prize invites college students from around the world to tackle the world's most pressing issues by developing practical solutions to social challenges. For the 2013 prize, President Clinton personally selected the challenge for students to address in the competition: reducing food insecurity and hunger in urban slums.

The CSUEB students competed against college

students from around the world. Each team proposed practical strategies for combating the global food crisis. Teams were selected from more than 10,000 applications, representing approximately 350 colleges and universities from some 150 countries. Regional competitions were held in five cities, offering teams the chance to secure \$1 million in funding to launch a sustainable venture. The regional competitions were held March 1 and 2 on Hult International Business School's campuses in Boston, London, Shanghai, Tokyo, Dubai and San Francisco, where the CSUEB team competed. Following the regional finals, one team from each host city was selected to move into a business summer incubator where participants received mentorship, advisory and strategic planning.

Although the CSUEB team didn't move beyond the regional competition, team members say developing solutions to urban hunger was enlightening. Salemi and his team looked at how families in the slums of India might sustain themselves through periods of unemployment by combining cell phone technology with a loyalty program in which consumers could earn points that later would be used to purchase food.

"If a day laborer is out of work for a day or two or several weeks, they typically don't have a savings account that will allow them to purchase food during the time they are unemployed," says Salemi, a student in CSUEB's accelerated master of business program.

By earning approximately 3 percent back on food purchases made throughout the year, Salemi says, families could create a “savings account,” accruing a nanocredit of approximately \$10 to \$35. The nanocredit would allow them to purchase several days’ worth of food, in the event that the family’s main breadwinner was unable to work.

Ravikumar and Basetty, who both hail from India, helped design the project drawing on their firsthand knowledge of the country’s demographics and prevalent use of cell phones. According to information released in 2012 by the Indian telecom regulatory authority, there are 920 million mobile subscribers in the country.

Other programs have used cell phone technology to create mobile-based savings platforms. The CSUEB team set their idea apart by building it around a customer loyalty program that would benefit both companies and consumers.

A former mechanical engineer, Ravikumar says his background coordinating international aerospace projects in India helped him make a strong contribution to the CSUEB team.

“I think of myself as a visionary entrepreneur,” says Ravikumar who notes that many of the lessons learned in the MBA program in statistics, entrepreneurship and presentation were employed by the team when formulating their Hult Prize project.

After tossing around several ideas, Basetty says the team began examining the root causes of hunger in India’s slums.

“It’s not availability of food, but rather the cost and the fact that many families don’t have a savings account,” says Basetty, a former software engineer. “We wanted to construct a program that would allow families to earn credits that would go directly into a savings account.”

Victoria Fernandez who joined the competition late helped the team shape and focus their presentation for the Hult judges based on her long-term experiences working with non-governmental organizations.

“My goal was to help our team clearly articulate the benefits of the program by telling a story, while also imparting facts,” she says.

Salemi says the team also examined the problem of distribution where on a per-unit basis, families in the slums pay more for their groceries than wealthier families. In addition, ration shops, which are supposed to distribute rice, sugar, wheat and even kerosene at subsidized prices to anyone in need, often turn into money-lenders and withhold food as collateral for debts. Other seasonal migrants who don’t have a fixed address or an identity card fall through the cracks and don’t even have a ration card to fall back on.

“We looked at the possibility of going to larger companies

that would give residents in India access to less expensive goods and working with these companies to devise a digital points-based program where consumers could earn 3 percent of their purchase back,” Salemi says. “The program would also give companies insight into the buying patterns of families so they could tailor product offerings to reflect consumer-buying patterns and ultimately introduce healthier food options.”

Henderson, who previously worked as a portfolio manager in asset management, was responsible for facilitating the business model and value proposition for the proposal.

“I calculated expected returns and gave growth projections,” he says. “Our presentation was on par with what a start-up would submit to a venture capitalist to receive funding.”

Although the students’ pitch didn’t win them a spot in the summer incubator, Salemi says witnessing some of the other proposals at the competition gave them ideas on how they might tweak their project, while also reaffirming their commitment to social responsibility.

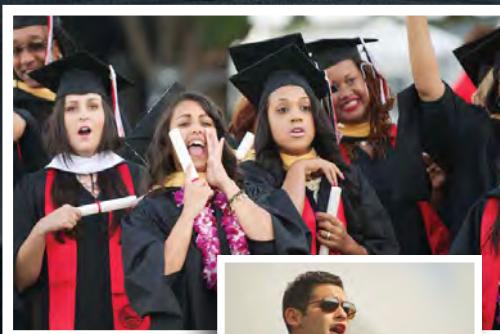
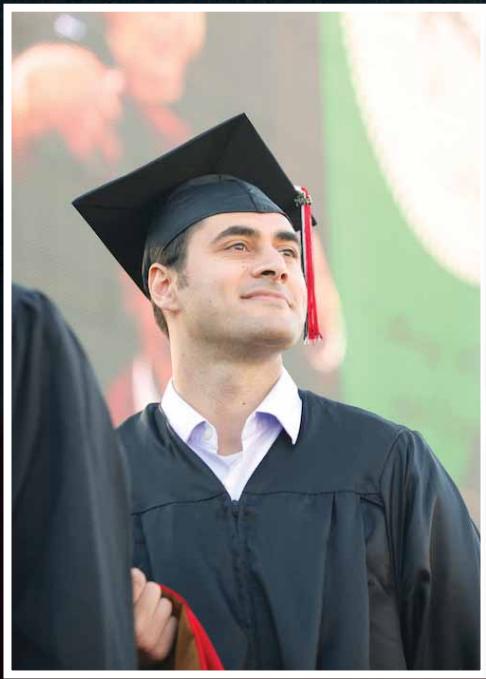
“This has become a real passion for me,” Salemi says. “One of my fellow MBA students, Feruz Kurbanov, and I are looking at ways that we can take this idea and move it forward.”

