

cal state

# east bay

m a g a z i n e

For University Alumni and Friends



## The Food Issue

*As climate heats up, so does talk of food, science, and sustainability*

Ancient foodways  
may save the planet

How green was  
valley farming?  
CSUEB historian  
finds out

Alumna's easy  
to swallow  
business model

Fall 2011

FALL 2011

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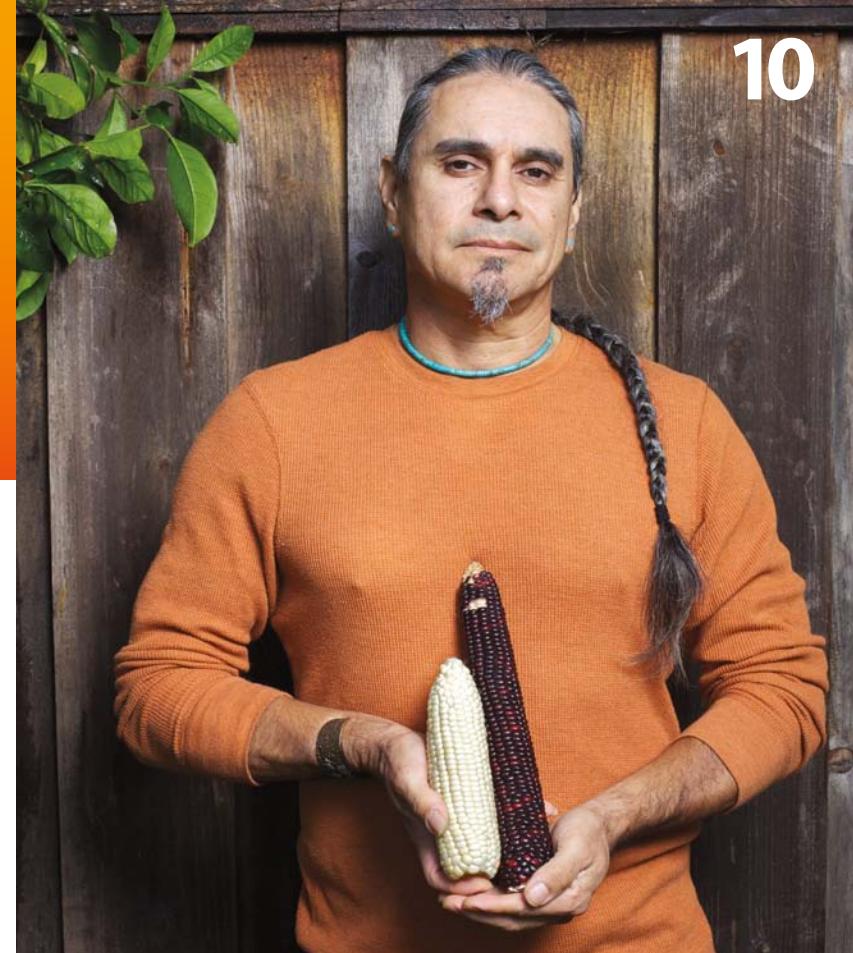


PHOTO MAX GERBER

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**I**t is truly an honor and a privilege to be selected to lead this great university. Since my appointment as Cal State East Bay's interim president on July 1, my priority has been to get to know the University and learn as much as possible about our students, faculty, staff, alumni, donors, and friends — as well as our academic programs, sponsored activities, and rich history.

This has kept me quite busy. I have gotten to know the deans, toured their colleges, and met faculty, along with staff and managers from other divisions. I visited the Concord Campus and the Oakland Center. I've talked with student leaders, alumni, trustees, legislators, business leaders, and community partners. Throughout these interactions, I have experienced the enthusiasm, engagement, and motivation of the Cal State East Bay family. It is clear to me how deeply committed and dedicated people are to this University, our students, and the community.

Joining this community is particularly exciting because I share a deep commitment to the CSU and Cal State East Bay missions. I value and embrace the diversity of the communities we serve and the quality of education we provide our students. I have a deep abiding commitment to social justice, to equity, and to the need to recognize, nurture, and celebrate our differences.

### Examining our Seven Strategic Mandates

I am most impressed with Cal State East Bay's accomplishments over the past five years in meeting the seven mandates. The important question ahead for us is, how do we continue to build effectively upon our excellence and institutional distinction? In my experience, universities and organizations are most effective when they have a well-

articulated vision for the future. I strongly believe we can, and must, be inclusive of the various interests and constituencies of the University and the communities we serve, aligning these diverse interests in a coherent and ambitious vision for our collective future.

As part of our continuous strategic planning process, the University began a series of structured conversations to assess and reaffirm our mandates, allowing me the opportunity to listen to faculty, staff, students, alumni, donors, and friends. Discussion at more than a dozen sessions has centered around three questions:

- What do you like most about the University and view as our greatest strength?
- Which of the seven mandates continues to be most important?
- Within the seven mandates, which, if any, should be rephrased or adjusted to reflect changing circumstances and new opportunities?

We will collect and analyze the results of these sessions to inform the broader conversation going forward. I look forward to sharing these with you in our next issue. If I have piqued your interest, look for more information and share your thoughts at [www.csueastbay.edu/listeningsession](http://www.csueastbay.edu/listeningsession).

### Key themes to consider for our future

Our first priority is our students, and any decisions we make together will be based on what is best for them. In my convocation speech, I presented the following six themes, which I believe are important to shaping our collective future. First, we need to think deeply about

# From the President

what constitutes the total **student experience** here at Cal State East Bay — and as a result, **how we define a successful graduate**. As part of our continuing work in science, technology, engineering, and mathematics (STEM) education and preparing the workforce, we need to consider a **STEM-infused** education that includes not only the STEM disciplines, but also the arts, humanities, and social sciences to prepare an informed citizenry for the 21<sup>st</sup> century.

I also have asked the provost to work with the chair of the Academic Senate to investigate innovative instructional pedagogy to enhance **student engagement and learning**. As a proponent of **sustainability** throughout my career, I have asked the campus community to look at CSUEB's current policies and procedures as well as ways to build sustainability into our curriculum as we go forward.

Finally, with the continuing challenge of decreased state support, we must look at **revenue generation** to sustain the level of excellence we want for our programs. These six themes will be important to stimulate our conversations as we work to develop our shared vision.

I have been amazed at how quickly the last few months have gone by. My wife, Barbara, and I appreciate the warm and generous welcome we have received from the University community. We look forward to meeting more of you in the coming months.

**Leroy M. Morishita**  
INTERIM PRESIDENT

# UNIVERSITY NEWS

## Princeton Review again recognizes CSUEB quality

Cal State East Bay again received recognition as one of the nation's outstanding universities by the *Princeton Review*, gaining separate honors as a Best in the West institution and for having a top business college.

"We're pleased to recommend Cal State East Bay to users of our site as one of the best schools to earn their undergrad degree," said Robert Franek, *Princeton Review*'s senior vice president and publisher. "Our 'regional best' colleges constitute only 25 percent of the nation's four-year colleges — a select group, indeed."

The *Princeton Review*, which annually provides college preparation

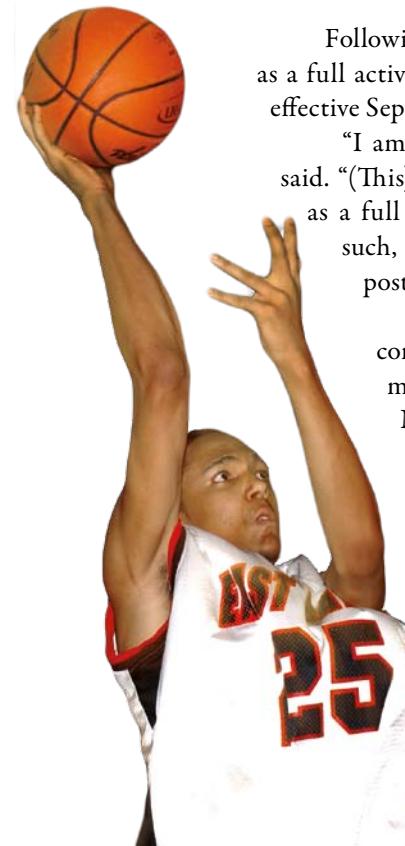
research and recommendations to students and their parents throughout the country, named CSUEB one of the best colleges in the West for the eighth straight year. For the fifth consecutive year, the *Princeton Review* also recognized CSUEB's College of Business and Economics as one of the best 294 business schools in the United States for its academics, career and placement services, student life, and placement and admissions.

"The *Princeton Review*'s continuing recognition of Cal State East Bay affirms our success in providing access to students of all backgrounds to realize their personal dreams and career

paths through an academically rich, multicultural learning experience," said Leroy Morishita, the University's interim president.

Factors that led to recognition for the College of Business and Economics include the main campus' location, the MBA program, and its faculty and staff. The *Princeton Review* said the program "maintains a strong reputation in the (Bay) Area" and its "low in-state tuition cost is significantly less than other schools in the area. Fortunately, the low cost does not translate into hassles and red tape; the business school is well run." ■EB

## Cal State East Bay joins NCAA Division II



Following a three-year application process, Cal State East Bay gained acceptance as a full active member of the National Collegiate Athletic Association's Division II, effective Sept. 1.

"I am delighted," Cal State East Bay Interim President Dr. Leroy Morishita said. "(This) provides the necessary credentials for Cal State East Bay to participate as a full member within the California Collegiate Athletic Association and as such, provides the opportunity for our student-athletes to now participate in postseason championship play."

Cal State East Bay began the membership process in 2008-09 and competed as a provisional member of the CCAA for two seasons. Active member status allows the Pioneer teams to compete for conference and NCAA championships. CSUEB will have a chance to face some of the best teams in Division II on a regular basis in the CCAA, which has claimed at least one NCAA team title each of the last four years, including softball and men's golf in spring.

"This is a move that was started by the students and will benefit every current and future Pioneer student-athlete," said Debby De Angelis, director of athletics. "We are very excited to return to Division II and have a conference the caliber of the CCAA with our sister state universities." ■KH

## Alumni, friends, community partners BOLSTER CSUEB WITH \$6M IN SUPPORT

University fundraisers are reaching out to alumni, friends, and regional organizations to build support for Cal State East Bay's message of the importance of access to higher education and preparing students for academic and professional success. Last year, supporters responded with \$6.1 million in gifts and pledges to the University.

"Our donors, especially alumni, know how important it is to earn a college degree," said Anne Harris, interim vice president of University Advancement. "Their financial support makes it possible for us meet our goal of providing our students with a quality, accessible education that will help them succeed in the 21<sup>st</sup> century workforce."

Gifts highlighted the University's regional stewardship commitments for science, technology, engineering, and mathematics (STEM) education, and workforce development, with key partners offering support for student pathway programs, community outreach, and academic services for CSUEB students.

Despite challenging economic times, Harris noted that private giving to the University has more than doubled from previous years. Funds raised since 2009 are more than 2.5 times what was raised in 2007-09. "This means a lot to our students, as state budgets shrink and tuition fees rise," she said. "These gifts can directly benefit students immediately."

In the coming years, Harris said advancement efforts will continue to focus on scholarships, faculty support, centers and institutes, campus infrastructure, and STEM-related programs, as the University continues to gain fundraising momentum.

### Gateways to success

One of CSUEB's model initiatives in regional stewardship, the Gateways partnership, received a \$1.15 million grant from the S.D. Bechtel, Jr. Foundation in April. The Gateways Cradle to Career Education and Workforce Partnership is a regional alliance of business, education, civic, nonprofit, and philanthropic organizations led by CSUEB. Its focus is developing "roadmaps" to improve student success in K-12 schools, with an emphasis on math and science, in order to develop a more robust pipeline of students and graduates to fill the workforce needs of the region.



The partnership launched in 2009 with a grant from the Living Cities consortium and also received \$75,000 in continuation funding this year to transition to "Phase II."

### Math and college readiness

The University's Mathematics Achievement Academies (MAA) program added geometry to its algebra curriculum, thanks to the second year of funding from Chevron. The San Ramon-based company last year committed \$1.5 million over three years to sponsor sections of the summer math enrichment and preparatory program.

In May, the Dean and Margaret Lesher Foundation announced a \$1.46 million grant to expand the MAA into Contra Costa County beginning in summer 2012. That includes funding for more summer academy sections with additional hours for technology support, as well as professional development for teachers in Contra Costa districts.

Directed by Cal State East Bay with partners in regional school districts, the academies offer direct support for middle school and early high school students as they begin college preparatory mathematics coursework. Eighty percent of students who successfully complete algebra I and geometry by the 10<sup>th</sup> grade successfully go on to college.

### STEM education

As University leaders began drawing up plans for a new STEM education building for the Hayward campus, the Bayer USA Foundation made a three-year, \$540,000 pledge to establish a new Center for STEM Education, to be housed within the proposed new facility.

The grant also created a director position, funded by Bayer, to lead the center's activities. In September, education policy expert Stephanie Couch was named as the Bayer Interim Director for the new STEM Education Center. Wareham Development and the Hearst Foundation also contributed funds to the center, which will coordinate CSUEB's existing STEM education projects and develop new programs at the University and in the community. ■SS

# Fuel cell supports 'real life' sustainable learning

Cal State East Bay became one of the first universities in Northern California to become the site of a fully operational fuel cell when CSUEB and Pacific Gas and Electric Company dedicated it Oct. 14 on the Hayward Campus.

