

NEWSMAGAZINE FOR ALUMNI AND FRIENDS OF CAL STATE EAST BAY

HAVWIRE



Making Music
Grammy-winning Producer
John Burk

Spring 2005

Message From the Alumni Director

Dear Friends,

I would like to share with you a new adventure I am about to tackle. Effective in July, I am retiring from my position as staff to the Alumni Association to start my own home repair business.

It has been a great experience working for the alumni, and I am sorry to move on. Before I go, I'd like to share with you my pride in being affiliated with our Cal State University.

A year and a half ago, I went to a large reception attended mainly by people from the University of Chicago and Harvard and others who define the Eastern educational elite of our country. When I told them I worked here at Cal State East Bay, I could sense a sort of condescending "how nice" look in their eyes and in the tone of the conversation.

But then I told them that our university is perhaps the most diverse institution of higher education in the country, truly reflecting the economic and social diversity of our population. I told them that we have world-class graduate programs in education, business and other fields.

I told them that we are making a real difference in our students' lives – that our teaching here makes a gigantic difference in real career and life outcomes. I told them about President Rees' annual request at commencement for those who are in the first generation of their families to graduate from college to stand up and that half the stadium crowd rises to its feet. I told them that more than half our students are working while going to school, half of them full time.

I was proud to tell them I work at a university that is taking thousands of young people from disadvantaged



Thomas Hoeber

backgrounds and leapfrogging them into the middle class.

As CSU Chancellor Charles Reed said recently, we are everything Harvard aspires to be.

I didn't tell them about all the exciting new things that are happening on campus now. Everywhere you go on campus today there are piles of dirt, dirt we love because it is on construction sites for a University Union expansion, new student housing and the new Business and Technology Center. We have recently launched the Bay Area Regional Biotechnology Center and the Small Business Development Center.

There are too many "I's" in the preceding paragraphs, but they are really "you's." You are what makes this university great. You are our stars. Please take a moment to reflect again on the education you received at Cal State East Bay and the difference it has made in your life.

It's hard sometimes when you are deep in day-to-day issues of rising student fees (still the lowest in the country) or are concerned about what the name change may do to the value of your diplomas (it will rise, I assure you), to lose sight of the big picture.

The big picture is that we provide a great education to people who really use it to change their lives and their communities.

We can be proud of that.

And I am proud to have been a part of it.

Thomas Hoeber
Director of Alumni Relations

Haywire is published four times a year by the CSUEB Alumni Association for its members and friends. Please address inquiries to the CSUEB Alumni Association, Cal State East Bay, 25800 Carlos Bee Blvd., Hayward, CA 94542 or call (510) 885-2839.

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ON THE COVER

John Burk, the genius behind

Genius Loves Company

See stories pages 4-6.

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Feedback Forum

Honor Diversity

I was surprised to see the university's name change. I hope that it does not take away from aspects of this university that have always been appealing to me as an alumna and returning master's degree student: its smaller size, affordability and personal feeling. It would be sad if the underlying intention of the name change were merely to focus on the more financially lucrative scientific and business-based degrees.

While these programs are important, this is also a liberal arts college serving a large student population of non-native English speakers, students with physical and learning disabilities and re-entry students like myself. We also have been traditionally known as the "Teacher's College." From small, flexible master's programs such as history and anthropology to the biotech certification and bachelor's of music degrees, our university has something for everybody. Hopefully, the new name will honor that diversity, not disrespect it.

Mercedes Hardey, '00

We Want to Hear From You!

Got an opinion, comment or issue you'd like to share? Send your letter-to-the-editor of 250 words or less to Haywire Editor, WA908, Cal State East Bay, 25800 Carlos Bee Blvd., Hayward, CA 94542. Fax letters to (510) 885-4800 or e-mail to donna.hemmilla@csueastbay.edu. Please include your name and year of graduation if you are an alumnus and an address and daytime phone number. Letters will be printed at the discretion of the editor and may be edited for publication.

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Alum Moves Fleets to Deliver Tsunami Aid

By Kim Huggett

Leading a team coordinating U.S. disaster relief after December's Southeast Asian tsunami gave Bong Cabling a pretty good reason to postpone completion of his executive MBA degree from Cal State East Bay's Singapore program.

"America was the only country in the world that could have responded on land, sea and in the air," said Cabling, director of the logistics support center for the U.S. Navy's regional contracting center in Singapore. "We brought together an aircraft carrier and 17 ships, some arriving from Hong Kong and others from the Persian Gulf. With infrastructure destroyed at Banda Aceh island off Sumatra, we knew we'd have to deliver the relief supplies with helicopters directly from our ships."

"It was the greatest feeling in the world for me as I watched the television news clips of children running up to American helicopters for bottles of clean water that we helped get there."

Cabling, 53, eventually completed his degree and became one of 200 graduates of Cal State East Bay's executive MBA program in Singapore. Retiring in 2001 as a U.S. Navy commander with 25 years of worldwide service, including the first Gulf War, Cabling took over his position three years ago and moved wife Mary Jane, 15-year-old daughter Katrina, and 16-year-old son Mark from their home in Dublin, Calif., to Singapore.

"When I found out that Cal State East Bay had an executive MBA program here in Singapore I made a hometown decision to be a part of it," Cabling said. "I told my dad I was going to Cal State and at first he thought it meant we were coming back to the Bay Area."

In his current position Cabling draws on his previous military experience to run an 18-person operation with 25 contractor employees that keeps supplies moving throughout South Asia for the world's largest navy. Each month Cabling's team coordinates the transfer of 265 20-foot-long ship container supply units to the U.S. Navy base at Diego Garcia in the Indian Ocean.

When the tsunami hit on Dec. 26, Cabling said he knew his team would have to step up operations in a big way. As they began coordinating the efforts of two converging U.S. fleets, Cabling realized that the widespread destruction would make it nearly impossible to deliver aid using the regular distribution channels.

"We needed to get 30 tons of medical supplies and all kinds of equipment on the ground as fast as we could get there,"



U.S. Navy personnel load a helicopter with urgently needed tsunami relief supplies.

he said. "We knew that the only way to get it done would be to have our helicopters take it right from the decks of our ships. Because Americans made it happen, lives were saved."

Because of the time he spent working on the crisis, Cabling missed the Asian studies business module for his Cal State East Bay executive MBA program. Fortunately, in March the university's Transnational Executive MBA program, known as TEMBA, brought 20 participants from the Bay Area to Singapore to complete the same module. Cabling was able to pick up the final course needed to complete his degree.

During their Singapore trip TEMBA participants visited the huge Jurong Island

petrochemical logistics facility run by 150-year old Belgian company Katoen. It was Cabling, however, who was able to add a personal account to his classmates about the importance of managers needing a solid background in logistical planning.

"Bong's work was a great demonstration of how American supply chain expertise comes into action when the world faces disaster," said Cal State East Bay adjunct professor Dirk van den Berghe, who is based in Bangkok but teaches in the university's Singapore program. "These are some of the same principles that apply in business, but in Bong's case it saved lives in the midst of a tragedy that the world watched happen."

