

CAL STATE

# EastBay

FALL 2018



DRINK THIS,  
NOT THAT

ALUMNUS TACKLES  
PLASTIC WASTE, RUNS  
THRIVING ALUMINUM  
BOTTLED WATER  
COMPANY

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Cal State East Bay Professor  
Patty Oikawa is introducing her  
environmental science students  
to cutting-edge technology and  
research she hopes will help fight  
climate change. See a video about  
their work along the Hayward  
Shoreline at [ebtoday.com](http://ebtoday.com).  
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**COVER:** Annual consumption of plastic bottled water worldwide is expected to reach half a trillion by 2021, threatening oceans, the shoreline and other environmentally sensitive areas. Americans alone purchase about 50 billion water bottles per year, or 13 bottles per month for every person, according to the Earth Day Network. However, the recycling rate in the U.S. is only 23 percent, which means 38 billion water bottles are wasted each year, according to the organization Ban the Bottle. By filling a reusable water bottle, one person has the potential to save an average of 156 bottles per year.

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## PRESIDENT'S MESSAGE



Cal State East Bay is one of the most diverse universities in the nation, reflective of the communities where our students, faculty and staff live and work. Our Pioneers are highly motivated to work hard, graduate and make an impact in their chosen fields and neighborhoods. They come to our university having spent their lives working toward their dreams and bringing an entrepreneurial spirit to everything they do.

Talking with our students about their futures, you can feel the energy each one brings to this university, an energy reflective of who we all are and where we are headed. As the East Bay continues growing as the Bay Area's next frontier of innovation and growth, Cal State East Bay graduates are rising to meet new demands and bringing their cultural heritage and creativity to everything they do.

In the forthcoming pages, I invite you to learn more about a few of our featured alumni who are doing just that.

Alumni such as Amer Orabi, who immigrated to the East Bay from Jordan when he was 12 years old and is now the chief operating officer and co-founder of Pathwater, California's only aluminum bottled water company tailored to the everyday consumer. Orabi and his co-founder, Shadi Bakour, were distraught to learn that billions of pounds of plastic are thrown away every year. They chose to make themselves part of the solution, and Pathwater is now the sole bottled water provider for multi-billion dollar companies including Salesforce and MGM.

Alumni such as Justin Dillon, who turned from professional musician to anti-slavery advocate. Horrified by the presence of human trafficking and modern-day slavery, Dillon has spent the past decade helping consumers and companies identify where slavery exists in everyday products and supply chains.

These alumni are authentic. Inclusive. Engaged. Enthusiastic. Inquisitive. And socially conscious.

They are Pioneers.

Dr. Leroy M. Morishita  
President

# CAL STATE EAST BAY University News

## New VP of Student Affairs Appointed

Suzanne Espinoza was selected earlier this year to lead Cal State East Bay's Student Affairs division.

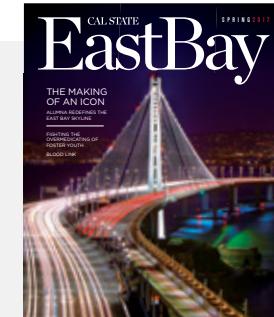
"I am delighted that Dr. Espinoza will be joining Cal State East Bay's leadership team," said Cal State East Bay President Leroy M. Morishita. "Dr. Espinoza brings a wealth and breadth of skills and knowledge from all areas of Student Affairs. She has a reputation not just for her commitment to students, but also for her passion for organizational development. We look forward to her bringing her vision and energy to the university, Student Affairs and our students."

Espinoza, who previously served as vice president for Student Affairs at California State University, Stanislaus, has more than 30 years of experience in student affairs administration. She also previously served as associate vice president for Enrollment and

Student Services at the University of Nevada, Las Vegas.

"I am excited to join the vibrant Student Affairs division and university community at Cal State East Bay," she said. "I look forward to meeting and working with students, staff, faculty and others to enhance the student experience and promote their achievement and success."

A first-generation college student, Espinoza received her doctorate in educational leadership from the University of Utah. She received her master's in public administration from California State University, San Bernardino, and her bachelor's degree in psychology from the University of California, Riverside. She also has certificates from the Executive Leadership Academy at UC Berkeley, and Title IX coordinator/administrator training from the Association of Title IX Administrators.



### AWARD-WINNING MAGAZINE

Cal State East Bay's alumni magazine "East Bay" is a recent recipient of a CASE District VII Gold Award of Excellence 2018 for Periodical Staff Writing. The Council for Advancement and Support of Education (better known as CASE) supports alumni relations, communications, development and marketing professionals at educational institutions worldwide.

## Cal State East Bay Names New University Diversity Officer

After a nationwide search, Kimberly Baker-Flowers was selected as the University Diversity Officer and started Aug. 13. She comes to Cal State East Bay from a variety of senior diversity roles, most recently as chief diversity officer and Title IX co-coordinator for the Portland Community College District. She has also worked for education and nonprofit organizations focusing on diversity, equity and inclusion, including as the director of diversity initiatives at Teach for America and as chief diversity officer at Eastern Carolina University.

"I am excited that Kimberly Baker-Flowers will be joining Cal State East Bay's leadership team," said President Leroy M. Morishita in a statement. "Ms. Baker-Flowers brings a wealth of experience in advocating for social justice, equitable practices, education and diversity. She has a reputation for her commitment to diversity and a passion for restorative practices. I look forward to her working collaboratively and engaging others in pursuit of positive impacts for our students, faculty and staff."

Baker-Flowers says she is "honored and

excited" to start at Cal State East Bay and "learn more about what makes [the university] so special and unique."

"I especially look forward to working with the students, faculty and staff of East Bay," she said.

Her predecessor Dianne Rush Woods retired this summer after decades at the university, most recently spearheading the Department of Diversity, Leadership and Employee Wellness.

"Serving as the university's first Diversity Officer, Dr. Dianne Rush Woods coordinated efforts to foster and support diversity, equity and inclusion as core values throughout all aspects of the university community," said President Morishita. "I thank her for her work in establishing the diversity and inclusion office and wish her well in her retirement."



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## Cal State East Bay Raises \$20M in 2017-18, Number of Donors Up 57 Percent

In the 2017-18 fiscal year, Cal State East Bay raised \$20.1 million and the total number of donors increased by 57 percent, making it the university's most philanthropic year to date, with 2,709 donors recorded. This fundraising accomplishment will allow Cal State East Bay to continue providing financial support for students and grants for faculty research, and to modernize facilities across campus.

"As I reflect on the past year, I am thrilled and humbled by the support we have received from both our internal partners — students, faculty, staff and administration — as well as our external partners, from alumni, friends and parents to

foundations and corporations," said Cal State East Bay President Leroy M. Morishita. "These individuals and organizations believe in our university, and in our mission to support a diverse student body with academically rich, culturally relevant learning experiences."

University Advancement Vice President William Johnson added that with the support of donors over the past year and recent upgrades to existing collaborative learning spaces, the positive impact of donors' gifts could already be felt across campus and beyond.

Those real-world learning opportunities are one major benefit master's degree stu-

dent Claudina Kwok says she's experienced at Cal State East Bay. Kwok, working alongside Professor Maria Gallegos, is getting hands-on experience with the cutting-edge research tool CRISPR, a DNA-editing technology. Over the next year, she will expand her research using CRISPR to assess the impact of gene modification on alcoholic behaviors.

"Because of our partners, our students have access to research opportunities working alongside our outstanding faculty," Johnson said. "These experiences are key to educating and supporting the next generation of community leaders and socially engaged citizens."

## MBA Students Visit Taipei, Meet CSUEB Alumnus, Delta Electronics CEO

A world away from Cal State East Bay in bustling Taipei, the capital of Taiwan, is an electronics company with a reach affecting nearly every aspect of daily life. From the electronics in a car to the internal workings of a smartphone or a building's "green" features, Delta Electronics is leading the charge in advanced electronic products and smart green solutions.

At its helm — Cal State East Bay alum Ping Cheng.

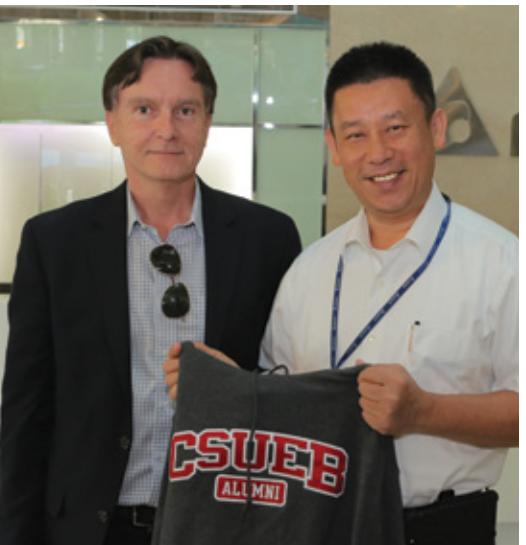
Delta Electronics was a new company when Cheng began his career there, but both Delta and he have shared a clear vision — to make the world a better place by providing energy-efficient solutions. He credits much of his success to the foundation he received as a young Pioneer and recently invited 20 MBA for Global Innovators students to visit the company's headquarters.

"I appreciate very much the education provided by Cal State East Bay," Cheng said. "It was an honor to host professor

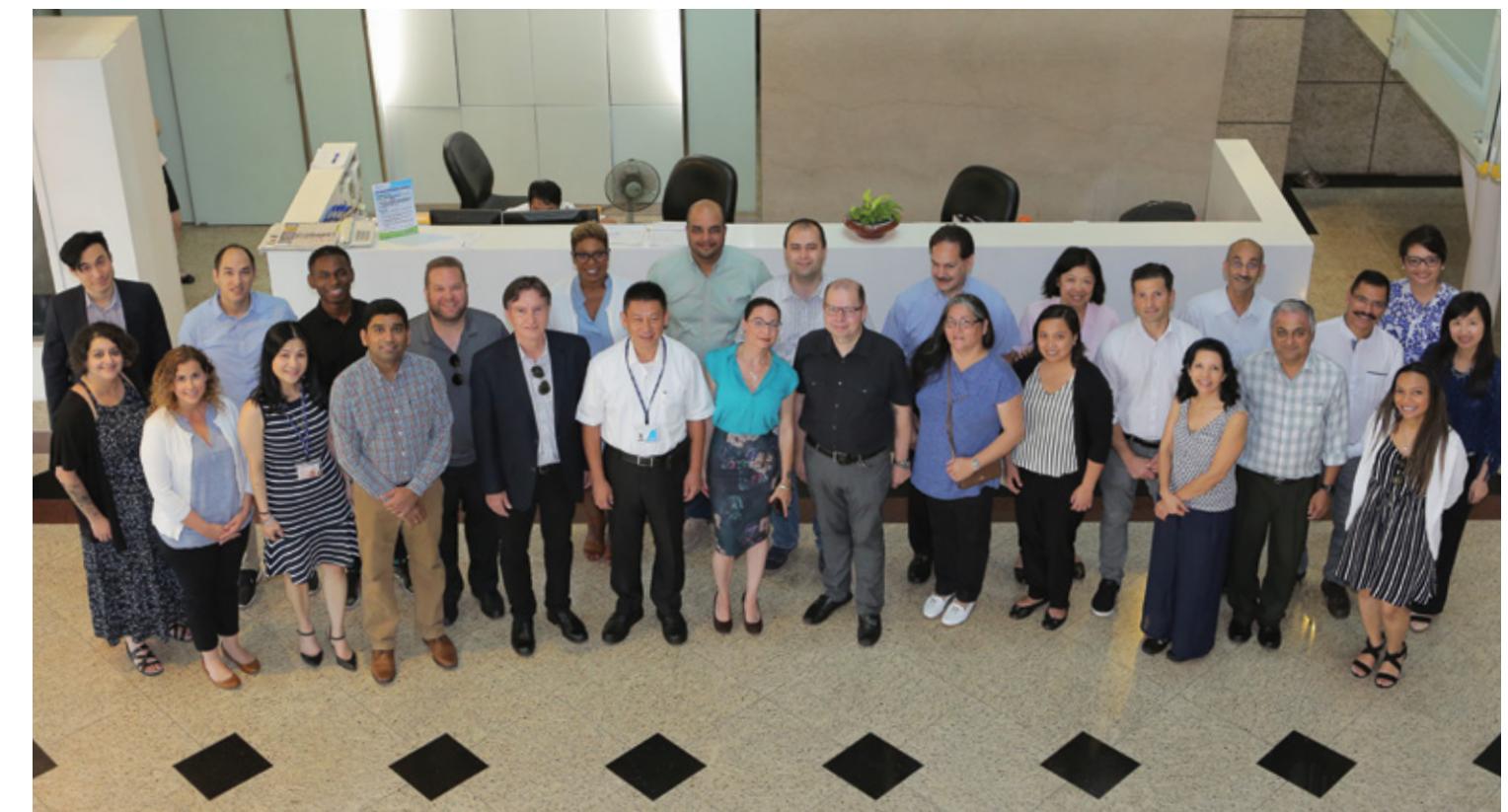
Glen Taylor and his MBA candidates, and I hope the visit inspires them to echo Delta's endeavors to build a better tomorrow through smart energy conservation and social participation in their careers."

