

The View

April 12 Vol. 3, No. 13

From
**California
State
University
Hayward**

Save these dates:

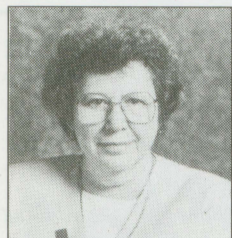
May 7: Dedication of Contra Costa Center. 10 a.m. 4700 Ygnacio Valley Road, Concord

May 16: Honors Convocation. 2-4 p.m. Music and Business Peristyle

June 12: Commencement. 9 a.m. University Stadium

July 30: Cal State Hayward Day at the A's. 7:30 p.m.

ViewPoint



Norma S. Rees
President

To our alumni

This issue of *The View* is being sent to 15,000 alumni in addition to the bi-weekly audience of faculty, staff, and friends of the University. It combines most of the regular features of *The View* with stories that highlight significant programs and events. Our intent is to give alumni a sense of what the University is like today. While our mission to educate the students of this region continues, methods evolve, new goals arise, new projects take

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Elihu Harris recently recalled that during his undergraduate years at Cal State Hayward, "All of the Black students could fit at one table in the cafeteria."

In the two-and-a-half decades since he sat at that table, Elihu Harris has served in the State Assembly, been elected mayor of Oakland, and been selected our Alumnus of the Year for 1993 (see page 3).

In his visits back to the campus, Mayor Harris has found, I believe, a campus that has changed in many ways.

Our early graduates find a much different University. For one thing, the trees that now give our campus so much of its beauty were little more than saplings when the first classes graduated from the hilltop campus. But almost any of our 48,000 graduates would find changes. Some are not as easy to spot as thirty-foot pines, but they're "big" changes just the same.

To all those alumni who recall standing in line to register for classes, today students use C-STARS. Using a touchtone phone, students punch in the code numbers of the courses they want. They can add and drop classes — they can even pay their parking fees via telephone.

Advances in technology have led to many changes at the University. The most recent example is our utilization of a breakthrough technology called two-way compressed video for distance learning. Distance learning technology has reached the point where a class of students at one site can be "electronically present" in a classroom at another site. The faculty member sees and interacts with both classes simultaneously and naturally. A classroom in Meiklejohn Hall and one at the Contra Costa Center have been equipped to enable us to use distance learning technology.

On May 7, Cal State Hayward will dedicate the Contra Costa campus. (Another change, relocating our branch campus from Pleasant Hill to Concord.) As part of the celebration, Ann Meyer, chair of the Department of Human Development, will lead a demonstration using distance learning. This summer two courses, one in finance and one in teacher education, will be offered using this method.

Technology is also changing our curriculum. Cal State Hayward is one of the first universities nationally to offer a degree in business administration with an option in telecommunications. Telecommunications is a field in need of trained managers and professionals. The campus now has a telecommunications laboratory made possible by a \$75,000 grant from the National Science Foundation and a gift valued at \$243,000 from the AT&T Corporate University Equipment Donation Program. It is jointly operated by the School of Business and Economics and the School of Science.

Today, the University is a truly multi-cultural institution. The beauty of our campus is as much in the mix of our people as it is in our exceptional natural setting.

Perhaps the single most striking aspect of our campus landscape, however, relates not to technology but to people and to Mayor Harris' comment above. Today, the University is a truly multi-cultural institution. The beauty of our campus is as much in the mix of our people as it is in our exceptional natural setting. Over forty-five percent of our students come from minority populations. Our faculty, administration, and staff are beginning to reflect this diversity as well. It is a commitment begun under my predecessor President Ellis McCune and I am honored to continue the effort.

Cal State Hayward is also becoming an increasingly international university. Through our highly regarded School of Business and Economics, we are playing a direct role in helping

Continued on page 4

Commencement will unite all graduates for morning ceremony

School celebrations will follow

On June 12 at 9 a.m., Cal State Hayward will hold its thirty-third Commencement. This year, Commencement will have a new format: one ceremony, including a speaker, for all four schools in the University Stadium. Immediately following, ceremonies for individual schools will be held with graduates walking across the stage as their names are called.

It appears as though the University is tampering with a time honored tradition, but this event has changed greatly over the years. In 1961, the first Commencement, twenty-four students walked across the stage at the old Hayward High School Auditorium and Congressman George Miller addressed the crowd on "The Challenge for Students in the Space Age."

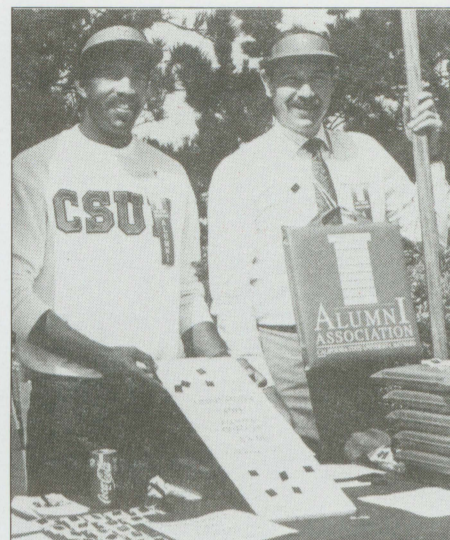
Wade Morehouse, former Associate Dean of the School of Business and Economics, was there. He remem-

Last year, Ron Kihara, co-chair of Commencement, tried to stop a gorilla from disrupting the ceremony.

bers sitting on stage and hearing a child disrupt the solemn ceremony. "This child was screaming and annoying everyone until her mother was forced to drag the baby down the aisle and out of the building. I remember it well because the cranky child turned out to be my two-year old daughter!"

