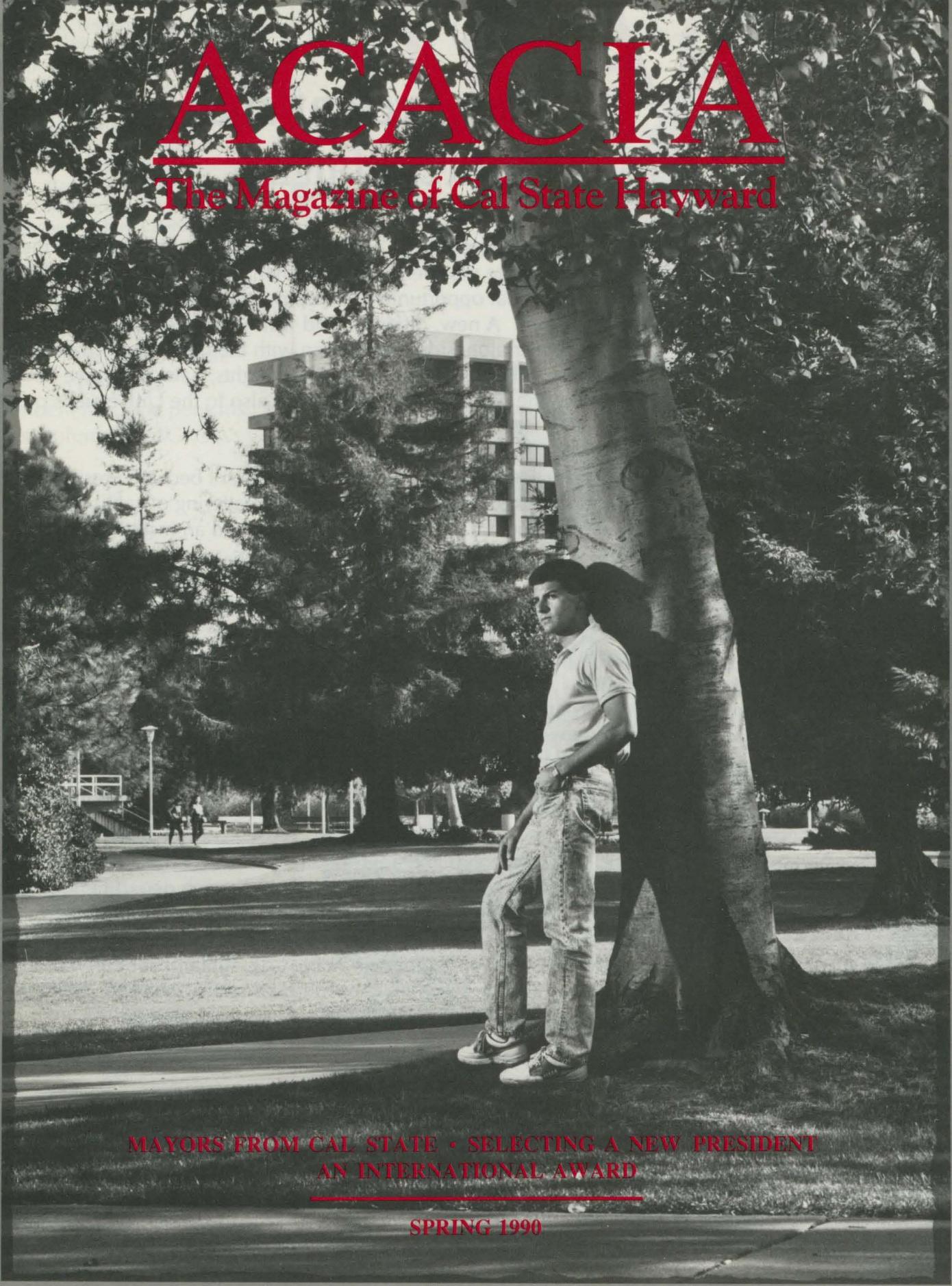


ACACIA

The Magazine of Cal State Hayward



MAYORS FROM CAL STATE • SELECTING A NEW PRESIDENT
AN INTERNATIONAL AWARD

SPRING 1990



Past, present and future thoughts

Last September I announced that I would retire from the Cal State presidency this summer. As a result, this will be my final opportunity to share my thoughts, my *Musings*, with you. A new, different, and warmly welcomed face will appear alongside this column with the next issue. In deciding what I wished to say to you, my thoughts, naturally, have turned often to the past, but my thoughts are also to the University's present and to its future.

We were just settling in on the hilltop when I became President. The campus looked a little barren then—a smattering of saplings, a few buildings and a handful of students. We had an institution to build, and, with continued additions to our ranks, we have done it. The landscape I see now is far from barren; it is filled with groves of full-grown trees, many more buildings, and a student population that is increasingly reflective of the communities we serve. From this base, Cal State can achieve anything.

A new era of growth lies ahead. We have been preparing the groundwork for it through our strategic planning process and through the hard work of all our employees. In this new era, Cal State Hayward will be asking a little more from each and every one of us. I know that Cal State will prosper.

It is both traditional and appropriate to express appreciation in one's final words, and I intend to do just that. In each department, in each office, in the community and among students and alumni, there has always been a solid core of individuals who feel that service to the University is an enriching and noble task. I thank you for your help in making Cal State what it has become—a strong, resilient institution of which we can all be justly proud.

Sincerely,

Ellis E. McCune
President

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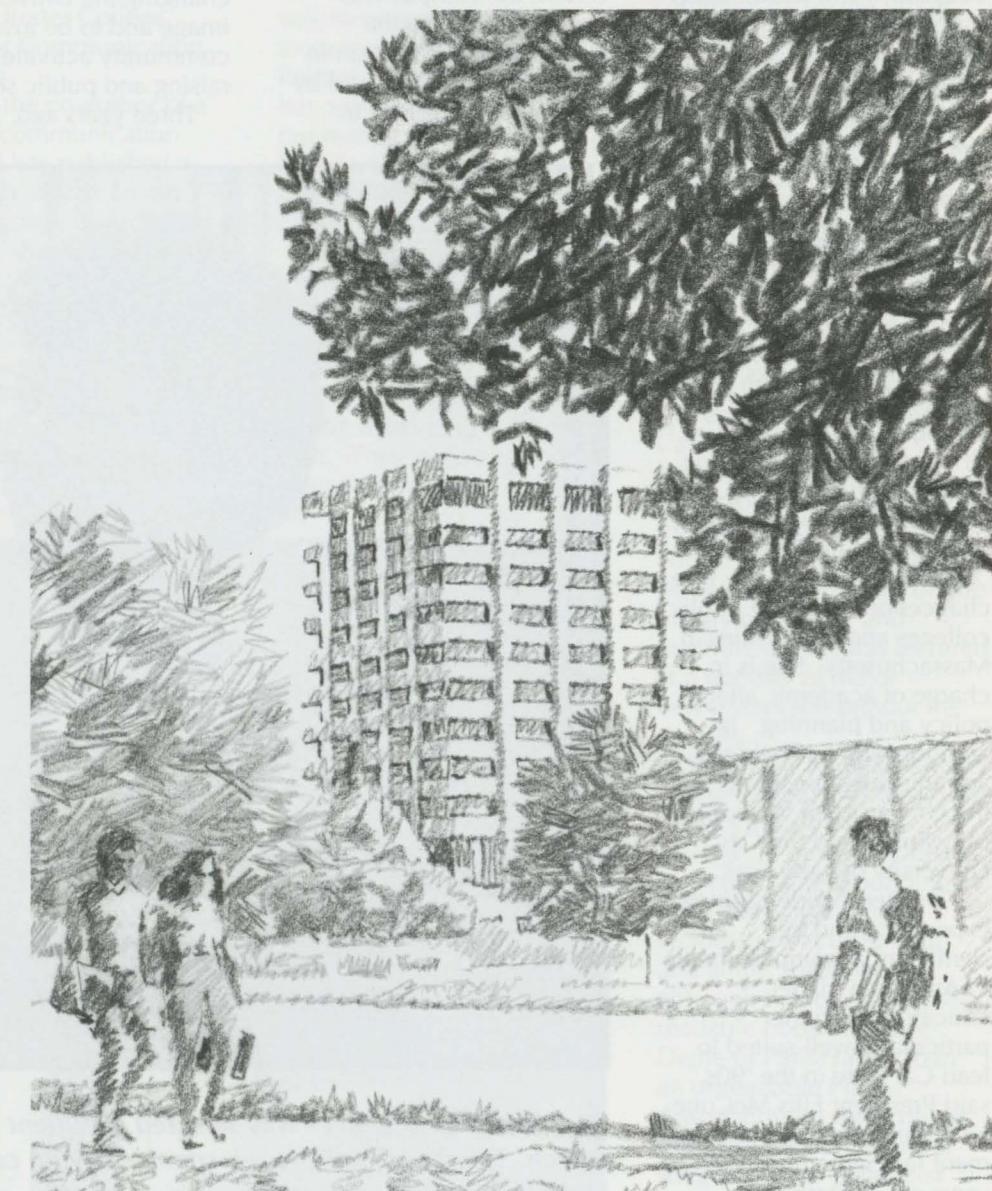
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ALSO

ACACIA

The Magazine of Cal State Hayward

SPRING 1990 Vol. 7 No. 2



Cover: This is the second in our three-part series on "views" of Cal State. Last issue featured a vibrant pastel sketch by illustrator Michele Manning. In a dramatic shift, photographer Don Kellogg used black and white film to highlight the play of light and shadow during a late afternoon on campus. The image features senior Alex LaBeaux. Alex is a graduate of Monte Vista High School in Danville and a recipient of the National Hispanic Scholarship. For our next issue ACACIA will go high tech with a computerized image.

Nationally prominent educator to become Cal State Hayward's third president

Dr. Norma S. Rees, a multifaceted administrator and educator currently serving with the Massachusetts Board of Regents of Higher Education, will become Cal State Hayward's third president.

"This is a great honor for me," said Dr. Rees of her appointment by the Board of Trustees. "I am very familiar with the California State University and I know that I will encounter many challenges and opportunities."

According to Dr. Rees, one of her main tasks will be to make more visible the campus' "abundant virtues." "It's a very good institution, not one riddled with problems that someone else has to clean up," she said.

Dr. Rees is currently vice chancellor for the 29 public colleges and universities in Massachusetts. She is in charge of academic affairs, policy and planning. In addition, she has held top administrative positions with the University of Wisconsin, Milwaukee and the City University of New York.

"Dr. Rees' wide-ranging experience and her significant accomplishments in American higher education make her particularly well-suited to lead Cal State in the '90s," said President Ellis McCune, who announced his retirement last September after 23 years at Cal State.

Experience with urban campuses and issues

A native New Yorker, Dr. Rees has had experience putting an urban campus on the map. From 1982 to

1986, she served as vice chancellor for Academic Affairs and later acting chancellor, at the University of Wisconsin, Milwaukee.

"When I arrived at UWM, the campus was overshadowed by the University of Wisconsin in Madison to the west and by Marquette University in

Milwaukee," she recalled during her campus visit at Hayward. "I saw that situation change before my very eyes. I was fortunate to be part of the team involved in changing the University's image and to be involved in community activities, fund-raising and public services."

Three years ago, Dr. Rees

became responsible for academic affairs and planning for the public colleges and universities in Massachusetts. That role gave her major responsibility and experience in areas crucial to Cal State. In spearheading the development of Regents' policy on undergraduate education,



▲ Dr. Norma S. Rees was selected president of Cal State following a nationwide search. The four finalists each spent a day on campus meeting faculty, staff, students and community members.

Meetings were often standing-room-only and generated debate and discussion throughout the period leading up to the Trustees' announcement on March 13. The search committee collected responses from these campus meetings and presented their findings to the Trustees.

► At left, Stacy Wilson, a research analyst in Institutional Studies, poses a question during a staff question and answer session.

she implemented directives requiring basic skills assessment for all entering students, as well as mandating developmental-remedial education for those students with deficiencies in crucial areas.

She also worked with campuses in the system to obtain funding for a program designed to attract more minority students into teaching careers. One of the major features of this program is dual enrollment. Students are enrolled in both a community college and a four-year institution and work with instructors from both.

