

# The View

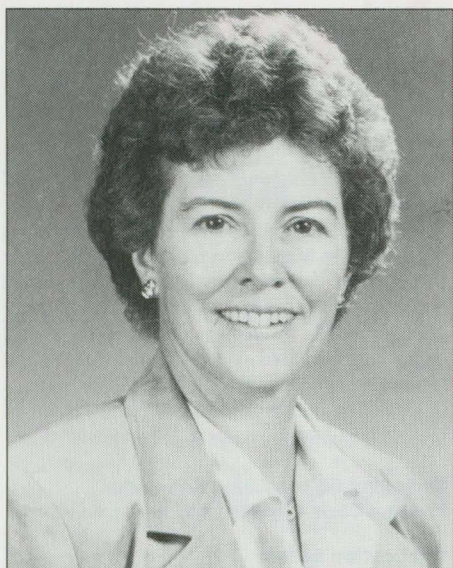
February 25, 1991 Vol. 1, No. 7

From  
**California  
State  
University  
Hayward**

**Save these dates**

**February 27:** "What went wrong with Perestroika." 2:40 p.m. Biella Room.

**March 1:** "The Lives of Ethnic Americans: An Insight into Social Mobility." Noon. LI2203B.



Joan Sieber

## Annual faculty award goes to member of the psychology department

Professor Joan Sieber of the psychology department is this year's Cal State Hayward faculty nominee for the CSU Outstanding Professor Award and the recipient of the campus' George and Miriam Phillips Outstanding Professor Award.

Sieber holds a Ph.D. from the University of Delaware and has been a member of the faculty since 1971.

At Cal State Hayward she has fused her teaching, scholarship, and community service. She quickly became the campus' expert on protection of human subjects in research through her work on the Institutional Review Board and her authorship of a handbook on planning ethically responsible research. Her books, grants, research articles, editorial work, and national lectures and workshops

on ethics in research have made her a national authority on the topics.

Her expertise on data-sharing, for which she received two grants from the National Science Foundation, has led her to offer data-sharing workshops for faculty at this campus, as well as for faculty at other CSU and California campuses. Her teaching and writing on women's issues, on AIDS, and on discrimination further illustrate her willingness to use her academic expertise to serve Cal State Hayward's diverse student body and its various publics. Written testimony and evaluations by her students clearly demonstrate their gratitude to a lively, learned, innovative and caring teacher.

"The University gives me a good job and this too—I feel so rewarded," Sieber said of her selection. "If the truth be known, being an effective professor is only part of a reciprocal process involving outstanding students, staff, and colleagues; we work in supporting rolls with one another to make good things happen. If I could invent the ideal career, it would closely resemble what I do now. Would you believe I get paid for this? Don't tell the governor, but I'd do this for free if I could afford the cost of living around here."

Formal presentation of the George and Miriam Phillips Outstanding Professor Award, which was established in 1987 by George and James Phillips and Ann Phillips Jarvis, will be made to Dr. Sieber this spring. The award carries a gift of \$1,000.

Last year's award went to Terry Jones of the sociology department.

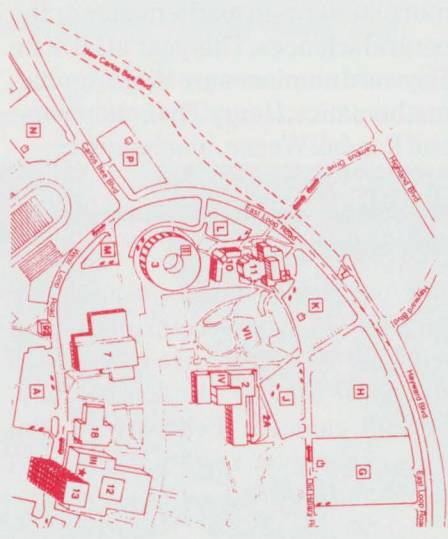
## Extension of Carlos Bee should ease some campus traffic problems

Construction on the long-awaited Carlos Bee Extension will begin this March. The new road will route traffic away from the northeast end of the campus loop by extending Carlos Bee Boulevard directly to Hayward Boulevard.

