

cal state

For University Alumni and Friends

# east bay

m a g a z i n e

## Taking the Lead

*Leroy Morishita  
ascends to the  
CSUEB presidency*

How to succeed in college?  
Ask a student peer mentor

*Outstanding Prof's* prose  
portrays everyday life

CEO Jim Hannan '89  
shares leadership tips

Spring 2012



SPRING 2012

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PHOTO MAX GERBER

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President Leroy M. Morishita's dedication to educational opportunity stems from personal experience.

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PHOTO STEPHANIE SECREST



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# UNIVERSITY NEWS

## A \$1.57M grant targets Asian American, Pacific Islander students for greater success

For the first time, CSUEB has been awarded a \$1.57 million grant by the United States Department of Education to implement the University's "Student Service Operation to Succeed" program, or Project SSOS, to make admission and career success more accessible for students who are Asian American and Pacific Islanders (AAPI).

CSUEB, which was designated by the Department of Education as an Asian American and Native American Pacific Islander-serving institution in 2008, will use the grant funds to provide specialized services for these students.

"This university has worked hard to provide access so that students of all backgrounds can realize their personal dreams and receive an academically rich, multicultural learning experience," said Leroy M. Morishita, CSUEB president.

The intent of the grant, to be allocated over the next five years, is to increase recruitment, retention, and career success



of students of the AAPI communities, explained Meiling Wu, CSUEB associate professor of modern languages and literature, and the grant's principal investigator and program director.

"The goal of Project SSOS is to reach out to underrepresented AAPI students and connect them to high quality resources and a strong foundation to help them graduate from Cal State East Bay," Wu said.

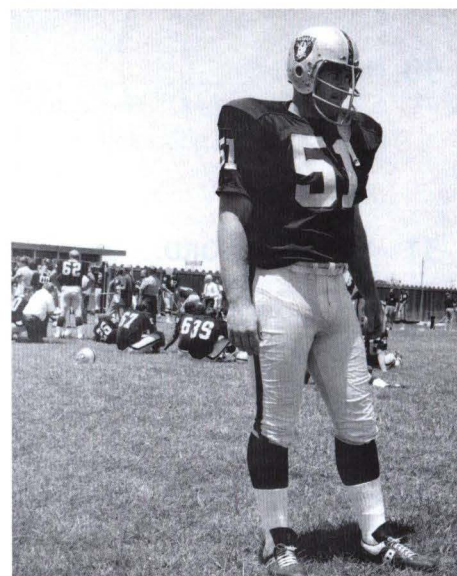
Working with Wu from the CSU faculty are Kim Geron, professor of political science and project coordinator for retention services, and Evaon Wong-Kim, professor of social science and project coordinator for assessment services.

"We will be one of the few universities that will design a research protocol and determine how our assistance may improve student learning and career preparedness," Wong-Kim said. ■ **BZ**

## Athletic Hall of Fame welcomes six new inductees

The Athletics Department inducted six new members into the University's Athletic Hall of Fame in May, Director of Athletics Debby De Angelis announced. Four former student-athletes and a pair of former coaches were recognized for their achievements at the Hall of Fame banquet, where they were joined by Pioneer legends who preceded them in induction.

Women's volleyball player Marion Champion '00, women's basketball and volleyball player Antoinette Goode '88, football player Don Sawyer '69, men's tennis player Jeff Southwick '88, track and field assistant coach Dr. Charles Harmon "Doc" Brown, and men's tennis head coach John Nelson were selected as members of the 2012 induction class. The group was selected by the Cal State East Bay Hall of Fame Committee, which convenes every two years and comprises one student-athlete, one alumnus, one faculty member, and two coaches representing one men's and one women's sport. ■ **KH**



Don Sawyer, above, standing, wore a Pioneer football jersey for the team's first winning season 7-3-1 in 1967. A year later, he signed as a free agent with the Oakland Raiders, becoming the first Pioneer to sign a professional sports contract. He went on to serve CSUEB as a kinesiology professor, coach, and the President's chief of staff.

PHOTO COURTESY DON SAWYER



# Through a grant topping \$25M, CSUEB promises a better future for South Hayward kids, families

One of five organizations nationwide, Cal State East Bay was selected by the U.S. Department of Education to receive an implementation grant for more than \$25 million over the next five years for the University's Hayward Promise Neighborhood initiative, which seeks to transform the lives of children and families living in poverty.

The grant will help CSUEB improve educational opportunities and services for young people growing up in the economically disadvantaged Jackson Triangle neighborhood of South Hayward, said Assistant Professor Sue Rodearmel of kinesiology, the project lead. It follows a planning grant of \$500,000 awarded to CSUEB in 2010.

The new grant, announced by senior officials in President Barack Obama's administration in December, is funding expanded preschool and after-school programs, health care, parent education, and other services for families.

"I commend all communities that are putting education at the center of efforts to fight poverty in urban and rural areas," said Melody Barnes, domestic policy advisor to President Obama. "The goal of Promise Neighborhoods is to provide the resources and support young people need to succeed while transforming distressed neighborhoods into communities of opportunity."

University leadership and Rodearmel, principal investigator for the Hayward Promise Neighborhood initiative, applauded the government announcement.

"We are thrilled," Rodearmel said. "It demonstrates that our concerns about the educational outcomes and community support for kids in this low income neighborhood will be effectively addressed."

University President Leroy M. Morishita praised the efforts of Rodearmel, the city of Hayward, Hayward Unified School District, and other community partners in securing the federal grant.

"As a strong regional steward for education, Cal State East Bay is uniquely qualified to implement the grant," he said.

Along with colleagues and community partners, Rodearmel spent nearly a year reviewing the previous planning grant awarded to CSUEB, analyzing the needs of the Jackson Triangle neighborhood, getting acquainted with area families, and preparing for how the educational futures of the area's children can be improved. Her work also was supported by a grant from the San Francisco Foundation and matching resources from eight community agencies. Additional regional partners providing



PHOTOS SCOTT CHERNIS

Jackson Triangle, the focus of the Promise Neighborhood project in Hayward, is home to 2,200 school-age children and their families.

resources and planning assistance include HUSD, Community Child Care Council of Alameda County, Eden Area Regional Occupation Program, Chabot College, and the city of Hayward.

The Hayward Promise Neighborhood initiative is modeled after the Harlem Children's Zone, which was created to give children in a New York City neighborhood the social and educational boost they need to rise out of poverty.

Jackson Triangle is home to 10,662 residents, including 957 children under the age of 4, approximately 2,200 school age children, and nearly 1,300 "transition age" young people between 18 and 24.

"Close to half of the Jackson Triangle residents are 25 years of age or younger," said Rodearmel. "These are the kids we are charged with serving under the Promise Neighborhood initiative."

Promise Neighborhood implementation grants also went to Westminster Foundation in Buffalo, N.Y.; Northside Achievement Zone in Minneapolis; Berea College in Kentucky; and United Way of San Antonio and Bexar County in Texas. ■ **BZ**



# Honorary CSUEB doctorates go to lawmaker, businessman, and music legend during June commencement

A key national security adviser, a legendary rhythm and blues artist, and a Bay Area entrepreneur will be presented with honorary doctorates from California State University, East Bay in June.

Ellen Tauscher, special envoy for strategic stability and missile defense in the Obama Administration and former East Bay congresswoman, will be honored during 2012 commencement ceremonies along with former Tower of Power lead vocalist Leonard Charles “Lenny” Williams and longtime East Bay businessman and University alumnus Richard Sherratt ’70.

Tauscher will be recognized June 17, during ceremonies at the University’s Concord Campus. Williams and Sherratt will be honored June 16 in Pioneer Stadium on the Hayward Campus during commencement exercises for the College of Letters, Arts, and Social Sciences and the College of Business and Economics, respectively.

“We are so pleased that these three distinguished individuals have accepted our invitation to join us at commencement ceremonies this June and be recognized by the Cal State East Bay community,” said President Leroy M. Morishita. “They each represent the finest qualities and talents in their respective fields and can serve as role models for the 2012 graduating class.”

Tauscher, who for 13 years represented California’s 10<sup>th</sup> Congressional District in the U.S. House of Representatives, was the nation’s undersecretary of state for arms control and international security affairs from June 2009 until her February appointment as special envoy. While in Congress, she represented the only district that is home to two national defense laboratories — Lawrence Livermore and Sandia California. Tauscher also chaired the House Armed Services Subcommittee on Strategic Forces (2007-09) and was a senior member of the House Committee on Transportation.

In 2009, she donated her congressional papers to the archives of the University Library of Cal State East Bay.

Williams, a long time resident of the East Bay and Oakland, has been since the 1970s a major influence in the



Ellen Tauscher

Leonard Charles Williams

Richard Sherratt

growth and popularity of R&B, soul music, and jazz, first as lead singer for Tower of Power. Tower of Power’s string of hits — including “So Very Hard to Go,” “Don’t Change Horses,” and “Luvn You” — were written by Williams and Johnny “Guitar” Watson.

As a soloist, Williams enjoyed several hit recordings, including “Choosing You” in 1977 and “Cause I Love You” in 1978. He recorded hit songs and albums into the 1980s.

Williams continues to perform as a solo artist for albums and concerts, touring the United States, Europe and South Africa. He has shared stages with Aretha Franklin, The Whispers, Rick James, Boney James, Bobby Womack, Ohio Players, Al Green, Usher, K-Ci and JoJo, Alicia Keyes, Anthony Hamilton and Frankie Beverly, and Maze.

As a student-athlete, Sherratt — a Bay Area businessman, civic leader, and philanthropist — was a star pitcher for the Cal State East Bay baseball team. In 2002 he was inducted into the University’s Athletic Hall of Fame.

Sherratt is founder and CEO of Ballena Technologies, an Alameda-based firm that makes modeling software that allows Internet users to see a graphical depiction of an arena, concert hall, or other large venue. An entrepreneur for more than 30 years, he has founded 15 other companies.

Sherratt actively gives back to the community, having served for eight years on the Alameda City Council and working for the Alameda Boys and Girls Club. Additionally, he is chair of the Cal State East Bay Education Foundation, the main fundraising arm of the University, and has been a driving force for an educational exchange between CSUEB and Fukuoka Institute of Technology in Japan.

With his wife, Sherratt has made significant gifts and pledges to start the Richard and Susan Sherratt Athletic Scholarship Endowment that since 2010 has provided financial support for Pioneer student-athletes. Each year, several student-athletes are formally acknowledged as recipients of the Sherratt scholarship. ■ **BZ**



# NEW SCHOOL MELTS arts AND media

The College of Letters, Arts, and Social Sciences announced in April that it is taking a major step toward promoting and enhancing the arts and media through creation of a new school at Cal State East Bay. Expected to open in September 2013, the School of Arts and Media will be composed of the departments of art, communication, music, theatre and dance, and the Multimedia Graduate Program.

"In a world filled with the possibilities of new technology and global communications, this school will be ideally positioned to prepare students for both the present and the future," said Dean Kathleen Rountree of CLASS.

Grouping the five disciplines into one school will provide opportunities for greater collaboration in interdisciplinary curricular development and artistic production, increased use of innovative instructional

models and developing technologies, and enhanced marketing and recruitment, Rountree said.

"Cal State East Bay has always had strong arts and media programs," said James Houpis, provost and vice president for Academic Affairs. "By creating a School of Arts and Media, we hope to not only attract the best and brightest students, but also provide a home for innovative faculty and a forward-thinking curriculum that serves our area and the nation."

Rountree emphasized the benefits of the new school to students, faculty and the community, noting that "... as a society, we express our identity, our values, our fears, and our aspirations through the communicative and expressive arts; graduates with skills in these areas are more important to our society than ever." ■ **DD**

## Pioneer basketball players collect conference awards



Jacari Whitfield



Mark Samuels



Marlene MacMillan



Micah Walker

PHOTOS KELLEY COX/KLC FOTOS

The Cal State East Bay men's and women's basketball teams capped their 2011-12 seasons with four awards from the California Collegiate Athletic Association.

