

# The View

January 11, 1993 Vol. 3, No. 7  
Faculty & Staff Newsletter  
From

California  
State  
University  
Hayward

## Save these dates:

**January 14:** Metal Sculpture Group Show opens. Gallery.

**February 3:** Kick off for Black History Month. 10 a.m. UU311

## Black History Month Calendar

### Wednesday, February 3

Kick Off Celebration

Teleconference: Beyond the Dream V

10am-Noon, UU 311

Reception immediately following, TBA

Sponsored by Instructional Services Office

### Thursday, February 4

Entertainment Series:

Comedy Night with Marvin Bell

7pm, UU Puzzle

Marvin Bell has been seen on Showtime's Comedy Club and Comedy Express and he's opened for George Benson and Chuck Berry

Sponsored by the University Union Program Council

### Monday, February 15

Songs of Protest: The History of Social Activism in Music

TBA

### Monday, February 22

Black History Month Speaker

Dr. Dennis Kimbro

Noon, UU 311

Kimbro is the author of *Think and Grow Rich: A Black Choice* and director of Center for Entrepreneurship at Clark Atlanta University

Sponsored by University Union Program Council

2nd Annual African American Expo

UU Mall Level

### Wednesday, February 24

Movie: *Zebra Head*

Noon and 7pm

Director Anthony Darzan's emotionally charged, funny and bittersweet story about a high school friendship between a black and a white student

Sponsored by the University Union Program Council

Play: *The Meeting*

University Theatre

Noon

Written by Jeff Stetson, this seventy-minute play unites Malcolm X and Martin Luther King, Jr. (see page 3)

Sponsored by Associated Students

### Friday, February 26

Closing Ceremony: Rites of Passage

3pm, UU 311

*Co-sponsored by the African American Faculty and Staff Association and African Student Alliance*

## Russians will hold MBAs from Cal State Hayward

A delegation from Cal State Hayward is in Moscow the week of January 11 to inaugurate the first MBA program in Russia established by an American university. Accompanying President Norma Rees are Provost and Vice President for Academic Affairs Frank Martino, Dean of the School of Business and Economics Jay Tontz, Associate Vice President Herb Graw of the Extension Division, Professors Bruce MacNab, Department of Marketing, and Vladimir Ozernoy, Department of Management and Finance.

Students at the Academy of National Economy in Moscow will enroll in classes leading to an MBA degree from Cal State Hayward. CSUH has trained Russian professors to teach the same course work available to our MBA students. The Russians will be using the same syllabi and texts and will be able to communicate with this campus through electronic link-ups. To maintain strict accreditation standards, exams and papers will be sub-

mitted to and monitored by Cal State Hayward faculty. First year courses will be in accounting, economics and marketing. The students will come from government, research agencies and the field of engineering. All hold undergraduate degrees.

"Russia and the other new independent states have not had a free market economy. It's all been a command economy," says MacNab. "What we're doing with this program is providing an opportunity for those people who are intellectually equipped and want to learn business skills...so that they can be leaders in industry and government."

Classes will be held in winter, spring and fall quarters in Moscow and it is possible that some students will be on this campus in the summer.

"It's hard to predict what's going to happen," President Rees said about political conditions in the former Soviet Union, "but you can't stay home and say, 'Let's wait and see.'"



More than jelly beans—Bruce Glasrud of the history department receives his second honor this academic year. He was given the Distinguished Service Award by his alma mater Luther College (Iowa) and now has been named the CSUH Outstanding Professor of the Year, which includes the George and Miriam Phillips Outstanding Professor Award.

## Prolific scholar will represent CSUH in faculty honors competition

Bruce Glasrud, the campus's choice for this year's Outstanding Professor Award, is often guided in his research by "gaps." In his area, ethnic and regional history, "There are a lot of gaps out there."

His first book, co-edited with former ALSS Dean Alan Smith, was *Promises to Keep: A Portrayal of Non-whites in the United States*. Published in 1972 by Rand McNally, it was the first text of its kind. It came about Glasrud says, because students in his classes wanted to know where they could find articles on the issues they had been discussing.