Student Groups Raise Relief Awareness and Cash

A coalition of student organizations at Cal State East Bay is working to keep the tsunami disaster fresh in the minds and pocketbooks of the university community.

In the aftermath of the Dec. 26 earthquake and tidal wave, the CSUEB Tsunami Relief Coalition formed to raise money for the affected regions, where many university students have ties.

In the fall quarter, the university had 634 students enrolled from the 12 countries the disaster hit.

"The effect is long-term," said Devinka Peiris, a student from Sri Lanka. "The rebuilding has not even started in some countries."

Peiris' family lives close to the beach

but survived the tsunami unscathed. She is one of many student volunteers raising money for those thousands who weren't as lucky as her family.

The Office of Student Life, Associated Students Inc. and 13 campus clubs have pulled together with the help of faculty and staff to raise money for the East Bay United Nations Association and UNICEF.

Students have set up collection tables, sold black ribbons and hosted both an educational forum and a fund-raising bowling night at the Holiday Bowl in Hayward.

To learn more about the CSUEB Tsunami Relief Coalition, visit <http://www.csuebtsunamirelief.org/>

Music Makers

By Donna Hemmila

John Burk: Winning at Musical Pairs

Back when he was playing guitar at East Bay weddings and dances, a 12-year-old John Burk considered Ray Charles one of his great musical influences. Thirty years later, it was payback time.

Burk, now executive vice president of the Concord Music Group, conceived the idea to showcase the enormous influence Charles had across a range of musical genres by pairing him with other great musicians on an album of duets.

The resulting recording, *Genius Loves Company*, became a multi-platinum hit and snagged eight Grammy awards, including Album of the Year, Record of the Year and Best Pop Vocal Album. Nora Jones, Willie Nelson, Van Morrison and Elton John are among the 12 artists featured with Charles. More than 5 million copies have been sold, but it's not success and awards that Burk most appreciates about the experience.

"One of the lasting memories for me was earning Ray's trust and developing a relationship with him," Burk says of the two years he spent as the creative thrust behind the project. "I ended up being a pallbearer at his funeral."

Charles died at age 73, two months before *Genius Loves Company* debuted in August 2004. When Concord Records began the recording project, Burk says, he didn't know the legendary musician's health was failing. During the course of the recording sessions, it became apparent. *Genius Loves Company* turned out to be Charles' last recording and – although he had won a dozen Grammys during his career – his best selling.

"To develop that relationship



Recording industry executive John Burk, on a recent visit to Fantasy Recording Studios in Berkeley, talks about making music with Ray Charles.

and to be able to have an influence on someone who has had such an impact on music was very poignant for me," Burk says.

Since the phenomenal success of the album, Burk has been caught in a whirlwind of media and industry attention, making a busy life even more hectic. After TV and film executives Norman Lear and Hal Gaba bought Concord Records and moved it to Beverly Hills in 2002, Burk has been commuting every week between Southern California and his home and family in Pittsburg, Calif.

Married with 10-year-old twins, a boy and a girl, Burk stays rooted in the East Bay.

With all his success as a music industry executive, it's hard to imagine there was a time when the Oakland native wasn't sure what career path to

follow. At Chico State University, he majored in music, electrical engineering and business before transferring to Cal State East Bay.

"The thing I'm most passionate about is music," he told himself. "I'm going to concentrate on that. It's not like a degree in music guarantees you a job. I'm just going to do what I love."

Burk thought he might write songs or movie scores for a living. Then, after buying an early model Apple computer, he became interested in the technical side of making music. Although he had earned a bachelor's degree in music composition at Cal State Hayward in 1987, Burk enrolled in the recording arts program at Los Medanos College in Pittsburg and began producing recordings.

In 1989, when he landed a job as an assistant to Carl

Jefferson, a local businessman who founded Concord Records, his music career took off.

Jefferson started the Concord Jazz Festival and the recording company grew out of that venture. Catering to an adult audience, the company originally was known as a jazz label, but over the years branched out to other music genres including blues, pop, Latin jazz and salsa.

As Jefferson's assistant, Burk set up recording sessions and served as a production manager moving projects from the recording sessions through all the final stages of production. A year after Burk joined the company, he was named executive vice president and general manager and now oversees production of 35 to 40 albums a year.

At the end of 2004, Concord Records bought Berkeley-based Fantasy Inc. The deal included an extensive catalogue of recordings from jazz greats such as John Coltrane, Miles Davis and Ella Fitzgerald to '70s rock sensations Credence Clearwater Revival and soul icons Isaac Hayes and Otis Redding.

That merger is keeping Burk busy looking for more creative projects and ways to market music to busy adults such as the arrangement to sell the Ray Charles CD at Starbucks coffee shops.

"As a producer you're ultimately responsible for everything: studios, scheduling, budgets," he says. "In a way you're the head coach. The players have to go out and make the plays, and you have to cheer them on."

There's more than one way to build a successful career in music as these three Cal State East Bay alumni can testify. A producer, a trumpet player and a classical percussionist – all studied in the university's acclaimed music program. All three launched their careers in

the Bay Area, married and started families here, and all three have been part of Grammy-winning, musical tours de force. But the biggest thing they have in common is their unequivocal passion for making great music.

Jack Van Geem: Hammering Out a Music Career

As if calling renowned composer and conductor Michael Tilson Thomas your boss wasn't enough of a thrill, Jack Van Geem has had the distinction of playing, at Carnegie Hall, a piece Thomas wrote especially for him.

Not bad for a boy who lost out to a tap dancing baton twirler on *Ted Mack's Original Amateur Hour*.

Since 1981, he has served as principal percussionist for the San Francisco Symphony, and performed on its nine Grammy-winning recordings. Most recently, the symphony's performance of Gustav Mahler's Symphony No. 4 received a Grammy nomination for Best Surround Sound Album of 2004. That marked the third consecutive nomination for the Mahler series. In 2003, the symphony won Best Classical Album for Symphony No. 3, and in 2002 Best Orchestral Performance for Symphony No. 6.

An even bigger honor for Van Geem has been performing the marimba duet composer Thomas wrote for him and fellow marimba player Nancy Zeltsman. In the program notes for "Island Music" Thomas credits Zeltsman's beautiful playing and Van Geem's "virtuosic stamina" as inspiration for the composition.

"This is about as close as you can get to a dream job," Van Geem says of his career with the San Francisco Symphony. "It's very rare to get into your hometown orchestra."

Van Geem grew up in Oakland and earned a bachelor's degree in music at Cal State East Bay in 1973 and a master's in 1974.

Although Van Geem's main



Jack Van Geem plays the marimba in a practice room at the San Francisco Conservatory of Music.

musical love is the marimba, a large xylophone-like instrument played with mallets, he started out – at age 3 – wanting to play the trumpet.

"I picked up this plastic trumpet," he recalls. "I would hug it and sway with it."

