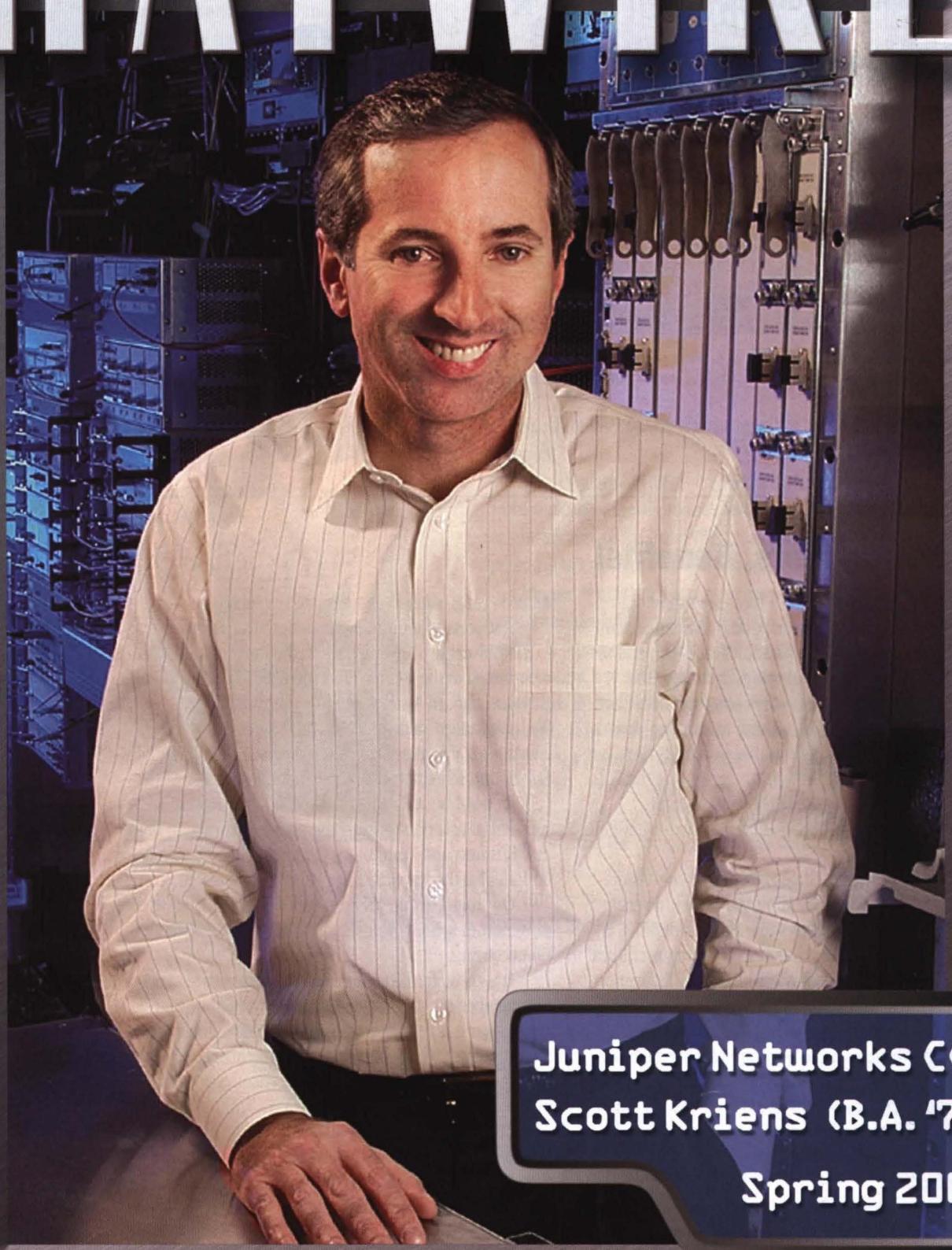


NEWSMAGAZINE FOR ALUMNI AND FRIENDS OF CAL STATE HAYWARD

HAYWIRE



**Juniper Networks CEO
Scott Kriens (B.A. '79)**

Spring 2002

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Juniper Networks CEO

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Benefits, Benefits, Benefits!



Sunjay Nair

I have been thinking about what makes an alumni association successful, and several things come to mind.

It is very important that an alumni association provide things that benefit its members, and this is something the Cal State Hayward Alumni Association has tried to develop

and continues to work on.

Membership in the Cal State Hayward Alumni Association offers many benefits, including use of the university library and all CSU libraries statewide, campus parking, a subscription to *Haywire*, and discounts on campus cultural and athletic events, Cal State Hayward Extended Education courses, and on special merchandise at the Pioneer Bookstore.

Off-campus benefits include group rates for medical, dental and vision insurance plans; financial services, such as an affinity credit card and credit union membership; and membership and discounts for travel and entertainment clubs. Currently we are working to develop a low-cost car insurance program.

This alumni association continues to work to develop professional and social events that are opportunities to network with other alums, such as the recent tailgate party at the Oakland A's game. We also will be sponsoring career-

related events, such as lectures and workshops.

A successful alumni organization also provides support to the university by giving back to the institution that has contributed to the success of its members. The Cal State Hayward Alumni Association does this in a variety of ways. We have funded student and faculty grants to promote educational activities. We continue to provide an Alumni Association scholarship, which is awarded annually.

In addition, this alumni association is making a substantial contribution to the fund for construction of the new Business and Technology Center, the first new academic building for the Hayward campus in more than 30 years.

Our membership also provides volunteers to serve the university at special events, such as Commencement and Homecoming.

It is through the continuing and generous support of our membership that the Cal State Hayward Alumni Association is able to provide support to its members and to the university. We encourage current members to consider life-membership. We also ask you to encourage other alumni you know to join Cal State Hayward's Alumni Association.

The cost of lifetime membership will be increasing soon in order to cover increasing overhead expenses, so now is the time to sign up for a life membership to enjoy the maximum benefit at a minimum cost.

Thanks for your support,

Sunjay Nair

President, CSUH Alumni Association

Haywire is published four times a year by the CSUH Alumni Association for its members. Submissions are welcome and encouraged. Please address inquiries or information to the CSUH Alumni Association, Cal State Hayward, 25800 Carlos Bee Blvd., Hayward, CA 94542 or call (510) 885-2839.

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ON THE COVER
Scott Kriens, CEO and President of Juniper Systems, earned a degree in economics at Cal State Hayward in 1979. He was named as "Entrepreneur of the Year" by the Smith Center at CSUH in February, one of many recent honors he has received.

Alumni Speech

Speeding along the Information Superhighway with Scott Kriens

By Nancy Ackley



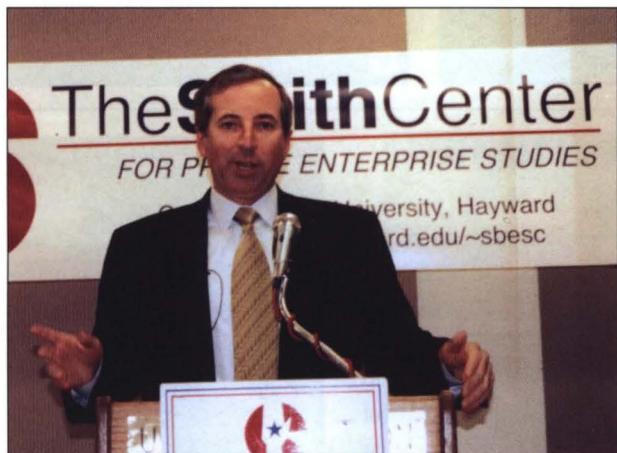
Scott Kriens

BusinessWeek named Scott Kriens, president and CEO of Juniper Networks, one of the nation's Top 25 Managers of the Year in 2001. The previous year the CSUH alumus (B.A., Economics, '79) received the national Ernst & Young "Entrepreneur of the Year" award.