In celebrating the fuel cell's addition to the campus, CSUEB Interim President Leroy Morishita, said that the university prides itself on "being a leading proponent of sustainable development and green energy."

"This project provides a real life example of sustainable energy that will be integrated into several degree programs for students interested in careers in green energy," Morishita said. "The University will be a demonstration site for this new technology to the public as well as provide our faculty the opportunity to use the fuel cell in our instruction and research programs in a variety of disciplines."

The fuel cell generates 1.4 megawatts of power, enough to provide electricity for about 1,400 homes. It also serves as a research and learning tool for students and faculty members of Cal State East Bay, while the waste heat generated by the fuel cell can be converted into hot water to be used in campus buildings.



PHOTO JESSE CANTLEY

Students from Assistant Professor Erik Helgren's "Science of Energy" physics class don safety gear to visit the fuel cell on the Hayward Campus.

Ellen Corbett, majority leader of the State Senate, was on hand with other dignitaries to applaud the installation and operation of the \$7 million fuel cell, paid for by PG&E and approved in spring 2010 by the state Public Utilities Commission (PUC).

"I'm happy to be here and celebrating this amazing technology," said Corbett, a graduate of Cal State East Bay whose senate district includes the city of Hayward. "It's important to have something like this on a campus so we can continue to teach (students) this kind of technology."

Timothy Alan Simon, a PUC commissioner, called the fuel cell a "wonderful exhibit of American innovation and technology," adding that the project would benefit not only the local area, but also help keep energy rates competitive. ■ BZ

## Scholarships to 'Save Our Students' cover rising tuition costs

Hoping to keep students enrolled as tuition fees rise, two alumnae created the "Save Our Students" Scholarship Fund in August after the state legislature made severe budget cuts to the CSU system.

As adult students 20 years ago, Luanne Rotticci '87 and Liza Jane MacNaughton '90 saw how hard students worked for their degrees, many balancing work, families, and tight budgets.

"I'd hate to see someone not be able to finish a degree because of the costs, and not be able to get out of school, get a job, and really get going," Rotticci said.

The women established the SOS fund with their gifts and sent letters to friends to encourage their support. More



PHOTO JESSE CANTLEY

SOS scholarships helped Bivek Wagle, from left, and Tricia Bumanglag meet rising college costs.

## CULTURAL HISTORIAN

# Ted Roszak shaped insights into an 'audacious generation'



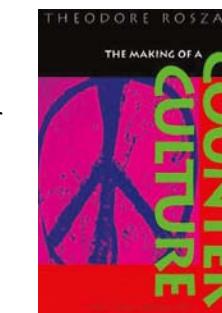
Theodore Roszak

Acclaimed for writing popular books analyzing complex social trends — from youthful anti-establishment dissent to perils posed by the computer age — Cal State East Bay historian Professor Emeritus Theodore Roszak died July 5 at 77.

Roszak, who first joined the CSUEB faculty in 1963 and gained tenure in 1968, coined the term counter culture with publication of *The Making of a Counter Culture*, a National Book Award finalist in 1970 in the philosophy and religion category.

He went on to author additional non-fiction titles and six novels, as well as writing regularly for *The Atlantic* and *Harper's* magazines. He was a regular contributor to the *New York Times* opinion pages.

"Despite this tremendous commitment to writing and scholarship, Ted cared about his students," said Professor



Roszak's 1969 book explored student radicals, hippies, and changes in 1960s society..

Emeritus Henry "Hank" Reichman, who served as chair of the Department of History toward the end of Roszak's CSUEB career. "Ted was willing and eager to teach lower division survey courses in U.S. history and was well liked by his students."

"Students particularly appreciated his abilities as an eloquent lecturer and as an incisive critic of our society," said Alan Smith, dean emeritus of what was then known as the School of Arts, Letters and Social Sciences.

"He was, I believe, very important in establishing a high intellectual level for the social and political debates that took place on our campus during the 1960s and '70s," Smith added.

In 1970-71, Roszak became the second faculty member honored as George and Miriam Phillips Outstanding Professor. Roszak retired from Cal State East Bay in 1998. He passed away at his Berkeley home following an extended illness, said his wife, Betty.

"Ted was a unique person," Reichman said. "He was a tremendous credit to the University." ■ MB

## Pioneer Athletics marks 50<sup>th</sup> anniversary

The Cal State East Bay Athletics Department kicked off a celebration of its 50<sup>th</sup> anniversary with a weekend of events in September. The celebration included alumni games, a barbecue, the 15<sup>th</sup> annual Cal State East Bay Golf Classic, and a pair of soccer doubleheaders.

The celebration continues throughout the 2011-12 sports year with more events planned, including a reunion of the first Pioneer men's basketball team during Homecoming 2012, scheduled Feb. 6-11.

The University started the intercollegiate athletics program in 1961, beginning with men's basketball. Since then, Pioneer teams have captured a total of seven national championships and more than 80 conference titles, producing approximately 420 All-Americans and Academic All-Americans. ■ KH





Assistant Professor Enrique Salmon's first book, *Eating the Landscape: American Indian Stewards of Food and Resilience*, will be published in the spring.

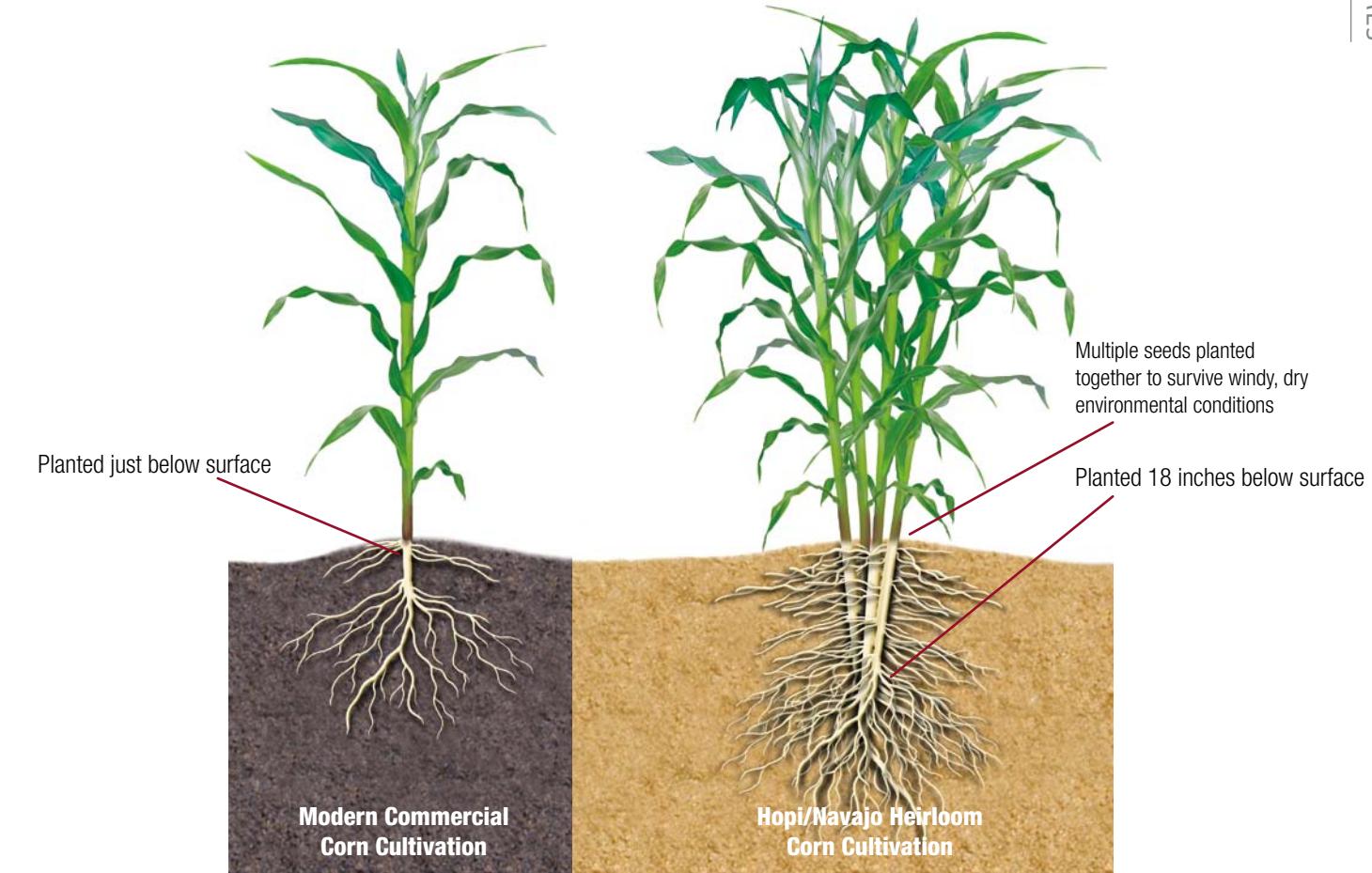
# THE FUTURE *of* FOOD

*In a new book about American Indian food traditions, CSUEB ethnobotanist dishes up a fresh take on sustainability*

BY MONIQUE BEELER

YOU, AND THE LAND AROUND YOU, ARE WHAT YOU EAT -- AND THINK.

THIS PHILOSOPHICAL TWIST ON SIMPLE HEALTH ADVICE EVERY KID LEARNS IN GRADE SCHOOL CAPSULIZES WHAT AMERICAN INDIANS HAVE KNOWN AND PRACTICED FOR THOUSANDS OF YEARS. THE HEALTHIER YOUR EATING AND FOOD-GROWING HABITS, THE HEALTHIER THE LAND AROUND YOU, AND ULTIMATELY, THE PLANET WILL BE, SAYS ENRIQUE SALMON, AN ASSISTANT PROFESSOR IN THE ETHNIC STUDIES DEPARTMENT AT CAL STATE EAST BAY.



But making long-term, sustainable food choices as a society requires people to share a system of thinking and values that prioritizes the well being of the land and its inhabitants — and the connections between them. As far as Salmon's concerned, it's not simply an environmentalist's romantic notion; it's time-tested wisdom that has promoted the survival of ancient cultures from the Hopi to his own northwestern Mexico tribe, the Rarámuri.

"(American Indians know) how to farm in arid regions; how to farm when you can't count on constant rainfall; how to eat in these times of global climatic weirding — when the weather is weird, and we can't predict it," says Salmon, an ethnobotanist.

Ethnobotanists, he explains, study the interrelationship between plants and people.

"What I get really excited about is what we think about plants and each other and how our relationships with plants affect our landscape," he says.

Salmon spent memorable hours as a child trekking along high country trails in northwest Mexico's Sierra Madre, home to the 70,000-strong Rarámuri. Tagging along after his mother, an herbalist, he'd frequently snap off tiny leaves of fragrant plants such as menta poleo and pop them into his mouth as they walked.

## KERNELS OF KNOWLEDGE

"My grandmother was also what people would call a *curandera*, someone who cures with plants," Salmon says. "The plant knowledge was just around all the time. I didn't know there was a term, a field of study, to what I was doing until I was about to (pursue) my Ph.D."

A lifetime of studying the plant-and-people connection, along with a doctorate in ethnobotany and degrees in anthropology and Southwest studies, makes Salmon particularly well qualified to point out what growing practices do and don't work for civilizations and environments over the long haul, a question he's closely considered in an era of climate change. He outlines much of what he's learned in his first book, *Eating the Landscape: American Indian Stewards of Food and Resilience*, due out in spring from the University of Arizona Press.

Salmon joined the Cal State East Bay faculty in 2008 following three years as a program officer for a Palo Alto nonprofit organization, the Christensen Fund. His duties as a program officer took him to three continents: Africa, Australia, and North America.

"My job was to travel among indigenous people and find ways to get grants to them, so they could carry on their traditional land management practices," says Salmon, noting that his book evolved out of these interactions. "My main region was the American Southwest and northern Mexico."

## EATING THE LANDSCAPE

At Cal State East Bay, Salmon teaches courses including "Father Sky, Mother Earth," an American Indian science class; "God is Red," in which students learn about American Indian worldviews; and "California Native American Ethnobotany." In the spring, he plans to introduce a course, "East Bay Ethnobotany."

In *Eating the Landscape*, Salmon takes a close-up look at ancient cultures — including Hopi, Rarámuri, and Pojoaque Pueblo — who have long revered the natural world and their deep connection to it, as reflected in their stories, songs, and religion. In accord with their values, each group developed food, farming, and cultural traditions (also known as foodways) that not only proved sustainable for crops and fields but literally promoted each tribe's survival, even when faced with cataclysmic change in weather, social, or economic conditions.

"The whole point of (the book's publication) now is how these indigenous farmers can help us see how human society can sustainably grow our food as global warming keeps getting worse," he says. "We as human beings are going to have to learn to be more resilient."

In an age of environmental change accompanied, in some cases, by fewer natural resources — whether water or

oil — large-scale agriculture and the populations it feeds will need to make different choices, Salmon argues.

"For instance, it's going to mean (growing) fewer foods reliant on water," he says. "Some foods aren't going to be available anymore; tomatoes is one. It's going to be harder and harder to find good peaches."

## ART OF GROWING LOCAL

"In the future — even now — big ag isn't going to work," he says. "(And) shipping in food from other countries is going to have to give way to local agriculture and local food."