Every day he would pester his mother about wanting to learn to play the trumpet until she finally called a local music store about lessons. At age 4, Van Geem was too young, but the store owner suggested the boy try the marimba since he was so bent on making music.

"If they'd shown me a musical saw, I would have loved it," he says. "I started performing right away."

Through his school years, Van Geem learned to play the trombone, bassoon, piano, tenor saxophone and the recorder.

But it was the marimba that got him on the amateur hour TV show when he was 13. Through a mix up, the family didn't realize he had won a spot on the popular TV variety show until the day of

the performance. They made it to Los Angeles in five and a half hours, hauling the marimba in the family car. Van Geem wore his father's suit and played "Fascination Waltz." Winners were chosen by audience votes, sent through the mail on postcards, and the tap dancer won out. Fortunately, Van Geem didn't let the defeat curb his appetite for performing.

When it was time to select a college, Van Geem originally enrolled at San Jose State but transferred to then Cal State Hayward to be near his future wife, Florence, a statistics major. That decision helped fuel his career.

"When I was there, I benefited from several things," Van Geem says of his years at the university. "There was a different way of teaching music theory which was to have the students composing. There was a push to become familiar with and to perform contemporary music. I had a wonderful opportunity to develop and to learn how to play

by being more of a soloist."

Through the performance experience he gained, Van Geem secured a fellowship to study in Germany for a year with Cristoph Caskel.

When he returned to the Bay Area, Van Geem landed a position in the San Francisco Ballet Orchestra where he played for five years.

In addition to performing, Van Geem also teaches music. Between 1976 and 1983, he was a lecturer in percussion at Cal State East Bay. For the last 10 years, Van Geem has been chair of the percussion program at the San Francisco Conservatory of Music.

He has written two books, *Four Mallet Democracy* and *Rags and Hot Choruses*, and in July 2004 released a marimba duets CD with Zeltsman titled *Pedro and Olga Learn to Dance*.

For aspiring musicians, he has some advice: "If you are looking to make a living in music, always remember what it is you love in music and why you chose it as a career."

Marvin McFadden: Blowing Into the Business

Marvin McFadden's brush with Grammy fame came as a last minute deal.

When he got the call from Santana percussionist Karl Perazzo to play on a recording, the journeyman trumpet player didn't think much about it.

"They decided at the last minute to put horns in," McFadden recalled. "He said 'can you be down here in three hours?' I do a lot of recording sessions. I had no idea how big it would be."

McFadden drove from his home in Vallejo to Fantasy Records in Berkeley and spent two or three hours at the session. He made \$750 for playing on three cuts of what would turn out to be the blockbuster album *Supernatural*.

"I was out on the road with Huey Lewis and the News and someone said 'Marvin, you're playing on the top-selling album in the country.' I had no idea."

Supernatural won nine Grammys, including 1999 Album of the Year, Record of the Year and Song of the Year. McFadden plays trumpet on "Yaleo," "Africa Bamba" and "Migra."

Besides playing with rock legends Santana and Huey Lewis and the News, McFadden has performed and recorded with a wide range of musical talents over the years, including Ella Fitzgerald, Mel Torme, Natalie Cole and Ray Charles.

In April, he started a five-week stint in the on-stage orchestra of *John Lennon, the Musical* at the Orpheum Theatre in San Francisco, where the play tried out before moving to Boston



Marvin McFadden is on his way to work playing in the orchestra of John Lennon, the Musical, which previewed in San Francisco.

and an opening on Broadway in July. When the show closed its San Francisco engagement, McFadden wasn't expecting much down time.

From May to September, as a member of The Fundamentals, McFadden is booked with shows every week. The Fundamentals play a lineup of oldies from the '60s through the '90s and performs at concerts as well as private and corporate events. The nine-piece band includes drummer John Xepoleas, another Cal State East Bay alumnus, and a dance group. On Sept. 16, they're scheduled to play at the Concert in the

Hills series at CSUEB's Concord campus. So goes the busy pace of life as a freelance musician.

In New York and Los Angeles, McFadden says, musicians tend to play in one particular music genre.

"There are cliques," he says. "If you're a theater guy, you play in the theater. If you're a jazz guy, you play jazz."

In the Bay Area, he has carved a career out of many musical styles and playing opportunities.

By the time he was in 8th grade, McFadden says he knew he wanted to be a trumpet player. His early

musical performances included playing with a Vallejo soul band called ConFunkShun. When he attended Cal State East Bay from 1984 to 1987, he played in the Jazz Ensemble.

"I left when I got married and had a son," he says. "I had to change my whole approach. I was playing professionally while I was in school, but I wouldn't say I was making a living."

He credits his wife, Monica, for instilling him with some business sense. At first he was so nervous calling people for work, he had to write out what he was going to say. Over the years, he's built up a network of contacts and clients. Letting people know when he's available, he says, is part of the trick to building a career in the Bay Area. He still networks with musicians he met while he was a student.

Although he didn't get a degree at Cal State East Bay, McFadden says he got an education.

"It shows when I play music," he says. "I took full advantage of what I learned there."

McFadden says he went from being cocky and immature to being confident during his years at the university. Someday, when his three boys are grown, he'd like to complete his degree.

"If you have a choice of being a musician or being something else, be something else," McFadden says. "If you know it's all you can do and all you want to be, then go for it. When someone says 'don't carry all your eggs in one basket,' say 'I'm going to run with them all in one basket.'"

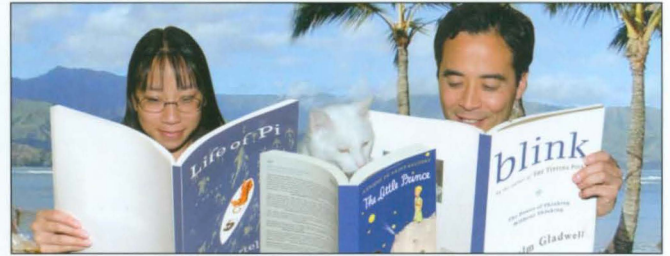
Required Reading

No Such Thing As Overbooking During Vacation

Whether you're sunning on exotic Indonesian sands or stuck on a cross-country flight back to New Jersey, a good book makes a most excellent vacation companion.

Even if your travel itinerary involves only a quick stroll to your own backyard, summer seems the perfect time to turn off the cell phones and turn on the brain cells.

For your continuing edification, Cal State East Bay faculty and staff have come up with a list of must-read texts. Their suggestions are sure to produce volumes of reading pleasure.



The European Dream

by Jeremy Rifkin

Jeremy P. Tarcher/Penguin, 2004

Two hundred years ago, America's founders created a new dream for humanity that transformed the world. Today, suggests Rifkin, a new generation of Europeans is creating a radical new dream – one better suited to meet the challenges of a globalizing world in the 21st century.

Vincenzo Traversa
Professor, Modern Languages and Literatures

Galileo's Daughter

by Dava Sobel

Walker & Co., 1999

This is a narrative that brings history to life. It introduces us to a father and daughter kept apart by circumstances but drawn together through their correspondence, mutual respect and love.