During her campus visit, Dr. Rees made clear her commitment to educational equity. She said ethnic diversity should be encouraged, not merely to meet affirmative action numerical goals but because it is "enriching, enabling

and ennobling."

Recognized and respected scholar

Dr. Rees holds a Ph.D. from New York University in speech pathology and audiology and taught for over 20 years at the City University of New York. She directed the Queens College Speech and Hearing Center and the Hunter College Center for Communication Disorders.

She is the co-author of a book on communication skills and has published a wide range of articles on child language disorders. In 1979-80, she was president of the 50,000-member American Speech-Language and Hearing Association. Dr. Robert Veder, chair of Cal State's Department of Communicative Sciences and Disorders, describes Dr. Rees as "highly respected in

the field. I've spoken to colleagues at other campuses in the CSU and they're excited to hear that she's coming to California."

Calling herself a lifelong student, Dr. Rees discussed her academic interests with faculty, staff and students at Cal State. At one point during a meeting with staff members, her scholarly enthusiasm led her to volunteer to return for a lecture on sociolinguistics, a field of study in which she has a growing interest. "It's fascinating stuff," she said of her readings on such issues as male-female patterns in conversation.

Dr. Rees will assume her duties at Cal State in the early fall. Her husband, Raymond, a retired engineer, serves as treasurer for a non-profit health care research group in the Boston area. They have two sons, Evan and Raymond.



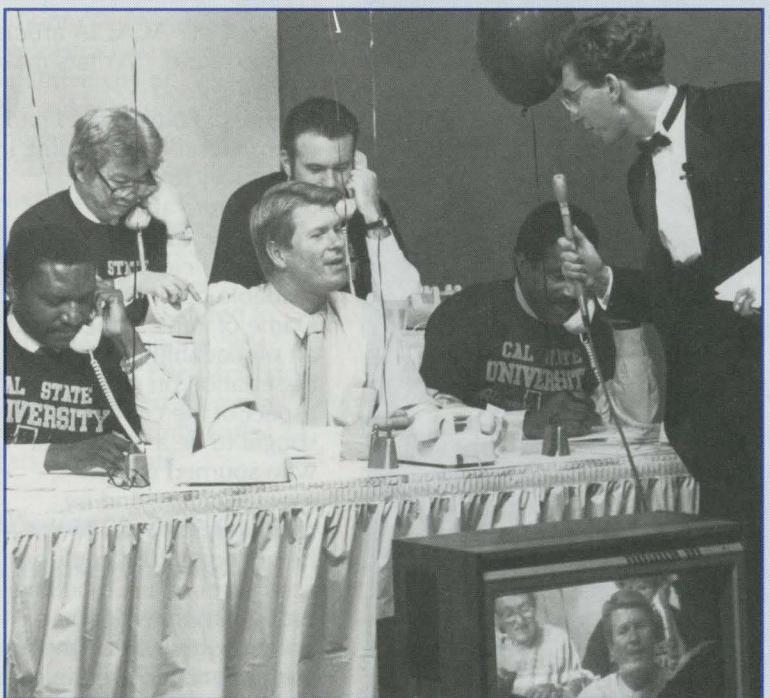
Temko wins Pulitzer Prize

Cal State art professor Allan Temko was awarded the Pulitzer Prize for criticism in April. Temko, who is the architecture critic for the *San Francisco Chronicle*, was recognized for his provocative commentary on the urban environment.

Chronicle Executive Editor William German said of Temko, "No one in journalism has had a greater influence on the physical well-being of this region....From the soaring architecture of St. Mary's Cathedral to the practical efficiency of our bridge toll booths, Temko's writing has been a motivating force."

Temko began teaching at Cal State in 1971. He became an emeritus professor in 1980 and since that time has taught one course per year. At Cal State he developed courses on the history of the city and machine art. He has lectured at a number of major universities throughout the country.

In a 1987 ACACIA article Temko wrote, "Writers make tolerably good teachers...Fortunately I had an impeccable grounding in the history of art and architecture at Columbia and at the Sorbonne, although I elected to write a readable book on Notre-Dame of Paris, rather than an unreadable Ph.D. dissertation on some minor aspect of the cathedral....I sought to be a 'generalist' who spurned narrow specialization; and by relating historic art to the bewildering 20th century scene around us...I believe I brought to the students a point of view which they seldom encountered in other classes."



▲ Richard Fitzmaurice '71, public information officer for Pacific Bell, served as master of ceremonies for ALSS night at the alumni phonathon. Behind him, front row, are Gina Traversa '75, Alton Jelks '77, Dean Alan Smith, Professor Vincent Shaudys of the geography department, and Professor Jim Perrizo of the art department. The bells with balloons tied to them were for the volunteers to ring when they received pledges.

◀ Master of ceremonies and mass communication student Aaron Litwin interviews Randy Majors of the marketing department during the televised night for the School of Business and Economics. On each of the school nights, the pledges received went to the school doing the phoning. Joining Professor Majors in calling alumni from SBE were, front row left, Professor Steve Ugbah also of marketing and, right, Stan Hebert '76, president of the Alumni Association, back row from left, Professor Vernon Kam of the accounting department and Mike Wilson '84.

Cal State stages largest fundraising effort in its history

With its first phonathon, Cal State took a big step toward a sustained fundraising program.

Over 125 members of the greater Cal State community staffed phonelines four nights a week in February. Their efforts raised over \$30,000 in pledges and helped update nearly 8,000 alumni records.

"It did a lot of good," said Mike Hanley, chair of the Alumni Association Membership Committee and honorary chair of the phonathon. "It was a good stepping stone for building future alumni support and allowing us to stay in touch with alumni."

According to John Cain, director of University Relations and Development, these records will become part of a state-of-the-art data keeping system, which will enable his office to contact alumni on a regular basis. Efforts are underway to update records for all of Cal State's graduates. "Next year, we will see an even greater return," he said.

Support for the Schools

Each Wednesday night during the drive, KSUH-TV, Cal State's cable channel, televised volunteers calling for one of the four schools. Alumni were sent letters to let them know when their school's night would be broadcast. All pledges made that night went to the school.

To make a contribution to Cal State, call 881-3724 or write to: University Relations and Development, 908 Warren Hall, CSUH, Hayward, CA 94542-3004.

Whether she talks or not, Rocky gets a lot of attention

She doesn't have a social security number or a grade point average, but this Cal State "student" is getting a lot of attention from groups as diverse as the Navy and *National Geographic*.

Professor Ronald Schusterman is trying to determine if animals talk. His lead subject is a sea lion nicknamed Rocky.

Schusterman, a member of the psychology and biology departments, recently received a \$200,000 grant from the Office of Navy Research and another \$95,000 from Earthwatch. His studies have been mentioned in *Newsweek*, and *National Geographic* is currently preparing a film on his work with sea lions.

Rocky, a 14 year-old female sea lion, now has a 25-word vocabulary of signs learned from working with Schusterman and his students. She can carry out thousands of different commands based on this vocabulary.

Schusterman is impressed with the intelligence of mammals like Rocky, but he is uncomfortable with the notion that they "talk." He feels that "using language terminology to describe the performance of sea lions and dolphins could keep us

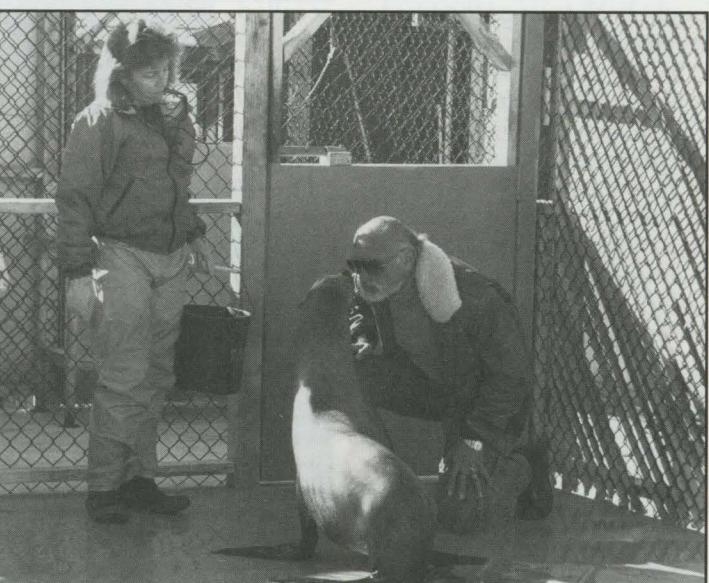
from really finding out what goes on in the mind of a highly intelligent animal like a dolphin."

"In reality," he explains, "researchers have yet to experimentally demonstrate that dolphins are capable of interchanging signs...as humans do with words. Talking, as we know it, has not been exhibited by dolphins.

"I am trying to determine what has to be in place in the brain in order to have language," Schusterman says of the work he conducts at the Long Marine Lab in Santa Cruz. "My interest is in how animals think and

how they process human language. My work has helped to show that sea lions have some mechanisms in place so that we can superimpose human language on them. The Navy funds my kind of research for practical applications. Sea mammals can use their superimposed human language to retrieve objects lost at sea. But they do not necessarily talk as humans do. The code with which they communicate has not been broken."

▼ Professor Ronald Schusterman and Rocky



Multicultural educator Terry Jones earns top faculty honor

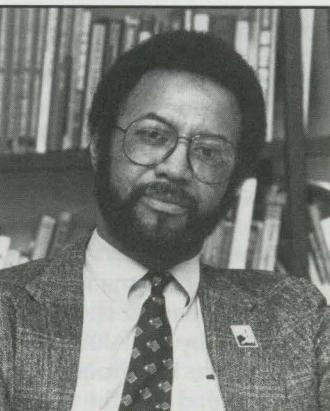
Terry Jones is the 1989 recipient of the George and Miriam Phillips Outstanding Professor Award

Jones, a leader in multicultural education at Cal State, is also having an impact nationally. One of his efforts, a conference on multicultural education held last October, attracted more than 230 participants from 33 states. This gathering led to formation of a national network focusing on

multicultural issues.

Jones is also chair of the Department of Sociology and chair of the Academic Senate.

He is currently involved in placing student interns in community agencies working on such issues as homelessness. He is also a member of Baseball Network, an organization that lobbies baseball management to hire more minorities in top management positions.



Dr. Terry Jones

Third Hall of Fame class enters University history in emotional ceremony

We like to think we left our mark on Cal State Hayward, but clearly Cal State left its mark on us.

Sandy LeBeaux

More than 200 people attended an emotionally-charged Athletic Hall of Fame ceremony in February. Five CSUH alumni athletes and a former football coach were honored.

Baseball Hall of Famer Joe Morgan was the guest presenter. Jack Samosky, a professor in speech communication and a loyal fan of Pioneer sports, was the master of ceremonies.

The inductees often fought back tears as they accepted their awards.

Morgan added a personal note of his own. Currently a CSUH student in kinesiology and physical education (KPE), he recalled that when he signed a contract to play major league baseball, he promised his mother he would get his degree. "I'm going to graduate soon," he told the crowd, "but I don't want to say when. It's a surprise for my mother."

The legendary second baseman also presented Stan Clark, chair of KPE, with a \$5,000 check for the Joe Morgan Scholarship fund. Morgan has donated \$15,000 to the fund.

President Ellis McCune received a special honor. He remarked that he's never known a lot about the X's and O's of athletics, but he knows that too many universities are only concerned about what athletes can do for the school, rather than the other way around.

The Hall of Fame is held every two years. It is sponsored by the Alumni Association, The Pioneer Athletic Fund and the Cal State Affiliates.

The new Hall of Famers are:

Stan Cherry, a basketball player ignored by many universities because of a knee injury, became the Pioneer's all-time leading scorer and rebounder.

Cherry recalled feeling homesick and telling a coach he wanted to drop out of Cal State. "Go ahead, go home," the coach responded, "Hang out on the corner with your buddies." He stayed and played from 1971 to 1975.

Les Davis, who coached

football from 1966 to 1970, recounted the struggle of forming a football team from scratch. The effort paid off in 1969 when the Pioneers had a 5-0 record in Far Western Conference play and a 9-1 overall record. Davis was named the American Football Association Coach of the Year.