"Access to the hills has been a problem for twenty years," says Dr. Carolyn Spatta, vice president for Administration and Business Affairs. "The reason we have so many stop signs along the campus loop is because people were going thirty to forty miles an hour through the campus to get to Mission."

The city wants to route traffic up the hill to take pressure off of the streets, "but, campus roads are not really designed for traffic control," says George Connell, director of Plant Operations. The purpose of the new extension is to guide traffic away from the new subdivisions and around the campus instead of through it. "A main highway is hazardous to students," says Connell.

Serious planning for the Carlos Bee Extension began in 1986. The California State University agreed to give an easement to the City of Hayward. The plans for the extension



will result in demolition of the Faculty Club, so a replacement facility was relocated on a site near the Tower last fall.

A temporary route from Second Street and Campus Drive to the campus will be located off Hayward Boulevard during construction. This is necessary because Campus Drive will be blocked. Construction of the extension is expected to take from twelve to eighteen months.

Access from Harder Road and the current Carlos Bee Boulevard will remain.—Brenda McConaughy



**Guys and a moll**—Portraying the musical mobsters of *Guys and Dolls* are Jeffrey Beck, Robin Kim Marselle, Michael Singer and Glenn Larsen. The play opens March 1.

## Arts group kicks off with *Guys and Dolls*, March 3

"I am not just a supporter of the arts, I am a fan...."

Inspired by the quote President Rees made at the opening of the Distinguished Artists Forum, a new support group, Friends of the Arts is being formed at Cal State Hayward. Mrs. Jodie Hunter, a former member of the Affiliates, is chair of the planning committee.

Open to members of the community as well as to faculty, staff and students, the group will have a kick-off gathering March 3 at 2 p.m. with a special performance of the Broadway musical "Guys and Dolls." The play will be followed by a catered reception in the Theatre lobby.

Friends of the Arts is designed to add to members' enjoyment of the arts events at Cal State Hayward, as well as to strengthen the arts on campus. "Friends" will receive invitations to backstage receptions, lectures, tours and other activities in the areas of theatre, music, art and dance.

The special Sunday matinee performance of "Guys and Dolls" that opens the Friends of the Arts activities will include cameo appearances by local "celebrities." Tickets are \$10 for the play and reception and can be ordered by calling 881-3724 or by completing and returning the form on page 3.

## Nominations due April 12 for Cal State Hayward's seventh Alumnus of the Year award

The Cal State Hayward Alumni Association is seeking nominations for its 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 for this year's award must have graduated by June 1986.

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

For nomination forms and additional information, call 881-3724. Nominations should be received by University Relations and Development no later than April 12.

The 1990 Alumnus of the Year was Hayward's current mayor Michael Sweeney, who received his baccalaureate degree in political science in 1972 and his master's degree in 1974.

The award will be made at the Honors Convocation on May 19.

## Informal sessions will be held on key questions

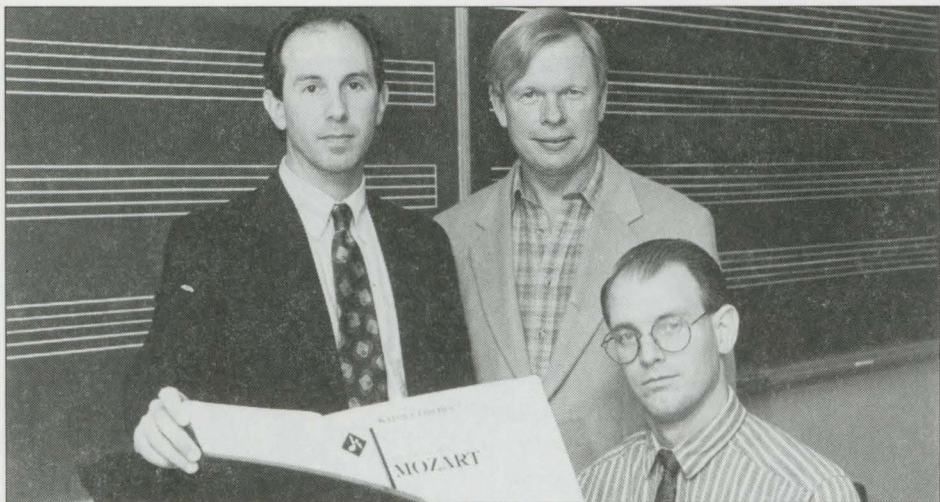
New University Key Control Policy and Procedures have been issued by President Rees. Copies of these documents have been distributed to campus departments and offices. If your office was missed, or if you desire extra copies, please contact the Office of Plant Operations, ext. 3772.