Glasrud, who has served as chair of the history department three times, came to Cal State Hayward in 1968 with a doctorate from Texas Tech to teach a course on the history of Blacks the United States. His dissertation had been on *Black Texans, 1900-1930: A History*. Since that time, Glasrud notes, textbooks in United States history have done a pretty good job of incorporating material on ethnic minorities and women, but they have done so because of the research of specialists in these fields. This research needs to continue and the importance of programs such as ethnic studies and women's studies is in part that they nurture such endeavors.

### Early influence in Pipestone

A fifth-generation Norwegian, Glasrud grew up in Pipestone, Minnesota, and it was there that he developed an interest in history and ethnicity. He is, in fact, in the process of writing an article on Pipestone, so named for the soft stone from which peace pipes were made. "If you see a red peace pipe," he says enthusiastically, "it was made in Pipestone." Native American tribes from the Midwest would meet in Pipestone to discuss differences. It was a sacred area and fights could not be carried on within its parameters.

While Glasrud was attending the local public school there was also an Indian school in the town.

From Pipestone, Glasrud went to Luther College in Iowa, then to Eastern New Mexico University, and finally to work on his doctorate in Texas. He has a hanging in the shape of Texas on his office wall, so he obviously developed a bond with the state. It was in Texas that he made an academic commitment to multicultural studies. "It's a very multicultural society, just like California," he says. He is currently working on an article on back-to-Africa movements in Texas for the multivolume *Handbook of Texas* and his book *Asians in Texas* is in preparation for American Press.

### Filling in the gaps

While Glasrud's emphasis is on African American, Mexican American and Southwest history, he is approached for work across the spectrum of regional and ethnic history. He and Alan Smith edited a second volume, *Race Relations in British North America, 1607-1783*, and with co-editor James A. Halseth, he published *The Northwest Mosaic: Minority Conflicts in Pacific Northwest History*. He was recently asked for an article on Peruvians in the United States and has contributed to *European Immigrant Women in the United States: From the American Revolution to the Present*, *African American Women: A Biographical Dictionary*, and did an article on "Danes in America" for *Encyclopedia USA*. For more popular consumption, he has delivered a talk on "The Five Worst Presidents" to many service clubs and audiences in the Bay Area.

In addition to being named Outstanding Professor of the Year and becoming eligible for systemwide honors, Glasrud receives the George and Miriam Phillips Outstanding Professor Award and a \$1,000 honorarium.



## Staff honored



Virginia Booth, Career Development Center, was recognized in December for her twenty-five years of service to Cal State Hayward.



Mary-Therese Schweickert-Stary received the Annual Staff Safety Award in December. She has been instrumental in making the campus safer for disabled individuals. Along with Sue Ellen Hirschfeld of geological sciences, she wrote the training film *EVACUATE*, which deals with the evacuation of persons with disabilities or injuries in emergency situations. She is now a member of the Office of Student Life, but previously worked with Disabled Student Services.

Other nominees for this year's award were Ann Canepa, Pioneer Bookstore; Na'im Shabazz, University Union; and Betty Harris, Financial Aid.

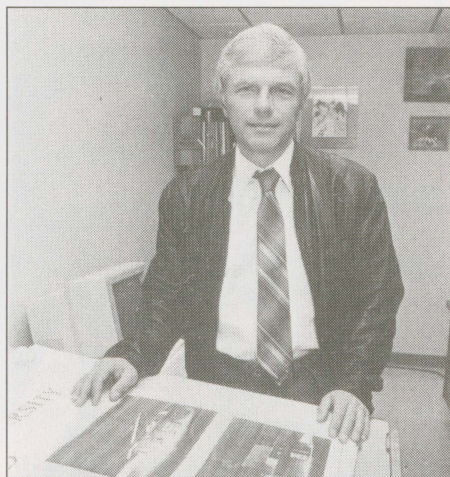
## Shuttle off to work

With the help of PG&E, the University began a pilot shuttle service to BART on the morning of January 11. An eight passenger clean air van has been loaned to CSUH by PG&E for January and February.