This year Kriens was honored at his *alma mater* as the "Entrepreneur of the Year," chosen by the Smith Center for Private Enterprise Studies, a privately funded, free market think tank housed in the School of Business and Economics on campus.

Kriens accepts the recognition and honors with modesty and grace. His comments and humor are those of a man who doesn't take himself too seriously.

"If you'd had the chance to listen to me speak a year and a half ago or two years ago, some thought I was a genius," Kriens told his audience during the Smith Center luncheon in February.



Kriens shared his insights at the CSUH luncheon in his honor.

"Today -- if you judge by the market - I'm an idiot," he said in reference to the current downturn in the high tech industry. "So I'm sorry you missed the best I had to offer."

"In reality, I'm neither (genius nor idiot) but just another example of one caught up in the wave of the Internet phenomenon and learning along the way, as we all are."

The attentive audience appeared unconvinced that this computer industry star had lost his gift, and during his talk, Kriens dispelled any doubts about his understanding of economics, business and the Internet.

Life in High Tech

Kriens was a co-founder and an officer of StrataCom Inc. for 10 years before he accepted the top job at Juniper Systems in 1996. He had worked in both operations and sales at StrataCom, helping build the company into a successful enterprise that was purchased by Cisco



Jay Tontz, left, dean of the School of Business and Economics, and university President Norma S. Rees congratulated Kriens.

Systems, the Internet manufacturing giant, just three months after Kriens left.

The 44-year-old CEO is credited with leading the Juniper team "from the early days of product development to its current broad commercial success of the expanding customer and product portfolio," according to the company Web site.

Juniper is now an industry leader in creating super fast switches to route computer traffic across the Internet. It was the first company to produce a router capable of reaching a speed of 10 billion bits per second, allowing it to work with the fastest optical networks.

Under Kriens' leadership Juniper boosted its sales 550 percent, to \$650 million in 2000, its first full year as a public company. That year the company posted a net income of about \$160 million, compared to a loss in 1999. Juniper also captured more than 30 percent of the market for Internet routers, up from 17 percent in 1999.

Kriens said the company's success stems from keeping its focus on one basic goal -- building the best Internet equipment possible.

During his address Kriens reflected on his collegiate years and shared his humor and insights on "The Internet Economy -- New, Old or Irrelevant?"

On Choosing a Major — "I came here in 1978 without a major or a plan. I was just looking for which major would take the least number of units. One of the first things I observed was that as a science major, you had to take an hour of lab and an hour of class work, and for those two hours you only got one unit of credit. So being a scientist was out of the question.

"Then I figured out that the work I had done at Merritt College to get an associate degree had the most overlap with the economics major at Cal State Hayward. That meant taking fewer hours of class. So I became an economist."

see Kriens, page 13

Top Pioneer Athletes, Coach Inducted into Hall of Fame

Guests from throughout the country came together at Cal State Hayward March 2 to celebrate the induction of six former Pioneer athletes — including one who went on to become a CSUH professor, coach and trainer — into the university's Athletic Hall of Fame.

The gala banquet and ceremonies recognized the accomplishments of Don Chu, Michael Harris, Bill Myatt, George Osterberg, Trini Sanchez-Blumkin, and Rich Sherratt.

These athletes were chosen for induction because "they competed and contributed significantly and with unusual distinction," said Debby DeAngelis, director of athletics, during her introduction. "Their performances were compared not only to those of their contemporaries, but also with others who performed throughout the history of intercollegiate athletics."

1. President Norma S. Rees, right, congratulated the inductees at the Hall of Fame Banquet. Honorees were, from left, Michael Harris, Don Chu, Rich Sherratt, Trini Sanchez-Blumkin, Bill Myatt, and George Osterberg.
2. Arthurlene Towner, dean of the School of Education and Allied Studies, served as emcee for the evening.
3. The evening also served as a reunion for current and former athletic directors and chairs of the Department of Kinesiology and Physical Education. From left, Debby DeAngelis, current A.D.; Doug Weiss, with 29 years at CSUH as coach, professor and A.D.; Penny McCullagh, current department chair; Bill Vandenburg, with 28 years at CSUH as coach, professor and department chair; Stan Clark, with 30 years at CSUH as coach, professor, department chair, and current deputy provost and assistant for faculty affairs; and Al Mathews, with 18 years at CSUH as coach, professor and A.D.

Bill Myatt

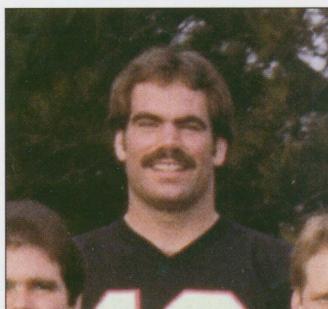
(Football, 1981-82) brought a new dimension to Pioneer football during the years he played for Cal State Hayward. He set nine school records and ranks second among CSUH quarterbacks with 35 touchdown passes, 325 pass completions, 4,281 total offensive yards and 4,580 passing yards. He was an All-Far



Bill Myatt

Western Conference selection and helped the Pioneers earn a share of the conference title in 1981 with a 4-1 record. He and wide receiver John Rico teamed up for many of the Pioneer touchdowns. Former

coach Tim Tierney attributed the team's success during those seasons to Bill and the other players recruited from Cabrillo College. "Bill was a key contributor... whose outstanding performance on the football field enabled us to be a quality program and gave the Pioneers offensive personality." Bill Myatt is a contractor in San Jose.



Quarterback Bill Myatt appeared in this 1982 team photo.



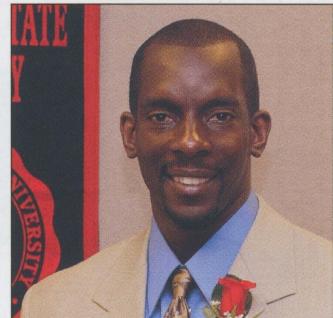
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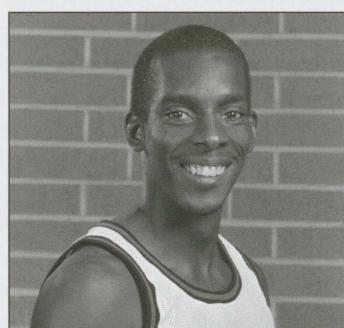
Michael Harris

(Basketball, 1984-86) was point guard on the Pioneer basketball team that won the NCAA Division II Western Regional Championships in 1984-85 and 1985-86. The Pioneers earned their first post-season victory when Harris hit a dramatic, 17-foot basket and added a three-point play late in the opening regional contest.



Michael Harris

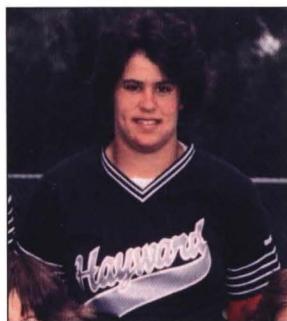
He scored an cumulative 40 points in those two championship games and was named the tournament's MVP. He played a key role the following season when the Pioneers again won the NCAA Western Regionals before a capacity crowd of 4,000 in Pioneer Gym. That season Harris broke his own school single season record for assists with 150, and he scored in double figures 17 times, including a season high 21 points against Southern California College. He currently works for the Alameda County Probation Department.



Michael Harris was point guard on the successful basketball teams of the mid-'80s.

Trini Sanchez-Blumkin

(Softball, basketball, 1985-87) led the Northern California Athletic Conference with a .508 batting average during her freshman year, when she was named conference player of the year. The team had a 19-1 record and won the university's first ever Nor Cal Conference title. She set four school softball team single-season records with a .398 batting average, 44 runs scored, 65 hits, and 23 stolen bases.



