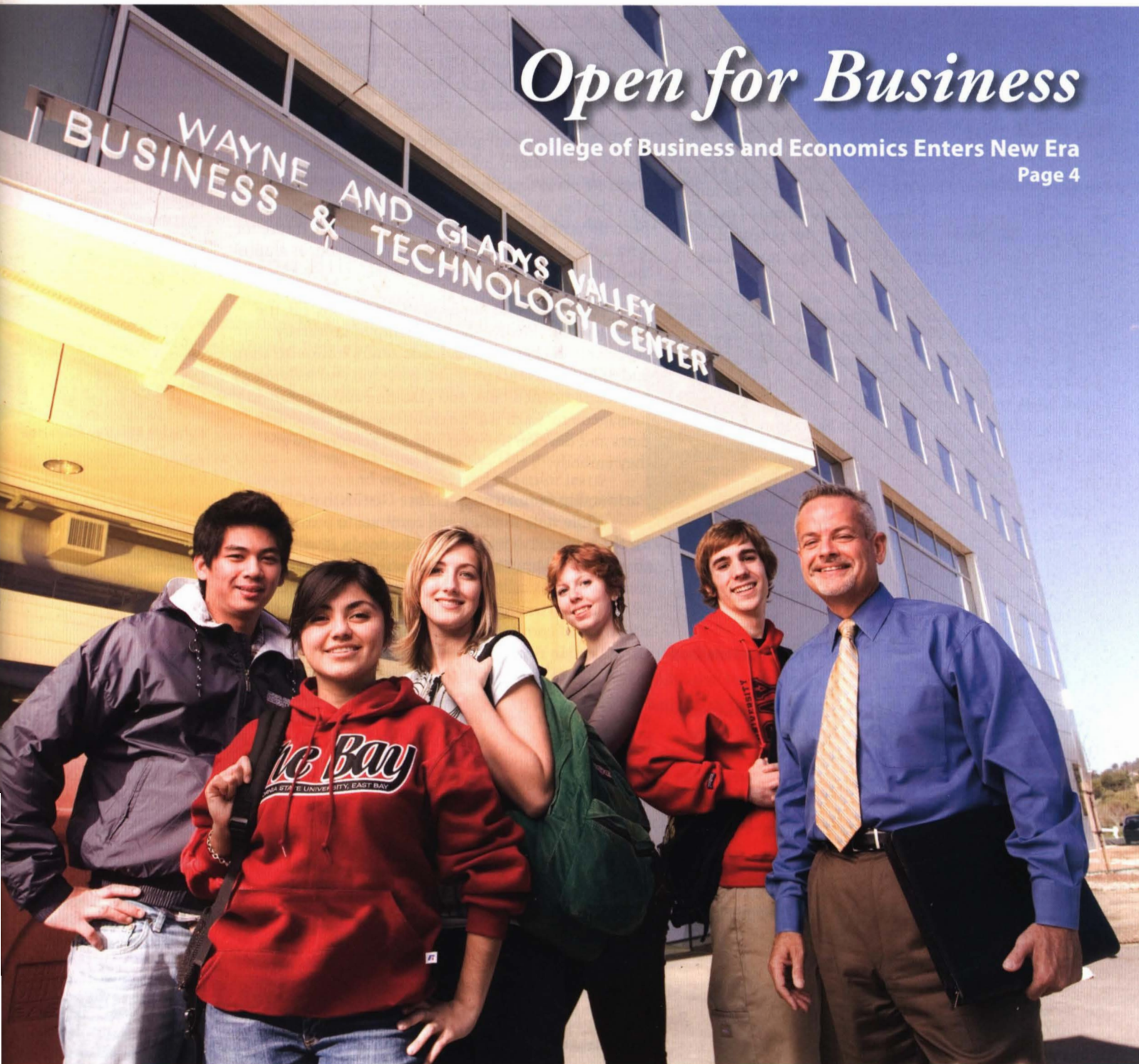


Cal State EASTBAYMagazine

For Alumni and Friends of California State University, East Bay

Open for Business

College of Business and Economics Enters New Era
Page 4



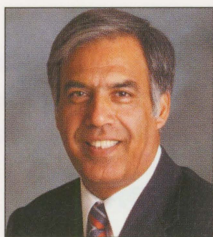
CALIFORNIA
STATE
UNIVERSITY
50
YEARS
EAST BAY
1957-2007

University Celebrates 50th Birthday Page 3

Spring 2007

Building a Framework for the Future

A half-century ago, the State College for Alameda County was officially chartered. Although it wasn't until two years later that the college opened its doors in a local high school, and not until 1963 that the first classes were held on its new Hayward campus, 1957 was the birth of an idea and a promise that is today California State University, East Bay.



Over the years, the university has strived to deliver on its core mission, providing a pathway to opportunity for students of all backgrounds. In doing so, it has contributed immeasurably to the region's human capital. Yet, with our 50th anniversary now at hand, there is a sense across the university - including in what I've heard from alumni and friends - that our institution has not yet achieved its full potential, nor the level of awareness and support that it warrants.

A New Vision for CSUEB

In my last column, I asked you to join me and the university community in addressing this need by helping us create a new vision for the future of CSUEB. To give structure to our dialogue, I revived an old American tradition and called for a series of town hall meetings, held on our two campuses during October and November. Alumni and university friends were involved in a number of these discussions. From more than 1,500 comments generated by 600 participants at 21 meetings, seven overarching goals for the future of CSUEB emerged:

- An efficient, well-run university with a culture of accountability as a foundation for growth and future success
- Strong growth and full enrollment with personalized learning and expanded access
- Vibrant "university villages" with facilities and activities that promote the quality of life and well-being of students, faculty and staff at each of our campuses
- An inclusive campus climate that values students,

faculty and staff - and fosters multicultural learning and competence

- Our tradition of teaching, learning, and academic quality emphasized and reinforced as the measure by which our quality is defined
- Realization of our quest for distinction through investment in, and promotion of the programs and aspects of a CSUEB education we wish to be known for
- Increased community and regional engagement, service, and stewardship to become the region's high-access public university of choice.

These town hall goals are no less than a call to action - community mandates - to move ahead with concrete plans to achieve new heights for CSUEB. Not only do they express the university community's expectations of my administration, but also the future for which the entire community - including you, as alumni and friends - has committed to work.

To give form to our aspirations for CSUEB, the next steps will involve the leadership of university executives in charge of academic affairs, administration and finance, advancement, information and technology services, student affairs, and planning and enrollment management. Each will carefully consider these mandates and develop five-year plans to achieve the goals they embody.

Partnership for a Stronger, More Distinctive CSUEB

While state funding will continue to provide for the university's basic operating needs, it will only ensure a good university. But now that the university community has called for the transformation of CSUEB into a truly extraordinary institution, increased private support and commitment will be required to achieve our vision. In response, I will continue to call upon our many alumni and friends for counsel - and, yes - their support in time and resources. Despite the challenges we face in our quest, I am confident that the future we have envisioned for CSUEB is within reach, knowing that our partnership with alumni and friends is growing and deepening.

Cal State
EASTBAY Magazine

is published three times a year by the CSUEB Alumni Association and the CSUEB Office of University Advancement's Public Relations Department, a division of the Office of University Communications.

Please send inquiries to
Cal State East Bay Magazine
25800 Carlos Bee Blvd., WA908
Hayward, CA 94542
Or call 510 885-4295

CSUEB President
Mohammad H. Qayoumi

University Advancement
Bob Burt
Vice President

Alumni Relations
Kate Shaheed
Director

Office of University Communications
Jay Colombatto
Executive Director

Public Relations
Kim Huggett
Director

Barry Zepel
Media Relations Officer

Cal State East Bay Magazine

Editor
Donna Hemmilla

Art Director
Matthew Matsuoka

Graphic Design
Yamini Huilgol
Susie Murphy

Editorial Intern
Mike Rosenberg

On the Cover:
Students gather outside new business and technology center. See story pages 4 and 5.

Cover design:
Matthew Matsuoka

Photo: David Kong

We want to hear from you!

Send your letter-to-the-editor of 250 words or less to Cal State East Bay Magazine Editor, WA-908, 25800 Carlos Bee Blvd., Hayward, CA 94542. Fax letters to: 510-885-4800 or e-mail donna.hemmilla@csueastbay.edu. Please include your name, year of graduation if you are an alumnus, address and daytime phone number. Letters will be printed at the discretion of the editor and may be edited for publication.