Basetty and the other team members, who will all graduate in June, agree, noting that whatever job they land after graduation will be with a socially conscious company.

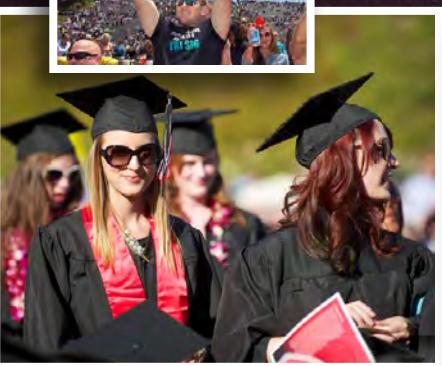
“Having emigrated to the U.S. from India and seeing the conditions that many people face over there makes me want to secure a job where I will be in a position to give back,” she says. ■



In impoverished urban areas of India, it could take as little as 2,150 rupees — the equivalent of about \$35 — in nanocredit to stave off hunger in a family for a full year. MBA students at Cal State East Bay propose a cell phone-based solution.



# CALIFORNIA STATE UNIVERSITY, COMMENCEMENT





# EAST BAY GRADUATION 2013





**A kinetic force in his field, Associate Professor Derek Jackson Kimball actively publishes, conducts National Science Foundation-funded research and motivates undergraduates studying physics. One former student said: "He thinks so positive. You can ask the same thing of him 100 times, and he would not hesitate to explain."**

# The Simplest Subject

Outstanding Prof's Quest into Gravity, Dark Matter and New Levels of Precision in Physics

BY SARAH STANEK

DEREK JACKSON KIMBALL HAS ALWAYS BEEN DRAWN TO THE BIG QUESTIONS. THE ASSOCIATE PROFESSOR AND CHAIR OF CAL STATE EAST BAY'S PHYSICS DEPARTMENT HAS BEEN ON A SEARCH TO SATISFY HIS CURIOSITY ABOUT LIFE ON EARTH SINCE MIDDLE SCHOOL, A SEARCH HE IS PASSIONATELY CONTINUING AS THE UNIVERSITY'S 2012-13 GEORGE AND MIRIAM PHILLIPS OUTSTANDING PROFESSOR.

Physics may not be the first place most people look for answers, but Kimball says: "In many ways, it's the simplest subject of all." Scholars may disagree on the meaning of a Shakespearean soliloquy or the best approach to economic theory, but physicists find precision and what he describes as "deep connections between disparate things."

As evidence, he points to the tides, the moon, the distant stars and planets and the famous apple falling on Isaac Newton's head — phenomena humans had observed for eons suddenly coming together. All that time, he explains, it seemed "they're probably not

related, but (they're) all described by gravity. It's different manifestations of one idea. It's very elegant."

## Profound Experiences

Kimball earned his bachelor's, master's and Ph.D. from the University of California, Berkeley, and admits he did not have the most auspicious of academic starts. He clearly recalls an early test for the honors physics sequence that brought him up short while "the people next to me were tearing through it." He knew then he had a lot to learn, so he began tackling his studies with an enthusiasm his students and colleagues today would easily recognize. ("When you're confused, that's also a really exciting opportunity to learn," he says, displaying the infectious optimism he's known for in the physics department.)

Teaching and researching with undergraduates — as he was able to work with Dmitry Budker, his mentor and advisor at Cal — was Kimball's ultimate professional goal, and Cal State East Bay fit the bill perfectly. "All of the



Kimball says his colleagues have worked hard to create an environment where students and faculty can thrive. "We've built up something wonderful in the physics department."

people at the university are part of that brief time with students, where something profound happens to them, and it's really amazing to be a part of that," he said at an April event honoring faculty at the University's Week of Scholarship.

He added, "It's difficult to quantify, which may sound strange coming from a scientist."

His mentor, Budker, says it was clear "from the very beginning" that Kimball was outstanding. He encouraged Kimball to keep working with him as a graduate student at Cal, where Kimball also excelled in research and advising, and they developed a strong professional rapport that Budker says is "the best thing that can happen to an advisor."

Proximity to his alma mater keeps Kimball in ongoing collaboration with Budker, who says they talk regularly to "continue coming up with crazy ideas." They've worked together on several papers and books, including "Optimal Magnetometry," released in March 2013, which they co-edited. Additionally, they are taking on an ambitious search for dark matter that

will be coordinated with researchers and labs around the globe.

## Diverse Approaches

Using his own student experience as a model, Kimball hosts study sessions every week instead of office hours, where he offers students as much help as they need. Physics is a new subject for many of Kimball's students; it's relatively new to academia, too — humans have only formally been studying it for about 300 years. "So we should struggle with it," he says.

That kind of support helped Kimball through his college years, and physics, he points out, is challenging enough without adding isolation. He describes it as a good-cop, bad-cop scenario — and physics is the bad cop.

The diverse backgrounds of CSUEB students presents another challenge for effective teaching. "You can't have a one size fits all approach," Kimball says. Giving students a variety of opportunities to succeed helps them find a passion; one may struggle with math while showing skill with experiments in the lab, and another may grasp theory but have more trouble thinking creatively. "You push the best to improve, and

(help) those who are struggling to make progress without getting discouraged," he says.

Kimball also recognizes that his work at Cal State East Bay can help address another important aspect of higher education: increasing interest in the sciences among underrepresented students like women and ethnic minorities. He is a member of a faculty and staff committee exploring issues of diversity and social justice, led by Julie Beck, associate professor in Criminal Justice Administration, as part of a University-wide initiative.

The issue goes directly to the "health of physics," he says frankly. When outside groups don't have a voice, "that's an untapped intellectual resource. The more perspectives, the better."

## Lasers & Laboratories

If the Hayward Campus is an atom, for Kimball, the Science buildings would be the nucleus. He's rarely in one place for long, but his current projects most often find him in a lab in the southeast corner of the South Science building, home to a state of the art laser spectrometer that he and his colleagues brought to

campus in 2010 with a grant from the National Science Foundation and the federal stimulus bill.