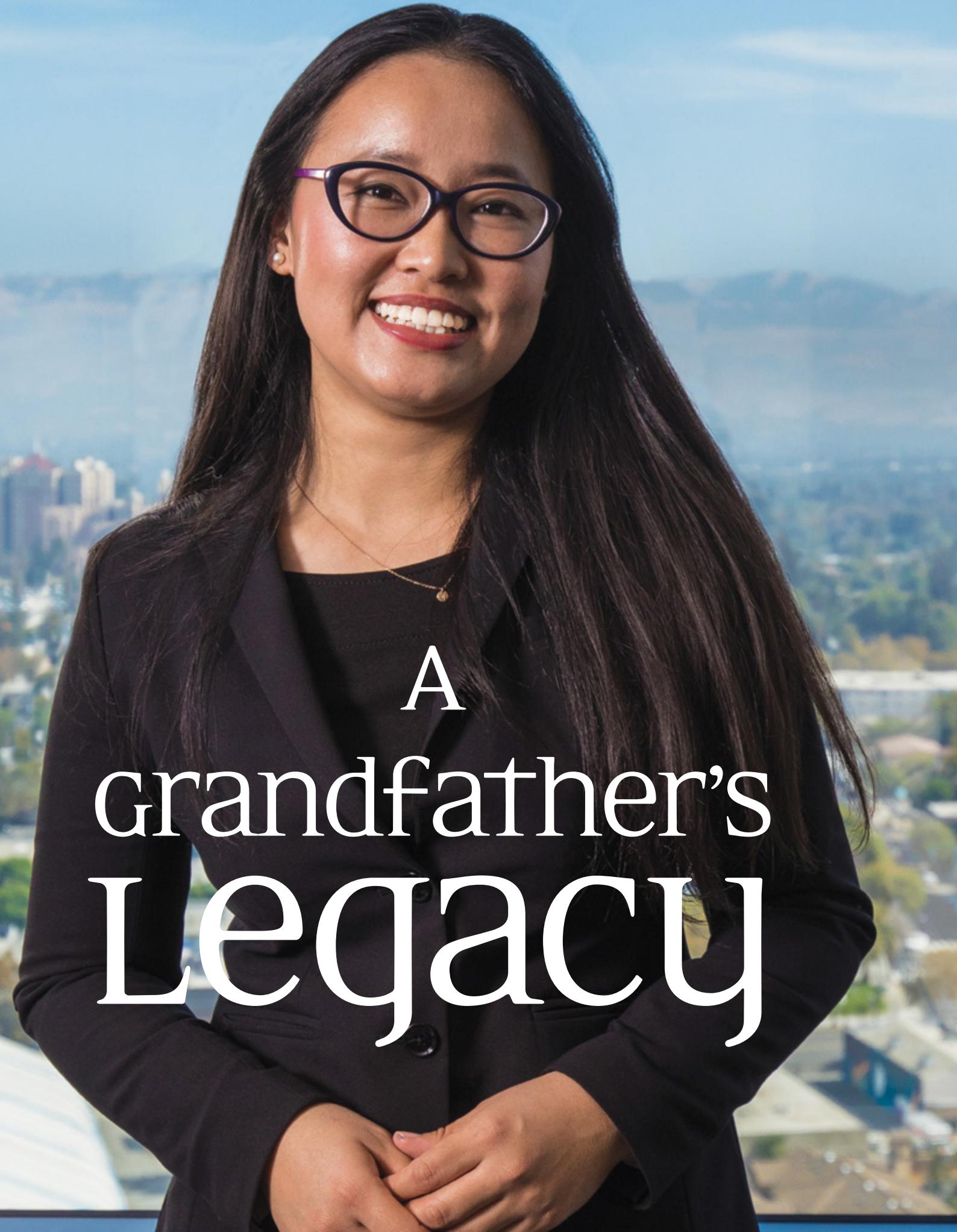
Today, Delta has a global workforce of more than 87,000 employees working on developing and manufacturing a wide range of energy-saving products and solutions. The company has received many national and international awards for corporate social responsibility and sustainability, including ranking in the top 10 of The CSR Development Index of Top 100 MNCs in China for three consecutive years and appearing on the Dow Jones Sustainability World Index for eight years in a row.

Cheng and other top Delta executives also play a role in advocating on the international stage, often speaking at United Nations conferences and other events to raise awareness of climate change and share best practices for energy management.



Twenty students from professor Glen Taylor's MBA for Global Innovators immersion program visited Delta Electronics headquarters earlier this year. Here, the group of students, Taylor and professor Yi He pose for a portrait with Delta employees and Delta CEO and Cal State East Bay alumnus Ping Cheng. © COURTESY OF GLEN TAYLOR





## CAL STATE EAST BAY ALUMNA, GRANDDAUGHTER OF TIBETAN REFUGEES, SECURES JOB AT 'BIG 5' ACCOUNTING FIRM

BY DAN FOST PHOTOGRAPHY GARVIN TSO

*The American Dream. It means many things to many people — the ability to buy a home, go to college, enter a career of choice — but its most basic principle is that those aspirations can be achieved by anyone in this country who is willing to work for them. Yet a spate of recent studies finds that one of the fundamental ideals of American democracy, social mobility, has been on the decline for decades. Founded on the premise that "the higher education degree has become the new high school diploma, an essential requisite for obtaining reasonable employment and achieving economic mobility in the 21st century," CollegeNET.com has been compiling the Social Mobility Index in an effort to recognize institutions promoting social mobility since 2014. According to its rankings, California leads the charge in access to education for underserved students, and the 23-campus California State University system accounts for 13 of the top 30 institutions helping to reinvigorate the potential of the state's young people and breathe new life into the American Dream. Cal State East Bay, specifically, is ranked No. 21, or in the top 2 percent, of 1,363 colleges and universities nationwide. We want you to meet the students whose lives, families and communities are being changed through the opportunity of a college degree, and also get a snapshot of the very real statistics our students are up against when it comes to breaking through the barriers to their futures.*

Tsephel Dolma's grandfather Lobsang Tenpa had a difficult life. He and his family left their native Tibet in 1959 when China invaded its mountainous neighbor, finding refuge among the Tibetan diaspora in Mysore in southern India, where they grew maize. He and his wife raised their children, and when those children moved away to work, the grandparents raised their grandchildren as well.

He always told Tsephel Dolma (who uses both names, per the Tibetan tradition, although many Americans call her Dolma) that he didn't want her to have his life of backbreaking farm labor. He wanted her to have a desk job.

Tsephel Dolma has fulfilled that dream.

Earlier this year, she graduated from Cal State East Bay and landed a job in the San Jose office of the prestigious accounting firm PricewaterhouseCoopers.

"I really wish he could see that," Tsephel Dolma said. "He really wanted that for me. He really wanted me to get an education. Everything was very uncertain for girls. We had a small government office in our settlement that was very intimidating to the farmers. He thought only educated people can have a desk and not have to bend over under the hot sun."

Tsephel Dolma, 25, appreciates all the sacrifices made for her by her grandfather, her grandmother Dolkar, and by many other relatives.

"I've had a lot of help from my family, my friends, the school — everything helped make me the person I am today," she said. "I wouldn't take credit for myself."

Her mother, Fnu Chozom, moved to the west coast of India to sell sweaters to support the family while Tsephel Dolma and her

brothers, Dorjee Tsewang Phuntsok and Tenzin Choeney, went to boarding school in Tamil Nadu. Her parents separated when she was less than three months old, and she has met her father only twice in her life.

Her mother and her mother's sister Tenzin Yangkyi, "the rock of our family," were her role models, she says. Her aunt moved to the U.S. years ago and her mother followed in 2003. Fnu Chozom became a certified nursing assistant and brought Tsephel Dolma and her brothers to America in 2012. They've all lived together in an apartment in Oakland; when Tsephel Dolma started work in San Jose, it marked the first time in her life that she would have a room to herself.

*In Oakland, 27 percent of homes are headed by single women, the highest rate of all East Bay communities, and 53 percent of unwed mothers live below the poverty level, according to 2016 U.S. Census Bureau data.*

Upon arrival, Tsephel Dolma enrolled at Laney College, but in her first semester, her grandfather took ill and she returned to India to care for him as he died of cancer. "I appreciate that time in my life so much that I was able to give back to him," she said.

She returned to Oakland and gained confidence, particularly in her English, as she earned good grades. She took a restaurant job to pay tuition as she established residency and took classes at Laney and Berkeley City College. At Laney, she earned her associate degree in 2016 and started at Cal State East Bay right away.

"I couldn't wait to take accounting courses," Tsephel Dolma said. ▶



## Transforming Lives

CAL STATE EAST BAY RANKED AS NO. 14 IN MONEY MAGAZINE FOR UPWARD MOBILITY

Cal State East Bay is one of the country's most transformative colleges. According to Money Magazine's recent ranking, the university is No. 14 in the nation for helping its students achieve upward mobility. In addition, CollegeNet.com recently ranked Cal State East Bay No. 9 on its Social Mobility Index report.

"It's not surprising that elite schools report high graduation rates or alumni success," the magazine stated. "What's impressive is when a college helps students do far better than would be expected from their academic and economic backgrounds."

It's known as "value add" or "social mobility."

The magazine used information from the U.S. Department of Education, the college resource website Peterson's and PayScale.com to create the ranking. Colleges were included on the 2018 list based on value-added scores for graduation rates, graduate earnings and student loan repayment.

According to the listing, Cal State East Bay graduates have, on average, early career earnings of \$53,900 and out-earn their non-CSUEB peers by \$7,800.

Other California State Universities on the list include: San Jose State University (No. 4); California State University-Chico (No. 21); and California State University-Stanislaus (No. 36).

She recalled hearing about accountants when she was in seventh grade and asked what they did. Another student told her, "They sign off on companies, whether they're good or bad."

"That sounded so powerful to me," Tsephel Dolma said.

She dove into student life at Cal State East Bay, particularly the campus branch of the national accounting fraternity Beta Alpha Psi. Nancy Mangold, chair of the university's Department of Accounting and Finance, said Tsephel Dolma took the executive vice president role and helped to organize many events.

Since becoming chair, Mangold has worked to ensure that major accounting firms recruit at the Cal State East Bay campus, and Tsephel Dolma took advantage of those events. She describes herself as quiet and shy, and says in India, students were told it was disrespectful to raise their hand and ask questions. But at a meeting with big accounting firms, "I raised my hand. It took all my courage."