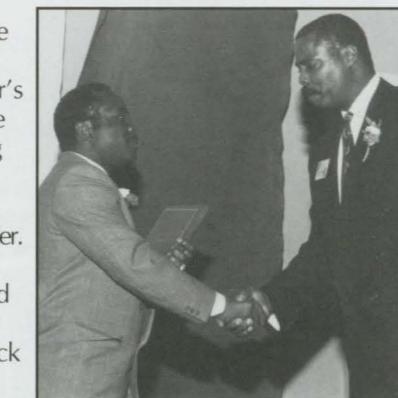
Glenda Ford, who credits Cal State with helping her develop qualities which have led to success after graduation, competed in track and field from 1981 to 1983. A two-time national champion in the discus, she set a NCAA Division II record with a

throw of 162'1" in the 1983 nationals.

Doug Garner competed in track and field from 1977 to 1979. A two-time NCAA Division II national champion in the triple jump, Garner also earned All-America honors in the long jump in 1979.

Jay Kleven played baseball from 1967 to 1971. He was selected to the All-Far Western Conference team in 1970 and 1971 and led that conference in runs-batted-in during his senior year. In 1972, he signed with the New York Mets.

Sandy LeBeaux, 1978-82, played football and track and field throughout his college career. During his senior year on the football team, he earned a place on the first team All-Far Western Conference.



Hall of Famers-- front row from left, Les Davis, Glenda Ford, Doug Garner; back row from left, Sandy LeBeaux, Stan Cherry, Jay Kleven. Pictured above with Joe Morgan, left, is Stan Cherry.



"Screwball Cantonese"-Playwright Wayman Wong 85 says of his play *Whiskey Chicken*, "We're so used to seeing Asians played as those inscrutable, stoic people. We're dealing with very lively, farcical characters here....you could almost call it screwball Cantonese." Wong, right, is shown here with the play's lead, Dennis Dun of the television series *Midnight Caller*.

Alumnus pens successful comedy based on family's move to Hayward

As an undergraduate at Cal State, Wayman Wong wrote a play about the complicated relationship between his father and grandfather. That play, *Whiskey Chicken*, recently finished an extended run at San Francisco's Asian American Theater.

"You write a play, it gets shelved for years, then finally staged and you hope it will be well-received...I am thrilled," said Wong.

The play came to the attention of the Asian American Theatre when a member of the company saw a monologue performed at a theater festival.

The playwright, a 1985 Cal State graduate, now works in Manhattan at the *New York Daily News*. He describes *Whiskey Chicken* as a "wacky, off-center comedy," that skirts Asian stereotypes.

The play concerns an opinionated father trying to convince his family to stay in Chinatown rather than follow the son Kwong to Hayward where he wants to open a restaurant. "The play is loosely based on the somewhat difficult time my father and his father had together."

Wong says he has several plays in the works. "There are a lot of Asian-American stories to be told," he said. "A producer has contacted me about some of my work." He says his strongest desire is to stage a musical. "You don't see Asians in musicals either. I'd love to be the one to do that," he said. A New York theater group has expressed interest in *Whiskey Chicken*. After that, "Well Hollywood hasn't called, but there's never been an Asian comedy on TV, has there?"



Outstanding alumnus--Dan Moirao, assistant superintendent for curriculum services with the Pittsburg Unified School District is the third recipient of the Department of Educational Leadership Outstanding Alumni Award.

He was recognized for his "ability to translate ideas into productive action." The award was presented at the department's annual SALSA dinner in April. The event celebrates educational leadership in Alameda and Contra Costa Counties.

Retirement dinner, June 2

Bravo! Bravo!
Bravissimo!
President Ellis E. McCune

Bravo! Bravo! Bravissimo! is the theme for President McCune's retirement party, Saturday, June 2 at the elegant Castlewood Country Club in Pleasanton.

Festivities begin at 7:00 p.m. with hors d'oeuvres and hosted cocktails and live music performed by the Cal State Jazz Quartet.

Tickets are \$60.00 a person and sponsored tables of ten may have a placard on their table.

A limited number of seats is still available, so to avoid disappointment, reserve your tickets now through University Relations and Development, 881-3724.

Attire is black tie preferred.



Associate Director--Ruth Carlson is the new associate director of University Relations and Development.

Carlson came from Bay Pacific Health Corporation where she was public relations manager. Previously, she worked as a newswriter at KRON-TV and a producer at KCBS news radio.

She holds a B.A. in English from UC Berkeley.

TAKE IT TO THE TOP

**TWO CAL STATE GRADS
ARE ALREADY MAYORS
IN THE EAST BAY; TWO
MORE ARE VYING FOR
OAKLAND'S TOP SLOT ☆**

by Maggie Malone

Two hours after the polls closed on April 10, Mike Sweeney knew he'd be Hayward's next mayor. With a lopsided victory, he joins Cathie Brown of Livermore as an East Bay mayor with a Cal State degree. That number could jump to three if either Assemblyman Elihu Harris or educator Dezie Woods-Jones is successful in the race for mayor of Oakland. As with the University, the operative word among these four individuals is diversity: race, gender, lifestyle, personality—all reflect the eclectic student body that is Cal State.



From his 14th floor office atop Centennial Hall in Hayward, city councilman Mike Sweeney developed his strategy to unseat incumbent Mayor Alex Giuliani. At 40, he'd already served eight years on the council.

Sweeney first became aware of politics through his dad's union activities. "One thing I learned: politics have an impact on people's lives. It's important to participate in the process, because special interests are waiting in the wings to take advantage of the situation."

The new mayor received his B.A. in political science in 1972 and his M.A. in 1974. In 1977, he helped found Hayward Citizens for Rent Relief, which led to creation of the city's rent-control law. A self-styled workaholic, he supplements his council income by teaching government and history.

Sweeney is known for his environmental concerns and his opposition to unchecked growth. "The problems in the Harder-Tennyson area are enormous," he says emphatically during a pre-election interview.

He cites figures that show the area is 80 percent renter-occupied and 80

percent low income. "The area needs more ownership, less density, and quality development. Lower density would help bring stability [to the area]."

Hayward is in the process of establishing a strategic plan, a grassroots effort that will encourage broad community input to prioritize issues affecting the city's future. "Right now, the priorities are far from being resolved," notes Sweeney. "We are looking at more resources for the police department, and traffic management." He charges that drugs and crime are a big problem in Hayward and that the city council has traditionally managed to "sweep the issues under the rug." Challenged by the initiative process, the council has finally showed willingness to deal with the difficulties.

Sweeney would like to see additional officers on the police force; community-based policing, which reduces the size of the beats and encourages police and residents to become better acquainted; and more drug awareness programs like D.A.R.E. to give young people tools to resist peer pressure and enhance self-esteem. Not surprisingly, his bid to become mayor was endorsed by County Sheriff Charles Plummer.

"I like Mike," says Plummer, who formerly served as chief of police in Hayward. "He voted the right way on law enforcement issues. Mike lives and

breathes politics. He's a very hard-working guy, an industrious young man who would make a good mayor."

Another issue facing Hayward is improved land-use planning, according to Sweeney.

"Development must pay for itself," he asserts. "Our park dedication fees are notoriously low. And we need to involve the citizenry more, so they'll have a better sense of what our capital needs are, and to develop alternative strategies and facilitate important community debate."

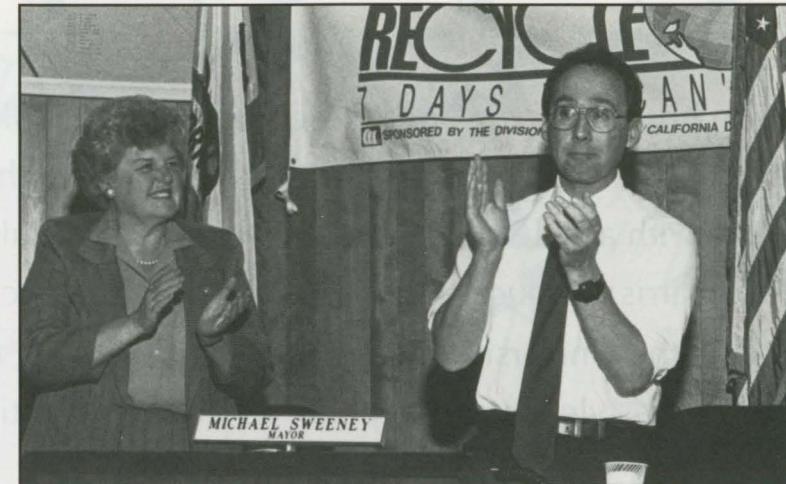
One issue that continues to haunt Hayward is the earthquake fault named for the city. Slicing right through the middle of town, the fault creep is slowing pulling many downtown buildings to pieces. One long-range proposal would tear down the structures built on the fault itself, and create a "linear park" through town.

Halfway up the hill, between Walpert Ridge and downtown Hayward, lies a community unto itself—Cal State Hayward. Sweeney would like to see much more interaction between the two communities. "The city needs to take the initiative," he says. "We need to work to open them up, to interact more and take advantage of the resources CSUH represents."

The ethnic diversity on the hill reflects the surrounding service area. Even badly out-of-date 1980 census

Maggie Malone is a freelance writer and editor of the *East Bay Monitor*, a multicultural newspaper. She is also a mass communication major at Cal State Hayward.

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Mike Sweeney

figures show that Hayward, with a population over 100,000, is 25 percent non-white. Sweeney views this as an opportunity for different races to work together. "This requires all of us to look for ways to help people know how valuable and special such diversity makes Hayward." The challenge, he believes, is to deliver services to different cultures, especially in the schools, to provide a first rate educational system. He believes strongly in the virtues of bilingual education.

Sweeney's dad is Irish, and his mom is Italian. Unmarried, the new mayor says he enjoys being an uncle, "twice, going on three." His two sisters live out-of-state. For relaxation, this focused, hard-driving politician can be found playing basketball in an over-30 league, watching movies, or running.

A tight schedule during the election cut down on his marathon races, but it gave him a resounding victory in the biggest race of his life.



Livermore Mayor Cathie Brown has been branded a maverick and a do-gooder, sobriquets she assumes with relish. Hanging on the wall in her office is a favorite poem by Jenny Joseph entitled "Warning," which in part reads

*When I am an old woman I shall wear purple
With a red hat which doesn't go, and doesn't suit me
And I shall spend my pension on brandy
And summer gloves
And satin sandals, and say we've no money for butter.
I shall sit down on the pavement when I am tired
And gobble up samples in shops
And press alarm bells
And run my stick along the public railings
And make up for the sobriety of my youth.*

Fair warning! She's irreverent and outspoken and compassionate, with a raucous laugh that would curdle milk. Her friends swear by her and at her. A practical joker, she's had the tables turned on her, but she gives as good as she takes. Consider the time a television news crew was in her office filming a documentary for Channel 9. The staff had plastered the entire room with "Recall Cathie Brown" signs. "Is there something I should know?" asked the director, gently. "No," she said.

"I forgot the signs were up there," says Brown with a chuckle. Yes, folks, even as we speak, Cathie Brown is mayor of Livermore, elected in November 1989 to serve four years. The two phones on her desk, one

white, one brown, take turns claiming her attention.

"One phone is for my city business and the other one is for the county," she explains. Since 1986, Brown has been executive director of the county's Project Intercept, a pretrial diversion program for adult first-time drug offenders. Based in Hayward, the program also has offices in Oakland and Livermore.

Brown's close friend Millie Lanzy is Area Coordinator for the South County office of Project Intercept. She calls Brown a "really great person to work for. Morale is great here in the office. In fact, nobody here wants to leave." Lanzy explains that many of the employees have been offered better paying jobs elsewhere, but refuse to leave. "Now isn't that dumb?" she says with a laugh.

After receiving her degree in criminology from Berkeley in 1966, Brown began working as a juvenile probation officer. In 1976, she founded the Haven, a shelter for victims of domestic violence. After election to the Livermore City Council in 1982, Brown began working on a master's degree in public administration at Cal State, "taking one class a quarter," she admits. She completed the degree in 1985 and is currently president of the MPA alumni chapter. While still at Cal State, Brown began the fight against county approval of Las

Positas New Town, which would have allowed construction of a town north of Livermore with a projected population of 48,000. She formed Save Our Cities, a nonprofit organization which sought to educate the public about land use. She faced an enormous task—the developers spent \$700,000 in the campaign compared to the Save Our Cities budget of \$17,000—but she prevailed. "In a countywide vote, we won in every city, in every township," she says.