To change name or mailing address, call 510 885-3724

Features

Open for Business

College of Business and Economics enters new era.
Page 4

Campus Face Lift

New buildings update Hayward campus.
Page 6

Taking It on the Road

Audiology van to improve hearing tests.
Page 7

Working the Bugs Out

Biology prof tackles terrorist insects.
Page 8

Forecasting the Future

Economist sees stability ahead.
Page 10

Departments

Upfront

Campus news briefs.
Page 3

Grantlines

Research in the public interest.
Page 11

Stepping Up: Cynthia Patty

Student works to restore trails and creeks.
Page 12

CSUEB Alumni Association

Page 13

Alumni Profiles

Page 14 to 17

Class Notes

Page 15 to 17

Calendar

Page 18

The Last Word

Page 19

University Celebrates 50th Birthday

Homecoming 2007 kicked off a yearlong celebration of Cal State East Bay's 50 years of working for the East Bay.

On July 5, 1957, California Gov. Goodwin Knight signed the law that created the State College of Alameda County. It had taken Assemblyman Carlos Bee, a former Hayward city councilman and high school teacher, two years to muster legislative support for the college. Then it took the state two years to decide on its present location in the Hayward hills.

In September 1959, the first classes opened in temporary quarters at Sunset High School with 293 students and 20 faculty. Four years later the Hayward campus opened.

Four name changes later, the university has a campus in Concord, a center in downtown Oakland and more than 12,000 students and 700 faculty.

Everything that happened in between is, as they say, history, and the university community will be celebrating that history all through 2007. The June 1 inauguration of President Mohammad Qayoumi is one of the highlights along with a 50-cent alumni and friends barbecue and the Science Festival on April 21.

Visit www.csueastbay.edu/50th for more information about these and other festivities.



Summits Foster Diversity

For parents who never had a chance at a college education, wading through a flood of admission and financial aid requirements can seem daunting. The university has been reaching out to those families with on-campus education summits that encourage Latino and African American students to pursue a college degree.

More than 1,000 students, parents, school counselors and educators attended the Jan. 27 Latino Education Summit the university hosted with the Hispanic Chamber of Commerce of Alameda County and the Alameda County Office of Education.

Another crowd attended the Feb. 24 African American Education Summit co-sponsored with the Oakland African American Chamber of Commerce. That event followed Super Sunday II when Cal State East Bay President Qayoumi and other educators and students visited predominantly black East Bay churches on Feb. 18 to talk about admissions and careers.



Osher Foundation Encourages Adult Learning

A \$1 million endowment from the Bernard Osher Foundation of San Francisco will fund scholarships for students enrolled in the university's Program for Accelerated College Education.

The PACE program is designed for working adults with courses offered at night and on weekends as well as online. Adults with full-time jobs can complete all of their upper division requirements in seven quarters.

The foundation also granted an additional \$1 million endowment to continue funding the Osher Lifelong Learning Institute. This program, known as Scholar OLLI, offers lectures and courses geared to senior learners. Classes are held at the Concord and Hayward campuses and at senior and community centers throughout the East Bay.

The program has grown from 33 members in 2002 to 700. In addition to the endowment, the Osher Foundation had contributed \$100,000 annually since 2002.



Technology Equals Accessibility



Eight Cal State East Bay students and former students helped launch the university's Accessible Technology Initiative by starring in a documentary about the obstacles people with disabilities face in getting an education.

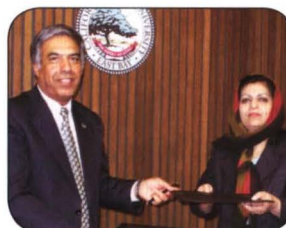
Assistive technology coordinator Jean Wells created the film titled *From Where I Sit* to show university faculty, staff and students what it takes for those who have sight, hearing, mobility or learning disabilities to navigate higher education. Now the film is being shown at other colleges and CSU campuses.

On Jan. 1, the CSU Chancellor's Office began a three-year technology initiative to make accessible university Web sites, instructional material and equipment. All 23 of the CSU campuses must participate. "It's a change of culture," said Wells "I call it the renaissance."

University to Train Afghan Educators

A new master's program will train academic administrators to run universities in Afghanistan through a partnership between Cal State East Bay and that nation's Ministry of Higher Education.

The first 20 students will begin coursework in June. They will attend Kabul University, take online classes and spend one quarter at Cal State East Bay. Suraya Paikan, deputy minister for Afghanistan Academic Affairs visited President Qayoumi to finalize the 14-month program funded through the United States Agency for International Development.



Open for Business



Photos by Ben Ailes

Hayward Mayor Michael Sweeney, Assemblywoman Mary Hayashi and Congressman Pete Stark's district director, Jo Casanave, joined President Qayoumi at the grand opening.

By Donna Hemmila

When the Wayne and Gladys Valley Business and Technology Center opened in December, a new era of business education for Cal State East Bay students began.

A faculty consolidated in one sleek, shiny building, new computer labs, smart classrooms and meeting spaces equipped with the flashiest of presentation equipment tell only part of the story. A renaissance of sorts has been underway at the college for the last year as faculty and administrators strive to give students the edge they need to compete in a modern business environment.

"My goal is to make this a college that has much wider respect than it has," said Dean John Kohl, who took over the helm of the business college in 2005.

That goal has inspired new efforts to strengthen the college's relationships with the business community. To that end, Kohl has created a 20-member advisory board of alumni and Bay Area business leaders to help shape the future of the college's offerings.

He is also launching an executive-in-residence program. One or two experienced professionals will be selected each year to provide guest lectures, talks to

students about careers and advice to faculty about the latest issues in their field. The executive will have an office in the new business center to foster interaction with the students and to assist faculty with their research.

"That's another bridge to the business world," said Charles Baird, associate dean for

The most important thing we can teach students is an entrepreneurial perspective and the imagination and ability to think of things no one has thought of before.

academic affairs and director of the Smith Center for Private Enterprise Studies. "That is a wonderful way to build visibility in the community. The people chosen are going to be our friends, and that's important."

Forging Relationships

The college's friends have already come through with financial support in a big way. Private donations funded \$10.5 million of the cost to build the new business and technology center. The largest gift of \$5 million

came from the Wayne and Gladys Valley Foundation. In 2006, the college secured two gifts to promote faculty research and teaching.

East Bay businessman Stanley Wang, a former CSU trustee and president of Pantronix Corp., contributed \$250,000 to create the university's first endowed faculty honor for the business college. Alumnus Marvin Remmich, founder and president of RAM Properties, pledged \$100,000 for a faculty excellence endowment.

The advantages of the college forging those strong ties to the business world are many: prestige, financial support, student career networking and increased enrollment as word-of-mouth spreads about the quality of the Cal State East Bay education. But the relationship is not just a one-way street.

"The model we should be using is the view that the business community is our customer, and the students are our product," said Micah Frankel, associate dean for financial affairs. "We've been going out and asking what they think our students are lacking and what do they need to learn so they can add value to the employer and then make more money."



Photo by Ben Ailes

The technology available in the new center is adding value to a CSUEB business degree. Dean John Kohl (left to right) and Associate Deans Micah Frankel and Charles Baird check out the 250-seat presentation center, which is available for campus and community use.

Challenges Ahead

The college is currently preparing for re-accreditation from the Association to Advance Collegiate Schools of Business. This is a voluntary, peer-review process that evaluates undergraduate and graduate programs in business administration and accounting. The international accreditation body, with 1,000 member institutions, reaffirmed the college's status in 1998 and is scheduled to make its next visit in 2008. At his former institution, Texas A&M International University at Laredo, Kohl successfully led the business college through the accreditation process. Since arriving on campus, he has been engrossed in preparing for this important stamp of approval.

The college recently hired five new faculty members and is recruiting for an additional four to bolster the ranks of tenured professors. The dean also has been reviewing curriculum to ensure courses are providing the knowledge students will need to compete in today's global economy.

"The most important thing we can teach students is an entrepreneurial perspective and the imagination and ability to think of things no one has thought of before," said Baird.

By his definition, successful businesses are the ones that consistently come up with new problems to solve. Those businesses are constantly changing, and, he said, students need the skills not only to cope with the changes but to initiate them.

"It could be that mental alertness to hitherto unimaginable opportunities is something that is innate and can't be

taught," Baird said. "We can at least teach people about the importance of that function."

The flexibility to change within a changing work environment is one of the most important skills students can learn, said Tim Silva, chair of the college's advisory board and senior vice president and senior regional community development manager for Wells Fargo Bank.