At the moment, it's also sharing space with a more vintage piece of equipment, a 1960s-era spectrometer housed in a teal-colored box, similar to models Kimball used himself as an undergrad researcher. This summer, Kimball's students are building a connection between the two spectrometers to expand their experiments and isolate new bits of information.

Describing a typical day in the lab, senior Jerlyn Swietlowski says most begin independently, as she and her fellow student research assistants warm up equipment, review the battered lab notebooks and, when something goes awry, "checking things you know 'for sure' you've already checked."

In the close-knit physics department, students quickly develop working relationships with faculty; Swietlowski has worked in Kimball's labs for the past two years and will present with him at a conference in Quebec in summer 2013. She was one of the many students, past and present, who supported Kimball's nomination as Outstanding Professor. Letters from physics students, chemistry majors, alumni in Ph.D. programs and colleagues all took note of the same qualities — dedication, an ability to "bring to life" the most complex subjects and, of course, Kimball's unflagging energy.

Looking at his resume, he's needed it. His collaborators span the globe, and dozens of published

articles credit CSUEB students as his co-authors. The spectroscopy lab is only able to hold some of his research; leaving the lasers in his students' capable hands, Kimball crosses the hilltop picnic area to North Science to his spin gravity lab (featured in the Fall 2010 issue of Cal State East Bay Magazine).

Everything in the lab has been put there by students over the past seven years. He'll proudly point to any element, like a coil system designed by Swietlowski, and explain its provenance and importance. The experiments they've conducted in this room are the ones he first envisioned when he arrived at CSUEB eight years ago, testing constants and fundamental laws of physics — or rather, as Kimball is always quick to qualify, "laws of physics as we currently understand them."

As his projects demonstrate, there are still countless unknowns, things we are only now gaining the ability to measure. "Constants — are they really constant? Or do they change a little over time?" he wonders.

That's why he'll be looking so closely at any small anomalies revealed in his gravity research, which he says will be ready to review later this year. With his characteristic grin, he asks "What if the 'blip' is some new, crazy physics?"

He'll put it at the top of the list of big questions to keep exploring. ■

PHOTO BY JESSE CANTLEY



The spectroscopy lab was a stop on the campus tour for the new CSU Chancellor Tim White when he visited CSUEB in February 2013 (see story, page 43), which Kimball commemorates with a photo pinned to his office wall, along with drawings from his daughters and other science ephemera.

# GET SMART

CSUEB political scientist's **mobile app** fosters a more informed electorate

BY KIM GIRARD

ELIZABETH BERGMAN HAS SPENT THE PAST DECADE THINKING ABOUT HOW TO GET MORE PEOPLE TO VOTE. SMART PHONES MAY CONTRIBUTE TO THE SOLUTION, SUGGESTS THE CAL STATE EAST BAY FACULTY MEMBER.

"We have a problem with turnout in this country, especially with some demographic groups," says Bergman, a political science professor at Cal State East Bay. "Young people turn out at lower rates. Hispanics and minorities vote at lower rates."

Bergman says she suspects one cause for low turnout among some groups is that many people aren't well informed — and can't be blamed for not scouring the voter pamphlet that arrives in the mail 40 days before an election.

"Turnout is so bad, because people don't have information when they need it," says Bergman, who also has recently studied whether voting by mail in San Francisco is accessible to everyone and secure.

Bergman thought mobile phones might provide an option for groups of people who don't have a lot of time or access to the Internet on a home computer. "My idea was to put this on a phone," she says. "We wanted the most portable, ubiquitous, accessible form possible."

VoterGuideNow ([voterguidenow.org](http://voterguidenow.org) offers a video of how it works) debuted last year in three California counties: Marin and Santa Cruz, which offered the mobile application in their June and November 2012 elections, and Shasta, which only used the app in June.

Bergman partnered with Las Vegas-based Atwoodz

to develop a mobile app for her voter guide that could be used on iPhone and Android devices. Atwoodz built the framework that supports registrars who offer VoterGuideNow, which is the first mobile guide of its



kind in the country. Bergman bootstrapped the project with \$25,000 and owns the guide. Atwoodz owns the app.

VoterGuideNow includes the same information contained in the official paper voter guide, with candidate biographies and pro and con arguments about federal, state, county and city measures and propositions. Users can skim through the guide by clicking on headlines. The app has a "My Choices" function so you can mark your ballot before election day. "I wanted to bring simplicity to a complex process," Bergman says.

The app is quick to download, easy to read and makes it simple for users to search the ballot whether on the bus

on the way to work or in bed at night.

Marin County Registrar Elaine Ginnold said 969 of the county's 150,000 voters downloaded the app for the November 2012 election.

The county offered two ways to download VoterGuideNow — through QR codes, a square black-and-white barcode, located on the front of the sample ballot, which voters scan with their cell phone to download the app to their device. Marin also placed ads for VoterGuideNow app on its Facebook page. For the November 2012 election, Marin added information about voter polling places to the mobile application.

Marin County boasted the state's highest turnout in the November 2012 election, (and historically has among the state's highest voter turnout). It's hard to say whether the app helped reach the voters who might not have voted otherwise, says Bergman, noting her data pool is too small to make generalizations yet about the app's effectiveness.

Nonetheless, Ginnold says the county will continue offering the mobile option, which she expects will become more popular in coming elections.

"Our goal is to make the information as easy to get for people as possible," she says.

"People are now using mobile devices more, so we're trying to move in that direction as well as put more information on our website. We see it catching on."

Atwoodz will soon be working on VoterGuideNow version 2.0, making it easier for registrars and voters to use in the next election, says A.J. Pagano, the company's CEO.

Pagano says he loves the ease of a mobile voter app, which is why he wanted to work on the project. He foresees its use spreading beyond California.