Operating hours are between 7:30 and 10 a.m. and 4:30 and 10 p.m. The shuttle's route parallels Mission Street. It will stop at all bus stops on campus.

The purpose of the pilot is to test the effectiveness of shuttles in improving access to the University and to demonstrate the use of clean air vehicles. By taking a direct route to the campus, the shuttle will shorten travel time to and from the campus, while supplementing existing AC Transit bus service.

Riders will find the shuttle in the parking area on their left as they walk out of the Hayward "B" Street BART station.



Robert Maffei, a member of Plant Operations, was recognized for his twenty-five years of service to this campus.

## University Promotion and Tenure Committee convened

Members of the 1992-93 University Promotion and Tenure Committee are: Craig Johnson, chair, School of Business & Economics, George Miller, School of ALSS, Beatrice Pressley, School of Education, Edna Reiter, School of Science, Helen Schulak, School of ALSS, Roger Siebert, Library representative.

## Tape shows techniques for evacuating persons with disabilities or injuries

*EVACUATE*, a live-action videotape and training manual (second edition) on the evacuation of persons with disabilities or injuries in emergency situations, has been completed.

The videotape was written by Mary Therese Schweickert-Stary, Student Life, and Sue Ellen Hirschfeld, chair of the Department of Geological Sciences. It was produced by John McCue and Gordon Matsumoto of IMC.

Persons with mobility limitations due to accidents or disabilities may not be able to negotiate stairs or evacuate in an emergency. They must rely on the help of colleagues or strangers, who frequently haven't given thought to the challenge of getting someone out of a burning or damaged building. *EVACUATE* demonstrates: transfers from one sitting location to another, evacuation carries, evacuation in a wheelchair, use of an evacuation chair or regular chair, evacuation needs, and concerns once out of the building.

An accompanying training manual gives more detailed information and suggests practice methods. In addition, the second edition of *EVACUATE* is interpreted in sign language.

*EVACUATE*, which runs seventeen minutes, concentrates on appropriate responses in an earthquake, but the techniques are useful in a variety of settings including schools, hospitals and centers for independent living.

The video and training manual are \$150 (includes tax). Discounts are available. To order copies send check or purchase order to *EVACUATE*, IMC, California State University, Hayward, Hayward CA 94542-3058.

For more information call 331-3694.

Items in this section are printed in the order in which they are received in the Office of University Relations and Development. We receive numerous submissions each week and print them as space allows.

Sue Hirschfeld (Geological Sciences) gave a presentation on Bay Area seismic hazards to the Latino Issues Forum's pilot Emergency Response Seminar on October 29 in Oakland.

Bruce E. MacNab (SBE) conducted a seminar for the Association of General Contractors (AGC), State of California Chapter, on "Developing Strategic Alternatives in a Sluggish Economy." Engineering and construction firms from throughout the state were in attendance.

Kristin Ramsdell (Library) spoke on "Reference and Research for the Romance Novel" at the San Francisco Area Chapter of the Romance Writers of America on August 15.

David Stein and Frederic Palmer (Music) directed a workshop and concert in Grass Valley on November 7 featuring eastern European baroque music for chorus and orchestra. The workshop and concert were presented by The Village and Early Music Society of Grass Valley.

Maria Nieto (Biology) along with students M.J. Smith, T. Basora, J. Kieran, will publish an article in *Immunology & Cell Biology*, entitled: "Alteration within the H-2Ld peptide binding region upon association with human beta-2 microglobulin."

Karl Schonborn (Sociology) produced a nationally telecast piece on a computer system used to keep track of Bay Area street gang members. If a victim remembers only an "L" from a driveby license plate or notices an assailant has a dragon tattoo, the system can often identify the offenders from its extensive database. The system is also in use in Boston and a few other cities.

Elwood Brooks (Geological Sciences) addressed the Volcanological Society of Sacramento, November 18 on the subject "Active volcanoes of southern Italy".