Gina Traversa
Conference administrative support,
Office of Academic Affairs

Life of Pi

by Yann Martel

Harcourt, 2001

This is an incredible adventure story – it will wrap its arms around you and won't let you go! I read it in Hawaii with wild rains and winds pelting my ocean-view windows, and I couldn't put it down.

Barbara Cella
Director of Community Affairs, Concord campus

French Women Don't Get Fat

by Mireille Guiliano

Knopf, 2004

Needing a light, fun read for a long air trip, I choose this book. Never having purchased a "diet" book (well, okay, I have never even tried being on a diet), I hoped for more fun than direction. If you find over-exerting, meat and egg diets or deprivation uncivilized, you will like this book. It is not, however, for Francophobes!

Sandra Ehrhorn
Manager of Pioneer Bookstore

The Kite Runner

by Khaled Hosseini

Riverhead Books/Penguin, 2003

A moving novel about growing up in Afghanistan before the Russians arrived. Parts of it also take place in the Bay Area, including Hayward and Fremont.

Wagaye Johannes
Exchange Programs advisor

Red Dirt: Growing Up Okie

Roxanne Dunbar-Ortiz

Verso, 1997

Roxanne Dunbar-Ortiz is a Professor Emerita from our own CSUEB. This is her story about growing up in the Depression in Oklahoma. It is an easy read that gives an honest view of the Dust Bowl "Okies."

Glorma Flores,
Administrative support coordinator,
Modern Languages and Literatures

Appetites

by Caroline Knapp

Counterpoint Books, 2003

This is a memoir of the author's own struggles with her eating disorder, but the book goes far beyond in exploring women's relationship with food, their bodies and their longings. Knapp's powerful writing encourages compassionate self-reflection. This is not exactly "feel good" summer reading – I'd call it more "feel real" literature. It would be good for book groups and journal writers as well.

Emily Nye
Director, Student Center for
Academic Achievement

The Little Prince

by Antoine De Saint-Exupery

Harcourt Press, 1943

This book provides a much needed reminder about what our priorities should be. It is one of the very few that I could recommend to anyone of any age – especially kings and lamplighters.

James Saxon
Instructional support technician, Media and
Technology Services

The Scottish Enlightenment: The Scots' Invention of the Modern World

by Arthur Herman

Crown Publishers, 2001

Herman, who is not of Scottish descent, offers the reader an interesting view of the age of Adam Smith and David Hume through plaid-colored glasses.

Brian McKenzie
Assistant professor,
Marketing and Entrepreneurship

Sophie's Choice

by William Styron

Modern Library Edition, 1976

I am convinced William Styron knew a Sophie and a Nathan, and he has allowed me to know them too. Sophie's Choice is about rich subject matter: World War II, gender issues, mental illness, disillusion with faith, literary aspirations, coming of age, sex, grief and basically struggling to cope with profound pain. All of this depth is handled with humorous irony, masterful language and utter delicacy. I was forever haunted by these characters; you will be too.

Paris Winter, assistant to vice president,
University Advancement

Blink: The Power of Thinking Without Thinking

by Malcolm Gladwell

Little, Brown & Co., 2005

This book is about thinking, hunches and gut instincts. It is also about the ability to manipulate a person's thinking or behavior and about training yourself so that positive reactions will be automatic in crisis situations. I'm not sure that it will change your life, but it will enhance your understanding of some things that you do automatically. I found it fascinating.

Susan Correia,
Coordinator, Academic Senate Office

Law Would Allow Some CSU Doctoral Degrees

A move to grant CSU campuses the authority to confer professional doctoral degrees independent of the University of California is moving through the state Legislature.

Sen. Jack Scott, D-Pasadena, chair of the Senate Committee on Education, proposed SB 724 in February. The bill, which the education committee approved April 20, was referred to the Senate Appropriations Committee. It would allow the CSUs to award doctorates in professions such as audiology, physical therapy and educational leadership. This proposed change to the

California Master Plan for Higher Education would require the CSU Board of Trustees to approve new doctoral degree programs.

Proponents say the law would not infringe upon the research-oriented doctoral programs offered through the University of California and does not allow the CSUs to offer law or medical degrees. But the UC opposes the bill.

SB 724 was prompted by notice that the national professional association that represents audiologists will after 2007 no

longer certify those who lack a doctorate in the profession. Schools that don't offer a doctorate in the field will lose accreditation.

Cal State East Bay offers a joint doctorate in educational leadership with UC Berkeley and San Francisco and San Jose state universities. The three-year Ed.D. program trains educators to move into administrator jobs in urban school districts. Started in 2003, the Cal State East Bay program is one of 10 in the state offering joint Ed.D. programs with UC campuses.

Research Grants on the Rise at Cal State East Bay

The number of grant proposals faculty and staff made last year jumped 25 percent, reflecting a subtle shift at Cal State East Bay to a greater emphasis on research.

The university submitted 119 grant proposals for the 2003-04 academic year, compared to 95 the previous year. The amount of money requested and the actual amount of money awarded also increased. University grantees were awarded \$10.4 million, nearly 15 percent more than the \$9.1 million awarded the prior year but equal to the awards in 2001-02. What jumped significantly last year was the amount of money requested – \$52.5 million, compared to \$21.4 million the year before.

“People are aiming higher,” said Joseph Zelan, director of the Office of Research and Sponsored Programs.

With the downturn in the California economy and cutbacks in state funding, Zelan said, people are looking for other sources of money for research and community service programs. An influx of newly appointed faculty who were trained at large research institutions is another factor.

“The new faculty are much more oriented to research,” said Zelan.

When he joined the university administration 11 years ago, Zelan said, the institution received about \$3 million a year in grant and contract support, but it didn't have a program office dedicated to grant-seeking as it does now.

“The focus of the institution is changing from teaching exclusively to more of a balance of teaching and research,” said Victoria Jensen, associate director of the Office of Research and Sponsored Programs.

In the last few years, she's seen more departments bring faculty job applicants into her office to show the support they can expect in putting together proposals and finding funding matches.



Michael Groziak

Michael Groziak, who joined the chemistry/biochemistry faculty in 2003 as an assistant professor, is one of four investigators from his department who was awarded

nearly \$500,000 from the National Science Foundation last year to acquire a nuclear magnetic resonance instrument system. He also received grants from the university's new faculty support program, the National Institutes of Health and the CSU Program for Education and Research in Biotechnology.

“Research really enriches the environment when you can tell your classes about things that are happening right upstairs in a lab,” he said. “You're not just teaching them things in a book.”

One of Groziak's student researchers was accepted into a doctoral program at Stanford University in part, he believes, because she had a research background.

“Research can really train students for bigger and better things,” he said.

Economic Summit Draws Entrepreneurs

Entrepreneurs had a chance to beef up their business savvy during Cal State East Bay's 2005 East Bay Economic Summit.

