

NEWSMAGAZINE OF THE ALUMNI AND FRIENDS OF CAL STATE HAYWARD

HAYWIRE



**2001 Alum of the Year
Gary Wallace**

Fall 2001

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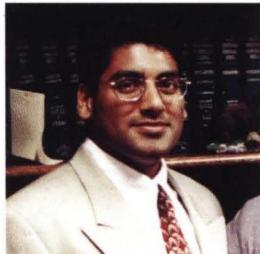


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Alumni Association President's Message



Sunjay Nair

Cal State Hayward's Alumni Association has tried to return to normalcy after the tragic events of Sept. 11. It has been difficult, and our condolences go out to the families of those who were lost. At this time of soul-searching, we have recommitted ourselves to community building and to returning to our mission of further developing the organization and campus.

To this end we have been engaged in a number of activities and events around the East Bay. We had one of our most successful golf tournaments ever. The Fifth Annual Cal State Hayward Golf Tournament, co-sponsored by the Alumni Association and Friends of Pioneer Athletics, was held at Round Hill Country Club in Alamo on Oct. 2. The event, attended by over 100 people, raised more than \$9,000 for student scholarships. (See page 8.)

In October we also had a very successful Fall Music Fest on the Hayward campus. It was well attended and provided another opportunity for the campus and community to interact in a fun and lively atmosphere.

Behind the scenes, we have been working hard to select our Alum of the Year and Alumni Teacher of the Year. (See page 1 and page 6.) I would like to thank those committees for their hard work. Once again we have two excellent choices who should make the membership proud.

In addition, we have been working to hire a new alumni director. This is a key staff position that provides the Alumni Board of Directors support on day-to-day activities

and, in many ways, serves as the "face" of the organization, because this person works full time on campus and is more visible than alumni volunteers. We had dozens of candidates apply and selected Tom Hoeber, someone I think will be a real asset to the long-term vision for the organization. (See page 12.)

I also want to draw your attention to a new feature we have added to the *Haywire*. It is a section on news and events from around the California State University system. Not only are we alumni of Cal State Hayward, but we are also graduates of the largest four-year university system in the world. *Haywire* is sharing important news from our sister campuses throughout the state and covering issues that affect the system as a whole. We hope this new feature will keep you informed about the broader concerns that impact the campus.

We have many events and activities lined up for the coming months:

- The Marcel Duchamp Art Exhibit in the University Gallery through Feb. 20;
- "Starting Here, Starting Now," a musical, at the University Theatre, Nov. 30, Dec. 1, 7, 8 and 9;
- "A Christmas Carol," University Theatre, Dec. 14 and 15;
- Homecoming men's and women's basketball games v. U.C. Santa Cruz, Jan. 25.

We are only successful with your help and support. I encourage all of you to join us for some of these upcoming events and others listed throughout this publication.

We strive to "keep the link open" between you and Cal State Hayward. Thanks for your support.

Sunjay Nair

Haywire is published four times a year by the CSUH Alumni Association for its members. Submissions are welcomed and encouraged. Please address inquiries or information to the CSUH Alumni Association, Cal State Hayward, 25800 Carlos Bee Blvd., Hayward, CA 94542 or call (510) 885-2839.

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ON THE COVER
Gary Wallace, 2001
Alum of the Year

Photo: David Kong

2001 Alum of the Year Gary Wallace

By Barry Zepel

Gary C. Wallace enjoys a panoramic view of the Bay Area from his 20th floor office at 3 Embarcadero Center in downtown San Francisco. The 2001 Alum of the Year also seems to have a very clear view of his life, family, and future.

His vision undoubtedly has contributed to the personal and career success that Wallace, a senior partner of the "big eight" accounting firm KPMG, has enjoyed since earning a B.S. degree from California State University, Hayward in 1975.

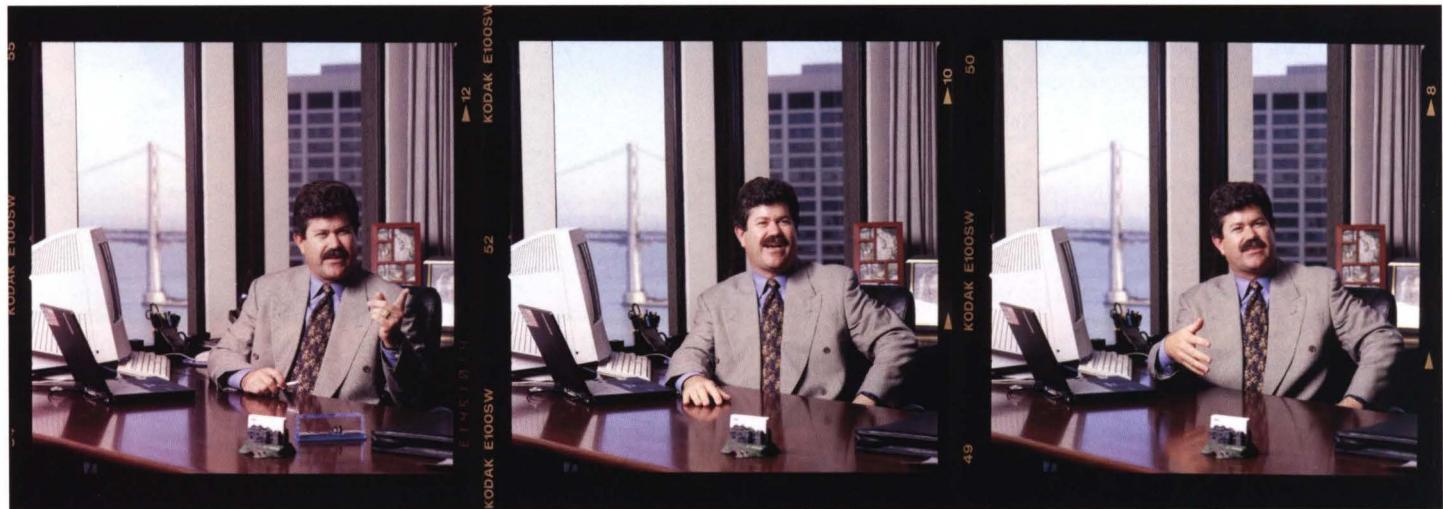
In fact, he attributes much of his career accomplishments and stability to the preparation he received in an accelerated three years of study with CSUH professors.

"There are very few educational institutions I can think of where you can invest your money or time and get better payback for the community than at Cal State Hayward."

State Hayward Heritage Society by including the university in his estate planning. He has done this in appreciation for the significant contribution that CSUH has made in his life and career.

"I think it is important to give something back, and I can," he said. "Cal State Hayward does an incredible job with the funds it receives and the education it provides at a very low cost to the students."

Wallace also served for 15 years on the board of directors of the Cal State Hayward Educational Foundation, the university's principal fund-raising organization. He joined when the foundation was known as the Cal State Affiliates and has served as its treasurer and chairman of the board.



Gary Wallace expounds on a favorite subject, Cal State Hayward.

David Kong Photos

"Cal State Hayward prepared me very well to get my job and earn my CPA certificate the first time I took the exam," said Wallace, who has been employed continuously at the accounting firm since he was an intern there during his senior year at Cal State Hayward.

"Not only was I able to get a job right away," he said, "but I was able to excel with the firm because of the instruction and training I received."

Within a short period, Wallace earned his degree in business administration, started his career, and married his Hayward High School sweetheart Deborah. Within five years, the couple had purchased the Danville home in which they still reside and started a family.

Wallace steadily moved up the management ladder at KPMG, known as Peat Marwick Mitchell and Co. when he started with the firm.

The alum also has remained close to CSUH, in part because he has had the major responsibility for recruiting high quality accounting graduates for the firm. Many of those graduates, hired by Wallace and recruited off the CSUH campus, have joined Wallace as KPMG partners.

His continuing ties to his *alma mater* have extended beyond his KPMG recruitment responsibilities. Wallace became a member of the Cal

"There are very few educational institutions I can think of where you can invest your money or time and get better payback for the community than Cal State Hayward," he said.

Because KPMG recently became the auditing firm for the California State University system, Wallace stepped down from the Cal State Hayward Educational Foundation to avoid any "appearance of a conflict of interest."

Just the same, he is proud of his involvement with the university since graduation.