Commencement was first held at the amphitheater in 1964. Rich Lopez, now in Career Planning and Placement, was a student at the time, working in the Admissions office. The day before Commencement, he drove to professors' homes to get their grades. "We had to check every student's records up until the last minute because President Harclerod would not let anyone walk in Commencement if they had not graduated," says Lopez. "We actually had to call five students and tell them not to show up the next day for graduation. One student was so upset he got sick and then it turned out we made a mistake. Fortunately, we had time to call him back."

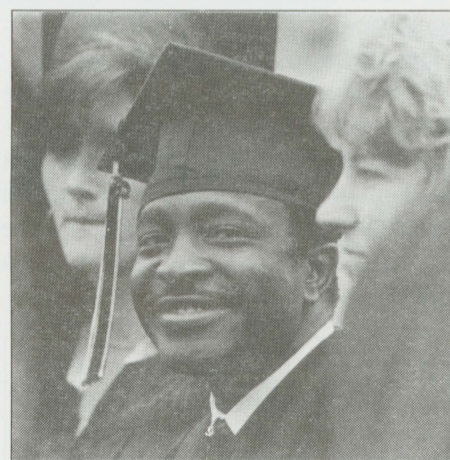
A 1969 article in the *Daily Review* reflected unrest over the Viet Nam war. Dr. Philip R. Lee, Chancellor of the University of California San Francisco, told more than 1600 graduates that the biggest challenge they faced was "the search for enduring peace." President McCune reflected that "no generation of college students has raised as clearly or as compellingly the question of why matters should continue to be as they are—equality of opportunity." The *Review* noted that



Sitting pretty—The Alumni Association will be at Commencement selling stadium cushions and mementos to raise funds for the organization. The Association also produces a video of the ceremony for graduates to purchase. Above are Stan Hebert, left, and Bill Firestone. Student organizations will also be selling items.

"The other major issue raised by a substantial number of students on the Cal State campus this year, that of expanding the college's efforts to meet the needs of its minority students, found expression only in the fists or diplomas held overhead with a smile by several Black students after they greeted and passed the president."

Baseball Hall of Famer Joe Morgan graduated in 1990. Just as Acting President Maury Dance announced Morgan's name, a bi-plane flew overhead ruining the sound for the TV cameras. Morgan's big day was cov-



Okay, Mom—Cal State Hayward's Commencement ceremony was national news in 1990 when Joe Morgan fulfilled a promise made to his mother two decades earlier. He completed a bachelor degree in Kinesiology and Physical Education.

ered by NBC's *Today* show, *USA Today* and all of the local media.

Last year, Ron Kihara, of Administration and Business Affairs and co-chair of Commencement, tried to stop a gorilla from disrupting the ceremony. A student dressed in a gorilla costume evaded Kihara to sing *Happy Birthday* to his roommate's girlfriend after she stepped off the stage. Fortunately, Kihara had confiscated his bullhorn.

This year's event may be the most impressive of all, but it means an unprecedented number of people on campus. Individuals are encouraged to use public transportation and the public is being notified to take alternative routes

Continued on page 2



One step forward, two steps back?—CSUH faculty and staff who traveled to Moscow to teach Western business practices to Russian women found the status of women in that society full of difficulties. Pictured above are, back row from left, Sheila Cowen, Sharon Green, Sue Schaefer; front row from left, Donna Wiley and Nan Maxwell.

Russian presence of CSUH faculty emphasizes women In separate trip economics educator looks at teaching methods

"American and Russian women share at least one thing—the glass ceiling," says Donna Wiley. In March, Wiley, of the management and finance department, was in Moscow with seven other faculty members, five CSUH students and three American business women to teach the basics of Western business practices to Russian women.

Appearance and reality

Russia needs to fully incorporate women in the business world says Sue Schaefer, professor of management and finance. Since Russians began attending seminars at CSUH, "Not one of those folks over the last five years has been a woman," she notes.

"They hunger for real respect."
—Sheila Cowen

Sheila Cowen, director of the Office of Testing and Evaluation, discussed standardized tests for assessing and hiring employees. She stressed that the appearance and reality of the status of Russian women are not the same thing. One-third of all Russian Congress members by law must be women, but Cowen guesses without quotas, that number would plummet.

"Russian women hunger for real power and they hunger for real respect," Cowen says. "They feel they don't have a whole lot of either."

Over 250 Russian women attended the conference, most paying the equivalent of a week's salary.

The conference coincided with the upheaval surrounding President Boris Yelstin, yet the conference drew front page coverage and CSUH faculty were interviewed on national television.

There are plans to continue this cultural exchange including a proposal from the Russian State University for the Humanities to help establish a new women's studies department.

The other conference leaders were Nan Maxwell of economics, Loretta Breuning, Sharon Green and Barbara Johnson, management and finance, and Chong Lee, marketing.

The price of vodka

Imagine learning the basics of market economics by attending an auction where bottles of vodka are sold off. Each time a new bottle is put on the auction block, the money supply in the audience increases and coincidentally, the price of vodka jumps. Jane Lopus, of the economics department and director for the Center of Economic Education, used this method to show the relationship between inflation and increases in the money supply when she traveled to Russia this winter. Lopus conducted seminars for high school teachers and administrators in the methods of teaching economics.

"The economy is in real trouble," she says. "But I didn't meet anyone who defended the old Soviet totalitarian command economic system."