She praised the firms for their commitment to diversity and inclusion and asked how far auditors travel in their jobs. The panelists noticed her and followed up with her. They encouraged her to apply, and she wound up with an internship last summer at PricewaterhouseCoopers, on the 17th floor of a San Jose office tower.

Travis Nelson, manager of Cal State East Bay's College of Business and Economics Office of Career and Professional Development, said Tsephel Dolma has "grit."

"The main thing about Dolma that really makes students like her stand apart from others is their willingness to participate and find the answers to questions they have," he said. He says in the book "There Is Life After College," author Jeffrey Selingo describes students as "sprinters, wanderers and stragglers."

"Dolma is one of those sprinters," Nelson says. "She took advantage of all the tools available. She reached out to people, took part in workshops, and moved toward her goal."

"I was so happy to hear when she got the internship," Nelson said. "When it transitioned to full-time, it was amazing. When she got the offer and thought back to the hardships she had as a child and all the hard work, it's amazing to experience that, someone who is very deserving and getting that dream."

Tsephel Dolma does not seem to harbor any bitterness about the hardships she and her family faced. "We felt like the luckiest refugees in the world because everyone could have three meals a day," she says.

*Immigrants and refugees face a life full of hurdles, according to a 2005 study from the Robert Wood Johnson Foundation. They struggle with language, often only have access to low-quality education, and suffer from poverty as their jobs are not secure. They live in substandard housing, are isolated in their communities from needed services, are emotionally isolated due to the stress in their lives, and face prejudice and discrimination.*

And now she feels even luckier.

"I was on the 17th floor when my mentor, a partner at the firm, sat me down in his office toward the end of my internship and told me I got the full-time offer," she said. "I was overwhelmed with emotions and later sat at a desk on the same floor wishing I could share this news with my grandpa." ■



## FROM SUICIDAL TO SERVICE

HOW ONE CAL STATE EAST BAY ALUMNUS IS USING HIS EXPERIENCE WITH ADDICTION TO SUPPORT FAMILIES IN CONTRA COSTA COUNTY

BY NATALIE FEULNER PHOTOGRAPHY GARVIN TSO

ODOS SANTOS PLAZA, CONCORD — On a bitterly cold day in February 2012, Leo Martinez sat in his parked car and stared out the windshield, his phone in one hand. He was trying to figure out how to pay for the gun that an area drug dealer was on his way to deliver so Martinez could take his life. Addiction, he thought, had gotten the best of him and it was time to go. Drugs, alcohol, DUIs, felony charges and isolation had left the then 31-year-old exhausted and unable to pull himself together.

"I was out of drugs, out of money and out of hope," Martinez said.

But in that moment of desperation, he used the phone to call the only person he thought would answer — his Narcotics Anonymous sponsor, who was kneeling by Martinez's car window within the hour.

And in the weeks and years that followed, the recent Cal State East Bay alumnus worked toward earning a bachelor's degree in political science and a master's in social work, and rebuilding the life he had sabotaged for so long.

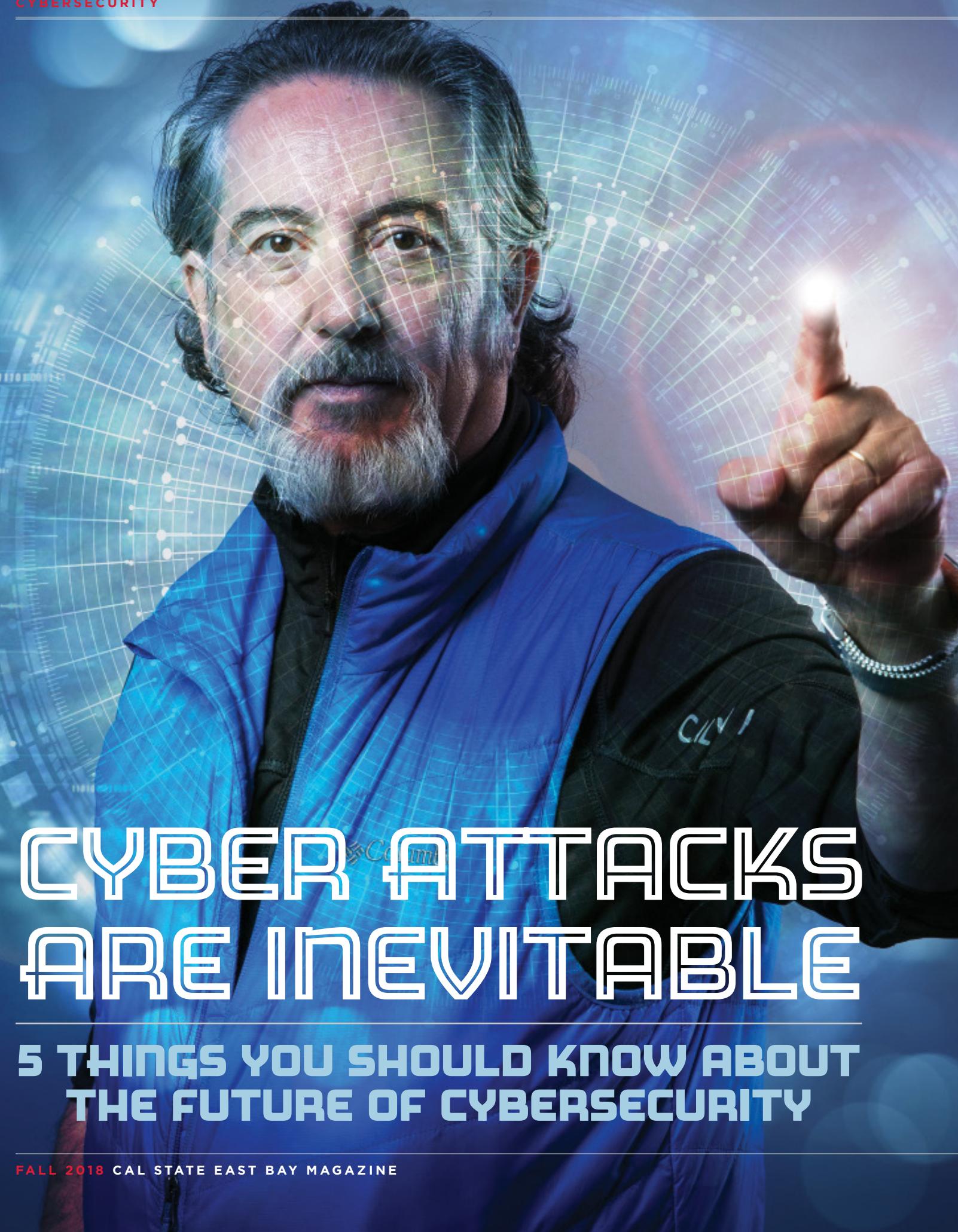
"I began realizing that I'm not the problem, I have a problem," Martinez said. "And it was then that I was able to start rebuilding my relationships and both my spiritual and physical self."

Martinez, now a husband and new father, recently began his next phase as the program manager of NAMI Contra Costa County's Family Volunteer Support Network, a brand-new organization for those struggling with supporting a drug-addicted family member.

The network's mission is to empower families through direct support before, during and after times of mental health crises. Staff will work as advocates and connect individuals and families with community and cultural resources that can support them as they work to help the addict in their family.

"One of the shortfalls of the behavioral health services provided by the county is the lack of family resources," Martinez said. "And while my recovery is my recovery and I try to separate that from the people I work with, this is a way for me to give back. I had no idea I'd ever be in the world of mental health, but I don't think it's a mistake that I am."

An official ribbon cutting for the Family Volunteer Support Network took place in fall 2018 in Concord. The Family Network is also actively recruiting volunteers to assist in this effort. If interested, contact Leo Martinez at leo@namicontracosta.org. ■



# CYBER ATTACKS ARE INEVITABLE

## 5 THINGS YOU SHOULD KNOW ABOUT THE FUTURE OF CYBERSECURITY

BY NATALIE FEULNER PHOTOGRAPHY GARVIN TSO

*Editor's note: Levent Ertaul is a professor of computer science at Cal State East Bay and cybersecurity expert. He recently sat down with East Bay magazine to discuss the future of cybersecurity. These answers have been edited for brevity and clarity.*

### WHAT DOES THE FUTURE OF CYBERSECURITY JOBS LOOK LIKE FOR OUR STUDENTS?

As far as California is concerned, great. We are preparing students to go directly into the industry. In the final exams, I am asking questions from the industry certification exams so the students can test themselves on whether they're going to be successful out in the industry. Fundamentally, we are preparing students for the cybersecurity field at this university so they have a great chance to get employment. People in interviews are not asking whether you know this or you know that; instead, they are asking, "Can you solve this with what you know?" They don't care what you know; they care about what you can do with what you know. Based on that change within the industry, we have created a project-based class here, and I am teaching hands-on cybersecurity. That way students have a great chance to at least get interviews.

In addition, in the project classes, we are writing publications so that when students go for interviews, they can say, 'I took these classes, I did these projects, and I was published on an international level.' On top of that, we have three extracurricular activities to help prepare students. One of them is hackathons — these are hands-on, full-day cybersecurity experiences. We also have a hackers group within the department, and they are competing in cybersecurity competitions.

### WHY IS THE CYBERSECURITY FIELD GROWING SO RAPIDLY?

Our systems are inherently insecure. They are designed without consideration for security. People, or big companies, did not pay enough attention to security, and then we became so interconnected, so online, and suddenly security has become more critical. And it's going to be like that moving forward because the systems we have are not properly secured.

### THE PUBLICATION "CYBERSECURITY VENTURES" HAS PREDICTED THAT BY 2021 THERE WILL BE 3.5 MILLION UNFILLED CYBERSECURITY POSITIONS. WHAT IS CAL STATE EAST BAY DOING TO PREPARE ITS STUDENTS FOR THOSE JOBS?

We are ensuring that our students have the critical thinking skills they are going to need for the industry. They need to know the reasons behind the solutions they create. In the industry, they're not going to care that

you got the result, but they will want to know how you reached that result. The most recent report from the U.S. Bureau of Labor Statistics shows that the number of jobs in cybersecurity is expected to show a 28 percent overall increase until 2026. And the report says employment in cybersecurity is expected to grow much faster than the average rate of employment growth forecast for all other computer science branches, so this is huge. Why? Because as I've said, systems are inherently in trouble.

### WHAT CYBERSECURITY RESEARCH AND EXPERIENCES ARE OUR STUDENTS GETTING THAT WILL SET THEM APART FROM THEIR PEERS?

They're learning to build the bridge between theory and problem-solving. Our graduates need to know good programming, how to use the right tools — both of which they're learning in the classroom. We've been continuously changing the content of our classes and now, thanks to semester conversion, we have a cybersecurity and privacy class for the graduate level that is no longer optional. We also have a network security class for undergraduates, which we've never had before. We're doing what we can to build the bridge between the classroom and the industry. It's not about just reading textbooks and then going into the industry.

### THESE DAYS WE HEAR A LOT ABOUT CYBERSECURITY BREACHES OF PERSONAL INFORMATION. WHAT ARE THREE THINGS THE AVERAGE PERSON SHOULD KNOW ABOUT PROTECTING THEMSELVES?

I have been delivering speeches about cybersecurity, and everybody wants to know how to protect themselves, but this can be summed up on one slide. Everybody comes to me asking how they can protect themselves because I am a security expert, and my answer is this: You cannot do too much, we are all screwed. I am supposed to be a security expert, and I am still getting hit every three months. The thing is that, unfortunately, we are so exposed, we can do really little things, but in the end, if something is going to hit you, it's going to hit you. I am advising my friends, though, to keep paper copies of their bank statements because something will happen to the bank statements, and you will be asked to prove that your money is yours. You take a risk when you conduct business online, and you have to remember that and think about that risk and behave accordingly. If you are thinking about these risks and accepting them, you can behave accordingly and protect yourself. ☐

# CORE

BY NATALIE FEULNER



## CAL STATE EAST BAY'S HUB FOR ENTREPRENEURSHIP AND INNOVATION

Interested in learning more about CORE and upcoming naming opportunities for learning and lab spaces within the Hub for Entrepreneurship and Innovation? Contact Vice President of University Advancement William Johnson at [william.johnson@csueastbay.edu](mailto:william.johnson@csueastbay.edu) or (510) 885-4170.