Trini Sanchez-Blumkin, a two-sport athlete, was pictured in this 1986 softball team photo.



Trini Sanchez-Blumkin

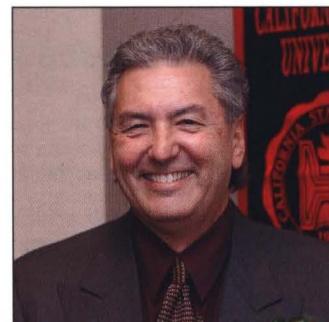
She also was a solid performer on the women's basketball team and earned second team all-Nor Cal Athletic Conference recognition during the 1985-86 season by leading the team in scoring, averaging 12.3 points per game and tying the school record of 13 field goals in one game. She led the 1985-86 team to a second-place finish in the conference with a 9-3 record. Sanchez-Blumkin is a recreational activity director for the City of Alameda.

Don Chu

(Track and field, coach, athletic trainer, 1972-83) is a former Pioneer athlete who also is being honored for his significant accomplishments off the field of competition. He was a coach and athletic trainer who made the lives of student athletes significantly better. As assistant coach for men's track and field, he coached 17

NCAA Division II national champions and 50 All Americans, two of whom were national champions in 1977, when the Pioneers won the NCAA Division II track and field championship. He was head coach in 1978, when the Pioneers won their fourth straight Far Western Conference championship and placed sixth in the NCAA Division II championships.

In another significant role, he was instrumental in developing the athletic training program at Cal State Hayward. Last year he was inducted into the National Athletic Trainers Association Hall of Fame. Chu is a professor emeritus of the CSUH Department of Kinesiology and Physical Education. Recently he trained the U.S. and Hungarian women's bobsled teams at the 2002 Winter Olympics. Currently he is the director of athletic training and rehabilitation at Stanford University.



Don Chu

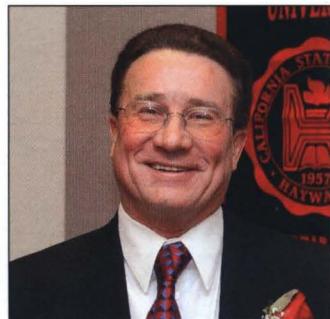
Rich Sherratt

(Baseball, 1968-69) was a star pitcher for the Pioneers, succeeding at the difficult job of throwing both as a starter and reliever. In 1968 he appeared in 22 games, 10 as a starter and 12 as a reliever. That year he had no wild pitches and hit only one batter in 85.1 innings, while compiling an impressive record of 9-2 with an earned run average of 2.53. His two-year pitching record was 16-6 with a 2.80 ERA. His best outing was a four-hit, nine strikeout performance in a pivotal game with U.C. Davis that moved the Pioneers into second place in the Far West Conference.

He was an All-Far West Conference honorable mention during the 1969 season.



Rich Sherratt was starting and relief pitcher for the Pioneers, shown here in a 1968 photo from The Pioneer student newspaper.



Rich Sherratt



George Osterberg

George Osterberg

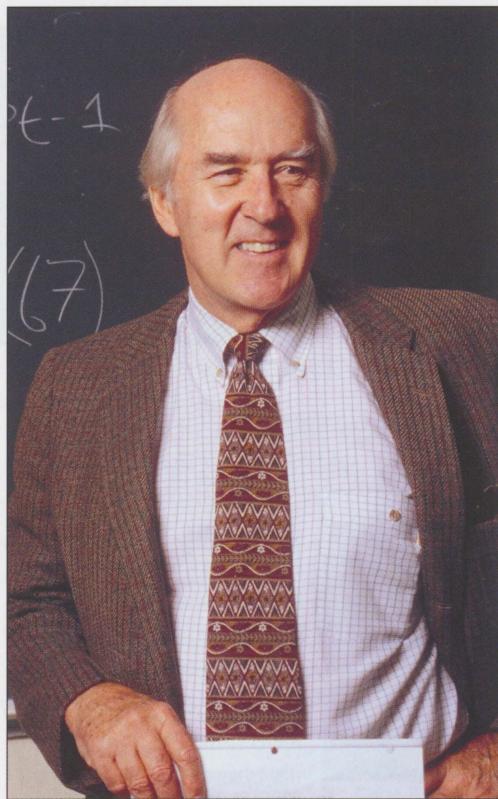
(Swimming, water polo, 1977-81) earned an All America honors seven times during his four-year career at Cal State Hayward. He placed third in the nation in the 100- and 200-backstroke in the 1981 NCAA swimming championships, when he also was named Far Western Conference swimmer of the year. During his sophomore, junior and senior campaigns, he was the conference champion in the 100 and 200 backstroke. Osterberg still holds three school records in the 100 and 200 backstroke and the 400 medley relay.



George Osterberg, a two-sport athlete, spent hours in the university pool as a standout on the men's swimming and water polo teams from 1977 to 1981.

He also was a standout performer for the men's water polo team from 1977 to 1981, scoring 50 goals during his sophomore and junior seasons and serving as team captain his senior year. He was named to the all-conference water polo team twice.

Currently Osterberg is an inventory coordinator at Korbel Winery in Guerneville.



Professor Emeritus Bruce MacNab

Marketing Professor Nominated For Distinguished Educator Award

Bruce MacNab, professor emeritus in the Department of Marketing, Entrepreneurship and International Studies, has been nominated for the 2002 Distinguished Marketing Educator Award.

Prior to retiring, MacNab taught for 12 years in Cal State Hayward's School of Business and Economics, after a successful 20-year career in the private sector.

MacNab is recognized for his many contributions to the university's business education programs, including founding the innovative Asian International Marketing and European International Marketing programs. (An earlier article in Haywire, incorrectly attributed development of these programs to another professor.)

To develop and conduct these programs, MacNab researched, located and established ties with international companies wishing to open U.S. markets.

After conducting research on the firms and their products, AIM and EIM student teams trav-

el abroad to present to company leaders their findings on a product's potential commercial success.

These programs have produced many successful marketing professionals who work throughout the U.S. and the world. Some of the graduates of the AIM and EIM programs form a core alumni group that meets annually.

The marketing professor received an honorary doctor of science degree from the government of the Russian Federation for his work as founding member and steering committee member of the Cal State Hayward MBA program in Moscow.

MacNab was nominated for the Distinguished Marketing Educator Award by Jay L. Tontz, dean of the CSUH School of Business, and Chong S. K. Lee, who chairs the Department of Marketing and Entrepreneurship.

MacNab earned a B.A. degree from Denison University and an M.B.A. and Ph.D from Ohio State University.

Women's Basketball Player Named NAIA Division II All-American Scholar

Cal State Hayward Women's Basketball captain Holli Howard has been named a NAIA 2002 Division II Women's Basketball All-America Scholar-Athlete.

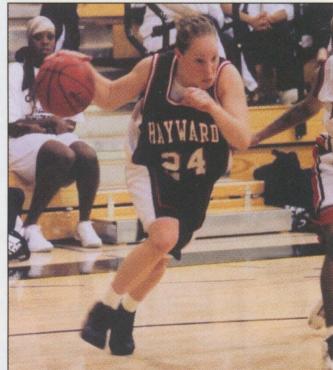
Howard, from the city of Weed, is a senior history major with a 3.64 grade point average. She is the first CSUH basketball athlete to receive NAIA Division II All-America Scholar honors.

She averaged 8.6 points per game for the Cal State Hayward women's team during the 2001-02 season. She was sixth in the Cal Pac Conference in 3-point field goal percentage and received conference honorable mention recognition.

During her junior season, Howard averaged 9 points per game and set CSUH records for 3-point field goals in a game (7) and in a season (52).

"Holli is an outstanding athlete and a great person," said Sara Judd, Pioneer women's basketball coach. "She is a real asset to the university."