American Indians, on the other hand, long ago mastered the art of growing local — often in less-than-hospitable terrain. The Hopi, for example, have perfected dry farming techniques and cultivated species of corn and beans suitable to the parched northwest Arizona desert where they live, while the Rarámuri have learned how best to cultivate crops — in small, terraced patches no larger than an acre each — on steep slopes or tucked into arroyos scattered across their temperate, mountainous lands.

"The most important (thing) that comes up in the book and in my classes that I teach at Cal State East Bay (is) this relationship that indigenous people have with their landscape that goes beyond 'We are part of nature' or the watered down version we get from environmentalists," Salmon explains. "It's what I call a kincentric relationship."

Salmon has observed the kincentric relationship model at work among tribes, including the Seri of the Sonora Desert and northern Mexico's Rarámuri to which his family belongs. Among the people he has worked with and studied, rocks, clouds, rain, and other features of the landscape surrounding the culture literally are related as family, creating relationships that are reflected not only in the language of the society but ultimately in how people think.

## RELATING TO RAIN

"We talk about water and rain and plants," Salmon says. "We talk about their relationships as our uncle, our brothers. We can't think about ourselves without including the environment. It's impossible."

As a youngster, Salmon's family spent up to half the year on his grandparents' Southern California farm, where they grew crops from corn to squash, edged by Black Mission fig trees and nopales prickly pear cacti. He routinely joined

his grandmother in her vine-covered, latticed herb-house, where she introduced him to plants by name and kinship.

"She grew herbs like bawena, a spearmint she made into tea when my stomach was upset; epazote, it's an herb for cooking with; cilantro; and ruda, which is another very Mexican herb for cooking," he says.

As she ground dried plants into spices and remedies, she also nurtured her grandson's botanical knowledge.

"She described the relationships the plants had with each other," Salmon writes in *Eating the Landscape*. "She taught me that the plants were not only plants but were people, too. Some were Rarámuri, while others were Apaches and non-Indians."

The typical older Rarámuri adult knows approximately 300 plants, while children as young as 9 are acquainted with at least 50 useful plants, he says. As he writes in "Eating the Landscape:"

*I learned the names of plants, their uses, and their place in Rarámuri culture, philosophy and cosmology. I understood them to be relatives and living beings with emotions and lives of their own. I learned that they were part of my life as well and that I should always care for them.*

## WAFFLE GARDENING

Other American Indian farmers Salmon met — and writes about in *Eating the Landscape* — also carry on practices and philosophies that have endured for centuries and seen them through major changes, including modern shocks to their food systems, such as the industrialization of agriculture and genetic modification of crops. Their experiences represent history's success stories from which contemporary society can take cues about resilience, he says.

"Between 1500 to roughly 1750, we lost 70 percent of the (indigenous) people who were in North America," Salmon says. "(Most) couldn't adapt to these sudden shocks. It's the ones that survived that are the ones we can learn from. That's the point."

Salmon describes one group he worked with, the Pojoaque Pueblo, as a "model for cultural revival and survival." Faced with near extinction twice, including most recently around the 1930s, the community now numbers in the low thousands.

When Pueblo leaders realized they could no longer rely on their tradition's farming methods, due to changes in rainfall and soil, they turned to an agriculturist with expertise in South American indigenous growing ►

# What you can do

BY MONIQUE BEELER

Ethnobotanist and Assistant Professor Enrique Salmon doesn't expect everyone to quit their day jobs and become organic farmers, yet there are steps each of us can take to make healthier choices for ourselves and the land.

"Not everyone can grow their own foods," he says. "But for example, instead of selecting food that comes from Chile, choose food grown in California, or choose foods that are in season in California."

Here are other options to consider:

**Read up:** Before heading to the produce aisle, read the newspaper food section or a Web site such as Epicurious.com, which features a Seasonal Ingredient Map, to learn which fruits and vegetables are in season.

**Get your hands dirty:** Join a community garden and grow your own greens. Visit communitygarden.org and enter your zip code to find one close to home.

**Do some homework:** Look for heirloom crops; their seeds can be planted again. Salmon says seeds from commercial varieties of some fruits, for instance, won't sprout when planted.

**Local, local, local:** Support your community farmer's market. "They may not be organically certified, but they usually are. I ask (sellers) to define organic for me," Salmon says. Look for markets run by groups that promote sustainable growing practices, such as Certified Farmers' Markets or Community Supported Agriculture.

**Get educated:** Attend a gardening club lecture, ask questions of a neighbor or grandparent with experience, or enroll in a class. "I'm seeing more and more of the biology and environmental studies majors in my classes," Salmon says. "As a professor, I can see the growing interest."

“I learned the names of plants, their uses, and their place in Rarámuri culture, philosophy and cosmology. I understood them to be relatives and living beings with emotions and lives of their own. I learned that they were part of my life as well and that I should always care for them.”

**Enrique Salmon**  
ETHNOBOTANIST



techniques. The consultant taught them a method called waffle gardening.

“Around the edge of this 6-by-6 foot plot, you build little walls out of soil about 8 inches tall,” Salmon explains. “You look at it from above, and it looks like a waffle.”

The miniature walls do two things: stop the wind from blowing the soil away and drying it out, while helping create and retain just enough moisture to nurture the plants.

The ancient gardening technique is allowing the Pueblo to again cultivate traditional foods while also nurturing their once-fragile culture.

“They wanted to get to the point where they could feed themselves as a people,” Salmon says. “When I was there working with them, they were already able to feed their kids in the schools and the elders in the community center. That’s another example of resilience and adaption.”

### TECHNOLOGY HOPI-STYLE

Salmon also expressed regard for Hopi farmers he worked with, who demonstrated a gift for holding onto their customs — and, therefore, their Hopi identity — while integrating them with new ways, particularly technology. He points to an older Hopi farmer named Eric Polingyouma, with whom he developed a strong relationship.

“If my book were a novel, which it isn’t, he’d be a main character,” says Salmon, clutching a digging stick that Polingyouma gave him. Salmon demonstrates its use by bending over and, with one hand rotating the polished blonde wood inlaid with shiny blocks of blue stone, pantomimes digging into the ground and dropping maize kernels into furrows.

Today, Polingyouma, an octogenarian living with his wife Jane, use a small tractor the size of a riding lawnmower to plow his fields in a Hopi community in Arizona. While he’s glad to take advantage of 21<sup>st</sup>-century agricultural technology, he nonetheless uses a tractor in what Salmon calls a “Hopi way.”

“Eric wouldn’t go just buy farm implements and use them straight out of the box,” Salmon says. “He would jury-rig it to be the way a traditional Hopi farmer would farm.”

In other words, he customizes the tractor’s attachments to accommodate digging sticks, a practice that lets him continue growing his traditional crops, such as corn, feeding

his household, while retaining his Hopi sense of self.

Salmon says the Hopi people have a ritual for everything, from marriage rites to corn dances. Many food-oriented traditions and ceremonies for the indigenous people of North America, as evidenced by prehistoric rock art in Mexico, date to as early as 400 BC to 50 AD.

“The people (already) were beginning to link their identity and their morals to how they impacted the landscape,” writes Salmon about the cave drawings.

In modern industrialized cultures, he says, many people are disconnected from not only the land but the steps involved in cultivating — and sometimes preparing — the strawberries, broccoli, and chicken that make their way to a family’s dining table. This disconnection from our food’s origins contributes to declining stewardship of the environment.

“You talk to people today who have no idea what an avocado tree looks like,” Salmon says. “The point is: We have no relationship with food (sources), with plants, with our identity.”

### FUTURE SOLUTIONS

A society with weak ties to the source of its food, the land, can lead to less than attentive caretaking of the environment, Salmon says.

“The result is all these negative impacts we’re having in the air, the waters, our oceans, our food. Even (on) our front and backyards we spray poison. The things modern industrialized society does to our land would be unthinkable to most indigenous people.”

In Rarámuri, for instance, there’s no word for poison or poisonous, he points out.

In forecasting and planning for the future health of the global landscape, Salmon acknowledges that food ranks as only one of many concerns.

“... But it is an essential one when we consider how we will adapt to global warming, which will include foods that can withstand droughts, higher temperatures, and other extreme climatic changes,” he writes in *Eating the Landscape*.

The solutions, he adds, one day may be found in the tiny fields of resilient American Indian farmers. ■



Pureed and soft foods should still be recognizably food, says Blossom Foods Founder Sue Graziano Adams '90. Her company brings fresh ingredients, the right seasonings, and careful preparation to specialty meals that have earned a cult following

# easy to swallow BUSINESS MODEL

Sue Graziano Adams '90 develops gourmet frozen meals for people who have trouble eating solid food

BY FRED SANDMARK '83

AS A SPEECH-LANGUAGE PATHOLOGIST WORKING IN BAY AREA HOSPITALS A DECADE AGO, SUE GRAZIANO ADAMS '90 LOVED ALL THE TIME SHE SPENT WITH HER PATIENTS — EXCEPT MEALTIME.

“Sometimes I would put a patient on a puréed diet because of swallowing problems,” she recalls. “They’d get a tray with three balls of mush covered with gravy. They’d say to me, ‘What is that?’ I’d look at it and say, ‘Good question.’ I had no clue. It was all the same color, and it looked terrible.” The unappetizing food was hurting patients’ quality of life. ▶

PHOTO: MICHAEL WINOKUR



PHOTO MICHAEL WINOKUR

Although the Blossom Foods team includes a chef, Adams stays closely involved in preparation and ingredient selection for the meals, lending a hand to chop and clean up. Fresh carrots will retain their flavor and vibrant color when pureed and frozen, making them more enjoyable to eat.



PHOTO MICHAEL WINOKUR

Adams' frustration came to a head in 2005 when a patient told her, "I just want to eat." Adams knew immediately — she calls it an "Oprah *ah-ha!* moment" — that she wanted to make delicious gourmet food that was easy to swallow and that would keep people interested in eating. A company name, "Blossom Foods," came to her in a flash, but the rest of the details were hazy at first. "I had no idea what kind of food I'd make," she recalls. "I just knew that it needed to be simple, and it needed to be good."

## Unstoppable energy

Adams also knew that the population with swallowing problems, or *dysphagia*, numbered in the millions (see page 23, *Firm Market for Soft Food*), so she charged ahead. After all, launching Blossom Foods wouldn't be the first challenge she had overcome. Raised on a farm west of Seattle, Adams was the only child of five to attend college. She moved to the Bay Area on her own in 1988. She completed a Master of Science in speech and communication disorders at Cal State East Bay in 1990 and had worked at prestigious institutions including the University of California, San Francisco Medical Center and Alta Bates Hospital. Additionally, she had created the in-house speech pathology program at Oakland's Summit Medical Center in 1995. Slender and kinetic, Adams rarely slows down.

In building her Blossom Foods team, she found a local chef with extensive product development experience. She also engaged a business consultant, a food scientist, and a nutritionist. And she located a frozen foods company in San Francisco that was willing to share space in its commercial kitchen. (Frozen food made sense, she realized, because



PHOTO MICHAEL WINOKUR

it is easy to store, easy to heat, and lasts up to a year.) Adams' passionate drive to create Blossom Foods overcame every challenge. "I just couldn't stop," she recalls. "I don't know what happened. I just did it."

Her former employer, Summit Medical Center, agreed to be Blossom Foods' first customer. "They said they wanted turkey, pot roast, and chicken, so that's what we started with — the basics," says Adams, adding that she knew the original repertoire wouldn't be enough. "From there we asked ourselves, 'What do people really eat?'"

Six years later, Blossom Foods offers 27 fresh-frozen items ranging from omelettes and chicken enchiladas (Adams' personal favorite) to blueberry custard and French toast. It delivers to six bay area institutions, including San Francisco's Laguna Honda Hospital and Rehabilitation Center, one of the largest therapeutic care centers in the country.

All Blossom Foods products, including pureed carrots, above, are flash frozen to preserve texture and flavor. Adams would like to see a wider distribution for her meals in hospitals and retail stores.

## Focus on taste

Blossom Foods also sells direct to customers, and this is where Adams gets immediate feedback on how she's doing. "It's a little cult," she says playfully about her online customers. She gets e-mail and phone calls daily from them, saying what they like and what they want. Some of the notes are deeply emotional — especially thank-yous from older people who thought that their dysphagia meant they'd never taste real food again. "My mom calls me every two to three days to let me know how delicious her Blossom Foods are," one customer wrote. "Thank you for making such great foods for our elderly people. This will make her last few years enjoyable, since she is no longer able to order meals from restaurants." ▶



“There’s got to be joy, even at the end of life. Good food is important to people, and that doesn’t go away just because you’re 85 years old.”

**Sue Graziano Adams '90**  
FOUNDER, BLOSSOM FOODS

That sort of message reinforces one of Adams' core beliefs: “There’s got to be joy, even at the end of life,” she says. “Good food is important to people, and that doesn’t go away just because you’re 85 years old.”

Blossom Foods’ business has doubled in customers and gross profit every year since 2005. The growth, Adams believes, is the result of the company’s emphasis on freshness and flavor. Everything at Blossom Foods is fresh-frozen, even though other processes such as canning would simplify storage and shipping. Canned foods, Adams explains, are emulsified, which produces a gritty texture and a watery, sometimes metallic taste that Adams finds unacceptable. “When you put *our* food in your mouth, it still has good texture,” she says. “You don’t have to chew it, but your mouth naturally manipulates it.” This, she explains, gives the diner an experience closer to that of eating unprocessed food.