It appears likely that CSUH will continue to have an impact on the Wallace family. Within the next few years, Deborah—a full-time homemaker and tutor to their three sons and one daughter—plans to return to the university to study for a teaching credential.

Wallace added that he'd be proud to have their children attend CSUH when they are ready.

It is apparent that Gary Wallace recognizes Cal State Hayward for its investment potential and for the dividends it will pay to the community for many years to come.

In the Center of the Action – Wal-Mart CEO Tom Coughlin

By Nancy Ackley

Alum Tom Coughlin has a history of being at the center of the action.

As a student athlete, he played defensive tackle on the front line of the Pioneer football team.

These days, as president and CEO of the Wal-Mart Stores Division, he's at the center of corporate operations of the world's largest retailer, with \$191 billion in sales during the last fiscal year.

An American Success Story

One of eight children of a Cleveland police officer and his wife, Coughlin headed west to attend college in California in the late 1960s. Throughout his collegiate years he juggled studies, athletics and jobs. While attending Cal State Hayward, he worked in the campus library, planted ground cover at Pioneer Stadium, served as a security guard in Warren Hall, and worked at the local Macy's department store.

His junior year he played on the Pioneer football team that won the 1970 Far Western Conference championship and beat Louisiana's Southern University in a bowl game at the Oakland Coliseum. Coughlin still wears the championship ring from that season.

After completing his B.A. in political science in 1972, he married Cynthia Herman, an English major and Pioneer cheerleader from San Ramon. The two had met at a party following a football game.

Coughlin's first job after graduating was for the West Coast division of Macy's. The couple then moved back to Cleveland, where he spent five years with Cook United, a general merchandise chain.

Wal-Mart Career

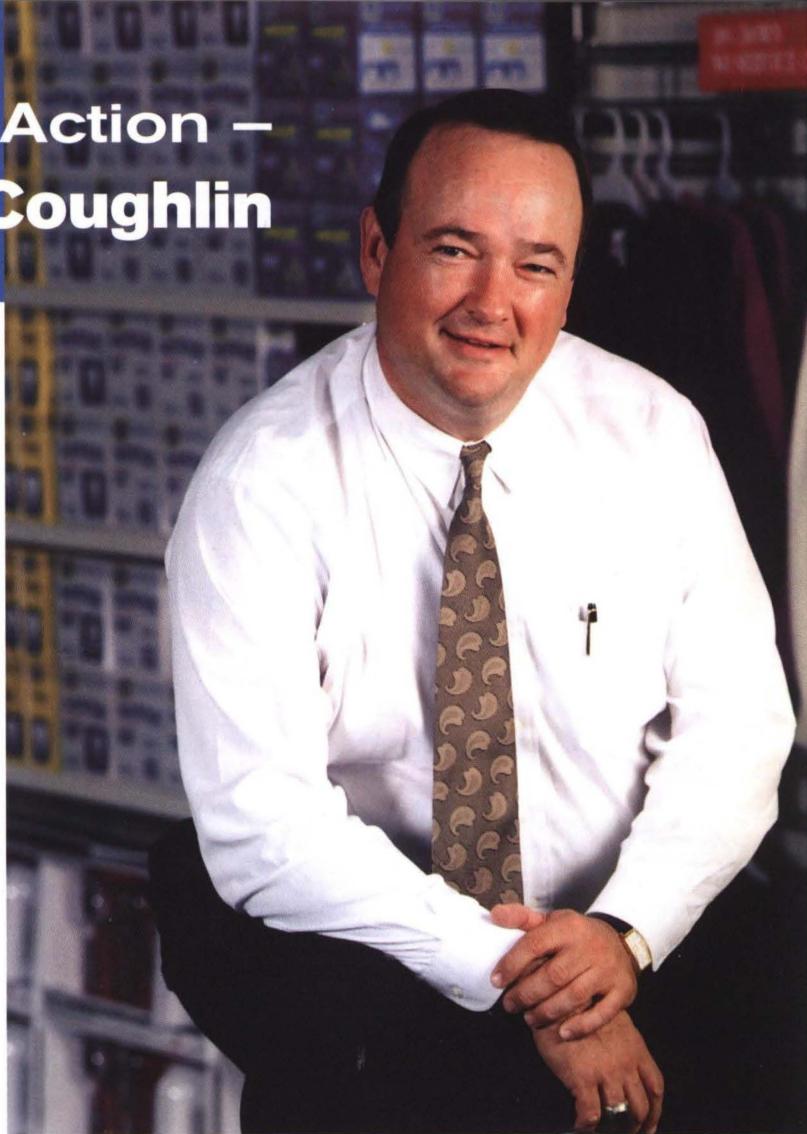
In 1978 he landed the position of Wal-Mart's director of security, the job that launched his extraordinary ascent up the firm's corporate ladder. The couple relocated to Arkansas, where the company has its headquarters in Bentonville.

During the next 19 years Coughlin held a series of top management positions with Wal-Mart – vice president of loss prevention, vice president of human resources, and later, executive vice president of Sam's Operations.

In 1995 he was promoted to executive vice president of store operations and in 1998 he was named executive vice president and chief operating officer of the Wal-Mart Store Division.

In 1999 Coughlin became president and chief executive officer of the Wal-Mart Store Division.

While Coughlin's academic training was in liberal arts, those close to him say Wal-Mart founder Sam Walton was his mentor, teaching him about achieving success in a retail business.



Tom Coughlin

Walton, who died in 1992, had built his company on three basic beliefs:

- respect for the individual
- service to customers
- striving for excellence.

It was also Walton who preached "Sam's rules for building a business," 10 key policies for business success. These included being committed to the business, sharing profits with associates, listening to everyone in the company, and "swimming upstream."

Coughlin was a good student and has become especially adept at "swimming upstream" and ignoring conventional approaches. A strong advocate of regional merchandizing, the CEO insists individual stores adapt and cater to their clientele.

For example, when Coughlin visited an urban Wal-Mart on the East Coast, he felt many of the outlet's featured products were inappropriate for its shoppers. Although it was surrounded by skyscrapers, the store had riding lawnmowers parked outside its front doors. Coughlin noted that while most shoppers arrived by bus, store shelves were filled with jumbo boxes of detergent and other products not likely to be carried home aboard public transportation. He directed that the inventory be revamped.

His playing days may be behind him, but Coughlin's competitive nature persists. These days he assumes the role of coach, calling the plays for store managers who pitch merchandise tailored to their regions.

WAL★MART®

At a glance

- Largest retailer in the world
- Nearly 3,500 facilities in the United States and more than 1,000 in Mexico, Puerto Rico, Canada, Argentina, Brazil, China, Korea, Germany and the United Kingdom
- More than 100 million customers weekly
- The first Wal-Mart opened in Rogers, Arkansas in 1962
- Four retail divisions: Wal-Mart Supercenters, Discount Stores, Neighborhood Markets and SAM's Club warehouses

- “Retailer of the Century” — Discount Store News
- “Most Admired Companies in America” list — Fortune Magazine
- “100 Best Companies To Work For” list — Fortune Magazine
- “Most Respected in the World” list — Financial Times
- Wal-Mart associates in 3,500 facilities last year raised and donated more than \$190 million to charitable organizations nationwide, through the company’s initiative “Good Works.”

For example, Louisiana Wal-Mart managers are restocking shelves with fish-flavored potato chips called "Cajun Crawtators" and Mardi Gras cakes decorated with plastic necklaces and lots of purple and green frosting.

In another example of targeted retailing, Coughlin worked with Hormel Foods to create a special item for stores frequented by hunters. "Spamouflage" lines those Wal-Mart shelves, cans of the traditional meat wrapped in camouflage labels.

Coughlin is especially pleased with a fix-anything item Wal-Mart carries especially for its male customers — a shrink-wrapped package containing a roll of duct tape and a can of WD-40.

Lessons Learned

Reflecting on his college days, Coughlin recalled it was Cal State Hayward football Coach Les Davis who instilled in him "the passion to

win" and taught him that winning took hard work. The former Pioneer football player said Davis also taught his players that "having fun at what you do is what makes it memorable and satisfying."

The Wal-Mart chief now lives on the family's ranch in Arkansas near the company's headquarters. Cynthia manages their 1,300-acre spread on which they keep about 200 head of cattle. She also holds down the challenging role of a member of the local school board.