Howard currently is the starting shortstop for the Pioneer Softball team and plans to pursue a career in coaching and teaching.



Holli Howard

'We Have Seen the Future'

By Ric and Meg Singson

"We have seen the future," said one of eight Russian executives who visited the Bay Area and Cal State Hayward for one month this winter through the Russian Community Connections Program.

The business executives and one government official came from the Russian region of Astrakhan. While at CSUH they lived with local families and had training internships at businesses related to their interests.

Hosting companies included Chevy's Restaurant, Hometown Buffet, Black Diamond Brewery, Wal-Mart, Best Buy, Western Appliances, Plastikon, Specialty AC, Alta Bates Hospital, Software Advance Training Institute, and Yoshi's, a successful jazz club and restaurant.

Program coordinator and host Ric Singson, a professor in the School of Business, also arranged visits to several large companies and regional sites. The group was especially pleased to see the Russian flag flying in welcome when they arrived at Cisco Systems, Inc. They also toured the Jelly Belly factory, Budweiser plant, state capitol, and Monterey Bay Aquarium.

Participants said they particularly enjoyed San Francisco, where they paid a courtesy call to the Russian Consulate, followed by a tour of the city. Several of the Russian guests said they were most impressed with the diversity of the Bay Area and how this contributes to the dynamic economy and cultural life of the area.

Hall of Famer Joe Morgan Provides Scholarships

Joe Morgan, baseball Hall of Famer and California State University, Hayward alumnus, made his annual visit to the university in March. He met with five recipients of scholarships from the fund that Morgan established in the mid-1980s to help kinesiology students.

Morgan, 58, also presented a \$15,000 check to the university's Educational Foundation to add to that fund, which stands at \$165,000. This year seven students will receive approximately \$1,000 each, supported by the donations from the baseball legend.

The current ESPN broadcaster and Oakland native told the students that "education is about the most important thing an individual can do."

He said that receiving his college degree from CSUH during graduation ceremonies in 1990 might have been more important to him than being inducted into baseball's Hall of Fame because he was keeping a promise to his mother that he would earn his degree after his playing career.

The two-time National League "Most Valuable Player" with the Cincinnati Reds received his degree at age 46.



Recipients of the Joe Morgan Scholarships for 2001-02 met with the baseball great during his campus visit in March. The group included, from left, Renee "Gigi" Miranda, Chestnut Hill, MA; Heather Demarest, Alameda; Denise Hall, Stockton; Alum Joe Morgan; Makia White, Richmond; and Michael Fuller, Oakland. Recipients Robert Schmidt and Cynthia Walton, both of Hayward, were unable to attend.

Contra Costa Campus To Host 2002 New Horizons Celebration

The CSUH Contra Costa Campus will host the 2002 New Horizons Celebration on Friday, May 17, at Blake's at Boundary Oaks Golf Course, 3800 Valley Vista Road, Walnut Creek.

The event, which is open to the public, honors and celebrates the accomplishments and unique spirit of the students, faculty and staff of the Contra Costa Campus.

The evening will feature a no-host cocktail reception at 6:30 p.m., dinner at 7:15 p.m., and a performance by Chuck Milligan, billed as a hypnotist with a sense of humor, whose philosophy is "don't give them time to stop laughing."

Tickets are \$17.50 and can be purchased at the Contra Costa Campus or by calling (925) 602-6770. Tickets are for the dinner, entertainment and drawings for door prizes. The grand prize giveaway this year is a spa package.

The evening will honor Contra Costa Campus graduates, scholarship recipients, the Distinguished Professor of the Year, and Distinguished Alumnus of the Year.



California State University News from the State System

California State University, Hayward is one of the 23 campuses that constitute the largest university system in the world. More than 385,000 students are enrolled statewide in the CSU system. This summary offers news of the CSU system and its other campuses.

Chancellor's Office — Governor Gray Davis has signed legislation to put a \$13 billion bond issue before the voters this November and a \$12 billion measure on the March 2004 ballot. If passed by the voters, the bonds will provide higher education with \$4.6 billion for capital outlay projects over the next four years, including \$11 million to construct a new Business and Technology Building at Cal State Hayward. Thirty percent of the funding will go to the CSU, 30 percent to the UC, and 40 percent to the state's community colleges. The CSU's rapid enrollment growth – 20,000 additional students this year – has increased the need for new facilities. More than half of the existing CSU facilities are over 28 years old. Since its approval in 1998, Proposition 1A has financed construction of classrooms, libraries, laboratories, and technology infrastructure, but that funding ends this year.

CSU San Francisco — San Francisco State University and the University of California, San Francisco have launched a joint doctoral program in physical therapy science, the first public program of its kind in California. The doctoral program will prepare physical therapists as clinical researchers, patient care specialists and educators. (For more information, see newsline.calstate.edu/01-02/020403-SF.shtml)

CSU San Jose — A new library, to open in 2003 on the northwest corner of campus, is being hailed as an example of successful collaboration between "town and gown." Members of the city and campus communities will have access to the new Martin Luther King, Jr. Library, which will feature a café and bookstore, and a self-checkout system, expected to operate with the efficiency of an ATM. The new structure will have 487,000 square feet on eight floors. It is designed to accommodate university growth for the next 25 years.

California State Polytechnic University, San Luis Obispo — Cal Poly's Mustang Stadium could be renamed Memorial Stadium in 2004, after phase one of a proposed \$85 million renovation. The renaming is to honor 16 Cal Poly football players, a student manager and a booster killed in a 1960 plane crash at the Toledo Airport (Ohio) after a game against Bowling Green State University. So far \$2.4 million has been raised from private donors for the first part of the project.

CSU Bakersfield — CSU, Bakersfield has opened a new, 56,529-square-foot Business Development Center. The five-building complex provides the university with classroom space and will house the School of Business and Public Administration and the Extended University. The project was built with a combination of private and state funding.

CSU Northridge — Music professor Elizabeth Sellers served as a music coordinator for the 2002 Winter Olympics in Salt Lake City. Athletes entering the stadium during the opening ceremony were entering to music arranged by Sellers.

CSU Dominguez Hills — A \$125 million stadium complex is under construction at Dominguez Hills campus. It will serve as the headquarters of the Los Angeles Galaxy, the U.S. Soccer Federation, and the Pete Sampras Tennis Academy. In addition to the 27,000-seat soccer stadium with 43 luxury suites, there will be five soccer training fields. The tennis stadium will seat 8,000, offer 21 luxury suites, and 18 courts. The 85-acre complex will include a three-mile jogging trail with fitness stations. Construction is being funded entirely by Anschutz Entertainment Group.



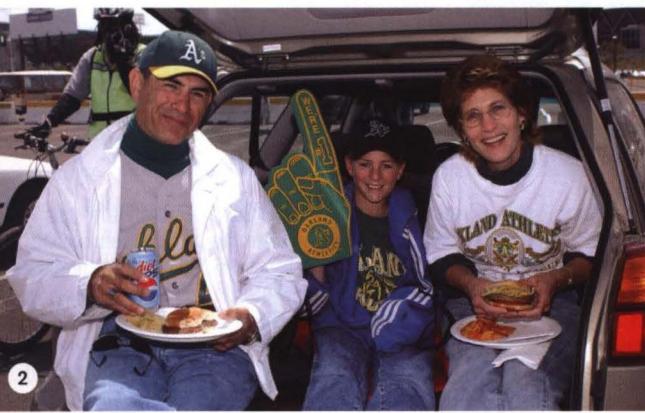
Tailgate Party and A's Baseball – *A Big Hit with Alums*



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Alumni Bask in Sun At A's Tailgate Party

Alumni, joined by their families and friends, enjoyed blue skies, warm temperatures, ballpark cuisine, and a 10-0 Oakland A's rout of the Chicago White Sox at the Oakland Coliseum on April 28.