"We'd like to see (the guide) used here," he says.

One new feature also should enable voters to go green and opt out of receiving a paper ballot.

If the state converted to electronic voter guides, about 500 million sheets of paper, or 60,000 trees, could be spared, according to Bergman, who used an application called [treecalculator.com](http://treecalculator.com) to crunch the numbers. (California has 17 million registered voters. She based her calculation on about 12 million of those voters receiving a 50-page information pamphlet from the state.)

Marin county plans to use the opt out option, Ginnold says.

Bergman would like to expand the number of counties using the app but says she can't continue funding the project herself, while remaining focused on her core academic research into how voters are disenfranchised.

Counties that are concerned about turnout must

make a financial commitment to the app, she says.

While the future of VoterGuideNow isn't clear, Bergman, who is also a visiting scholar at Stanford University's Institute for the Politics of Inequality, Race and Ethnicity (InSPIRES), believes that any effort to bring more people out to vote is a worthwhile cause.

"This application is one small piece of a larger puzzle," she says. ■



In partnership with a mobile application developer, Elizabeth Bergman, assistant professor of political science, is working to boost turnout at the polls by putting election information literally at voters' finger tips via their smart phones.



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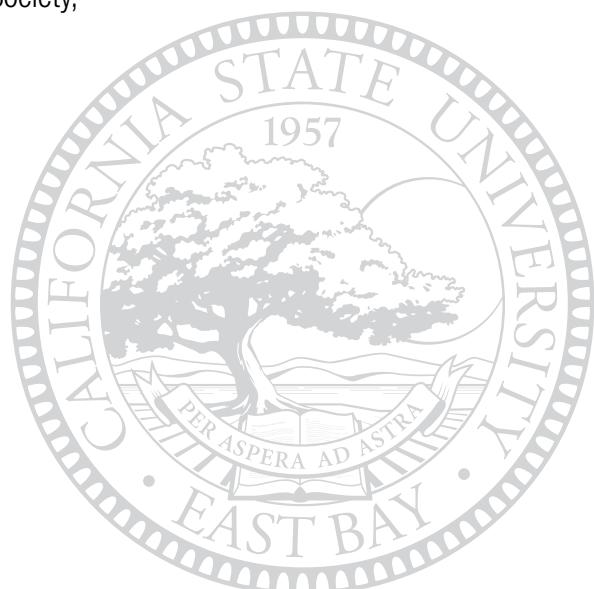
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# TOP BOSS

**TIMOTHY P. WHITE '72 BRINGS A SHIFT IN STYLE**

**— PLUS UNCONVENTIONAL MOVES —  
TO HIS NEW POST AS LEADER OF THE  
CALIFORNIA STATE UNIVERSITY**

BY MONIQUE BEELER

ALEX WHITE '11 ISN'T THE ONLY CAL STATE EAST BAY GRAD WHO THINKS THE MAN CALIFORNIA STATE UNIVERSITY HIRED WAS THE RIGHT CHOICE TO LEAD THE 23-CAMPUS SYSTEM. HE'S JUST THE ONLY ONE RELATED TO THE TOP BOSS. THE NEW CSU CHANCELLOR, TIMOTHY P. "TIM" WHITE '72, HAPPENS TO BE ALEX WHITE'S FATHER.

"My dad really just wants to help," says Alex White during a recent break from his job as an associate producer for Indigo Films in San Rafael. "I remember (telling) him before he took it: 'Some people are going to hate you. You know that, right?' He said, 'Yeah, I know, but I think I can make a difference on a bigger level.'"

"That's inspiring," Alex White says. "He took the job to try to change and affect all the CSU campuses."

It's quickly become clear that on Tim White's watch, it won't be ►





During a two-day visit in February, Chancellor Tim White '72, left, lunched with Associated Students Inc. leaders, including ASI President Jerry Chang, right. "I look at him and think: 'Wow, I have a long way to go,'" Chang said.



Alex White '11 calls his dad, Chancellor Tim White '72, "personable" and says he likes walking across campus talking to students and employees so much, it can make it a long trip. A student-led hip-hop lesson at CSUEB, left. A scene from the CBS reality show "Undercover Boss," right, features an incognito Chancellor White.

business as usual for the Office of the Chancellor.

Before he showed up on the job to oversee the nation's largest four-year college system, with a budget of approximately \$5 billion and nearly 437,000 students and 44,000 faculty, Tim White announced he'd take a self-imposed pay cut. Also on his early agenda: visit every CSU campus. On his first stop in Northern California, he took off his jacket and joined a CSUEB student for an impromptu hip-hop lesson in the Harlem Shake that immediately landed on YouTube. Similar student-Chancellor activities quickly followed at CSU campuses from Chico to Dominguez Hills

## BIG BOSS ON CAMPUS

Making unexpected moves long has been part of Tim White's leadership style.

In his previous job as chancellor for University of California, Riverside — the equivalent of university president at a CSU campus — he took the unconventional step of donning a faux mustache and a pair of dark glasses and allowed a

camera crew to follow him incognito on campus for a week. The results later aired as a 2011 episode of the CBS reality series "Undercover Boss." His motive for participating on the TV show was similar to the reasons he's given for embarking on his statewide system tour. Chancellor White wants to learn firsthand about the institutions he leads and what's working — or not — for CSU students, faculty and staff members.

"It really is important to me that I get to know each of the campuses," said Chancellor White at a meeting with members of the media, including student journalists, during his Hayward visit in February. "Because what might work at CSU East Bay might be different than at Humboldt and San Marcos."

"Plus, it gets me out of the office," he added, a lopsided grin brightening his boyish face.

It wouldn't surprise the Chancellor's former CSUEB graduate program adviser, Professor Emeritus Calvin Caplan, to hear that his one-time master's student makes a point of spending time outside the

ivory tower. In fact, Caplan's earliest memories of Tim White took place in a swimming pool.