Jacari Whitfield (men's) and Micah Walker (women's) swept the 2012 CCAA Freshman of the Year honors for CSUEB — the first time a conference member school has done so in the same year. Pioneers Marlene MacMillan and Mark Samuels each collected All-CCAA second team honors. The all-conference selections are the first for both Pioneer teams, while Walker is the second Pioneer women's basketball player to earn CCAA frosh recognition. Cal State East Bay joined the conference at the start of the 2009-10 academic year.

Walker averaged 9.1 points per game during the past season to finish second among the Pioneers. The Reno native led the team in assists, dishing out an average of 2.0 per game, while adding 3.5 rebounds per contest.

"We knew we had something special with Micah and she did not disappoint," said Suzy Barcomb, women's basketball coach.

Whitfield, who prepped at St. Joseph Notre Dame High School, was fifth in the conference in assists (3.1), seventh in assist/turnover ratio (1.4) and 10<sup>th</sup> in 3-point baskets made (1.7).

Samuels was the fourth leading scorer in the CCAA men's play, averaging 15.1 points per game. He also was fourth in assists (3.2), 14<sup>th</sup> in field goal percentage (47.3), and 17<sup>th</sup> in rebounds (5.3).

MacMillan earned her first All-CCAA recognition after leading the Pioneers in points (9.2) per game and ranking third in the league in rebounding with a 9.3 average. ■ **KH**







# OPEN DOORS POLICY

Promoting a path to college for all students who want it leads among Leroy Morishita's priorities as fifth president of CSUEB

BY FRED SANDSMARK '83

ON FEBRUARY 19, LEROY MORISHITA — NEWLY NAMED AS FIFTH PRESIDENT OF CAL STATE EAST BAY — ATTENDED WORSHIP SERVICES IN THE MODERN, HIGH-CEILINGED SANCTUARY OF GLAD TIDINGS CHURCH OF GOD IN CHRIST IN HAYWARD AS PART OF SUPER SUNDAY, AN ANNUAL CALIFORNIA STATE UNIVERSITY PROGRAM THAT ENCOURAGES AND ASSISTS YOUNG AFRICAN AMERICANS IN PLANNING TO ATTEND COLLEGE. THE CHURCH'S ROBED 20-VOICE CHOIR AND ITS BAND — ORGAN, PIANO, BASS, DRUMSET, AND SAXOPHONE — PLAYED EXUBERANT GOSPEL MUSIC, AND THE WELCOMING CONGREGATION ROSE TO ITS FEET IN APPLAUSE AS MORISHITA, DRESSED IN A PALE GRAY SUIT, APPROACHED THE BLOND WOODEN LECTERN AT THE RIGHT FRONT CORNER OF THE VAST SANCTUARY. AS THE LOW WINTER SUN SHONE THROUGH MODERN STAINED GLASS, THE WELL-TURNED-OUT ASSEMBLY GREW HUSHED, AND THE PRESIDENT BEGAN TO SPEAK. ►



Morishita's not a large man; nor is he loud. He begins speaking quietly, focusing on his notes, and going through formalities. But soon, his head and voice rise — and his pace quickens with excitement — as he touches on themes that are familiar and important to him: A college education should be accessible to anyone who wants one. Preparation, hard work, and family support are vital for success. Cal State East Bay is standing by ready to help. He revealed that neither of his parents had a college education, yet he and his siblings all do. Then, looking up over his black wire-frame glasses, Morishita expresses his hope aloud: “Maybe someday one of your youth will stand up here as the president of a university,” he says. Boisterous cheers rise from hundreds of men, women, and children in the pews.

After the talk, Morishita and Bishop J.W. Macklin, pastor of the church (and a six-foot-plus bear of a man in a long, dark suit), share a warm embrace. As is tradition at Glad Tidings, Macklin invites every young person in the congregation to come forward and meet the President. Dozens of young people — energetic girls in crisp Sunday outfits, lanky boys, and others in every size and shape — answer the call; some require an encouraging nudge from murmuring adults before approaching him at the podium. One by one, Morishita looks each youth in the eye, shakes hands, and flashes a heartfelt smile as he shares private words of encouragement, gratitude, and hope.

Morishita doesn't rush, nor does the congregation. “This isn't wasting time,” Macklin declares over the booming public announcement system as the church's young people cluster around Morishita for group photos. “This is investing time.” It is only as Morishita reluctantly extracts himself from the crowd that Macklin shares why the President has to leave at all: It is his wife's birthday. As the organist strikes up the next hymn, Morishita waves, smiles, and shakes the hands of a dozen more people in the pews as he weaves his way out the back door.

Morishita's visit to Glad Tidings illustrates how he has approached his life's work. He regularly gives his time to others, he encourages and supports people who seek education



President Leroy Morishita made his first public address to the CSUEB community at the Fall 2011 Convocation ceremony, where he shared his background as well as his plans for the 15 listening sessions he conducted with faculty, staff, students, and alumni. His remarks are available online at [www.csueastbay.edu/administration](http://www.csueastbay.edu/administration).

and a better life, and then he returns to the embrace of his family. Morishita's passionate belief in promoting educational opportunity and access for everyone — combined with a talent for numbers, genuine love for people, unimpeachable honesty and integrity, and strong family support — have led him to the presidency of Cal State East Bay.

## A triple threat

Morishita's dedication to educational opportunity stems from personal experience, and has been nurtured throughout his career. His father, a Central Valley farmer who raised table grapes, peaches, and plums, obtained a ninth-grade education, and his homemaker mother held a high school diploma. Both wanted more for their children, Morishita recalls. “A lot of Asian families want their children — particularly their sons — to be doctors or lawyers,” he says. “But my parents never pressed me into a profession. My father said, ‘Be anything — just don't be a farmer, because it's too unpredictable a life.’”

So Morishita left the farm for college, earning an undergraduate psychology degree and a master's in counseling. In graduate school he discovered his passion and profession: He worked with middle school and high school students, often from poor families or crime-ridden neighborhoods, who didn't see further education in their future. “A lot of (my work) was driven by my desire to help people get into college — to get access,” he recalls. “That came from my background of growing up on a farm, where some



“If I could make a difference — no matter the job I was doing — that was what was important to me.”

## Leroy Morishita

CSUEB PRESIDENT

people, especially the Chicanos, were tracked into technical fields rather than college.”

Morishita began work as a counselor at San Francisco State University, and soon oversaw counseling, tutoring, financial aid, and other assistance. After three years he left for a doctoral program at Harvard, bringing his new wife, Barbara Hedani-Morishita; in 1984 the couple returned to the Bay Area so their infant son could grow up surrounded by family. A second son arrived soon after. Returning to SFSU, Morishita worked in admissions and records, generating enrollment projections and analyzing budgets. (“I’ve always been good with numbers,” he says casually.) Even this back-office work fed his zeal for educational access: A wave of Asian immigration was driving enrollment growth, but funding wasn’t keeping pace. So Morishita and a colleague created more precise enrollment projections that resulted in additional state funding for the university — and CSU-wide recognition for himself. He spent the 1987–88 academic year at then-CSU Hayward as an administrative fellow in the provost’s office, immersed in the instructional mission of the University, then returned to SFSU as director of institutional research — a position that put him at the intersection of budgets, planning, enrollment, and more. Other responsibilities were added — Morishita loved the university and had difficulty saying “no” — and within a few years he was reporting to two vice presidents and juggling financial and student affairs responsibilities.

“Everybody agreed that I was doing a great job,” Morishita says. “But they said I would die if I continued.”

“I agreed,” he adds, a gentle, playful smile tracing his still-youthful face. (Deadpan humor often marks his conversational style.) He chose to focus on administration and finance, and cultivated connections with professors and administrators at SFSU, with colleagues at CSU campuses, and with people in the CSU chancellor’s office.

Morishita inherited his knack for interpersonal relationships from his mother, says Barbara Hedani-Morishita. “The woman in the hospital bed next to his

mother when she was pregnant with Leroy is still a good friend of hers,” she says of her 90-year-old mother-in-law, shaking her head in amazement. “She’s very friendly, very open, very easy to laugh. That’s where he gets his personality.” But he inherited another facet of his makeup from his father, she adds: “Growing up, his family only spent what they had, in cash,” she says. “He’s so good with money, because he learned that from watching his dad.” (For more about Hedani-Morishita, see “Adding polish to a gem,” page 15.)

Acknowledging Morishita’s hard-earned and comprehensive expertise, SFSU President Robert Corrigan eventually named him executive vice president for administration and finance and chief financial officer. “He really is a triple threat,” says Corrigan, citing Morishita’s financial acumen, knowledge of university operations, and ability to bring together people and resources to get things done — a trait Corrigan dubs “entrepreneurial.”

Ralph Wolff, who has known Morishita for five years through the Western Association of Schools and Colleges (WASC), points out another distinguishing characteristic. “There are very, very few Asian-American university presidents in the U.S.,” says Wolff, WASC’s president. “I think it’s a matter of great pride (for Cal State East Bay) to have an Asian American president — particularly in the Bay Area, where there’s such a strong Asian-American community.” ▶

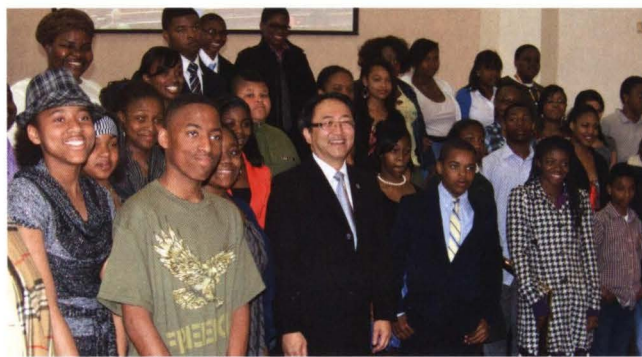


PHOTO BARRY ZEPPEL

Leroy M. Morishita, above, center, speaks with young people at Glad Tidings Church of God in Christ in Hayward in February, telling them one day one of them may be a university president. Morishita’s presidential investiture ceremony will be held at CSUEB’s Hayward campus Oct. 12.



## EIGHT FACTS ABOUT

# President Leroy Morishita



PHOTO COURTESY LEROY AND BARBARA MORISHITA

- ❶ He started working on the 40-acre family farm in Del Rey at age 8, earning \$25 his first summer.
- ❷ A lifelong Buddhist of the Jōdo Shinshū sect, he is a member of the Berkeley Buddhist Temple and a trustee of the Institute of Buddhist Studies.
- ❸ His parents were interned during World War II in Gila River, Arizona. They didn't reveal their experience to him until he asked them after reading about internment camps as a college freshman.
- ❹ He holds degrees from the University of California, Berkeley (B.A., psychology), San Francisco State (M.S., counseling), and Harvard University (Ed.D.).
- ❺ Barbara was the family breadwinner while he earned his doctorate.
- ❻ He and Barbara have two sons: Kyle, who completed law school at UC Davis in 2011, and Derek, who manages a Las Vegas restaurant.
- ❼ He has served on the Accrediting Commission for Senior Colleges and Universities in the Western Association for Schools and Colleges (WASC) since 2007, and been chair of its Finance and Operations Committee since 2010. He has also served as a WASC accrediting evaluator.
- ❽ He and Barbara are creating a Japanese-style rock garden at their Oakland home — a quiet and restful environment.

Leroy M. Morishita, above, right, at the age of 10, with his father, Harry. President Morishita credits his parents for encouraging their children to pursue their educations.



## Stepping up in tough times

Looking back, Morishita admits surprise at his career path, moving from counseling through finance to administration. “I never dreamed of being a vice president,” he says. He didn’t plot a strategic path to the corner office or position himself for advancement but instead focused on improving educational quality and access. “If I could make a difference — no matter the job I was doing — that was what was important to me,” he says.