Preparing for Change

Silva has worked in the banking industry for 33 years and said that business has changed dramatically since he first entered the work force. Students need to understand that the job they get hired for may not be the job they end up doing. The other skill new grads need is how to work in a team.

"No one works in isolation anymore," Silva said. "Working in a team environment is critical."

Silva offers the perspective of both a student and business community member. He graduated from CSUEB in 2003 with a bachelor's in history and is completing a master's in public administration.

"I'm fortunate that I'm getting my degree later in life," he said. "It's making me a better team member for the company I work for."

Silva said advisory board members appreciate the college's efforts to solicit their opinions.

"It's important for us to know the dean is asking us for advice on what to offer and how to make the program more competitive," Silva said. "It's very positive. I think there is a new sense of going forward."

College of Business and Economics:

- Bachelor's degrees granted 2006: 666 (400 women, 266 men)
- Master's degrees granted 2006: 524 (223 women, 301 men)
- International students: 29 percent of degrees awarded in 2006
- Faculty: 56 tenured/tenure-track, 34 adjunct
- Four departments: accounting & finance, economics, management, marketing & entrepreneurship
- Centers: Human Investment Research and Education Center, Center for Economic Education, Center for Entrepreneurship, Smith Center for Private Enterprise Studies, China American Business and Education Center

Wayne and Gladys Valley Business and Technology Center

- Location: Between Arts and Education and North Science buildings
- Groundbreaking: Sept. 30, 2004
- Occupation: Dec. 10, 2006
- Dedication: Feb. 28, 2007
- Cost: \$27.7 million
- Source of funds: Prop 47 state bonds, university funds, private gifts
- Size: 67,000 square feet, four stories
- Rooms: 97 offices, 8 conference rooms, 17 classrooms and labs, 250-seat presentation center, 68-seat management case study room

CAMPUS Face Lift



Students raised their own fees to pay for this addition to the University Union.

If you haven't been to the Hayward campus in awhile, you may be surprised at how the horizon has changed.

Winter quarter kicked off with the long-awaited opening of a sleek, modern addition to the University Union. The new building houses eateries, meeting rooms and event spaces with sweeping views of the bay. In balmy weather, a wall of glass can open up one side of the building to a patio and lawn perfect for outdoor socials. The second floor has an art gallery, meditation room and lounging spots where students can curl up with a book.

That's just the flashy stuff. The building, financed through a student-approved fee initiative, has an outdoor elevator that can take people directly from West Loop Road to the upper campus where the union, library and bookstore are located.

Those with mobility challenges no longer need to make the circuitous journey up wheelchair ramps or through the

basement of the library or union to get to that part of campus.

The debut of the new union came on the heels of the opening of the Wayne and Gladys Valley Business and Technology Center and three new student apartment buildings at Pioneer Heights.

Another new building is in the works. With the passage in last November's California election of the Proposition 1D bond measure, plans are moving forward to build a new student services and administration building on the east side of campus. The building will replace space in Warren Hall after the top floors are removed - a cheaper alternative to retrofitting the entire structure for earthquakes.

New buildings are only part of the story. The older parts of campus are getting some TLC as well thanks to an influx in funds from the CSU Chancellor's

Office: \$600,000 for classroom repairs and more than \$1.8 million for building and grounds repairs and upgrades.

To help determine which projects to tackle first, late last year the university launched the East Bay Through Your Eyes Photo Project. Facilities planners distributed disposable cameras to volunteer paparazzi and asked them to photograph their favorite and not-so-favorite spots on campus. The university is using the photos to prioritize the work of sprucing up the pathways, buildings and gathering spots that make Cal State East Bay special.

- By Donna Hemmila

The Welcome Center gives Hayward campus tours Mondays through Fridays. To make a reservation, call 510 885-2556.

Tuning Into Community Needs

By Donna Hemmila

Come fall, Rebecca Kelly and her graduate students will hit the road in a new mobile audiology van designed to improve the work Cal State East Bay does in detecting childhood hearing loss.

The university already provides low-cost hearing tests for about 900 preschool and grade school children a year. The van – the first of its kind in the East Bay – will allow the university’s communicative sciences and disorders department to increase the number of kids it screens in the community and to do a more efficient job of it.

A combination of grants is buying and outfitting the van: The Thomas J. Long Foundation contributed \$50,000; the Eden Township Healthcare District gave \$57,000; and Wells Fargo Bank kicked in the final \$25,000 to make the project happen.

“The Eden Township Healthcare District Community Health Fund invests in programs and services that benefit the health and well-being of local residents,” said CEO George Bischalaney. “We are pleased that Cal State East Bay not only shares this vision, but also has the expertise and focus to make this vision a reality. Together, we can provide much-needed health services right in the communities that need it the most.”

Kelly and audiology grad students administer tests primarily at Head Start preschools, where families may not have access to health care. Early detection is important in managing the effects of hearing loss on a child’s language and social development as well as future success in school. Most children are tested in infancy, but hearing problems can occur later through ear infections and wax build up, said Kelly, an assistant professor and head of the audiology program.

During the kid-friendly test, the child wears headphones, which transmit sounds. The tester asks the child to perform a simple task like dropping a plastic chip into a bucket whenever a sound is heard. The tests require a quiet environment. But under the current conditions, just setting up the testing station is a challenge.



Photo by Ben Ailes

Rebecca Kelly, audiology program director, administers a kid-friendly hearing test to 4-year-old Mikiah Aubert.

“We pack up the equipment in my car and set it up in whatever room is available,” Kelly said.

Many times the room available is the back of a classroom or in a kitchen with a dishwasher running. Sometimes it’s hard to find an electrical outlet to plug in the equipment. All of that slows down the screening time, so Kelly can only schedule one foray into the community per day.

With the van, the testing site will be always set up and ready to go. Kelly expects the van will cut in half the time it takes to screen each child.

Even more problematic than the time wasted under the current conditions is the failure rate of the screenings.

“A really good screening program should have only a 20 percent rescreening rate,” Kelly said. “Our rate was much higher. We’re rescreening 40 percent.”

Children are failing the test simply because the room they were tested in was too loud and distracting.

“We were attracted to this project because it takes services out to the community where the kids are and makes it

more accessible,” said Tim Silva, senior vice president and senior regional community development manager for Wells Fargo Bank.

The project also benefits Cal State East Bay students, he said, by making it easier for audiology majors to complete the service hours needed to get a degree since the number of screenings will increase.

“The vision for this van is not only to serve the population we’re already serving, but to increase it,” Kelly said. “That’s a goal the donors who are funding the van endorse.”

“The mobile audiology unit complements our foundation’s support of greater access to health care services for East Bay families,” said Robert Coakley, executive director of The Thomas J. Long Foundation. “The mobile nature of the clinic will increase the number of screenings that can be performed in a single day, as well as expansion of screening sites to include senior centers and community health fairs.”

And someday, Kelly said, she’d like to see several testing vans cruising East Bay neighborhoods.

Working the Bugs Out

By Donna Hemmila



Photo by Ben Ailes

CSUEB biologist Carol Lauzon enlists her favorite bacteria in the battle to control insects like the medfly that attack important food crops.

First the medflies arrive in the mail from Israel. They're dead. But that's OK.

It's not so much the medflies biologist Carol Lauzon is after, but the bacteria that live in their tiny insect guts.

"I love this bacteria," she says in the same way one might say "I love chocolate" or the new Ferrari in the driveway.

"This is my favorite microbe," she tells visitors to her Cal State East Bay lab as she holds up a plate slathered in *Enterobacter agglomerans*. "It's been associated with every insect I've worked with."

The insects Lauzon currently works with are the mosquito, the glassy-winged sharpshooter and the Mediterranean fruit fly. If Homeland Security had a most wanted list for insects, these guys would

be at the top. For they are among the most vicious destroyers of life and livelihood the insect world has hatched.

Know Thy Enemy

Lauzon, an associate professor of biology who still wears her "lucky lab coat" from grad school, has dedicated her science career to outsmarting bugs with their own biology.

Her research capitalizes on the symbiotic relationship between insects and the bacteria growing in their digestive systems.

Collaborating with researchers from a host of universities nationally and internationally, she explores ways to alter the bacterial content in the insect guts to render the bad bacteria ineffective or to control the insect's population.

As insects become more resistant to pesticides and humans grow more cautious about the effects of chemicals, Lauzon's research is becoming more urgent. The U.S. Department of Agriculture, the California Department of Food and Agriculture and a U.S.- Israeli agriculture research and development fund finances her research. Lauzon and two of her students also recently received a \$270,000 National Institutes of Health grant to find bacteria that can stop the mosquito's spread of malaria and the West Nile virus.