## IN THE SWIM

"He was a very good water polo player," says Caplan, who did his best to recruit Tim White for the CSUEB team as an undergrad.

"He was very highly skilled," says Caplan, a coaching assistant to today's successful Pioneers women's water polo program. "He was a fast swimmer. He really knew the game and knew how to play it. He was very physical, very smart, a leader. It was tough to play against him for two years."

Although White headed off to CSU Fresno to complete his bachelor's degree, he revisited Caplan and the Hayward campus when he was ready for graduate studies.

"When I got him (as a grad student), I describe him as a diamond in the rough, academically," says Caplan, adding that he also recognized in the young Tim White a bright and excellent student.

They made an arrangement in which White would enroll in a graduate level kinesiology course, and if he performed well enough, he'd be fully accepted into the program, Caplan said. White earned an A.

Acting as adviser, Caplan helped White plan his program of study including what courses he'd take; develop a thesis proposal; and carry out research, then present the results.

"His thesis had to do with a combination of exercise physiology and motor (skills) learning," Caplan recounts. "He was bridging the gap

between the physiological adaptation in muscles during the learning of motor skills."

After earning his master's degree from then-Cal State Hayward, White set his sights on pursuing a doctorate.

"I introduced him to some people at Berkeley, and he took it from there," Caplan said.

White went on to become a professor and chair of the Department of Human Biodynamics at the University of California, Berkeley, and later served as dean, provost and interim president at Oregon State University. From 2004 to 2008, White was president of the University of Idaho, before becoming chancellor for UC Riverside.

During his Hayward talk with reporters, including student journalists with *The Pioneer* newspaper and Pioneer Web TV, White offered this advice to today's CSUEB students: "Never lose track of where you've been. Always do the best in the circumstances you're in, because that will open the next door. I did that and was successful.

"Give beyond self. It's not just about Tim White, so now I'm reaching back and opening doors for the next students coming.

## 'ONE OF US'

His message, combined with his own story of success built on a foundation of a CSU education, resonated with many students who met the Chancellor during his visit to Cal State East Bay.

"He's one of us — he was a Pioneer," says Candese Charles, 21, a communications transfer student who previously attended Howard University and UC Berkeley. "It kind of makes me feel like there's a good path ahead of me. I've talked to lots of alumni, and they are on good paths. It's a good school."

White is recognized internationally for his research on muscle plasticity, injury and aging, which clearly hasn't stopped the 63-year-old from showing off his moves in

face-to-face meetings with CSU students. During a spring tour of campuses, he tried out break dancing at Dominguez Hills and hopped on a bike for a brief spin around Chico. The interactive trend kicked off, however, during his two-day tour on the Hayward campus, his first formal visit to a Northern California CSU since assuming his new leadership role in December.

"He's very laid back," son Alex White says. "I saw the video of him dancing at the school. He loves interacting with people. It's not just something he does when there are cameras around. He really cares."

The dance to which Alex White refers was a lesson for the Chancellor in the Harlem Shake, instructed by a student on the walkway outside the University Bookstore. The hip-hop dance — which first gained popularity as a YouTube craze — occurred in February during Tim White's visit to the Hayward Campus. Removing his jacket, Tim White, dressed in pinstripe slacks, a button up shirt and a silk Jerry Garcia necktie, gamely mirrored his student teacher's moves — now holding his hands straight at his sides, now pulling his closed fists up to his chest as he shuffles to the right. Between moves, he and his beaming young instructor slap high fives in the air.

The informal performance illustrated a characteristic the Chancellor later discussed with an assembly of CSUEB staff and employees gathered at a formal reception in the New University Union multipurpose room: "I take my role seriously. I'll never take myself seriously."

## STRAIGHT TALK

He also took seriously a question-and-answer session with CSUEB faculty, responding directly to queries other leaders might shy away from as potentially too sensitive. Asked about a proposed switch from the quarter system to a semester schedule at several CSU campuses, White said he's worked under both systems. "I'm a fan of the semester, ▶

**“**He loves interacting with people. It's not just something he does when there are cameras around. He really cares. **”**

**Alex White '11**

because I think it's a better learning environment for the student," he said. On the subject of MOOCs, or massively open online courses, the Chancellor acknowledged the rapidly changing technological environment surrounding higher education. "How many of you knew what a MOOC was one year ago? I'm happy we're testing some of the ideas around them. My thought is it's one more arrow in the quiver."

Alex White says his dad isn't one to dodge tough issues, citing how he handled Occupy supporters rallying on the UC Riverside campus: "He walked right out to the protestors and said, 'Hi, what's up? ... He doesn't want to hide anything. He'd rather just face (things) and get in there and work. This guy, he almost works a little too hard."

CSUEB President Leroy Morishita, who has served on the Commission of the Western Association of Schools and Colleges with Chancellor White, has known him for years.

"He has a great intellect," President Morishita told the CSUEB assembly. "He's a great communicator. And more importantly, he's a great person. I was very, very pleased when I heard he was announced as our new Chancellor."

## THE PUBLIC GOOD

Tim White's most recent two days at Cal State East Bay gave him an updated understanding of the university's strengths – including nationally-funded faculty and student research happening in its laboratories, community engagement exemplified by the Promise Neighborhood Project and the university's role as a leader in the CSU in online education offerings.

"He has a good sense of the concerns of our faculty, staff and students," President Morishita says. "He's learned a lot about what good things we're doing."

Media reports following Chancellor White's Cal State East Bay visit noted his commitment to keeping the CSU focused on its core purpose of educating students and producing important research. Touring each of the system's campuses, he told reporters, serves as a reminder to "never lose track of what it is we're doing."

"I'm concerned deeply about college-going rates and completion," he says. "That college degree is the ticket to the middle class.