About 90 baseball fans turned out for the Cal State Hayward Alumni Tailgate Party and a lopsided victory for the home team. Pitcher Tim Hudson held the White Sox to three hits and no runs. A's batters chalked up 11 hits, including a homerun blast that gave ticket holders a free Round Table pizza.

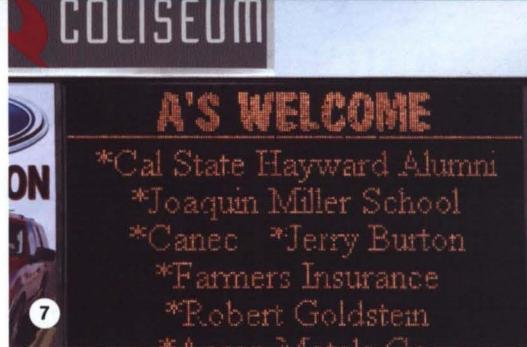
Children attending the Saturday game received Oakland A's wristwatches, and everyone in the alumni group was treated to peanuts, cookies and candy.

When the final score was posted, several in the Cal State Hayward crowd asked the same question: "When are we going to do it again?"



7. The Coliseum scoreboard welcomed the Cal State alumni.

8. Sawyer Crane, 6, happily showed off his new A's watch. Sawyer is the son of Kelly Crane, who earned two degrees at CSUH, a B.S. in Business in 1984 and an MBA in 1988.
9. Making the party a family affair were, from left, alum Pricilla Ladeira (B.S., Business, '95); Trevor Dunning, 4, her grandson; Joshua Ladeira, 13, her son; husband Richard Ladeira; daughter and CSHU alum Angelic Dunning (B.S., Business Administration, '96) holding her daughter Samantha, 2-1/2 years old; and Angelic's husband David Dunning.
10. Another run brought smiles all around from the alumni rooting section.
11. Kim Huggett gives a high-five to daughter Kelsey, while, center, CSUH alum Cindy Huggett, (B.S., Liberal Studies, '99) applauds the latest A's run.



A group of six people, including adults and children, are sitting outdoors on a concrete ledge. They are all wearing baseball caps with the 'A's' logo. The group consists of a man in an orange shirt and cap, a woman in a red shirt and cap, a young girl in a white shirt with a red logo, and three other individuals (two men and one boy) in caps. They are smiling and appear to be at a baseball game or event. The background shows a grassy field and some industrial buildings.



A photograph capturing a moment of enthusiasm at a baseball game. In the foreground, a man wearing a dark green t-shirt with 'A's' and a baseball cap is high-fiving a woman. The woman, wearing a black t-shirt with 'GIRLS' and 'GO' on it, a grey beanie, and sunglasses, is smiling broadly. To the right, another woman in a green t-shirt and a white visor is also cheering. The background is filled with the dark, illuminated seating of a stadium, with other spectators visible. The overall atmosphere is one of excitement and support.

Membership, Membership, Membership!

By Thomas R. Hoeber, Director of Alumni Relations



Thomas Hoeber

When I signed on as alumni relations director six months ago, the first three of the five immediate goals I was asked to achieve were (1) increase Alumni Association membership, (2) increase membership and (3) increase membership. (The others were to help the board strengthen its operations and to increase the number and quality of alumni benefits). I am happy to report we are well on our way to achieving the first three goals.

By now our new membership brochure, featuring photos of alumni and a list of benefits, should have arrived in your mailbox. This handsome, full-color brochure reflects the quality of the Association and its alumni. It contains a leaflet describing an opportunity to buy a lifetime membership before the price goes up in July from \$250 to \$450.

Membership is like a pyramid. It is built on a base of benefits and maintained by renewals, and we are working hard to improve these as well. Now each annual member receives a series of three, increasingly urgent notices when it is time to renew, and, similarly, alumni who have launched their pledge series toward a lifetime membership get three notices reminding them when their next payments are due.

Many, if not most, alumni join the Association because they want to give back to the university that helped them get ahead in their careers and their lives. There is a certain satisfaction in helping the school that helped you. Yet it doesn't hurt if some more tangible benefits accrue from membership. Thus we are constantly working to maintain and improve the benefits Alumni Association members receive. The most valued ones, according to

our surveys, are library privileges, parking, and cultural event discounts, all of which are part of the benefit package. In addition we provide access to discounted health and dental and life insurance programs.

Recently added was a new benefit — a 20 percent discount on the services of the campus Career Development Center. For \$40 a year for Association members the center provides:

- Personal career counseling
- Career assessments
- Workshops and seminars
- Career library (books, video, software)
- On-campus interviews
- Numerous job fairs
- Password to PioneerJobs
- Extensive job listings

One of the best ways for us to build our membership is to sponsor events that are fun, whether or not they serve a higher social or career purpose. For this reason we organized the hugely successful Alumni Association A's Tailgate party showcased on pages 6 and 7 of this issue.

So join the crowd. Find the brochure we mailed you (or call me to get another one) and become a member of the Association — for a year, or for life. This is a great opportunity to upgrade your annual membership to a lifetime membership. It is possible to do so in two payments of \$125 each, with the second payment due before the end of the year. You will benefit, the university will benefit, and we will be able to report success in achieving the first three goals I was assigned.

Contact Tom Hoeber at thoeber@csuhayward.edu or (510) 885-2839.

Cal State Hayward Alumni Association MasterCard®



Show your Cal State Hayward pride!

Carry the only credit card that is endorsed by, and supports, the Cal State Hayward Alumni Association. To apply today call MBNA toll-free at 1-866-438-6262 (use priority code 4KAQ when calling).

In Search Of All Cal State Hayward Alumni

Have you ever tried to get in touch with an old classmate, only to find that the last directory is 8 years old? Well, your troubles are over. Soon an impressive directory of our alumni will be available to help you locate all your friends.

The new California State University, Hayward Alumni Directory, scheduled for release in early 2003, will be the most up-to-date and complete reference of more than 40,000 California State University, Hayward alumni ever compiled. This comprehensive volume will include current name, address and phone number, academic data, plus business information (if applicable), bound into a classic, library-quality edition.

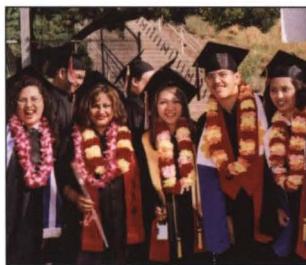
The Alumni Association has contracted with the prestigious Bernard C. Harris Publishing Company, Inc. to produce our directory. Harris will soon begin researching and compiling the information to be printed in the directory by mailing a questionnaire to each alumnus/a. (If you prefer not to be listed in the directory, please contact the Alumni Association in writing as soon as possible.)

The new Cal State Hayward Alumni Directory will soon make finding an alumnus/a as easy as opening a book. Look for more details on the project in future issues.



Alumni Volunteers Needed At Commencement 2002

Commencement 2002 will be held on the morning of Saturday, June 15. Graduates will assemble at 8 a.m. and enter the university stadium an hour later. About 10:30 a.m., following the general commencement ceremony, graduates and guests will disperse to attend individual school ceremonies across campus.



Each year Alumni Association volunteers help staff booths that provide commencement-related merchandise, such as balloons, CSUH logo items and other things often requested by graduates and guests. Volunteers may work for part or all of the event. Peak times are between 8:30 a.m. and noon. The Alumni Association receives a commission on the day's sales. This money is used to support student scholarships and activities.

If you can share part of your day with this year's graduates, please contact the Alumni Association by calling (510) 885-3721 or by sending an e-mail to alumni@csuhayward.edu.

Upgrade your membership today!

Please print

Mr. Ms. Mrs.