Very little is known, she says, of the symbiotic dance between the insects she studies and the microbes inside them.

"The reality is we think we've identified 1 percent or less of the microorganisms on the planet," she says.

CALIFORNIA STATE
UNIVERSITY

Thank You for Supporting

BUSINESS REPLY MAIL

FIRST CLASS MAIL PERMIT NO. 1430 HAYWARD, CA
POSTAGE WILL BE PAID BY ADDRESSEE

California State University, East Bay
University Advancement
25800 Carlos Bee Boulevard, WA 908
Hayward, CA 94542-9988



NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES



Yes, I Want to Join the Alumni Association

You can also join/renew at: www.csuebalumni.org/membership.html

Please choose one of the following membership options:

- ☐ Annual Membership \$35 ☐ New Graduate (first year) \$20
☐ Associate (non-graduate, non-voting) \$35
☐ Life Membership \$450 ☐ Paid in full ☐ Billed \$90 per year

Degree Year: _____ Major: _____ Option: _____

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

- ☐ African American ☐ Asian / Pacific Islander ☐ Education
☐ Music ☐ Public Administration ☐ Concord Campus

Amount Enclosed \$ _____

You must write a separate check if you are making a gift to the university. For Alumni Association memberships make check payable to: **CSUEB Alumni Association**

Please charge my credit card: ☐ VISA ☐ MasterCard ☐ Discover Card

ACCOUNT NO. _____ EXP. DATE _____

SIGNATURE _____

Yes, I Support Cal State East Bay

Your gift can also be made online at: <http://support.csueastbay.edu>

My gift to the Cal State East Bay Leadership Fund is designated to:

- ☐ Where it is needed most, campuswide, at the discretion of the President.
☐ College _____
☐ Department _____
☐ Program (e.g., Library, Athletics, etc.) _____

Other Support:

- ☐ I prefer my gift be used for _____

Amount Enclosed \$ _____

Donors of \$100 or more will be listed in the *Annual Report of Private Giving*. Gifts must be received by June 30. Please note: You must write a separate check if you are joining the Alumni Association. For gifts to CSUEB, please make your check payable to: **Cal State East Bay Educational Foundation**.

Please charge my credit card: ☐ VISA ☐ MasterCard ☐ Discover

ACCOUNT NO. _____ EXP. DATE _____

SIGNATURE _____

Please help us ensure that we have your correct name and address.

Name (Please print) _____

Home Address _____ City _____ State _____ Zip _____

Home Telephone _____ Home E-mail _____ Work E-mail _____

Business / Organization Name _____ Daytime Phone _____ Title _____

Business Address _____ City _____ State _____ Zip _____

Please send me information on the following:

- ☐ Establishing an endowment
☐ Wills and estate planning
☐ I have already included CSUEB in my estate plan.

If you are making a gift please take the time to fill out this additional information:

- ☐ Enclosed is my/my spouse's employer matching gift form.
☐ Please determine if my employer will match this gift.

Please indicate how you wish your name(s) to appear in the Honor Roll:

- ☐ I / we wish to make this gift anonymously.

Gifts are tax-deductible to the extent allowed by law. It is university policy that a portion of all gifts is retained for gift administration and to encourage private support.

Questions?

Please call (510) 885-2150 or
e-mail us at giving@csueastbay.edu

Lauzon, in collaboration with researchers in Australia, Hawaii and Israel, has been studying the role certain bacteria play in the medfly life cycle.

That knowledge helped solve a problem with one of the programs used to fight medfly infestations.

In special breeding facilities, male flies are hatched, sterilized with radiation and released into the wild.

The idea is for the sterile males to mate with the wild females, lowering the production of offspring and the chances of an infestation growing out of control. Unfortunately, the radiation renders the sterile males less, shall we say, vigorous than their wild counterparts.

Introducing two specific bacteria into the medfly guts has produced sterile males that are healthier and better able to perform in a manner female medflies find attractive. That's good news for produce growers and consumers.

"Medflies are considered to be the most devastating economic pests," she says. "We're trying to learn all we can about the biology of this insect to bring the population down to a manageable level."

In the Classroom

Although her lineup of research activities might suggest otherwise, Lauzon doesn't spend all her time in a lab. She also teaches a full load of courses, including the basic introduction to microbiology class.

Lauzon joined the Cal State East Bay faculty in 1996 after earning a doctorate at the University of Vermont, where she taught biochemistry, and spending three years as a postdoctoral research fellow at the University of Massachusetts, Amherst.

"The amazing thing about Carol is that she accomplishes all these things without self-promotion," says Don Gailey, chair of the biology department. "She quietly goes about doing what a good scientist must: obtain answers in her research. She quietly goes about doing what a good instructor must: provoke her students to accomplish. The university and the department are lucky to have her around."

Lauzon credits her student lab assistants with helping her accomplish so much. Her labs may not be as fancy as those in the big

research universities, but the science is just as challenging and exciting for students.

"You have to pressure them to go beyond their level," Lauzon says. "My undergrad students do master's level work, and my master's students really do Ph.D. work. They get wonderful jobs now in biotechnology."

Spinach Scare

One of those former students landed a job in the microbiology section of the Food and Drug Administration's San Francisco division. The student then recommended Lauzon to serve as an FDA science advisor.

When an outbreak of *E. coli* bacteria in raw spinach caused three deaths and more than 200 illnesses in fall 2006, the FDA called Lauzon into active duty.

Tracking the contamination to California farms took scientists weeks of detective work. Lauzon worked to identify the pathogens more rapidly. She is hoping for a grant to study the possibility that insects – like cattle, wildlife and irrigation water – can spread *E. coli* to plants.

Growing up in Vermont surrounded by a cornfield and "lots of cows, lots of apple orchards" may have pushed her scientific curiosity into the service of agriculture. She finds an affinity with the farmers and ranchers her research ultimately aids.

"The science in agriculture is really phenomenal," she says. "Being a farmer requires the most sophisticated sciences you can be involved with."



Lauzon shows off a student research project.

Mosquitoes, Sharpshooters, Fruit Flies - Oh My!

Malaria has all but been eliminated in the United States since the 1950s, yet globally the mosquito-borne illness hits 350 million to 500 million people each year. The disease kills more than 1 million people annually, most of them children.

Lauzon and researchers from John Hopkins University in Baltimore and Duquesne University in Pittsburgh reported some success in depositing in the mosquito gut bacteria that inhibits the insect's malaria-carrying parasite. A grant from the National Institutes of Health is funding further exploration.

While the sharpshooter and medfly don't attack people, their feeding habits can annihilate crops crucial to the economic health of an agricultural region, costing farmers and public agencies millions of dollars.

The glassy-winged sharpshooter spreads the dreaded Pierce's Disease that wiped out California's wine grape industry in the 1940s. A resurgence of the disease discovered in 1997 has destroyed an estimated \$14 million in grape vines in the Temecula grape-growing region.

Spread by a bacterium the sharpshooter carries, Pierce's Disease inhibits a plant's ability to absorb water and nutrients from the soil. Collaborating with researchers from the University of California, Riverside and Duquesne University, Lauzon has been exploring a possible vaccine for grape vines.

A widespread infestation of Pierce's Disease would mean disaster for California grape growers, but the Mediterranean fruit fly poses an even greater threat. The insect's larvae feed on the pulp of more than 400 types of fruits and vegetables.

The pest periodically makes forays into California, where the state's Department of Food and Agriculture estimates a widespread infestation would cost more than \$3 billion in crop damage, pesticide use and loss of food export income. Lauzon travels frequently to Australia and Hawaii in pursuit of medfly research and collaborates with the Hebrew University of Jerusalem in studying the role of bacteria in the fly's evolution.

The Brain Trust

By Donna Hemmila



Emeritus economics professor **Jay Tontz** served as dean of the College of Business and Economics from 1973 to 2003. Under his tenure as college dean, the university opened its successful Moscow MBA program and laid the groundwork for the building of the

Wayne and Gladys Valley Business and Technology Center.

Tontz is a frequent public speaker at professional meetings and service clubs throughout the Bay Area on the topic of economic forecasting and international executive development programs.

Economist Sees Strength and Stability

How is the Bay Area economy different from the national economy?

The Bay Area, specifically the East Bay, is a more dynamic economic engine than the rest of the country for a number of reasons. We have much better climate. We don't have snow days that shut us down. In terms of economic climate, we have a much larger concentration of venture capital here, therefore, much more support for the start up and growing of new technology and new industries.