"This is the public good of Cal State East Bay: It's as profound for the state as for the individual benefit to students." ■



“ He’s one of us — he was a Pioneer. It makes me feel like there’s a good path ahead of me. ”

**Candese Charles, 21**  
COMMUNICATIONS MAJOR



Chancellor Tim White '72 noted that the university had matured since his days as a graduate student, saying: "It's very satisfying to see the growth and sophistication of the students and their concerns about society."

# CLASS NOTES

## 1960s

**Greg Dallaire**, MPA ('69), was appointed to the Washington Citizens' Commission on Salaries for Elected Officials. The Commission sets the salaries for statewide elected officials in the executive branch, state legislators and judges with the exception of those in municipal courts.

**Gaylord Henry**, BS, mathematics ('66), MS, mathematics ('67), is president of Centaur Technologies, which he founded in 1995. He previously served in leadership roles at Dell and IBM.

**Fred Setterberg**, BA, English (attended '69-'71), authored *Toxic Nation, Under the Dragon, Grassroots Philanthropy*, and the Association of Writers and Writing Programs' award-winning *The Roads Taken: Travels Through America's Literary Landscapes and Lunch Bucket Paradise*. Several Chapters from *Lunch Bucket Paradise* have received awards as stand-alone short stories. It also was short-listed for the Saroyan Prize.

## 1970s

**Jurden Alexander**, BA, psychology ('75), received three PEGASYS awards celebrating the best of public governmental and educational access television production in Tompkins County, N.Y. Alexander shared awards for *Over the Shoulder* and for *The Death Penalty – From the Outside In* in the Short Subject and Best Public Access categories.

**Laeh-Maggie Garfield**, BA, special major ('71), is a shaman, healer and spiritual teacher. She has authored four books, including: *Angels and Companions in Spirit, Sound Medicine, Illness and How the Universe Works*.

**Edward Littlejohn**, BS, biology ('75), owns a total joint replacement specialty practice in Los Gatos. He also founded and serves as medical director of the Silicon Valley Joint Replacement Center at Good Samaritan Hospital in San Jose.

**Mohammed H. Siddiq**, MPA ('77), is an Arabic court interpreter and translator, who briefly worked as a teacher. He has written and published articles and letters to the editor and self-published the book *Why the Boom Went Bust: An Analysis of the Saudi Government*.

## 1980s

**Chi Fai Ho**, BS, mathematics ('81), is the chairman and CEO of TP Lab in Palo Alto, which invents patents and monetizes Internet-telecommunication convergence products, Web-oriented personal communication and consumer digital media.

**William Huey**, BS, business administration ('88), is account manager for Old Republic Exchange Co., handling marketing for Hawaii and Southern California territory. He also founded the Premier International Language Academy in 2008 in San Jose.

**Brent Kline**, BA, music ('88), was named Washington State's 2013 High School Principal of the Year. Previously he was the dean of students, music teacher and director of the school's marching band. In 2012, he won the Western Conference high school leagues' (WesCo 3A/4A Conference) principal of the year honors for the northwest part of the state from the Washington Interscholastic Activities Association.

**Terry Locke**, BA, mass communications ('84), has been appointed southwest region vice president for the National School Public Relations Association. He has served as the director of Community Relations for Chandler Unified School District in Chandler, Ariz., since 1996.

**Priscilla Marquez**, MPA ('85), has been an agent with State Farm for 26 years. She has worked in politics as the Redwood City School Board president, San Mateo County Civil Service commissioner and Redwood City vice mayor.

**Paul Roller**, BS, criminal justice administration ('85), was named Alameda Police Department Interim Chief of Police effec-

tive June 1. He has been with the Alameda Police Department since 1992 as a field training officer, sergeant, lieutenant and captain.

**Janet Sall**, BS, business administration ('82), was human resources manager of Sun Garden Packing Co. for 11 years. In 1997, she became human resources manager of the R.S. Hughes Co. and in 2013 was promoted to vice president of human resources.

**Jane Steinkamp**, MS, education ('89), has been named the new division director of Operations and Support Services at San Joaquin County Office of Education. For the past 10 years, she served as the assistant superintendent at Linden Unified School District.

**Steve Victorson**, BS, kinesiology ('86), a former Pioneer water polo player, has written *The Champion's Way*. He served as a conditioning coach for the United States Ski Team during the 1988 Olympics.

**John Whitney**, BS, biological science ('88), MS, education ('94), is retiring as principal of Pleasanton Middle School (PMS) after 13 years. He previously served as a teacher at Wood Middle School in Alameda, vice principal of PMS and principal of Donlon Elementary in Pleasanton. He also plays lead guitar for Annie Sampson and her band, playing weekend gigs along the California coast and clubs such as Half Moon Bay Brewery and Armandos in Martinez.

## 1990s

**Sean Earl Brearcliffe**, BA, English ('91), has been appointed as an attorney for the Pima County Superior Court in Arizona. He served in the United States Air Force from 1983 to 1989, and in 2006 he was awarded a Certificate of Recognition for his service during the Cold War.

**Lani Hobson**, BA, finance ('95), MBA, finance ('97), has been promoted to Jack in the Box Inc. senior vice president of Operations. Her responsibilities include

oversight of all company and franchised restaurant operations, franchising and operations initiatives.

**Kuni Suzuki**, BS, business administration ('99), has been the administrative owner of Mytoys Comercial, Brazil, since January 2010.

**Sean Whent**, BS, criminal justice ('92), is the acting chief for the Oakland Police Department. He most recently served as deputy chief and commander of the bureau of risk management, which oversaw the training section, internal affairs division, Office of Inspector General, the criminalistics division and the personnel assessment unit.

## 2000s

**Mark Anderson**, MA, multimedia ('01), is executive director of New World Music Academy in Pleasanton. He has performed worldwide, and his recordings on Nimbus Records have received numerous awards. He was appointed assistant professor in piano and chamber music at the University of British Columbia, Vancouver in September 2012.