Lopus and fellow economist Don Leet from Cal State Fresno spent three days out of the two-week trip visiting high schools in the area to get a "real feel" of what Russian high school students need. She says that by American standards the schools are under stocked and the technology is out-of-date, but the Russian teachers are very hopeful for the future and look to the American system for guidance. "The teachers were very open to change," Lopus says.

APRIL

Now through April 28

• Large Scale Figurative Ceramics and Student Ceramics Group Show. Gallery hours: M/T 11am-3pm, W/Th 1-7pm. A&E. 881-3299.

14 Wednesday

• Career Expo. Full- and part-time jobs for students and alumni. 11am-2:30pm. PE.
• Chemistry Seminar. "Protein Re-folding: The Folding of Epidermal Growth Factor (EGF)," Carlos George-Nascimento, Protein Chemistry, Chiron Corporation. Noon-12:50pm. No Sci 420.
• Smith Center Lecture. "In Defense of the 1980s," David Henderson, economics, Naval Post-Graduate School. 2:40-4:30pm. UU 311.

15 Thursday

• Andy LaVerne, jazz pianist. Lecture: 11am. MB 1039. Recital: Noon. MB 1055.
• Biology Seminar. "Luteinizing Hormone and Follicle-stimulating Hormone in Frogs: Making it and kicking it out," Debra Stamper, CSUH. Noon. No Sci 321.

18 Sunday

• Retirement luncheon for Delmo Della Dora, Teacher Education. Blue Dolphin, San Leandro. \$24. Reservations by April 12. 881-3027.
• Baseball. UC Davis. 1:30pm.
• Music Alumni Recital. 8pm. MB 1055.

20 Tuesday

• Don Henriques, guitar. Noon. MB 1055.
• Faculty-staff forum on the budget. 4pm. University Theatre.

21 Wednesday

• Emergency Preparedness Fair. 11am-2pm. UU.
• Center for the Study of Intercultural Relations Colloquia Series. "Cross-cultural Images: A Fulbrighter's Middle Eastern Odyssey," Sonja Parker Redmond, CSUH. Noon. Biella Room, Library.
• Chemistry Seminar. "Chemical Surface Modifications for Liquid Chromatography and Capillary Electrophoresis," Joseph Pesek, San Jose State. Noon-12:50pm. No Sci 420.
• Economics Seminar. "The Political Economy of Environmental Regulation in California," David Andrade, California EPA. 2:40-4:30pm. MB 2605.

22 Thursday

• Biology Seminar. "Wetlands Use in the Improvement of Water Quality," Francesca Demgen, Woodward-Clyde. Noon. No Sci 321.
• Doug Masek Saxophone Quartet. Noon. MB 1055.

23 Friday

• Friends of the Arts evening of Sculpture and Song. Cocktail buffet, 6:30pm, University Gallery followed by comic opera performance (see below), at 8pm. Reservations: 881-4299.

23 Friday, 25, 30, May 2

• Two comic one-act operas, *Ba-Ta-Clan* by Offenbach and *A Game of Chance* by Seymour Barab. Fridays at 8pm, Sundays at 2pm. MB 1055. \$5/\$4/\$2.

23 Friday through summer

• Many Faces, Many Roots: The Cultural Diversity of Cal State Hayward, exploration and demonstration of the multi-cultural strength of campus. C.E. Smith Museum of Anthropology, MI 4th Floor.

28 Wednesday

• Center for the Study of Intercultural Relations Colloquia Series. "Attitudes Toward English as an Official Language: Results of a Recent Study," Benjamin Bowser, Glynn Custred, CSUH. Noon. Biella Room, Library.
• Chemistry Seminar. "Information Theory and the Design of Chemical Sensors," Samuel Perone, San Jose State. Noon-12:50pm. No Sci 420.
• Lunch 'n' Learn Series. "Parenting in the 90's." 1-2pm. LI 2195.
• Economics Seminar. "Issues in Banking," Gary Zimmerman, Federal Reserve Bank. 2:40-4:30pm. MB 2605. Co-sponsored with Smith Center.

29 Thursday

• Biology Seminar. "Tuberculosis: A Re-emerging Problem," Dr. Robert Benjamin, Communicable Disease Division, Alameda County Department of Health. Noon. No Sci 321.
• Casino Nite, sponsored by AS and University Union. 6-9:30pm. University Union.

May

5 Wednesday

• "Hispanic Issues in Higher Education: The Politics, Prerequisites and Presumptions," interactive video. 10 am-noon. UU Room 311.
• Biology Seminar. "Endoderm-specific Gene Expression During Sea Urchin Development," Dr. Robert Benjamin, Alameda County Department of Health. Noon. No Sci 321.

Computing Center Workshops

Intermediate WordPerfect

- M-Tu 4/12-13 1:30-4:30
- W-Th 5/5-6 9 a.m.-noon

WordPerfect Desktop Publ.

- Tu-W 5/25-26 9 a.m.-noon

Call ext. 3629 to sign up.

Alumni Chapter Events

Business Alumni Chapter (BAC)—call Lynette Holtz (209)836-9384 or Terry Higgins (510) 745-7884 for information

- May 13: Annual dinner meeting. Grand Taipei Restaurant, Fremont.
- June 19: BAC Day at the A's and tailgate party.

MPA Alumni Chapter

- May 22: Annual dinner. Proposed symposium on "Twenty-Five Years of Excellence and Innovation in Public Service Education: A Gathering of MPA Alumni/ae." Papers invited, call (510) 881-3282.

Commencement format

continued from page 1

if they are going to be near the campus on the morning of June 12.

Wherever it's held, some things never change about Commencement, like the smiles of proud guests and the relief on the faces of the students as they walk across the stage toward new challenges.