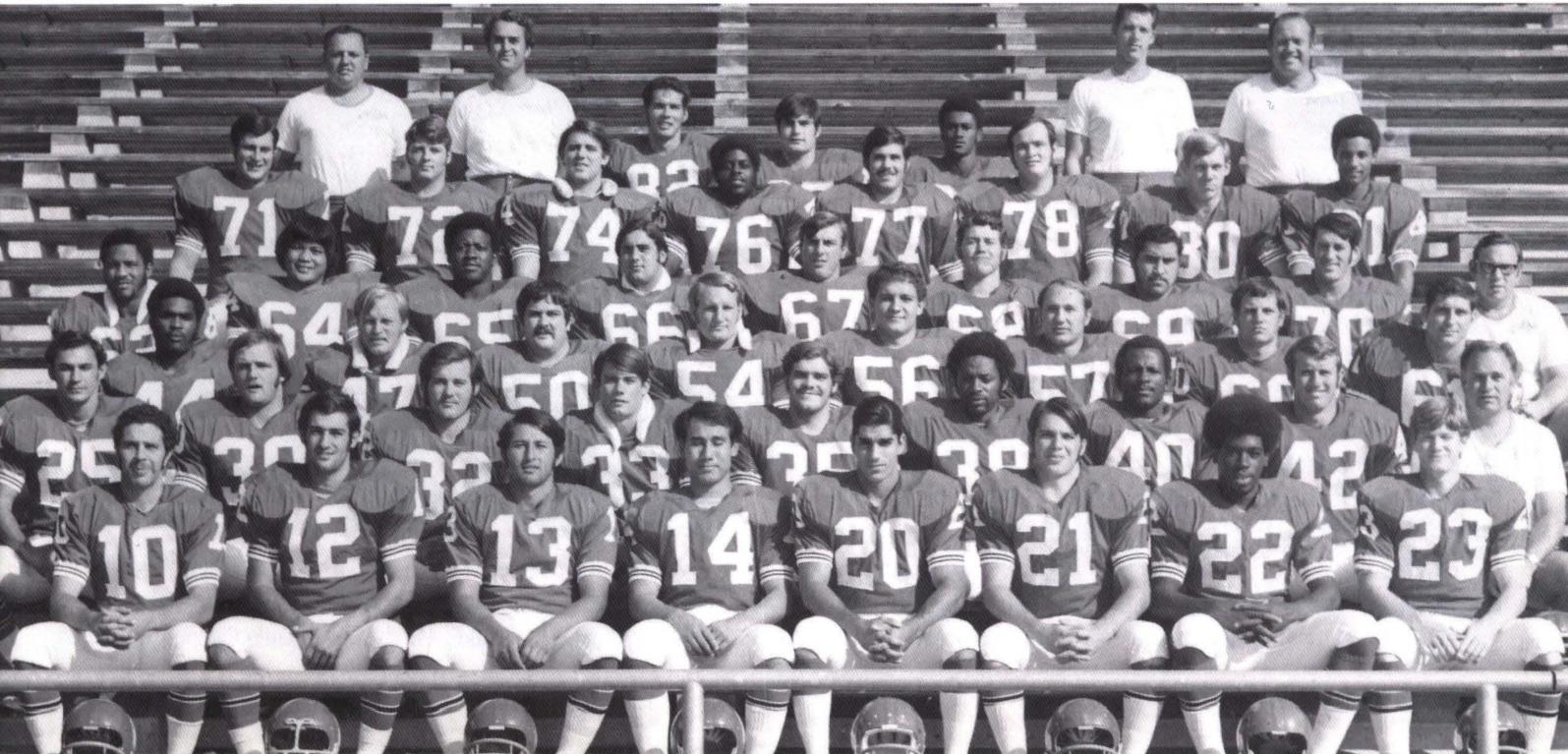
The couple have three children. Their eldest, a daughter, recently graduated from college. Their middle child is in his third year of college, while their younger son is in his last year of high school.

Over the years Coughlin has stayed in touch with about 15 of his college friends, and the group gets together annually in different locations throughout the country.

He also remains supportive of his *alma mater* and currently serves on the Cal State Hayward Educational Foundation Board.

Coughlin (78) was on the Pioneer team that won the 1970 Far Western Conference football championship.

Photo courtesy of Don Sawyer



Haywire News

Bush Names Susan Neuman Assistant Secretary of Education



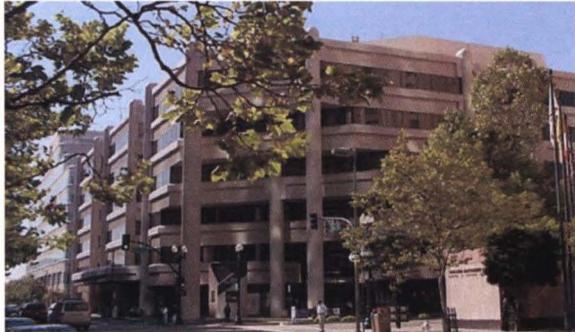
Susan B. Neuman

President George W. Bush has selected CSUH alumna Susan B. Neuman for assistant secretary of the U.S. Department of Education for Elementary and Secondary Education. Neuman was confirmed by the Senate and sworn in July 24. She serves as principal adviser to the Secretary of Education on all matters related to elementary and secondary education.

"I am delighted at the prospect of working with Secretary of Education Rod Paige on issues related to improving elementary and secondary education for all children," said Neuman, who earned her M.A. degree in reading supervision and administration at Cal State Hayward in 1974. Her bachelor's degree is from American University and her doctorate is from University of the Pacific, Stockton.

She began her career as an elementary school teacher and reading specialist. She was a professor of educational studies at University of Michigan, and also taught at Temple University, Boston College, University of Massachusetts, Lowell and Yale University.

New Education Center Opens in Oakland



International trade is among the certificate programs offered by the new Cal State Hayward Education and Conference Center.

The center is relocating to a new downtown Oakland site Nov. 19, opening its office on the first floor of the TransPacific Center, 1000 Broadway, near the City Center BART station and opposite the Oakland Marriott hotel.

The public is invited to a public open house reception at the new Broadway facility on Jan. 24. For additional information about the reception or course offerings, call (510) 208-7001 or 208-7002.

The Center for Higher Education provides CSUH enrollment information and offers the international trade curriculum and other certificate programs in human resource management, multimedia studies, nonprofit management, paralegal studies, basic purchasing, advanced purchasing, and training and development.

President Appoints Bette Felton To Lead Contra Costa Campus



Bette Felton

University President Norma S. Rees has appointed Bette Felton as interim dean of Cal State Hayward's Contra Costa Campus.

Felton assumed the post Oct. 15 and succeeds Mark Nickerson, who served as director of the campus since 1991.

Felton, a professor in the Department of Nursing and Health Sciences, has worked at Cal State Hayward since 1981.

She holds a B.S. in nursing from the

University of California, San Francisco; an M.S. in community health nursing from State University of New York, Buffalo; and a doctorate of Public Health from U.C. Berkeley. She served as executive assistant to President Rees from 1996 to 2000.

Nickerson has assumed an administrative position on the Hayward campus, working directly with Richard Metz, vice president of Administration and Business Affairs.

Rees recognized Nickerson for his "years of dedicated and exemplary service" at the Contra Costa Campus and for expertise that was "central to the development of that campus."

Stilted View of Fall Fun Fest 2001



Heidi Welsh Photo

Children run between the legs of stilt-walkers who entertained the crowd attending the Fall Fun Fest at the Contra Costa Campus Oct. 20.



Partnership Established With State of Benue



The state of Benue in the Federal Republic of Nigeria and Cal State Hayward have formed a partnership to develop joint research projects and exchanges of educational programs. Benue Executive Governor George Akume, seated at left, and CSUH President Norma S. Rees signed a joint memorandum of understanding when an eight-member delegation from the Nigerian state visited the Hayward campus this summer. The agreement pledges to enhance academic and learning opportunities for Cal State Hayward and various education programs in Nigeria, including Benue State University. Future agreements could also establish faculty and administrative exchanges.

Silicon Valley Pioneer Honored



T. J. Rodgers, founder and CEO of Cypress Semiconductor, Inc., in San Jose, received the Entrepreneur of the Year award, presented annually by the Smith Center for Private Enterprise Studies. Rodgers, center, was joined by Owen and Erma Smith, who founded the Smith Center 10 years ago on the Hayward campus. At the award luncheon in the Student Union, Rodgers spoke on "The Foundation of Silicon Valley Is Freedom, Not Silicon."