In celebration of National Small Business Week, the university's Small Business Development Center hosted the weeklong summit from May 2 to 7. The center is a joint venture with the U. S. Small Business Administration and the Northern California Small Business Development Center Network. Wells Fargo, the East Bay Municipal Utility District, Nextel and the Oakland Museum of California sponsored the conference.

“This event celebrates the contributions small businesses make to the U.S. economy and society,” said Raj George, director of the Cal State East Bay Small Business Development Center. “We brought the university community together with business owners, corporations, nonprofits and public agencies to focus on practical strategies for entrepreneurs.”

The summit kicked off with a lineup of networking opportunities and panel discussions held at the Oakland Museum. The opening day included an economic forecast for the East Bay and a cocktail reception.

During five days of education seminars, small business owners learned to perfect the marketing and leadership skills they already employ. Time management, e-commerce, business financing and accounting were among the session topics.

Wells Fargo, the lead sponsor for the event, also provides sponsorship for the center's ongoing training and consulting programs, including a monthly “Financing Your Small Business” panel, held at Cal State East Bay's Oakland Professional Development and Conference Center.

For more information about this class and other small business learning opportunities, visit www.eastbaysbdc.org.

Too Tall Warren Hall Slated for Buzz Cut

The towering silhouette of Warren Hall may get taken down a few notches under a proposal from the CSU Chancellor's Office to remove the top floors of the building.

University administrative offices and some student services and faculty offices would move to a new building and the top floors of the 12-story Warren Hall would be demolished. That would be a cheaper alternative to seismically retrofitting the 34-year-old building, according to two groups of consultants from the Chancellor's Office. The height of Warren Hall – 194 feet – makes retrofitting more expensive than new construction.

In March 2004, voters approved a statewide bond issue that allocated \$30 million to strengthen Warren Hall against earthquake damage. The bond money, however, would not cover additional asbestos abatement or elevator and ventilation system upgrades the building needs.



"At some point on these projects you can get to where the cost of strengthening a building approaches what it would cost to build a better new one," said Elvyra San Juan, assistant vice chancellor of Capital Planning Design and Construction for the CSU. "This concept could be a good solution for the campus."

A likely location for a new Hayward campus administration building would be east of the Wayne and Gladys Valley Business

and Technology Center, which is under construction.

If the Warren Hall proposal becomes a part of the state budget and a higher education construction bond is passed in 2006, the removal of floors and completion of the new building could be expected in three to four years, according to Barbara Beckman, Cal State East Bay's interim associate vice president for Facilities, Planning and Operations.

News from the CSU System

California State University, East Bay is one of the 23 campuses that constitute the largest university system in the world. More than 400,000 students are enrolled statewide in the CSU system. This summary provides news of the CSU system and its other campuses.



CSU System – Ninety-three percent of California State University graduates who have obtained teaching credentials since 2000 were teaching full-time the first year after graduation, according to the fourth annual CSU report on teacher preparation. On a national level, some reports have concluded that 50 percent of U.S. teaching graduates do not become teachers. The Chancellor's Office surveyed K-12 classroom teachers who had completed their credential preparation at CSU campuses between 1999 and 2003.

San Francisco – Teams from 13 countries competed in the 2005 RoboGames held in March. SFSU bills this annual event as the world's largest robot competition. Spectators watched hand-crafted bots slash and trash each other for gold, silver and bronze medals. The university's Engineering Department hosted the competition.

Northridge – Actor Richard "Cheech" Marin has joined the campaign to build the Valley Performing Arts Center. The proposed 1,600-seat, \$100 million center would be the largest entertainment venue of its kind in the San Fernando Valley. Marin, a producer, musician and artist, is one of 20 executive committee members who will explore funding strategies for the project. Alex Yemendjian, chairman and CEO of Metro-Goldwyn-Mayer, is also a committee member.

Partner With Us IN OUR EDUCATIONAL MISSION



Cal State East Bay: where transformation takes place.

Make a gift to the Cal State East Bay Leadership Fund at: www.csueastbay.edu/givetocsueb or by telephone: 510-885-2150



A Day at the Ballpark

Alumni Association Tailgate Party at McAfee Coliseum

Team Effort

The Cal State East Bay Alumni Association teamed up with Cal State Monterey Bay alums for an afternoon of pre-game feasting and grandstand cheering at McAfee Coliseum on April 16. Under sunny blue skies they watched the Oakland A's beat the Los Angeles Angels 1-0 in extra innings.

1. More than 100 CSU alumni turned out for ballpark chow and cheer.
2. Kenji Matsuoka, son of CSUEB Alum Steve Matsuoka, B.S. Biology ('92) shows his team spirit during the game.
3. A group of CSUEB alums pose before going to root for the Oakland Athletics.
4. Vera Franklin, B.A. Human Development ('97), and Bobbie Williams, B.A. Human Development, ('97).
5. Pooja Kalra, M.S. Computer Science ('03), and her mother, V.J., and father, Rakesh.
6. Colleen Lee, Health Science ('98), Theresa Tang, Leana Tang, B.S. Accounting ('91), Melissa Wong, B.S. Accounting ('90), Raymond Wong.



Class Notes

He Believes in Magic

If you think magic and law enforcement have nothing in common, **Ryan Adler** might persuade you to think again.

The Union City native has been practicing the art of illusion since he was 15 years old when he saw a performer at the Great Mall in Milpitas make a silk handkerchief disappear. Adler purchased the trick, learned it and impressed his friends with it. Soon he was earning decent money doing magic shows and collecting funds to finance his college education.

Adler earned a bachelor's degree in liberal studies with a philosophy minor at Cal State East Bay in 2003. Both disciplines influenced his careers.

"Philosophy taught me how to think – to see different points of view and anticipate consequences," he said. "Liberal studies gave me a broad-based perspective. In both areas I work in, I need to read people and anticipate what they'll do, for my safety and theirs."

Adler honed his magic skills in Las Vegas, studying with headliner Lance



Ryan Adler

Burton. He also completed an 11-week apprenticeship with Rick Thomas, a well-known Las Vegas illusionist. Landing the gig was no small feat, according to Adler, who describes magic as "extremely cutthroat and secretive." From Thomas he learned audience-pleasing tricks such as shrinking a 550-pound Bengal tiger to a small cub.

While in Las Vegas, Adler also perfected his most difficult stunt, patterned after one made famous by legendary magician Harry Houdini. Wearing a straitjacket, he jumped from an 18-story tower and, while hanging above the ground, got out of the restraint.

He has since developed a full-fledged career in magic, performing hundreds of shows at festivals and schools throughout the Bay Area and for companies including Sony, Macy's and NASA. He and his five-person team also do shows in Reno, Lake Tahoe and Cabo San Lucas, Mexico.

In addition to his entertainment career, Adler recently stepped into the down-to-earth profession of correctional officer, earning a spot in the San Mateo County sheriff's office.

Now he faces his toughest juggling act yet: balancing his love of magic with his new full-time job, which he chose, in part, for its flexible schedule. His future plans include filming a magic show at CSUEB, to be aired on campus cable station CNTV, and performing a stunt where an army tank will vanish.