View

The View from California State University, Hayward is published every other Monday except during academic recesses. Deadline for submission of material is Monday, 5 p.m., two weeks prior to publication. Please address all copy to The View, 908 Warren Hall, CSUH, Hayward, CA. 94542-9988. All copy over 50 words must be submitted on a disk or through e-mail to ~view; please do not use all caps or underlining. Copy may be edited for style, length and appropriateness. The View is a publication of the Office of University Relations & Development.

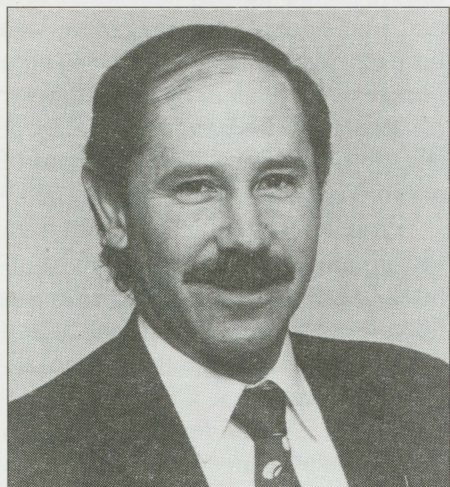
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AlumniView

Spring 1993

A supplement to the staff and faculty newsletter of California State University, Hayward sponsored by the Alumni Association



Bill Firestone, President, Alumni Association

Dear Alum,

It has been quite some time since you've heard from the Alumni Association; we intend to change that! The mission of the Association is to provide service and support to the University, its students, and our members. Goals set for the '92-'93 fiscal year include increasing membership and improving communication. We are on our way to meeting these goals and are eager to climb to the next level. To do this, we need your help.

In the past few years the Alumni Association has contributed to CSUH in a number of ways including the following: co-sponsorship of the Athletic Hall of Fame, providing five to six

scholarships each year for undergraduate students, financial support for the Library, underwriting this issue of *The View* for alumni, selecting the Alumnus/na of the Year and making the presentation at the Honors Convocation, producing a Commencement video for graduates, helping reactivate the Alumni Career Network and alumni mentoring program

There are also tangible benefits for each Association member. They include:

- Library card to the CSUH library and other libraries in the CSU system,
- 15% discount on most Extended Education courses,
- Parking permit on campus (Lot H),
- Security Pacific Financial Services,
- Access to Cal State Employees' Credit Union #9,
- Access to membership in Price Club.

Many other benefits of membership are not to be measured but experienced: renewing ties, recognizing the University as an ongoing resource, helping current students and working with other alums.

Please join us—there is always room for new ideas and insight in return for challenges with some fun along the way. A membership form is included on page 5.

Bill Firestone '73



Lee Chapman Ashley, Director Alumni Affairs

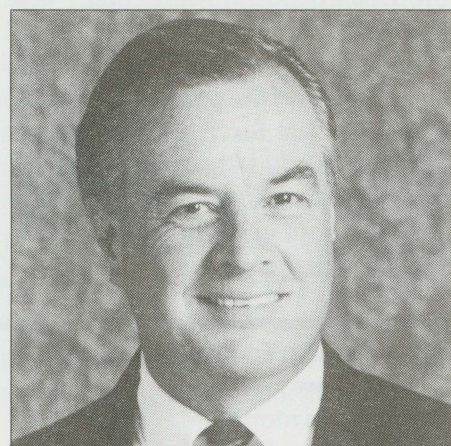
Dear Alum,

As an alumna it's a pleasure to serve the University through the Alumni Association. Having earned two degrees here, and made friends with faculty, staff and other students in the process, I feel a passion and drive to be part of strengthening the bonds between alumni and CSUH. The Alumni Association is here to enable the University and its graduates to communicate with and benefit one another.

Many graduates channel their Association membership through chapters such as Business, Education, La Raza, Music, Public Administration and Sociology. New chapters may be forming in Anthropology, Criminal Justice, the Contra Costa Center and for Kaiser-Permanente employees.

Please call me at (510) 881-3724 if you have any questions about chapters or the Alumni Association.

Lee Chapman Ashley '88, '91



Bob Trinchero, Director University Relations & Development

Dear Alum,

Like many of you I can recall the early days of this campus. The bucolic scene left both faculty and students sometimes wishing for the vibrancy of a more mature, more developed place. Well, the future is now.

As the University has evolved so have my responsibilities from directing the Office of Testing and Evaluation and teaching a psychology course here and there to working with University Relations and Development. Our task is to advance the cause of Cal State Hayward as a major force in the East Bay Region. We do this through telling the University's story and seeking out its supporters.

No group has a greater investment in the University, nor a stronger commitment, than its students and alumni. Once per quarter, we plan to reach you through *The View* and give you a peek at your University.

Bob Trinchero



In the Mayor's office—"It's my greatest goal to establish a sense of shared responsibility for our children," says Elihu Harris, a 1968 graduate of CSUH and mayor of Oakland. He will be recognized as Alumnus of the Year at the Honors Convocation, May 16.

Oakland Mayor Elihu Harris named Alumnus of the Year

When Elihu M. Harris was "college shopping" he wanted to go to school back East, but his father wasn't convinced the money would be well spent, so the future mayor of Oakland chose Cal State Hayward.

"It turned out to be very conducive to learning and it suited my circumstances perfectly. I've never been disappointed that I went to Cal State."

Longtime friend and political ally Assemblymember Johan Klehs says that Harris has never forgotten where he's come from. "We both came from working families," says Klehs. "We both worked hard to put ourselves through Cal State Hayward."