**Raheela Dharani**, BA, communications ('12), has opened Yogurt Hill with her brother-in-law on B Street in Hayward. As a student, she served as vice chair for Associated Students Inc.'s finance committee, volunteered as president of the Public Relations Student Society of America and tutored in the communication department.

**Ellias Fullmore**, MA, multimedia ('11), is the creative director and lead user interface designer at AppSynth Media. The single, *Phone Home*, by his musical group, Copperwire, was featured in Wired magazine and on MTV Hive.

**Shanhi Gonzales**, BA, history, political science ('01), is the executive assistant to the president at Women Donors Network, vice chair for the Oakland Library Advisory Commission and on the board of directors for La Raza Centro Legal.

**Linda Lens**, BA, art ('03), was featured in Castro Valley Patch online news coverage for her collaboration as illustrator with author Graciela Tiscareño-Sato on the bilingual picture book *Good Night Captain Mama*.

**Ryan Gajudo Macasero**, BA, international studies ('12), was chosen as one of four Emerging Youth Voice awardees by New America Media, which represents some 2,000 ethnic news organizations, for his personal essay on overcoming depression as a young Asian American. The story originally appeared in *The FilAm: A magazine for Filipino Americans in New York*.

**David Matteri**, BA, English ('12), sold his first short story before graduating college. He serves as the managing editor of *eAdventure*, an online magazine on EFictionMag.com.

**Ravi Mistry**, MBA ('02), former Alumni Association board member, has been appointed president-elect of Enterprising Pharmaceutical Professionals from the Indian Sub-Continent Global, a Silicon Valley nonprofit organization.

**Karen Mitchoff**, BA, human development ('00), is a Contra Costa District IV supervisor and a member of the Association of Bay Area Governments executive committee representing Contra Costa. Prior to this, Mitchoff was mayor of Pleasant Hill and held jobs in the community including a long stint on the Pleasant Hill Planning Commission.

**Susan Pace-Koch**, BA, human development ('04), established the publishing company Get Out Books, based in Concord. Her first

title, *Get Out of My Head, I Should Go to Bed* won the 2012 Best Book award from the Bay Area Independent Publishers Association and was selected for the 24th Annual Children's Book Exhibition.

**Witt Salley**, MS, education ('05), was named the director of online education at Clemson University in South Carolina. He previously served as college director of the Ozarks Technical Community College system and as an e-learning consultant for the Sloan Consortium.

**Aleks Sternfeld-Dunn**, BA, music ('03), won the 2013 American Prize for Wind Ensemble/Concert Band Composition for his work entitled *Fireworks*. His music has been recorded and performed throughout the U.S., Europe, Canada and Asia by ensembles and organizations. His works are published by FJH Music, Dorn Publications, Trevco Music, Alry and Boom Crash Music and can be heard on the ERM and Capstone labels.

**John Stevens**, MPA ('07), is the chief executive officer of the Martinez Chamber of Commerce. He was previously an executive director of Rebuilding Together East Bay-North.

**Terrence Wong**, BA, ethnic studies ('11), is researching the relationship between dietary fiber and colorectal cancer at Commonwealth Medical College in Scranton, Penn. He soon plans to share his fiber research with patients with his acceptance to the University of Iowa's Roy J. and Lucille A. Carver College of Medicine.

**Nick Zefeldt**, MS, education ('08), was one of 20 educators nominated for the 2013 Contra Costa County Teacher of the Year award. He has been teaching at Live Oak Elementary in San Ramon for six years and has introduced new instructional technology to his colleagues and school district.

## Submit Class Notes

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



## Pioneers from Grads to Students are Getting LinkedIn

BY KIMBERLY LEGOCKI

What's the biggest benefit to graduating from Cal State East Bay? If you say

**LinkedIn** it's your diploma, you're only partially right. Connecting with over 100,000 Pioneers is one of the most valuable benefit that you're probably not using.

Over 40,000 LinkedIn profiles identify Cal State Hayward or Cal State East Bay as their alma mater. Penny Peak, director for Alumni Relations, is hoping to network every Pioneer on the official California State University, East Bay Alumni group.

"In the years since college, your classmates have become successful

professionals," Peak said. "These are people who can relate to your career and academic interests."

The current LinkedIn alumni group started in 2008 as the brainchild of Saad Hameed '03, computer science, and '06, MBA.

Peak wants to encourage current students — the University's future alumni — to get involved on LinkedIn now. A study conducted by Millennial Branding and AfterCollege found that despite the prevalence of social media on college campuses, students are avoiding LinkedIn. Most students surveyed directly contacted their desired employers rather than

indirectly contacting them through LinkedIn.

"Our alumni are very interested in reaching back to help current CSUEB students get started on their career path," Peak said. "Where else can students find passionate, enthusiastic mentors who are willing to provide career guidance and assistance in most every industry and field?"

Current and future Cal State East Bay alumni are invited to submit a request to join the California State University, East Bay Alumni group page at <http://www.linkedin.com/groups/California-State-University-East-Bay-81520/about>.

## Industry Jobs Panelists Share Professional Wisdom with CSUEB Students

BY ALANTÉ MILLOW

Cal State East Bay students across all majors learned what executives, managers, human resource professionals, recruiters and leaders from diverse fields expect from new recruits during a series of five industry job panel discussions held April 4 through 16 on the Hayward campus.

"The job panels sponsored by ASI (Associated Students Inc.) were quite successful," said President Leroy M. Morishita. "Alumni came to campus and were very helpful and supportive to our students."

Panelists with expertise in art, media, communications, science, technology, health and wellness, business, entrepreneurship, public service and social justice led discussions in the New University Union multipurpose room.

"I'm glad I took the time to go to one of the panel discussions, because it was really informative," said freshman Sydni Flemmer. "I learned a lot of things that you can't get out of a book."