Ron Kihara, assistant to Vice President Carolyn Spatta, will have two one-hour sessions devoted to answering questions pertaining to the new policy and procedures. Deans, department chairs, and secretaries are welcome to attend these informal question and answer periods. Copies of the new Key Request Forms for both employees and students will be available. These meetings are scheduled for Tuesday, February 26, and Wednesday, February 27 in WA800, from 1-2 p.m.

## Defector addresses Perestroika

Yuri Maltsev, a Soviet defector, who worked on his country's economic reforms, will speak on "What went wrong with Perestroika," Wednesday, February 27 at 2:40 p.m. in the Library's Biella Room.





Fans of Amadeus—Eric Hansen, left and David Stein, center, will be conducting a program of works by Mozart at the St. Leander's Church in San Leandro, March 10. Timothy Smith, right, will present a modern program March 6 in University Theatre when he conducts compositions by Cal State Hayward music faculty.

No Mozart sightings, but his work lives on around the world

No composer is more popular than Amadeus Mozart. This being the bi-centennial of his death, his works are probably being played somewhere in the world at all times. Cal State Hayward's music department joins in the celebration Sunday, March 10 at 4 p.m. at St. Leander's Church in San Leandro. David Stein, Harry Carter and Eric Hansen of the music faculty join forces in a near-marathon of works. The CSUH choirs, orchestra and ensembles will perform.

"The church is an excellent set-

ting for music. We like, as much as possible, to bring our music to the community and this is one way to do that," commented David Stein. "And it is especially fitting for this program. Mozart composed frequently for the church. 'The Coronation Mass' was originally composed for a Catholic Church in Austria."

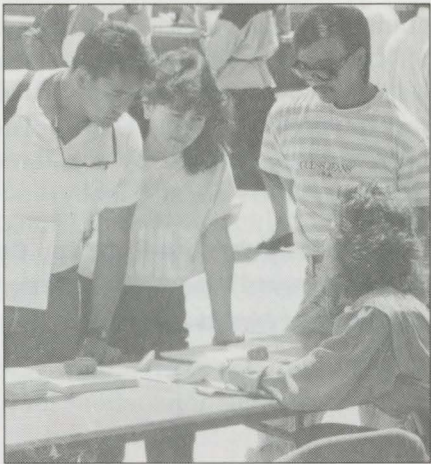
Tickets are available at the door, or by calling 881-3167. Tickets are \$5/general admission and \$3/students and senior citizens.

Project to develop pronunciation guide for Asian Pacific names

A project is underway to help faculty and staff correctly pronounce Asian Pacific names. The "Campus Quick Guide to the Pronunciation of Asian Pacific First and Last Names," will have several elements including information on language and cultural backgrounds, pronunciation guidelines, lists of common first and last names, and additional campus resources. The first edition will include Cantonese, Mandarin, Tagalog, Vietnamese, Laotian, Khmer, and Farsi. A second stage of this project might include a cassette tape companion audioguide.

According to Sterling Sakai, director of the Office of Relations with Schools and a member of the committee creating the guide, "People have trouble with Asian names. In the past we haven't thought too much about it; we just let it go. Now more attention is being paid to Asian Pacific issues. You're going to find more pride among Asian Pacific groups and this is one offshoot of it."