Cathie Brown has made a conscious effort to separate family life from public office. "I'm really lucky to have the family," she says in one of her rare serious moments. She met her husband Tom when he was an offensive guard for UC Berkeley's football team and she was a pom-pom girl. They married in 1967 and have two children. Amy is a senior at Livermore High School; Jim is a sophomore there.

"Family time is Friday night through Sunday. I have to make sure there's a home to go home to." She emphasizes the importance of higher education, and has made it a focal point of her child rearing. "It's your ticket to a successful adult life," she reiterates to Amy and Jim and all of their teen-age friends, frequently interrogating visitors about college plans—to the embarrassment of her children.

In her role as mayor, Brown attempts

to take everybody's feelings into consideration. "I'm not just the mayor of a small group of folks. I want to see *fair* put into play."

Helen Tirsell, the first woman mayor of Livermore, remarks "When I was sworn in, I said 'I may have been the first, but I won't be the last.' That was 13 years ago and I was beginning to wonder!" Tirsell says, "Cathie is noted for her hard work, and for doing her homework. Public officials who take the rubber band off the agenda as they walk in the door (to council chambers) aren't doing the job effectively."

When first elected to the council in 1982, the majority of the council favored a growth rate of 2 percent per year for Livermore. When the new council was seated in 1985, Brown became a minority of one: including special exemption categories, the growth rate for the town mushroomed to five percent, which taxed the infrastructure, including schools, and affected traffic negatively.

The 1989 election saw a slow-growth majority returned to the city council, and Brown elected as mayor.

With a city population approaching 58,000, Livermore is primarily known as the location of the Lawrence Livermore Laboratory, which employs about 8,000 workers. When President Bush visited the lab in February, it was

the first time a president in office had appeared at the lab. During his speech at the lab auditorium, Brown was honored with a seat up front, flanked by visiting dignitaries such as Edward Teller.

Asked about her future political plans, Brown insists, "I never throw all my eggs in one basket. I don't want to want something so much that I would be devastated by the loss. And in the end, the only thing you can take home with you is your dignity."

At 45, Brown is not exactly wearing purple with a red hat. However, as her favorite poem concludes, "But maybe I ought to practice a little now? So people who know me are not too shocked and surprised when suddenly I am old and start to wear purple."



Dezie Woods-Jones admits that her campaign to become mayor of Oakland faces a "triple handicap."

"First, I'm running against an incumbent, which is more difficult; second, a woman who runs faces a double challenge; and third, I'm a minority." But this scrappy fighter won't let long odds deter her from the attempt.

"Unless someone is prepared to meet the challenge, there will be no opportunity to meet our goals," says the



Cathie Brown

"A larger number of women than men vote. It's time for us to take a leadership role. Women have a different dimension, a sensitivity to the needs of the major population-- women and children."



Dezie Woods-Jones

47-year-old Woods-Jones. She cites two factors in her favor: "Early data show that people want a change in leadership, someone who is energetic and courageous, with new vision. Plus, consistently, a larger number of women than men vote. It's time for us to take a leadership role. Women have a different dimension, a sensitivity to the needs of the major population— women and children."

Woods-Jones attended both Fresno City College and Fresno State University before earning her B.A. degree in drama from Cal State. As a single parent, she appreciates the supportive environment she experienced when she returned to college after a number of years away. "It's not always easy," she says.

In this, her first run for office, Dezie brings political skills learned during 25 years of civic involvement. She is president of Black Women Organized for Political Action, the oldest such organization in California. She has owned a political and public relations firm, and has served as the director of governmental affairs for the Peralta College District system.

In order to run her campaign, Woods-Jones has taken a leave of absence from her job as assistant dean of students for the College of Alameda. She says "As an educator, I am aware of the problems facing higher

education. One glaring concern is the constant increase in tuition. Remember, affordability and accessibility are key pressing concerns. Public education should make sure that every student has the opportunity to achieve a degree."

Woods-Jones would prefer a more positive approach than state intervention to the problems facing the K-12 school system in Oakland. "I'm a proponent of local government," she stresses. While there is a definite need for change to get the district back on the right footing, Woods-Jones does not see appointment of a trustee to oversee the schools as the proper solution. "We elect people. When they are no longer accountable, when a trustee is imposed, then there is no direct accountability to the citizens," she insists.

The person with the most impact on the student is the teacher, she says. "What's really important is what's going on in the classroom. All the negative media has not helped resolve the problem. It's just gotten everyone worked up. Then we don't see the positive things."

Woods-Jones' platform has been crafted by the community itself, she says. "It's real democracy in action. I'm convinced that government can't change problems alone." By involving more citizens at the grass roots,

neighborhood level, she hopes to empower the people to accept ownership of the problems and to help find solutions. "In the last election, less than 30 percent of the voters went to the polls," she says. "But when people have a vested interest, when leadership involves them, then the community is not apathetic!"

Her campaign office is up a creaky flight of stairs in an earthquake damaged downtown building. Office furniture is minimal—the campaign funds obviously aren't being spent for creature comforts. But what's lacking in material goods is more than made up for in enthusiasm.

Emanating energy, the candidate dominates the room with her good-natured presence. Her campaign slogan is "Catalyst for Change." Eight candidates, including the incumbent, two city council members and a member of the California assembly, are vying, along with Woods-Jones, to become mayor of the East Bay's largest city. If no candidate wins the June 5 nonpartisan primary outright, the top two vote getters will square off in November.

Margaret K. Pryor, member of the BART Board of Directors for the past 10 years, says unequivocally, "I believe that this race is winnable. I think the city of Oakland is ready for a change. Dezie can be the agent of change that moves us into the 21st century."

He envisions more educational partnership, with local universities and colleges providing innovative approaches to problem solving.... "We can use higher education more effectively as resources to improve the quality of life..."



In her bid to become mayor of Oakland, Dezie Woods-Jones faces formidable opposition in a fellow Cal Stater: Assemblyman Elihu Harris has also thrown his political hat into the ring to challenge Mayor Lionel Wilson.

Harris explains his decision to run in calm, measured tones, while outside his office in the Financial Center Building near City Hall, the street signalling devices for the blind keep up a constant counterpoint of chirps and cuckoos.

"I'm not looking for a safe job," he explains, "I'm looking for an opportunity to serve." He observes that he could continue to be re-elected to the California Assembly, where he has represented the 13th district, covering most of Oakland, and the entire cities of Alameda and Emeryville, since 1978. Instead, in his all-or-nothing bid for the position of mayor, Harris has chosen not to run for the assembly seat.

"I came from a politically aware family," he says, and adds that "circumstances dictated my political involvement," citing the examples of Kennedy and King.

Born in Los Angeles in 1947, Harris and his family moved to Berkeley where he graduated from Berkeley High and went on to attend Cal State. At Hayward he "minored in Poschman,

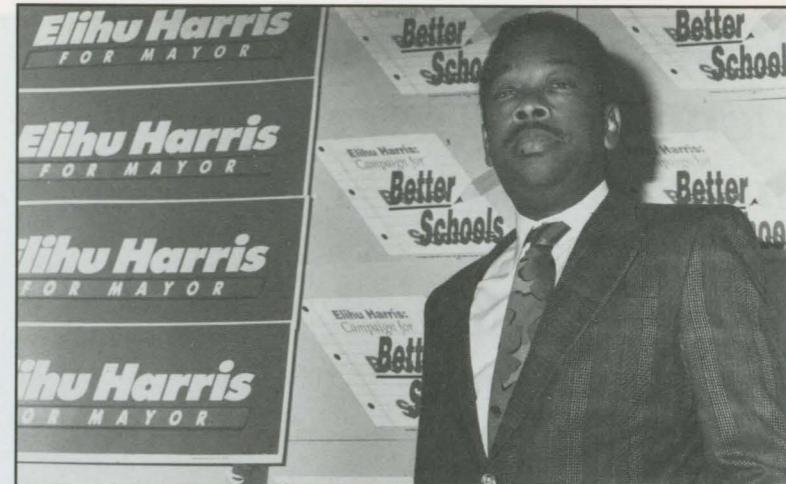
and majored in getting out," receiving his degree in political science in less than three years.

Harris received a master's degree in public administration from UC Berkeley, then began law school at UC Davis. He received his law degree in 1972. In 1975, he was appointed executive director of the National Bar Association in Washington, D.C. In 1977 he returned to California to practice law.

He reflects on his experiences at Cal State, "It was my first experience out of high school. I was responsible for making choices academically, and I had more control. I made good friends, and became involved with student government."

Harris describes himself as "proactive rather than reactionary." As mayor, he envisions more educational partnerships, with local universities and colleges providing innovative approaches to problem solving. He cites one example of education/government cooperation: the Healthy Cities Project of UC Berkeley, which is coordinating and sustaining health education in the community. "We can use higher education more effectively as resources to improve the quality of life," he affirms.

The campaign of incumbent Lionel Wilson proclaims that its candidate is "tested and trusted in one of



Elihu Harris

California's toughest jobs." No one would argue that Oakland has major problems. Harris has taken the lead on at least one of the most controversial—the city schools. He sponsored a bill to have the state appoint a trustee for the troubled school district.

Longtime friend Johan Klehs, a fellow assemblyman and, along with State Senator Bill Lockyer, also a Cal State alumnus, describes Harris as "incredibly bright, and fairly devoid of the ego problems of elected officials." He characterizes his colleague as a "compulsive reader who really cares about people. And he understands the value of a public education, because he came up through one."

"He's basically a cheapskate, who knows the value of a dollar. He's prudent with money," says Klehs.

State Senator Bill Lockyer also cites Harris' intelligence. "He's very smart, shrewd at consensus building, with a deep sincere commitment to public service. Elihu has gobs of curiosity about people in the world. That's part of what makes him an interesting person."

Outside the assemblyman's office, the street signals keep up their ceaseless cacophony. Asked to assess his chances of being elected mayor of Oakland, Harris doesn't hesitate an instant. "I haven't lost an election since 11th grade." *

Research being done in Bay marshlands could affect federal policy

Marshlands are deceptive. They seem to come to life only when flocks of migrating birds move from one resting place to another.

Yet amid this often colorless vegetation live species that are essential to the life of the ocean itself. Shallow water areas such as the marshland-wetland areas make up less than 10 percent of the ocean, yet they contain more than 90 percent of all sealife.

For the past five years, biology professor Chris Kitting has been conducting an experimental ecology program in the marshlands of the Bay Area. In the last three years he has shared in over \$300,000 in grant support from sources such as the U.S. Fish and Wildlife service. One use of the funds has been to transform a former pumphouse for the Leslie Salt

SCIENCE

Company into a research station. "It's almost like having a research vessel in the marsh," he says, "It's really an opportunity to do sophisticated research."

Part of his work has been to determine the distribution of resources for fish in the marshlands. This data in turn can be used "to protect or appropriately modify the most valuable features of available shorelines, whether they are natural, disturbed, or restored."

Kitting's numerous major contributions have won him widespread recognition along with grants from the U.S. Fish and Wildlife Service, the State Coastal Conservancy and the National Science Foundation. He says that his non-destructive sampling and detailed



environmental monitoring is important for comparisons among habitats across the country. "Field studies, though difficult, are crucial. Money for research in the field pays off," he says.

Recently, Kitting's success has earned him consideration for over \$200,000 in grant money to study the effects of heavy metal contaminants on

... amid this often colorless vegetation live species that are essential to the life of the ocean itself.

key species in the Bay. The grant is from the California State Regional Quality Board through the Environmental Protection Agency.

According to Kitting, "The EPA's interest is a sign that our study can be influential. If chosen, our metals study could actually affect EPA laws. We'll study key species that are also found in

other parts of the country."

This summer Kitting and Cal State colleagues, Drs. Samuel McGinnis and Susan Opp, will conduct an intensive five-week advanced ecology program emphasizing field study in locations such as the Bay and the San Joaquin Delta. The program includes: "Wetlands Ecology," "Ichthyology,"

"Freshwater Biology," "Insect Ecology," and "Endangered and Threatened Species in Bay Area Habitats."

Courses of this kind are a result of Cal State projects attracting outside funding, according to Kitting. He explains, "Research money pays for equipment that allows us to establish these sorts of programs and vice versa."