CSU System — The 2001-02 state budget provides a \$220.9 million, or 8.2 percent increase for the CSU system. The base state budget for the CSU now totals about \$3.4 billion. The new funds will help manage enrollment growth, providing a \$62.3 million increase to support the additional 8,760 full-time equivalent students predicted to enroll in 2001/02. An additional \$16 million was allocated to support the 3,138 full-time equivalent students who attended summer 2001. During the past six years, CSU enrollment has increased by 50,000 students, and the system has hired nearly 2,700 new tenure-track faculty members. The new budget also addresses California's rising energy costs, and the CSU received \$34.1 million to help compensate for natural gas cost increases.

CSU Channel Islands — The newest CSU campus is recruiting its first students to "earn a degree by the sea." Channel Islands will welcome its first class of transfer students in fall 2002. University officials expect the equivalent of 425 full-time students. For its first academic year, the university will offer bachelor's degrees in business, biology, computer science, English, environmental science and resource biology, fine arts, and liberal studies. In 2003 it will add a bachelor's in mathematics and a master of arts in education. Additional degrees will be added in subsequent years.

CSU Long Beach — When the military "downsized" in the 1990s, more than 30 acres of former Navy housing were given to the university and city to create the Cal State Long Beach Technology Park as a regional economic development effort. Two tenants already occupy renovated buildings, but most of the site is still getting utilities installed and being divided into lots to be leased to private companies. The city hopes the park will attract technology companies that provide high paying jobs.

CSU Chico — In her estate, Chico native Dorothy Hill left her American Indian history collection to CSU Chico, where she had earned a master's degree in anthropology. Over her lifetime Hill had developed a rapport with elders of north state American Indian tribes, eventually gaining access to personal and sacred aspects of their lives and cultures, according to Lisa Emmerich, coordinator of the CSU Chico American Indian studies program. The collection includes thousands of photos, taped oral histories, and descriptions of religious rites of the Maidu, Pomo, Wintun and other cultures of Northern California.

CSU Dominguez Hills — Approximately 185,000 surgical amputations are performed annually in the United States, but there are only eight schools in the nation offering health science bachelor's degrees in orthotics and prosthetics. CSU Dominguez Hills has the only such California program, and it is funded in part by a \$150,000 federal grant. Federal funding expires in August, and the university is seeking additional support for the program, which teaches students to make custom braces and artificial limbs needed by amputees.

CSU Fresno — The university is celebrating its 90th anniversary in 2001. In 1911 Gov. Hiram Johnson signed the act creating a normal school in Fresno, which evolved into CSU Fresno. The Normal School library had 432 books when the school opened, and 23 of the original volumes remain in the university's collection. University librarians report the library will celebrate the acquisition of its one millionth volume this year.

Globe-trotting Business Professor Honored

By Barry Zepel

Shyam Kamath, who teaches business, economics, and marketing to students throughout the world, is the "Outstanding Professor for 2001" at California State University, Hayward.

Kamath was chosen by the Cal State Hayward Academic Senate as recipient of the \$1,000 George and Miriam Phillips Award from a distinguished group of faculty nominees.

If Kamath spent his time exclusively in the classroom, he would be busy enough. However, he also has found time to develop several unique global studies programs for the Cal State Hayward School of Business and Economics and to serve as their academic director. During any given time of the year, he may be found teaching business courses in such locations as Singapore, Vienna, Hong Kong, Moscow, and Beijing.

Kamath, a native of India, joined the faculty in 1986 after arriving in the United States from Canada, where he had been teaching.

A professor of economics and international studies, he also is an author, marketer, business consultant, and outspoken advocate for Cal State Hayward and the global business program he developed for the university.

Kamath's Impressive Expertise

His colleagues marvel at his ability to use his academic expertise — in international economics and finance, managerial economics and strategy, economic theory and methodology, global business strategy and strategic alliances, and international marketing — to create the Transnational Executive MBA (TEMBA) program. He has developed similar programs geared to business in Europe and Asia.

His business education programs provide "a real-life global experience" for undergraduate and graduate students, who get practical experience serving as marketing and business consultants to CEOs of international companies.

TEMBA enables mid-career and senior executives to become organizational leaders in management theory and practice, according to Kamath.

"We put together teams of five students each who serve as consultants to real-world clients overseas," said Kamath.

TEMBA's goal, he says, is to provide business executives with state-of-the-art practical business tools based on sound analytical principles and authentic business experience.

Setting the Pace

"In every relevant category—teaching, professional research and writing, and contributions to the university—he sets a pace that we should all emulate," said Charles Baird, professor of economics and director of The Smith Center for Private Enterprise Studies on the Cal State Hayward campus. "I stand in awe of this man's entrepreneurial energy."

When asked about the honor of being named the university's outstanding professor for 2000-2001, Kamath responded with praise for other



Shyam Kamath

faculty members and administrators. He boasted of his students, fellow faculty and the executive business education programs he helped develop and now directs.

"It's not just my work that is being recognized," said Kamath. "It's that of my teaching colleagues as well who helped me in the preparation work. It's the encouragement that I get from my colleagues that has helped me develop ambitious programs like TEMBA."

International Program Founder

Kamath also has built and directs three other study programs focusing on other areas of the world: the AIM (Asian International Marketing), EIM (European International Marketing), and GLOBUS (Global Business Consulting) programs.

The AIM and EIM programs provide undergraduate students with "hands-on" consulting experience dealing with real-world clients. Participants travel to their client's headquarters in Asia or Europe.

As the 2001 summer quarter concluded, Kamath was not winding down his teaching schedule. Rather, he jetted off to Vienna to lead a group of TEMBA students completing their required 13-months of coursework leading to their unique master's degree.

He also was writing five articles concurrently on the teaching of marketing, economics, and business. When he returned from Europe, he addressed the university's Convocation and then began teaching a full slate of fall quarter classes.

Prior to coming to CSUH, Kamath taught at Dalhousie University and Simon Fraser University in Canada. Before that, he taught at the University of Madras in his native India. He also has taught at Thammasat University in Thailand and has been a consultant to more than 80 firms on three continents. His consulting experience includes work for the governments of Canada, China, and India.

Among the books he has written are *The Political Economics of Suppressed Markets* and *Excellence in Exporting*, which he co-authored.

Kamath and his wife Kiran are residents of San Ramon.

At the Head of the Class

Lois Sonneman was sitting on the playground surrounded by students.

They were helping her blow bubbles. She was helping them learn to make the sound of the letter "B."

The 2001 Cal State Hayward Teacher of the Year is a speech and language pathologist at Woodstock Child Development Center in the Alameda Unified School District.

In the classroom, on the playground, and wherever she encounters children, she uses her expertise to help students learn the speech and language skills they need to communicate with the world.

Sonneman earned a masters degree in speech language pathology in 1992 at CSUH. She also has a master's degree in teaching deaf and blind, and she previously taught a special day class at Alameda High. Currently she works with severely handicapped children in the district's new integrated preschool classrooms.

She finds "creative, practical solutions to the challenging problems her students face," said one of her colleagues.

She is respected for her teaching philosophy that functional communication is a necessity for all individuals and is a basic human right. She works with teachers, staff and families to facilitate communication for children across environments.

One co-worker said her ability to help "all students achieve their potential is her greatest accomplishment."



Lois Sonneman

Ben Ailes Photo

Sonneman also is recognized for her willingness to share her knowledge with her colleagues, teachers, interns and clinical fellows. She constantly explores the latest therapy approaches and shares this information with others. Her relentless pursuit of knowledge benefits her students and her co-workers.

"Lois' commitment to kids is a deep love of learning and teaching. She is truly a unique and remarkable educator whose ongoing dedication and passion is making a difference in children's lives," said Dennis K. Chaconas, superintendent, Oakland Unified School District.

Class Acts — Teacher of the Year Nominees



Bannon

Peggy (Margaret) Bannon, B.A. Music, and Life Credential ('73), teaches instrumental music at Bowman Elementary and vocal and instrumental music at Eldridge Elementary in the Hayward Unified School District. She counts among her greatest achievements the ability to create a cohesive unit with students supporting each other in their musical growth. She is praised for her gift of maintaining and sharing her joy of music.