Committee members are circulating surveys to faculty, staff and students. One of the purposes is to develop a "culturegram." Questions are asked about commonplace interactions, such as greeting another person. Issues such as eye contact, handshaking, tones of voice and deportment when greeting a peer, a parent, or a teacher are included. "We hope faculty and others will see that, say, a Vietnamese does such and such not because it's a nervous habit, but because it's part of the culture,"



22.9 percent—Students of Asian, Filipino and Pacific Island heritage make up nearly a quarter of the Cal State Hayward population, in addition to the large number of foreign students from Asian countries. Campus faculty and staff members are preparing a guide to the correct pronunciation of names from many of these cultures.

explains Sakai.

Cal State Hayward's guide will be the first in the CSU and possibly the first on the West Coast. The idea grew out of a conversation between Sakai and Tim Dong, acting assistant vice chancellor for faculty and staff affairs in the Chancellor's Office. Dong had seen a guide on Spanish names from a university in Texas. "It's such a simple idea, it's surprising someone didn't think of it before," says Sakai, "but it's part of an evolution in the Asian Pacific community. In the 60s and 70s, Asians were largely forgotten; in the 80s, there was the sense that we had no problems and that we

See Volunteers sought—back page

Human rights attorney to speak on the Middle East

Karen Parker, an attorney specializing in international law with an emphasis on humanitarian and human rights law, will speak on campus March 20 as part of the ALSS Colloquium series. Her topic will be "Human Rights, Armed Conflict Law, and the Middle East." She will be reporting on her activities at the United Nations Commission on Human Rights, February 28-March 8 in Geneva.

Ms. Parker is a member of the California Bar and interned at the California Supreme Court and at the Organization of American States Inter-American Commission of Human Rights. She is a non-governmental representative at the United Nations and regularly testifies at the United Nations human rights bodies. Her fact-finding missions and court appearances have taken her to such countries as El Salvador, Pakistan, Nicaragua, the Soviet Union, Japan, Ecuador, Chile, Norway, Canada, and Grenada. She has defended prisoners and victims of war, political prisoners, criminal suspects denied procedural rights, persons subjected to religious persecution, indigenous peoples, and people denied the right to self-determination such as Tibetans, Kashmiris, and the Karen ethnic group in Burma.

Ms. Parker's lecture will be at noon in the Biella Room.

Goldwater nominees announced

The Barry M. Goldwater Scholarship and Excellence in Education Program was authorized by Congress in 1986. The legislation established a foundation to award scholarships to sophomore students in mathematics or the natural sciences. This year's Cal State Hayward nominees are Hilda Aguilar, mathematics; Henry Thai, chemistry; and Randall Weese, biochemistry.

Freethrow could get someone a free ride

The Associated Students Recreational Activities Pioneer Freethrow Contest will have its grand prize shoot-off at halftime during the men's basketball game on February 28. The winner receives two round-trip airfares on USAir. Call 881-3064.

It's in the bank

The chart below lists the direct deposit monthly/semimonthly 2nd half and semimonthly 1st half posting dates.

February	3/1	2/19
March	4/1	3/18
April	5/1	4/16
May	5/31	5/16
June	7/1	6/17
July	7/31	7/16
August	8/30	8/16
September	10/1	9/16
October	10/31	10/16
November	12/2	11/18
December	1/2	12/16

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. 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 and Development.

Managing Editor: Linda Schneider  
Photos: Chris Chenard and Peter van Court

Publication Dates  
Listed below are the remaining dates of publication for The View for 1990-91.

- Mar. 11 - Copy Deadline: Feb. 25
- Mar. 25 - Copy Deadline: Mar. 11
- Apr. 8 - Copy Deadline: Mar. 25
- Apr. 22 - Copy Deadline: Apr. 8
- May 6 - Copy Deadline: Apr. 22
- May 20 - Copy Deadline: May 6
- June 3 - Copy Deadline: May 20
- June 17 - Copy Deadline: June 3

Printed on recycled paper

President to serve on education council for Oakland

President Norma Rees has accepted the invitation of Oakland Mayor Elihu Harris to serve on the Mayor's Cabinet for Educational Excellence. The cabinet consists of a cross-section of leaders in education, government, business and the community concerned with promoting the quality of education in Oakland.