First Name, Middle: _____

Last: _____

Home Address: _____

City: _____

State, Zip: _____

Phone: _____

Email Address: _____

Student I.D.#: _____

Birth Date: _____

Education:

Degree: _____ Year: _____

Major: _____ Option: _____

Certificate / Credential: _____

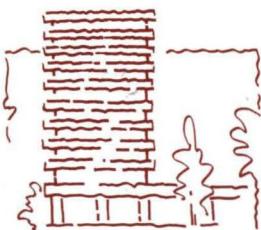
KEEP THE LINK—for Life! Save \$200

For a limited time only, you may purchase a Lifetime Membership in the Alumni Association for \$250, a savings of \$200! This special offer expires in June, so act now to assure your lifetime subscription to the *Haywire*, access to the library, discounts at events and on various health and insurance programs and many other benefits.

Just cross out the \$450 on the membership application form, and send a check for \$125 now. We'll bill you for the balance in October.

Alumni Association Invites Board Candidates

The Cal State Hayward Alumni Association will elect officers and directors to serve on its board this spring. All Alumni Association members will be mailed election information, including the qualifications and responsibilities of the positions.



Members of the Alumni Association are invited to seek nomination for a one-year term as a board officer (president, vice president, secretary, and treasurer) or a two-year term as a director. Candidates may run for only one position.

The board meets four to six times a year.

Applications must be submitted to the Nomination Committee by May 17.

Candidates should include a brief statement of their qualifications and goals for inclusion on the ballot. (Five to eight sentences will be sufficient.)

Election ballots will be mailed to the membership in May.

Spouse's Name: _____

Also a CSUH Alum? Yes No

Please choose one of the following membership options.

Renewal, Account No. : _____

New Graduate (first year) \$17.50

Annual Membership \$35.00

Life Membership \$450.00

Paid in full

Billed \$90.00 per year for five years

Payment:

Enclosed is my check for \$ _____

Please make checks payable to CSUH Alumni Association

Charge my: Visa MasterCard

Card No. : _____

Expiration Date: _____

Credit Card Holder's Signature _____

Detach and mail to:

Cal State Hayward Alumni Association

25800 Carlos Bee Boulevard

Hayward, CA 94542-3006

Pioneer Paths

James Grassi, B.S., Recreation and Park Administration ('66), M.P.A. ('71) lives in Post Falls, Idaho, where he serves as founder and president of Let's Go Fishing Ministry, which can be found on-line at www.lets-gofishing.org.

This ministry has a full-time team and 200 volunteers who provide instructional programs in relaxed settings where people are encouraged to explore their faith. It is a multifaceted approach to ministry, designed to encourage participants to a greater understanding and appreciation of discipleship, evangelism and God.

Grassi married his wife Louise (maiden name) in 1965 when the two were students at Cal State Hayward. He worked for the East Bay Regional Park District for 10 years, eventually becoming a department manager.

In 1976 he became deputy town manager of Moraga, serving for 10 years before going into ministry full time.

Grassi has written and published five books. His most recent is *Crunch Time* (2002), and the others are *The Ultimate Hunt*, *In Pursuit of the Prize*, *Heaven on Earth*, and *Promising Waters*. *In Pursuit of the Prize* won the Silver Angel Award for excellence in media.

Grassi also has written many magazine articles and booklets on hunting and fishing. He has been featured on outdoor shows on television and on Christian television and radio programs, including *The 700 Club*, *The Carol Lawrence Show*, *Cornerstone Television*, *Getting Together*, *In-Fisherman*, *Fishing Tales*, *Jimmy Houston Outdoors* and *Home Life*.

A versatile outdoorsman, Grassi has harvested several "record book" fish and game species and photographed many more. He is in demand as a speaker or master of ceremonies for sports shows, television programs, sportsman's banquets, and fishing events throughout the West.

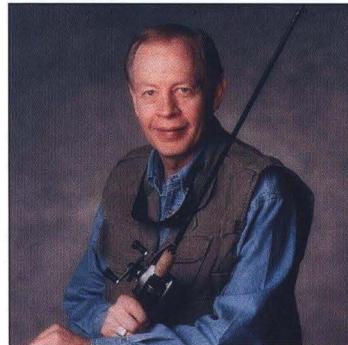
While attending Cal State, Grassi was senior class president and president of Alpha Phi Omega, a service fraternity.

Louise and James Grassi have two grown sons, Dan and Tom, who also serve in full-time ministry.

John Parker, B.S., Biology ('96) is the resident veterinarian in the Office of Laboratory Animal Care at U.C. Berkeley. After graduating from Cal State Hayward, Parker attended the School of Veterinary Medicine at the University of California, Davis, where he earned a graduate degree in 2000.

He has maintained his ties to CSUH and volunteers as the consultant vet for the animals housed on campus. He serves on the university's Institutional Animal Care and Use Committee, which meets several times a year. During these sessions, Parker inspects the live animals housed in the Science Building laboratories.

Parker has authored two publications on amphibian and reptile medicine. He has been an invited speaker on exotic animal medicine at veterinary conferences in Japan, Hawaii, and Montana. He also has been asked to be a guest lecturer at UCD School of Veterinary Medicine for a course on amphibian husbandry.



Grassi



Blakely

Christine Blakely, B.A., Environmental Studies ('94) is a preschool instructor at Sulfur Creek Nature Center in Hayward. At the center she develops and teaches nature programs for toddlers one to three years old and their grown-ups. She also teaches after-school nature classes for children in the sixth grade or younger at Sulfur Creek, and she works part time as the education coordinator for the Wild Bird Center in Los Gatos. During her off-hours, Blakely is available to give nature programs at children's birthday parties.



Brosnan

Lori T. Brosnan B.S., Recreation and Community Education ('85) has been a park ranger with the National Park Service for 14 years. She currently works on Alcatraz Island, the largest urban National Park Service site in the nation. She jokes that she can list as "a claim to fame" that she spent the night on Alcatraz with Sean Connery during the filming of the movie "The Rock."



Clark

Brad Clark, MPA ('98) is registrar of voters for Alameda County and also serves as president of the California Association of Clerks and Election Officials. He began his career in 1982, working in the office of California Secretary of State March Fong Eu, where he was responsible for preparing the state ballot pamphlet and coordinating statewide registration programs. He established the toll-free voter registration program and chose its phone number (1-800-345-VOTE). From Sacramento he moved

to Monterey County in 1987, where he was assistant registrar, then registrar of voters in 1988. He accepted his Alameda County post in 1993, and at that point entered Cal State Hayward's graduate program in Public Administration from which he earned a master's degree. He and his partner Ron Pusateri reside in Oakland.



DeVine

Deborah DeVine, B.S., Computer Science with Business Administration minor ('89) lives in Scottsdale, Arizona where she is a senior computer consultant with Prudential. She is currently developing an automated testing suite for the company's real estate portal. She has been elected to the board of the Arizona Center for the Book, which is a branch of the Library of Congress. Its principal purpose is to stimulate an interest in books, reading and libraries. It also works with literacy pro-

grams, and she is the Webmaster for the organization's Internet site. She is a member of the National Association of Female Executives and serves on the board of Arizona Arts Chorale.



Parker

Kelly (Souza) Ellis, B.S., Health Science ('99) is a human resources generalist with RCI Resort Management. She and her husband, an executive recruiter, live near the beach in San Juan Capistrano. Last summer she became a certified instructor of the Myers Briggs Type Indicator and two other personality/behavior identification tools used in assessment and counseling. She enjoys the field of human resources and plans to continue working in it.



Gould

Ed Gould, B.A., History ('69) has become vice president of Academic and Government Affairs for eCollegeSM, the leading provider of technology and services for online education programs. Gould formerly was president and superintendent of San Joaquin Delta College, a California community college in Stockton.



Industrioso

Raquel Industrioso, B.S., Business Administration ('00) is a tax auditor for the California Franchise Tax Board. Her work involves auditing taxpayer returns, working directly with lawyers and certified public accountants.