"She just lit up the theatre"

Aided largely by lottery funds, Cal State has been able over the past two years to host a long list of distinguished speakers and performers. The list ranges from economist Mohammed Yunus, who is transforming the life of the poor in Bangladesh, to Nobel Prize-winning poet Czeslaw Milosz.

The effect these guests can have on campus life was evident last February when Italian playwright Dacia Maraini spent a week at Cal State. Maraini visited campus in conjunction with Cal State's American premiere of her play *Mary Stuart*. Director Rhoda Kaufman, who arranged the playwright's visit, calls Maraini, "a heroic figure in Italian letters." Her plays, which often deal with issues of class as well as gender, have caused controversy, even charges of obscenity, in Italy.

Maraini has written 23 plays, two books of poetry and six novels. "A novel is about the mystery of time," she told a class of writers. "It is a house with five floors; you must prepare, create a base, make plans. It is long term. A play is like digging a well; you must go deep, deep, until you find



ARTS, LETTERS & SOCIAL SCIENCES



Prolific and provocative--Playwright and author Dacia Maraini shared her views on writing, politics and history in a weeklong visit at Cal State.

water. A poem is like going around with a tent. You find a nice place, you put down the tent, you spend the night, next morning you roll up the tent and go away."

Mary Stuart was written at the request of a theatre company in Italy. It was to be an updated version of *Maria Stuart* by the 18th-century German dramatist Friederich Schiller. Maraini described Schiller's version as being "a play about men" rather than about the two queens. She realized she had to do a completely new play.

Maraini's version has four characters: Mary Stuart, Elizabeth I, and their ladies-in-waiting. The parts are played by only two actresses, each taking the role of lady-in-waiting to the other.

Elicia Young played Mary to Jennifer Hurd's Elizabeth. Having the playwright on campus was both rewarding

and frightening, according to Young. "We had a private rehearsal without costumes and lights. It was as if we were stripped bare, performing for the playwright. We were frightened little rabbits. She talked with us, gave us suggestions. It was a nice reference point to have. She signed our scripts. It was a unique experience."

Clearly touched by the Cal State

"A play is like digging a well; you must go deep, deep, until you find water."

performance, Maraini explained her approach to playwriting during a discussion period with audience members. "I put the least possible indications [in the play]. I think the director should be free. I respect the inventions of the director. It's part of the creation of a play. You need another person's input. It is important that there be an interpretation. It must be something new each time. I would never tell a director what to do."

"Dacia was very generous with herself," recalls Kaufman. "I remember the faces of students talking with her, especially our students in the theatre department. They knew something unforgettable was happening to them."

Terri Huerta, a liberal studies major planning to teach drama, sought the writer's advice on performing. "Be what you are, play from the heart." was her response. Calling Maraini "a role model," Huerta described her as "a firefly, she just lit up the theatre."

"Dacia's visit was a wonderful, multi-dimensional experience," says Emily Stopper, chair of political science, "I loved getting to know her first informally...then intellectually by participating with her in the symposium 'Women and Power' and finally artistically by seeing her play *Mary Stuart*..."

Kaufman, who joined the faculty in 1988, hopes Cal State will continue to support attempts to bring writers and thinkers from around the world to campus. She feels she benefited not only from working with Maraini, but by coordinating her visit with faculty in other departments. "It was special. I think I've made a friend for life in Dacia. In the process I also met people on this campus with whom I can work in the future."

Researcher looks at income inequality in the United States over the last two decades

Although the subject of income distribution generates intense debate in arenas as diverse as academia, the mass media and dinner table discussions, Professor Nan Maxwell chose to write "a scientific" book on the subject. "Income inequality is such a loaded topic. I saw a way of expanding knowledge in this area. I specifically went for breadth. Even though the publisher asked, I don't go all out on analysis," she says of her work *Income Inequality in the United States, 1947-1985*.

The book's breadth includes data from the Census Bureau and the Department of Labor, which show how such trends as deindustrialization, population age structure, female labor force participation and government spending on social insurance programs like Social Security affect income inequality and distribution. It directly addresses the two issues of income polarization and the declining middle class income share.

She found a definite increase in income share at the top of the economic ladder and reduced income share at the bottom. This, in turn, affected the middle class, which saw income for the lower middle class decline. She concludes, "the

Gathering data--
Associate professor Nan Maxwell, a specialist in labor and demographics, has published over 20 articles and book chapters in addition to a recent book on income inequality.

declining middle class appears as part of a bottom-to-top income movement rather than a reduction in the middle."

Although Professor Maxwell sees her work as primarily "a reference book," it does include a brief section on policy

"Income inequality is such a loaded topic."

implications. Based on the patterns of income inequality she sees in her data, she calls for such policies as an end to occupational segregation for women and minorities and for the development of quality, affordable childcare.

Maxwell received a doctorate in economics from Florida State University in 1983. Since that time she has published over 20 articles and book chapters. Colleagues warned that it could take at least year to find a

publisher for a booklength work. She secured a contract in two weeks with Greenwood Press for its series *Contributions in Economics and Economic History*. The contract, however, gave her less than a year to write the book. She had already spent two years compiling and analyzing the data. To make her deadline, she wrote for eight-hour stretches. The result is what Maxwell calls a trade book, one that offers a data base that can be used by other researchers.

"Given that income is so skewed, there is injustice. The implications of this study are not real palatable," she says in a discussion of her book.

"There has been a lot of press about the squeeze on the middle class. The contrast between rich and poor is increasing." The reasons for this trend are "exceedingly complex." "I have an idea how to emphasize egalitarianism," she explains, "[but] I am less confident in how to implement it than in studying the process underlying these inequalities. I didn't want to push polemics. I wanted to say 'draw your own conclusions.'"

BUSINESS & ECONOMICS



Urban Teacher Academy leaves "no stone unturned"

The best hope for increasing the number of minority students enrolling in college is to reach students by the time they enter junior high school.

Cal State's School of Education is taking this concept one step further to interest more minority students in teaching careers. To do this the School is reviving the concept of Future Teachers clubs. Students can join the clubs as early as junior high school. The clubs' activities, as well as the accompanying network of mentors, are intended to stimulate continued interest in teaching and preparation for college.

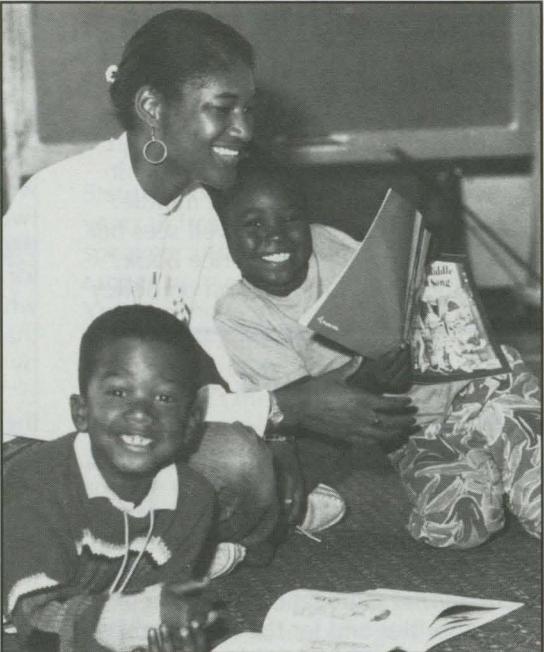
Over half of the students in Alameda County come from minority groups. "It's at a crisis level," says James O'Laughlin, associate superintendent of the New Haven Unified School District and a program leader for Teachers for

EDUCATION

Tomorrow. "There are actually fewer minority teachers going into education than in the past and there are more minority students....we're losing ground."

To tackle this problem Cal State developed such projects as the Future Teachers clubs under the rubric of the Urban Teacher Academy. The Academy is a four-pronged program that not only targets young students as potential teachers but also provides individualized counseling for adults to attract them to

An answer from Pacific Telesis--On hand for the formal presentation of a donation from Pacific Telesis Foundation for the Urban Intern program were, from left, Dr. Morton Tenenberg, Associate Dean Ana Maria Rodriguez, and Dean Arthurlene Towner of the School of Education, President Ellis E. McCune, Mary Leslie, Pacific Telesis, Dr. Louise Waters, School of Education, and Jim Barnett and Paul Chew of Pacific Telesis.



Intern Terry Smith at Brookfield Elementary School in Oakland.

careers in teaching.

"We're leaving no stone unturned," says Dean Arthurlene Towner of the School of Education, who assisted Drs. Etta Hollins and Carmen Canales in

writing the proposal. "Our approach is not a quick fix, because that won't work. What we will be able to show is the number of people

involved in the Academy, and how we have maintained contact with, and provided support for them, from their junior high through college years."

An individual's progress is marked by a ranking system. Junior high students

are candidates; high schoolers are associates; college freshmen and sophomores are fellows; juniors and seniors are scholars; and post-graduate, preservice teachers are interns.

The Academy's programs also include Teachers for Tomorrow, Urban Interns and Transitional Programs for Non-Traditional Populations.

The Teachers for Tomorrow courses are offered at the high school level for high school credit or three units of college credit. Students in these courses get hands-on experience in teaching and classroom work. Approximately 24 James Logan High School students completed the one-semester pilot course in January. The Urban Intern Program, the third component of the Academy, places credential candidates in part-time positions in urban schools as part of their preparation for teaching in culturally diverse settings.

The fourth component is Programs for Non-Traditional Populations, which is aimed at adults who may have backgrounds in teaching at some level, but who need additional education and training to obtain credentials. This population includes instructional aides and noncredentialed daycare teachers.

The Urban Teacher Academy is an ambitious undertaking involving several faculty members from the Department of Teacher Education, as well as local educators. It is funded through the Chancellor's Teacher Diversity Grant, the Pacific Telesis Foundation, a grant from the Urban Professional Development Schools Program, and in-kind services from Chabot College, the National Hispanic University and local school districts.



Televised course allows students to study top athletes

Rick Sira, an anatomy and physiology teacher and coach at Amador High School in Dublin, sat through 30 hours of the 1988 Olympic track and field events. He was interested in more than medal counts. His viewing of the Olympics was part

EXTENSION DIVISION

of the requirement for the Extension course, "Exercise Physiology and Olympic Performance." The course, which drew over 800 enrollments from across the country, will be repeated this summer around telecasts of the U.S. Olympic Festival in Minneapolis, July 6-25, and the Goodwill Games in Seattle, July 20-August 5.

"Using the unique combination of media and home study, Cal State will be able to reach more people at one time than with any other means of instruction," says Stan Clark, chair of the Department of Kinesiology and Physical Education.

Clark surveyed students from the 1988 course before designing the current offering. "Their feedback was

Rick Sira's attention during the 1988 Olympics was focused on training methods, in particular blood doping or boosting.

important. The series is germane to their needs as professional educators and it meets Cal State's high educational objectives."

Rick Sira's attention during the 1988 Olympics was focused on training methods, in particular blood doping or boosting. Blood doping involves withdrawing blood from the athlete three to four weeks before a major competition, then readministering it just before the event. The aim of this

procedure is to increase the volume of blood in the athlete's body and its oxygen-carrying capacity. "There is a lot of controversy about training methods like blood doping," says Sira. "One long distance medalist spoke out against blood doping. I studied his performance and from that and my research I wrote my final."

Sira's research was aided by handouts supplied by Cal State. One of the advantages of the televised element of the course was being able to study an athlete's form or performance in order

to apply the scientific explanations contained in the reading materials.

The upcoming series, "Olympic Festival/Goodwill Games Home Study," offers three courses taught by Cal State professors Cal Caplan, a specialist in sports physiology with a special interest in the elite athlete, and Dick Rivenes, who focuses on such sociological aspects as the roles of women and minorities in sports. The series is being offered in cooperation with *Track and Field News*, the sport's premier publication. Students will be provided with syllabi, reading lists and study guide questions to give them a conceptual framework. The events will be televised on ESPN and TBS.

Caplan says the Olympics and the sports events leading up to them are "a natural for studying every aspect of the elite athlete." He goes on to say, "Viewing this very special type of performance engenders a wealth of knowledge that can be used on down the line. Teachers, researchers and coaches can apply the theoretical framework to the picture of how these top athletes go about their sport. The students taking this course are accustomed to theory. The interplay of on-screen performance, sports commentary and course research is engaging and instructive."