Bookstore features books for Black History Month

Pioneer Bookstore will continue to celebrate "Heritage in Print" through February 28. A large selection of adult, children, and young adult titles are available in a special display section.

University hosts workshop

Cal State Hayward hosted the first foreign credential evaluations workshop on February 4. Nine northern campuses of the California State University participated. Also included were representatives from the University of California and several local feeder community colleges. The next workshop will be held at Sonoma State, June 10.

United Way campaign brings in \$25,230

The recently concluded United Way campaign resulted in donations of \$25,230, an 8.5 percent increase over last year. Coordinators for the campaign were May Chow Wilson and Carrie Rohlfing of University Relations and Development.



February

Through 7 June

- “Kasaysayan...Kahapon, Ngayon at Bukas,” exhibit of the Pilipino story. C.E. Smith Museum. 881-3104/3161 for information.

Through 14 March

- Faculty Art Show. Gallery hours: M-W 11am-3pm, Th 1-7pm, Sun 1-4pm.

25 Monday

- Black History Month event. Journalist Nancy Hicks Maynard. Noon. UU 307C.

27 Wednesday

- Black History Month event. African-Americans in management. Noon. UU 101A.
- Cummings Geology Club Speaker Series. Topic: TBA, Dr. Scott Hassler, UCSB/Chabot College. Noon. Science N347. Refreshments.
- Economics Seminar. “What Went Wrong with Perestroika,” Yuri N. Maltsev, U.S. Institute of Peace. 2:40-4:30pm. Biella Room, Library. Ext. 3301 for information.

28 Thursday

- Biology Seminar Series. “Sea otters in captivity: Before and after Valdez,” Dr. Tom Williams, veterinarian, Monterey Bay Aquarium. Noon. Science N321. Refreshments.
- Baseball vs. Canadian Nationals. 2pm.
- Women’s tennis vs. Notre Dame. 2pm.
- Faculty Development Workshops. “Cooperative Learning,” Del Della-Dora, Jody Servatius, educational leadership. 2-4pm. LI2195. 881-3022/727-2205 for information.
- Men’s basketball vs. Stanislaus State. 7:30pm.

March

Friday , 2, 3, 7, 8, 9

- Guys and Dolls. University Theatre. March 1-2, 8-9 at 8pm; March 3 & 9 at 2pm; March 7 at 6pm. Tickets: \$7/\$5. For information call 881-4299.

1 Friday

- Colloquia on Ethnicity: Sharing Ideas/Research. “The Lives of Ethnic Americans: An Insight into Social Mobility,” Juan L. Gonzales, Ph.D., sociology and social services. Noon. LI2203B.
- Baseball vs. Sonoma State. 2pm.
- University Orchestra performing Mozart and Respighi. 8pm. MB1055. Tickets \$5/\$3.

2 Saturday

- Men’s tennis vs. Chapman College. Noon.

3 Sunday

- Women’s tennis vs. Cal Poly SLO. 10am.
- Friends of the Arts kick-off. Performance and reception. 2pm. University Theatre.

4 Monday

- Black History Month event. Doris Worsham, columnist for the Oakland Tribune. Noon. UU101A.

5 Tuesday

- Men’s tennis vs. Stanislaus State. 1:30pm.
- Women’s tennis vs. Sacramento State. 2pm.

6 Wednesday

- Cummings Geology Club Speaker Series. “Gold deposits in southeastern California ,” Dr. Dick Tosdal, USGS. Noon. Science N347.
- Softball vs San Francisco State. 1:30pm.
- Economics Seminar. “Tests of Rational Partisanship: Popularity and Policy Transmission,” David Eaves, UCLA. 2:40-4:30pm. MB 2605.
- Faculty Development Workshops. “Computer Graphics,” Roger Parker, IMC. 3-5pm.
- University Symphonic Band and Wind Ensemble. Works by CSUH faculty including Jerome Neff and Timothy Smith. 8pm. University Theatre. \$5/\$3.