"Mrs. Bannon is a compassionate and caring educator. Her hours are demanding and rigorous. She approaches each day with enthusiasm and dedication."

— **Nancy Eaton**, principal, Eldridge Elementary School



Cox

Michael David Cox, B.A., History ('72), Credential Program ('73), teaches history at Robertson High in the Fremont Unified School District. A 1998 nominee for "Who's Who Among America's Teachers," Cox brings innovative and creative teaching strategies to the classroom so 'at-risk' students can have a better day at school.

"He maintains high academic standards in a compassionate and caring environment. Every day Mike arrives at work with a passion, an enthusiasm, and a belief that every one of his students can and will succeed."

— **William G. Lincoln, Jr.**, principal, Robertson High School.



Luiz-Rodrigues

Linda Luiz-Rodrigues, B.S., Math ('73), Credential ('98), teaches mathematics at James Logan High School in the New Haven Unified School District. She has been recognized for her "true love of teaching and of young people" and "for treating her students as though they were an extended family."

Among the many teaching awards she has received are the PTA Founder's Day Award, the Northern California New Teacher of the Year Award, and the John D. Hancock Scholar in Mathematics Education Award.

"She truly touches the hearts of the students in her care."

— **Phillip Duren**, CSUH Department of Teacher Education



O'Callaghan

Monica O'Callaghan, B.A., English ('74), teaches English literature at Assumption School in San Leandro. She is known for "her expertise in teaching English and literature, her way of expecting the best from each student, and her ability to make those two parts come together with a sense of humor."

She was twice nominated for "Who's Who Among America's Teachers" and has been active in curriculum development.

"Monica is a natural born teacher. She has the ability to help parents be a part of the team to help each of her students be successful."

— **Jean M. Schroeder**, principal, Assumption School

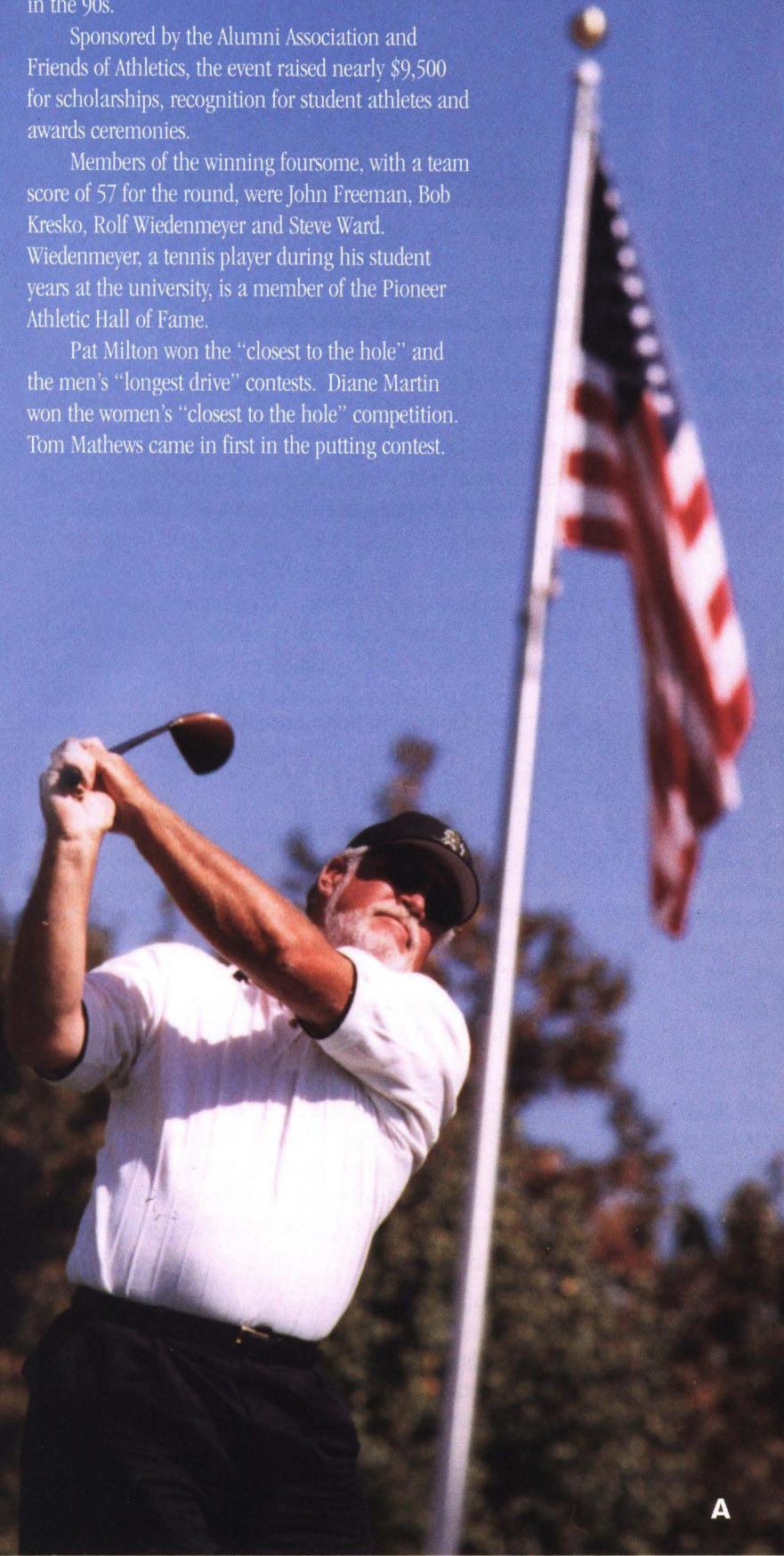
Hot Links

Foursomes played through the soaring temperatures and abundant wildlife at the Fifth Annual Cal State Hayward Golf Tournament. Held Oct. 1 at the Round Hill Golf and Country Club in Alamo, the tournament featured clear skies and temperatures in the 90s.

Sponsored by the Alumni Association and Friends of Athletics, the event raised nearly \$9,500 for scholarships, recognition for student athletes and awards ceremonies.

Members of the winning foursome, with a team score of 57 for the round, were John Freeman, Bob Kresko, Rolf Wiedenmeyer and Steve Ward. Wiedenmeyer, a tennis player during his student years at the university, is a member of the Pioneer Athletic Hall of Fame.

Pat Milton won the "closest to the hole" and the men's "longest drive" contests. Diane Martin won the women's "closest to the hole" competition. Tom Mathews came in first in the putting contest.



A



B



D



HONOR SCORE CARD

The CSUH Alumni Association and Friends of Athletics would like to thank the following sponsors for their support of the 5th Annual Golf Tournament.



Gold Sponsors (\$1,500)

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Richard Sherratt

San Leandro Chamber of Commerce /

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Sonoma Bar & Grill, Hayward

Strizzi's Restaurant, San Leandro

Suzann Photography

Wyndham Garden Hotel, Pleasanton

Yamaha Golf Cars

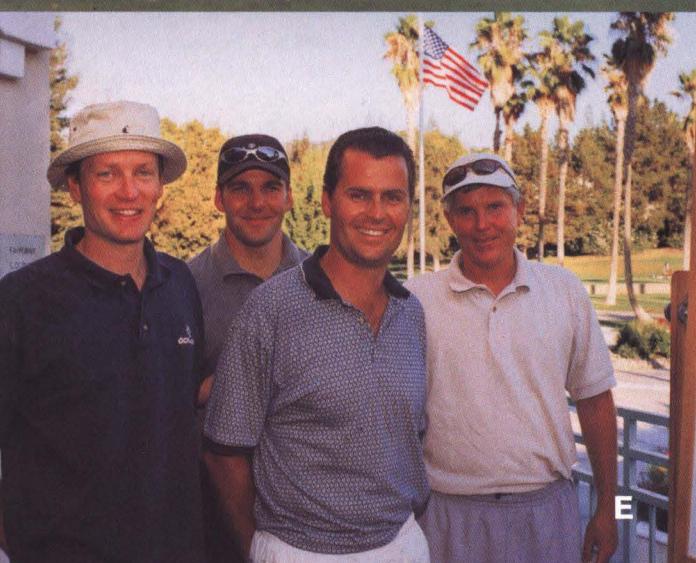
Zorba's Deli, Hayward

Bronze Sponsors (\$500)