The student population of Cal State East Bay is among the most diverse in the nation and our graduates contribute to the culturally rich, creative and prepared workforce of the Bay Area. Many students come from low-income families and are the first in their family to attend college. Our students, true to our mascot's name, are Pioneers.

These students come to Cal State East Bay looking to earn a university degree and broaden possibilities for themselves and their families, with more than 80 percent of them remaining in the Bay Area to begin careers. They enter the university to develop the skills and gain the experiences necessary to help them achieve their goals, and our task is to align the resources, expertise and assistance available to help them accomplish those goals.

The forthcoming CORE building, otherwise known as the Hub for

Entrepreneurship and Innovation, will be a destination for "high impact" learning that connects our students' aptitudes and abilities with the needs of employers and California. A place where students will have access to the tools and facilities that enable them to look outward and seize significant opportunities and tackle problems and issues that cannot be solved by any one discipline or individual student.

Here, students will explore problems in multidisciplinary teams, develop ideas and discover solutions. Students, working with faculty members, will network with content experts and other thought leaders to find answers to complex issues.

The Hub will help students learn in a different way. They are here and motivated, and we support them in developing their tools, but now they

can explore multiple ways in which they can use them. The possibilities are limitless.

When students come to Cal State East Bay, they have already been challenged and proven to be resilient, driven and smart.

Our students are successful at making the resources we have work for what they need. However, the Hub is our opportunity to design around and for their needs, and those of our community and regional employers.

We want our students to be successful and competitive in becoming the next generation's workforce. This Hub helps even the odds for students who have not had access to or experience with cutting-edge tools and facilities.

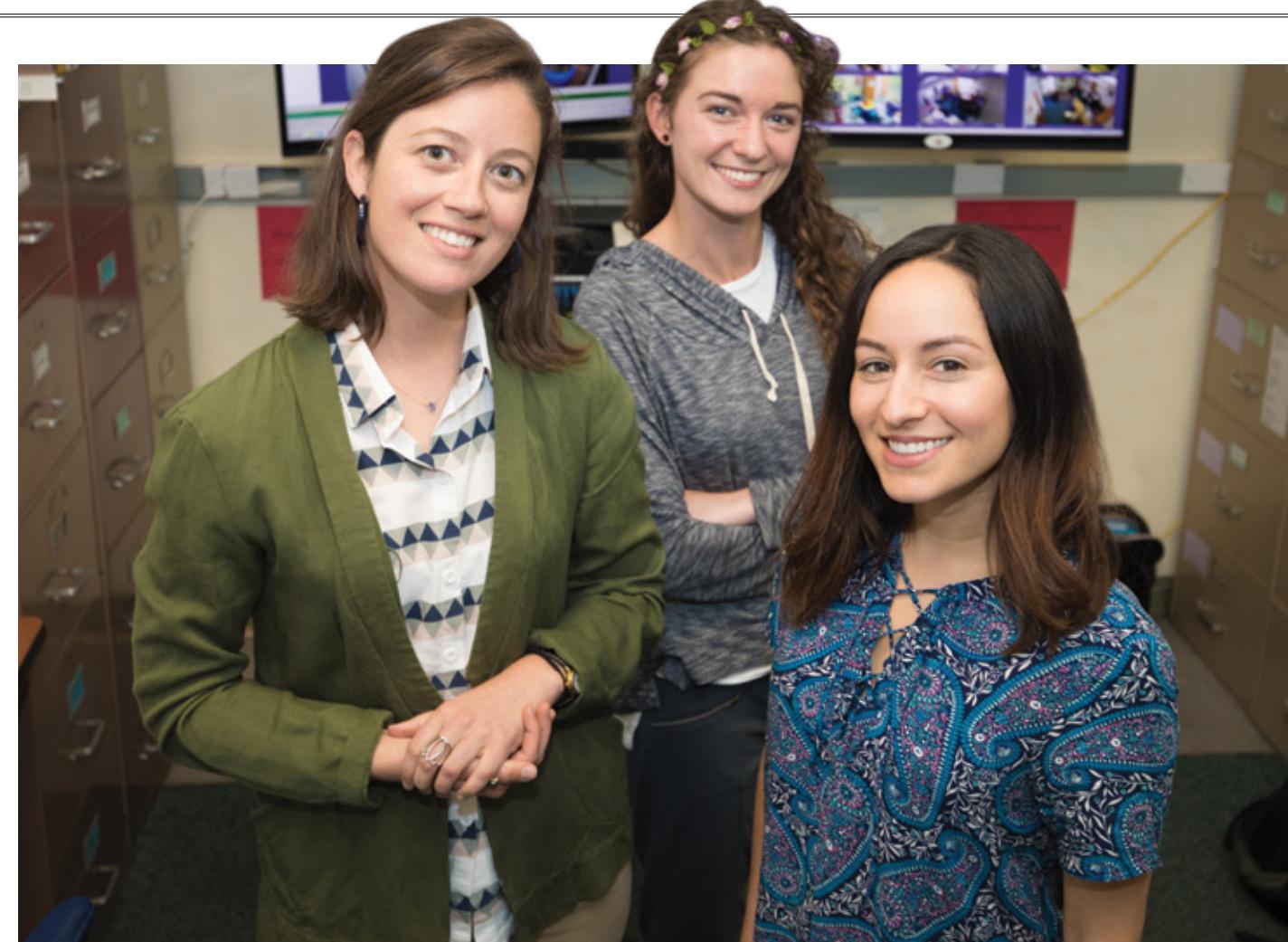
We will provide the space, technology and expertise, and they provide

the ideas, drive the innovation and coordinate the projects to ensure outcomes. Within the Hub there will be technical support, tools and supplies students will need. These include printing and scanning machines as well as modeling and prototyping technology. Milling equipment can be used to create custom circuit boards and craft precision parts or tools for projects; and virtual and augmented reality tools will help students imagine beyond the boundaries of what their experience makes them believe.

This is much more than a place for studying or making or building things: It requires a fresh mindset of sharing, creativity and free enterprise; it embraces the idea of a community engaged in solving problems together for the benefit of our students, our communities and the world. It is CORE. ☀

# slay ing' mon sters

CAL STATE EAST BAY'S COMMUNITY  
COUNSELING CLINIC PROVIDES  
CRITICAL MENTAL HEALTH SERVICES  
TO HAYWARD'S NEEDIEST FAMILIES



BY BARBARA TANNENBAUM PHOTOGRAPHY GARVIN TSO

**O**N A THURSDAY AFTERNOON AT THE COMMUNITY COUNSELING CLINIC on Cal State East Bay's Hayward campus, it is the calm before the storm. Graduate students and faculty members alike, under the stewardship of clinic director and professor Janet Logan, are preparing to see between 200 and 300 community members from Hayward's nearby diverse neighborhoods over the course of the upcoming school year. Counseling sessions will be conducted in Armenian, English, Chinese, Korean, Polish, Russian and Spanish, depending on the client's needs and the language skills of the clinic's trainees.

Tucked away on the second floor of the Arts and Education building, the facility was founded in the early 1970s by professors emeriti Ziola Mecke and Theodore Alper to train graduate students pursuing a master's degree, a school counseling pupil personnel services credential, or marriage and family therapy training.

The clinic was originally founded to serve both students and the larger community, but today those functions have been split off. Student services are part of the campus health services, while the CCC targets local residents and families as part of the Hayward

Promise Neighborhood. Led by Cal State East Bay and funded by a grant from the U.S. Department of Education, HPN is a partnership of residents, local schools, colleges, government agencies, businesses and nonprofit organizations serving some of Hayward's neediest families.

For these community members, CCC is the only no-cost mental health clinic operating in the East Bay. Professor Greg Jennings of the school psychology program and a CCC faculty supervisor clarifies the clinic isn't "free," as people still must pay for transportation and parking.

However, "the Bay Area is filled with private mental health practitioners," Jennings said. "Mecke was the first person to make high-quality counseling available to the larger community. By giving the same access to services to people who can't afford it, we're continuing her vision and practicing social justice."

**A NATIVE DAUGHTER RETURNS**  
Logan, CCC's director since 2006, knows Hayward's Jackson Triangle well. Growing up there, she attended Ruus Elementary ▶

School. Her mother was a single parent who worked in the glass factory off A Street. The family moved to Fremont when Logan entered middle school, and she went on to earn a degree from San Jose State University and a Ph.D. from the University of Wyoming.

"I came back to California because my roots were calling me," Logan said. Still, she was selective. The only position she applied for was at Cal State East Bay's clinic, finding the two children's play-rooms very compelling. "The faculty, too, was especially nice, but what perplexed me was the lack of incoming clients."

There were 23 trainees that year and only seven clients for the entire year.

"It didn't make sense to me because the need was so great," Logan said. "I knew our first priority was to work on community outreach."

The number of clients soon climbed. But funding remained problematic. During the Great Recession, university officials considered closing the clinic or at least changing some of the treatment rooms into office space.

To save the clinic, in 2007 Logan and Jennings turned to grant writing, obtaining state support through the Cal Mesa grant and Hayward Promise Neighborhood program. Today, CCC has 12 first-year graduates pursuing a master's in the School of Education, and a cohort of 16 second-year students from the department of

educational psychology. These trainees take a full load of classes, conduct supervised, face-to-face sessions at CCC with clients, and spend several weekday mornings working on-site with public school psychologists at one of Hayward's elementary, middle or high schools.

"We see far more stress in the community than I remember as a child," says Logan. "There is more gun violence and homelessness. We have people who are afraid to seek services because they are worried about deportation and family separations." To counter that, Logan says counselors need courage, telling her students that "courage comes from the Latin root 'to take heart.'"

## A TRANSFORMATIVE CHALLENGE

Cristina Perry is an associate marriage and family therapist who works full-time at a nonprofit in San Mateo. As a 2016 graduate of the Cal State East Bay counseling/MFT program, Perry trained at CCC.

On Thursday evenings, she drives across the bridge to begin a second work shift in the clinic as an assistant supervisor. Her night starts in the main reception area with a quick orientation from Susan Basanav, CCC's outreach coordinator, on where to file paperwork



Four Cal State East Bay students run through a mock counseling session at the university's Community Counseling Clinic. Group sessions are not typically done until both individuals have received their own counseling through the CCC.

**"The need was so great ... I knew our first priority was to work on community outreach."**

and intake forms before she's handed the keys to clinic's workroom.

Inside the windowless room, which is locked not only for safety but also to protect patient confidentiality, two graduate students conduct telephone screenings with potential incoming clients. A bank of computer monitors display live feeds from each of the eight treatment rooms, currently empty save for two graduate students seated on the couch, working on laptops and awaiting their shift.

Soon, these rooms will be filled with adults, couples, and even their young children receiving help for grief, depression, anxiety, parenting challenges or marital issues.

Professor Jack Davis, the soft-spoken chair of the educational psychology department, lingers in the workroom to answer questions before returning to a conference on the third floor. He is one of five faculty members who rotate on-call duties should difficulties arise.

"We can't treat people who are suicidal, in imminent danger, or face complex issues such as substance abuse or anorexia," Davis explains. "We refer them out to specialized agencies or call the police," he says, patting a thick binder filled with contact information for Bay Area health agencies.

Sometimes serious issues arise after treatment begins. If so, the clinic is required to make mandatory reports to appropriate agencies.