Blossom Foods also improves its diners’ experience by expanding their choices. While sticking to tried-and-true foods like ravioli and cherry cobbler, the company is steadily expanding its international offerings. “(For) one hospital in Fremont ... we’re trying things like chicken marsala and eggplant parmigiana,” Adams says. “If we get them as a (regular) customer, we’ll also try offering these dishes on the Internet.” In all cases, quality is foremost: Every new

recipe is taste-tested by an eight-person flavor panel, evaluated for nutritional value, and approved by the USDA, if it includes meat.

## Spreading the word

Adams begins her long workday at 3:30 a.m., when she processes online orders, answers e-mail, and plans production and shipments for commercial customers from her home in Oakland. Later in the morning she drives her green Range Rover (with the vanity plate 2PUREE) to the Blossom Foods kitchen to oversee operations. When she returns to the East Bay in the early afternoon — she insists on picking up her kids from school — she often delivers meals to a hospital along the way. “I’ve done every job here,” she says, including cooking, packaging, shipping, and cleaning up.

Today, Blossom Foods is “about at our limit as a small company,” Adams says, so she’s contemplating steps to grow the business while maintaining high quality. She’d like to work with a large food service distributor, which would make her products available to more hospitals. She’s also thinking of taking on investors. And she’d love to see Blossom Foods in retail freezers nationwide. “They’ve got 600 types of frozen pizza,” she says with exasperation. “But you cannot find textured food there.”

“My daughter asked me the other day, ‘Mom, why didn’t you invent Vitamin Water?’ (She *loves* Vitamin Water.)” Adams says. “But I told her, people aren’t writing to Vitamin Water saying we need another darn drink, but they write to me every day.”

So as long as her in-box overflows with requests for Blossom Foods’ creamed spinach, ground shepherd’s pie, and puréed bread pudding, Adams will stick to her mission: to feed Blossom Foods fans — and their renewed enthusiasm for mealtime. ■

# FIRM MARKET for SOFT FOOD

According to the American Speech-Language-Hearing Association ([www.asha.org](http://www.asha.org)), the prevalence of dysphagia, or swallowing difficulty, may be as high as 22 percent in people over 50; the prevalence increases with age. Some dysphagia is caused by neurologic disorders such as stroke, Parkinson’s disease, multiple sclerosis, and amyotrophic lateral sclerosis (ALS). Traumatic brain injury and cerebral palsy can also cause dysphagia, as can tumors of the head, neck, and esophagus.

In addition to people with dysphagia, people who have laparoscopic adjustable gastric band (lap-band) surgery for weight loss often require puréed food. Typically, these patients eat pureed food for 30 to 90 days after the procedure.



# LIQUID ASSETS

## CSUEB ALUMNI DRINK UP SUCCESS IN BEVERAGE INDUSTRIES

BY KIM GIRARD

A PASSION FOR CALIFORNIA WINE, A LOVE FOR CRAFTING SMALL BATCHES OF TASTY BEER, AND A DESIRE TO SELL WATER IN BIODEGRADABLE BOTTLES TO PAY FOR CLEAN WATER PROJECTS IN POOR COUNTRIES DRIVE THE CAREERS OF THREE ENTREPRENEURIAL CSUEB ALUMNI.

Shakira Niazi started Salvare La Vita Water in 2010 after some post mortgage market-crash soul searching — and a concern about the lack of clean water in developing countries like Haiti and her native Afghanistan. East Bay native Michael Peasley makes small craft ales, porters, and India pale ales at the Pleasanton Main Street Brewery, where he started brewing beer after graduation — and returned to work as brewer two years ago after stints at Gordon Biersch and Pyramid. Dennis Cakebread is Cakebread Cellars' head of marketing and sales, a family business that has thrived since his father first started making wines in Napa during the 1970s.

## CLEAN WATER FOR LIFE

Shakira Niazi '93 has designed a simple business model that saves lives: Her nonprofit, called Salvare La Vita, bottles premium water in the U.S. Her water sales pay for wells that provide clean water in poor countries.

It's an interesting path for Niazi, a native of Afghanistan, who until recently focused on living the American dream as a mortgage broker in San Ramon. But when the mortgage industry collapsed in 2007, the misery of home foreclosures and job loss around her made her rethink her priorities. "Emotionally it drew me back to the purpose of life," she says.

Early last year, she saw a news segment about World Water Day, an initiative that grew out of the 1992 United Nations Conference on Environment and Development in Rio de Janeiro. That set Niazi on a new path.

She started reading the statistics about how the lack of clean water contributes to illness and death in poor countries. (UNICEF estimates that dirty drinking water kills more than 1.5 million people each year).

Niazi, who grew up in Afghanistan yet still had access to clean tap water, was particularly concerned about women and children who struggle daily to find clean water.

"So many people around the world don't have the basic human right of clean water that we take for granted," Niazi says.

"It's a woman's issue because the burden of household chores is on women, and they wake up in the morning and walk three to six miles just for water."

The oldest of four children, Niazi fled Afghanistan for Pakistan in 1983 with her uncle and his wife following a yearslong invasion of Soviets troops of her homeland that started in 1979. (Her father awaited possible trial and execution for political reasons at the time but eventually escaped, she says.)

Niazi made it to Germany and then New York, later settling with family in the San Francisco East Bay. She worked through high school and earned a business degree at Cal State East Bay, where her love of math and numbers blossomed. After graduating, Niazi worked in banking for years until starting her new venture.

At Salvare La Vita, which means "saves lives" in Italian, Niazi only works in countries where 50 percent of the population or less have access to clean water. She has partnered with NGOs (nongovernmental organizations) to date in Haiti, Afghanistan, and Ethiopia.

Here's how her model works: For every 31 bottles of water sold, Niazi provides one person with clean well water for up to 20 years. She bases the total cost of a project on the average well size and how many people that well water will serve. She pays for the projects



Shakira Niazi '93

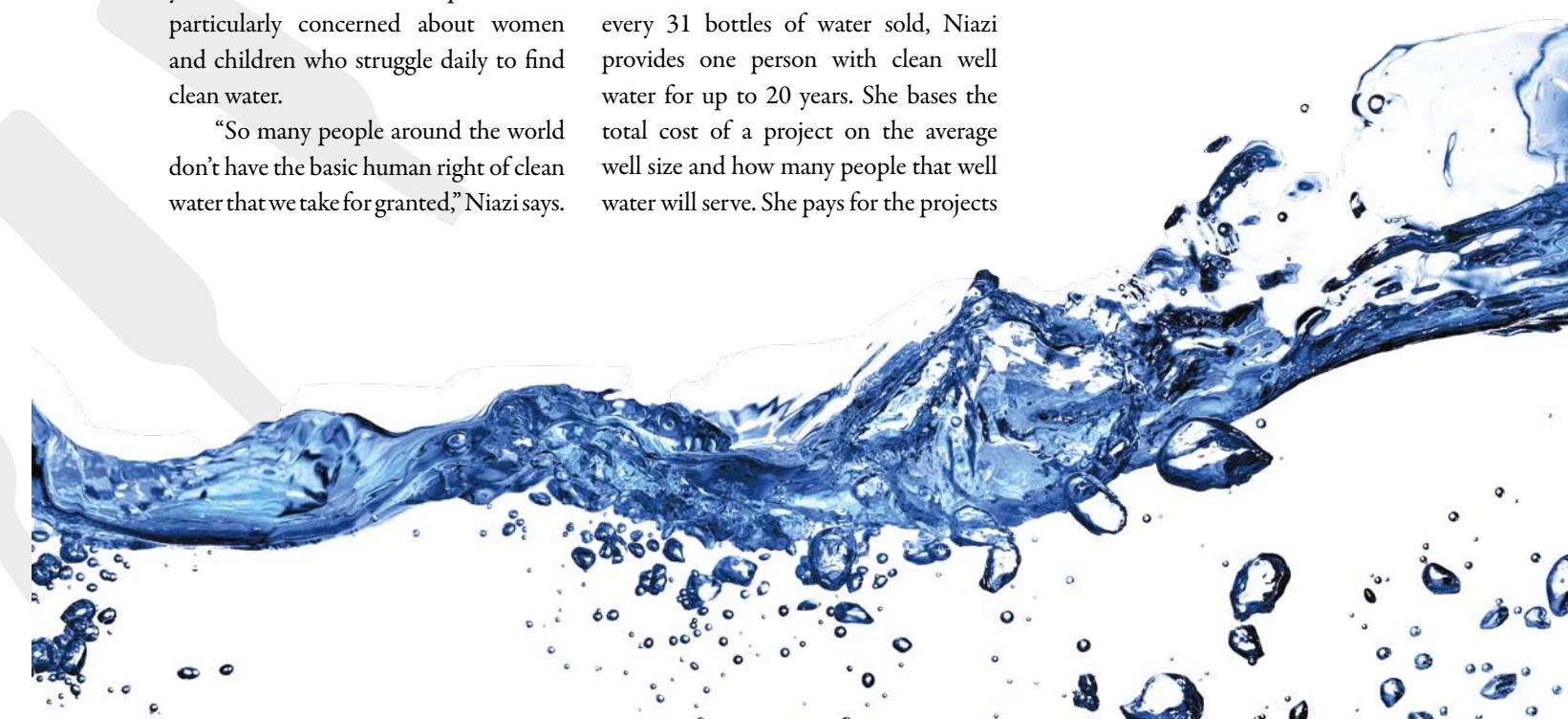
PHOTO COURTESY SHAKIRA NIAZI

in advance, figuring out how much a well will cost and then selling enough water to pay for the project.

So far, she's sold approximately 10,000 bottles at more than 40 northern California locations. The water comes from a spring in the Sierra Nevada mountains, and the bottles, which are completely recyclable and biodegradable, are made in the U.S., she says. Her goal is to keep the entire business in the U.S. and limit the distance between the bottling and water delivery locations to under 200 miles.

Niazi says clean water has quickly become her calling.

"This hit home for me," she says. "This connects me to my roots and why I am here." ▶



## THE CRAFT AND THE KEG

Michael Peasley's love of beer brewing began 20 years ago as he stirred pots of porter on a stove at his girlfriend's house.

"There wasn't a lot of craft beer available," says Peasley '09 (who is now married to that girlfriend). "You almost had to make it yourself, if you wanted dark beers."

Peasley soon discovered that he was good at both the science and the creativity of brewing. "I entered some competitions, and the judges liked it and said they'd be willing to pay for it." That led to a year of formal brewing training at the Siebel Institute of Technology in Chicago.

Peasley's first brewing job during the 1990s was at the Pleasanton Main Street Brewery in Pleasanton. With that experience on his resume, he went on to work at larger breweries such as Gordon Biersch and Berkeley-based Pyramid Breweries, where he helped open two pubs in Walnut Creek and Sacramento over six years.

Two years ago, he returned to the Pleasanton Main Street Brewery, where he and owner Matt Billings craft the beer together.

The pub offers six beers on tap, including a pale ale, an India pale ale (IPA), a porter, and a strawberry blonde. He rotates seasonal brews including lighter summer ales and bigger style IPAs in winter. As a small brewer, he makes about four to five batches of beer a month, or about 80 kegs.

Peasley says the brewery caters to local families and beer aficionados with tastings and appearances at the local farmers' markets. "Our regulars are our best marketing source," Peasley says, noting the locals aren't shy about sharing feedback on a new beer. "They will tell you if they don't like it, and if (a type of beer) varies, they notice."

A CSUEB business major, Peasley says the entrepreneurship classes he took were "phenomenally helpful" to him. When assigned to create a product in class, he built a business plan for a brewery. Beer isn't just fun, he says, it's a business. "A lot of brewing is getting people to know and drink your beer," he says. "You can have the best beer in the world, but if nobody knows it's good, you will be out of business."

While many brewers are nomadic, moving around the country to work, Peasley, who lives in Livermore and grew up in the East Bay, says he is here to stay.

Next up? An idea for a winter ale he's been kicking around for three months. "That's probably the most fun part of my job," he says, adding that this one, to be called the Cogitator, will be a mix of Imperial stout with porter and Belgian qualities.



Michael Peasley '09

## An alumni food network

Graduates of Cal State East Bay have pursued career paths in the food and beverage industries from government food safety to fast food corporate management. Here's a sampling:

**Jeff Brown** '93, BS business administration, serves as vice president of operations and distribution at Jelly Belly Candy Co. in Fairfield. Jelly Belly makes 50 kinds of jelly beans. Brown has worked for the company since graduation.

**Brian Ronholm** '90, BS finance, joined the U.S. Department of Agriculture in April 2011 as deputy undersecretary for food safety. He helps lead the Food Safety and Inspection Service, the department's public health agency responsible for ensuring that meat, poultry, and egg products are safe, correctly labeled, and packaged.

**Kunal Mistry** '10, MS engineering management, is an engineer at PepsiCo. His expertise is in resolving quality problems and optimizing production line efficiency. He has worked for Pepsi since 2010.

**Elana Hobson** '95, BS, '97 MBA business, is vice president of operations for San Diego-based Jack in the Box. Hobson joined the company in 1977 as a team member at a restaurant in Hayward and climbed the ranks through store-level management to regional vice president to division vice president.

**Robert Hogan** '71, BA journalism, boasts a long career in restaurant marketing, working for Friendly Ice Cream Corp., Jack in the Box, and Straw Hat Pizza. He has run his own consulting company, R.L. Hogan & Associates, since 2008.

**Leslie Mladinich** '06, MA English, a freelance food writer and English as a Second Language instructor, chronicles her volunteer experiences and observations about food distribution and equity on her Food Bank blog at [LeslieMladinich.com](http://LeslieMladinich.com).