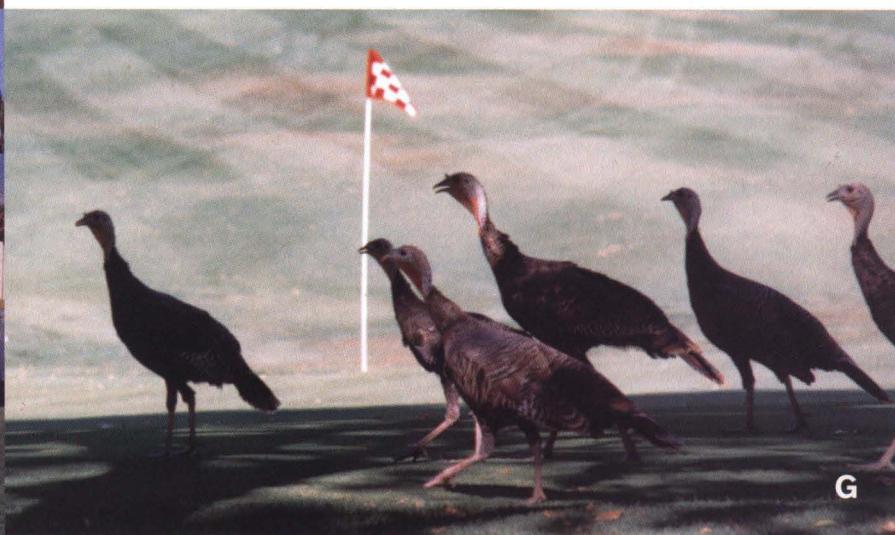
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(A) Rick Vossekuil tees off near the clubhouse, while (B) a caravan of carts takes golfers to the shot-gun start. (C) Jay Tontz puts as teammate Craig Canfield watches the action. (D) Bob Holmes, left, follows Bart Hollander's ball rolling toward the flag. (E) The winning team was, from left, John Freeman, Bob Kresko, Rolf Wiedenmeyer and Steve Ward. (F) Lynn Strong collects money from Bob Hiegert at the 14th hole, where paying teams could start 319 yards down the fairway as though Tiger Woods had hit their tee shot. (G) Wild turkeys roamed the course and deer watched from the rough as tournament golfers played through.



Ben Ailes Photo

Building the Foundation

Through the generous donations of alumni, staff, faculty, and friends, Cal State Hayward is building the funds needed to construct the new Business and Technology Center on the Hayward campus.

A personalized brick in the courtyard or foyer of the new center will recognize the following donors who have given \$250 or more to this building campaign. (This list reflects donations made prior to July 1, 2001. Subsequent donors will be acknowledged in a future *Haywire*.)



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Thomas Hoeber Named CSUH Director of Alumni Relations

By Barry Zepel

Thomas R. Hoeber, who has more than 35 years of public affairs service in California, has been named director of alumni relations at California State University, Hayward. Hoeber joined the university staff Nov. 5.

Prior to this post, he served as national executive director of Coro, a public affairs leadership training program with centers in San Francisco, Los Angeles, New York, Pittsburgh, St. Louis, and Kansas City. During his tenure at Coro, where he has worked since 1997, Hoeber was instrumental in strengthening its alumni association. That organization was recently recognized by the *Princeton Review* for having one of the top 10 internship programs in the country.

Prior to joining Coro, Hoeber was founder, publisher, and editor of the *California Journal*, a non-partisan publication reporting on government, politics, public policy and personalities in the state, between 1970 and 1997.

Hoeber, a resident of Berkeley, also has taught political science at UC Davis (1979-84) and California State University, Sacramento (1968-76), in addition to serving as administrative officer for the Assembly Rules Committee of the California State Legislature (1969-70) and as assistant director of the Assembly Office of Research (1965-69). He held elective office as a member of the Sacramento City Council between 1977 and 1981, when he decided not to seek re-election.

"Tom Hoeber has been highly successful in bringing people together and developing relationships for institutions and organizations here in California and around the country," said Dennis Elo, Cal State Hayward's

vice president for university advancement.

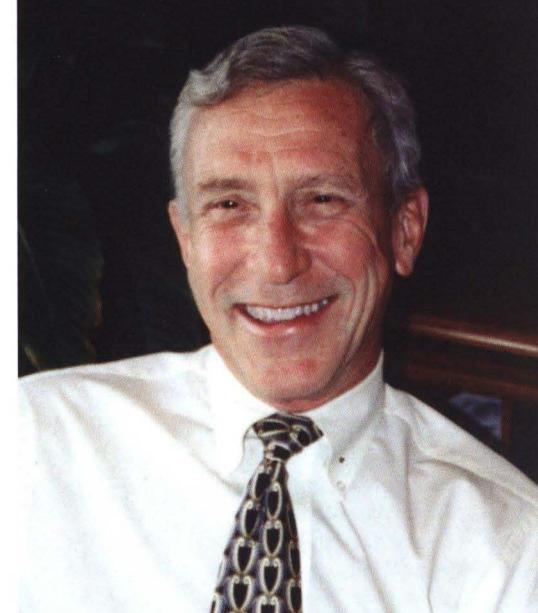
"Tom is the right person to help this university expand its outreach to the nearly 80,000 individuals who have earned degrees here since 1961."

Hoeber said he looks forward to his latest challenge.

"I will seek to narrow the distance between our alumni and the current student body of the university," the new director said. "Students should consider themselves alumni and part of the Cal State Hayward family from the first day they set foot on campus for classes. I know that a university's alumni are more supportive when they can form a bond with the current students on campus."

Hoeber earned his BA degree in social studies from Wesleyan University in Connecticut and a master's degree in government from Cal State Sacramento. He has been of service to numerous organizational boards of directors, including Citizens for Better Government, Center for California Studies, Friends of the Arts, and Loaves & Fishes, a program that helps feed the homeless in the state capital.

He and Maru, his wife of 36 years, have three grown children.



Thomas Hoeber

Campus Library, Parking Benefits Most Desired by Future Alumni

Library access, free parking, and discounted cultural events, are the privileges most desired by potential Alumni Association members, according to a recent survey conducted for the Cal State Hayward Alumni Association.

The survey, conducted by psychology professor Joan Sieber and two psychology students, was designed to discover how best to serve alumni and to determine the benefits of greatest interest to potential Cal State Hayward Alumni Association members.

Responses came from 374 graduating seniors, current and former alumni association members, and alumni who have never been members of the association.

Most respondents said it was important for the alumni association to advance the goals of CSUH. The majority also said they valued the

opportunity to participate in career and business networking.

Research indicated the response groups felt the most important privileges of membership in the Cal State Hayward Alumni Association are these:

Graduating seniors

- Library privileges (87%)
- Free parking (86%)
- Career and business networking (67%)
- Health coverage (56%)

Current Members

- Library Privileges (91%)
- Discounted admissions to campus cultural events (57%)

Past Members

- Free parking (91%)
- Discounted admissions to campus cultural events (55%)

Never Been Members

- Free parking (77%)
- Swimming privileges (48%)

Of those surveyed, 78 percent would like to receive a monthly calendar of events, either by e-mail or regular mail. Surveyed students in their senior year also expressed an interest in social and career networking events and in a calendar of career-related events.

Graduating seniors were far more interested in membership than past or non-members, and they were especially attracted to the offer of free

Keep the e-Link!

To provide alumni with updated information about campus events, programs and other news, in a timely and concise format, the Cal State Hayward Alumni Association is developing an e-mail communications report.

Help us create a comprehensive alumni list by sending your e-mail address to: alumni@csuhayward.edu



Cal State Hayward Alumni Association Platinum VISA Card

Support Cal State Hayward by using the only credit card that supports the valuable programs of the university and the Alumni Association.

- Credit line from \$5,000 to \$100,000
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membership for the first year following graduation.

The survey entertains the idea of "virtual membership" in the second year, by e-mail or Web site access only and recommends utilizing the Grad Info Fest as a recruitment tool.

A focus group of Contra Costa campus psychology students sought to have better resources, information, and communication opportunities made available to them.

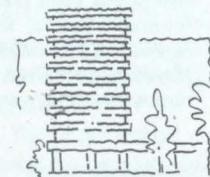
The survey suggests that students at the Contra Costa campus would be interested in joining the Alumni Association if its resources were available on their campus and if a cost effective way could be found to create informational resources available by phone, web site, e-mail, brochures in the lobby, or some other means.