Still, Morishita craved one more challenge, so in 2011 he applied for the presidency of San Jose State University. Former CSUEB President Mohammad Qayoumi got the job, but the selection process was pivotal for Morishita. During the interview process, a CSU trustee asked him why he wanted to be president given the challenges facing SJSU. “When times are good, people want to be president,” Morishita recalls telling him. “But when times are bad, it’s time for some people to step up. I’m prepared to step up and help this institution — to move it forward.” That same motivation, he says, applies to his work at CSUEB.

“I can’t think of anybody that is more deserving of the job,” Corrigan said soon after Morishita was named permanent CSUEB president in January, following a six-month interim appointment. “There are so many talents that he brings to bear in terms of where I think Cal State East Bay is now in its development.”

Chief among those talents is Morishita’s gift for numbers, coupled with his acknowledged mastery of CSU budgeting. “I think he understands the budget as well as anybody in the (CSU) system,” says Mike Mahoney, chair of the CSUEB Academic Senate. Mahoney adds that Morishita has been accessible and honest with the faculty about financial matters, which has engendered confidence. “I personally trust the President to do the best he can to get us through this budget crisis,” Mahoney says.

And while Morishita acknowledges serious fiscal challenges, he believes they can motivate the campus community to think and act differently. “The budget crisis has provided an opportunity — and the need — for everybody to communicate and collaborate on a larger scale,” he says. He notes that he inherited a solid foundation of collaborative, creative projects that also fulfill the University’s regional stewardship mission — programs such as Gateways, Promise Neighborhoods, the Institute for

STEM (science, technology, engineering, and mathematics) Education, and similar efforts. “President Qayoumi laid the groundwork for a lot of community connections, and I’ve been able to pick up on those, hopefully strengthen them, and take them further,” Morishita says. “There is a lot going on out there. It’s very exciting.”

That excitement is clear in Morishita’s body language. He leans forward as he talks, and his eyes light up when he describes his aspirations for Cal State East Bay. “I’m one of those glass half-full people,” he says. “There’s always reason for optimism, even in dire circumstances. Things don’t always go your way — and yes, we could use more budget money — but we’ve got to figure a way through it. We play the cards we’re dealt, and go forward from there.”

## It gets better

Leading a university requires a unique skill set, Morishita says. “One of the hard parts of a president’s job — and one I think I’m pretty good at — is bringing people together to figure out a focus and a vision,” he says. In addition to strong communication skills, “it also requires understanding the dynamics of the numbers, and understanding the impacts that education can have on people.”

To that end, when Morishita arrived at CSUEB as interim president in July 2011, he visited faculty and staff around campus and conducted 15 listening sessions with students, alumni, and other constituencies. He was “astounded” by the response. Although finances were on everyone’s mind, employees didn’t complain about the budget situation; rather, they focused on positive action. “People take pride in the University, and want to figure out how we are going to work together (and) how I (am) going to, hopefully, lead them to make this place better,” he says, referring to comments made during listening sessions.

And that told Morishita that the CSUEB community is dedicated to educational opportunity — the same goal that has motivated him throughout his career. “I really meant it when I told people (at Glad Tidings) that I hope one of their youth is someday standing up there as president,” he says. “That, to me, is the opportunity that should exist through education. It’s not a guarantee — that’s the reality. But I’ve had that opportunity, and I want to make sure others have that opportunity, too.” ■



Barbara Hedani-Morishita, with her husband on the Hayward Campus, is ready to take on her role as CSUEB's First Lady — and continue her role as the president's "better half."





# Adding polish to a gem

*CSUEB First Lady  
Barbara Hedani-Morishita  
foresees an active role in  
campus life*

BY FRED SANDSMARK '83

After more than a quarter-century of public service — including years supporting abused and neglected children — Barbara Hedani-Morishita retired from Alameda County in March to pursue travel, flower arranging, language lessons, and other activities. She also gained a title: First Lady of Cal State East Bay.

She's not certain where that volunteer position will take her. "There's no book," saying what to do, she notes. An easy laugh rattles her chunky silver jewelry as she adds, "Well, there probably is, at this point. I haven't Googled it."

Her dry humor — and the fact that she's *sansei*, or third generation Japanese American — are just two traits Hedani-Morishita shares with her husband. But their childhoods were vastly different: He was raised on a Central Valley farm, while she grew up middle class in San Francisco with an optometrist father and civil servant mother — a background that exposed her to big city cultural offerings from the symphony to museums, outings that weren't as common to Morishita's rural upbringing.

"I'm much more laid back," she says when asked to describe their relationship. "The first thing that threw me when we merged households was that he organized the spice rack alphabetically, while I just threw things up there." Then comes the laugh again. "We're very different, but we complement each other."

The two met at a cultural retreat for Japanese Americans, and were soon drawn together over a love of tennis. She was then a child welfare worker for San Mateo County, going on police emergency calls involving abused or neglected children. It was stressful work, but she loved the challenge of

helping families resolve their problems.

He was accepted into a doctoral program at Harvard a year after they married, but was also considering attending UC Berkeley. "I said, 'Harvard!'" she recalls. "He didn't even know where Harvard was! I said, 'You've got to take this opportunity.' So we moved there, and I found a job as a social worker for the Commonwealth of Massachusetts." When they returned to the East Bay she resumed social work for San Mateo County, then moved to Alameda County. Raising two boys and fearing burnout, she transferred a few years later to an administrative position in the county's General Services Agency — the job she retired from.

In addition to practicing *ikebana* — Japanese flower arranging — and taking creative writing and Japanese language classes at CSUEB, Hedani-Morishita hopes to participate in campus life as First Lady. "It's a little gem," she says of the University, adding she'd like to see the school's cultural and athletic events better noticed and attended by the community at large.

But time will tell what specific responsibilities she takes on. "Leroy has warned me not to overcommit," she confesses. "I tend to jump into things, to say yes when I'm asked to help. I really need to decide what my priorities are." Chief among those priorities will be helping the president balance his busy life — through twice-weekly tai chi classes they take together, vacations (Hawaii is a favorite destination), and home time with family.

"She's a great complement to me," he says, echoing her words. "She's my better half, and I think that will aid the University." ■



# In the lead

CSUEB grads take charge in business, boardrooms, and health care

BY KIM GIRARD

CAL STATE EAST BAY HAS ALWAYS PROVIDED OPPORTUNITIES FOR STUDENTS TO EXPLORE THEIR LEADERSHIP POTENTIAL — WHETHER THROUGH INTERNSHIPS, WORKING WITH PROFESSORS AND COMMUNITY MENTORS, HEADING LAB RESEARCH EXPERIMENTS, OR RUNNING FOR ELECTION ON CAMPUS.

“Leadership (development) goes on here every day, and it’s extremely beneficial for our students,” says Susan B. Opp, associate vice president, Academic Programs and Graduate Studies, at CSUEB. “No matter what a student studies, there are leadership opportunities across the campus from business to science to education to art. We’re developing leaders for the global community.”

While some students intentionally set their sights on one day running a business or reaching the top rung on the corporate ladder, others discover their leadership gifts while exploring alternate paths to success. Like James “Jim” Houpis, CSUEB provost and vice president for academic affairs, some alumni never consciously outlined a plan to become a leader. For Houpis, a passion for his career, and a commitment to working effectively and honestly with teams, helped him evolve into that role, he says.

“There comes a point in your career when you realize you are that person,” says Houpis, a former environmental scientist with the Lawrence Livermore National Laboratory.



Graduates who learned early lessons in leadership at Cal State East Bay have moved from on-campus roles such as student body president to a top spot at a prestigious university. Another alumnus parlayed leadership skills as a student-athlete into a career coaching his alma mater's Division II team.

In the following pages, we take a look at alumni representing four eras and their leadership journeys.

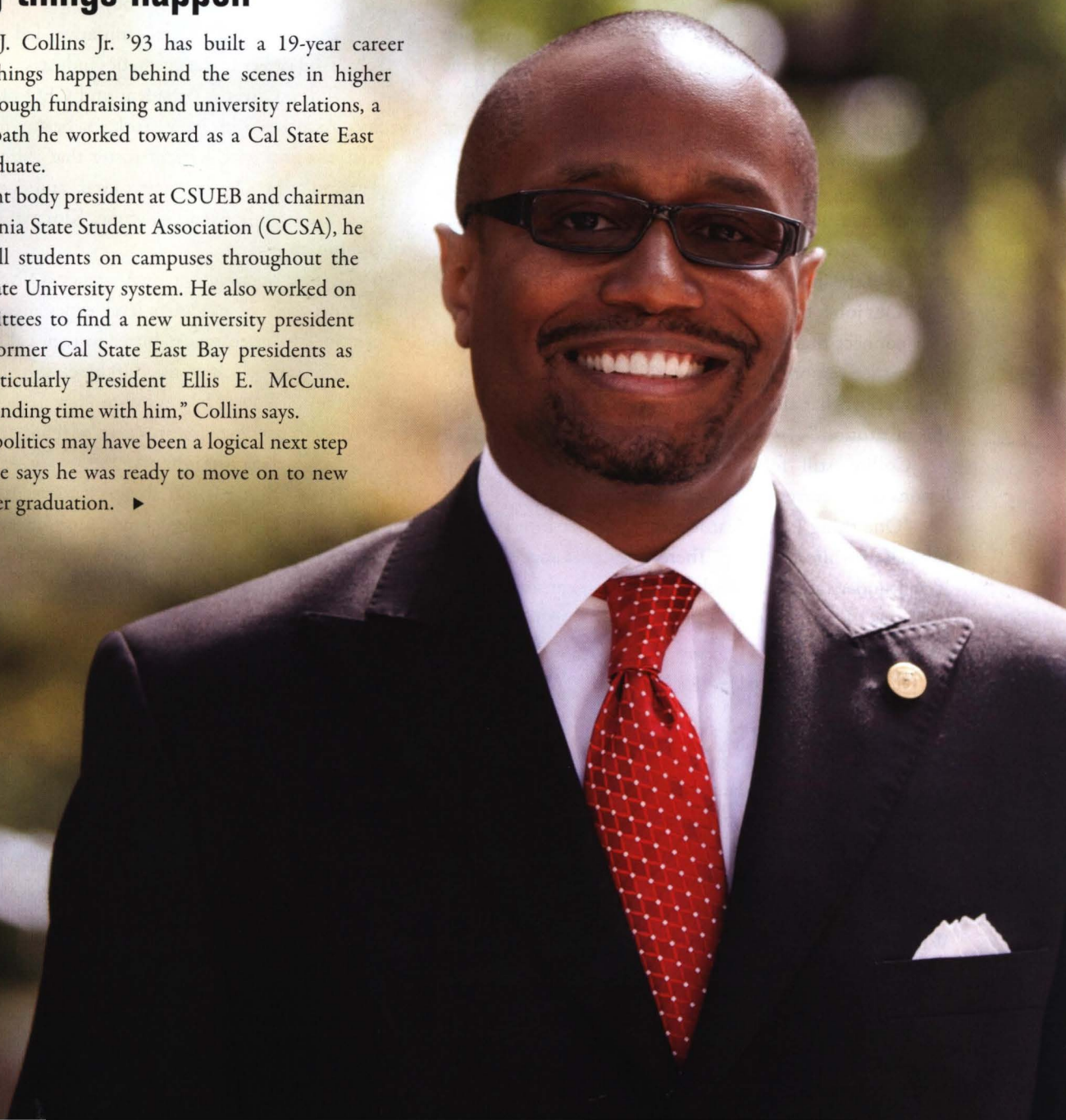
Aristide Collins Jr., now a vice president at George Washington University in Washington, D.C., has been working in higher education since he was a student leader at then-Cal State Hayward.

## Making things happen

Aristide J. Collins Jr. '93 has built a 19-year career on making things happen behind the scenes in higher education through fundraising and university relations, a professional path he worked toward as a Cal State East Bay undergraduate.

As student body president at CSUEB and chairman of the California State Student Association (CCSA), he represented all students on campuses throughout the California State University system. He also worked on search committees to find a new university president and counts former Cal State East Bay presidents as mentors, particularly President Ellis E. McCune. "I enjoyed spending time with him," Collins says.