"Although we've filed a few reports of child abuse and elder abuse, the majority of our work is seeing young families with toddlers and kids," Davis said. "It can be a challenge for some students, but we're a training clinic. You have to treat to train."

Like her mentors, Perry believes the act of working through a client's challenges can be transformative. She recalls working with a traumatized 3-year-old who'd been removed from his home after suffering abuse from his mother.

"At first, it was heartbreak," Perry said. In their play therapy sessions, he wanted to hide from monsters. "Then he wanted to kill them."

Worrying about his violent fantasy, Perry asked Logan for advice. "She said, 'Let him.' So we did, and you could see a weight was lifted. He killed all the bad monsters but then announced there was a baby monster. We talked about helping it. He agreed and put it in the toy ambulance. We sent the monster to the hospital for help."

A few weeks later, Perry met the child's foster mother, who told her, "I don't know what you guys are doing but he's been talking a lot more about accepting help and saying things like, 'I'm on the way to help you!'"

Perry smiles at the memory. "It still gives me goosebumps," she said. ■

# Rising in the East

THE CAMPAIGN FOR CAL STATE EAST BAY



## A Critical Community Resource

Cal State East Bay's Community Counseling Clinic not only provides our students with hands-on learning opportunities, it fills a critical gap in mental health services for low-income families in the Bay Area. The clinic is open from fall to spring, but does not have funding to continue during the summer months. We need your support to help us keep this valuable community service open year-round.

To learn more, contact Director of Development Holly Fincke at [holly.fincke@csueastbay.edu](mailto:holly.fincke@csueastbay.edu) or (510) 885-3032.



# Drink This, not That

CAL STATE EAST BAY ALUMNUS AMER ORABI TURNS PASSION FOR REDUCING PLASTIC WASTE INTO THRIVING BUSINESS

BY NATALIE FEULNER PHOTOGRAPHY GARVIN TSO

**I**N 2017, AMERICANS USED UPWARDS OF 50 BILLION PLASTIC WATER BOTTLES, according to the advocacy group Ban the Bottle. Those billions of bottles litter streets, fill landfills and are contributing to a body of tiny plastic particles known as the Great Pacific Garbage Patch, which the Ocean Cleanup Foundation says measures more than 600,000 square miles, just under four times the size of California.

But one Cal State East Bay alumnus is doing his part to solve the nation's plastic problem.

Amer Orabi, 26, is the co-founder and director of operations at Pathwater, California's only aluminum bottled water company tailored to the everyday consumer — the person who might otherwise pick up a plastic bottle at his or her local convenience store or workplace vending machine.

Pathwater is not Orabi's first business venture, although it is definitely his most successful. He and co-founder and friend Shadi

Bakour call themselves "serial entrepreneurs," always looking for ways to build names for themselves.

Born and raised in Jordan, Orabi moved to the U.S. when he was 12 years old, and he recalls a childhood where trash and plastic, in particular, were a part of life. And as he got older and more aware, the sight and smells of the garbage stayed with him.

"Growing up in the Middle East, you're surrounded by trash, and people don't recycle ... [Shadi and I] were inspired by the problem, and envisioned ourselves as part of the solution," he said.

With the savings Orabi and Bakour had from smaller business ventures, the pair began building Pathwater — a company that sells chilled water in reusable aluminum bottles and is available at convenience stores at the same price point as plastic competitors such as Aquafina and Dasani.

"We always wanted to start a business and do something for ourselves, but hopefully for the community as well, and this is a way to do both," Bakour said. ▶



The average American will drink four bottles of water a day or 1,460 bottles per year if they are using plastic.



## RELIANCE ON RESOURCEFUL CREATIVITY

Pathwater's humble beginning started as an idea in the halls of Cal State East Bay, and Orabi and Bakour continue to attribute their success to the mentors Orabi had at the university.

"What you are today is a combination of all your past experiences," he said. "From my classes to the relationships I've built with my teachers, I owe a lot to this place."

The pair ran their business plan by Devine and others for feedback and often leaned on professors for advice and support.

"The people that are at the university are so amazing, these are people who've had their own success, and they want to pay it back and give it forward, that's a huge lesson I've learned from Cal State East Bay," Bakour said.

With a business plan in hand, the duo went looking for investors in 2015, but it wasn't easy.

"Everyone we knew told us, 'You guys are young, you're never going to make it,'" Orabi recalled.

But two investors gave them a chance (and \$75,000) which set the wheels in motion. Next came product development and plenty of growing pains as they tried to work within a bottled water industry designed to support plastic.

Pathwater's first run of 50,000 bottles was produced by a juice co-packing company in Virginia, but as the two eagerly opened the first bottles and took big sips, they realized they had a problem — the water had a light tea-like aftertaste. It went on the shelves anyway, and they ended up selling enough to show their initial investors and secure an additional \$200,000.

"You really get to know somebody when the times get tough,"



The Pathwater bottle is made from thick aluminum (a sliced bottle seen here) and can be refilled and reused several times.

## A WORLDWIDE PROBLEM

According to the Ellen MacArthur Foundation, it is estimated that by 2050, the ocean will contain more plastic by weight than fish, increasing the risk of ingestion by seabirds and marine wildlife.

Why is there so much plastic?

Two reasons, according to a recent report in The Guardian, are that globally humans buy a million plastic bottles per minute, and 91 percent of all plastic is not recycled, even if it is recyclable. And those numbers are growing, with a report by Forbes estimating that more than half a trillion single-use plastic bottles will be sold in 2020.

Single-use water bottles are commonly made from a thermoplastic polymer resin known as PET — polyethylene terephthalate — which takes 400 years to decompose naturally. And while PET is highly recyclable, the vast majority of PET bottles are not being recycled into new bottles, instead becoming synthetic fabrics for clothing, carpet, packing or small toys.

To combat the staggering statistics, several cities and other public entities, including school districts and community colleges around California, have banned the sale of single-use plastics on campuses. Companies such as Salesforce (which recently partnered with Pathwater) have also banned single-use plastic, creating a niche market for Pathwater and no doubt catapulting their success.

"Consumers and companies alike recognize the importance of sustainability and the need to ensure that sustainability is not just a marketing catchphrase but a necessary part of the products we make and consume," said Patrick Devine, a Cal State East Bay lecturer and Orabi and Bakour's mentor. "There is a global recognition of the importance of a zero-carbon footprint and eliminating waste for the generations that come afterward. Amer is making great strides in ensuring that sustainability is at the heart of his products."

**"According to the Ellen MacArthur Foundation, it is estimated that by 2050, the ocean will contain more plastic by weight than fish, increasing the risk of ingestion by seabirds and marine wildlife."**

Bakour said. "This has allowed us to look at life a different way. It's not a way to make \$10 million by selling something; it's more about building the business, building a legacy and making a huge impact."

## \$1 MILLION AND GROWING

In September 2017, Pathwater reached the "\$1 million raised" mark, a milestone Orabi and Bakour had only dreamed of hitting.

"To start a beverage company takes a lot of money and a lot of work," Orabi said. "You're competing against Pepsi and Coke; these guys have millions of dollars."

But what began as two friends with a dream has turned into a flourishing company of 16 employees with products and contracts with hundreds of vendors throughout California, Arizona and Nevada.

Pathwater bottles are in 200 California schools, in major Bay Area museums such as the California Academy of Sciences in San Francisco, in 700 7-Eleven convenience stores and in several hotel chains, including MGM Grand Las Vegas and Marriott. In 2018 Pathwater is co-branding a bottle with Salesforce, which Orabi says he hopes will open the door to opportunities with other Silicon Valley giants.

But both young men will always have a soft spot for schools, the market where Pathwater first started gaining traction.

"When I was in high school, it was all about who had the car with a V8 engine, and now it's who has a Tesla or electric car," Orabi said. "Nowadays, students are very environmentally aware and forward thinking, and we went after that."

These days, he's grateful for and proud of the success he can show his once-skeptical parents.

"My dad really thought I was crazy, and he didn't understand why with two degrees I couldn't just go get a job at a big tech company," Orabi said. "But my family was very supportive ... and one thing I have proved [to them] and everyone around us was that if you put your head down and work, you're going to do well. There is no such thing as wasted work." 

## Rising in the East

THE CAMPAIGN FOR CAL STATE EAST BAY



## Calling All Entrepreneurs

Innovation. Industry. Internships. These are priorities of the College of Business and Economics. Through close faculty relationships, such as those that helped Amer Orabi and his business partner Shadi Bakour start Pathwater, we accelerate our students' hiring potential. We are deeply dedicated to building the next generation of business leaders and visionaries to shape the future of the Bay Area. To learn more about how you can make a difference in the College of Business and Economics, contact Director of Development Penny Peak at [penny.peak@csueastbay.edu](mailto:penny.peak@csueastbay.edu) or (510) 885-4156.

# SOLAR WARRIORS

CAL STATE EAST BAY SOLAR SUITCASE PROGRAM PARTNERS WITH NATIVE AMERICAN TRIBES, ORGANIZATIONS NATIONWIDE

BY NATALIE FEULNER

**H**OOPA VALLEY, CALIF. — The Hoopa Valley is quiet and hot, the air dry and still, aside from the buzzing of insects along the nearby Trinity River. But in a small classroom at the Hoopa Valley Tribal Valley Education Center, chatter fills the room where more than a dozen people are bent over bright blue boxes, connecting wires and testing for power.

The group of Cal State East Bay students, alumni and professors are part of the university's Social Solar Impact Project and this summer spent a week in Hoopa, helping expand the university's solar suitcase program to other programs and universities across the nation.

Professor Karina Garbesi and associate professor Erik Helgren piloted the Cal State East Bay physics-environmental studies hybrid solar suitcase class in fall 2015 in partnership with the nonprofit organization, We Share Solar. The program, sponsored by Pacific Gas and Electric Company, allows students to learn about solar energy design for social impact by building stand-alone solar power and lighting systems called "solar suitcases" which are sent to energy impoverished schools and orphanages around the world.

The summer workshop included the collaboration of several representatives from the Hoopa Valley tribal leadership, Hoopa Valley High School and other Native American leadership from across the country, including Eriq Acosta, national director of Trees, Water and People in Colorado, as well as Ben Soce, lead experiential educator for the National Indian Youth Leadership Project in New Mexico.

During the multiday workshop, participants learned the basics of the solar suitcase technology and paired up to construct several suitcases, which will serve as inspiration for similar programs throughout the country. Many expressed feeling empowered and a commitment to continue learning more about solar technology and sustainable energy.

"We are interested in introducing these concepts to Native children," Soce said. "[Solar energy] goes back to the old ways of thinking, the idea that we can't take resources for granted."

He added he's hopeful that bringing the solar suitcase program to the youth at NIYLP will also open them to the possibility of pursuing solar-related careers.

"I think the experimental portion [of the workshop] will inspire them to do something with energy while also solidifying the idea that the environment is their responsibility and they have the power to change not just themselves, but the world," Soce said.

Acosta said he sees the suitcase program as a way to empower indigenous youth who struggle with generation trauma, and give them not only job skills, but a sense of accomplishment.

"Healing has to be community led, you can't just take the suitcases to a community and leave them there, [this program] challenges youth spiritually, emotionally and physically," he said. "We are building solar warriors." ■






**Trip Journal — Corey Stafford, cal state east bay**

**Monday, July 23, 2018**  
What was supposed to be a seven-hour drive to Tish Tang campground for the Social Impact solar workshop, ended up being a 14-hour detour. Our car was stopped by the Carr Fire, which had started just an hour before us driving through Whiskeytown on Highway 299 where fire crews had the road blocked off, leaving us with a wide-open look at the huge plume of black smoke forming just over the mountain. Despite the long day and everything that happened in between, I was able to get to know my two other passengers carpooling with me (Adam and Matt) and enjoyed the long day.