Alumni Association Membership Helps 'Keep the Link'

Alumni Association members provide continued support to the students and programs of California State University, Hayward. Alumni Association dues help support alumni-faculty-student networking events, the Alumnus and the Teacher of the Year awards, scholarships, campus and alumni activities, and annual contributions to the library and Early Childhood Education Center.

As an Alumni Association member, you will also enjoy:

- Access to libraries at all California State University campuses.
- Free parking on campus.
- Reduced admission to most on-campus theater, music, and athletic events.
- A 15 percent discount on Cal State Hayward Extended Education courses.
- Free subscription to Haywire, the quarterly newsmagazine of the Cal State Hayward Alumni Association.
- Participation in affinity alumni chapter activities and other alumni events.
- Social events and career networking.
- Discounts on selected merchandise at the Pioneer Bookstore.
- Special rates on medical, dental, and vision insurance plans.
- Financial services, including an affinity credit card and credit union membership.
- Membership and discounts for a wide range of entertainment and travel clubs.



Cal State Hayward
Alumni Association

CSUH Alumni Association Application

Annual Membership (\$35)

Lifetime Membership (\$250)
Also payable @ \$50 annually over 5 years

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Want more information? Call 510-885-2839 or e-mail: alumni@csuhayward.edu

Pioneer Paths

Share news about careers, accomplishments, and changes in your life with other alumni through Haywire. With your news, include your address, phone number, degree earned, major and graduation year, along with a current photo, color preferred. All photos will be returned. Mail to: Alumni Association - Haywire, CSUH, 25800 Carlos Bee Blvd., Hayward, CA 94542, or send information to: nackley@csuhayward.edu.



Adachi

Tami Adachi, B.S., Business, Marketing option ('78) recently was appointed associate director of marketing and communications by The Asia Foundation of San Francisco. She will be responsible for external communications and media relations and for developing marketing and communications plans.

The Asia Foundation, founded in 1954, is a private, non-governmental organization that supports programs contributing to a peaceful, prosperous and open Asian Pacific community. The foundation has 14 offices throughout Asia, an office in Washington, D.C., and its headquarters in San Francisco. Adachi previously worked in governmental and public relations for PG&E for 20 years.

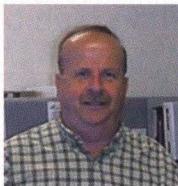
Joseph Angulo, B.S., Geology ('81) is a project geologist for Geological Technics, Inc. Prior to joining the Modesto-based firm, he spent eight years as a hazardous materials specialist with the Stanislaus County Department of Environmental Resources. He has worked in the Local Oversight Program for underground storage tank release sites and the Hazardous Materials Business Plan Program. He also has served on the Stanislaus County Hazmat response team. He also is a California certified hazardous materials specialist and has extensive experience addressing the releases of hazardous materials into the environment.



Cambra

Walter Cambra, B.A., Philosophy ('70) has been appointed associate archivist for the Center for Millennial Studies at Boston University in Massachusetts. His master's thesis, recently translated into Farsi, has

been published and added to the center's collection. The book, approximately translated as, "Philosophy of History In The Saints Book," attempts to demonstrate the origin of arcane symbolism and enigmatic numerological riddles of biblical texts.



Irion

Thomas Irion, B.S., Geography ('85), M.A., Geography ('97) has been promoted to rail integration project manager for the Santa Clara Valley Transportation Authority.

Irion, who has spent 14 years

in the Light Rail Operations Department, will be responsible for integrated testing of all the light rail's subsystems as Santa Clara Valley builds 15 miles of new line during the next three years.



Ivory

Eric Ivory, B.A., Studio Art ('90), Certificate in Gallery Design ('91), M.S., Counseling ('94) provides academic and personal counseling to students at Modesto Junior College. He has been a tenured faculty member since

1997 and says he loves working with the students. While in graduate school, Ivory worked as a counselor for the EOP program at CSUH.



Goad

Sheryl Goad, B.S., Business Administration, Accounting option ('98) has joined Grimbley Coleman Public Accountants, Inc., a Modesto-based public accounting firm. She is a member of the California

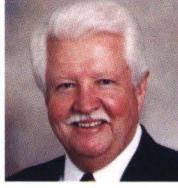
Society of Certified Public Accountants and the American Institute of Certified Public Accountants. Her current firm provides taxation, accounting and management consulting services to businesses and individuals in the San Joaquin Valley.



Larkin

Shaye Larkin (as a student, Shae Borba) B.S., Criminal Justice ('93), M.P.A., ('94) has received the State Bar of California's 2001 President's Pro Bono Service Award for her work with HIV/AIDS clients. Larkin

works for the Aids Legal Referral Panel in San Francisco, which provides legal services to people with HIV/AIDS. Larkin's work has helped secure housing for her clients, eased their financial burdens, and assisted with end-of-life arrangements.



Logan

Michael Logan, B.S. Recreation/Parks Administration ('73) is the president of Logan Pools, one of the fastest growing private companies in the East Bay.

His Brentwood firm, with 15 employees, yearly builds from 40 to 50 pools in the \$40,000 to \$175,000 price range. Logan says the majority of his business is from referrals, and *Aqua Magazine* has listed his company as one of the top 100 businesses in the spa and pool industry. The business is a family affair, with his wife and two of their four children working for the company.



Malek

Hossein Malek, B.S., Accounting ('79) has been a restaurateur for 15 years in San Francisco, where he owns the three Mo's restaurants. He and his wife reside in Marin. He returned for a visit to the Hayward campus in October to pick up a copy of his diploma.

Elaine Price, B.A., English ('77) works as the group leader in the Technical Information Department at Lawrence Livermore National Laboratory, in Livermore. She is the trainer for new technical editors and writers.

Tanya Sandoval, B.S., Business Administration, Human Resources option ('97) has been a Workers Compensation claim adjuster for the State Compensation Insurance Fund in Oakland for two and a half years. Prior to that she worked for Bank of America.



Thomas

Timothy Thomas, B.S., Business Administration, Finance option ('00) is concluding his second year with Morgan Stanley Dean Witter. He began his career as a financial advisor in Walnut Creek and now has relocated to San Diego. He serves clients throughout California with private portfolio management, retirement planning, and wealth preservation planning.



Thomassen

Sverre Thomassen, B.S., Finance and Management ('72), M.B.A., ('79) is executive vice president at Manufacturers Bank in Los Angeles. As manager of the Sales and Support Division, he supervises the bank's departments of Real Estate, Marketing and Product Management, Syndication, Private Banking, International Services and Entertainment. Thomassen joined Manufacturers Bank in 1992 as vice president and senior credit officer. In 1993 he

became senior vice president and regional manager, a post he held until his recent promotion to executive vice president.



Wesley

Evelyn Wesley, B.A., Psychology ('73), M.S. Educational Psychology/Counseling ('74) was named president of Merritt Community College in Oakland in May. She

said that among her goals is "to improve morale at the college, making everyone who works or attends there take pride and ownership in Merritt." She spent 15 years with the Oakland Unified School District, where she held various positions, including principal of Elmhurst Middle School. She also held several leadership positions in Alameda, San Mateo and Santa Clara counties. Most recently she was vice president of student services and instruction at San Jose City College.



Williams

Jayne W. Williams, B.S., Sociology ('70) has been named Public Lawyer of the Year by the State Bar of California. The honor is for the attorney who "exemplifies the outstanding

work" that public lawyers perform every day. Williams practices in the Public Law Department of Meyers, Nave, Riback, Silver and Wilson, serves as city attorney for Suisun City, and as interim city attorney for the City of Merced. Before joining Meyers, Nave in September 2000, she served as the city attorney of the City of Oakland from 1987 to 2000. She was at that time the first African-American woman to hold the position of city attorney in California.



Zimmerman

Gary C. Zimmerman, B.A., Economics ('72), M.A., Economics ('79) has been an economist at the Federal Reserve Bank of San Francisco for 25 years. He also taught economics,

banking and finance in Vienna, Austria, for one year. Between 1978 and 1995 he taught part-time in the business school at Cal State Hayward. Before joining the Federal Reserve Bank, he spent three years at the Federal Deposit Insurance Corporation.

Cal State Hayward Alum Honored With Disney American Teacher Award

Each year the Disney Learning Partnership honors 30 teachers who inspire creativity and the joy of learning in their students through Disney's American Teacher Awards. The awards demonstrate the respect that is due to excellent teachers in kindergarten through 12th grades.