We benefit from the fact that international trade has taken off significantly. The dollar has declined, and we're a huge tourist center. Data from the last year shows hotel occupancy is up in the Bay Area. Hotel rates are up, therefore, profits are up. So the tourism, the venture capital, the startup companies, all produce the dynamic nature of an economy a little different than the national economy. That's not to say the trends in the Bay Area don't reflect the national trends.

I think in 2007 the Bay Area will benefit from high tech and biotech. We have very strong academic institutions that help in the research area. For those reasons the Bay Area does better than the rest of the country. The value of your house is higher than in other parts of the country. It also means the cost of living is higher. But people are willing to come here because it's such a beautiful place to live. And it has a dynamism



to it - the opportunity for people to strike it rich in so many different ways - that continues to draw people from around the country and around the world.

With the dollar declining in 2007, the whole export industry, the whole ag sector in California will do well once it gets over this winter's frosts. Overall the demand for our agricultural products and the ability to compete worldwide means the state will do very well.

What about the housing downturn?

The housing industry made a lot of headlines this year. Traditionally in business cycles the housing industry turns down when you have a significant increase in mortgage rates or a significant increase in unemployment. We had

neither of those in 2005 and 2006. In fact those measures of the economy did quite well. The housing sector got into a speculative bubble just as technology got into a speculative bubble at the end of the '90s.

The correction that we saw in 2005 and 2006 is about to be over. So for 2007, my forecast is the housing market will pick up toward the end of the year. The long-term 30-year mortgage rate was lower at the end of December 2006 than it was at the end of 2005. So it wasn't that the mort-

I think in 2007 the Bay Area will benefit from high tech and biotech. We have very strong academic institutions that help in the research area. For those reasons the Bay Area does better than the rest of the country.

gage rates went up. Other speculative issues dominated the housing market, and that's what a small crash does - it wipes out that bubble.

But the bubble feels good. When the bubble is wiped out, shouldn't we worry?

Certainly in the bubble the value of your house went up significantly and that made you feel better. But if you look at the statistics on it, when we talk about consumer expenditures - and that's two-thirds of our economy - the dominant factor that influences how much you spend is how much you make. Statistics say if you increase your income by \$1 you spend 80 cents. If you increase your wealth by \$1 you spend 5 cents. So changes in wealth are not nearly as important as changes in income.

In terms of wealth, last year the average home prices in the United States went down 1.7 percent. Stocks on the Dow Jones went up 14 percent. So it was the increase in those stocks that offset some of the decline in wealth because of the housing. You don't feel quite as good

about your housing because it didn't go up quite as much as it had been - but look at it today compared to its value 10 years ago. It is significantly higher.

How do you sum up your outlook for 2007 in one or two words?

Strength and stability. The U.S. economy is the largest economy in the world, the largest in spending on research and development that brings about innovation, that drives economic growth. If you look over the last 20 to 50 years, the U.S. economy has been more stable in terms of unemployment rates, and inflation rates have reduced their amplitude. That gives us additional strength to go through longer periods of economic expansion.

You look at the history from 1900 to 2000, you see a series of contractions and expansions, recessions and expansions. Over time, the number of years we're in expansion has grown and the number of years we're in contraction has declined.

The underlying trend is a significant increase in wealth per capita by any number of measures including people who are employed and people who own their own homes.

We have the underlying strength of the third-largest natural landmass in the world and all those natural resources that go with that. We have a capitalistic system that tends to reward efficiency of systems rather than a government-controlled system. We have the infrastructure, the capital and the population size. All those factors provide a type of strength.

What about stability?

As I discuss with my students, the stability issue from an economist point of view is a result of having developed better theory to explain economic events, to explain policies that can offset recessions and international tensions. We've developed better data to understand how our economy works.

Our institutions, particularly the Federal Reserve system, have become much more effective in maintaining low rates of inflation, positive rates of economic growth and relatively low rates of unemployment.

Grantlines



Biostat Program Created

A \$891,000 grant from the Alfred P. Sloan Foundation is helping launch a new professional master's degree program in biostatistics. Cal State East Bay, which will receive \$50,000, is one of 12 CSU campuses that will offer the new degree program beginning in 2008.

The professional master's degree curriculum will explore the theories and techniques used to interpret health data with an emphasis on careers outside academia. The program will include internships with industry employers.

"These programs supply the labor market with highly skilled workers that are essential to the state's future economy," said CSU Chancellor Charles Reed.

There is a demand for biostatisticians in the pharmaceutical and biotechnology industries as well as public agencies.

Grant Encourages Engineers

Saeid Motavalli, chair of the engineering department, has received \$40,550 from the National Science Foundation to encourage minority student participation in the sciences by awarding them scholarships. The grant is through an alliance with Sacramento State University.

Poet Wins Fellowship

Susan Gubernat, an associate professor in the English department, has won a six-week fellowship at the Virginia Center for the Creative Arts.

Gubernat will spend her time at the center, located in the Blue Ridge Mountains, writing a song cycle based on the 1911 Triangle Shirtwaist Factory fire. In the song cycle genre, Gubernat is creating poems that composer Adam Silverman will set to music for performance. This is her second collaboration with classical music composer Silverman.

Gubernat wrote the libretto for the opera *Korczak's Orphans*. She based the story on the life of Janusz Korczak, a Jewish doctor who ran an orphanage in the Nazi-occupied Warsaw Ghetto.

In 2004, the New York City Opera performed ACT II as part of its new composers series. Sometime in 2007, the Opera Company of Brooklyn will perform the piece in its entirety.

Stepping Up: Cynthia Patty



Photo by Ben Ailes

Cal State East Bay students like Cynthia Patty keep native plants thriving in a Hayward campus garden.

By Donna Hemmila

In a patch of hard-crusted dirt next to the Hayward campus science building, seeds of environmental activism are germinating. Literally.

"There's a lupine," Cynthia Patty says, crouching over a tiny, pale stem poking up out of the soil. "Here are poppies coming up, some wild strawberries."

A bitter-cold January wind is strafing the campus, mercilessly shaking a scraggly bush she identifies as sneeze weed.

"Definitely the garden is in its dormant state," Patty says as she gives the drought-tolerant plants a splash of water, fortification against a dry spell and nighttime frosts. "In the spring there'll be beautiful colors here."

An environmental science and biology major, Patty is president of the Hayward Environmental Action Team, the student club that created the Native Plant Garden. But that is just one of the projects the club is involved with on campus and in the community.

Last summer, Patty and other club members spent a day with East Bay Regional Park volunteers clearing brush and poison oak from a trail that links the campus to Garin Regional Park.

"She has an outstanding ability to organize and motivate other students," says biology professor Susan Opp. "Her enthusiasm and energy seem boundless."

Patty also works with the San Lorenzo Creek Restoration Group, joining community members for Saturday work details. That means mucking around creek beds, digging and planting, clearing brush and other back-aching labor. Patty volunteers two to four times a month with groups like the creek organization.

People don't realize how practical it can be to incorporate green living into their lifestyle, or they don't know where to find the what or how.

"When you go out with a group of 10 people in two or three hours on a Saturday once a month, you can make a huge difference," she says. "The community groups have a handful of people, and if we can add a handful of people we've doubled the work force."

In January, Patty organized a free campus showing of Al Gore's Oscar-nominated film *An Inconvenient Truth*. The screenings and a panel discussion highlighted CSUEB's participation in the Campus Climate Challenge, a nationwide global warming awareness movement.

"Environmental issues are often simply an issue of education," Patty says. "People don't realize how practical it can be to incorporate green living into their lifestyle, or they don't know where to find the what or how."

Studying environmental science in a lab, it's hard not to be concerned about issues like global warming and habitat restoration, she says. Growing up in Martinez near an oil refinery also had something to do with her passion for green living.

"I'm not a stranger to these issues," she says. "When I was a child, there was an explosion at the Shell Refinery. I remember there was a fireball in the sky. Not everyone sees something like that."

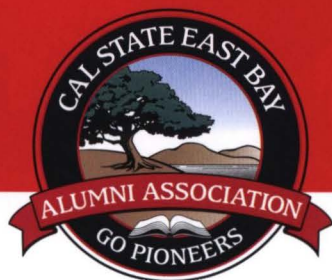
Patty spent last summer at UC Davis, working on the gasoline additive MTBE and contaminated ground water as part of an undergraduate research program sponsored by the National Institute of Environmental Health.

At Cal State East Bay, she's worked as a research assistant in the entomology lab. She's also the lead researcher on an environmental chemistry project that gave her and other undergrad students an opportunity to work with scientists from the Moss Landing Marine Lab and with Stanford University's linear accelerator.