**Tuesday, July 24, 2018**  
Starting the day on a cooler note than the day before, I woke up for the first day of the weeklong workshop around 6:30 a.m. and went down to the Trinity River to rinse off. Surrounded by tall green trees, the river was even more beautiful than I had imagined. With the sun rising over the mountain behind me, it illuminated the warm waters as I floated around with the current.

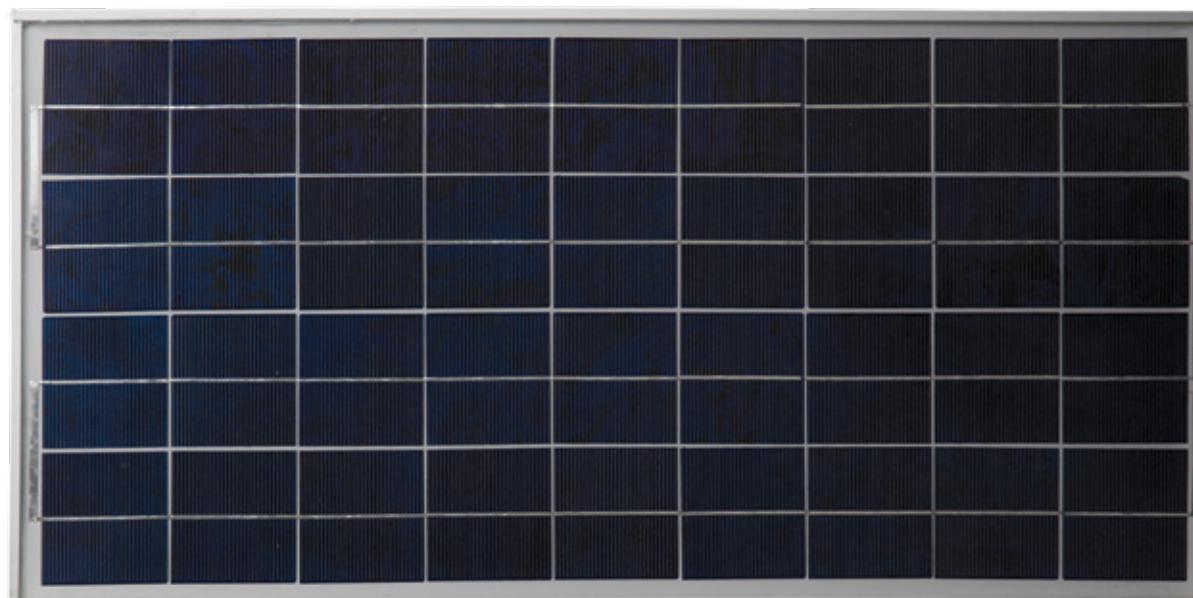
The first day of the workshop had nine suitcases built (four for Hoopa Valley High School and five others built by Native American Leadership groups) and three 50i suitcases (one for installation at the Tish Tang campground and two to be sent out internationally).

**Wednesday, July 25, 2018**  
The best part of my day was spent in the morning workshop working with two Hoopa Valley High School freshmen. Teaching them about the components of the solar suitcase and helping them with the electrical rewiring. It ended up being a great learning experience teaching the students on an individual basis and becoming better acquainted with each other.

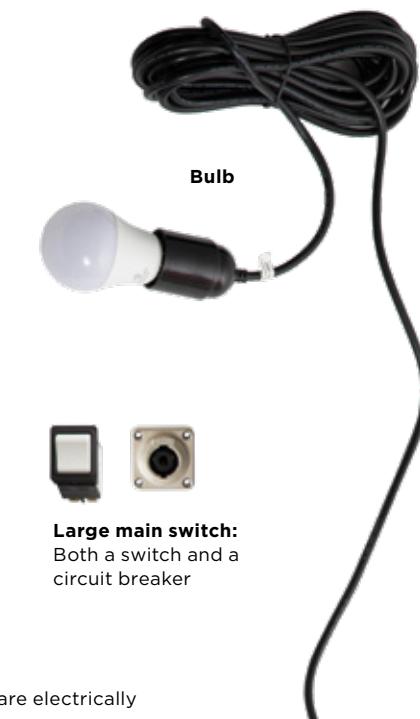
**Thursday, July 26, 2018**  
Our field trip out to Blue Lake Rancheria Microgrid and Humboldt State University opened up opportunities for the high school students and organizational leaders. The Native American students now have the opportunity to continue their education after high school and bring that back to their tribes to instill further development of solar technology and leadership at a local and national level.

**Friday, July 27, 2018**  
Two of the main components for the day was engaging with the students on troubleshooting, problem-solving, and understanding the overall functions of the solar suitcase. The second component was installing a 50i solar suitcase at Tish Tang campground at the Camp Host Building. It was a proud moment for everyone involved as students, Native American leadership and faculty all had a hand in building the final product for Hoopa and installing the solar suitcase system.

**Saturday, July 28, 2018**  
We packed up all of our gear in the early morning and headed down for one last dip in the Trinity River. Thinking back, it was a very successful week. Helping educate people about energy poverty alleviation, spreading awareness about environmental justice and natural resource conservation, and the work we've done is something I will never forget.



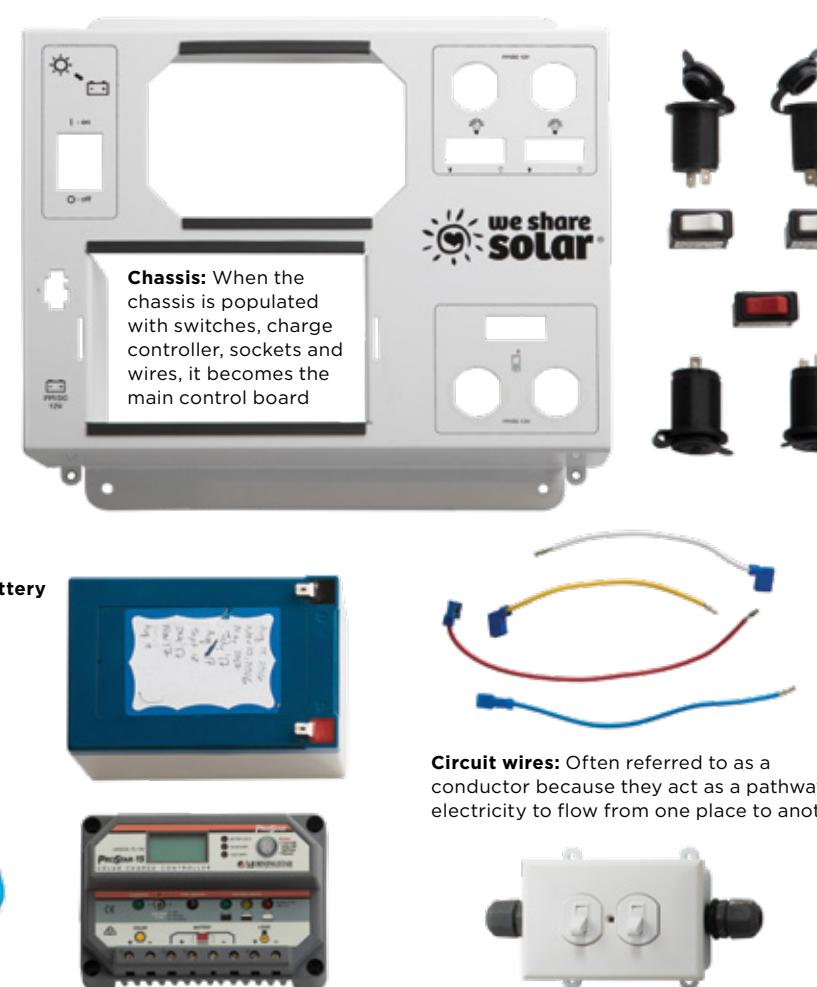
Solar panel



**Large main switch:**  
Both a switch and a circuit breaker



Battery



**Charge controller:** Regulates solar charging and load discharging to and from battery, maximizing its lifespan

**Two switch:** Used to extend the suitcase's lighting capacity to more lights and spaces

**Terminal blocks:** Where the wires are electrically bonded together



## A Commitment to Success

### Professors Karina Garbesi, Erik Helgren awarded CSU Faculty Innovation and Leadership Award

Cal State East Bay's Karina Garbesi and Erik Helgren were announced this fall as two of 26 recipients of the annual California State University Faculty Innovation and Leadership Award.

The dynamic duo is behind the university's Social Impact Solar program, a physics-environmental studies hybrid course started in fall 2015 in partnership with the organization We Care Solar's "We Share Solar" program. The program allows students to learn about solar energy design for social impact by building stand-alone solar power and lighting systems called "solar suitcases" which are sent to energy-impoveryed schools and orphanages around the world.

According to the CSU, the annual awards recognize faculty members who have exhibited a commitment to student success as outlined in the system's Graduation Initiative 2025. Some are granted to campus teams, while others honor faculty leaders, but all awardees have demonstrated expertise in a variety of fields, according to the CSU.

"World-class CSU faculty are leading the charge as our university continues its remarkable progress in improving student learning and degree completion," said CSU Chancellor Timothy P. White. "These exceptional recipients demonstrate leadership in their

respective fields and incorporate cutting-edge techniques into curricula. Their commitment to student success ensures that the value of a CSU degree continues to increase."

Helgren said he is honored and humbled to receive the recognition and credited his Cal State East Bay colleagues for making the university a "wonderful place to work."

"Our shared passion and commitment to social justice and STEM education issues were what originally brought us together to dream up co-teaching a class," Helgren said. "In the end, it has just been so much fun and richly rewarding seeing the impact this class has had on our students' lives not only during the term they were in our class but also beyond, through their volunteering, internships, participation with partner nonprofits and into their careers."

For Garbesi, the Social Impact Solar program has been what she called the most fulfilling work of her career.

"I am so grateful to this university and the CSU system for enabling me to share my passion for direct action on sustainability and social justice with our students through our Social Impact Solar program," she said.



# A TALE OF TWO POVERTIES

## HOW ONE CAL STATE EAST BAY ALUMNUS IS ABOLISHING SLAVERY

BY NATALIE FEULNER

**T**HE YEAR WAS 2003. Headlines about violence in Darfur sprang off the pages of newspapers, during morning broadcasts and on car radios.

“First genocide of the 21st century.”

“Darfur genocide has caused the death of 400,000.”

“Genocide displaces more than 3 million people.”

Thousands of miles away in Oakland, a young musician and Cal State East Bay alumnus found himself captivated by the words of journalists and documentarians covering the crisis.

And within a few years, Justin Dillon, now CEO of FRDM — a software platform that helps companies measure risks of slavery in their supply chain — was a full-time modern-day abolitionist.

### AN EARLY NOMAD

When he was a child, Dillon’s family lived all over the East Bay. He attended four different schools by fourth grade and called Fremont, Oakland, Berkeley and Danville all home. But he argues that frequent moving helped shape him into someone who consistently looks beyond his own neighborhood.

“[Moving] gave me an interest in being out in the world,” Dillon said decades later from his co-working office space in the heart of downtown Oakland. “What I love about the East Bay is that it offers a vantage point to a capital city. You have the ability to be near such an influential city and are able to interact with it while also having the freedom to create, to have a family ... to me that’s been an incredible balance.”

Dillon’s nomadic heart has served him well, allowing him to travel the world as a musician, then as a documentarian and the head of FRDM.

“Life has offered me unique opportunities which I’ve said ‘yes’ to without really knowing where they would go,” Dillon said. “I tend to pursue ideas that both interest me and are hopefully meaningful to society.”

For a long time that was music.

After completing his degree in psychology from Cal State East Bay, Dillon began pursuing his ►



Before forming Made in a Free World, Justin Dillon was a music producer.  
COURTESY OF JUSTIN DILLON

passion for music, eventually signing record deals with companies like Universal Records, touring the world and appearing in soundtracks for full-length movies and various television shows.