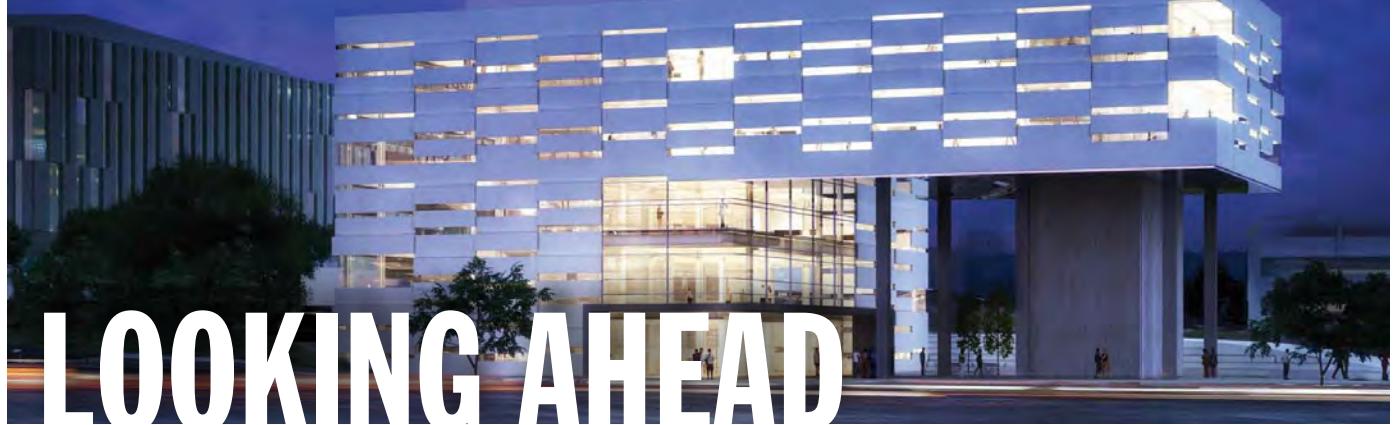
Participating panelists, including several CSUEB alumni, have enjoyed professional success with well-known companies such as ESPN, Merrill Lynch, Walt Disney Studios, Google, John Muir Health, BART and Radio Disney.

"It was an overall great experience to come back to the (Cal State East Bay) campus and contribute to future successes," said Latonya Lawson '81, a panelist for the arts and communications discussion. Lawson is the regional marketing leader for Celebrity Cruises Inc. and principal consultant for Lawson and Associates Creative Marketing. She graduated from Cal State East Bay with a B.A. in mass communications.

The panel discussions were so well received that Academic Advising and Career Education (AACE) plans to organize a second series for 2013-14. Alumni interested in participating may contact Lawrence S at [lawrence.bliss@csueastbay.edu](mailto:lawrence.bliss@csueastbay.edu).



On the left: D McKinney '05 facilitates the art, media and communications discussion between panelists (from left): Joseph Hebert '82, Shaun Tai '02, Vinny Abeygunawardena, Lynn Dooley and Steven Uhalde '05. On the right: Panelist Jenner Stimpfig '00 addresses the audience during the business and entrepreneurship panel discussion.



# LOOKING AHEAD

## Warren Hall leaves imprint on its replacement

BY MONIQUE BEELER

When construction begins on the five-story replacement building for Warren Hall in the fall on the Hayward Campus, a bit of the former administrative tower will go into the new structure adjacent to the Student Services Administration (SA) building.

Following the implosion of Warren Hall over the summer, the contractor expects to recover and grind up any remaining chunks of concrete and steel to produce what Jim Zavagno described as gravel-like rock.

“What we envision for some of the landscaping ... is we’ll use it to fill in, maybe in the sidewalks or retaining walls,” said Zavagno, associate vice president of Facilities, Development and Operations. “There’s a nice symmetry to that – the old Warren Hall is incorporated into the new building.”

And vice versa, since soil dug up to prepare the foundation for the new building will be moved to the original Warren Hall site to fill in the ground after the tower’s demolition.

The 40-year-old Warren Hall was rated the least earthquake-safe building in the California State University system by the CSU Seismic Review Board. In January, the CSU Board of Trustees authorized \$50 million to demolish the former administrative building and replace it with a new structure.

Construction for the new 67,000 square foot-building is slated to begin in November on the former site of the Early Childhood Education Center, on the east side of campus. Doors are expected to open in May 2015 on the completed structure.

Architecturally, the new building design complements the glass-and-steel look of the university’s newest buildings, SA and the Valley Business and Technology Center, while mixing in traditional materials, such as brick and concrete, featured in the nearby Art and Education building.

“It’s got a nice contemporary edge to it, but it pays homage to some characteristics of our older buildings,” Zavagno said.

Pre-cast concrete will run horizontally along the facade, another updated nod to Warren Hall, which sported a raw concrete exterior in a grid pattern.

An artist rendering of the new building illustrates one of its most distinctive features: a walk-through space three stories high on the east side of the building. The shape of the cantilevered building resembles a letter L resting on its short side. Visitors approaching the campus from the adjacent parking lot likely will be drawn to its outdoor courtyard, said Zavagno, adding it’s expected to be an active area and gathering spot.

“It does a couple things,” Zavagno said. “It sort of signals an entrance into the campus, (and) it creates outdoor space.”

Due to grading at the site, the new building will feature two entrances. Visitors coming through the main entrance from the parking lots to the east will walk in to the first floor, while those approaching from the campus side of the building will enter on the second floor.

“We’ll have a campus front door and a public front door,” Zavagno explained. “It’s pretty cool.”

Other recent additions to the Hayward campus, such as the Recreation and Wellness Center, were designed to be “LEED equivalent,” meaning materials and building features echo the energy efficiency and sustainable practices called for by Leadership in Energy and Environmental Design, an internationally respected green building program. The Warren Hall replacement building, on the other hand, will be the first CSUEB facility for which Zavagno’s team will seek LEED certification, he said.

“We told the architects (LPA Inc.): ‘We need to have a very sustainable and energy efficient building,’” Zavagno said. ■



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