Lam

De Lam, B.S. Business Administration ('93) is manager of corporate tax for Yamanouchi Group Holding Inc., the parent company of Shaklee Corporation, Henry & David, and Jackson & Perkins. He prepares the firm's consolidated federal tax returns and various state tax returns, does tax research and planning, and assists the company's auditors.



Leavitt

Russell B. Leavitt, M.P.A. ('93) has been elected 2002 president of the Municipal Management Association of Northern California, the oldest and one of the largest professional organizations for local government staff in the country. Leavitt is a management analyst for the Central Contra Costa Sanitary District in Martinez.



Lloyd

Rosemary Lloyd, B.A., Liberal Studies ('71) worked for Oakland's Headstart Program after graduation, and then at Fremont's Minischool (now Kindercare) as its head teacher for two- and three-year-olds. As a volunteer for Earthwatch, she has traveled to Tonga to provide aid. While a student at CSUH, Lloyd developed an interest in theater, dance, and chorus. She has performed in Hayward Little Theater productions, and now the active grandmother is an avid tap-dancer who performs with "Tappers on Tap," a senior dance group that performs at Bay Area convalescent homes, senior community centers, hospitals and community events. She is also a member of the "Twigharters," a dance trio awarded the title of national champions at the 2001 national competition in Las Vegas for their rendition of "Puttin' on the Ritz."



Lindsey

Drennon Lindsey, B.A., Biology ('96) serves on the Oakland Police Force. She has had a range of assignments, including recruiting, community policing and investigations.



Muzzy

Janice Muzzy, B.A., Geology ('91) joined the CSUH staff as a student during the 1970s. She began working as a half-time employee in the Mathematics Department office and never left. She went from student worker to a full-time position to department secretary. She is now the administrative support coordinator for the office. She was honored by the university this year when she was chosen to receive the Vivian Cunniffe Award, presented annually to the staff member who demonstrates "professional attitude, a willingness to assume responsibility, a commitment to campus life, and pride in a job well done."



Love-Quintanilla

classified employees.

Nicole Love-Quintanilla, B.A., Human Development ('99) is an accountant for the Hayward Unified School District, where she has worked since 1994. She works in the Special Education Department and is also active in the district's collective bargaining process representing



McQueen

Deborah McQueen, M.A., Music Education ('01) developed the curriculum for OperaSmarts, a preschool program to introduce children to and teach them about opera through active participation. Her program, offered in Livermore, combines the fantasy and fairytale qualities of opera as a vehicle for musical learning. She teaches twice weekly groups of children, with a parent, through the music and story of "Hansel and Gretel" using a play-based format. She also teaches voice.



Niec

as a business analyst with the Professional Employment Organization in the Bay Area.

John Niec, B.A. Music ('98), M.A., Music ('01) sang with the Berkeley men's chorale during its spring concert in Oakland. The concert featured a premiere of his new work, "Mother of Exiles," a setting of "A New Colossus," the poem inscribed at Statue of Liberty. He is currently working

In Memoriam

Faculty Emeritus

Roy Elliott

H. Roy Elliott, assistant professor emeritus of business and economics, passed away March 31 at his home in Berkeley. His death was attributed to a heart attack following a lengthy illness.

He taught business and economics at California

State University, Hayward from 1962 until his retirement in 1987. After retiring, he continued to teach part-time for Cal State Hayward for an additional five years.

"Roy Elliott was one of the founding faculty members of the Economics Department at Cal State Hayward, and we are very grateful for his many contributions to the university over the 25 years he was a member of our faculty," said Charles Baird, chairman of the CSUH Department of Economics.

Elliott earned his BA degree in 1950 from Harvard University in 1950, and a master's degree in 1953 and Ph.D. in 1964 from the University of Chicago. He received his Ph.D. under the training of Milton Friedman, Nobel Prize-winning economist.

Alumna

Barbara Kryzwicki

Barbara Kryzwicki, 69, earned her masters degree in marriage and family counseling in 1989. She was a longtime school board member and youth advocate in Emeryville. In addition to her work with the school board, she was involved with several community groups including the Professional Women's Association, from which she received an achievement award. She had six children, volunteered for Catholic Charities, and served on the board member of the Ladies Home Society. She died March 2 of cancer.

Share news about careers, accomplishments, and changes in your life with other alumni through Haywire. With your news, include your address, phone number, degree earned, major and graduation year, along with a current photo, color preferred. All photos will be returned. Mail to: Alumni Association - Haywire, CSUH, 25800 Carlos Bee Blvd., Hayward, CA 94542, or send information to: nackley@csuhayward.edu.

Art Gallery

Student Show

May 23 to June 6

May 22 – free opening reception, 5 to 7 p.m.

University Gallery, Art & Education 106

Hours: noon to 3 p.m., Tuesday-Thursday

Music

Opera Workshop

May 10, 11, 17 – 8 p.m.

May 19 – 2 p.m.

University Theatre

\$7 / \$5 seniors, youth, alumni / CSUH students free
Richard Mercier, director

CSUH Opera Alumni Concert

May 21 — 8 p.m.

MB 1055 - Free

Marianna Wolff, coordinator

Concert – Jazz Ensemble, Jazz Band, Jazz Workshop

May 28 — 8 p.m.

University Theatre

\$7 / \$5 seniors, youth, alumni / CSUH students free
Dave Eshelman, conductor

Opera Workshop Concert

June 1 — 8 p.m.

MB 1055 — Free

Richard Mercier, conductor

University Chorus & Oratorio Society Concert

June 3 — 8 p.m.

MB 1055

\$7 / \$5 seniors, youth, alumni / CSUH students free
Kathryn Smith and Ken Abrams, conductors

University Symphony Orchestra Concert

June 4 — 8 p.m.

University Theatre

\$7 / \$5 seniors, youth, alumni / CSUH students free
Gregory Barber, conductor

Concert — Wind Ensemble, Symphonic Band, Chamber Winds

June 6 — 8 p.m.

University Theatre

\$7 / \$5 seniors, youth, alumni / CSUH students free
Ann Porter, conductor

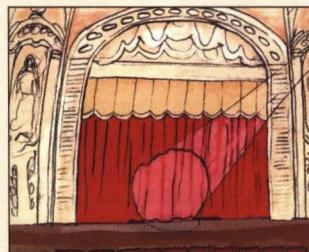
University Singers & Chamber Singers Concert

June 8 — 8 p.m.

Corpus Christi Catholic Church, 255 St. James
Street, Oakland

\$7 / \$5 seniors, youth, alumni / CSUH students free
David Stein, conductor

Theater



Xarc Festival

One act plays, produced by advanced students in the Dept. of Theatre and Dance and supervised by Edgardo de la Cruz and Thomas Hird.

June 6 at 6 p.m., June 7-8 at 8 p.m., June 9 at 2 p.m.

Studio Theatre

\$8 general

\$6 seniors, youth, alumni members

\$5 CSUH



2002 Concerts in the Hills

Set for Contra Costa Campus

Free public concerts featuring top regional musicians will be given monthly from May through October at the Contra Costa Campus of California State University, Hayward. Gates open for the concerts at 6 p.m., the warm-up acts are at 7 p.m., and the headliners begin at 8 p.m. Concerts are held on the lawn area of the central quad at the Concord campus, 4700 Ygnacio Valley Road.

Guests are welcome to bring picnics or purchase refreshments from venders at the performances. Parking and admission are free for all events.