But all the while, the headlines about Darfur and human trafficking continued.

## CALL+RESPONSE

After several benefit concerts raising funds for various human rights organizations working to end the slavery and other human rights grievances, Dillon decided to make a documentary blending music from artists such as Imogen Heap and Moby with footage of human trafficking.

The resulting film, "Call+Response," juxtaposes performances from artists with interviews from journalists and activists, including Nicholas Kristof of the New York Times and former U.S. Secretary of State Madeleine Albright.

"When I started making a movie, I didn't know what I was doing, I was just trying to make something that could move the needle on the issue," Dillon said. After draining his savings account (which Dillon still attests may have been a "dumb thing to do") and finding friends from the industry to work for free, he rented a studio and invited artists to come and perform for the film.

"It was a big life lesson for me," he said. "When you put yourself in a vulnerable position to make a difference, it creates a sort of invitation for others to join you with skills they are already good at and resources you don't have. People want to make a difference with who they are, not just what they can give."

As he continued working on the film, it opened Dillon's eyes to how widespread yet unseen modern day slavery is in everyday life. According to the International Labour Organization, there are 40 million slaves worldwide in industries ranging from electronics to the cotton used to produce clothing.

"We are enjoying products produced with slavery every day," he said. "We owe those forced to produce our lifestyles a debt of attention and a commitment to buy better. Getting to live where I do, getting to live as I do ... I am benefiting off other people's grief."

"Call+Response" premiered in November 2008, the week the U.S. market crashed. Giving was the furthest thing on people's minds.

But something shifted. A conversation started.

"[The film] touched on two types of poverty – what I call the poverty of means and the poverty of meaning," Dillon said. "The poverty of means is a lack of access (such as lack of clean water or basic human rights), the poverty of meaning is a lack of purpose and meaning. This poverty affects us all and pulls us into social media apps to look at other people's lives. We're looking for someone to tell us we matter."

Dillon argues the film worked because it addressed both poverty at the same time. Viewers heard from celebrities or people they could relate to, but also learned about the harsh reality of children working and living in brothels.

"You were drawn to something that matters and given something that matters to you," he said. "I believe change now and change going forward must address both poverty unapologetically."

Ultimately, within the first few weeks, the film raised \$250,000 for projects around the world. But more than that, Dillon said, it encouraged people to leverage their wallets, to talk directly to the companies they buy from.

## MADE IN A FREE WORLD

Within the first year of its release, "Call+Response" gained national and international attention and the Clinton Global Initiative reached out to Dillon about creating a platform called SlaveryFootprint.org. The website, which has now seen more than 30 million footprints, asks a simple but poignant question: "How many slaves work for you?" Visitors can select various household/everyday products and see how many slaves may be attached to the production of those items.

"Slavery Footprint became a massive story all around the world," Dillon said. "Our office was full of bright-eyed millennials just cranking out the message; people were using our mobile app to spread awareness and sending emails to companies to let them know as well. It just went everywhere."

President Obama spoke about Slavery Footprint on the 150th anniversary of the Emancipation Proclamation, which ultimately made way for Dillon's next endeavor — a charitable organization called Made in a Free World. The mission was to create awareness around slavery in supply chains.

Companies were coming to MIAFW looking for solutions. So he founded a software company called FRDM which allows businesses to analyze the likelihood of forced and child labor practices in their supply chains. Companies large and small, including big-box retailers and well-known electronics companies alike, use the software to reduce the chances of slave labor being involved in producing everything from copy machines to employee polo shirts.

"Consumers increasingly expect the companies they buy from to offer them products that have value and values like no forced labor ... FRDM connects buyers and sellers with the same values," Dillon said.

Dillon says the 50,000 or so businesses on FRDM are indicative of a more significant trend of companies looking to be proactive about making sure their practices are sustainable and humane.

"It's not enough to simply have a policy statement anymore, and cause marketing is not getting the return it was eight years ago; now you have to walk your talk," he said.

In this way, Dillon says, companies (and consumers) are taking an active role in abolishing slavery and building the world they want. And yes, FRDM has had its critics. People sometimes argue it's bad for business,



## Modern Slavery by the Numbers

**40 million**

The number of modern slaves in 2016

**\$90**

The average cost of a slave today

**403,000**

The number of people enslaved in the U.S.

**\$150 billion**

The number of illegal profits generated by forced labor

*This data was compiled from various sources, including The Global Slavery Index, 50forFreedom and the International Labour Organization.*

but Dillon said he and his team try to take the criticism in stride and use it as motivation.

"We want to make these purchase decisions easy and non-emotional," he said. "With FRDM we're leveraging an activity you do every day (buying) and helping you do it better, and in doing so make the world a better place. On the outside, buying better doesn't look like traditional human rights or international policy work. It's marketplace work, which when done right, can scale on its own without the need of additional donation dollars or laws ... and I love that." **EB**

Justin Dillon at a refugee camp during the production of his film "Call+Response."  
COURTESY OF JUSTIN DILLON

Dylan Hernandez (center)  
with members of the Cal  
State East Bay baseball team.  
© BIANCA GENTRY



Cal State East Bay Athletics Teams 'Draft'  
Bay Area Youth

# Team IMPACT

BY ILENE LELCHUK

**D**uring the last few years, Dylan Hernandez has spent a total of 47 days in the hospital, including right before school started this fall at James Logan High School in Union City.

Dylan, 14, has ulcerative colitis, a painful inflammatory bowel disease that preoccupies his world — crippling his academic life as well as his dreams of playing high school and college baseball. At times it leaves him feeling isolated and depressed.

But Cal State East Bay's baseball team has a message for Dylan: He is not alone.

The baseball team is one of two Pioneers teams this year that "drafted" a Bay Area youth who is facing a critical or life-threatening illness.

Dylan joined the baseball team last spring just before their game against Sonoma State. And 12-year-old Bella LaVigne of Hayward, diagnosed with a form of cancer called neuroblastoma, has been hanging out with the track and cross-country team since her signing ceremony last fall.

Dylan and Bella were matched with Cal State East Bay through Team IMPACT, a non-profit that fosters relationships between ill children and collegiate athletes across the nation. Some bonds become lifelong and impact the university students as powerfully as the children.

"What our program aims to do is improve children's perspective, their sense of belonging, and their confidence," said Team IMPACT case manager Lynn LaRocca.

So far, Team IMPACT is a grand slam with the children, their parents and their teammates, who are enriched by serving their community.

"Having Dylan join our team was something that brought us together as a group, both on and off the field," said former baseball team captain Andrew Fernandez, a 2018 graduate ►



who now plays professionally in Australia. "Dylan's presence made the tense game day environment lighter and more relaxed, which was a big deal to most of the guys on the team."

Off the field, teammates have taken Dylan to a golf course driving range and attended one of Dylan's Little League games last spring. They text to keep in touch, too.

For Dylan, who also has juvenile arthritis, his time with the team is an escape from thinking about his pain, frequent bathroom trips and blood infusions. And it doesn't matter that he's younger than his Pioneers teammates.

"It's like, we all relate because baseball is what we love to do," said Dylan, who practices with his high school team but hasn't been well enough to play.

The day Dylan met his Cal State East Bay baseball team, they invited him to participate in warmups. Dylan caught pop flies in the outfield and took grounders with the infielders.

"He was surprising our guys," said Assistant Coach TC Fairfield. "At bat, he smoked some balls pretty good. It's the cherry on top of him being a nice kid all-around."

Dylan's mother Bianca Gentry is grateful for the program.

"Team IMPACT has really given Dylan hope, given him people to look up to, and taken his mind off what he's suffering from," she said. "He told me once, 'I'm tired of people asking me about it, asking me if I'm OK. I just want to be a kid and play baseball!'"

On the track and cross-country team, Bella has settled in since her ceremonial signing day last fall, when she proudly received a Pioneers jersey and other team swag.

Bella was diagnosed two years ago with neuroblastoma after doctors

found a tumor in her abdomen. Surgeries, chemotherapy, radiation, a bone marrow transplant and immunotherapy followed.

Bella, who now celebrates that the cancer is in remission, missed more than a year of school during treatment, which means she began this year a grade behind her peers.

"It's just hard when you return to school and your friends are going to middle school and you are not," said Bella's mother Joy LaVigne. "But Team IMPACT has made her feel like part of something that was special, just for her."

There is no disputing Bella's place on the team. They've carved Halloween pumpkins together, enjoyed a summer swim and watched "Incredibles 2." She recently joined the team for a pre-meet dinner of Subway sandwiches in Coach Tony Nicolosi's office.

Bella, who walked into the room wearing bright yellow Mickey Mouse leggings and a red T-shirt bearing the word "Happiness," was met by teammate high-fives.

"It's kind of cool that I'm the youngest one here, they all know my name," Bella says with a big smile.

As they ate, the team planned their next meet-up and sat in a circle on the floor and played Uno.

No one went easy on Bella, and her mother noted it's a sign that "she's really part of the team."

Runner Andrea Romero said Bella provides something important for the team, too.

"She gives us extra motivation and inspiration," Romero said.

Six more Cal State East Bay teams have volunteered to host honorary teammates and are awaiting their matches in the coming months. ■

# THE CAMPUS

# Concord

Concord campus location fosters close connection to nature

*Editor's note: The Concord campus is intimately connected to the land and space around it. In this op-ed, Concord Campus Director Robert Phelps reflects on a fire that damaged several acres of university property and served as a harsh reminder of the intricate dance between the campus and the land on which it sits, which faculty, staff and students have come to admire and respect.*

**O**n June 29 at approximately 3:40 p.m., a truck traveling past the Lime Ridge Open Space near the border of Walnut Creek and Concord backfired, and the sparks flying from the vehicle's tailpipe ignited the dry brush lining Ygnacio Valley Road. Pushed by a sustained wind of 12 mph, the fire quickly moved east, charging up the Diablo foothills and snarling Friday commute traffic. Within 15 minutes the blaze crested Lime Ridge and jumped Crystyl Ranch Drive, spilling onto the property of Cal State East Bay's Concord campus and forcing the evacuation of two residential subdivisions.

By previous agreement, the Concord campus became the command center for emergency operations. First responders from multiple agencies, including Cal Fire, Contra Costa Fire, Concord Police and University Police, flowed in and out of the campus lots, a procession made easier by the fact that classes were not in session on that late Friday afternoon. By sundown the flames were largely out, but not before roughly 300 acres burned, including some 15 acres of university property. Thanks to the work of first responders, however, no one was injured and no structures were damaged.

The Lime Ridge fire was the most recent example of the Concord

campus's close connection to nature, a relationship determined by its unique geographic setting. Located slightly over a mile from Mount Diablo State Park, the university's 384 acres lie in a pocket where modern suburban developments adjoin protected open space, making the site a vibrant meeting ground where students, faculty and staff regularly intersect with local wildlife.

The campus's principal connection to Mount Diablo lies to the south along Galindo Creek. Originating on the western slope of the mountain, the creek runs under Crystyl Ranch Drive before enveloping the eastern edge of the campus. Protected by dense native foliage, the creek provides habitat for dozens of native species, including deer, coyotes, bobcats, rabbits and squirrels, as well as a variety of reptiles, amphibians and birds. A small tributary, typically dry, skirts the student parking lot, providing additional habitat before joining the main creek as it winds under Ygnacio Valley Road and into the city of Concord.

Much of the Concord campus ecosystem remains hidden by the line of hills that form a crescent around the instructional buildings and parking lots. Yet the wildlife that lives on the ridge, grasslands and creek bank continues to spill onto the main section of the cam-

pus. Most members of Cal State East Bay's Concord community, whether faculty, staff or students, have their own stories about natural encounters, from five-point bucks barring the entrance to administrative offices to snakes sliding across a pedestrian path; from red-tailed foxes hurrying up a campus hill to local raptors diving into the canyons that surround student parking.