Frederick E. Heslet (Educational Psychology) has developed a cooperative program with TMC school in Tokyo. The purpose is to train Japanese counselors to work with the special population of children of returning families who have worked in the United States.

Jay L. Tontz (SBE) spoke on November 24 to the Palo Alto Financial Planning Forum on "Prospects for the Economy After the Election." He spoke to the Hayward Lions Club, December 9 on "The Impact of Clinton's Proposals on the Economy in 1993."

Dvora Yanow (Public Administration) has had two articles published: "Supermarkets and Culture Clash: The Epistemological Role of Metaphors in Administrative Practice" appeared in the June issue of the *American Review of Public Administration* and "Silences in Public Policy Discourse: Organizational and Policy Myths" is in the October issue of the *Journal of Public Administration Research and Theory*.

Kathleen K. Wright (Accounting) has had her article "Planning Opportunities in Taxation of Nonresident Partners" accepted by the *Journal of Multistate Taxation* published by Warren Gorham and Lamont. It will appear in the Jan/Feb 1993 issue.

Beatrice Pressley (Educational Psychology) was selected as a subject matter expert by the Board of Behavioral Science Examiners and California Central Testing to develop written examination items for the Marriage, Family, Child Counseling Examination. She was also chosen to be an oral commissioner for the 1992 examinations.

Pauline J. Kelzer (Health Sciences) was an invited participant in the Policy Symposium of Wellness, sponsored by the University of California, Office of the President, and the California Wellness Foundation. The symposium celebrated the 50th anniversary of the School of Public Health, UC Berkeley.

Steve Ugbah (Marketing) and Jay Umeh (Public Administration) had their paper "Information Resource Management: An Examination of Individual and Organizational Attributes in State Government Agencies," accepted for publication in the March 1993 issue of the *Information Resources Management Journal*.

# View

The View from California State University, Hayward is published every other Monday except during academic recesses. Deadline for submission of material is Monday, 5 p.m., two weeks prior to the publication date. Please address all copy to The View, 908 Warren Hall, CSUH, Hayward, CA. 94542. All copy over 50 words must be submitted on a disk or through e-mail to ~view. Copy may be edited for style, length and appropriateness. The View is a publication of the Office of University Relations & Development.

Managing Editor: Linda Schneider  
Photography: Chris Chenard, Terry Smith  
Publication Dates—Deadlines

January 25—January 11  
February 8—January 25  
February 22—February 8  
March 8—February 22  
March 29—March 15  
April 12—March 29  
April 26—April 12  
May 10—April 26  
May 24—May 10  
June 7—May 24  
June 28—June 14  
April 26—April 12  
May 10—April 26  
May 24—May 10  
June 7—May 24  
June 28—June 14

Printed on recycled paper



JANUARY

14 Thursday - February 9

- Metal Sculpture Group Show, donations from leading Bay Area galleries, plus Metal Sculpture Student Group Show. M/T 11am-3pm, W/Th 1-7pm. Closed January 18. Gallery, A&E. Opening reception 5pm, January 20.

15 Friday

- Martin Luther King, Jr. Oratorical Contest. Participants will present an original ten-minute speech on the theme: Martin Luther King, Jr. – “I Have a Dream: At Any Cost.” 9:45 am (first round), noon (second round). UU 311. Deadline for entries January 13, Depts. of Sociology, Speech Communication or the University Union. Prizes.
- Basketball. Women’s: UC Davis, 6pm. Men’s: UC Davis. 8:15pm.

18 Monday

- Martin Luther King Day. University holiday.

19 Tuesday

- Academic Support Staff Group brown bag workshop, “Dealing with Destructive Criticism,” Dr. Gloria Enguidanos, Counseling Services. Noon. NoSci 137.

20 Wednesday

- Talk by Mark Bullwinkle, whose work is part of exhibit of metal sculpture.4pm. Gallery, A&E. 881-4299.

22 Friday

- Basketball. Humboldt State. Women’s: 6pm. Men’s: 8:15pm.