**Peter Ngu** '10, BS business administration, co-founded Peter's Kettle Corn in 2007 in Alameda. Ngu also works with the Alameda Education Foundation to raise money for causes such as buying backpacks for homeless students.

## STELLAR CELLAR

Dennis Cakebread's father Jack started Cakebread Cellars 38 years ago as a hobby, buying a ranch in Rutherford from friends. By 1973, the Napa Valley vineyard had produced its first vintage, 157 cases of chardonnay.

Over the years, Dennis Cakebread, who concluded three years of study at CSUEB in 1973, had always helped out in the Napa-based wine cellar, with the grape picking crews in the fields, and with winery sales.

In 1986, after a career in banking, Cakebread headed home full time, joining his brother, Bruce Cakebread, who runs Cakebread Cellars' wine production as president and chief operating officer.

As head of sales, Dennis works on changing laws to open new states like Massachusetts and New Jersey to direct-to-consumer wine shipping. He's also in charge of the cellar's wine clubs and books wine tasting events and pairing dinners all over the country, spending about 10 weeks a year on the road.

Since they don't do a lot of traditional advertising, Cakebread's wine sales largely rely on word of mouth among their long-time customers and a group of so-called ambassadors, wine club members who get the word out about new vintages or special wines. ▶

Dennis Cakebread's business classes at CSUEB helped him in his first career as a CPA and banker but just as much after he returned to the family vineyard.

PHOTO COURTESY CAKEBREAD CELLARS



Best known for its chardonnay and cabernet sauvignon, Cakebread Cellars has 13 vineyard sites and ships its wines to 39 states. As of 2005, the family winery, which still adheres to more traditional production methods, was bottling 175,000 cases annually — neither a boutique winery nor a mega-producer.

During the 1970s, Cakebread attended California State University, East Bay (then Hayward) as a general studies undergrad, transferring to Berkeley, where he graduated. He returned to CSUEB in 1975 to work on a master's degree in business, but decided to become a CPA and continue working at an accounting firm instead of earning a degree.

After 10 years as a CPA, he went to work in the banking business at the Federal Home Loan Bank as a consultant, helping the bank navigate the savings and loan bailout. But Cakebread says he knew his industry was troubled, and the family winery was growing. "My dad said: You have to come back and help us," he recalls.

Cakebread says his classes at CSUEB, particularly a statistics class, help him understand the business's manufacturing process even today. "Going to grad school really helped me focus," he says. "I probably use what I learned there more than anything else," in his approach to business.

Cakebread notes that Napa Valley, a destination for so many wine lovers, makes less than 4 percent of all of the wine made in California.

"It's a tiny amount of what's made," he says. "But everyone knows Napa because it's kind of like the garden of Eden. ■



## Local vines, Gorgeous wines

Ask Julie McKillop '86 about wine, and she'll tell you she likes it all and she prefers it local: there's that red blend made by Eden Canyon in Paso Robles, a crisp white Portuguese Verdelho from Lodi that she loves to drink in summer, and a nice Dry Creek rosé crafted by an East Bay dentist.



Julie McKillop

"I've been interested in wine forever," says McKillop, who is a certified public accountant by day, but at night can be found pairing food with wine as the owner and executive chef of Neumanali restaurant in Hayward. The restaurant, which opened more than six years ago, seats 30 people.

McKillop personally picks the wines, preferring to buy directly from smaller vineyards or from representatives who work with 10 to 15 vineyards. "Being here in the Bay Area and close to Napa, it's been very easy to find great wines," she says. And talking to customers about the wine is a favorite part of the job for her.

"A lot of people have an idea of what they want already, but I like to come out and talk to people about what they might want," she says. McKillop's restaurant frequently hosts wine dinners, such as a recent event that paired wine with tapas. The winemaker from Alta Mesa in Lodi brought a barrel of Portuguese Verdelho in for tastings. "We get people to try (new wines) that way. It's all about the relationship with customers and winemakers. It's all about building on the relationship."

A marketing major at CSUEB, McKillop says her business degree has been invaluable throughout her career. "A restaurant is the hardest business to run," she says. "If I can run a successful restaurant then I've put my business degree to work."

# How green was the valley?

In Watsonville, CSUEB historian unearths surprising finds about sustainable farming's past with present day implications

BY FRED SANDMARK '83

STROLLING THROUGH THE ALAMEDA FARMER'S MARKET ON A SUMMER MORNING, MOST SHOPPERS' EYES DRIFT TOWARD BOUNTEOUS PILES OF JUICY PEACHES, BINS OF HUSKY SWEET CORN, AND BASKETS OF MULTICOLORED, ODDLY SHAPED SQUASH. BUT HISTORIAN LINDA IVEY NOTICES A SMALL SIGN UNDER ONE GROWER'S GREEN CANOPY.

"See Ortiz Farms over there?" she asks, pointing at a stand offering a tumble of fragrant red raspberries. "They're from Watsonville, in Santa Cruz County. It's one of the smallest counties in the state but one of the biggest agricultural producers."

PHOTOS: MAX GERBER

By studying one farm town's past, historian Linda Ivey's gaining insight into today's food system.

Ivey, assistant professor of history at Cal State East Bay, has spent much of her career studying Watsonville and its growers. By digging into one farming town's past, she hopes to unearth knowledge about today's food system and the choices made by the people working in it.

Contrary to conventional wisdom, Watsonville's historic and modern farmers share a long-term mindset, she says. "The farmers in Watsonville at the turn of the 20<sup>th</sup> century did what they did because they wanted their industry to survive," Ivey explains. "They wanted to produce food for a growing nation. It was their version of sustainable farming." She believes that organic growers in the area today have similar aspirations.

She also believes that the food system supplied by those growers is on the mind of today's consumers much more than it was just a few years ago. Urbanites have strong opinions on farming methods, particularly in the "foodie bubble" of the Bay Area. The shift has its roots in labor organizer Cesar Chavez' United Farm Workers and ecologist Rachel Carson's bestselling book *Silent Spring*, which in the 1960s connected agricultural practices to human health. Today, popular interest in healthier food production is visible in the produce aisles of big-box retailers and on *Jamie Oliver's Food Revolution*, a primetime ABC reality show in which the English chef and restaurateur performs a healthy makeover on a public school cafeteria. "The TV show, and the fact that there's organic food in Wal-Mart and Target, are great barometers that (the food system) is breaking into everyday discussion," Ivey says.

## Defining Sustainability

But why has Ivey — who grew up in suburban New Jersey — focused her historian's eye on a relatively small group of local farmers and the food system they support? "My overall goal of (investigating)

this topic is to look at 'How did we get here?'" she explains. The question is important, Ivey says, because our food system today is "neither healthful for the land nor healthful for our bodies."

The change wasn't intentional or insidious — at least in Santa Cruz County — Ivey believes. By studying early 20<sup>th</sup>-century Watsonville — through oral histories, newspaper archives, and even agricultural journals — Ivey has concluded that the 160-year-old coastal town's growers were more sustainability-minded than previously understood. Her research will appear in a future academic journal article, "Evolving Notions of Sustainable Agriculture."

The title alone is likely to raise eyebrows. "Sustainable is a tricky word, and I've gotten in trouble by using it," she says. "People are very protective of the word, and they should be." As Ivey uses it, sustainable means more than today's buzzwords of organic, local, and seasonal. "Sustainability, for (the historic farmers I've studied), was about how they kept their land producing and their industry afloat," she explains. "It wasn't just economic sustainability, but also ecological sustainability. They saw their farming methods as a way of keeping things going."

Some of those methods seem questionable today — overusing pesticides, ignoring the land's contours, or growing identical crops year after year on the same plots — but at the time the farmers were taking the best advice available from agricultural researchers and government scientists. "They were applying technology to grow their industry, like people did in every other industry," she explains.

Ivey sees echoes of that change-the-world mindset in today's local, organic food movement. "Now we're in this new revolution, where we're re-thinking the way we grow food," she says. "Just like they were re-thinking it at the turn of the 20th century." She adds that not all organic





The city of Watsonville developed a Historic Label Art Mural project showcasing replicas of agricultural box and crate labels from the early 1900s. The murals, created by local artists, are installed throughout the downtown area.

#### Locavore:

Someone who eats locally grown food whenever possible, according to Merriam-Webster. The dictionary entry explains that the first known citation of the word appeared in 2005. The term comes from local + vore (as in carnivore).

farmers are driven solely by love of the earth. “For some growers, organics are a new way of marketing themselves” and getting higher prices for their crops, she says. “The early organic growers were very ecologically minded, but today I don’t know if organic farming is an ecological decision or an economic one.”

Regardless of their motivations, Ivey sees common threads linking Watsonville’s farmers in previous generations with those today. “Rather than the chemically dependent grower being the opposite of the organic grower, I really think they’re cut of the same cloth,” she says. “They just have different information in front of them.” Furthermore, she thinks today’s organic growers aren’t making perfect choices any more than their forerunners did. “What we see as flawless decision-making is also going to have repercussions,” she says. What those repercussions will be is anybody’s guess, she

admits. From her historian’s perspective, the point is that notions of sustainability evolve with technological, social, and economic conditions.

#### Going Local

Ivey originally planned to study immigration history when she enrolled in graduate school at Georgetown University in Washington D.C. Influenced by her mentor and advisor, environmental historian John McNeill, however, Ivey conceived a Ph.D. thesis combining several topics. “I was on the lookout for how immigration and the environment intersected, and I ended up in California because the cultural changes here are so dramatic,” Ivey explains.

California’s transition from indigenous to Spanish to Mexican to American rule in less than a century greatly altered the way its

inhabitants produced food and related to the land. To study the change from subsistence family farming to a business model, Ivey traveled to Monterey, the 19<sup>th</sup>-century capital of Mexican-controlled California. Her attention eventually settled on the early decades of the 20<sup>th</sup> century, when the industrial revolution rippled through agriculture: Farmers stopped raising a mix of crops (with the intention of feeding their families and selling or trading the excess) and began raising single crops, often with the help of chemical sprays and automation.

Searching for primary sources to understand this period, Ivey hit paydirt at the Pajaro Valley Historical Association in Watsonville: dozens of oral histories, collected in the 1970s and 1980s, that captured second-generation farm owners talking about their lives and those of their parents. Ivey expected to find stories that fit the image of California agriculture put forth by crusading journalist Carey McWilliams in his 1939 bestseller *Factories in the Field*. McWilliams had presented California farm owners as wealthy and white, abusive of their laborers (often people of color), detached from the land, greedy, and shortsighted.

“But when I looked locally at Watsonville, I realized its story is much more complex,” Ivey says. For example, she found many ethnic groups — including Japanese, Portuguese, Italians, and Slavonians (from present-day Croatia) — owning neighboring farms, running agriculture-related businesses, sharing information, and generally supporting one another. “These were the good guys,” Ivey concluded. “They weren’t greedy or aggressive. They were just trying to stay in business. And a lot of organic growers today are the same guys, trying to keep their families fed.”

That’s not to say Watsonville in the early 20<sup>th</sup> century was a multiethnic utopia. There were clashes, sometimes violent. But the overarching point, Ivey says, is that the story of immigration and agriculture in Watsonville was more nuanced — and, in the end, more interesting — than any generalized image of California agriculture. The research had converted Ivey into a sort of historical locavore. “I had never thought much about local history,” she admits, “but I realized that when you look at local stories, that’s when you see the complexity.”

Acknowledging that complexity makes Watsonville’s growers, and the choices they made, more understandable and relevant to Ivey and her students. “I’m an advocate for understanding how decisions were made in the past, rather than just saying people were greedy or racist or bigoted,” Ivey explains. “I don’t think you study history because you can learn lessons from the past. You can learn lessons about your present by understanding how decisions were made in the past.” ■

## Cultivating Historical Perspective

By Fred Sandmark '83

The question of “how we got here” underlies Linda Ivey’s research into local agriculture and the food system. It also is the basis of her teaching at Cal State East Bay.

That’s why Ivey often begins her classes with one of today’s big questions and works backward. “In both my environmental history class and my immigration history class, we start with a contemporary topic,” such as climate change or migrant farm workers’ conditions, she explains. She then helps students connect current affairs to the historical events and actions they’re studying. It’s a powerful teaching technique, she observes, especially for the non-history majors fulfilling general education requirements that represent the majority of students in her classes.

“Whether it’s the debate over the (Sacramento-San Joaquin) delta, or wildfires in Southern California, or food system issues, the question is this: How did we get to the point where this is an issue?” Ivey explains. “It’s about understanding the evolution of thought about the environment, which went from something that seemed plentiful and endless to something to be controlled. Same with immigration: We start with the contemporary immigration debate and explore when and how people became ‘illegal.’ Everything we learn is about understanding the present debate.”

**WEB EXTRA:** Learn how students are getting experience in the field conducting public history at [www20.csueastbay.edu/news/magazine](http://www20.csueastbay.edu/news/magazine).



# Student blog serves up soul-satisfying 'mom food'

BY LINDA CHILDERS '85

SOME OF SERENE VANNOY'S FAVORITE CHILDHOOD MEMORIES CENTER AROUND FOOD. THERE'S THE FRIED RICE HER MOM, JOAN, USED TO MAKE AND THE CLAM CHOWDER THAT SUSTAINED VANNOY'S FAMILY DURING COLD NEW ENGLAND WINTERS. NOW, THE CSUEB ENGLISH MAJOR IS SHARING BOTH HER OWN FAMILY RECIPES AND THE CHILDHOOD FAVORITES OF OTHERS ON HER BLOG, THE MOM FOOD PROJECT.