Jan Coleman-Knight

(B.A., Political Science, '65; Teaching Credential, '66; M.S., Educational Psychology, '76) is one of 30 recipients of the 2001 Disney American Teacher Awards.

She will be recognized on the awards broadcast Thursday, Dec. 13, 7 to 9 p.m. (EST/PCT) on Lifetime Television.



Jan Coleman-Knight with her students.

The event was taped at CBS studios in Los Angeles on Nov. 10.

A history and social science teacher at Thornton Junior High School in Fremont, Coleman-Knight was Cal State Hayward's Alumni Teacher of the Year in 2000.

The Disney teacher honorees receive an award of \$10,000 each and their schools receive \$5,000.

"My classroom is as varied as the days of the year and the lives of the children that inhabit it," she said.

"Students learn by actively participating and unleashing their imagination, pondering, questioning, discussing, and writing."

Family Education — Mother and Son Accountants

Susan Tulis attended business and accounting classes at Cal State Hayward while preparing for the CPA exam that she took in 1983. Her son, **Jason Tulis**, followed in his mother's footsteps by choosing accounting as a career. He enrolled at Cal State Hayward and earned two degrees — a B.S. in Accounting and Finance ('93) and an M.S. in Taxation ('95).

Susan Tulis has been an owner/shareholder and CPA of Marzluft, Giles, Tulis and Foss of Danville since 1991, three years after joining the firm in 1988. Her principal duties include tax preparation, financial statements and general business advice for small businesses and individuals.

She said it was "just like heaven" when she started work there because they allowed her to be "fairly independent" while giving her a client base from which to build.

Jason attended law school after graduating from CSUH, then took a job in the International Tax



Susan and Jason Tulis

Department of Price Waterhouse Coopers, where he has been since 1998. He was promoted to the position of manager about one year ago.

"He works a lot harder than I ever did," according to his mother, who said he spends a lot of time on the phone, dealing with an extensive client contact list that goes all around the world.

The best way to maximize international business is to reduce taxes, according to Susan Tulis, and this is something to which her son devotes much of his time.

CSUH professor Gary McBride was "the idol" of the younger Tulis during his time here, according to his mother.

"Jason always aspired to be able to rattle off code sections the way Gary can," she said. "He's getting really good at it."

The Danville accountant said she knew early her son would do well in accounting. In high school he was twice voted Top Business Student.

"He was really, really smart," she said.

In Memoriam

Faculty

Otto "Fritz" Freitag, emeritus professor of political science and founder of the political science department at Cal State Hayward, died Aug. 21 at the age of 87.

Betty Wenz, former director of counseling services, died Aug. 28 at age 67. She was a pioneer in the application of psychology to competitive athletics. She served as a judge and psychologist for three Olympics.

Alumni

Raymond "Ray" Laimonis Berzins, B.A., Political Science ('74), M.P.A., ('76) died unexpectedly at home on Aug. 11. He had served as assistant finance director for the City of Folsom since 1987 and was also the city's deputy treasurer.

Kenneth Earle Crosby, B.S., Recreation ('73) died June 24. He worked as a dental supply and equipment sales representative for 30 years and as a volunteer fire fighter for Lodi and Woodbridge Fire Departments for 17 years. When he served in the Coast Guard, he was presented with the Coast Guard Medal for Heroism by the president of the United States.

Arts Calendar

ART GALLERY

The Duchamp Art Exhibit

CSUH Art Gallery, 106 Art /Education Bldg.

Through Feb. 20. Free.

Gallery hours: Wednesday -Saturday, noon to 3 p.m.

THEATRE

"Starting Here, Starting Now"

A musical revue with 20 songs celebrating love.

Adam Fresquez, director.

Bong Dizon and Edmer Lazaro, choreographers.

Marianna Wolff, musical director.

Nov. 30, Dec. 1, 7, 8 at 8 p.m.

Dec. 9 at 2 p.m.

University Theatre.

\$12, \$9 seniors/youth, \$7 CSUH/alumni.

Dickens' "A Christmas Carol"

Adapted by Ed Wright /Jeanette Penley.

Jeanette Penley, director.

Dec 14 at 8 p.m.

Dec. 15 at 2 p.m., 4 p.m., 8 p.m.

University Theatre.

\$6/\$3 children/\$14 family.

MUSIC

Symphonic Band /Chamber Winds Concert *

Nov. 27 at 8 p.m.

University Theatre.

Jazz Ensemble/Jazz Band/Jazz Workshop Concert *

Dec. 4 at 8 p.m.

University Theatre.

University Symphony Orchestra *

Thursday, Dec. 6 at 8 p.m.

University Theatre.

Combined CSUH Choirs Concert *

Corpus Christi Catholic Church,

255 St. James St., Oakland.

Thursday, Dec. 6 at 8 p.m.

* \$7/\$5/students free.

LECTURES

"Kitchen Debates: Women, Cooking, and Public Life in the East Bay, 1957-1964"

Speaker: Jessica Weiss, history professor.

Dec. 7 at 7:30 p.m.

Contra Costa Campus,

4700 Ignacio Valley Rd, Concord.

The Oak Room. Free.

The talk is based on research of a regular recipe column published between 1957 to 1964. It is a "culinary history" of recipes, food ways, and careers of East Bay women during the critical years leading up to the modern women's movement.

CSUH Theatre presents Dickens'

December

14 & 15

A Christmas Carol



PIONEER BASKETBALL

Homecoming

Friday, Jan. 25 vs. U.C. Santa Cruz



Home Games

Pioneer Men's Basketball

Sat. Nov. 24 - v. U.C. Davis. 7 p.m.

Fri. Jan. 4 - v. Simpson College. 7:30 p.m.

Sat. Jan. 5 - v. Holy Names College. 7:30 p.m.

Fri. Jan. 11 - v. Dominican University. 7:30 p.m.

Sat. Jan. 19 - v. Bethany College. 7:30 p.m.

Tu. Jan. 22 - v. CSU, Monterey Bay. 7:30 p.m.

Fri. Jan. 25 - v. UC, Santa Cruz. 7:30 p.m.

Tu. Feb. 5 - v. CSU, Maritime. 7:30 p.m.

Sun. Feb. 10 - v. Pacific Union College. 7:30 p.m.



Pioneer Women's Basketball

Fri. Nov. 16 - v. Pacific University. 7 p.m.

Sat. Nov. 17 - v. Willamette University. 7 p.m.

Tu. Nov. 27 - v. San Francisco State. 7 p.m.

Th. Dec. 6 - v. Chapman University. 7 p.m.

Fri. Jan. 4 - v. Simpson College. 5:30 p.m.

Sat. Jan. 5 - v. Holy Names College. 5:30 p.m.

Fri. Jan. 11 - v. Dominican University. 5:30 p.m.

Sat. Jan. 19 - v. Bethany College. 5:30 p.m.

Tu. Jan. 22 - v. CSU, Monterey Bay. 5:30 p.m.

Fri. Jan. 25 - v. UC Santa Cruz. 5:30 p.m.

Sun. Feb. 10 - v. Pacific Union College. 5:30 p.m.

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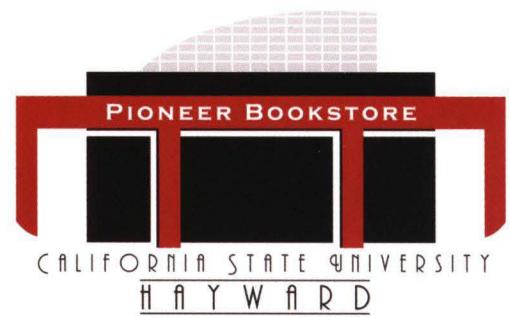
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SAVE THE DATES

“Starting Here, Starting Now”

CSUH Musical Production

Nov. 30, Dec. 1, 7, 8 at 8 p.m.

Dec. 9 at 2 p.m.

University Theatre

Combined CSUH Choirs Concert

Dec. 6 at 8 p.m.

Corpus Christi Catholic Church,

255 Saint James St., Oakland

Homecoming – Basketball

CSUH Pioneers vs.

U.C. Santa Cruz Banana Slugs

Jan. 25

Women at 5:30 p.m.

Men at 7:30 p.m.



Cal State Hayward
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