Patty graduated at the end of winter quarter and landed a job as lab coordinator for Diablo Valley College's new San Ramon center. Her long-term goal is to go to graduate school and continue research in ground and water contamination.

Of all her activities as a CSUEB student, Patty says she's most proud of getting other students interested in community environmental projects: "If we can inspire them to continue such work after they leave CSUEB, then we can promote environmental progress in our neighboring communities as well as our own."

Stepping Up features outstanding Cal State East Bay students who are making a difference at the university and in their communities.



Alumni Association

Commencement 2007



Got Pride? Join the team of alumni who sell sweatshirts, hats, diploma frames, and university merchandise at Commencement. Enjoy the excitement of graduates and their families while helping the Alumni Association with its No. 1 fund-raising event. Volunteers get easy parking and goodie bags and have a great time!

June 16

Concord campus: 9 a.m.

College of Science: 1 p.m.

College of Letters,

Arts and Social Sciences: 5 p.m.

June 17

College of Education and Allied Studies: 1 p.m.

College of Business and Economics: 5 p.m.

All Hayward campus ceremonies will be held in the University Amphitheatre.

NEWS

Get on board!

Are you looking for a way to influence the Cal State East Bay alumni experience? The Alumni Association is looking for four to five alumni who would like to take on a leadership role on the board of directors. Contact Kate Shaheed, alumni relations director, at 510 885-2839 for more information.

Online Networking Coming Soon

The Alumni Association is launching a new Web site and online community for alumni. Using new technology purchased with Alumni Association membership fees, alumni will be able to easily connect with the university and fellow alumni.

- Search alumni by city, employer, class year, and more
- Quickly register for events and pay membership dues
- Start or join an online group

Important Privacy Choice

Restrict Information Sharing with Affinity Partners

You have the right to control whether the Cal State East Bay Alumni Association shares your name, address and your electronic mail address with its "affinity partners." Affinity partners are the companies that the Alumni Association partners with to offer products or services to Cal State East Bay alumni. Please read the following information carefully before you make your choice below:

Background

The Cal State East Bay Alumni Association works with select companies – known as "affinity partners" – to offer useful and cost-saving products and services to alumni. Some of these services include discounted medical and property insurance, low-rate credit cards and student loan consolidation. The Alumni Association provides alumni names and addresses to its affinity partners so they can offer these products to you. These affinity programs are a critical source of revenue for the Alumni Association. With this income, the Alumni Association supports student events and scholarships; alumni programs and publications, including the Cal State East Bay Magazine; and university activities.

Your Rights

You have the right to restrict the sharing of your name, address, and electronic mail address with our affinity partners. This form does not prohibit the university from sharing your information when it is required to do so by law.

Your Choice

Unless you say "NO," the Alumni Association may share your name, address, or electronic mail address with our affinity partners. These companies may send you offers to purchase various products or services that we have agreed they may offer in partnership with us.

Please indicate if you DO NOT want to share the following information

Time Sensitive Reply

You may decide at any time that you do not want us to share your information with our affinity partners. If you have made that choice here, it will remain valid unless you state otherwise. If we do not hear from you, we may share your name, address, or electronic mail address with our affinity partners.

If you decide that you do not want to receive information from affinity partners, you may notify us in one of the following ways:

1. Complete an online form at <http://www.csuebalumni.org/privacy>
2. Complete and sign this form. Fax to (510) 885-2515 or mail to:
Cal State East Bay Alumni Association,
25800 Carlos Bee Blvd., WA908, Hayward, CA 94542



Please print clearly and complete this information below to ensure accurate processing of your request.

☐ NO, please do not share my name, address, and electronic mail address with your affinity partners. (CSUEB does not currently provide e-mail addresses to affinity partners.)

First Name: _____

Last Name: _____ Maiden (if applicable): _____

Address: _____

Current E-mail Address: _____

Daytime Telephone: _____

Signature: _____ Date: _____

Web Enterprise THRIVES on Thoughtfulness



Photo by Ben Alles

Mindy Rosso, B.A. Computer Information Systems ('89), MBA New Ventures and Small Business Management ('92), and Nasser Gaemi, B.A. Management Information Systems ('86), MBA Computer Information Systems ('88) house their e-commerce venture in the San Ramon Business Enterprise Center, a technology incubator.

Like a lot of busy executives, Nasser Gaemi had a bad habit of forgetting important occasions like birthdays and anniversaries.

"He has a horrible memory," said wife Mindy Rosso. "I'd feel so bad for him because he felt terrible when he forgot something, and he's really a thoughtful person."

In 1999, Gaemi decided to embrace that bad habit and turn it into a business. With two technology ventures already under his belt, he founded BigDates.com, an occasion-reminder company. "Thoughtfulness made easy" became its marketing slogan.

The company operates a family of consumer Web sites offering a range of online greeting card and gift services. Its BigDates Solutions division licenses the technology to other e-commerce sites including such big online players as Barnes & Noble.com, Overstock.com and American Greeting Cards.

"It's not just to help people remember," said CEO Gaemi. "Remembering is the first step. What we focused on is helping people to take action."

Through the BigDates sites, a customer can register to receive e-mail or cell phone text message reminders of important dates for family or business associates. The customer then has an option of sending an e-mail greeting card, a paper card through the mail, or

flowers and other gifts. Customers can enter important dates into their account or the Web site can collect the info from the customer's e-mail contacts. On sites that offer a gift purchasing option, the customer gets a range of gift suggestions for each contact based on information entered into the site. The individual service costs \$5.95 annually.

More than 250,000 customers use reminder services powered by Big Dates. The heaviest users are between 30 and 50 years old, said Rosso, who is the company's director of marketing. While 65 percent of the users are women, she said, BigDates also appeals to men who want to stay out of the doghouse.

To start BigDates, the couple raised \$500,000 in private investments to launch their first site in June 2000 – the height of what became known as the bursting of the dot-com bubble.

"Everything about it was bad," Gaemi said of those years when so many startup Web-based enterprises tanked. "But we believed in the Internet."

For the next four years, Gaemi said, they perfected their product, researching what customers need and want. Some of their early focus groups were Cal State East Bay students.

That wasn't the first time the university figured into their business ventures. Gaemi started working with computers as a lab supervisor for Cal

State East Bay's first Contra Costa center in Pleasant Hill. He founded Elite Information Systems, a database consulting company, in 1983. He then co-founded logistics software company ASAM International in 1986 with one of Rosso's professors, former Cal State East Bay lecturer Spyros Economides. Gaemi met Economides when he brought his classes to the Pleasant Hill computer lab. Spyros Camateros, who later became a CSUEB lecturer, was another founder at ASAM. After Paris-based Friden Alcatel, now named Neopost, acquired ASAM in 1995, Gaemi continued to work for the company until opening BigDates. Rosso worked 13 years at IBM before joining the new company.

As a CSUEB student, Rosso said, she appreciated the many professors who also had business experience outside the classroom.

"They relate to students hitting the ground running and they didn't just teach out of a textbook," she said.

Once BigDates hit the ground running, it never slowed down. Recently the company launched Greeting Card Universe, an online site for independent artists to sell cards direct to consumers. The venture, said Gaemi, will revolutionize the greeting card industry.

– By Donna Hemmila

Entrepreneur Operates in Overdrive

class notes

At many junctures in his life, Michael Parker could have taken the easy way out. But then he probably wouldn't have founded 10 companies and started a nonprofit youth organization by the time he turned 31.

Born in Oakland and raised in Richmond and Vallejo, Parker saw his share of hard times.

"After my parents split up, my mom battled drugs and domestic violence," Parker said. "I went to shelters with my mom for battered women. I was a latchkey kid. I went through so much before I even got to school in the morning."

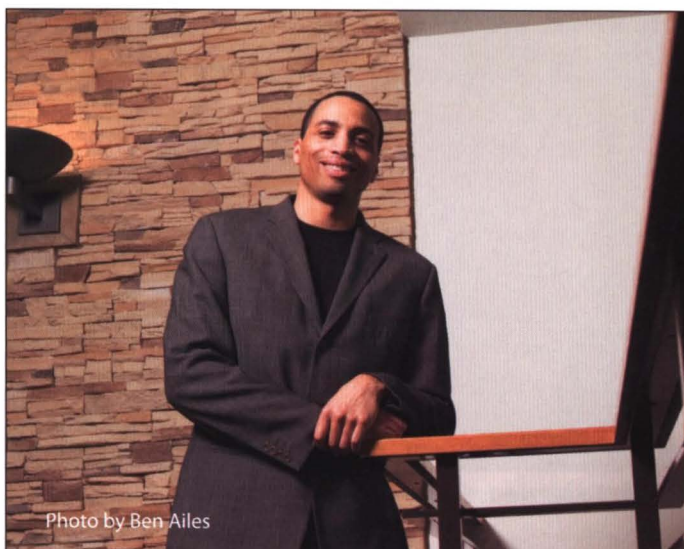
Lacking proper study skills and discipline, Parker said he could have gotten into trouble like a lot of children in his situation. Yet he persevered in school and eventually enrolled in Diablo Valley College in Pleasant Hill and transferred to CSUEB where he earned a bachelor's and MBA degrees.