Though politics may have been a logical next step for Collins, he says he was ready to move on to new challenges after graduation. ►





"I never wanted to run for anything," says Collins, whose duties at George Washington University as vice president and secretary include working closely with the 43-member board of trustees.

"My secret ambition was to be someone's chief of staff," he says.

After graduating from CSUEB, he worked in university relations at Cal State Long Beach. He moved on to Pacific Oaks College and Children's School in Pasadena before taking over as vice president for institutional advancement and university relations at Clark Atlanta University.

In 2010, he joined George Washington University, where, as a member of the top leadership team, he contributes to the strategic vision for and helps oversee all aspects of the institution.

"Our job is to serve and take care of our board," he says. "We connect them to programs on campus, support their governance responsibilities, and provide the infrastructure and support that allows them to do their jobs as leaders of this institution."

Collins still follows politics and finds leadership lessons in the current polarized political climate.

"One thing I have learned about leadership: nothing is black or white," he says. "There is always a shade of gray. If you understand that shade of gray, you can make great decisions. To be a good leader you have to understand compromise."

## The business of beauty

Karen Oliver '72 launched a 40-year career in the beauty industry with classic leadership chutzpah.

As a newly-minted Cal State East Bay graduate, Oliver aspired to opening a boutique in San Francisco that would retail European sportswear and high-end skin care. Without a second thought, she called Arthur Noto, the general manager of Erno Laszlo in New York, hoping that the cosmetics company would agree to expand its exclusive distribution to include her new enterprise.

"I called and got through to him via his secretary and pitched my idea," Oliver recalls. "He was pleasantly surprised by a young kid calling him with this idea."

Oliver didn't end up opening her boutique, but her pluck did land her a sales position with Erno Laszlo at the upscale San Francisco I. Magnin department store. A mere three months later, she was promoted at age 23 to help manage a 52-women cosmetics department and then again six months later to cosmetics buyer.

That job, and Oliver's initiative, led to a long and successful career in the cosmetics industry.

Today, Oliver is president and CEO of Karen Oliver and Associates in New York, a beauty-focused public relations firm with a client roster that includes renowned dermatologist Dr. Jeannette Graf and iconic skin and hair care brands Avène, Glytone, Klorane, René Furterer, and Liftlab.

Before opening her own agency, Oliver prepared by gaining years of executive-level experience that spanned positions from cosmetics buyer to regional training director positions at Lancôme, Borghese, Shiseido, and Christian Dior, followed by a move to New York City from Los Angeles to become vice president of retail development for L'Oreal's Helena Rubinstein brand.

It was Oliver's friend, Regina Kulik Scully, founder and CEO of RPR Marketing Communications, who convinced her that her passion for the brands she worked with over the years would make her a natural at public relations.

"Initially, I wasn't sure PR was the right fit for me," Oliver says. "But I took a chance and ended up working for RPR for over three years, launching the first Aveeno skincare line." Loving the work led to founding her own firm in 2005.

A licensed esthetician in California and New York, Oliver also pursues other creative endeavors, such as designing and sewing her own clothes inspired by couture designers from Yves St. Laurent to Chanel, and designing flowers for weddings. Her husband of 31 years, Jerry Tokofsky, is a film producer. With Oliver as co-producer, the couple teamed up to produce *Glengarry Glen Ross*, the 1992 movie starring Jack Lemmon, Al Pacino, and Kevin Spacey, based on the Pulitzer Prize-winning David Mamet play.

Oliver says her concept of leadership is simple: set the example by working hard, staying positive and passionate, and by always doing business in a highly ethical way.

"To me, every person on a team has equal importance," ►

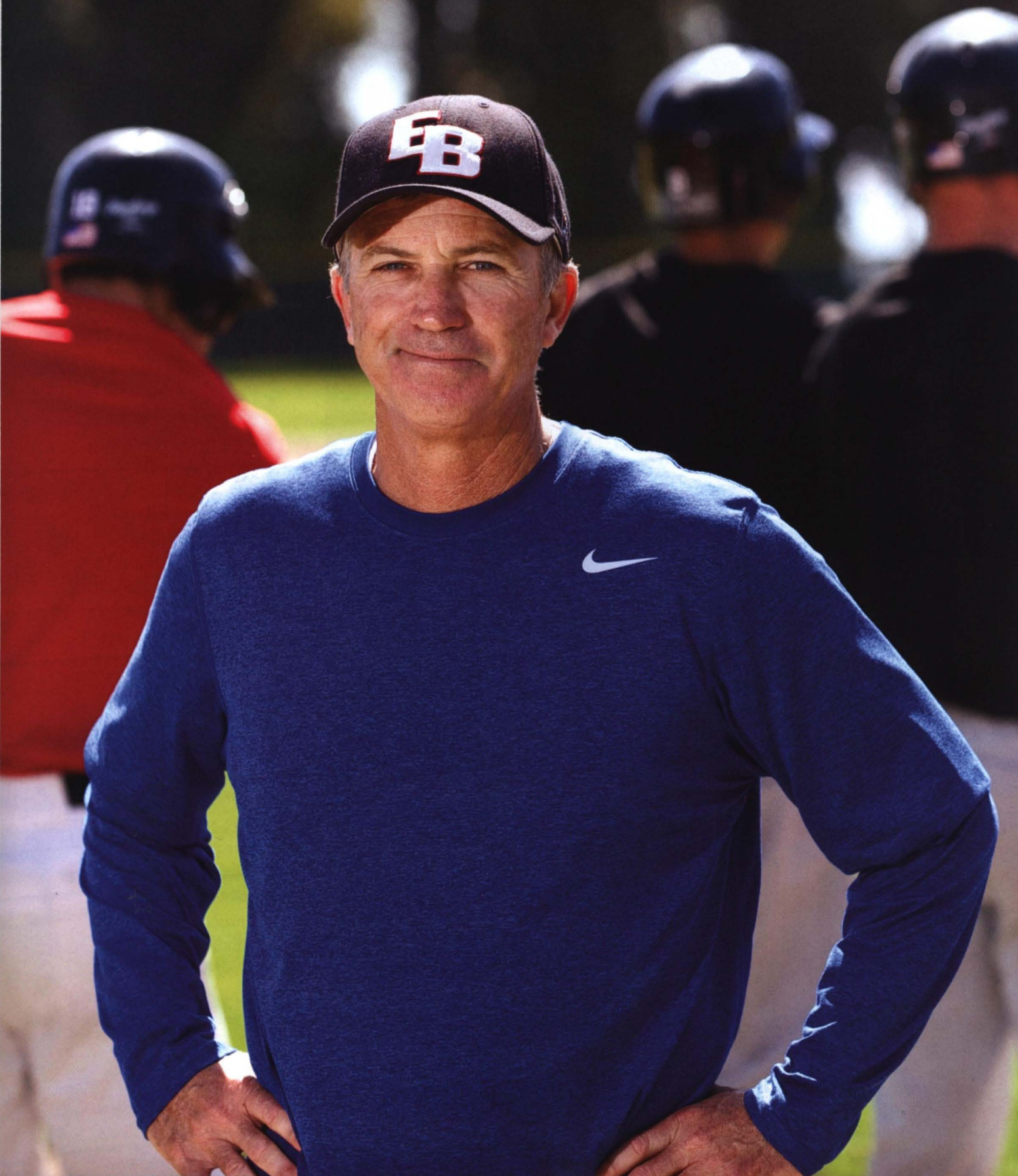




Making one phone call after graduating from college led Karen Oliver to a career in luxury cosmetics, now as CEO of her own PR firm.



Finishing his education at CSUEB after playing seven years in the minor leagues opened the door to coaching for Bob Ralston, now in his first season with the Pioneer baseball team.





she says. "I use the simple analogy of the high-performing Ferrari with four tires. If one of the tires is out of alignment, the Ferrari can't function optimally, and at high speeds it could potentially lead to a crash. It's like that with a team."

## Degrees drive success

Cal State East Bay's new head baseball coach Bob Ralston '88, M.S. '92 credits his father with his drive to succeed in sports.

"He was my biggest role model growing up," says Ralston, 49, whose father was an assistant football coach at Chabot College in Hayward. "The thing I learned most from him was to be tough, be aggressive, but go with the flow a bit, and handle the ups and downs."

Like many baseball careers, Ralston's was a roller coaster. It began at Moreau Catholic High School in Hayward, where he played football before switching to baseball. At the University of Arizona, where he was an All-American, he played for Jerry Kindall, a second baseman during the 1960s for the Chicago Cubs, the Cleveland Indians, and the Minnesota Twins.

Drafted in 1984 by the Minnesota Twins, Ralston played minor league ball for seven years as an infielder, finishing his career with the Oakland Athletics AA team in 1990. (Billy Beane, now the Oakland Athletics' general manager, was Ralston's teammate on the Toledo Mud Hens, the Detroit Tigers' AAA team, in 1986.)

While he was always "one step from the big leagues," Ralston says his college education guaranteed him leadership opportunities beyond baseball. He came back to Hayward to complete his bachelor's degree at CSUEB, then earned his master's degree in kinesiology in 1992.

"That opened doors for me," he says. "A lot of friends I played with didn't finish their college degrees. I did, and that gave me the opportunity to teach and coach."

He got his coaching start as an assistant at University of California, Berkeley from 1990 to 1991, helping the Bears to the NCAA Regional final. It was a difficult transition to move from player to coach after he was released from the Oakland A's, he says, but ultimately rewarding. "I was really valuable to the kids at that time," he says. "I had the experience, and I was a leader." ►



PHOTO STEPHANIE SECREST



Born in Hong Kong, Icarus Tsang knows firsthand how immigrant communities can struggle in the American health care system.

“I hope to give voice to the underserved and understudied populations.”

**Icarus Tsang '10**

RESEARCH FELLOW, UC SAN FRANCISCO  
HELEN DILLER FAMILY COMPREHENSIVE  
CANCER CENTER & LANGLEY PORTER  
PSYCHIATRIC RESEARCH INSTITUTE



Ralston served as an assistant coach at Diablo Valley from 1992 to 1994 and then worked as a teacher at Clayton Valley High School for 13 years, coaching for 11 of those years. Clayton's Eagles made the playoffs every year, Ralston says, playing in four North Coast Section finals, and winning one.

Last July, the Pioneers named Ralston head baseball coach, the first opportunity he's had to coach a NCAA Division II college team. Ralston replaced Dirk Morrison, who served as the Pioneers' coach for 18 years.

"There's a lot of potential to build a great team," Ralston says. "There's lots of good baseball in the Bay Area. If we can keep some of these kids home, I think we have an opportunity to be successful."

## Mending medical care

Icarus Tsang '10, who earned a master's in health care administration at CSUEB, knows that immigrant populations are often underserved in hospitals when it comes to everything from clinical trials to new medicines. As an advocate and researcher, Tsang's goal is to make change in these areas.

"I hope to give voice to the underserved and understudied populations," he says.

A research fellow at the UC San Francisco Helen Diller Family Comprehensive Cancer Center and the Langley Porter Psychiatric Research Institute, Tsang is pioneering three projects: a study of nicotine replacement therapy among Chinese and Vietnamese men; a clinical trial study among Chinese cancer patients to better understand their decision-making processes; and a pilot study to promote the use of advance directives within Chinese and Vietnamese Buddhist temples, where the use of directives, or specific instructions to direct medical care when a person is unable, is low.

"What we hope to see is that we can use these Buddhist communities as an intervention point," he says.

Tsang, a Hong Kong native, was also asked to help

draft a standardized national exam for medical interpreters. Working with the National Board of Certification for medical interpreters, Tsang's group has drafted Cantonese, Mandarin, Vietnamese, Korean, and Russian versions of the exam, which must be endorsed by both federal and state governments. "We are in the pilot phase now and testing the validity of the test," he says.