Harris says that CSUH helped him stay on track allowing him to graduate in three years since classes were offered year-round. He majored in political science.

In just three years, Harris graduated from CSUH with honors and entered UC Berkeley's Graduate School of Public Policy, receiving a master's degree in public administration in June, 1969. He received a law degree in 1972 from UC Davis.

Harris balks at the "myth" that CSUH students aren't involved in the campus simply because many of them don't live on campus and commute. "I was a commuter student and I did everything I could to be a vital part of the campus."

Harris' student activities included holding top positions in the student government, working for the student newspaper and serving as an active member of the Black Student Union. "There were and are an endless array of things to do and activities to participate in at Cal State," he says.

On his way up

In 1975, Harris was appointed executive director of the National Bar Association in Washington, D.C. and in 1977 he returned to California to

practice law. He was first elected to the California Assembly in 1978. In 1990, Harris became mayor of Oakland in a heated and competitive campaign.

"Elihu Harris is smart, quick, and incredibly intelligent," says Klehs. "Anyone who knows Oakland, knows it is a tough city to govern. American cities are hurting and Elihu is keeping Oakland on course."

Emphasis on education

Since becoming mayor of Oakland Harris has made education a priority. "It's my greatest goal to establish a sense of shared responsibility for our children," he says. "We must maximize the educational opportunities for all people. Working together, we can make that happen."

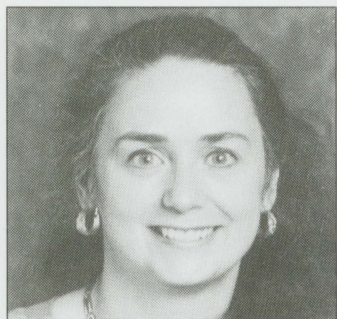
He established a coordinating council on education to link education organizations with the community by establishing tutorial programs, mentor programs, adult education programs and matriculation programs encouraging inner city youth to attend college.

Harris says that one of those links is Cal State Hayward. He praises CSUH President Norma S. Rees.

"President Rees has been willing to come off the campus and reach out to the larger community," Harris says. "That outreach has been very productive. She's managed to make the campus a relevant institution for many people who just thought it was that university on the hill."

Harris takes on a more somber note and echoes many other leaders and educators when asked about the status of public education in the state. "The California dream of equal university access is becoming a nightmare," Harris says. "We have to realize that education is an investment not only for the individual student, but for our entire state and our society as a whole."

School of Arts, Letters and Social Sciences

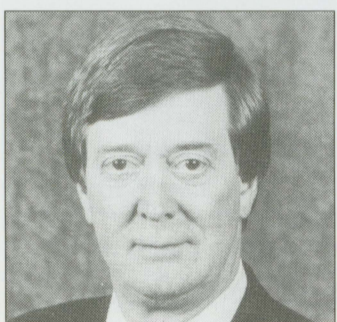


Mary Cullinan, Interim Dean

Discussions are underway in ALSS about breaking down the walls of traditional departments. The Department of Ethnic Studies and the Women's Studies Program have taken steps towards a possible merger. The impetus is partly to find a solution to the fiscal problems that most departments face, but we are also concerned with enhancing what is taught. Other possible programs that might come out of these discussions are a creative arts program involving art, music, theater and creative writing, and an arts administration offering that draws from public administration, art and political science.

ALSS is also exploring ways to make programs more accessible to students of all ages and backgrounds and to involve the community in a wide range of activities. As part of this outreach effort, the *Pioneer* now covers Bay Area news and is distributed throughout Hayward as well as on campus.

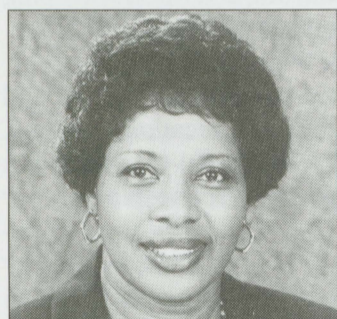
School of Business and Economics



Jay Tontz, Dean

In 1965, multinational business became a core requirement at CSUH. During the 1980s one of the new emphases of the national accrediting association for business schools was on the need to prepare students for careers that included dealing with companies from other nations and international business organizations. In 1989, our program was selected from among eighteen to train top executives from the then Soviet Union. To date we have had three different groups on campus for programs ranging from five weeks to three months. On page 2 of this publication is an article on a recent trip by eight women faculty members to Russia. In addition, a visiting faculty member from the National Academy of Economics of the Russian Federation taught at CSUH in the first two quarters of 1991-92. In January, the Academy took the first steps towards offering the first accredited American MBA program in Russia—CSUH's MBA.

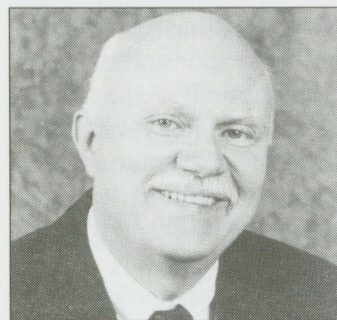
School of Education



Arthurlene Towner, Dean

Through strategic planning, the School of Education has made a commitment to be socially responsive and to prepare graduates who will be active contributors to our complex and diverse society. We are now in the third year of implementing our five-year strategic plan. Some examples of activities that have evolved are (a) an Urban Teacher Academy, designed to recruit minorities and others, (b) a Diversity in Leadership Program, to increase the numbers of school administrators from racial and ethnic groups that have been historically underrepresented within the K-12 sector, (c) Mission Possible Program to increase the number of ethnic minorities who attend college, (d) a new program in Therapeutic Recreation, (e) an M.S. Counseling emphasis in higher education administration, and (f) a contractual partnership with the Nuclear Regulatory Commission to provide technical assistance in developing guidance for NRC licensees' use in administering a physical fitness training program for security guard personnel which is medically and legally sound.