"I definitely liked the quality of education and the good mix of diversity in the classroom," he said. "The environment created a good atmosphere for learning and growth."

In college, Parker said he acquired the academic success skills he'd been lacking and began for the first time to earn top grades. His big break in the business world came through a training program with Toyota Motor Manufacturing and General Motors. The experience traveling in Japan, Canada and throughout the United States changed his life, he said, and it wasn't easy to walk away from it. But with his newly acquired management expertise, his entrepreneurial tendencies kicked into overdrive.

"I think entrepreneurs are kind of born," he said. "I was always interested in operations and always liked putting an operation together. With my charisma and ability to come up with ideas, it kind of matured and evolved."

Parker is president and CEO of Hercules, Calif.-based Stellar Enterprise and oversees seven subsidiary companies: Innovative Woodworks, a custom cabinet builder; Jovance, a beauty salon and spa; Stalaro's, a clothing store; Star Team



Michael Parker, B.S. Purchasing and Operations ('97), MBA Management Science ('01), founded a nonprofit for struggling young people.

Realty; Star Team Financial Services mortgage company; and the Value-Centered Management Institute consulting and training company. While the lines of business are diverse, Parker's management principles and customer service values provide a common thread.

Parker also lectures in Cal State East Bay's supply management certificate program where he is a faculty member with his former CSUEB professor and adviser Zinovy Radovitsky. Parker frequently taps Cal State East Bay alums when he's hiring. Both the director of human resources and operations management at Stellar Enterprise are CSUEB grads.

Last year the East Bay Business Times named Parker to its prestigious "40 Under 40" list that honors young business leaders. That award reminded Parker of a promise he'd made to himself that if he ever achieved success he'd do something to help young people.

That led to the founding of Life Skills 411, a nonprofit dedicated to teaching youths the personal and academic skills they need to succeed. The program is offered in high schools and after-school settings and in training seminars throughout the Bay Area, including one on the CSUEB Hayward campus last January.

"We're not another 'say no' to drugs or violence group," he said. "We feel the real message is becoming skilled straight, not scared straight."

With his stable of businesses, Parker said, he's able to offer students internships and job training.

"Sometimes it's worth more than any kind of money I've made or being called a CEO to see the door opening up to a young person," he said. "That is worth more than you can know."

— By Donna Hemmila

1960s

Durlynn Anema, B.A., Journalism and Political Science ('68), M.S., School Administration ('77), is the author of such books as *Don't Get Fired: 13 Ways to Keep a Job*, first published in 1978. She also writes young-adult biographies about courageous women explorers and is co-writing a book about helping families of children who have been sexually abused heal.

Steve Cain, B.S., Physical Education ('68), is the winningest boys' basketball coach in the history of the California Interscholastic Federation's Central Coast Section, which governs high school athletics from San Francisco to King City. Cain is a teacher and boys' varsity coach at Milpitas High School.

1970s

Albert Campbell, B.A., Political Science ('72), is the author of *Kissing Freud* under the pen name Ben Campbell. He has also worked in the IT and patient business services departments for the Community Hospital of the Monterey Peninsula.

Beverly Johnson, Credential ('73), B.A., Music ('85), M.A., Music ('86), is serving her second term as mayor of Alameda. She is also an attorney.

Tim Smith, B.A., Political Science ('73), is the president and chief executive of San Diego Travel Group. He was formerly a manager at Pacific Southwest Airlines. He also served as a soldier in Vietnam, later becoming a drill instructor at Fort Ord, the former Army Post in Monterey Bay.

Pete Saco, B.S., Physical Education ('74), is commissioner of the CIF's Sac-Joaquin Section. He has been a coach, teacher and administrator.

Gary Wallace, B.S., Business Administration ('75), is on the board of directors for North Bay Bancorp in Napa and its subsidiary, Vintage Bank.

Carol Dutra-Vernaci, B.A., Psychology ('76), Master's Certificate, Taxation ('93), is the owner of Carol J. Vernaci, EA, a tax preparation business. She is also a councilwoman for Union City and has been the president of the Union City Chamber of Commerce.

Submit Class Notes

Share news about your career, accomplishments and changes in your life with other alumni. Include your address, phone numbers, degree earned, major and graduation year along with a current color photo. Mail to Cal State East Bay Magazine, Attention Editor, CSUEB, 25800 Carlos Bee Blvd., WA908, Hayward, CA 94542. Or e-mail to: donna.hemmila@csueastbay.edu.

1980s

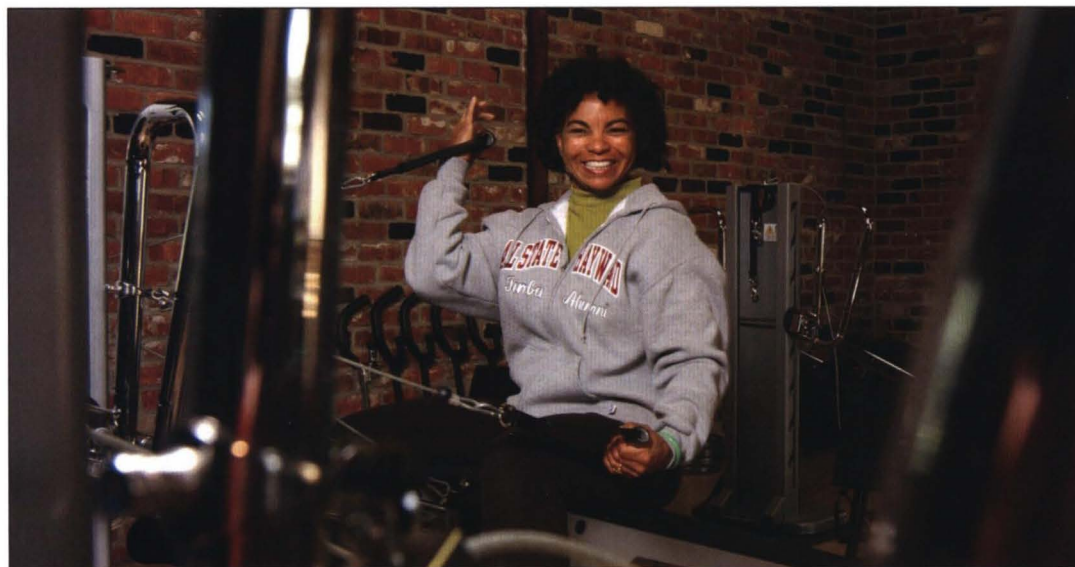
Melanie Davis, B.A., Mass Communications ('82), formed Honest Exchange LLC, a consulting firm devoted to sexuality education and resource development. She is also the author of the self-published, *Sexuality Talking Points: A guide toward thoughtful conversation between parents and children*, is the co-author of *Principled Commitment*, a relationship enrichment curriculum, and writes an online advice column for parents titled, *The Buzz on the Birds and Bees*.

Richard Valle, B.S., Sociology ('82), M.A., Public Education ('92), is the president and chief executive officer of Tri-CED Community Recycling, California's largest non-profit organization dedicated to hiring hard-to-employ individuals and reintegrating them back into the workplace and community by providing job training and opportunities. He is also serving his third term on the Union City Council.

Omar Benjamin, B.S., Business Administration ('83), is the executive director of the Port of Oakland. He was the chief operating officer of Al Anwa USA Inc. in Los Angeles before joining the port in 1997. He also served as chief operating officer for Newfield Enterprises International and worked in Paris as an investment manager for the First Investment Capital Corp..

Michael Claire, B.S., Business Administration with Accounting option ('84), M.B.A., Computer Information Systems ('88), is the president of the College of San Mateo. He was a professor of accounting at the college for nine years before becoming dean of technology and later vice president of instruction.