23 Saturday

- Flag football tournament, sponsored by Associated Students. 881-3901.
- Basketball. Chico State. Women’s: 6pm. Men’s 8:15pm.

27 Wednesday

- Smith Center Lecture. “Whose Money is it Anyway? The IOLTA Program: Legalized Theft,” Cassandra Moore, Competitive Enterprise Institute, Washington, D.C. 2:45pm. UU 311.

27 Wednesday - 30

Program for Korean Elected Local Government Officials, sponsored by the Department of Public Administration. Conference includes meetings and tours on and off campus.

29 Friday

- Baseball. U. of the Pacific. 2pm.

29 Friday 30-31

- Winter Dance Concert. Guest choreographer Gail Chodera. \$5/\$4. 2pm. PE Building.

30 Saturday

- Celebrating Children’s Literature Conference, featuring author and illustrator Ailiki and twenty experts in teaching through literature. 8am-4:45pm. University Theatre. 881-3342.
- Indoor soccer tournament, sponsored by Associated Students. 881-3901.

FEBRUARY

2 Tuesday

- Softball. Stanford. 1pm.

3 Wednesday

- Black History Month. Kick Off Celebration, Teleconference on Beyond the Dream V, reception. 10am. UU 311.

4 Thursday

- Black History Month. Comedy Night with Marvin Bell. 7pm. UU Puzzle.

5 Friday

- Japan Night: An Evening of Traditions of Japan, sponsored by the Japanese Club of the Department of Foreign Languages and Literatures and the Asian Studies Program. 8-10pm. MB 1055.

Play about M. L. King, Jr. and Malcolm X will be presented; free admission to CSUH students

*The Meeting*, a play based on the fictional confrontation between Martin Luther King, Jr. and Malcolm X will take place February 24 at noon in University Theatre. CSUH students will be admitted free. Tickets for other groups are \$2/non-CSUH students with IDs, \$5/general public.

The seventy-minute one-act play by Jeff Stetson is set in a shabby Harlem hotel room in February, 1965 shortly before the assassination of Malcolm X. A clandestine meeting is taking place between the charismatic leaders of the Black Freedom movement Dr. Martin Luther King, Jr., a Baptist minister and champion of non-violent protest, and Malcolm X, Black Muslim and advocate of self-defense by any means. The other character in the play is Malcolm’s bodyguard.

The two verbally and, in three arm wrestling matches, physically debate their fundamental differences on such issues as religion, violence and non-violence, government participation and separatism, and the needs of African Americans in the South versus the needs of those in the North.

Associated Students encourages faculty members to bring classes to the production. A reservation form is at left.

For information call the Associated Students at 881-3908.

6 Saturday

- Invitational Band Festival. Concert by University Symphonic Band, Wind Ensemble and Chamber Winds includes Vaughan Williams’ *Toccata Marziale*. 3pm. UT.

9 Tuesday

- Jazz Ensembles, traditional and contemporary big band jazz. 8pm. UT. \$5/\$4/\$3.

12 Friday

- Baseball. USF. 2pm.
- Basketball. Sonoma State. Women’s: 6pm. Men’s 8:15pm.

16 Tuesday

- Baseball. Menlo College. 2:30pm.
- Trombone Master Class & Recital with John Marcellus, Eastman School of Music. Class, 3pm, recital, 8pm. MB 1055.

19 Friday

- Men’s basketball. College of Notre Dame. 8:15pm.

22 Monday

- Black History Month. Dr. Dennis Kimbro, author of *Think and Grow Rich: A Black Choice* and director of Center for Entrepreneurship at Clark Atlanta University. Reception follows presentation. Noon, UU 311.

24 Wednesday

- Black History Month. Movie *Zebra Head*, story of a black and white high school friendship. Noon and 7pm.
- Black History Month. Play *The Meeting*, Malcolm X and Martin Luther King meet. Noon. University Theatre. \$5/\$2. CSUH students free.
- Baseball. Canadian Nationals. TBA.
- Smith Center Lecture. “The Rape of Michael Milken,” John Lott, professor of economics, The Wharton School, University of Pennsylvania. 2:45pm. UU 311.