Non-human members of the campus community appear with comforting regularity: wild turkeys roam the quad throughout the summer and fall. In the spring, students taking night classes might hear coyotes howling just over the hill. A lease agreement with a local rancher leaves cattle grazing on the hills overlooking the quad half the year, cows bellowing for their calves whenever they lose sight of them. A local cyclist racing through the campus loop on a summer evening reports a small bobcat sitting on the curb, calmly watching students drive by.

When students attending classes at the Concord campus ascend the path linking the main parking lot with the campus entrance, they encounter signs instructing them to be on the lookout for rattlesnakes. "Rattlesnakes," the signs read, "are important members of the natural community. They will not attack," however, if they are

"disturbed, or cornered, they will defend themselves." There has not been a single incidence of snakebite in the 25 years since the Concord campus opened. Although actual encounters are rare (University Police typically "catch and release" one to two rattlesnakes a year), the signs serve as a reminder that the humans who make up the Concord campus community are cohabitants of a larger, rich ecosystem.

Beyond adding charm to the daily goings-on of university life, the Concord campus's location in an urban-wildlands interface offers an important opportunity for experiential learning and community engagement. Cal State East Bay faculty and students have begun taking advantage of that opportunity. Assistant Professor Patty Oikawa's environmental science students twice journeyed from Hayward in spring 2018 to conduct fieldwork on the south side of campus, taking soil samples, cataloging campus flora, and mapping the site with GPS software. Campus staff has met with local conservation leaders on the important work of creek restoration. Faculty and staff have begun developing plans for the establishment of a permanent field station as a site for research and learning, making the "campus wild" accessible to all members of the Cal State East Bay community, regardless of their home campus. ☐



# Funding Faculty

Professor emerita gives \$1.5M to support collaborative science research

BY NATALIE FEULNER

**P**rofessor Emerita Joan Sieber spent her life sticking to a budget and investing what she earned. Now, she's investing in the future of Cal State East Bay faculty and students.

In late March, Sieber and the university announced her \$1.5 million planned gift dedicated to creating an endowment for the College of Science Collaborative Research Program, which provides small grants for those faculty — both new and tenured — who are working on projects involving students and regional industry experts.

"If you love teaching and you really want to help your students learn how to do applied research to better prepare them for careers at a local science or technology firm, how do you do it? Collaborative research," she said, answering her own question.

## FILLING A FUNDING GAP

As a former program director at the National Science Foundation, Sieber realized that only 12 percent of proposals (which sometimes take months to write) are funded, and are often successful only after scientists have shaped their applications to what an agency wants, instead of what the project requires.

"This means that young, new faculty coming in fresh out of graduate school don't have funding, and it also means that faculty who love to teach and don't want to be administering huge grants — which may be a whole lot of work and a distraction from the science — don't have a ready source of money," she said.

According to Sieber, the new grant program will allow the College of Science to pay a stipend to student researchers, purchase materials and, if needed, travel to a professional meeting or conference. "My hope is that over time, it will be used for recruitment in the College of Science so new faculty coming in can be told about the program and maybe even start working on a proposal before they get here," Sieber said.

Vice President of University Advancement William Johnson said Sieber's gift to Cal State East Bay is a testament to her dedication to creating an opportunity for students and faculty.

"Joan is ensuring that our students are better prepared for their careers, while also providing key pathways for new faculty at the College of Science to have resources to advance their work," Johnson said. "The university is very grateful for her partnership in such an important area."

## BEYOND THE SCIENCE

Sieber also thinks the program will create opportunities for students to gain not only valuable research skills but also the soft skills required to excel in the workplace through partnerships with industry experts. These include things such as appropriate work behavior, realistic expectations about pay and duties, and navigating company politics.

"The thing people need to understand is that when they get out of college, they need to have good work habits and learn what are appropriate expectations to have of the industry," Sieber said.

Once the research program is off and running this fall, Sieber hopes other donors will step up and help expand the grants. She argues that people don't have to be wealthy or donate a large sum to make a difference, and the intrinsic payoff is exciting and rewarding.

"I am not wealthy," Sieber said. "As a faculty member, I was able to learn how to invest and now to give back to the university, and a contribution such as this can do a lot to shape a particular department and the future of Cal State East Bay science students." **EB**

**"Joan is ensuring that our students are better prepared for their careers, while also providing key pathways for new faculty at the College of Science to have resources to advance their work."**



## Help Us Fill Funding Gaps

**YOUR PLANNED GIFT MAKES A DIFFERENCE.**

Think of the impact your legacy gift will make on Cal State East Bay Pioneers. Your planned gift can support student success, faculty priorities and much more. For more information, contact Andrea Rouah, 510-885-2426 or email [legacy.giving@csueastbay.edu](mailto:legacy.giving@csueastbay.edu).

**EAST BAY** Rising in the East

Joan Sieber © GARVIN TSO

# CLASS NOTES

## 1960s



**JAMES LAWRENCE SULLIVAN** (B.A. '57, Psychology) currently lives in Vietnam and is the CEO of Shamrock Enterprises. He fondly recalls his professors and marrying his first wife.

## FOREVER PIONEER

The Forever Pioneer Network wants to hear from you. Share news about your career, accomplishments, fond memories and changes in your life with fellow Pioneers and the university community.

Submit your class note online at [csueastbay.edu/alumni](http://csueastbay.edu/alumni).

CAL STATE  
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## WILLIAM FREDERICK SHAW

(B.S. '61, Education) is in the process of retiring after working overseas as a doctor of public health for close to 40 years at Developing Indigenous Resources. As a proud member of the first graduating class of Alameda County State College, he is hoping to have time to reconnect with former classmates and spend time in the East Bay.

**LAWRENCE J. CORMIER** (B.A. '68, Social Science) is currently retired from his private practice as a licensed psychotherapist. Cormier was one of the first students at the university and remembers when the new gym and stadium were built. He was a member of the track team and selected for the All American team in 1968. After graduation, he served in the military from 1968-1972. He later married Omie Mills, class of 1967, eventually having six children (and now nine grandchildren.)

## 1970s



**MICHAEL MOLAMPHY** (B.A. '72, Biology) has been a doctor of optometry for 39 years and encourages all students to overcome their setbacks and persevere to achieve their goals.



**JOHN BENEDICK** (B.S. '73, Physical Education) recently announced his retirement as

the senior associate director of athletics at Massachusetts Institute of Technology, effective at the end of the 2018-19 academic year. In addition to his position at MIT, Benedick is also the director of NCAA compliance for MIT's 33 intercollegiate teams and played a key role in developing the design of the swimming and diving complex in the Zesiger Center. Prior to moving into administration, Benedick spent 22 years coaching the men's and women's swimming and diving teams, as well as serving as the head coach of the men's water polo team. He was also a two-time Coach of the Year honoree by the New England Intercollegiate Swimming Association while serving as the president of both the Collegiate Water Polo Association and the New England Intercollegiate Swimming Association.

**DEBORAH DAHL SHANKS** (B.A. '78, History; M.A. '78, Music) is a retired community college music professor. After retiring from teaching music at DVC College for 30 years, working on the United Faculty Association and the Faculty Association of California Community Colleges Board of Governors, Deborah decided to learn harp. She now has had six books of harp arrangements published and credits Cal State East Bay for teaching her how to learn and speak out.



**PEGGY FULTON HORA** (B.A. '75, Political Science) is the president and co-founder of the Justice Speakers Institute LLC and was recently a featured speaker at the sixth World Forum Against Drugs in Gothenburg, Sweden. Judge Hora is considered a founder of the problem-solving courts movement, which offers real help and healing to people with substance use disorders all over the world. She presided over one of the first drug treatment courts in Alameda County, held leadership positions in numerous national and international organizations promoting and

developing specialty courts, and is an honorary president of the International Therapeutic Jurisprudence Society.



## 1990s

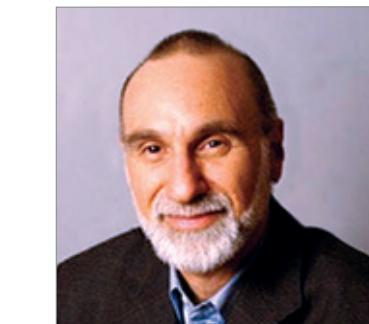


**SEAN BREARCLIFFE** (B.A. '91, English) is currently a judge with the Arizona Court of Appeals, Division 2 after being appointed in September 2017. Division 2 of the Arizona Court of Appeals has jurisdiction over the seven southern counties in Arizona.

**KERRILYN ELY** (M.A. '97, Public Administration) recently retired from nearly 30 years of public service, most recently as recreation superintendent with the Hayward Area Recreation District.

**THOMAS SUBIA** (B.S. '99, Science/Statistics) is currently a senior quality engineer with IMG Precision. Since graduating from Cal State East Bay, Thomas has worked at DuPont, Lawrence Livermore National Lab and Northrop Grumman as an engineer, statistician and quality engineer.

## 2000s



**ROBERT SCHOEN** (B.A. '04, Music) is a jazz musician, bandleader and composer. Robert is also a retired optometrist after a 37 year career in the field. He recently completed a coast-to-coast walk across the U.S., over 2,600 miles. A book about his walk is forthcoming.



**DANIEL PONCE** (B.S. '09, Business Administration) is currently a regional property director with Affordable Housing Associates.



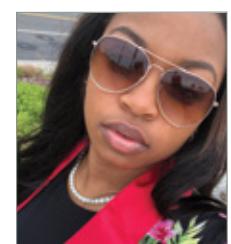
**HOMAIRA (MYRA) NAWABI** (M.A. '14, Urban Teacher Leadership) is currently a senior product design engineer at Lockheed Martin Space and was recently featured in a segment on Voice of America featuring Afghan-American women in technology. One of her fondest memories of Cal State East Bay was getting kicked out of the mathematics lab because it was closing and she and other students were still working on their first homework problem.

## 2010s

**JASMINE THERESA ROSEMARIE GRAHAM** (B.A. '18, Sociology/Ethnic Studies) is currently a student life and leadership programs graduate assistant at Cal State East Bay. She is proud of getting into graduate school, especially as a first-generation student, which she credits to the encouragement of her family, friends and her faith.



**MARIA PEREZ** (B.S. '15, Business Administration) recently accepted a bursar position at Merritt College in Oakland. She reflects fondly about her time at Cal State East Bay and the accomplishment she feels being a first-generation college graduate.



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## In Memoriam



**BRADFORD MCCULLOUGH** (B.S. '79, Computer Science) retired in 2016 after 36 years at Chevron, which Bradford credits partially to the Cal State East Bay alumni who worked for the company before them. Bradford currently volunteers with a variety of groups, enjoys hiking, playing bocce, quilting and traveling.



**LORIE HIRAHARA** (B.S. '87, Physical Education) died Aug. 14 after a short battle with cancer. Lorie was a highly competitive heptathlete on the women's track and field team in 1986 and 1987. She also competed in weightlifting in the early 90s.

**BERNARD MCGUINNESS** (Criminal Justice) died May 15 surrounded by friends and family after a lifelong career in the Air Force and law enforcement.

**KIRK CHARLES VORSATZ** (B.A. '96, Business Administration) died in his home surrounded by loved ones on May 20 after a long battle with cancer. Prior to

his diagnosis, Kirk had a career in sales as the top recruiter for Hall Kinion and Kforce. He later became the founder and CEO of KirkSearch, a technical recruiting firm. According to an obituary in the San Mateo Daily Journal, Kirk was known for his big heart, larger than life personality and bold sense of humor.



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## PARTING SHOT

Cal State East Bay has long been committed to sustainability efforts both in and out of the classroom. This includes the university's commitment to carbon neutrality by 2040, incorporating solar panels in building design (seen here in a photo with Professor Karina Garbesi from 2010) and creating sustainability overlays, local graduation prerequisites. JESSE CANTLEY



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