"My dream is to be a magician. I want to push as hard as I can," Adler said. "The sky's the limit." Coming from a man who has been suspended in midair, you have the feeling he might just mean it literally.

- Caroline Glesmann

1970s



Richard Sherratt, B.S. Recreation ('70), is chairman and CEO of Alameda-based Ballena Technologies, which he started in 1999. The company produces Seats3D, which gives ticket buyers an online view of stadiums and concert halls worldwide.

Robert Hogan, B.A. Sociology ('71), was named senior vice president of marketing and strategic planning for Avado Brands, headquartered in Madison, Ga. Hogan has worked for the New England Restaurant Company and Jack in the Box.



Cecil Pickett, B.S. Biology ('71), was named to Black Enterprise magazine's list of the "75 Most Powerful Blacks in Corporate America." The HealthCare Institute of New Jersey nominated him for the New Jersey High-Tech Hall of Fame. Pickett is the senior vice president of Schering-Plough Corp. and president of Schering-Plough Research Institute.



Heidi Haughey Dickerson, B.A. Political Science ('72), was appointed district representative for Mendocino County for Democratic Rep. Mike Thompson. Most recently she was the director of media and events for the Mendocino County Alliance.

David Rounds, B.A. Environmental Studies ('72), was named vice president of circulation of the San Jose Mercury News. He was head of circulation at Contra Costa Newspapers and has also worked at ANG Newspapers.



Wayne Tucker, B.A. Sociology ('74), retired in January as assistant sheriff from the Alameda County Sheriff's Office, after having served with the department in a variety of capacities for 38 years. In February he was appointed interim chief of the Oakland Police Department.



Michael T. Dance, B.A. Economics ('78), was named executive vice president and chief financial officer of Essex Property Trust Inc., a Palo Alto-based real estate investment trust. An adjunct professor at UC Berkeley's Haas School of Business, he was previously a partner with KPMG LLP.



John Xepoleas, B.A. Music ('78), is the manager and drummer of The Fundamentals, a Bay Area-based band. He also is music director for Soundwall Summer Rock Camps and has written several books on drumming as well as pieces for magazines including Modern Drummer.

1980s



Trudi Stillwell Melohn, B.A. Drama ('80), is currently the manager of the New Media Group at Network Appliance in Sunnyvale, Calif., where she has been employed since 1996.



Eric Nelson, B.S. Business Administration ('83), is vice president and commercial loan officer for the Castro Valley office of Pacific State Bank. He has 19 years experience working in banks including Bank of America and U.S. Bank.



Vicky DeYoung, B.S. Marketing ('84), is a vice president at Cornish & Carey Commercial Real Estate in Walnut Creek. Employed for more than 17 years in Grubb and Ellis' Walnut Creek office, she was recognized as one of the company's top producers in 1999 and 2000.



Lorraine Lam, B.S. Business Administration ('87), was appointed communication liaison at Towa Intercon Technology in Morgan Hill, Calif. Lam will help grow the Taiwan and China regions for Towa Intercon, a Japanese company that designs and manufactures semiconductor equipment.

Class Notes

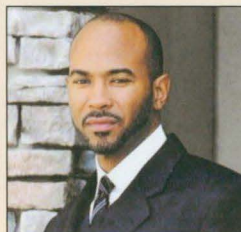
From Home Runs to Home Funds

You could say that **Allen Wayne Warren's** career in affordable housing development got its start at Cal State East Bay. His roommate's father, a real estate developer, encouraged Warren to consider the profession.

That wasn't the Sacramento native's original plan. When he arrived at the university, Warren wanted to become a professional baseball player. He's on CSUEB's all-time top 10 list for getting the most home runs and walks. He was a first team all conference player and while still a student had a stint as a center fielder with the New York Yankees' organization, playing on the Fort Lauderdale Yankees and Oneonta Yankees.

An injury pushed him from baseball to finance. In 1989 he earned a bachelor's degree in political science with a minor in business. He credits the university with providing a "wonderful environment – it really allowed me time to mature and become a student."

After graduation he worked as a stockbroker with Dean Witter, but the idea of creating communities for low-income people



Allen Wayne Warren

ultimately proved more compelling. He formed New Faze Development Inc. in 1990 and spent two years convincing banks to finance his first project, located on a small parcel his family owned in Sacramento. By 1993 he had completed the 5-acre, 26-home affordable housing development.

Today Warren is president and CEO of New Faze, which has blossomed into a real estate development and general contracting firm with 20 full-time employees. The Sacramento-based company, which includes realty and mortgage services, does business from Visalia to Chico, with developments ranging from 10 to 540 homes.

Although New Faze also builds commercial properties and market-rate residences, it focuses on urban in-fill development in disadvantaged communities.

"We want to be a leader in helping to combat the affordable housing issue throughout the state," says Warren. "We want to continue to serve underserved communities."

New Faze has built about 500 houses for low-income families. Warren is a member of the Wells Fargo Bank Community Advisory Board and the boards of the Building Industry Association of Superior California, public television station KVIE and United Way.

"I came from an area that is economically challenged," says Warren, who grew up in Del Paso Heights, a financially depressed North Sacramento neighborhood. "I think it's important to show kids, regardless of where you come from, that you can make your dreams a reality. Originally that was baseball for me, then I had to readjust my life, and I found a passion in providing homes for people. It shows leadership when you can put your money where your mouth is, and you can also put time and energy into it, too."

- Caroline Glesmann



Kathryn Gunderson, B.S. Business Administration ('88), M.A. English ('91), is the Dublin San Ramon Services District's employee development specialist.

A former CSUEB lecturer in English and marketing, she designs the district's training.



Timothy Anderson, M.A. Public Administration ('94), was appointed chief of police and assistant general manager for public safety for the

East Bay Regional Park District where he oversees police and fire services. He has been at the park district for 17 years.



Mary Johnson, B.A. Psychology ('96), is the founder and executive director of the West County Alliance for Literacy, a new nonprofit organization based in San Pablo, Calif. WestCAL, which relies primarily on volunteers, offers basic reading and writing skills for high school students and adults and English as a Second Language classes.



Michael Hengl, B.S. Business Administration ('90), is senior vice president and corporate banking manager of Bridge Bank's East Bay office, in San

Ramon. Hengl was a senior vice president and regional manager at the Bank of Walnut Creek.



Gilda Gonzales, M.A. Public Administration ('94), was named chief executive officer of the Unity Council, a nonprofit community

development corporation in Oakland's Fruitvale District. She previously was chief of staff for the mayor and city manager.



Tim Heisler, B.A. Speech Communication ('91), M.A. Speech Communication ('93), is a professor of speech communication at Las Positas College in Livermore, Calif., where he directs the forensics team.



Sharon Creer, B.A. Mass Communication ('96), is a sports agent who specializes in placing athletes on professional basketball teams including the Women's National Basketball Association. Her WNBA clients include Tiffani Johnson of the Houston Comets and Toccara Williams of the San Antonio Stars. Creer, recently featured in Black Enterprise and Ebony magazines, has a master's in sports and organizational psychology from John F. Kennedy University.