Credit for the courses is available in physical education, biology and sociology.

The Olympic Festival/Goodwill Games program highlights the flexibility and variety of Extension Division offerings. To receive the quarterly bulletin, call 881-3605.

Early this year the Cultural Center of the Philippines (CCP) honored Cal State professor emeritus N.V. M. Gonzalez with the Gawad Para Sining (Award for the Arts). The award is conferred upon "artists...who have...consistently produced outstanding works in their particular art form or have...evolved a distinct style of technique that enriches the development of their particular art form...."

Unable to attend the award ceremonies in the Philippines, Professor Gonzalez received his award March 7 at a reception at the Philippine Consulate.

A prolific writer, Professor Gonzalez joined the Cal State faculty in 1968 and retired in 1983. Prior to his appointment at Cal State he taught for 18 years at the University of the Philippines. He is the author of *The Winds of April* (1941), *Seven Hills Away* (1947), *Children of the Ash-Covered Loam and Other Stories* (1954), *A Season of Grace* (1956), *The Bamboo Dancers* (1957), *Look, Stranger, On This Island Now* (1963), *Selected Stories* (1964), *Mindoro and Beyond* (1979) and *Kalutang: A Filipino in the World* (1990). *The Father and the Maid*, a book of criticism will be published this year.

In spring of 1985, Professor Gonzalez wrote a piece for the "Issues" section of *ACACIA* on writing, writers and would-be writers. It was entitled "Secrets." Below is a reprint of this lively essay.

It happens all the time. The audience has become somewhat restless; out there at the back a lady has raised her hand. She is doubtless one of the most eager of the secret-seekers.

"What, in your opinion, sir, is the best time for writing?"

Your colleague on the panel disposes of the question easily, saying that no less than Hemingway himself favored mornings. This is not going to be the last time he'll give this answer; there'll be other workshops like this one, other probes into the regions where secrets are allegedly hidden.

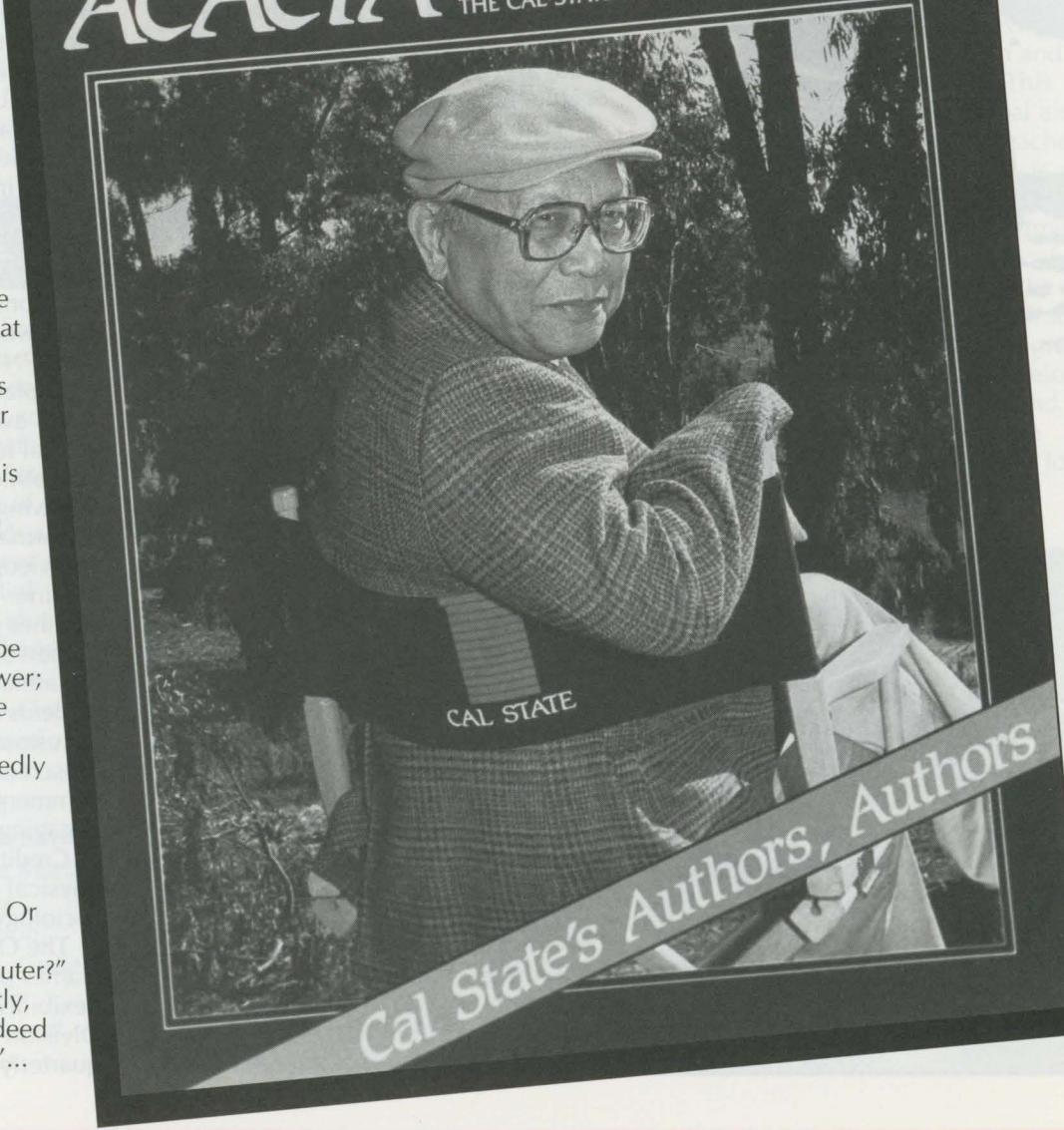
"Yes? The gentleman over there...Go ahead, please."

"Do you prefer the wordprocessor to a typewriter? Or could it be that you're, sir, still intimidated by the home computer?"

"Well—" you reply hesitantly, remembering that you have indeed not as yet mastered "WordStar"...

Secrets Revisited

ACACIA THE CAL STATE MAGAZINE SPRING 1985



"And do you believe in inspiration?"

"And which, in your opinion, promises a more profitable career — detective fiction or romance?"

Then, finally, the question of questions, the saddest one: "Is it advisable to have a literary agent?"

One tactless word about a less than glorious future, and all at once you've lost a Faulkner...

Let Henry Miller say that the book is dead: that ours is a new age: TV and film have taken over, illiteracy widespread. Yet some 40,000 books are published every year in America

the debasement by commerce of an otherwise honest word. Related to this, perhaps, is the loss in meaning also of the word "writer."

A recent Sunday supplement article about Nicaragua says that in that country the word "poet" refers to a much honored title. In the U.S. the novelist is nobody unless he makes a pile. Never mind his from nine-o'clock-to-five sort of dedication; forget that he has accepted his writing to be suffered through like a drug addiction. For if, after a reasonable time, his writing income does not cover paper, envelopes, postage, typewriter ribbons, and the like, the taxman will think he's been indulging in a mere hobby.

Thus, two kinds of writers: the cackler and the brooder, essentially. Or, to drop the barnyard metaphor, the entertainer and the serious one. Once made heavy with novel, the entertainer escapes to his cherished place of retreat, his household in tow, if available whole or in part, and well-provisioned with a publisher's advance. The second hides away some place, there to commune with Marcel Proust, the vicissitudes of fortune notwithstanding.

For in *The Past Recaptured*, the narrator has a message about how books are written. "To convey an idea of it," he says "one must have to go to the noblest and most varied arts for comparison; for this writer...would need to...endure it like an exhausting task, accept it like a rule of conduct, build it like a church, follow it like a regimen, overcome it like an obstacle, win it like a friendship, feed it intensively like a child, create it like a world...How great cathedrals remain unfinished! Such a book one



alone, and this means that some four or five books leave the presses every hour.

Universities, for their part, have not only attracted literary talent but have in fact systematically nurtured it. Especially after World War II, writing courses became immensely popular. Not only was the GI home again but he had funds for the school of letters of his choice—and stories to tell.

An American invention, writing courses have in fact become a growth industry, with plants now scattered all over the world. There's even one at sea, a writer's "love boat." Come next spring and autumn, workshop sessions will be conducted in an ancient castle in Scotland.

Jacques Barzun's quarrel with "creative" (as in Creative Writing, of course) appears to have only won for the word a wide acceptance. Now we have creative hair-dressing, creative financing, and similar attractions in the practical world. It seems only right that the word has lost its place in most college course descriptions.

The cause Jacques Barzun championed should have triumphed, though. It is difficult to relish the idea that what you have worked at for years bears some resemblance to the activity at the hairdressers' on Main St. and to the pitch of the gentlemen offering single-family homes for Crowley Point Development Co.

In any case, having taught writing for over 30 years, and done some and paid your dues, you cannot but feel upset by



the consul general

grows up, selects our tomb, protects it against false rumors and somewhat against oblivion."

To the brooder that word "somewhat" is what's operative. At one time style in dust jackets required a portrait of the author in some pensive mood, cheek resting on the palm, eyes misty, dream-weighted. Both Joseph Conrad and Theodore Dreiser have been photographed in this pose; and what better models could you have? Hemingway destroyed the stereotype when he stood before the camera bare-breasted. May not one without yet too real a commitment to being this or the other kind of writer fantasize going casual, adopting a sort of beach or poolside style, with a fox terrier at one's feet? Isn't good living easy reading, too?

Aspirations and all, students come to the university to learn the craft and, perhaps, the art as well, certain that instructors will see them through, that instruction will lead somewhere. For who is to say what lies ahead for a new Norman Mailer, a new Susan Sontag, or another Judith Krantz?

So, outright, you tell them what it's really about.

This must be said well, the words just right, words so portentous they require a correct combination of seriousness and levity. And for this you must seek help yourself. Fortunately there's Professor H.D.F. Kitto, the Greek scholar and authority on *poiesis*—the word tells all! Describing Sophocles' method of composition, he once said, "...the waste-paper basket is one of the author's most indispensable tools."

The freshman is puzzled by this, the sophomore amused. There must be something to it, a student in his junior year might admit; but he is not quite ready to call it Truth. It is the senior who does come around; and, pleased with himself, he makes it his personal discovery yet.

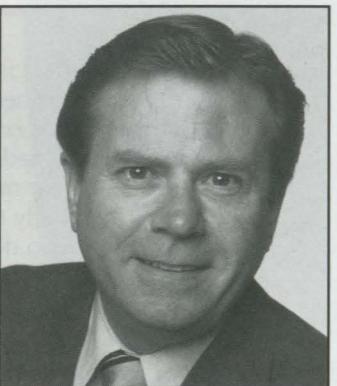
Yes, yes. So, now, he has the secret. It's one that he shares—confidently—with Time.



The third Hall of Fame was held in February. The biennial event is sponsored by the Alumni Association, the Pioneer Athletic Fund and the Cal State Affiliates. The new members are Stan Cherry, who played basketball from 1971 to 1975; Les Davis, who coached football from 1966 to 1970; Glenda Ford, who competed in track and field from 1981 to 1983; Doug Garner, who competed in track and field from 1977 to 1979; Jay Kleven, who played baseball from 1967 to 1971; and Sand La Beaux, who played football and competed in track and field from 1978-82. See page 8 for their photos.



Karen Davis '66



Mike Hanley '66

'65

Don Suva (B.S. Business Administration) is a self-employed investment counselor. Don is a member of the board of directors of the CSUH Alumni Association.

'66

Karen L. Davis (B.S. Physical Education, M.S. Physical Education '82) is an adaptive P.E. specialist for Castro Valley Unified School District. She provides services for severely handicapped students at the nine schools in the district. Karen also coaches swimming at Castro Valley High and is training to climb Half Dome in Yosemite.

Michael P. Hanley (B.S. Business Administration) is

partner and co-founder of First Financial Resources, a life insurance, brokerage and investment company. He is managing principal of the Walnut Creek office. The firm has 110 offices nationwide. He is also vice president of the Alumni Association, and chair of the membership committee.

'67

Sid Dowen (B.S. Business Administration) is president of his own loan brokerage firm, Bay Area Funding. He is a member of the Emeryville Industrial Association.