7 Thursday

- Biology Seminar Series. “Isolation of a Clostridium pasterinum gene that confers E. coli cells the ability to reduce selenate,” Dr. Emilio Garcia, Lawrence Livermore Laboratory. Noon. Science N321. Refreshments.

8 Friday

- Softball vs. Oregon State University. 1:30pm.

9 Saturday

- Baseball vs. Chico State. Noon.

10 Sunday

- Baseball vs. Whittier College. Noon.
- All-Mozart Concert. 4pm. St. Leander’s Church, 474 W. Estudillo, San Leandro. \$5/\$3.

11 Monday

- Percussion Ensemble noon concert. MB1039. Free.
- Men’s tennis vs. Swarthmore College. 2pm.

12 Tuesday

- Baseball vs. USF. 2pm.
- Women’s tennis vs. UC Davis. 2pm.

13 Wednesday

- Center for the Study of Intercultural Relations Lecture Series. “The Need and Rationale for a Multicultural Perspective in Society,” Derald Sue, educational psychology. Noon. Biella Room.
- Men’s tennis vs. USF. 2pm.
- Economics Seminar. “Latin American Debt and Development,” panel with the Economics Student’s Association and United Latin American Students. 2:40-4:30pm. MB 2605.

14 Thursday

- Biology Seminar Series. “Problems and progress in oyster culture,” Will Borgeson, aquaculturist, Bodega Marine Laboratory. Noon. Science N321. Refreshments.

15 Friday

- Baseball vs. Stanislaus. 2pm.

16 Saturday

- Tennis vs. Whitman College. Men’s 10am. Women’s 2pm.



The Arts at Cal State Hayward—  
You Won’t Be Taking A Gamble

☐ Count me in! I would like to be part of Friends of the Arts.

Enclosed is \_\_\_\_\_ for \_\_\_\_ reservations @ \$10/ticket for the musical “Guys and Dolls” and the accompanying reception Sunday, March 3 at 2 p.m. in University Theatre.

Name \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Day Phone \_\_\_\_\_

☐ Sorry, I can’t be with you on March 3. Enclosed is a tax-deductible contribution of \_\_\_\_\_.

☐ Check enclosed made out to CSUH Foundation.

☐ Visa/Mastercard (circle one) No. \_\_\_\_\_

Expiration Date \_\_\_\_\_

Return to “Friends of the Arts”  
c/o University Relations & Development,  
Warren Hall, CSUH, Hayward, CA 94542-3004.

Your tickets will be held at the door.



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.

**Beatrice O. Pressley** (Educational Psychology) was elected president of the Western Association for Counselor Education and Supervision. The annual convention was held in Seattle in November; she presided over the conference whose theme was, "So, What Else is New." She also presented programs at the North Atlantic Association for Counselor Education and Supervision conference in Hartford and at the American Psychological Association in Boston.

**Doris Duncan** (Accounting and Computer Information Systems) authored an article, "ICCP Completes Study of Computer Certification Among Educators," published in the January 1991 newsletter for the Association for the Institute for Certification of Computer Professionals. Duncan has also been selected for inclusion in *International Directory of Distinguished Leadership*, 3rd edition.

**Ed Reuling** (Associate Vice President, Student Services) was elected president of the Castro Valley Board of Education. This is his sixteenth year on the board and his fourth term as president. Castro Valley is an award-winning district receiving recognition at both the state and federal levels.

**Jan A. Roberts** (Communicative Sciences and Disorders) presented "Diagnosis in Aphasia" and "Drawing in Aphasia: Past, Present, and Future Perspectives" at the National American Speech, Language, and Hearing Association convention (ASHA) held in Seattle, November, 1990.

**Rhoda L. Agin** (Communicative Sciences and Disorders) was an invited speaker at the American Speech, Language, and Hearing Association Conference titled Multicultural Literacy in Communication Disorders: Teaching Cultural Diversity in the Professional Education Curriculum held at Sea Island, Georgia, January 3-6, 1991. Her topic was "Voice Disorders in Culturally Diverse Populations." This presentation has been published, in part, in the resource manual titled *Multicultural Literacy in Communication Disorders*.