A language access advocate, Tsang is the quality assurance team lead at California Pacific Medical Center, where he tests interpreters to make sure their skills meet the highest standards. He also serves as an interpreter for patients in both inpatient and outpatient clinics.

Cal State East Bay professors Toni Fogarty and Lisa Faulkner both influenced Tsang's career choice. "To me, they are more than my professors," Tsang says. "They are my mentors and really opened my eyes to the health care and public health industry."

## Inspiring leadership

For Tsang, part of becoming a leader meant understanding that he had the power to change the health care system. "I was following in the footsteps of my professors," he says.

Ralston, too, remains inspired by teachers and general managers like Billy Beane and legendary Notre Dame coach Lou Holtz, who revitalized the college's football program by winning despite ever-changing teams and new challenges.

"All good leaders want challenges," Ralston says.

Philosopher Lao Tzu, the father of Taoism, wrote in the 6<sup>th</sup> century B.C. of true leaders as faithful, trusting of others, attentive, and quietly inspiring people to become their own leaders.

Whether on the ball field, in the halls of a metropolitan hospital, behind the scenes at a top university, or working to get the word out about a hot new beauty industry client, these alumni continue building on their university leadership experiences by challenging themselves — and expanding their ability to lead — every day. ■



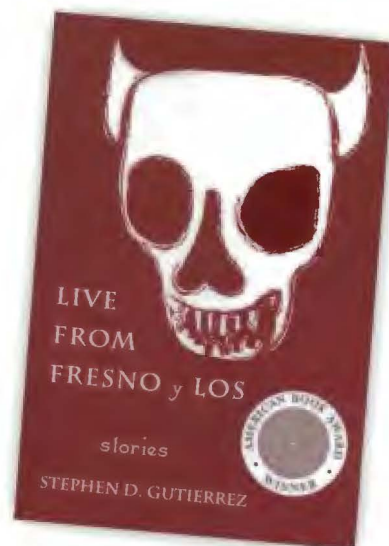
# caught ON THE page

*Author and ‘Outstanding Professor’ Stephen Gutierrez coaxes student writers’ authentic voices onto paper*

BY LINDA CHILDERS '85

IT'S A SCENE TAKEN FROM THE PAGES OF EVERYDAY LIFE AS ENGLISH PROFESSOR STEPHEN GUTIERREZ READS ALOUD A FICTITIOUS ACCOUNT OF THE RACIAL AND ETHNIC TENSIONS AMONG TEENS IN EAST LOS ANGELES. DRAWING FROM A PASSAGE IN HIS LATEST BOOK *LIVE FROM FRESNO Y LOS*, THE NARRATOR, A GIFTED STUDENT WITH IVY LEAGUE OPPORTUNITIES, DESCRIBES HIS NEIGHBORHOOD FRIEND AND LOCAL HERO HAROLD, A GRIDIRON GREAT, WHO DISPLAYS A COMFORT WITH HIMSELF AND HIS ROOTS THAT ELUDES HIS COMPADRES:

*... Harold, he of the sleepy eyes and dark, white-toothed, handsome face, ended up going to the public high school where most of the kids from my neighborhood went, and I ended up going to the Catholic high school that wouldn't admit him ... We were always friends that way, sharing acquaintances and gossip about them in a pleasant, easy exchange that didn't disturb or bring up the fact that he had failed where I had succeeded ...*



In 2010, the Before Columbus Foundation gave an American Book Award to Stephen Gutierrez's collection of short stories.







Gutierrez says he hopes his stories, which he characterizes as tales of “people caught in the crux of life, facing their own demons,” offer a candid portrait of heroes and underdogs who struggle with identity, romance, and family life in the Chicano suburbs of Southern California.

“Broken people from whatever walk of life attract me for many reasons,” Gutierrez says. “Two of my great themes are father-son relationships and art-making itself, writing, that is.”

For Gutierrez, who grew up in a Mexican American home just outside of Los Angeles, the story conjures up personalities and images from his old neighborhood. For his students, the passage presents a lesson in discovering their authentic writing voices by using experiences that have happened in their own lives as the starting point of a story.

“It’s apparent to me that Steve’s characters vastly interest him; that’s the reason why, abetted by a sizable quantity of writerly skill, they come alive for the reader,” says Jake Fuchs, CSUEB English professor emeritus. “Everyone he writes about is complex and sympathetic. Moreover, the urban spaces where Steve’s characters live are rendered in brilliant detail, and I would say that one of his interests is the impact of environment upon people.”

As a playwright and the author of two books, Gutierrez’s own writing style has received numerous accolades. In 2010, he won a American Book Award. More recently, in recognition of his passion for the written word, and for inspiring many students to pursue a career in writing, Gutierrez was named Cal State East Bay’s 2010-11 George and Miriam Phillips Outstanding Professor, the University’s highest honor for teaching.

## ‘MAKE IT LIVE’

“I encourage students to write what they know,” says Gutierrez, head of CSUEB’s creative writing program. “Really, writers have only certain subject matter or material that they can advance credibly; quite often it’s tied to what one has lived. I think there’s a real link between effective writing and experience, no matter how disguised it might be.”

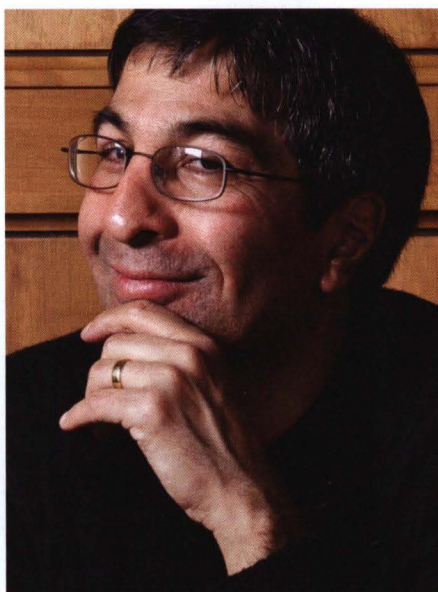


PHOTO MAX GERBER

Gutierrez has been teaching in CSUEB’s English department since 1992; his favorite classes to teach are writing workshops in fiction.

The quality that Eric Neuenfeldt, who received his B.A. in 2007 and his M.A. in 2009, both in English, remembers most about Gutierrez is his seemingly unlimited energy, and his enthusiasm after hearing a student read aloud his or her best work.

“When you’re a young writer and first starting out, you have no idea whether or not your story is brilliant or, as is often the case, lousy,” Neuenfeldt says. “I would always carry my manuscripts into Steve’s class confident I’d botched the story. When a student would touch on a passage in a story that Steve liked, he would get pretty animated as he talked about why the passage worked. To me, it was pretty clear what I had to do to fix the rest of the story: Make it live.”

Gutierrez never anticipated the profound impact his surroundings would have on his life, or that one day he would make a living writing and teaching students the craft.

“My interest in writing, and pursuing a career as a writer, came in high school around the time that most of us begin to seriously think about the future,” Gutierrez says. “Before that, I wanted to be the usual assortment of desirable positions that roll off one’s tongue without any really serious thought attached to it — doctor, lawyer, politician, and, even briefly, a rock star.”

It was an English class his senior year of high school that motivated Gutierrez to dream big. Suddenly, the boy who remembered writing a play for fun in fourth grade seriously began considering a career as a writer.

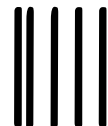
“I remember reading William Faulkner in class and how his writing set me on fire,” Gutierrez says of the Nobel Prize-winning author who was known for writing Southern literature that included novels and short stories. “I went through spates of reading which cemented my proclivity for the written word.”

After graduating from high school, Gutierrez earned his Bachelor of Arts in English at Cal State Chico, and then obtained a Master of Fine Arts in creative writing from Cornell University in Ithaca, N.Y. Like Faulkner, short stories also held appeal for Gutierrez. In 1997, he published his first



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book, *Elements*, a collection of short stories, many based on life in and around East Los Angeles. The book went on to win the Charles H. and N. Mildred Nilon Excellence in Minority Fiction Award.

"I didn't grow up in East LA, but in the greater East Los Angeles area — not the barrio, in a word — and that's where much of my fiction derives its tension, from this recognition of feeling outside to what one knows about but doesn't really live," Gutierrez says. "About the time I decided to be a writer, I did register many events as singular and worthy of being caught on the page."

## FROM WRITER TO TEACHER

Just as Gutierrez's writing career was beginning to evolve, his friend, poet and teacher Ernesto Trejo who had been diagnosed with cancer, asked Gutierrez to step in and teach his fiction writing class at Fresno City College.

"I immediately felt comfortable in the classroom," Gutierrez says. "I get as excited about my students' manuscripts as they do, and continue to learn from my students both about life and writing."

As Gutierrez's professional pursuits expanded, he also settled into life as a family man. In 1989, Gutierrez and his wife welcomed the birth of their son, and he embarked on what he calls "a 14-month journey as a stay-at-home dad." In 1992, Gutierrez began teaching fiction writing at CSUEB, and two years later his wife, Jacqueline Doyle, was working in the same department as a tenured professor, moving over from Fresno State.

While Gutierrez has taught a wide range of English courses, his favorites are the writer workshops in fiction (beginning, intermediate, advanced, and graduate), where he teaches his students about plot, dialogue, characterization, and point of view. He also coordinates the English department's annual Distinguished Writers Series with Susan Gubernat, a fellow author and associate professor in the CSUEB English department.

"We discuss the student manuscripts in class and offer constructive criticism," Gutierrez says about the workshops. "I'm pleased that many of my students have gone on to write for magazines and to publish books."

Gutierrez shares a joke with his students to emphasize the struggles aspiring writers often encounter and to prepare them for the inevitable criticism that all writers are subjected to at some point in their career. Question: "What's the difference between a writer and a rhino?" Answer: "A writer has a tougher skin."

“I didn't grow up in East L.A., but in the greater East Los Angeles area — not the barrio, in a word — and that's where much of my fiction derives its tension, from this recognition of feeling outside to what one knows about but doesn't really live.”

**Stephen Gutierrez**

2010-11 GEORGE AND MIRIAM PHILLIPS  
OUTSTANDING PROFESSOR





Gutierrez listens as students read aloud their work in his English 4070: Advanced Workshop in Fiction course.

PHOTO SCOTT CHERNIS

It's a lesson that Gutierrez mastered himself after editors and publishers rejected some of his early work.

"(Critiquing) the quality of a writer's work can often be subjective and prove to be an intimidating experience for students," Gutierrez says. "All writing is geared toward a particular audience; the suburban novel is going to bore the urban reader."

## GOING FORWARD

In addition to teaching, Gutierrez, 52, also maintains his own writing career, often staying up late into the night at his Castro Valley home recording his thoughts. His second book, *Live from Fresno y Los*, won a 2010 American Book Award sponsored by the Before Columbus Foundation.

"I have a lot of ideas I want to get down on paper," says Gutierrez, who is currently at work on his third book. In addition to his books, his fiction has also been published in variety of magazines and publications, including the *San Francisco Chronicle*, *Los Angeles Times*, *Puerto del Sol*, *Santa*

*Monica Review*, *Fiction International*, and CSUEB's *Arroyo Literary Review*.

In 2010, Gutierrez took first place in the Maxim Mazumdar New Play Competition for his play *Game Day*, which premiered in Alleyway Theatre's Buffalo Quickies program in Buffalo, N.Y. last year. In 2011, he also wrote his sixth play, *Exoneration*, performed on the Hayward Campus in August by the CSUEB Highlands Summer Theatre.

"Playwriting is risky business for a prose writer," says Gutierrez, who admits he enjoys seeing his characters come to life on stage and the challenge of writing tighter dialogue for a script.

On being named CSUEB's Outstanding Professor, Gutierrez acknowledges feeling excited and humbled by the dozens of letters that poured in from students, alumni, and colleagues, nominating him.