School of Science



Ken Rebman, Dean

As I read the newspaper headlines and listen to the television soundbites, I may be excused for thinking they all relate to our School: Health Care. Earthquakes. The Information Age. Med-Flies. Substance Abuse. The Origin of the Universe. Biotechnology. Groundwater Contamination. The Computer Revolution. Self-Esteem. The Elemental Nature of Matter. The Lottery. Aging. Endangered Species.

One of our primary objectives in the School of Science is to ensure that our bachelors and masters graduates are well prepared for their next step, be it further education or entry into the workplace. Throughout the Bay Area and the entire country, our science graduates are making their mark. But an equally important goal is to provide to ALL graduates—the art major, the business major, the prospective teacher—a basic scientific and mathematical literacy. This is important in our increasingly technological society. And so we strive to develop not only good scientists, but good citizens as well.

Project Northstar offers guidance to at-risk children

A group of Cal State Hayward students, faculty and administrators are tutoring children who live in Oakland shelters. "We are encouraging these youngsters who are at risk to stay in school and apply themselves," says Mac Lovett of Instructional Services and director of Project NorthStar West.

Student Eric Heath meets weekly with seven-year-old Jonathan and his six-year-old sister Shamika at the Oakland Boys and Girls Club. "At first Jonathan was trying to figure out where I was coming from," says Eric. "Early on I realized that the best thing I could be is consistent."

Heath likes to think of simple ideas to make homework fun. "Last

time I pulled out my calculator and had him punch up the year he was born and his friends' birthdays to help him get over his fear of big numbers. Jonathan and his sister have a lot of energy and curiosity and a big part of my role is to boost their confidence."

Project Northstar originated in Philadelphia where a group of attorneys began tutoring and mentoring homeless children. In Oakland, many professionals also volunteer their time, including attorneys, CPAs and entrepreneurs. About forty youngsters show up every Tuesday evening for a hot meal at 6 p.m. and tutoring.

For information on Project Northstar West call Mac Lovett at 881-4078.

CSUH leads nation in technology transfer education

Since 1991, CSUH students have been working with the Lawrence Livermore National Laboratory (LLNL) analyzing the market potential of various technologies in the field of hazardous waste management. Products researched vary from software programs to keep companies up-to-date on federal regulations to methods for improving the ability of enzymes to breakdown hazardous materials.

Through the course "Establishing New Enterprises," students work with LLNL scientists for "a true hands on experience," says Lawrence Udell of the Department of Marketing, who teaches the classes along with Ric Singson and Norman Smothers. As an indication of the possibilities, Udell points out that there are 700 Federal laboratories that share a twenty-five million dollar research budget.

For a more in-depth look at technology transfer and commercializa-

tion, the University also offers a certificate program in "Technology Transfer and Commercialization" (T2C).

The certification program is offered through the Extension Division in conjunction with CSUH's Center for New Venture Alliance (CNVA), in the School of Business and Economics. Woody Clark, program manager for T2C, says that the recent announcement of base closures translates to opportunities for people with skills and knowledge about the technology transfer and commercialization industry.

"I'd imagine a lot of people working at military bases or with the bases would want to know how they could get involved and educated about technology transfer," says Clark. "And our campus happens to have the only program on technology transfer."

For information on T2C, call the CVNA at 881-3805 or 451-1668 or Extension Division at 881-3605.

ViewPoint: To our alumni

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to transform moribund economic systems. Since January, the National Academy of Economics in Moscow has been offering our undergraduate business curriculum to its students as a prerequisite to earning a Cal State Hayward MBA. (We look forward to the day when we have an alumni chapter in Moscow.) Many of our faculty in SBE are actively engaged in training Russian managers (see page 2).

Through the Asian International Marketing Program business students evaluate products from countries such as India, Thailand and the People's Republic of China. A group of students will travel to China and Thailand this summer to meet manufacturers and trade officials. The first group traveled to India and China in 1991.

In separate agreements, Chinese journalists and business people will be studying at Cal State Hayward to strengthen their abilities to communicate and compete in an international market. Our American Language Program in the Extension Division draws students from all over the world and has been especially successful in bring-

ing Brazilian students here to study English. Cal State Hayward has the largest number of Brazilians of any similar program on the West Coast.

These exchanges are clear indications to our students that they need to think in terms of a community of nations that is interacting in more complex ways than ever before. It also makes clear that one of the most important "products" this country exports is our language. The School of Arts, Letters and Social Sciences has developed a proposal to offer a master's degree in teaching English-as-a-Second-Language, a growing field both here and abroad. Campus committees will be reviewing the proposal this quarter.

I have touched here on some of the larger or more general changes that Cal State Hayward has experienced over the past several years. Each graduate has special and particular questions about the programs and people he or she knew. I invite each one of our alumni back to the campus to see firsthand what's changed and what endures.

I invite each one of you to be part of Cal State Hayward again.

ViewNotes

1963

Bertie Dodd (B.S. Education) holds an MFCC, is a candidate for a Ph.D., a teacher and school counselor.

1964

David Blasquez (B.S. Physical Education) teaches safety education at Dublin High School.

1967

Phillip Lee Garbutt (B.S. Geology) is an instructional support technician in the Cal State Hayward Department of Geological Sciences.

1968

Dave Cacci (B.A. Sociology) is the general manager of Hotel Sofitel in Redwood Shores.