"I began cooking with my mom when I was four years old," Vannoy says. "She's an incredible chef, but she never wrote down her recipes. Several years ago I asked her to help me write down the ingredients so that I could make my childhood dishes for my own family."

Her love affair with blogging began in 2001 on Usenet, an Internet discussion system that categorizes newsgroups by subject.

"I found blogging was a great medium to communicate with others about topics that interested me, including food and politics," she says. "When Usenet started dying out, I moved to LiveJournal.com and ultimately decided to start my own blog."

In 2006, Vannoy launched momfoodproject.com, allowing her to share her mom's dishes and ask readers to share their own mom-food recipes. She quickly found that blog readers appreciated being part of a community that provides a culinary link to their pasts.

Vannoy's blog offers a breezy anecdotal-writing style that invites readers to join in the conversation rather than just read her posts. Her lighthearted approach to cooking serves as an invitation to beginning cooks who may be wary about creating new recipes and offers seasoned chefs new concepts and ingredients to keep their ideas fresh.

"Mom food is about the people who feed us because they love us," she says. "It's also about the food that evokes memories of being loved, whether the recipes were made by your mom, your dad, a grandparent, or your next door neighbor. These recipes link the past to the present."

The 44-year-old re-entry student likes the conversations about food that take place on her blog and the ability to share photos and recipes with her readers as well as her own mom. She views her blog as a means of not only displaying her own family recipes, but to also help readers re-create beloved dishes that may have become lost over the years after family members died.

"My own mom, who lives in San Diego, isn't tech-savvy, but it's easy to send her a link to my blog and tell her that I'm featuring her pot roast today," Vannoy says. "We have regular conversations in person and over the phone to recreate the recipes she made during my childhood. She loves the idea that her recipes will live on with the next generation."

A senior, Vannoy, chose to finish her degree at CSUEB in part because of the English department's strong emphasis on creative writing. A published poet, she hopes to one day publish fiction and take her blog to the next level by turning the recipes into a cookbook.

"I looked at other college English departments that were more literature based, but the CSUEB program was the most

## Mom Vannoy's Clam Chowder



### INGREDIENTS

- 1 stick (4 oz.) butter
- 1 large onion, chopped
- 3 large potatoes, peeled and cubed
- 1 gallon whole milk
- canned clams, approximately 20 to 25 ounces total, undrained
- salt to taste
- lots of ground black pepper
- slurry made of about 1/4 cup cornstarch and enough water to make it pourable

### PREPARATION

Melt the butter on medium heat in a large, heavy soup pot. Add onions and potatoes and sauté, stirring occasionally, until onions are translucent, around 10 to 15 minutes. Add milk, clams and their liquid, salt, and pepper. If necessary, add more liquid (water, stock, bottled clam juice, or more milk) to cover. Bring the soup up just to a boil. Lower heat and simmer 30 minutes, until potatoes are very soft.

At this point, you get to decide how thick you want the chowder. Some people like it thin like this. My mother makes hers so thick it looks like a Chunky Soup commercial, with the spoon standing up in the thick, milky goodness. The way you get the thickness you like is you stir the cornstarch slurry, add a little bit of it to the soup while it simmers, and bring the soup back to the simmer. When it comes back to a simmer, that's how thick it will be. Add more slurry if you want it thicker; if you go too far, add some more liquid to thin it out again.

This quantity makes about 5 quarts of soup, or around 10 two-cup servings.

## Students who blog get jobs, says CSUEB marketing pro

BY LINDA CHILDERS '85

With more companies turning to blogs to keep their customers informed on the latest news, products or innovations, blogging has become a marketable skill in the job search process.

"Blogging is a powerful learning tool and offers students an additional way to gain hands-on social media experience while still attending college," says marketing and entrepreneurship lecturer Tom Watson, who teaches a popular social media marketing course for the College of Business and Economics.

"More and more jobs are requiring candidates to have experience in blogging, Facebook, and Twitter," he says. "Mastering digital media — including blogging — is clearly part of the recipe for landing a job in today's competitive job market."

Adding blogging to the educational experience is also an accelerating trend, says Watson, noting that some student bloggers have turned their passions into profits. By joining organizations such as BlogHer.com or mombloggers.com, they gained exposure and the opportunity to secure ad revenue for their blogs.

Watson says that blogging has replaced newsletters and other marketing materials in many businesses and that a blog is the starting point for many companies' social media efforts.

"Once you have established a blog, you can go on to build a following through Twitter and Facebook," Watson says. "Blogging offers a way for students to write about a subject they are passionate about and in doing so, establish themselves as an expert in that field. Having a blog creates your own credential."

**“I found blogging was a great medium to communicate with others about topics that interested me, including food and politics.”**

**Serene Vannoy**  
SENIOR, ENGLISH MAJOR

sympatico with my goal of writing fiction," Vannoy says. "I was impressed by both the classes and the professors and think it will be an excellent place to hone my fiction writing skills."

She has invited other bloggers to share their recipes on her site as contributors and hopes to incorporate recipes from other cultures as well. Her blog earmarks certain recipes as "veg-friendly" and "gluten-friendly" for readers who might have dietary restrictions. She recently posted some Korean family recipes she obtained from her sister-in-law's side of the family.

"I'd love to learn about the meals that moms in other countries and parts of the United States make for their kids," Vannoy says.

With a faithful social media following on both Facebook and Twitter, Vannoy also attracts loyal blog readers.

"I get a lot of e-mail from people who say things such as 'I wish I knew how to make those biscuits' that my mom made," Vannoy says. "It gives me a lot of pleasure to be able to help others to re-create memories from their past that they can then share with their own family today."

Self-taught in the art of cooking by her mother, Vannoy who lives in Oakland, has also started practicing once-a-month cooking to ensure there is good food on the table as she juggles her studies at CSUEB with her full-time job working in the Disabled Student Union at the University of California, Berkeley.

"I'll spend one day on the weekend cooking all day," Vannoy says. "When I'm done, I have 20 or more meals stashed in the freezer for later at a fraction of the cost of buying TV dinners or eating out."

## *A sweet approach to multicultural learning*

BY ELIAS BARBOZA

THE DIVERSITY CENTER ON THE HAYWARD CAMPUS HAS BEEN SWEETENING UP ITS OFFERINGS. ON OCT. 18, THE STUDENT-RUN CENTER HOSTED CANDY MAKES THE WORLD GO YUM!, AN EVENT DEDICATED TO SHOWCASING CANDY AND PASTRIES FROM AROUND THE WORLD.

Presenting candy from around the world is a unique and interesting way to illustrate to students that people from different countries share common traits, said Vanessa Anderson, assistant event supervisor of the Diversity Center.

"Candy is something all cultures have in common," said Anderson. "Everyone gets a sweet tooth sometimes."

Students with a sweet tooth helped themselves to the confections, which were arranged on a table set up in the middle of the Diversity Center. Approximately 60 students attended the two-hour long event that offered 10 kinds of candy. Information about the candy, including its country of origin, was placed next to each treat for attendees to read.

Among the sweets provided were marzipan balls from Germany, Milkita from Indonesia, and Turkish delight from Turkey. Marzipan balls are a round, soft sweet made of chocolate and almond powder. Milkita are individually wrapped, cream colored, oval-shaped candies made of condensed milk. Turkish delight, a cube-shaped confection made of flavored gel coated in powdered sugar, was the most popular treat, said Anderson.

Diversity Center programming encourages dialogue and debate on issues of diversity and advocates for positive social change through presentation of films, sponsorship of annual activities such as Diversity Day and Queer Fest, and discussion boards.

Due to positive student response to Candy Makes the World Go Yum!, the Diversity Center plans to make it an annual event. For additional information about Diversity Center events, visit [http://www.asicsueb.com/Diversity\\_center.php](http://www.asicsueb.com/Diversity_center.php). ■



# Homecoming

Alumni Jim and Kim Klescewski pledge their support to keep access to higher education alive for the next generation of CSUEB students



BY SARAH STANEK

A FEW YEARS AGO, JIM KLESCEWSKI '77, MBA '85 FOUND HIMSELF DRAWN BACK TO HIS ALMA MATER. EVEN THOUGH HE HAD MET HIS WIFE, KIM KLESCEWSKI '79, IN COLLEGE, THEY HADN'T STAYED IN TOUCH OR REVISITED THE HAYWARD CAMPUS SINCE GRADUATION. HE WANTED TO KNOW WHAT A DIFFERENCE 20 YEARS COULD MAKE.

"I had a passion to get reconnected," says Jim Klescewski, who often goes by Jim K., to help those struggling to pronounce his last name. (It's kleh-SESS-kee, for the record.)

Klescewski, the CFO at RS Investments in San Francisco, had heard about changes at Cal State East Bay, which intrigued him. At the urging of his friend and colleague Lou Miramontes '76, Jim Klescewski made his way back to CSUEB to find, as he says, "it's really a cool school" that remained focused on serving students like he and his wife had been.

He saw the new student union, Pioneer Heights student apartments, and a diverse student population. He also saw the results of state funding cuts to the California State University system. Moved to do what they could to keep college within reach for today's students, the Klescewskis recently made a commitment to support scholarships in the College of Business and Economics.

Though they both attended Dublin High School, the Klescewskis met while they were students at then-Cal State Hayward; he majoring in accounting, she in psychology. Other than diplomas, however, they don't have much in the way of souvenirs to commemorate those years.

For one thing, they were busy, with school, work, and socializing; Kim Klescewski says "somehow we found plenty of time for all of that." But as the first in their families to go to college, they both paid their own way — math-minded Jim tallying every nickel he spent on books and courses — with limited parental support. That left little room in the budget for mementos.

The Klescewskis moved into their home in San Ramon 31 years ago, just after getting married. At the time, the huge Bishop Ranch business park, just blocks from their neighborhood, was still agricultural land. Within 20 years, its development had transformed the city. As they raised their three children and moved to new jobs, they watched the area grow and expand, bringing both positives and negatives.

More and more businesses were attracted to the area, which became more culturally diverse and connected. But the cost of living and cost of education were rising, which the Klescewskis saw firsthand as their children went off to college, all at CSU schools. They recognized that although a college degree was as critical to success as ever, it was becoming

harder for students to support themselves while in school. Jim Klescewski saw a chance for his family to help students who were "in the same space we were."

An inclusive environment like CSUEB helps attract students, he says, and the real-world curriculum keeps the focus on jobs. Kim Klescewski also points out that students get a wide range of educational experiences in college, and exposure to multiple subjects beyond their major. Since graduating, she's worked at banks, as a book editor, and in a number of fields unconnected to her college degree.

Graduating from college, especially for first generation students like the Klescewskis and many current CSUEB students, is also a huge personal achievement. "It takes perseverance to show you can stick it out," says Kim Klescewski,

"And it's confidence building, to say you did it," her husband adds. In his career he's seen whole industries transformed by technologies, as new positions are created and job descriptions change. Succeeding in that environment requires discipline and a solid foundation — like those provided by a college education.

With their support, the Klescewskis want to ensure that the opportunities they enjoyed are available to the next generation of CSUEB students. As a trustee of the Cal State East Bay Educational Foundation, Jim Klescewski says he appreciates that the University has a strong long-term plan that will keep quality higher education accessible and prepare students for an increasingly competitive and technical job market, in the Bay Area and beyond.

Still, he adds, there will always be changes ahead, and his advice for today's students is to be ready to embrace it. "Maximize what you learn in a changing environment," he says. And not just in college, but throughout life. "You may do something different than what you were hired to do. College can help you prepare for that." ■

**“Maximize what you learn  
... You may do something  
different than what you were  
hired to do. College can  
help you prepare for that.”**

**Jim Klescewski '77**  
EDUCATIONAL FOUNDATION TRUSTEE

# merchandising maven

Distinguished Alum of the Year converted her first job out of college into a career that took her to the top as corporate vice chair of Macy's.

BY SARAH STANEK



PHOTO: MAX GERBER

**J**ANET GROVE '73 IS ENJOYING A WELL-DESERVED REST AFTER ALMOST FOUR DECADES STOCKING THE FLOORS OF MACY'S — LITERALLY. AS SHE WORKED HER WAY THROUGH STORE MANAGEMENT AND MERCHANDISING AT THE NATIONAL DEPARTMENT STORE CHAIN, GROVE, CSUEB'S 2011 DISTINGUISHED ALUMNUS OF THE YEAR, WENT FROM GETTING GOODS ON SHELVES TO SUPERVISING THE DEVELOPMENT OF HUNDREDS OF PRODUCTS IN MACY'S HUGE INVENTORY.

Grove recently retired as corporate vice chair of Macy's Inc., which operates approximately 840 stores, including Bloomingdale's and online stores and outlets. But when Grove began work at Macy's in San Francisco the summer after graduating with a bachelor's degree in business, the store was one of only 16 in the western division.

Growing up in Lafayette, Grove had an affinity for sales. Earning a college degree was a given in her family, but she was never passionate about school, though she did well in classes and enjoyed learning new things. "I was a busy, ambitious, outgoing kid," she says. "I needed other challenges."

To find them, she began working at Grodin's, a men's specialty clothing store, in her junior year of high school. When she started classes at then-Cal State Hayward, its central location was key. Like many students, then and now, Grove balanced several responsibilities, commuting between school, work, and her social life.