"I'm very honored at this point in my career to receive this recognition," he says. "This distinction gives me the impetus to go forward with whatever I have to offer." ■



Gutierrez's Former Students Discuss

# What Makes a Professor Outstanding

BY LINDA CHILDERS '85

CSUEB's annual 'Outstanding Professor' designation recognizes excellence in teaching and cites significant achievements in scholarly inquiry or creativity, professional activities, and service to the University and community. Additionally, for Stephen Gutierrez's students, it was a way of acknowledging a faculty member who made a significant impact on their lives.

"As a creative writing instructor, he knows that many of his students put their lives on the paper and call it fiction, but during workshops, he never ever puts emphasis on the writer, but on the writer's character, their persona," says CSUEB grad student Justin Melville '11, who earned a B.A. from the English program. "He is an amazing analytic reader, and a profound critic. When class ends, he doesn't just leave, but stays to talk to those who need his help. Thanks to him, I now want to one day instruct a fiction workshop of my own."

For Sylvia Martinez Banks '10, who also majored in English, the most memorable piece of advice Gutierrez delivered to his students was: "Just write."

"Sometimes when I would over-think a story, or worry about how what I was writing might be perceived by an audience, he would tell me, 'Just write,'" she says. "It sounds simple, but his advice has allowed me to put my thoughts down on paper without being overly critical of a first draft, and ultimately impacted my own fulfillment and confidence as a writer."

Martinez Banks credits Gutierrez with being her mentor, and says that one of the qualities that make him an outstanding professor is his ability to practice what he teaches.

"Not only did he teach me to work on being the best fiction writer I could be, but he led by example," she says. "While I was a student at CSUEB, I saw his work produced in literary magazines, as well as in his second book, *Live from Fresno y Los*. I heard him read at readings. This showed me that he knew and was active in the industry for which he was preparing me, so I really trusted that he knew what he was talking about."

Christopher Morgan, a graduate student at CSUEB, is taking his seventh class with Gutierrez, and has been working with him since he was an undergraduate majoring in English.

"Steve has been instrumental in my development of my writing voice, helping me find a middle path between what I want to write about (the surreal and fantastical) and what will help me become published," Morgan says. "What sets Steve apart from nearly every other professor I've worked with is his willingness to work with other opinions. Many teachers can become stubborn in their way of thinking, quick to scold a student for an idea that doesn't immediately click with their own; Steve is always willing to listen to a student and hear what they have to say. Many times, I've seen him actually change his mind on something, having given one of his students the time to explain themselves."

Morgan says there is one quote from Gutierrez's class that has stuck with him: "Sometimes, you have to be a bastard if you plan on writing, and say what needs to be said; no matter how hard that can be, or who might get upset, your responsibility is telling that story that needs to be told."





# HOW TO SUCCEED AS A FRESHMAN?

*First-time college students turn to peer mentors for academic advice, personal insight*





PHOTOS SCOTT CHERNIS

## BY CHERIE VARGAS

IT'S THE WEEK BEFORE FINALS, AND SOPHOMORE NICHOLE MAHARAJ IS VOLUNTEERING THURSDAY MORNING AS A GREETER IN CAL STATE EAST BAY'S PEER MENTOR OFFICE, WHERE SHE'S HELPED ASSEMBLE DOZENS OF LUNCH-SIZE "STRESS BAGS" FOR FRESHMEN.

Stacks of white paper bags folded neatly at the top fill cardboard boxes near the entrance to the peer mentor office.

Maharaj and her fellow peer mentors stuffed the bags with Scantron test forms, pencils, and study snacks,

Gathering at the Peer Mentor office in the student services building on the Hayward campus are peer mentors Janelle Chang, from left, Marie Ibarra, Mark Salvador, Courtney Highbaugh, Mariah Sibal, Lauren Lum, Osafanmwun Edogun, and Nichole Maharaj.

including granola bars, tea bags, and instant cocoa packets, designed to help freshmen make it through the pressure-filled days of cramming, all-nighters, and other preparation for upcoming final projects and exams.

Maharaj, a first-year mentor, speaks softly to her peers while focusing on the desk in front of her, but sits up quickly to address a freshman student, showing an underlying confidence that shines through each time a freshman walks through the office door in search of a stress bag.

"Becoming a peer mentor has allowed me to step out of my comfort zone," says Maharaj, 19, a pre-nursing major. "I'm more social and more confident (now)."

The Peer Mentor Program at CSUEB was created to give students a positive freshman year experience by promoting their growth as a group and guiding them to educational resources and social outlets that fit individuals' needs, said Valerie Machacek, director of Peer Mentor Services.

Introduced by the General Education Department in 2009, the Peer Mentor Program serves CSUEB's freshman learning communities — clustered courses revolving around a common theme, such as music, nursing, or the environment. Participants in each learning community take courses together throughout the year, including a required general studies course.

The program emphasizes student participation, as sophomore, junior, and senior volunteers act as peer mentors, providing guidance and stability for incoming college freshmen. In collaboration with general studies instructors, peer mentors facilitate class discussions, organize study groups, and meet one-on-one with freshmen to assist them with their transition to college-level courses.

As an incoming freshman, Rodrico Labou says he "wasn't into college" and ended up failing some of his learning community classes. Confused about what his future held, Labou changed majors and his learning cluster several times.

"I was considering dropping out of school," he says.

After several discussions with his peer mentor, Labou identified future career goals, including his desire to work in the medical field, and laid out a plan to accomplish his ambitions, such as lining up advising sessions with counselors to





In 2009, the Peer Mentor Program started out with 10 volunteer mentors. Today, the program features 38 trained mentors, such as Kristina Komori, above, left, and Courtney Highbaugh.

discuss potential career options in the biological sciences.

“(My peer mentor) shared her own experiences with me, so I could relate,” said Labou. “I don’t know where I’d be if it weren’t for the program.”

As a freshman, Labou’s peer mentor was also unsure of her future after college and declared multiple majors until she found one that fit. Relating her similar experiences to Labou encouraged him to take the time to sit down and really think about what he wanted to pursue in life, he says.

Impressed by how his peer mentor touched his life in his freshman year, Labou, now a sophomore, became a student mentor so he could “pay it forward” and return the favor someday to another struggling freshman.

What began as a small pilot project with 10 student mentors has grown to 38 student mentors who play multiple roles on campus, program leaders say.

“The program (started as a way to) provide incoming freshmen with role models and peer support in dealing

with the challenges of the transition from high school to college life,” says Sally Murphy, director of the General Education Program.

But program leaders and peer mentors credit the program with focusing on more than academics; it also builds campus involvement by helping students transition socially into college life. Experienced peer mentors agree that connecting freshmen on a personal level with students similar in age encourages them to participate in campus activities.

“The program empowers college freshmen by helping them to familiarize themselves with the many opportunities and resources available on campus,” says Maharaj. “(It also helps) freshmen realize that there is someone on this large campus to talk to as they encounter new challenges or new personal victories.”

Although the program’s main goal is to assist in the academic and social growth of first-time freshmen, Machacek says the program also offers advancement opportunities to the peer mentors.



"There is a huge secondary focus," she says. "The program changes the peer mentors. When they make a high level of commitment to a classroom for an academic year, their own academic work improves. And the community they build between the peer mentors is amazing."

Like many of her fellow peer mentors, Adiel Dimarucut says the student mentoring program has better prepared her for a future career in medicine.

Dimarucut says advising younger students and occasionally facilitating lectures has improved her communication skills, which she predicts will help her when conversing with patients one day. Speaking in front of a classroom also pushed her outside her comfort zone, allowing her to triumph over a fear of public speaking.

"Although I'm not helping people medically, I'm helping students," says Dimarucut. "The skills I've learned as a peer mentor will transfer into my career as a doctor."

After students participate in the Peer Mentor Program fall quarter of their freshmen year, they are invited to apply to become a mentor the following school year. Those selected participate in a required leadership training class spring quarter to prepare for their new role.

Dedicated to being involved in the CSUEB campus community, Monse Reuda-Hernandez was eager to apply. A wide smile on her face, Reuda-Hernandez revisits the moment she decided to become a peer mentor.

"I was sitting in my general studies class my freshman year," she says. "All it took was for my professor to make an announcement about the Peer Mentor Program. I was sold."

The Peer Mentor Program also supports the University's goal of encouraging students to re-enroll each year, Machacek says.

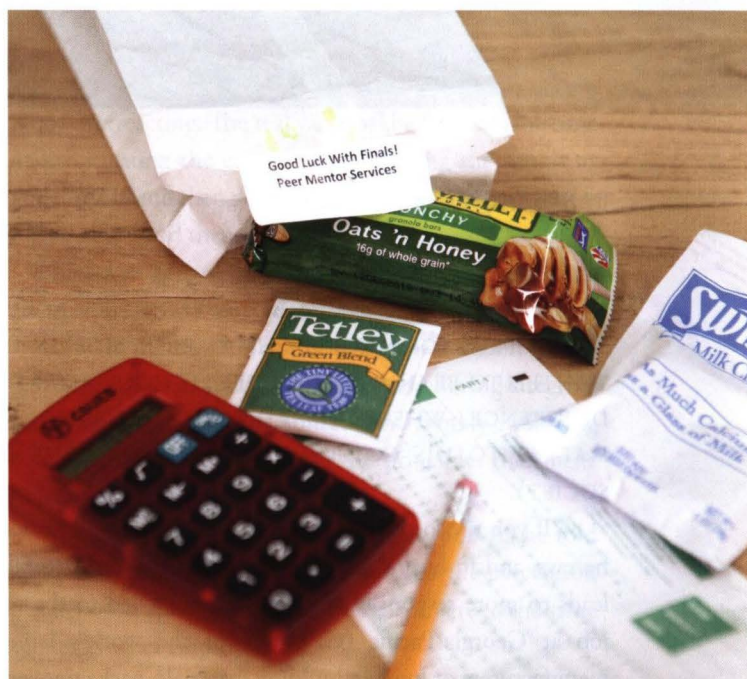
"Some students have remained on campus because of this program," she says. "It has helped the (CSUEB) retention rate."

Most importantly, however, for peer mentors like Maharaj, has been the opportunity the program gives her to help younger students grow, while simultaneously growing herself.

"All of (us) mentors are extremely dedicated to helping others and that passion just overflows into all aspects of our lives," Maharaj says. "Through that, you start to develop a greater focus on not only helping your (general studies) students achieve their goals, but for you to accomplish your own as well." ■

“The skills I’ve learned as a peer mentor will transfer into my career as a doctor.”

**Adiel Dimarucut**  
PEER MENTOR



Stress bags from the Peer Mentor Program keep freshmen going through finals week, with exam essentials like Scantron test forms and No. 2 pencils and healthy snacks to fuel long study sessions.

PHOTOS SCOTT CHERNIS



# WANT TO BE CEO?

‘Contribute to success’  
in every job you hold,  
advises Georgia-Pacific’s  
Jim Hannan ’89



BY SARAH STANEK

BEING A CEO ISN'T SOMETHING JIM HANNAN '89 NECESSARILY SET OUT TO DO — BUT THEN AGAIN, THAT'S TRUE FOR MUCH OF HIS CAREER. MOSTLY, HE WANTED TO BE IN A ROLE WHERE HE COULD MAKE A DIFFERENCE, WHERE HIS CONTRIBUTIONS WOULD MATTER TO HIS COMPANY AND CREATE VALUE IN SOCIETY.

“If you try to contribute to success, people will notice,” he says, and in business, that kind of track record naturally leads to more responsibilities. In his case, it led to the top job at Georgia-Pacific (GP), one of the world's largest manufacturers of lumber, building materials, packaging, and — most familiarly — consumer paper goods such as Dixie cups, Brawny paper towels and Quilted Northern bath tissue.

Hannan, youthful and affable with a deep voice and quick

smile, earned a B.S. in business administration from then-Cal State Hayward. In February, he made a stop at the Hayward Campus while in Northern California touring GP facilities, and spoke at length with a group of business students about his experiences, business culture, and the philosophies that guide him as a CEO.