Thomas Johnston (M.A. Music) is a music professor and anthropologist at the University of Alaska.

1969

Susan D. (Close) Weber (B.A. Political Science) has been married twenty-two years and has two children.

Jacob J. Skokan (B.S. Geology) is a consulting geophysicist at Golden Co. he also worked for Gulf and Chevron.

1970

Chuck Headlee (B.S. Geology) works for Geostrategies and is in the geology master's program at CSUH.

1972

Ross Bowling (B.S. Recreation) is vice president and manager of a new branch office in Foster City for the real estate brokerage firm Cornish & Carey. He serves as president of the Foster City Chamber of Commerce.

Gordon Ness (B.S. 1969, M.S. 1972, Geology) is a senior researcher in geophysics in the College of Oceanography, Oregon State University.

1974

David Hayes (M.S. Mathematics) is a professor of mathematics and computer science at San Jose State.

Charles E. Kerns, Sr. (B.S. Biological Sciences) is a registered environmental health specialist in the Environmental Health Division, Lake County.

Bruce Sagan (B.S. Mathematics) is a professor of mathematics at Michigan State University.

1975

Mariko Abe (B.A. Music) works in the CSUH music department as a secretary and performs with Bay Area orchestras, including Women's Philharmonic and Fremont Philharmonic.

Gilbert Rodriguez (M.S. Mathematics) is a professor at Los Medanos College.

John A. Schmidlin (B.A. Political Science) graduated from the FBI National Academy and is captain for the Westbrook (Maine) Police Department.

1976

Raymond L. Berzins (B.A. Political Science 1974; MPA. 1976) works as the assistant finance director for Folsom, California.

Stan Hebert (B.S. Business Admin.) is manager, Marketing & Information Services Division, City of Oakland. He is also president-elect for the CSU Alumni Council.

Artis Lovelady Hopkins (M.S. Education) earned a Ph.D. and is a retired teacher. She has been a chaperone to Russia and Australia for People to People, an organization promoting international understanding.

Robin Kramer (B.A. Music), the coordinator for Mountain View High School performing arts department, received an American Teacher Award.

Barbara Kennelly Tracey (B.S. KPE 1972; Recreation, 1976) works for the United States Park Police, National Park Service.

1977

Zahi D. Haddad (B.S. Business Admin. 1974; MPA 1977) is chair of the Department of Business Administration and Economics at Georgetown College, Kentucky.

Major Michael P. Marletti (B.S. Business Admin.) serves with the Headquarters and Service Company, III Marine Expeditionary Force in Japan.

Jane Lopus (M.A. Economics 1977; M.S. Special Education 1987) received her Ph.D. in economics from UC Davis. An assisant professor at CSUH, she recently returned from Russia, where she introduced methods for teaching economics (see page 2).

Jerry McCallum (B.S. Math) is the medical director of the Fremont Clinic.

Tom Schulte (M.S. Mathematics) is a professor of mathematics and computer science at Sacramento State.

1978

Judy Belk (MPA) is vice president, Community Affairs, for Levi Strauss.

1979

Keith G. Hentschel (B.S. Business Admin.) is the field sales manager for the Prudential Insurance Company's Contra Costa Agency.

Carter A. Lee (MBA) is chief financial officer for Diefenbach Elkins, an international strategy and image consulting firm.

Edith Yamanoha (B.A. Chemistry) is an international specialist with AT&T focusing on Japanese accounts.

1980

Andrew Bell (B.S. Mathematics) is a computer systems analyst for PG&E.

Dale A. Lottig (B.S. Business Admin.) is a tax partner at Deloitte & Touche, San Francisco.

Russell E. Shea (M.S. Biology) is a professor of biology at Randolph-Macon College in Ashland, Virginia.

1981

Larry August (B.A. Liberal Studies) is sales manager of Kaufman & Broad's in Modesto.

Michael Gehb (B.S. in Business Admin.) is chief financial officer of Copithorne & Bellows Public Relations in San Francisco.

Otto Giuliani (B.S. Criminal Justice) is Benicia police chief after serving in the Livermore police department.

Chi Fai Ho (B.S. Mathematics) is a professor of mathematics and computer science at Cal State Hayward.

Jean Meneley (B.S. Recreation 1977; B.A. Art 1981) is Ardenwood Farm's first woman blacksmith.

1982

David Blunt (B.S. 1976; M.S. Geology 1982) is geoscience manager with Mittlehauser Corporation, Pleasanton.

Beth Kaplan (B.S. Business Admin.) is finance director at the Orange County Register in Brea, California. She also serves on the board of the Santa Ana/Tustin YMCA.

1983

Captain Alfred J. Ward (B.A. Economics) serves with Marine Helicopter Training Squadron-303, Marine Corps Air Station, Camp Pendelton.

1984

Anita Dance (B.S. Mathematics and Computer Science) works for Chevron.

Londa J. Larson (B.S. Chemistry) is an instructor of chemistry at San Jose City College.

Jerry L. Stinnett (B.S. Criminal Justice) works for the Frederick, Colorado Police Department.

1985

Captain Mark D. Derickson (B.A. History) serves with the 13th Marine Expeditionary Unit, Camp Pendelton.

1987

Curtis J. Charles (B.A. Business Admin.) is a 1st Lt. with Marine Helicopter Training Squadron 301, 3rd Marine Aircraft Wing, Marine Corps Air Station, Tustin, California.

Stephen A. Fegard (B.A. Political Science) is a Marine 2nd Lt.

1988

Gregory Bartow (M.S. Geology) is an associate engineering geologist with California Regional Water Quality Control Board, San Francisco Bay Region.