"I had a great experience," she says. "I learned a lot and had great professors. I loved those years but did not have the traditional college life."

She particularly enjoyed economics, statistics, and computer science, recalling the early computers that took up entire rooms and operated with punch cards, fed one at a time by hand — and a helpful classmate who would feed cards into the machines for her when she needed to leave for work in Walnut Creek.

With her background in haberdashery — an industry term for retail menswear — Grove aimed straight for Macy's executive training program after graduation. Dean Terri Swartz of the College of Business and Economics sees Grove's story as a prime example of the way CSUEB's real-world focus helps students build on previous experiences to launch their careers. "She is a great role model for our students and a wonderful testament to hard work and seeking new challenges," Swartz says.

Grove was working as a store buyer within two years, and at first envisioned that as a stepping stone to working for a consumer-focused clothing company or wholesale manufacturer. But as she advanced in store management and merchandising, eventually becoming a senior vice president, Grove realized she was thriving in the big, varied retail environment.

A large department store is its own complete business ecosystem, Grove explains, from computing to HR to finance to marketing. "It's so multifaceted, it attracts large numbers of diverse talents," she says. "There are so many paths to success."

Her own path kept leading up. In the 1990s, Grove joined the national Macy's Merchandising Group (MMG), becoming its chairman in 1998 and CEO in 1999. There she supervised the planning, development, and marketing of Macy's in-house brands for women's, men's, and children's apparel; accessories, lingerie, shoes, and jewelry; and home goods and housewares. These lines make up a significant portion of the company's annual sales of \$26 billion.

"Janet Grove is a wonderful example of how CSUEB impacts people, who in turn impact the world," says Swartz.

But 38 years was enough; she officially retired from Macy's in 2011 to make time for new experiences — like traveling for fun.

"When you work how we work in retail, you don't get a lot of vacation, and there are no summers off," Grove says cheerfully. "There may be lots of travel, but not vacationing."

Now Grove is ready to revisit the world without the meetings. An avid golfer, she says trips to Ireland and Scotland are definitely on her new to do list. So is spending time with her family, still in California, and exploring the outdoors near her homes in Southern California and East Hampton, NY.

Grove also has served on the board of directors for Safeway Inc. grocery stores since 2004, and recently joined the board of advisors for ClubCorp, which manages golf courses, country clubs, and business clubs.

It was an exciting career, Grove reflects, in an industry that never stopped challenging her. She says she'd do it all over again and recommends the industry to the students out there like her — the ones looking for their own challenges. "Things change as generations change," she says. "That's what's fantastic about retail, it's always progressing." ■

*Emmy-Award Winning Newscaster*

# Sabrina Rodriguez '05

## NAMED YOUNG ALUM OF THE YEAR

BY LINDA CHILDERS '85

WATCHING THE KTVU CHANNEL 2 NEWSCAST AS A 4-YEAR-OLD, SABRINA RODRIGUEZ '05 TOLD HER FAMILY THEY WOULD ONE DAY WATCH HER REPORTING FROM BEHIND THE ANCHOR'S DESK. RODRIGUEZ NEVER WAVERED FROM WANTING TO FOLLOW IN THE FOOTSTEPS OF HER IDOLS: BAY AREA NEWS ANCHORS ELAINE CORRAL, DENNIS RICHMOND, AND LESLIE GRIFFITH.

"I don't remember a time when I ever wanted to be anything other than a news reporter," says Rodriguez, 28, recently named California State University, East Bay 2011 Young Alumnus of the Year for her work as an Emmy Award-winning broadcast journalist. "After growing up watching some of the best local news in the country, I knew I wanted to report the news when I got older."

Rodriguez, who grew up in Union City, credits the CSUEB Department of Communication with training her to work in front of and behind the camera. Taking broadcast news classes helped her master field reporting, producing stories, and editing news tapes. By working at the college's television station, Rodriguez learned the importance

of meeting deadlines and juggling roles such as writing, reporting, and producing stories.

"I received a tremendous amount of experience editing and shooting stories, which television stations require for entry-level jobs," she says. "I've talked to students from other universities who only learned the theory behind working in television; they never received the hands-on experience I did at CSUEB."

That experience helped set Rodriguez apart from other job candidates, and in her junior year she landed an internship at KTVU. Suddenly, she was working at the television station she grew up watching, meeting her role models, and receiving valuable career advice from KTVU Consumer Editor Tom Vacar and Weekend News Anchor Ken Wayne.

"It was a dream come true interning at KTVU," says Rodriguez, who put in two years at the station before graduating summa cum laude with a bachelor's degree in communication.

Like most new graduates, Rodriguez started her career

in a smaller television market, immediately securing a job as an anchor and reporter at CBS affiliate KCBY in Coos Bay, Oregon. There, she worked as a one-person shop doing everything from editing to shooting news footage. After 19 months in Oregon, she moved to ABC-FOX affiliate WGGB-TV in Springfield, Massachusetts, serving as an anchor and reporter. It was there that Rodriguez won an investigative reporting award from the Associated Press in 2008 for an investigative piece into the security systems of Springfield schools, where she went undercover as a high school student.

Missing the Bay Area, however, Rodriguez returned to California to anchor the weekend newscast at CBS station KBAK in Bakersfield.

"I love everything about my job," Rodriguez says with a smile.

Her passion for reporting helped her win two Emmy Awards from the National Academy of Television Arts and Science Pacific Southwest Chapter in 2009 and 2010, both for her work as an anchor in the category of Outstanding Weekend Newscast.

"It was an honor to win my first Emmy Award at the age of 26 and then to win again the following year," Rodriguez says.

Moving to Sacramento in the past year, Rodriguez now serves as a reporter and fill-in anchor on the morning news at FOX-affiliate KTXL, a job that has led to a range of assignments including a recent story for which she went undercover as a panhandler, playing her guitar, and asking for money over the course of three hours on the streets of Sacramento.

"It was a humbling experience," Rodriguez says. "I received \$27 in three hours, a sandwich, and an iced coffee from a homeless man. So many people asked why I was on the streets, and I also discovered a real brotherhood among the homeless who look out for one another."

Rodriguez also has become social media savvy, keeping viewers updated on breaking stories she covers via Twitter and Facebook.

"Social media offers a way to engage our audience and to also get feedback from our viewers," Rodriguez says. "When you're reporting a story on location, you're talking to the camera, so it's nice to hear from viewers afterwards about what they liked about the story. Many viewers have also given me ideas for other stories."

An avid runner, Rodriguez just signed up for her first half marathon, and enjoys reading, gymnastics, and hanging out with her cat, Salem, when she's not at work.

Looking to the future, Rodriguez hopes to someday land a job at CNN in New York. While acknowledging that she enjoys producing feature stories, she also likes covering breaking news and investigative stories.

"My ultimate goal is to achieve a position of influence and to break convention," she says. ■

**“I've talked to students from other universities who only learned the theory behind working in television; they never received the hands-on experience I did at CSUEB.”**

**Sabrina Rodriguez '05**

2011 YOUNG ALUMNUS OF THE YEAR



# CLASS NOTES

## 1960s

**Ted Gerber**, BA, political science and public administration ('69). During his college years, Gerber began making homemade wine and eventually purchased hillside acreage in southern Oregon's Illinois Valley. The land is now known as Gerber Vineyards. In 1986 he founded Foris Winery and Vineyards to produce and sell his own wine, which he continues today.

## 1970s

**W.R. Randle**, BA, psychology ('73), a Berkeley police officer and lieutenant for 30 years, was the police department's first Japanese translator and commander of the drug unit. He founded Jumpstart, a program where officers speak with young students about avoiding drugs.

**Nicholas Roy Vasallo**, BA, music ('73), serves as a music theory lecturer at Cal State East Bay and also teaches at Gavilan College in Gilroy where he was nominated for Part-Time Faculty of the Year. Vasallo recently held a concert at CSUEB for the premier of his new solo piano album *Let the Machines Do It For Us*. He has been featured in podcasts discussing his tenure at CSUEB.

## 1980s

**Fred Deltorchio**, history ('82), retired as police chief and interim city manager of Hercules. He supervised the narcotics unit and received Benicia's Medal of Valor. Deltorchio is a small claims court judge and a member of Benicia's Civil Service Commission.

**Patricia Gardner**, MA, public affairs ('86), was selected 2011 Woman of the Year for Assembly District 24 of Silicon Valley. Gardner is executive director of the Silicon Valley Council of Nonprofits, representing more than 200 health and human service nonprofit agencies in Santa Clara County. She joined the organization in 2001 following 20 years as a nonprofit executive manager. Gardner has been recognized as one of 80 Women of Influence in Silicon Valley by the *San Jose Business Journal*.

**David Hardiman Jr.**, BA, music ('85), teaches jazz at City College of San Francisco. He has taught instrumental music in the San Francisco, Oakland, and Richmond school districts. Hardiman recently released an album *I Am Me* under the name D. Anthony.

**Steven Holman**, BA, speech communication ('84), has been a consulting engineer for high technology companies such as AT&T and Amazon. Holman runs ultra marathons of 30, 50, and 100 miles, including a 125-mile race across the Sahara Desert. He has written about his experiences for *Ultrarunning* magazine.

**Brian Moura**, MPA ('84), assistant city manager of San Carlos, received the 2011 Outstanding Public Service Award from San Francisco State University's Graduate Public Administration Program. Moura developed one of the first city Web sites in the nation. He also has been active in partnership projects at Joint Venture: Silicon Valley and Public Technology Institute.

**Blake A. Nakamura**, BS, criminal justice ('87), is chief deputy of the criminal division in Salt Lake City's District Attorney's Office. He previously worked with the Salt Lake County District Attorney's Office for six years and in private practice for 11 years. Nakamura also is a former investigator for the Alameda County Public Defender's Office.

**Paul Rigmaiden**, teaching credential ('82). Rigmaiden has been an employee of Modesto city schools since 1986, after beginning his teaching career in Oakland.

**Thomas Tom**, MA, public administration ('80), is an artist and president of the Orange County Fine Arts Association. Tom's work has been showcased in Avantgarden art gallery in Santa Ana and John Wayne Airport in Orange County.

**Joy Upshaw**, BS, physical education ('85), won five track and field medals at the 2011 World Masters Athletics Outdoor Stadia Championships in July in Sacramento. She nabbed gold in the women's 50 to 55 age bracket for 100 meters, 4x100 meter relay, 200 meters, and 80 meter hurdles and took silver in the long jump. Joining Upshaw in the competition were runner-up in the 100 meter hurdles, Brian Conley, BS, business administration ('82), Leo Sacramento, BS, physical education ('85), and Marcus McGlory, BS, business administration ('92), who participated in the long jump.

**Diane Urban**, BS, criminal justice ('86), recently became Hayward's chief of police after working as a police officer in

San Jose for 25 years. Urban became the highest-ranking female officer in SJPD's history. She also has worked as a sniper and hostage negotiator.

## 1990s

**Will Adams**, BA, communication ('99), directs the 7 and 11 p.m. newscasts at NBC Bay Area in San Jose.

**Jason Clark**, BS, physics ('96), teaches engineering at Purdue University in Indiana. He has held positions at Lawrence Livermore National Laboratory, the Berkeley National Laboratory, Wayne State University, and the University of California, Berkeley Biomedical Microdevices Center. Clark is the inventor of electro micro metrology, a methodology for precision measuring at small scales.

**Julie Germain**, BA, liberal studies ('99). Germain is communications director of the Global HP Account and has served as marketing director for CB Richard Ellis Consulting, a real estate company. Prior to CBRE, Germain was the contract manager for Shaw Environmental and Infrastructure working on contract administration for environmental cleanup and remediation of military bases. She also has worked in corporate real estate for Bank of America in San Francisco.

**Kim Vassar**, BS, physical education ('92), created and directs 2BFit Body Boot Camp, a workout program in Cupertino. She is a certified personal fitness trainer and specializes in women's fitness, diet, and nutrition.

**Robert N. Walrond**, MS, educational leadership ('99), a teacher for 20 years, wrote and published a book for parents of middle school students *Every Parent's Guide to Middle School Success*.

## 2000s

**Dan Antoniuk**, BA, art with multimedia option ('01), MA, multimedia ('03), develops interactive learning applications for online courses at the University of Nevada, Las Vegas and external government agencies. He has created print advertisements that have appeared in *CE Pro*, *Luxury Las Vegas Magazine*, and *San Diego Magazine*.

**Matt Everett**, BA, communication ('08). Everett runs his own advertising agency, Everett Advertising. He also is the founder and vice president of sales for DealMaximizer.com, an agent to small businesses who want to advertise through online coupon sites.

**Michael Gallagher**, BS, business administration ('93), MBA ('01), discovered a previously unknown petrified forest in southern Nevada. His photos of Red Rock Canyon National Conservation Area outside Las Vegas were featured in *Nevada Magazine* and Schmap.com's online travel guide. Gallagher also launched RogueSocks.com, a Web site showcasing his work as a Bay Area-based portrait and outdoor photographer.

**Katy McCarthy**, BA, teaching credential ('02). In May, McCarthy visited Washington, D.C. where she received from President Barack Obama the Presidential Award

for Excellence in Mathematics Teaching. She teaches second grade at Washington Elementary School in San Leandro.

**Shania Raman**, BS, sociology and criminal justice ('06), MS, public administration ('09), is the chief executive officer and founder of San Francisco-based Kajol Beauty, a cosmetics line using botanical extracts. She also is involved in youth community outreach programs that promote education.