A Connecticut native, Hannan moved to the Bay Area with his family before starting high school. He came to the University as part of the Pioneer track and field team, competing in shotput, discus, hammer, and javelin — which might surprise anyone seeing him today. “I was a lot bigger then,” he says.

The first in his family to attend college, he knew the value of a college degree, but he wasn't sure what he would study. “I came in undecided,” he told the students, adding “I had a



strong belief in ‘undecided’ at the time.”

He came around to accounting; its logic and balances of inputs and outputs fit with how his mind worked. He realized “a lot of things work that way.”

When he wasn’t in class or at the gym, he was working at the restaurant in Danville where he’d worked since high school. Like most his age, his first duties included washing dishes, waiting tables, and cooking. He continued working there through college, logging 20 to 30 hours a week and eventually managing the restaurant — all valuable experiences to a budding business leader. Some people might question the relevance of food service work to running a multi-billion dollar company, but he told students those early lessons in interacting with customers and employees, particularly unhappy ones, were “surprisingly useful” throughout his career.

After graduating, Hannan worked several years as an audit manager with a large San Francisco accounting firm but determined that pursuing a career as a partner in an accounting firm wasn’t a good fit for him. He decided to switch gears and took a job as an assistant controller for a former audit client, Pegasus Gold. Although the transition from being an up and comer in a “big 8” accounting firm to the controller of a gold mining firm wasn’t planned, Hannan says he always thrived on being flexible and prepared for new opportunities, even while others had more fixed plans and goals.

Hannan continued his career in the mining industry before joining Koch Mineral Services, a unit of Koch Industries, as chief financial officer. He was adapting to a new role again in 2004 when he was named president of INVISTA Intermediates, a Koch unit that makes chemical building blocks for nylon, polyester, and spandex.

When Koch purchased publicly-owned GP in late 2005, Hannan joined that company. Although he knew little about the forest and consumer products industries, he was eager to learn and apply his experiences and leadership skills to help the 85-year-old company transition from public to private, and to help instill Koch’s market-based principles and culture. He was named company CEO and president in 2007.

Moving between industries never fazed him, he says, since he knows he can’t be an expert in every area but can learn the basics quickly — for example, he received a crash course in organic chemistry on a flight to see a newly acquired intermediate chemicals facility.

As CEO, Hannan feels it’s important to meet as many of GP’s 40,000 employees face-to-face as he can. Today, he’s been

to most of the 150 manufacturing sites worldwide at least once. He says his role is to do everything he can to make the people he works with directly successful, meeting regularly with the 11 GP executives who report to him, and taking an active role in planning and project updates on manufacturing operations, business investments, health and safety, and research and development.

Being flexible and ready for new challenges comes with tradeoffs, he cautioned the students, pointing out that he and his family moved six times in 10 years. His demanding schedule hasn’t always been easy for his wife, Susan, or their three school-aged daughters, all of whom were born in different states. And while he can attend most of his daughters’ activities, Hannan acknowledges that he has missed some, like gymnastics meets, a ballet or music recital, and some sports events. He also jokes that he doesn’t play as much golf as he’d like. Ultimately, he says, you have to find the balance that works for you and your family.

This is just as true at work as it is at home, Hannan added. “It’s hard for anyone who becomes a leader to give up more of the doing, and to transition instead to delegating, managing, and mentoring.” After all, in many cases, you are giving up some of the things that you did well to earn the opportunity to do more, and that can be uncomfortable.

At the end of his visit, one student asked a question about how, as a leader, Hannan deals with the inevitable — failure.

Hannan told the group that it’s never easy or fun to fail, but we have to learn from our mistakes. “Hopefully it starts with not overreacting. The real value of the failure is the time spent investigating the causes and addressing the problems that factored in and then doing what is necessary not to repeat them,” he said. “And then, get over it.”

Whether as an entry-level dishwasher or the leader of one of the world’s largest companies, Hannan insists that people must maintain their beliefs and principles — at home and at work. For him, this includes a strong belief in having integrity, creating real long-term value, honestly and frankly evaluating past performance, and supporting the principles that make free societies successful.

He works hard to model those values, too. As he told the students, “companies cannot afford even the perception that leaders don’t play by the same rules or adhere to the same principles as other employees.” ■



## CLASS NOTES

## 1960s

**George Capron**, BA, art ('69). Capron founded Armory Foundation for the Arts and Fine Arts Restored Studio for Conservation and Restoration. His professional activities have included, supervising the Adobe Art Center in Castro Valley, directing the Merrimack Valley Council on the Arts and Humanities, and teaching art at Northern Essex Community College in Massachusetts.

**James Rutherford**, BS, biology ('68). After receiving a Ph.D. in zoology from the University of California, Berkeley, Rutherford attended the University of Hawaii at Hilo and remained on the island for 20 years, where he developed a love for horses. He later purchased an Andalusian horse farm in Florida and currently supports his horse hobby by teaching high school chemistry in Orlando.

## 1970s

**Richard Casqueiro**, BS, chemistry ('73), a Portugal native, studied winemaking at University of California, Davis. Fascinated by sparkling wine, Casqueiro joined Weibel Champagne Vineyards in 1978 and soon was named winemaker, charged with production of sparkling, table, and dessert wines. Today, he works at Domaine Ste. Michelle in Washington where he created new assemblages for Domaine Ste. Michelle's brut, blanc de blancs, blanc de noirs, and extra dry cuvées.

**Mary Ann Davis**, BA, art ('77), **Linda Desai Longinotti**, BA, fine arts ('71), and **Katherine Tollefsen**, BA, liberal studies ('02), recently displayed their art pieces in "Celebrate!" an exhibit in Hayward's Cinema Place Gallery. **Susie Howell**, BA, art ('68), **Denise Oyama Miller**, BA, liberal studies ('02), **Marge Barta Atkins**, BA, English ('66), and **Jaci Daskarolis**, MA, educational psychology ('72) presented their art pieces in "Giftique," an exhibit in the smaller gallery.

**Mike Dresen**, BA, geology ('75), MA, environmental geology ('79). The *San Francisco Business Times* featured a profile of Dresen, CEO and president of Weiss Associates, which provides professional hydrogeologic and engineering services. The company also assesses and cleans up contaminants, largely at superfund sites. Dresen resides in Castro Valley.

**Glenn Michael Gomes**, BA, history ('71), BA, sociology ('72). After earning graduate degrees at University of California Davis, Pepperdine University, and the University of Southern California, Gomes taught for 27 years in the Department of Management, College of Business at California State University, Chico. He recently retired as professor emeritus.

**Al Carlos Hernandez**, BA, mass communications ('75), serves as West Coast editor of online newspaper *Herald De Paris*, contributing editor for LatinoLA.com, consulting editor for www.soulradionline.com, and featured columnist for San Diego's largest bilingual newspaper, *La Prensa*. Hernandez was the first Latino editor of *The Pioneer* newspaper at CSUEB and the first Latino to graduate in mass communications.

**Jan Kendle**, BA, human development ('75), is assistant vice president of administration in the Office of Minority Affairs at University of Washington in Seattle.

**Linda Koelling**, BA, parks and recreation management ('71), recently finished her second term as mayor of Foster City. As mayor, she developed senior housing on a 15-acre parcel near city hall, implemented a shuttle van service to plug gaps in public transportation, and constructed a teen center.

**Daniel Pon**, BA, political science ('73), oversees US Airways' human resources division, including health and welfare, retirement benefits, employee relations, and staffing. Pon previously served as

vice president of human resources for ASTAR Air Cargo Inc. (formerly DHL Airways Inc.) and vice president of compensation, benefits, and payroll for E-Trade.

**Charles Sammons**, BA, communications ('74), is the owner of Holistic Pet Center, a health food store for pets in Clackamas, Ore. After opening the pet center in 1998, Sammons authored *Flea Control: A Humorous and Holistic Approach* and founded Friends Involved in Dog Outreach, an organization that supports the county animal shelter.

**Laura Yoshii**, MPA, ('78), has worked with the Environmental Protection Agency for approximately 30 years. An acting regional administrator, Yoshii was one of the first Asian Americans to be appointed to senior executive service within the EPA.

## 1980s

**Lesley Di Mare**, MA, speech ('82), was appointed president of Colorado State University-Pueblo in October. Di Mare became the first permanent female president in the university's history. Previously, Di Mare held positions at Nevada State College, Arizona State University Tempe, and University of California, Los Angeles.

**Ann Hallisey**, MS, clinical counseling ('87), is dean of students at Church Divinity School of the Pacific in Berkeley. In her 28 years as an Episcopal priest of the Diocese of Northern California, Hallisey has served as a spiritual director and retreat leader and is a licensed marriage and family therapist.

**Abraham Ruelas**, BA, mass communications ('80), a professor of communication and psychology at Patten University, has completed a manuscript, *Dr. Bebe Patten and Her Place in American Higher Education*. His area of research and writing is women in ministry. Ruelas serves as religion and culture interest group leader for the Society for



Pentecostal Studies, and as board chair for the Latino Commission on Drug and Alcohol Abuse of Alameda County.

**Pamela Swanson**, BA, human development ('85), is communications coordinator for Royal Family KIDS, a faith-based nonprofit organization in Santa Ana that works with churches and social service agencies providing camps, after school clubs, and mentoring for children in the foster care system who have experienced abuse, neglect, and abandonment.

**Marc Thompson**, BS, accounting ('84), MBA, marketing ('90) writes about real estate markets and finance topics. Several of his stories have been featured in financial publications. He is writing a book about complexity economics and its impact on forecasting economic outcomes.

**Stephen G. Toler**, BS, business administration ('87), was appointed assistant city manager for Foster City in January. Toler previously served as the city's administrative director for 12 years, later becoming finance director. Toler expects to complete his MA in public administration spring quarter.

**Martha Tuma**, MPA ('89), has worked with computer product company Logitech for 11 years, serving as vice president of human resources for the past five. Prior to joining Logitech, Tuma served in human resources management positions at Apple for nine years.

**Becky Williamson**, MS, kinesiology ('85), president of LifeSport Fitness in San Jose, co-wrote with fellow fitness experts *The Fit Formula*, published by CelebrityPress in 2011. Williamson authored the chapter "Fitness and Weight Loss for Baby Boomer Women."

## 1990s

**Ramona Bishop**, MS, educational leadership ('98), became superintendent for Vallejo Unified School District in 2011. Her career also includes teaching, serving as principal of three elementary schools, and holding district office positions for districts including Sacramento Unified School District.

**Carlos Franco**, BS, physical education ('96), is assistant coach for the California Eagles, a professional arena football team based in Sacramento. While at Cal State East Bay, Franco was a two-time All Northern California Athletic Conference selection and a running back for the University football team.

**Zara Mirmalek**, BA, history ('93), is a post-doctoral associate for the Program in Science, Technology, and Society at the Massachusetts Institute of Technology. She is developing an account of how intercultural communication between people and machines can support or suppress social change.

**Priya Pandya-Orozco**, BS, nursing ('98), works in the department of Infection Prevention and Control at Kaiser Permanente. In '07, she earned a Master of Science in nursing and has taught as clinical faculty at San Francisco State University's School of Nursing.

**Alyssia Schwartz**, BS, kinesiology ('96), has worked at St. John Catholic School in San Lorenzo for six years, including two as vice principal. Today, she serves as principal. She has taught physical education, religion, junior high social studies, and has been a fifth grade teacher. Schwartz also taught in the Diocese of the Oakland School Department for 12 years.

**Gary A. Watt**, BA, economics ('92), was named among the top attorneys in California for 2011 by *Super Lawyers* magazine. An appellate lawyer and professor, Watt handles writs and appeals in state appellate courts,

including the Supreme Court and the United States Court of Appeals for the Ninth Circuit.

## 2000s

**Aja Gianola-Norris**, BA, music ('02), and **Daniel Gianola-Norris**, BA, music ('01), were married in 2003. In 2006, they opened Music to My Ears, a music school in Cotati. Daniel teaches trumpet at Santa Rosa Junior College and performs music with Aja throughout the Bay Area. Their new classical album *Food of Love* is at the iTunes store and cdbaby.com.