Jeanette Bechtold (B.A. Music) is music director at Capuchino High School, San Bruno.



Membership in the Cal State Hayward Alumni Association is open to anyone who has attended Cal State Hayward for one quarter or more. Associate membership is open to administrators, faculty, and staff.

Name _____

Name on diploma if different _____

Major/Degree/Year _____

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Phone (day) _____ (evening) _____

Name of employer _____

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Return to Alumni Association, Warren Hall 908, 25800 Carlos Bee Blvd.,
CSUH, Hayward, CA 94542-3006

See page 2 for chapter events.

continued from page 5

Lisa C. Dial (B.A. Speech Communication) is director of sales and marketing for the Napa Valley Conference & Visitors Bureau.

Carla Duke (M.S. Mathematics) is completing a Ph.D. at UC Davis and has been teaching courses at CSUH.

Sylvia D. Fegard (B.A. Political Science) is a Marine 1st Lt.

Randolph A. Guzman (B.A. History) is a Marine 1st Lt.

William R. Shannon (B.A. Music 1975; M.A. Music 1988) is working with the music faculty at Chabot College.

1989

David Amaral (B.S. Business Admin. 1989) has been named sales representative at Somerset Hills, a home community by Davidon Homes on a Vallejo hillside.

Paul Alan Eckert (B.A. Political Science 1987; MPA 1989) served as Santa Paula city administrator from 1990 to 1992 and is now working for the community of Paradise.

Carl S. Gaines (B.S. Criminal Justice) recently completed basic training with the Navy at Recruit Training Command, Great Lakes, Illinois.

1990

Thomas J. Dick-Peddie (B.S. Business Administration) is a Navy Lt.

Narciza G. Grace (B.A. Political Science) works for the U.S. Postal Service in Oakland as a postal collector.

Kent P. Tierney (B.A. Political Science) is the owner of P.D.A. Legal Process Service.

Kenneth Robert White (B.A. Political Science) works for the IRS.

1991

Paula Albert (B.S. Mathematics 1984; M.S. Mathematics 1991) is a lecturer in mathematics and computer science at Cal State Hayward.

Robin R. Booker (B.A. Political Science) attends Marquette School of Law in Wisconsin.

Isabella Del Santo (B.A. Political Science) is working as a part-time law clerk at Chubb and Son in San Francisco while attending law school.

Debbie Frederick (B.S. Nursing) works in Adult Critical Care at Kaiser Hospital in Oakland.

George J. Gonzales (B.A. Political Science) is earning his MPA at CSUH.

Michael Gonzales (B.A. Political Science) is a program representative for the Employment Development Department in San Jose.

Lee Herrington (B.A. Political Science) is a police officer in Walnut Creek.

Michael Jackson (B.A. Political Science) is a housing counselor for the San Francisco Housing Development Corporation.

Alva Johnson (B.A. Political Science) is a graduate student in public policy at UC Berkeley.

Brian McCoy (B.A. Political Science) is a claims adjuster at CSAA.

Eric Xavier Valencia (B.A. Political Science) is a systems support specialist at Hotel Information Systems in Concord.

1992

Terry Noon (M.S. Geology) is a park ranger/firefighter with the East Bay Regional Park District.



Alumni Association Board of Directors—Pictured with President Rees (center) are, from left, Mamie Richardson, Lee Ashley (Director, Alumni Affairs), Lynette Baker (Secretary), Vic Ramos, Bill Firestone (President), Sharon Craig, Ron Smith, Janine Wertheimer and Bill Bergeson. Not pictured are Chris Chamberlain, Mike Ferketich (Treasurer), Ellen Haworth (Vice President), and Douglas Walsh. Officers serve one year terms; directors serve two-year terms.

Alumni can put Career Development Center to work for them

The University's Career Development Center can help alumni increase career and vocational options. Services offered to alumni members of the center include career counseling, access to current job listings, on-campus interviews and an invitation to the annual career expo.

VoiceLink for jobs

One of the newest services offered is Career VoiceLink which connects students and alumni with a twenty-four hour, easy access Jobsline. Career VoiceLink is attractive to employers because it's fast, easy and affordable. Information is accurate and updated because employers dictate the listings directly. Job seekers call a University phone number, enter a pass code given by the center, and then listen to detailed job listings provided by employers.

Alumni have access to Career VoiceLink by paying \$25 which entitles them to most services offered by the Career Development Center.

For more information call (510) 881-3500. Employers interested in placing a job listing should call 1-900-844-CSUH (2784).

Career Network

Joining the Career Network en-

ables you to network with other alumni and to discuss fields of interest with other professionals. One of the most rewarding aspects is talking to current students who might benefit tremendously from your expertise. Members provide information about opportunities in a variety of occupations to assist job seekers making career choices. Alumni participants are one of the Career Center's greatest resources.

Scholarships for volunteers

The center is participating in a newly established scholarship program in conjunction with the CSUH Department of Cooperative Education. The program will enable ten students to work 280 hours at a Bay Area community agency this summer. In exchange, they'll receive a \$1,400 scholarship that will go towards paying fees for the next three quarters.

The center is hoping to expand the program with matching funds/donations or additional non-profit work settings.

Information

Call the Career Development Center at (510) 881-3622 for additional information on available services. Its hours are 8 a.m. to 7 p.m., Monday through Thursday and 8 a.m. to 5 p.m. on Fridays.

Let us hear about you for the next issue of the *Alumni View*. Send an update (or complete the form on page 5) to Alumni Association, 908 Warren Hall, CSUH, Hayward, CA 94542-9988.

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