**Gini Graham Scott**, MA, anthropology ('04), is a writer, consultant, speaker, and seminar and workshop leader. She is founder and director of Changemakers Publishing and Writing, a company that helps writers publish and promote books. Scott has taught classes at universities and colleges and has published approximately 50 books on subjects including crime history, work place issues, and shamanism.

**Gene Luen Yang**, MS, education ('03), saw his latest graphic novel, *Level Up*, published and released in June. An award-winning writer and illustrator, Yang, whose *American Born Chinese* was the first graphic novel to become a National Book Award finalist, teaches computer science at Bishop O'Dowd High School in Oakland.

## Submit Class Notes

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

# CALENDAR



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PHOTO BEN AILES



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## THEATRE

### Ice: A Dance Extravaganza

Dec. 2 at 8 p.m. and Dec. 3 at 2 and 8 p.m. in the dance studio, PE 140. The annual holiday concert introduces performers and work by artists from across the campus and community. See the seeds of emerging work and the bold experiments of advanced and fledgling students. \$5 general admission.

## MUSIC

### Jazz Fall Concert

Nov. 29 at 7:30 p.m. in the University Theater. CSUEB Jazz Orchestra with Director Johannes Wallmann. \$7 general admission; \$5 seniors; free with CSUEB ID.

## ART

### 50th Annual Faculty and Staff Exhibition

Through Nov. 23 in the University Art Gallery, first floor of the Art and Education Building. Hours: 11 a.m. to 4 p.m. Mondays through Wednesdays, and Saturdays; and from 2 to 7 p.m. Thursdays.



PHOTO BEN AILES

## ATHLETICS

### Men's Baseball



PHOTO BEN AILES

## ATHLETICS

### Women's Basketball



CELEBRATING  
**50**  
YEARS  
*of*  
CREDENTIALING  
EDUCATORS

## COLLEGE OF EDUCATION AND ALLIED STUDIES

Dec. 12 from 4:30 to 6 p.m. in the New University Union multipurpose rooms. Festivities include specialty hors d'oeuvres reception and remarks from campus leaders, current candidates, alumni, and community partners. Free. RSVP required by Dec. 5. Questions? Contact [credevents@csueastbay.edu](mailto:credevents@csueastbay.edu) or 510.885.2272.

## HAYWARD CAMPUS

## THEATRE

### Sing, Broadway, Sing!

Dec. 9 and 10 at 8 p.m., Dec. 11 at 2 p.m. in the University Theatre. Celebrate Broadway musicals and classic American songs from many of Broadway's best songwriters, such as Stephen Sondheim, Leonard Bernstein, and Richard Maltby. The event also features a musical tribute to the Big Band era. All seats \$5 on Dec. 9. \$15 general admission; \$10 youth, senior, and alumni; \$5 with CSUEB ID all other dates.

## MUSIC

### Percussion Ensemble

Nov. 29 at noon in MB 1039. Arthur Storch, director. Free admission.

### Vocal Repertory Ensemble Recital

Dec. 1 at noon in MB 1055. Free admission.

### Symphony Orchestra

Dec. 1 at 7:30 p.m. in the University Theatre. \$7 general admission; \$5 seniors; free with CSUEB ID.

### Winter Gala

Dec. 2 at 7:30 p.m. at All Saints Catholic Church, Hayward. East Bay Singers, Oratorio Society, and Jazz Singers will perform with Conductor Buddy James. \$7 general admission; \$5 seniors; free with CSUEB ID.

### Jazz Masterclass

Dec. 6 at 7 p.m. in MB 1055. Free admission.

### Men's Chorus Festival

Feb. 3 from 1 to 4 p.m. in the University Theater. Buddy James, director. Free admission.

## ATHLETICS

### Men's Basketball

Dec. 2 at 7:30 p.m. vs. Sonoma State  
Dec. 3 at 7:30 p.m. vs. Humboldt State  
Dec. 18 at 3 p.m. vs. Cal State Dominguez Hills  
Dec. 19 at 3 p.m. vs. Cal State Los Angeles  
Dec. 30 at 6 p.m. vs. Cal State Monterey Bay  
Jan. 20 at 7:30 p.m. vs. Chico State  
Jan. 21 at 7:30 p.m. vs. Cal State Stanislaus  
Feb. 10 at 7:30 p.m. vs. San Francisco State  
Feb. 11 at 7:30 p.m. vs. Cal Poly Pomona  
Feb. 17 at 7:30 p.m. vs. Cal State San Bernadino  
Feb. 18 at 7:30 p.m. vs. University of California San Diego

### Women's Basketball

Dec. 2 at 5:30 p.m. vs. Sonoma State  
Dec. 3 at 5:30 p.m. vs. Humboldt State  
Dec. 18 at 1 p.m. vs. Cal State Dominguez Hills  
Dec. 19 at 1 p.m. vs. Cal State Los Angeles  
Dec. 30 at 4 p.m. vs. Cal State Monterey Bay  
Jan. 20 at 5:30 p.m. vs. Chico State  
Jan. 21 at 5:30 p.m. vs. Cal State Stanislaus  
Feb. 10 at 5:30 p.m. vs. San Francisco State  
Feb. 11 at 5:30 p.m. vs. Cal Poly Pomona  
Feb. 17 at 5:30 p.m. vs. Cal State San Bernadino  
Feb. 18 at 5:30 p.m. vs. UC San Diego

### Women's Swimming

Dec. 3 at noon vs. University of Nevada, Reno  
Jan. 20 at 2 p.m. vs. Fresno Pacific

## ATHLETICS

### Women's Softball

Feb. 10 at 1 p.m. vs. San Francisco State  
Feb. 11 at noon vs. San Francisco State  
Feb. 24 at 1 p.m. vs. Sonoma State  
Feb. 25 at noon vs. Sonoma State  
April 6 at 1 p.m. vs. Cal State San Bernadino  
April 7 at 11 a.m. vs. Cal State San Bernadino  
April 20 at noon vs. Chico State  
April 21 at 11 a.m. vs. Chico State

### Men's Baseball

Feb. 17 at noon vs. Northwest Nazarene  
Feb. 18 at 11 a.m. vs. Northwest Nazarene  
Feb. 24 at noon vs. Sonoma State  
Mar. 2 at 2 p.m. vs. UC San Diego  
March 3 and 4 at 11 a.m. vs. UC San Diego  
March 16 at 2 p.m. vs. Cal State Los Angeles  
March 17 and 18 at 11 a.m. vs. Cal State Los Angeles  
March 30 at 2 p.m. vs. Cal State Monterey Bay  
April 1 at 11 a.m. vs. Cal State Monterey Bay  
April 27 at 3 p.m. vs. Cal Poly Pomona  
April 28 and 29 at 11 a.m. vs. Cal Poly Pomona  
May 5 at 11 a.m. vs. San Francisco State

The following lectures are free to Osher Lifelong Learning Institute members and \$5 for non-members, unless otherwise noted.

### Jazz: Ragtime to Fusion

Dec. 7 from 4 to 5:30 p.m. Dave Eshelman, professor emeritus and former director of jazz studies at CSUEB, is joined by pianist Johannes Wallman, the current director, in a demonstration of jazz composition. Other Bay Area musicians will back the duo.

### End-of-Year Gala

Dec. 7 from 5:30 to 7:30 p.m. Members are invited to the annual event for light refreshments and an opportunity to visit with lecturers and fellow members. Projects for the coming year are also discussed.

### Autumn's Muse

Tuesdays through Dec. 13 at 10:30 a.m. to 12:30 p.m. Learn to develop and express ideas with poetry. No pre-knowledge or writing experience is required. \$50 for OLLI members; \$70 for non-members.

### What is a Memoir?

Dec. 1, 8, and 15 at 10:30 a.m. to 12:30 p.m. Learn how to begin, integrate, and end a written account of your life's memories. \$40 for OLLI members; \$55 for non-members.

## CONCORD CAMPUS

### Those Storm'n Normans

Thursdays through Dec. 15 at 10:30 a.m. to 12:30 p.m. Take a look back at the 1066 Norman conquest of England. \$40 for OLLI members; \$55 for non-members.

### Folklore: A Grassroots, Cultural Perspective

Mondays, Nov. 21 through Dec. 12 at 10:30 a.m. to 12:30 p.m. Join Glynn Custred, CSUEB professor emeritus of anthropology, for a look into folklore studies through oral traditions that underlie all cultures, including American. \$40 for OLLI members; \$55 for non-members.

### Public Art: Imperial Rome

Mondays, through Dec. 12 at 1:30 to 3:30 p.m. Take a tour through the wonders of Ancient Rome with Birgit Urmson, University of California Berkeley history lecturer. \$40 for OLLI members; \$55 for non-members.

## Alumni offer career guidance to students through virtual mentoring program

BY ELIAS BARBOZA

Relaxed in an armchair in front of her home computer, Lisa Price '99 checks her e-mail for updates from Cal State East Bay senior Cheryl Britt. Price lives in Danville. Britt lives in Oakland. They have never met face-to-face. But for the past three months, Price has provided career guidance to Britt through a new Alumni Association initiative, the e-Mentoring Program.

Created by Associate Professor Daniel Martin and Director of Alumni Relations Kate Shaheed, a pilot version of the e-Mentoring Program has been bringing students and alumni together since summer 2010.

The aim of the program, to be launched formally in January, is to develop social and financial capital through technology while removing barriers to achieving community goals, Martin explained.

"People who have mentors move more quickly and are more satisfied with their careers," he says. "Students need a platform, and alumni can have a tremendously positive impact on them."

Alumni volunteers register at [mentorcsu.org](http://mentorcsu.org) for the three-month program. They are paired with a student with the same major and similar career aspirations. Collaboratively, they choose how to approach the virtual mentoring: by phone, e-mail, or through social networking Web sites.

Britt became a protégé in the program during Martin's training and development class.

"I'm further along since I've done the program," Britt says. "It's been a helpful, awesome experience."

Price, who earned her master's degree in business



administration at CSUEB, works with nonprofit organizations. She learned about the mentoring program from an alumni posting on professional networking site Linked In.

By e-mailing each other and speaking over the phone, Price has helped Britt create a resume and post it online. Price further assisted Britt by arranging two interviews related to human resources management, the career Britt wants to pursue with her business administration degree.

"It feels good helping someone get the tools they need to succeed," Price said. "By taking part in this, (Britt) is happy and is more confident to transition into HR."

In September, Shaheed and Martin presented the program to the California State University Alumni Council. Seven CSU campuses are now considering adopting the e-Mentoring Program at their universities.

Further information about the e-Mentoring Program is available by contacting the Alumni Association at 510.885.2877 or [alumni@csueastbay.edu](mailto:alumni@csueastbay.edu).

**SAVE THE DATE**  
**HOOMEOMING**  
Feb. 10 & 11 — Battle of the Bay  
basketball vs. SFSU  
5:30 & 7:30 p.m

# THE LAST WORD:

“What food for thought or experience gained at Cal State East Bay has most influenced you?”

Iconic American chef Julia Child encouraged the world to see cooking in relation to life, saying: "Learn to cook, try new recipes, and learn from your mistakes." The college experience, in and out of the classroom, similarly challenges students. As chefs gain intellectual nourishment and confidence from kitchen experimentation, students' academic explorations make indelible imprints on how they think, which skills they build, and what they go on to achieve, as members of the University community discuss below:



PHOTO: ELIAS BARBOZA

“When the president told me what our school motto (*per aspera ad astra*) means ("through adversity to the stars") was huge for me. It symbolizes the journey as a student here. As an instructor, it inspires me to go further. As an alum, I see it in our faculty, and it's inspiring. The motto is personal yet also speaks universally.”

**Susan Ingram '05 and '09**

COLLEGE LINK PROGRAM COORDINATOR OF RISK MANAGEMENT AND INTERNAL CONTROL



*The first class I ever took was called 'Art and Technology.' In it, I read an article about how every city has strip malls, fast food restaurants, and follows similar trends. It made me think about how many places we think are unique really aren't. In a way, the article shaped my view of art and to notice its unique qualities.*

**Malka Helfman '98 and '00**  
Visual resource librarian of art



*Seeing my designs and costumes on stage that I have made has been a moving experience. It's encouraging and has made me realize it's what I want to do in life.*

**Rhiannon Williams**  
Sophomore  
Theatre arts



*Our campus is so diverse, and we have a plethora of cultures. I've met many interesting people and, most important, I've learned to be open-minded and open to new things.*

**Chris McBride**  
Senior  
Communication



*My chemistry teacher made me enjoy the subject, and it made me think that there are many others things I can be passionate about. Coming to this university has made me realize I'm living my dream and to be happy with what I've accomplished.*

**Jennifer Zaragoza**  
Junior  
Criminal justice  
administration



*The business school here has inspired me a lot. As an international student, I have noticed the amazing professors and organized programs. The way some professors have taught me realize I'm living my dream and to be happy with what I've accomplished.*

**Zaed Ejaz**  
Senior  
Business administration,  
option in accounting



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“I love going to  
school here.  
Thank you for  
supporting  
so many  
students.”

**Prince Jackson**  
Scholarship recipient  
Junior, art major, graphic design option

**Every gift, at any level,** helps power dreams, aspirations, and possibilities for a new generation of students at Cal State East Bay. Put your gift into action at [www.support.csueastbay.edu](http://www.support.csueastbay.edu), or send your gift in the enclosed envelope.