Carolyn H. Riddervold (B.A. Art) is an instructional assistant at Sleepy Hollow School in Orinda. She is a Girl Scout leader, works with the School

Improvement Program (SIP), is first vice president of the Walnut Creek Aquanuts, and creates specialty costumes for athletes.

Don Sawyer (B.S. Physical Education) is assistant football coach at Cal State and is a lecturer in the Kinesiology and Physical Education and Recreation and Community Education departments. Don also works with the Special Olympics' instructional program for coaches, and the North Coast CIF, training track coaches.

'68

Robert V. Coates (B.A. Psychology) is a commander in the U.S. Navy, stationed in Europe.

Dennis Frese (B.S. Physical Education) is women's basketball coach and physical educator at Cal State. He has

led the team to the NCAA Division II play-offs for two consecutive seasons.

Bruce D. Roberts (B.A. English) teaches 7th-grade English, reading, and social studies at New Haven Middle School in Union City. Bruce also is a Cub Scout leader and teaches writing at Chabot College.

'70

Gregory Ward (B.A. Sociology) received his J.D. from Golden Gate University in 1978. He specializes in criminal and personal injury law and recently moved his practice to Oakland where he often does pro bono work.

'71

Barbara Ratto (B.S. Recre-

tion) is department secretary for the Department of Kinesiology and Physical Education at CSUH. Barbara is active in the Education Chapter of the CSUH Alumni Association and is the current vice president and past president. She is a CPR instructor; a volunteer for the Cerebral Palsy Center in Oakland; and is secretary of the San Leandro Rifle Club.

Donald White (B.S. Business Administration) was one of the founding members of the Bay Area NABA (National Association of Black Accountants) Professional Chapter. He helped to found a minority CPA firm and is currently Alameda County Treasurer.

'72

Kermit Bayless (B.S. Physical Education) is a Ph.D. candidate in clinical psychology at the Rosebridge Graduate School in Walnut Creek. He is a member of the San Pablo Park Neighborhood Council. He is also a charter member of the Athletic Hall of Fame for his accomplishments in track and field.

Harvey Gabel (B.S. Physical Education) is a self-employed real estate broker with The Gabel Group in Fremont. He is a member of the Castlewood Property Owners Association, an umpire with the Fremont Mission Valley Umpires Association, and is a member of the Board of Realtors.

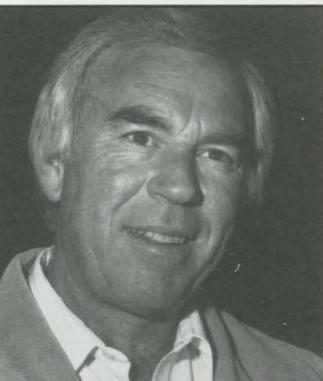
Alton Jelks (B.A. History, M.P.A. 1988) is a special assistant to Assemblyman Elihu Harris. He is executive director of the Oakland Community Fund and a lecturer in public administration at Cal State.

'73

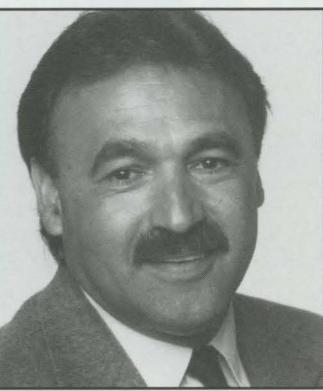
Bill Firestone (B.S. Biological Sciences) is a financial services consultant for individual, small business and corporate clients. He is a CSUH Alumni Association board member and teaches



Joe Hebert '82



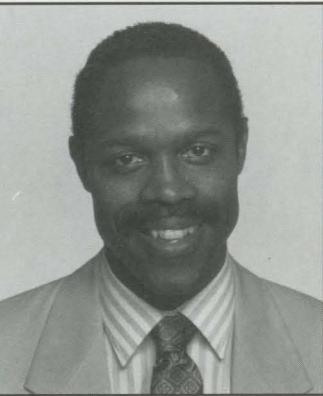
Don Sawyer '67



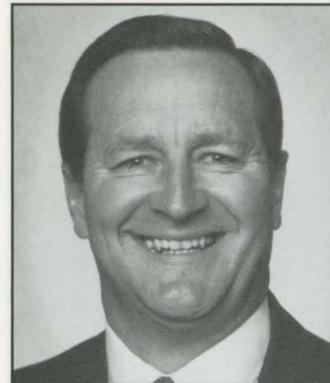
Dennis Frese '68



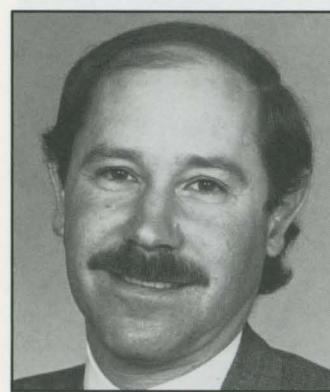
Barbara Ratto '71



Kermit Bayless '72



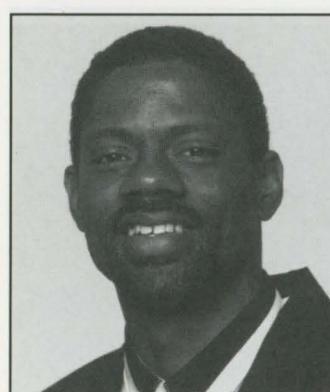
Harvey Gabel '72



Bill Firestone '73



Janet Lopus '76



Doug Garner '78

transcendental meditation in Hayward.

'74

Steve Robison (B.A. Political Science) is coordinator of student activities at College of San Mateo.

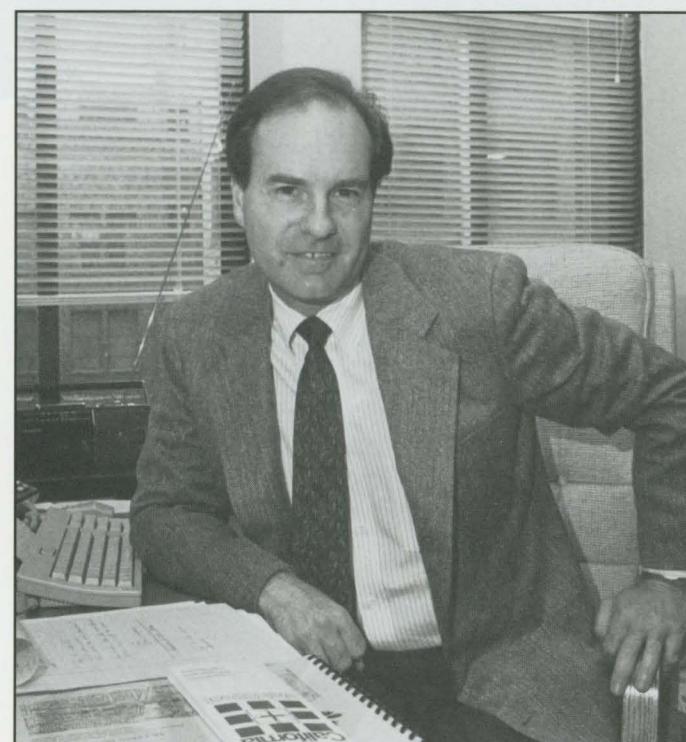
'76

Janet Lopus (B.A. Political Science, '78 M.P.A) is the administrative assistant to the Associate Vice President, Academic Resources, at Cal State. She belongs to the Children's Hospital of Oakland-Amber Branch, and is co-chair of the Spring Luncheon.

Richard Saunders (B.S. Business Administration) is a systems technician for AT&T at Pleasanton. His work includes trouble-shooting and the system administration of software and hardware.

Doug Garner (B.S. Physical Education) is a health educator at Clark High School in Las Vegas. He is program director of the Special Olympics and coaches the men's and women's track and cross country teams. He founded Dougie Fresh, a screen printing and silk screening business. He was inducted into the CSUH Athletic Hall of Fame this year for his accomplishments in track and field.

Lupe Grace Huerta (B.S. Physical Education/B.A. Liberal Studies—bilingual education) is a bilingual teacher for 2nd and 3rd graders in the Newark Unified School District. She is working with the At Risk committee to organize preventive programs for drop-outs in the school district. She belongs to N.A.B.E. (National Association for Bilingual Educators) and has worked with migrant students in the Migrant Education Tutorial programs.



Alton Jelks '72 is a special assistant to Assemblyman Elihu Harris '68. See the feature article, pages 10-15, for more on Cal State graduates, including Assemblyman Harris, seeking electoral office.

'79

Vic Ramos (Multiple Subject Teaching Credential, M.S. Education '89) is a sixth grade teacher at Richardson School, Fairfield-Suisun Unified School District. He does volunteer work for ARC. He chaired the design review committee for Suisun City.

'80

Rodica Claudio (M.A. English) is documentation manager at Consilium. She is a technical writer for users manuals.

Marguerite M. McInnes (M.S. Education) received a Ph.D. in the Education of Linguistic Minorities from Stanford in 1987.

'81

Yves Duchosal (B.S. Earth



Mark Thompson, KRON-TV, broadcast his weather report from the campus' television studio during one night of the Cal State phonathon in February. With Thompson are front row right, Stan Hebert '76, left, Mike Hanley '66, directly behind him is Don Suva '65, also in the back row are members of the Philippino-American Student Association. See page 6 for more pictures and information on Cal State's first alumni phonathon. The event brought together alumni, faculty, staff and students in a pioneering fundraising effort for the University.

Science, MS Geology) is a high school teacher in New Caledonia.

Craig S. On (M.B.A. Accounting) was recently promoted to senior audit manager in the San Francisco office of Deloitte Haskins & Sells. He has been with the firm for five years and specializes in serving financial institutions and companies in the wine industry. He is a member of the American Institute of CPAs and the California Society of CPAs.

Mamie Richardson (B.A. Human Development) is an examiner with the U.S. Treasury Department in San Francisco. She is a member of the CSUH Alumni Association Board of

Directors, the National Association for Retired Federal Employees, and a member of the Berkeley Alumni Association.

'82

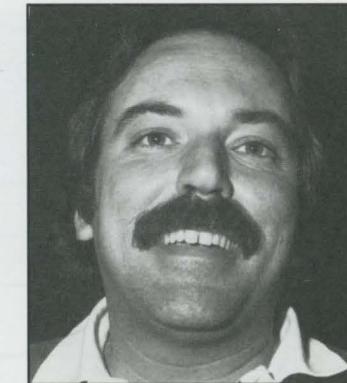
Joe Hebert (B.A. Music - Performance) is a cellist with the Oakland East Bay Symphony, teaches for the UC Berkeley Young Musicians Program, and writes music for commercials for Carroll H. Williams Advertising. He is the choir/music director at the St. Augustine Church in Pleasanton, and is on the advisory board of the Oakland Youth Orchestra. Last year he played with the CSUH Sing-along

Daniel David Wentworth (B.S. Nursing) is a pediatric ward nurse at Kaiser Hospital, Oakland. He is a member of

Messiah alumni group, and went on a tour of Japan with the Hebert Moselle classical jazz duo. He was recently invited to the Lucas ranch to participate in the remake of the soundtrack for the theme music from the movie *Star Wars*.

Kathryn Ann Lee (B.S. Nursing) is a staff nurse in the Pediatric Intensive Care Unit at Kaiser Hospital in Oakland. She was recently inducted into the East Bay Nurses Honorary Society. See page 28 for more information on the East Bay Nurses Honor Society.

Craig On '81



Vic Ramos '79



Craig On '81

Dear Cal State Alum:

The Career Planning and Placement Center is expanding its Alumni Career Network.

The Network is designed to provide assistance to Cal State students and/or alumni seeking career information. Occupational information obtained from people on the job can provide a solid basis for making career decisions. Employed alumni who join the Network can act as resource people to provide valuable career exploration information either directly or indirectly to students/alumni.

If you are interested in possibly becoming part of our Alumni Career Network, please complete the form below.

Upon receipt of this form, we will send you the necessary information and forms to complete if you decide to join. The Alumni Career Network is a valuable program and we look forward to having you as a member. In the meantime, if you have any questions please call Elaine Hartwig at 415/881-3621.

ALUMNI CAREER NETWORK

May we include you in our Alumni Career Network?

If you are willing to be a career resource person to currently enrolled students and alumni, please complete and return this portion. Thank you.