Jeff Johnson, B.A. Music ('99), Single Subject Teaching Credential ('00), teaches music at Columbia Elementary School in Columbia, Calif.

Johnson has a master's degree in music education and instrumental conducting from the University of Nebraska, Lincoln, and conducts the Sonora-based Symphony of the Sierra orchestra.



Silvia Quintanilla, B.S. Business Administration ('91), founded Industry Gems Research and Consulting, where she directs custom company research for business-to-business sales teams.



David Lunas, B.A. English ('99), and **Jennifer Rampton**, B.A. English ('98), opened Lunas & Rampton, an immigration law firm located in San Francisco's

financial district, in July 2004.

David and Jennifer met and married while studying at CSUEB. After graduation, they earned their law degrees from the University of California, Hastings College of the Law. They were featured in an East Bay Express (June 11, 2003) cover story for a veterinary malpractice lawsuit. They live in Alameda with their three dogs.



2000S



Alejandro Pena, B.A. Liberal Studies ('00), had a poem titled "The Voice of Silence" published in a recent poetry book called *Touch of Tomorrow* (International Library of Poetry). He is an academic advisor for the Upward Bound Program at CSUEB.



Leticia Rosa, M.A. Public Administration ('00), is a real estate agent with ERA Home Traditions in Vacaville. Her past employers include the California Department of Health Services and the Health and Social Services Department of Solano County.



Jerry Torres, B.A. History ('00), was named neighborhood administrator for the Mountain House Community Services District. Mountain House is

a new town being built in San Joaquin County. He was previously an executive administrative assistant for the American Board of Podiatric Surgery in San Francisco.



Megan Sediqui, B.S. Business Administration ('01), M.A., Business Administration ('04), was recently named human resources manager for Life Chiropractic College West, located in Hayward. She previously was the business administrative secretary for the Alameda County Office of Education.



Harmony Star Flores, B.A. Communication ('02), was an Oakland Raiders cheerleader during the 2004-05 football season. She owns Dance Stars, a dance studio in French Camp, Calif., and is starting a competition cheer squad called Star Attack.



Gerry Thompson, M.S. Education ('02), is a trainer with Perforce Software in Alameda. Thompson, who earned a master's degree in chemistry from San Francisco State University, previously worked as an analytical chemist for 20 years. He is married to Winnie Thompson.



Winnie Thompson, M.S. Education ('02), received the Hayward Lions Club's Distinguished Citizen of the Year Award (2004) and the John C. Pappas Humanitarian Award for 2004, presented annually by the city of Hayward. She has taught at Hayward Adult School since 1992 and authored an adult literacy book, *Fast Forward to Phonics: Everything You Ever Wanted to Learn But Didn't*.



Herschel Currie, B.A. Graphic Design and Multimedia ('02), is the defensive coordinator for the Oakland Banshees, a women's professional football team. His professional football career included stints with the San Diego Chargers (1994), Arizona Cardinals (1995) and San Jose SaberCats (1997). He is a loan officer with Access Mortgage Consultants and a real estate salesperson with Mistro Realty Group, both located in Sacramento.



Rick Choy, M.A. Business Administration ('03), was named an entrepreneur director of the Northern California chapter of the Keiretsu Forum, an investment community of accredited private equity investors, venture capitalists and corporate/institutional investors. Choy's previous experience includes serving as executive director of engineering and technology at Unisen and vice president of engineering at MDS.

Jonathan Austen, M.A. Business Administration ('04), was named a category manager in the recreational division of Petaluma-based CamelBak Products. He has over 15 years of experience with Pearl Izumi Inc., The North Face and Reebok.



Julie White, B.A. Spanish ('04), is earning a teaching credential from CSU Chico and is student teaching at Corning High School, located in Corning, Calif. She is also an assistant coach for the girls' basketball team at Corning High.

In memoriam

Associate emeritus professor of political science **Horst Duhnke** died at the Kaiser Permanente Richmond Medical Center in Richmond, Calif., on Feb. 3. He was 82.



Born in Bad Kreuznach, Germany, he immigrated to the United States with his wife in 1946. They lived in Petaluma, Calif., where their two children were born. In 1949 he moved to Berkeley to pursue his education at the University of California. He received a Ph.D. in political science from UC Berkeley in 1964 with Phi Beta Kappa honors.

He taught at UC Berkeley, University of the Pacific, University of Houston and California State University, East Bay from where he retired in 1980.

Duhnke authored two books on Stalinism in Germany. As a Holocaust survivor and internationally known historian, he continued to write book reviews, journal articles and editorials for German newspapers until his death. He is survived by his children, Diana E. Duhnke and Michael P. Duhnke.

The Return of the Ring

The mystery of the lost and found Cal State Hayward ring has been solved. Cornelius Booker is the owner of the class of 1980 ring found on the Fort Campbell, Ky., army base. Karen Slone had been trying to locate the ring's owner since October 2004. She came across the treasure in a cache of lost rings from the base and was on a mission to return them all to their rightful owners. With the help of Alumni Relations Director Tom Hoeber, Slone was able to track Booker down and return the ring.

Share it!

Share news about careers, accomplishments and changes in your life with other alumni through Haywire. Include your address, phone numbers, degree earned, major and graduation year along with a current color photo. All photos will be returned if requested. Mail to: Alumni Association – Haywire, CSUEB, 25800 Carlos Bee Blvd., Hayward, CA 94542. Or e-mail to: donna.hemmila@csueastbay.edu. E-mail photos should be sent as jpeg images saved at a resolution of 300 dpi.

CSUEB Events Calendar

Hayward Campus

Events



Commencement 2005

June 11, ceremony begins at 9 a.m., school graduation ceremonies begin at 10:30 a.m.
www.calstateeastbaynews.com/commencement/index.shtml

Music

Alumni/Faculty Jazz Concert

Fund-raiser for Jazz Ensemble's Summer 2005 European Tour
May 16, 8 p.m.
Studio Theatre, all tickets \$10
Tickets: (510) 885-3167

Stone Soul Picnic

Featuring Teena Marie, The Gap Band, The Whispers, Angie Stone
May 30, Pioneer Amphitheatre
Gates open, 10 a.m.; show, noon to 6 p.m. Tickets: \$76.50, reserved seating: \$52.50, lawn seating. Cost of parking included in the ticket price. See www.kblx.com for more info.

Wind Ensemble, Symphonic Band Concert

Timothy M. Smith, conductor
June 2, 8 p.m.
University Theatre
\$7/\$5/Free to CSUEB students
Tickets: (510) 885-3261

Spring Choral Concert with the University Singers

Kathryn Smith, conductor
June 5, 7 p.m.
The Old Mission San Jose
43300 Mission Blvd., Fremont
\$7/\$5/Free to CSUEB students.
Tickets available at the door.