The 2002 Concert in the Hills series includes these acts:

- The blues sound of the **Tommy Castro Band** will be featured Friday, May 10. The San Francisco musical group plays "hot, soulful" music, a sound that has made guitarist Castro one of the country's top blues musicians.
- **Shana Morrison**, a rock performer who blends elements of pop, soul, jazz and funk, will perform Saturday, June 22. The daughter of rock legend Van Morrison, Shana has a powerful, beautiful voice and a sultry, dynamic on-stage presence. She sings and dances, backed up by her five-piece band, Caledonia.
- **Tom Rigney and Flambeau** will provide "Louisiana roots music" on Saturday, July 20. Rigney is a Cajun fiddler, and he and his band offer music to accompany dancing barefoot under the stars.
- **Carlos Reyes and the Electric Symphony** will play Latin jazz fusion and acoustic folkloric music on Saturday, August 17.
- **The Box Set Band**, a folk roots rock group, will give an encore performance on Saturday, Sept. 21, to its acclaimed appearance in last year's series.
- **The West African High Life**, a band that plays the festive and uplifting music of Ghana and other West African countries, concludes the series with its show on Saturday, Oct. 12.

SCHOLAR Lectures Explore Writing Mysteries, Whimsical Homes

The art of crafting a mystery novel and the whimsical storybook homes of California will be explored during this spring's free SCHOLAR lecture series, presented Wednesday afternoons at the CSUH Contra Costa Campus, 4700 Ygnacio Valley Road in Concord.

On May 15, Jacob Fuchs, professor emeritus of English, will explain how a novice writer can craft a mystery novel for publishing in "On Writing and Marketing Mystery Novels." Fuchs will describe how the retail marketing of mystery fiction affects writers and will share how his works were published.

On June 5, Arrol Gellner will examine the charming "Hansel and Gretel" style homes, inspired by medieval movie sets of Hollywood and built in California in the 1920s. Gellner, an architect and author of a nationally syndicated column, will give an illustrated lecture on "Storybook Style: California's Whimsical Homes of the Twenties."

SCHOLAR is an educational program, sponsored by Cal State Hayward, to provide opportunities for intellectual stimulation and learning for mature students, 50 and older, in Alameda and Contra Costa counties.

Additional information on the SCHOLAR lecture series is available at (925) 602-6772.

Alumni Association Seeks Nominees For 2002 Alum, Teacher of the Year

Each year the Alumni Association honors graduates who have achieved success in their lives and professions.

At this time the association is requesting nominations for the CSUH Alum of the Year and the Teacher of the Year, both of whom will be honored during the university's Awards Gala in the fall.

- CSUH Alum of the Year is recognized for civic, professional, volunteer and/or academic contributions and for continuing support to Cal State Hayward. Previous honorees have included Joe Morgan, broadcaster and member of the Baseball Hall of Fame; Peggy Hora, Alameda County Judge; and Bill Lockyer, California's attorney general.
- CSUH Teacher of the Year must have earned a credential or degree from the CSUH School of Education and work directly with students at a public or private school. Selection is based on information in the nomination application and in letters of recommendation. Teachers are encouraged to request, complete and submit a nomination form and letters of support. Previous winners are Ursula Sexton, formerly an

elementary school science teacher in Danville; Jan Coleman-Knight, a history and social science teacher at Thornton Jr. High in Fremont and a recipient of this year's Disney American Teacher Award; and Lois Sonneman, a speech and language pathologist at Woodstock Child Development Center in Alameda.



Lois Sonneman

To request nomination forms for Alumni of the Year or Teacher of the Year:

- Phone: (510) 885-3721
- Fax: (510) 885-2515
- E-mail: alumni@csuhayward.edu, or
- Mail to: CSUH Alumni Association, WA 908
25800 Carlos Bee Blvd.
Hayward, CA 94542

Kriens, continued from page 1

On Microeconomics — "What the micro courses in libertarian economics that (CSUH economics Professor Charles Baird) taught represent to me is just documentation of common sense. And common sense seems to have been the tool that has served me best."

On Internet Protocol — "IP is the first legitimate attempt to connect everyone on the globe with a common language that allows them seamlessly to exchange information with each other. And the power of this is in its infancy in terms of being realized."

On Product Design — "In the case of technology, every good design team starts off with an idea of what to build and starts building it. As soon as they start, they begin discovering things they should have done differently, and so they start a list, and when (the product) is finished, they've got a whole list of things that are wrong. Then when they implement it, there's a whole other list of things that are wrong. When they start the next design, they use all those things they learned. This 'iterative inclusion of experience' is cumulatively valuable and the reason that technology companies that build market leadership can maintain those leads over time."

On Market Cycles — "The market cycle (has) five steps or phases: There's the opportunity, the 'first glimpse' at the outset of the market. This is followed by speculation, which creates over-investment. Then comes the fallout, which is kind of where we are now. Then comes stability that is post-fallout. And after that comes sustainable growth and leadership."

On a Disadvantage of Instantaneous Communications — "Information is now instantaneous, and I believe that some of this instantaneous information is the cause of the severity of the downturn that we've seen over the last year. It's a phenomenon that I call 'network-powered braking.' If we tap on what are network-powered brakes today, it is instantaneously known throughout the company, throughout the industry, throughout the market. A tap on these network-powered brakes produces a

four-wheel skid. Instantaneous information creates much more severe swings because we haven't really processed or incorporated into our business strategies how we have to behave when the information is instantaneously available to us. And it's available to anyone."

On the Benefit of Instantaneous Communications — "My belief is that this technology has everything to do with delivering hope anywhere around the world. Without hope, evil can breed. It breeds from despair and from the belief there are no alternatives. It breeds from a lack of information.

"What we want to be able to do with this network is provide a seamless way to communicate anywhere in the world. Ultimately we will be able to exchange goods and services and make commerce a global phenomenon.

"I believe this is the unstoppable evolution and destination of the whole Internet phenomenon. We are talking about giving anyone in the world access to information, and the ability and opportunity to create a value proposition, and then to market it anywhere else in the world.

"What that brings to the world community is powerful beyond any of the short-term conditions in the market today."

www.bookstore.csuhayward.edu'."/>

PIONEER BOOKSTORE

There is a 10 percent discount on CSUH gear for paid Alumni Association members!

PIONEER BOOKSTORE

CALIFORNIA STATE UNIVERSITY HAYWARD

Order on-line at www.bookstore.csuhayward.edu

SAVE THE DATES

CSUH Opera Alumni Concert

Alumna Marianna Wolff, coordinator

Tuesday, May 21, 8 p.m.

MB 1055 - Free

Commencement 2002

Saturday, June 15, 9 a.m.

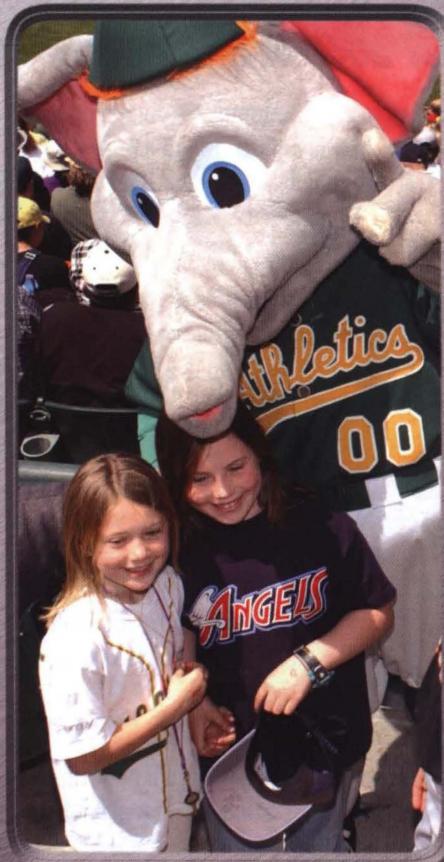
University Stadium

6th Annual CSUH Golf

Tournament

Monday, Sept. 16

Roundhill Golf and Country Club, Alamo
(510) 885-3721



Cal State Hayward
University Advancement
Alumni Association's

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