**Phillip E. Duren** (Teacher Education) had an article entitled "Enhancing Inquiry Skills Using Graphics Software" published in the January 1991 issue of *The Computing Teacher*.

**Donald J. Knapp** (Management & Finance) served as a referee for papers in factory automation system applications submitted to the annual conference on Factory Automation and Information Management (FAIM) to be held in March at the University of Limerick, Ireland.

**Basil J. Sherlock** (Sociology & Social Services) was elected president of the Board of Directors of E.C.H.O., Eden Council for Hope and Opportunity, a fair housing organization promoting equal housing opportunities for minorities, senior citizens, families with children, and people with low to moderate incomes.

**Colleen Fong** (Ethnic Studies) participated on the "Multicultural Women's Panel" which was part of Cultural Renaissance Day for the faculty of Diablo Valley College. The program was held January 15 to honor Dr. King's birthday.

**Shyam J. Kamath's** (Economics) article "The Empirical Appraisal of Economic Theories, Econometric Testing, and the Logic of Refutation" (co-authored

by K.C. Jensen and R.E. Bennett) is being published in *The Journal of Interdisciplinary Economics*, Vol 3., No. 3.

**Jacob Fuchs** (English) has published "Knowing and Remembering: The Resources of Mock-Epic" in the Summer 1990 issue of *The Philological Quarterly*. He will read a paper, "Consumable Antiquity," at the annual meeting of the Institute for the Classical Tradition in Boston in March.

**Jay L. Tontz** (SBE) spoke to the Castro Valley Rotary Club, January 22 on "The Recession of 1991" and to the Executive Association of Southern Alameda County, January 29 on "The Short Recession of 1990-91." He spoke to the San Fernando Valley Chapter CLU-ChFC, February 1 on "Soviet-American Challenges For the Decade of 1990's," and on February 5, to the California Trucking Association Annual Management Conference on "Economic Outlook in the Decade of the 90's."

**Susan Opp** (Biological Sciences) presented a paper, co-authored with graduate student Steven Spisak and undergraduate M. Paula Kearney, entitled "Potential for host shifts by the walnut husk fly in California," at the annual meeting of the Entomological Society of America in New Orleans, December 2-6, 1990. Dr. Opp also presented a talk at UC Davis on January 16, entitled "Reproductive success of male and female apple maggot flies, or polygamy may not be so bad after all."

**Gary Geis** (Student Health Services) received an award from Merck Sharp and Dohme Pharmaceutical Company for his twenty-five years working with the Alameda County Pharmacists Association and the California Pharmacists Association. The award was presented at the 35th Installation of Officers Banquet for the Alameda County Pharmacists Association in Oakland on January 19.

**Melissa Rose** (Library) spoke on the local political process in academic libraries at a California Library Association workshop "Libraries and the Political Process: How to make it work for you," February 1 in Oakland.

**Harold Barrett** (Speech Communication) had his book *Rhetoric and Civility: Human Development, Narcissism, and the Good Audience* published by the State University of New York Press.

## Volunteers sought for pronunciation guide (continued from page 2)

were getting along fine. Now we realize that there are problems that have never gone away and need to be addressed."

One of the first people Sakai contacted about the project was Rhoda Agin of communicative sciences and disorders, who has addressed faculty in the CSU and other bodies about pronunciations of Asian and Spanish names. "Rhoda has the expertise to help us structure the project," according to Sakai. "She has a national reputation in this area."

The project is looking for students, staff, and faculty volunteers to participate in the development of this guide. Please contact any committee member if you are interested. Project committee members are Rhoda Agin, ext. 3233; Asoke Basu (Farsi, Tagalog), School of Arts, Letters and Social Sciences, ext. 3822; Colleen Fong (Mandarin, Cantonese), ethnic studies, 3255; and Sterling Sakai (Khmer, Laotian, Vietnamese), Asian American Educators Council, ext. 3817.—Linda Schneider