**Andrew Rossillon**, BS, business administration ('06), MBA, marketing management ('08), has established a nine-year career at Wells Fargo, working in corporate marketing. Rossillon is the 2008 creator of the "Happy Birthday" message displayed on Wells Fargo ATMs worldwide.

**Anna Salazar**, BA, graphic design ('11), runs Anna Salazar Designs, which creates informational and creative material about environmental topics. In addition to her company Web site, AnnaSalazar.com, she designed a Web site for food personality Sonia Hunt.

**Shaun Tai**, BA, art ('02), is the founder and executive director of Oakland Digital, a nonprofit organization that offers digital skills training and Internet education to economically disadvantaged small business owners in Oakland. Tai and the organization have received coverage by media outlets including CNN, examiner.com, and *The Guardian*.

**Elizabeth Zanzinger**, BA, art ('04). A professional artist, Zanzinger was chosen to paint a portrait of a retiring state chief justice, which hangs at the state Supreme Court Building in San Francisco. Recent projects include three commissions for the NASA Ames Research Center in Mountain View.

## Submit Class Notes

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





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Emeritus Professor Robert Ozaki says the scholarship in his name is "the best gift" he's ever received.





# Lasting IMPRESSIONS

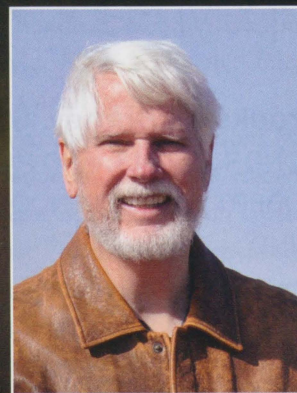
Economics alumnus Brooks McBurney '69 endowed a scholarship to recognize and honor the people who most helped him through college — his parents, and emeritus Professor Robert Ozaki.

BY SARAH STANEK

CREATING A SCHOLARSHIP IS SOMETHING BROOKS MCBURNEY '69 HAS WANTED TO DO FOR A LONG TIME.

It's not just because he thinks a college education is key to success — which he does — or because he wants to give back to his alma mater — which he is glad to do. And while he did want to recognize and honor his parents, who helped him through college and who nurtured in him qualities of tenacity and perseverance, they weren't the only ones he had in mind when it came time to name the scholarship.

Since graduating from then-Cal State Hayward with a degree in economics, McBurney's memories of his undergraduate years have prominently featured one particularly influential professor — Robert Ozaki.



Brooks McBurney '69





“Dr. Ozaki and CSUEB provided me a first-rate college education. This endowment is a small repayment.”

**Brooks McBurney '69**

DONOR, JOHN T. AND PATRICIA MCBURNEY/  
ROBERT S. OZAKI ENDOWED SCHOLARSHIP  
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“I sort of fell into my major,” McBurney recalls. “My first economics class was a disaster. My second class was with Dr. Ozaki.”

Ozaki demystified the subject matter, breaking down complex concepts without advanced math or arcane formulas. His personality and perspective also made him a commanding presence in the classroom, and McBurney looked to Ozaki for academic and professional guidance.

To honor Ozaki, as well as his parents, McBurney and wife Margaret in 2010 created the John T. and Patricia McBurney/Robert S. Ozaki Endowed Scholarship Fund to benefit undergraduate students majoring in economics at Cal State East Bay.

When Ozaki was notified about the endowment, he expressed delight that this former student was one he remembered fondly from his early teaching years. He calls the scholarship “the best gift I’ve ever received in my life. I’m honored and touched by his consideration.”

McBurney and his classmates were among the first to take classes at the new Hayward hills campus, which was characterized by the “stellar view, of course,” he says — but also by constant construction and unpaved parking lots.



Margaret and Brooks McBurney, left, at home in Maryland, where he worked for two decades as vice president of human resources for a regional health care nonprofit.

"We called it 'mud with purpose,' he jokes.

That purpose was in fact an urgent one. By the time McBurney graduated, the student body had doubled, jumping from 5,000 to 10,000 students in four years. Paralleling the speedy academic expansion was a building boom that included Meiklejohn Hall, the gymnasium and pool complex, a cafeteria, and a bookstore-student union.

That pressing need and sense of energy were part of what brought Ozaki to the fledgling University in 1960, after earning his doctorate from Harvard. The rapidly expanding CSU system was a natural attraction for a young academic, he says.

"The classes were small and there was much interaction between students and faculty in and out of classrooms," Ozaki explains. "You could easily get to know colleagues in other disciplines. Among us was esprit de corps that we were building a new university together."

Students weren't alone in being impressed by the dynamic economics professor. In 1972, Ozaki was the third faculty member to be named the George and Miriam Phillips Outstanding Professor (see page 24 to read about Stephen Gutierrez, the most recent recipient).

Ozaki retired in 1999, becoming an emeritus professor. He works with the Osher Lifelong Learning Institute (OLLI) at CSUEB's Concord campus, serving on the advisory board and curriculum committee and teaching courses for members.

McBurney went on to graduate school at the University of Wisconsin, earning a master's degree in business with a focus on personnel, or what's now called human resources. As an HR professional, he worked in a range of industries, spending the majority of his career in health care, including 20 years as vice president of human resources at Meritus Health, part of a not-for-profit health system serving western Maryland, southern Pennsylvania, and the panhandle of West Virginia.

Now retired, McBurney and his wife live in Hagerstown, Maryland, where they spend time taking care of their two grandchildren and are frequent visitors to nearby national parks and monuments. Growing up in California, he says, the Civil War seemed "pretty far away," but living 20 miles north of Antietam and close to other battle sites feeds his lifelong interest in history.

Over the course of his career, McBurney observed just how critical a college education was, and watched as it slowly crept out of reach of more students like he had been. "The student loan burden is incredible today," he says. "No one I knew took loans like that. Everyone worked, and that was enough."

Endowing a scholarship continues CSUEB's longstanding commitment to providing access to higher education. As the first in his family to graduate from college, McBurney says he has realized how important it is to the region to have an affordable public university in the East Bay — then as now.

Supporting this generation of students through a scholarship also serves as a way to recognize how Ozaki helped shape CSUEB's unique academic environment. McBurney says, "I wanted to memorialize his contributions to me, and to hundreds and hundreds of other students. Dr. Ozaki and CSUEB provided me a first-rate college education. This endowment is a small repayment."

Thanks to the scholarship, those contributions will continue into the next generation of economics students as they face 21<sup>st</sup> century challenges. Reflecting on current events, Ozaki points out that "mainstream neoclassical economics failed to predict or prevent the Great Recession."

"I encourage today's students to think beyond the conventional paradigm and work toward building a better, more caring society," he advises.

And McBurney would strongly suggest that they follow his own example, and heed Ozaki's wisdom. ■



# CSUEB and S. D. Bechtel, Jr. Foundation advancing STEM education

BY SARAH STANEK

The Bay Area is rich in resources for those exploring science, technology, engineering, and mathematics (STEM), with a long history as a center of business innovation and the birthplace of the modern technology industry. Cal State East Bay is creating new programs that take advantage of those resources to support students and educators in teaching and learning STEM subjects.

To better prepare students for STEM work at CSUEB and ensure access to high quality STEM learning opportunities, the University has established the Gateways East Bay STEM Network, one of the regional STEM networks throughout the state affiliated with the California STEM Learning Network (CSLNet).

The East Bay STEM Network recently launched with a diverse array of stakeholders and support from the S.D. Bechtel, Jr. Foundation, a family foundation dedicated to “advancing a productive, vibrant, and sustainable California.”

“Advancing STEM education in California is critical for preparing students to address the most pressing national and global challenges and to ensure that future generations have the basic STEM literacy necessary to be full participants in a productive economy and successful democracy,” said Susan Harvey, program director of the Bechtel Foundation’s STEM Education program.

It’s particularly important to involve organizations outside of schools when addressing STEM challenges along the education continuum, said Stephanie Couch, director of



the East Bay STEM network as well as of CSUEB’s Institute for STEM Education. “We need everyone to be doing a part within a coherent framework that provides for collective impact. Educators alone haven’t been able to solve the many issues over the years,” she explained.

The network includes partners from stakeholder groups including school districts, nonprofit organizations, businesses, science museums and educational centers, and government agencies.

Three areas of focus for 2012 will be: early STEM learning for preschool children and students in kindergarten through third grade; incorporating STEM into “out-of-school” time, such as afterschool and summer programs; and professional learning opportunities in STEM for educators. Partners are helping develop action plans for each area, which are expected to be implemented beginning in the summer.

Additionally, STEM network members are interested in finding ways to involve businesses in active, creative ways, Couch said. For example, through connections developed via the network, teachers could invite engineers or scientists from a partner organization to present a set of problems to students and be available through a virtual classroom setup for assistance and mentoring. Students would learn valuable real-world problem solving as well as gain exposure to the vocabulary and thought processes of working professionals — expanding their practical knowledge of STEM.

Through its affiliation with CSLNet, the East Bay STEM Network can share resources created in the region and knowledge and expertise generated by the work of network partners with networks across the state and the nation. Couch said the East Bay region is already benefitting from work shared through CSLNet, and from its engagement with leaders in the multi-state STEM network. Provide support or get involved by contacting Couch at [stephanie.couch@csueastbay.edu](mailto:stephanie.couch@csueastbay.edu). ■



# THE LAST WORD:

“Whose leadership example — in or out of the classroom — at Cal State East Bay have you most admired?”

In the words of President John Quincy Adams: “If your actions inspire others to dream more, learn more, do more and become more, you are a leader.” At Cal State East Bay, exceptional leaders daily shape and influence the decisions students make as they evolve from uncertain freshmen to confident seniors ready to transition to graduate school or professional lives — in other words, leaders of tomorrow. *Cal State East Bay Magazine* asked students to share whose leadership model has most enriched their CSUEB college careers.



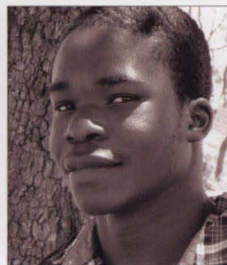
“My health science professor, Stephen Morewitz. He makes class interesting and inspires us to further our education, because, as he puts it, he is the ‘Lady Gaga of health science,’ (since) his passion for health science can be compared to the passion Lady Gaga has for her music.”

**Lorian Durana**  
SENIOR  
NURSING



My older sister, Phuong Hoang, who is a CSUEB alumna. She was the first person in my family to obtain a college degree, and she showed me that anything is possible.

**Tham Hoang**  
Senior  
Communications



My UPD (University Police Department) boss, Yolanda Harris. She is helpful, independent, and intelligent. She is a great model of leadership in our department, and she puts herself out there to help students.

**Theodore Folorunso**  
Sophomore  
Geography



My fellow peer mentor, Leah Guess. She is involved in numerous organizations, which both inspires me and motivates me to believe in (myself) and become a leader for fellow students.

**Tasha Coleman**  
Junior  
Biology



My kinesiology professor, Jenny O. I really respect her in academia, and she is also the Kinesiology Club advisor. She is always pushing us, in and out of the classroom, to be better students and participants in the CSUEB community.

**Lyla Pehrson**  
Senior  
Kinesiology



My communications professor, Dr. Robert Terrell. He shows students that he cares about our future by setting aside a time to meet with each of us individually to discuss our career goals and inspires us to go after our dreams.

**Dylan Lanza**  
Junior  
Communications



# Mindy's Story

"I struggled every quarter with the cost of tuition, books, and transportation. Without your help, I wouldn't be graduating today, ready to apply to medical school. I plan to make my first gift to Cal State East Bay when I get my first paycheck as a doctor."

**ThanhPhuong (Mindy) Le,**  
**Class of 2012**

Your gift helps power the dreams of the next generation of Cal State East Bay students — just like Mindy. Invest in their future at [support.csueastbay.edu](http://support.csueastbay.edu), or send your gift in the enclosed envelope.



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