25 Thursday

- Invitational Chamber Choir Festival. 9am-4pm. MB 1055.
- Percussion Ensemble Recital. Noon. MB 1039.

26 Friday

- Softball. CSU Humboldt. 1pm.

Information Center Computer Classes

Classes are open to faculty, staff and student assistants. All classes require previous computer experience. A class may be canceled if fewer than five people enroll. For information call ext. 3596 or send an electronic mail message to ~info.

February				
4, 5	8:30-11:30	Intro. to Lotus 1-2-3		WA352
10, 11	9-Noon	WordPerfect Intermediate		WA352
17	8:30-11:30	OA/sys Electronic Mail		WA352
18, 19	1:30-4:30	WordPerfect Intermediate		WA352
March				
3, 4	9-Noon	WordPerfect Desktop Publishng		WA352

AS Recreational Activities Fitness Classes

Body Sculpting	Tu/Th	5:15-6:15pm	
Step Aerobics	M/W	4-5pm	PE202
	M/W	5:15-6:15pm	PE202
	Tu/Th	4-5pm	PE201
	Tu/Th	6:30-7:30pm	PE201
Step & Sculpt	M/W	6:30-7:30pm	PE201
Open Weight Room	M-Th	7-9pm	

Call AS, ext. 3901, or KPE, ext. 3064, to sign-up.

Reservation form for classes attending The Meeting

Name of class: \_\_\_\_\_

Number in class: \_\_\_\_\_

Faculty member: \_\_\_\_\_

Contact number: \_\_\_\_\_

Please return to Julie Poerstel, Associated Students, University Union, Suite 314

Deadline: January 29  
Tickets will be distributed two weeks prior to performance



# ALUMNUS/ALUMNA OF THE YEAR

## NOMINATION FORMS FOR 1993 DUE MARCH 13

The Cal State Hayward Alumni Association is seeking nominations for its eighth annual Alumnus of the Year Award. The award honors a graduate, who through professional and community involvement, improves the quality of life in his/her community. Nominees must have graduated by June 1988.

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

I would like to nominate \_\_\_\_\_ as Alumnus/na of the Year.

Address \_\_\_\_\_ Phone Number(s) \_\_\_\_\_

Class Year \_\_\_\_\_ Major/Degree \_\_\_\_\_

1. What are the nominee's civic, professional, or academic achievements since leaving CSUH?
2. How does this person exemplify the standards and ideals of the University?
3. What contributions has the nominee made to the University since leaving? (Examples include membership in the Alumni Association and/or service on special committees.) It is not required that the nominee be a member of any group.
4. What contribution(s) did the nominee make to the University while a student? It is not required that the nominee participated in student activities.
5. What other criteria should be considered?

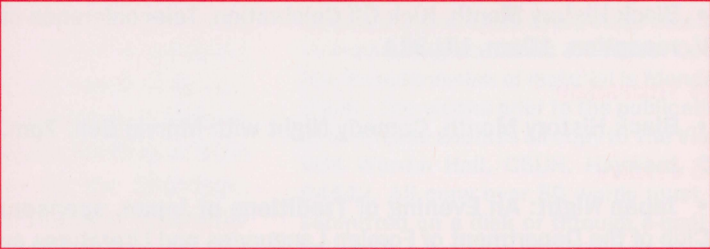
Please provide name, address and phone number for any other person(s) who could provide additional information.

Nominator \_\_\_\_\_ Address \_\_\_\_\_ Phone number(s) \_\_\_\_\_

For additional information, call (510) 881-3724. Nominations must be received by March 13, 1993. Send to: Alumnus of the Year Search Committee, 908 Warren Hall, California State University, Hayward, Hayward, CA 94542-3004 or fax to (510) 881-3808.

*The*  
**View**

*From*  
California  
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University  
Hayward



University Relations & Development, CSUH, Hayward, CA 94542-3004