Theater

Philippine Cultural Night

With the Philippine American Student Association
May 27, 7 p.m. and May 28, 6 p.m., University Theatre

Highlands Summer Theatre Romeo and Juliet

By William Shakespeare
July 22, 23, 29, 30 at 8 p.m. and July 31 at 2 p.m., Studio Theatre
Children of Eden
By Stephen Schwartz, John Caird
Aug. 12, 13, 19 and 20 at 8 p.m. and Aug. 21 at 2 p.m., University Theatre
(510) 885-3261

Art



Annual Juried Student Exhibition

May 19 to June 7
Opening reception: May 18, 5 to 7 p.m. University Art Gallery:
Wednesday through Saturday, noon to 3 p.m.

"Gateway to Gold Mountain Exhibit"

University Library, until June 1
Also known as the "Angel Island Exhibit," this display highlights the experiences of Asian and other immigrants to this West Coast immigration station. An ancillary display entitled "Doorways to Diversity" focuses on other immigration stations operating between 1800 and 1950.

Concord Campus

Music



The Fundamentals

Concert in the Hills Series

Free concerts are held on the green at CSUEB's Concord campus, 4700 Ygnacio Valley Road, Concord. Gates open at 6 p.m. with the opening act at 7 p.m. and headliner at 8 p.m. Free parking. For more information, call (925) 602-8654 or visit www.ccc.csu Hayward.edu/concertinthehills.htm

Carlos Reyes and the Electric Orchestra	June 25
Gator Beat	July 23
The Sun Kings	Aug. 13
The Fundamentals	Sept. 16

SCHOLAR-OLLI Programs

SCHOLAR-OLLI, funded by the Bernard Osher Foundation and CSUEB, provides programs for mature learners, 50 and older. Members enjoy free lectures and courses at discounted fees. For details call (925) 602-6776 or visit www.ccc.csu Hayward.edu/scholarhome.htm

Shakespeare and Dickens at the California Shakespeare Festival in Orinda

Jerry H. Bryant, professor emeritus of English, CSUEB
May 26, July 7, Aug. 11 and Sept. 1, 4-6 p.m. Per lecture: \$15 for nonmembers/\$12 for SCHOLAR-OLLI members
Series: \$55 for nonmembers/\$40 for SCHOLAR-OLLI members

Lectures

What Happened to the American Dream?

Nan Maxwell, professor of economics, CSUEB
May 18, 2-3:30 p.m., Oak Room
\$3 general public/free to SCHOLAR-OLLI members

Afghanistan: A Glimpse of Its Past, Present, and Future

David Yaar, lecturer in economics, CSUEB
June 8, 2-3:30 p.m., Oak Room
\$3 general public/free to SCHOLAR-OLLI members

Courses

Love, Power & Sexuality: A Lesson for Our Time

Shelley Waldenberg, rabbi emeritus, Temple Isaiah, Lafayette & lecturer in Jewish studies, Holy Names University
June 9, 1:30-4 p.m., CC163
\$12 nonmembers/\$10 SCHOLAR-OLLI members

Film Night



Jim Forsher, CSUEB communication professor and documentary filmmaker, shares his film archive and commentary. Admission is free, and no parking permit is required.

The Dark Side on Film

May 13, 7 p.m., Library Bldg., Oak Room

Join the Alumni Association

Membership has its benefits!

New!!

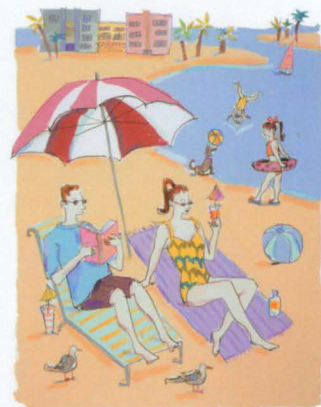
AAA Membership

Alumni receive \$7 off their first-time AAA membership. For every primary membership sold as part of this special offer, AAA generously donates \$5 to support Cal State East Bay Alumni Association programs and scholarships. To join visit www.csuhalumni.org. If you are already a AAA Member, consider this great offer as a gift for loved ones.



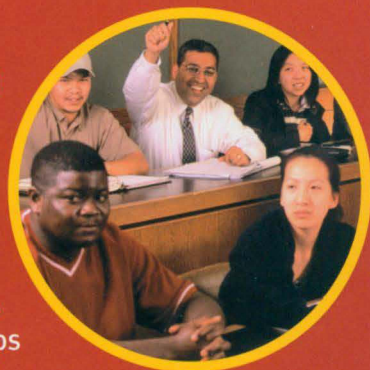
Travel

Imagine spending a week at a world-class resort in one of 80 countries for only \$349! RCI Holiday Network's University Alumni Travel Benefits Program features discounted condominium rentals, brand name hotels and rental cars.



Campus Discounts:

- 15% discount on most CSUEB Extended and Continuing Education classes
- 20% discount on Career Development Center career counseling, workshops, online job search and more
- 20% discount on annual membership to the Scholar-OLLI lectures, courses, and fieldtrips for learners over 50
- Plus discounts at the Pioneer Bookstore, CSUEB events and the swimming pool



Free access to:

- University Library Learning Commons computer lab
- All 23 other CSU campus libraries
- Two hours of parking in Lot H per campus visit

Membership advantages:

- Subscription to Alumni Magazine
- Eligibility for Cal State 9 Credit Union membership
- Credit card available through MBNA upon approval
- Discounts on auto, homeowner's, health, dental and vision insurance through Liberty Mutual and Marsh Affinity Services.



The Cal State East Bay Alumni Association is proud to offer programs and services that make life a little easier, less expensive and more enjoyable. To become an Alumni Association member or for more information about any of the benefits, call (510) 885-2877 or visit www.csuhalumni.org

Join the CSUEB Alumni Association

Keep the Link!



☐ Mr. ☐ Ms. ☐ Mrs.

First Name, Middle _____

Last Name _____

Home Address _____

City _____ State, Zip _____

Phone _____

E-mail Address _____

Student I.D. Number (Social Security) _____

Birth Date _____

Degree Year _____

Major _____ Option _____

Please choose one of the following membership options:

- ☐ Annual Renewal \$35 Account No. _____
- ☐ Annual Membership \$35
- ☐ New Graduate (first year) \$20
- ☐ Associate (non-graduate, non-voting) \$35
- ☐ Life Membership \$450 ☐ Paid in full ☐ Billed \$90 per year

Optional: I would like to direct part of my membership fee to support the following Alumni Association Chapter:

- ☐ African-American ☐ Asian / Pacific Islander ☐ Education
- ☐ Music ☐ Public Administration ☐ Universitywide ☐ TEMBA

Payment:

☐ Enclosed is my check for \$ _____

Please make checks payable to **CSUEB Alumni Association**.

Charge my: ☐ Visa ☐ MasterCard

Card No. : _____

Expiration Date: _____

Credit Card Holder's Signature

Please fill out this form and mail it to Alumni Association, Cal State East Bay, 25800 Carlos Bee Blvd., Hayward, CA 94542, or fax to (510) 885-2515

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