Name: _____

Title: _____

(Home information is confidential, for office use only)

Home Address: _____

Phone: _____

Business Address: _____

Phone: _____

I graduated in _____ (year) with a _____ (degree) in _____ and _____

Mail To:

Elaine Hartwig, Career Advisor
California State University, Hayward
Career Planning and Placement Center
Hayward, CA 94542-3027

Nursing honor society formed in East Bay

Fourteen alumni of Cal State were among the first group of inductees for the East Bay Nurses Honor Society. The society is a joint venture of the nursing departments of Cal State, Holy Names College and Samuel Merritt School of Nursing-St. Mary's College.

The purpose of the society is to recognize graduates' academic success and to honor those graduates who are providing leadership in the profession. It meets twice a year and provides education as well as an opportunity to network with other nursing professionals.

The Honor Society is the first step toward applying for a charter from Sigma Theta Tau, the national nurses honor society. In 1991, formal application will be made for a charter. At the time of receipt of the charter from Sigma Theta Tau, those graduates of the three programs who have joined other chapters may transfer to the East Bay chapter.

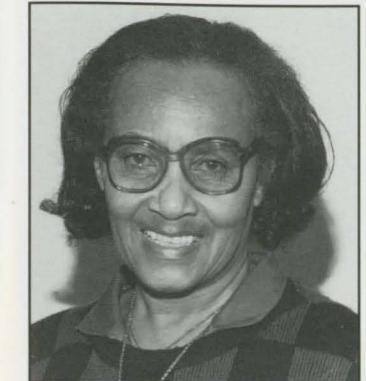
Two Cal State faculty members are on the board of directors. Linda Kinrade is vice president and Pam Reuling is faculty counselor.

Individuals interested in more on the Society can call the Department of Nursing, 881-3481.

Those from Cal State honored in 1989 are:

Christine Barbera
Cindy Civiello
Barbara Deem
Linda Dickison
Marcia Foley
Joan Hanson
Geraldine Kayas
Kathryn Lee
Lynne Morrison
Jo Ann Ray
Christine Sonneman
Luanne Stanislaw
Christine Thompson
Daniel Wentworth

The next issue of ACACIA will have photographs from the 1990 induction ceremony.



Mamie Richardson '81

the Committee for Policy and Procedures for the pediatric ward and for the entire hospital. Daniel was recently inducted into the East Bay Nurses Honorary Society. See page 28 for more on the Honor Society.

'83

Rhonda Collins (Moore) (B.S. Criminal Justice Administration) is an adult probation officer for the San Mateo County Adult Probation Department in Redwood City. She is a member of Delta Sigma Theta Sorority, Inc. and is active in the Affirmative Action Committee of San Mateo County.

Eric Nelson (B.S. Business Administration/Finance) is preferred banking officer at the Berkeley branch of Bank of America, following positions in branch operations, training and marketing.

'84

Geraldine Zafra Kayas (B.S. Nursing) is a registered nurse working in the prenatal unit at UCLA Medical Center. She also works with the newborns in the Center's nursery. She was a 1989 inductee into the East Bay Nurses Honor Society. See page 28 for more on the Honor Society.

'86

Steve Juniphant (B.A. Mass Communication) is a senior claims representative for State Farm



Kathryn Lee '82

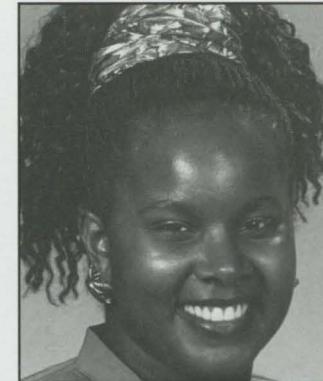
Insurance in Oakland. A linebacker for the Cal State Pioneers, he now plays minor league professional football for the Hayward Outlaws.

'87

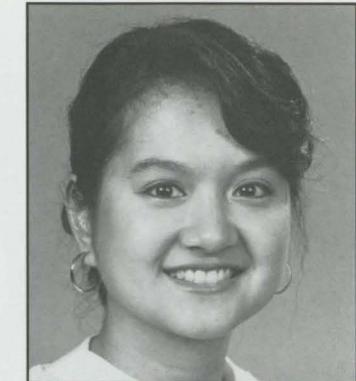
Lorie Hirahara (B.S. Physical Education) is a teacher at Irvington High School in Fremont. She also coaches the track and field team and is a heptathlete. Lorie is a member at large of the Education Chapter of the CSUH Alumni Association; vice president elect for girl's and women's sports for the Bay District of CAHPERD (California Association of Health, Physical Education, Recreation and Dance); and secretary of Unit III.

Alfred Simmons (B.S. Business Administration/Accounting) is an assistant football coach at Cal State and also works as a stock clerk at Mervyn's in Alameda. He is working towards a master's degree in physical education at Cal State and is the recipient of the Joe Morgan Scholarship.

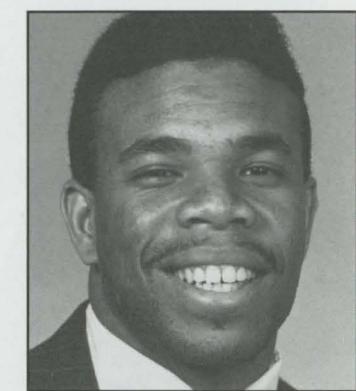
Albert C. Wang (B.S. Business Administration/Accounting), a Marine second lieutenant, was recently assigned to the Fleet Marine Force. He joined the Marine Corps in December, 1987.



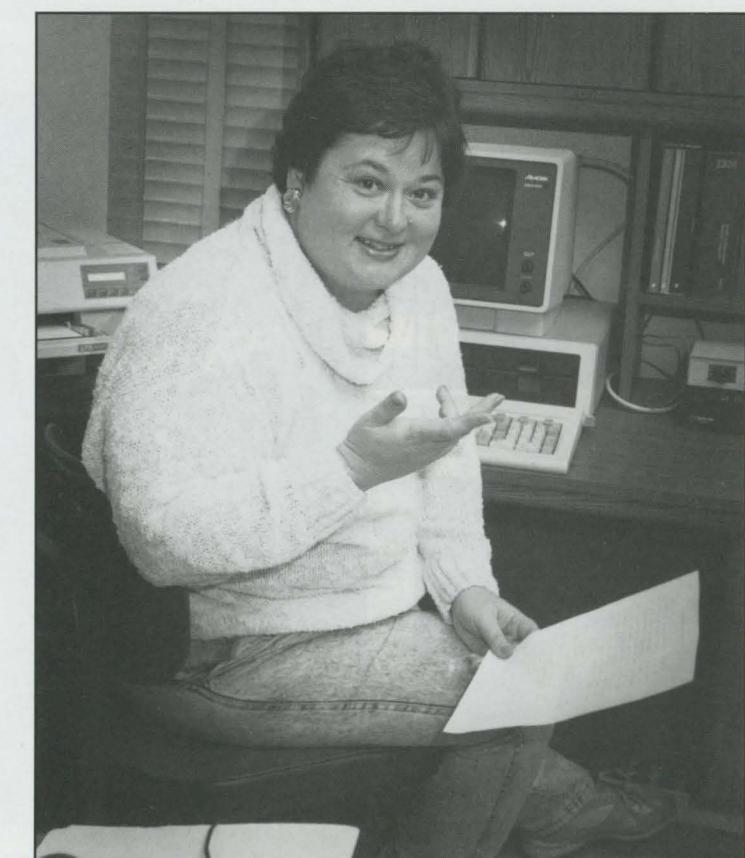
Rhonda Collins '83



Geraldine Zafra Kayas '84



Steve Juniphant '86

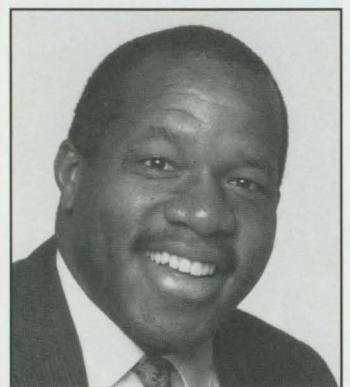


Margaret Emory-Lenfestey '77 is earning her MPA at Cal State.

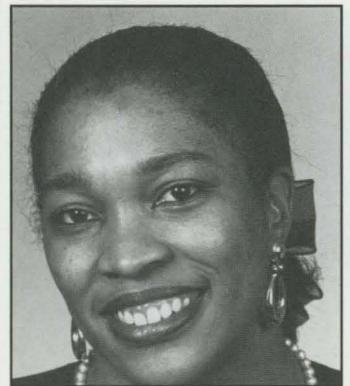


Kim Mize (B.S. Kinesiology and Physical Education) is marketing representative for Color Copy Printing in Redwood City, and a clinic coordinator for the Health and Fitness Institute in Hayward. She is president of the Education Chapter of the Cal State Alumni Association, and gives speeches on health and fitness.

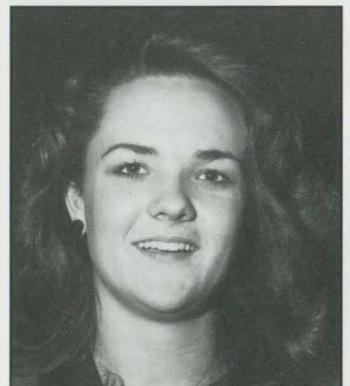
Lorie Hirahara '87



Alfred Simmons '87



Regina Elzie '88

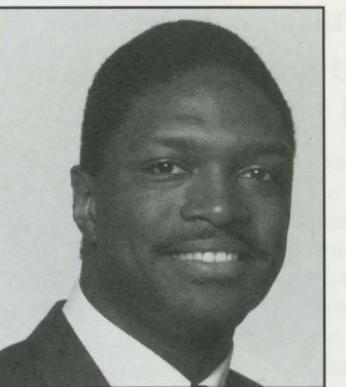


Kim Mize '88

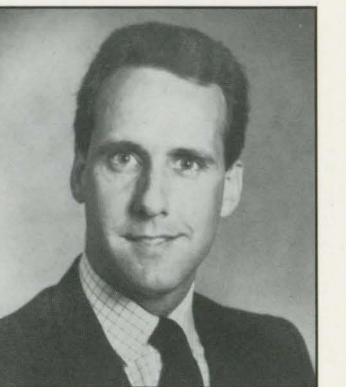
'89

Sandy LaBeaux, Jr. (B.S. Computer Science) is a computer operator for Chevron Corporation Bishop Ranch, in San Ramon. He runs on the Chevron Corporate track team. He was recently inducted into the Athletic Hall of fame for his accomplishments in football and track.

William Reichle (M.B.A.) has been named the first marketing director of the Cal Aggie Alumni Association, UC Davis. He was an account representative with Gardner Communications and served three years as director of clubs and special



Sandy LaBeaux, Jr. '89

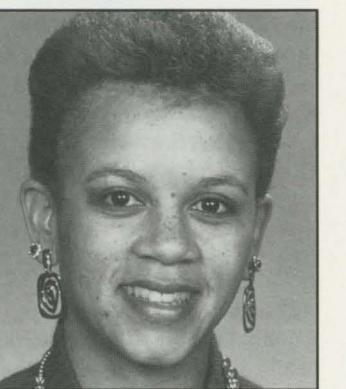


David Stone '89

events for the Cal Berkeley Alumni Association.

David L. Stone (MBA) has joined the Lefko Group of Troy, Michigan, as a valuation analyst. He is a member of the Economics Club of Detroit, Financial Analysts Society of Detroit, and the Financial Analysts Federation.

Diana Wheaton (B.S. Business Administration) is a junior fraud analyst for the San Francisco Regional Office of Bank of America.



Diana Wheaton '89



Diana Schaufler '72 won a trip to Las Vegas during the phonathon as the volunteer who raised the most money. Seated next to her is Maimie Richardson '81



President McCune receives a samovar from **Mikhail Porubansky**, a member of the Soviet delegation that spent three months at Cal State. The fifteen Soviets, all plant managers with the Ministry of Aviation, studied English, business and government. They made the presentation just prior to leaving campus in February.

SEE PAGES 6 AND 7 FOR A
REPORT ON CAL STATE'S
PIONEERING PHONATHON.

CAL STATE PHONATHON



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