Doug Murray, B.A., Sociology ('86), M.P.A., Public Administration ('90), is the head football coach of the Stockton Lightning, a professional arena football team in the arenafootball2 league. He has coached more than 270 games in 25 years, including his recent stint as an assistant coach at St. Mary's High School in Stockton, where he also taught. He's also coached at UC Davis, Mt. Eden High School and Chabot College.



Gina Championsmith, Executive MBA ('02), aims her fitness classes at baby boomers struggling to age in a healthy way.

MBA Pumped Up Alum's Confidence

During the past three decades, Gina Championsmith has gone from being a bodybuilder to working in the corporate world to starting her own fitness and spa center. One thing hasn't changed, however: her desire to make a mark in life.

Championsmith sought a career change after working in global supply chain management for 28 years in an effort, she said, to affect positively as many lives as possible. After graduating from Cal State East Bay's Executive MBA program, she converted a rundown Hayward bank into The Brick Oasis. Although it's been rewarding, she said starting her own business in 2004 has been an overwhelming task founded on experience, education and "credit cards, lots of credit cards."

"I am the chief cook and bottle washer," said Championsmith, who combined her maiden name, Champion, with her husband's name, Smith. "In the mornings I open up and I teach classes, in the afternoons I run the front desk, in the evenings I teach classes and by the time 10 o'clock rolls around, I'm the janitor."

Championsmith's CSUEB education proved to be a major asset in starting her own business, she said, not just because of the skills she acquired but also because of the personal qualities she developed.

"I do not believe I would've started The Brick Oasis without the mode of confidence I gained with the completion of my MBA," she said. "I had a personal goal to complete a graduate degree. By achieving that goal, it gave me confidence to pursue my personal goal to own a business. Prior to the MBA, my confidence was not there."

The brick building that housed the Brick Oasis played host to various banks for decades and was vacant for six years until Championsmith snatched it up. She was forced to

integrate her new business into the banking ambiance of the structure, which still has ivy-covered walls outside and a drive-through ATM area. Championsmith will soon face a new challenge: relocating her business to Seattle where her husband lives. Championsmith sold her building, which will again become a bank, and is opening her new location in November.

Championsmith, who stayed connected to CSUEB by teaching pilates on campus twice a week, used to be a bodybuilder. She gave up on competitive sculpting years ago, she said, when she realized it was judged like fashion modeling where only certain looks were accepted. She still uses the knowledge she gained to help her clients.

As a 49-year-old baby boomer, she aims many of her classes and teachings at avoiding such late-blooming problems as lower-back weakness, lack of flexibility and the midlife spread.

Even with the financial stress of being a small business owner, the start-up venture was a better option for Championsmith than working for an established business because it puts her in control, she said. She focuses on learning from her mistakes so she can make her own mark in life – something she said wouldn't be possible at a corporate job.

"When you have your own business and work as hard as I have to keep the doors open, at the end of the day I can lay down and know that I have touched many lives – whether it is my clientele, my vendors, my staff or even those in the community that I have networked with," she said. "I might be making a mark locally, but I've just begun."

– By Mike Rosenberg



Tung Nguyen, MBA Marketing Management ('05), founded a mortgage company in his mom's garage while still a student.

Class Project Turns Into Real Business

While other students were researching giant corporations like Microsoft and Coca-Cola for their MBA class projects at Cal State East Bay, Tung Nguyen created a fictitious company to use for his course projects.

He never wanted to go the corporate route, he said, at least not for someone else's corporation.

Today his formerly fictitious company, Simplex Mortgage Inc., is very real with 25 loan officers throughout California. The 32-year old Nguyen is the San Jose-based company's CEO.

"While working like the other students on school work, I was at the same time putting my business together," Nguyen said. "It was beautiful because I got a grade and my MBA, while at the same time establishing a business. Norman Smothers and Brian McKenzie, my marketing and entrepreneurship professors at CSUEB, certainly pushed me in the right direction towards helping me establish my company."

It should be no surprise that Nguyen would be fearless in venturing into his own business. Nothing could be more terrorizing than his family's escape from Vietnam when he was 6. That 1980 journey separated the family for days on two small boats and nearly killed his mother.

From both parents, Nguyen said, he inherited courage that has served him well in his professional pursuits. While still working on his MBA, Nguyen began Simplex Mortgage in his mother's garage.

Simplex has yet to become a Fortune 500 company, but Nguyen has collected some notable clients. They include one of his heroes - martial arts athlete Frank Shamrock, the five-time undefeated champion of the Ultimate Fighting Championship - and Lee's Sandwich Shop, a popular eatery for the San Jose Vietnamese community.

Nguyen took the name Simplex with the strategy of making the loan process simpler for

borrowers to understand. With the help of a friend, Eric Lee, he developed technology that simplifies the loan process and allows loan officers to work from anywhere.

"They don't have to come into this office to process the loans they get," he said. "They can operate from their homes and submit the loans via the Internet. A number of my competitors, who have been established much longer than Simplex, have taken note of our technology."

According to Nguyen, that formula and the advice he continues to get from his CSUEB professors Smothers and McKenzie—"to keep fixed costs as low as possible"—is working as they said it would.

Nguyen, who earned a bachelor's degree in business and financial services from St. Mary's College in 1997, has sales experience in the printing, furniture, and dot-com industries and has had a real estate license since 1999. With that background, he decided to spin off a technology company to market the Simplex loan-processing software.

He also created Six Sigma Realty, a one-stop shop for clients seeking to buy a home and finance a mortgage.

Inspired by his interests in martial arts, Nguyen, with his hero Shamrock, has started MMAUnited.com. The social-networking Web site brings together mixed martial arts participants and fans. Though still in its developmental stage, Nguyen believes the Web site will follow the success of his other business ventures by filling a public need and becoming a moneymaker.

Because of a fierce work ethic and determination he got from his parents, Nguyen expects to continue to sell hard, build new businesses, and find new ways to fill the needs of customers.

— By Barry Zepel

Jeff Glaze, M.B.A., Business Administration and Management Sciences ('88), is the senior vice president and chief operations manager for American Baptist Homes of the West, which provides a community housing and health care program for the elderly.

Terry Guillory, B.S., Business Administration ('89), is the senior commercial lender for First Republic Bank. She also worked at Mechanics Bank in Oakland for 12 years and Bay Bank of Commerce in San Leandro for 11 years.

1990s

Suesan Grabia, B.A., Fine Arts and Electronic Media ('94), has been the district manager for the Berkeley and Modesto locations of the retail store Royal Robbins for the past 12 years. She has been in retail for 20 years, including her time as general manager for three different Berkeley retail stores.

Julie Yuan-Miu, M.P.A., Public Administration ('97), is the deputy city manager/director of administrative services for Pleasanton. She was the assistant city manager of Tracy for seven years and has worked for local government since 1988.

John Fingarson, B.A., Liberal Studies with Mass Communication option ('98), published his first book, *A Constant Search for Truth*. His career has included work at Bay Area radio stations KGO, KABL, KNEW, KQKE and KKIS. He's also a graduate of the Harry Wendelstedt School for Umpires in Daytona Beach, Fla.

Stephanie Anello, B.A., English with an option in New Voices in English Literature ('99), is the principal at Antioch Middle School.

2000s

Emma Ramirez, B.A., Liberal Studies ('00), is the assistant vice president of commercial and SBA lending for Commerce National Bank in Orange County. She also worked at the Bank of Walnut Creek.

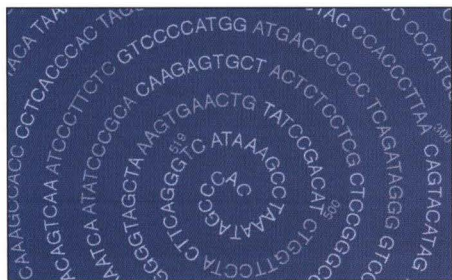
Andrew Ting, Teaching Credential ('01), has taught band, orchestra, math and English language development in the West Contra Costa Unified School District. He was also El Cerrito High School's varsity football and track and field coach for three years. He started his own business, Pacer Sport Inc., which sells race car wheels.

Book It

Hayward Campus

DNA: Cracking the Ancestor Code – March 2 to June 15

C.E. Smith Museum of Anthropology's genetic migration exhibit returns. Mondays through Fridays, 10 a.m. to 4 p.m.
Meiklejohn Hall 4047. Free.



Presidential Inauguration and Reception – June 1

9 a.m. to 1:30 p.m. Hayward Campus

A Night at the Opera – June 10

East Bay Choral Union extravaganza
7 p.m., University Theatre
Tickets \$7, \$5, free to CSUEB students
Call 510 885-3167.

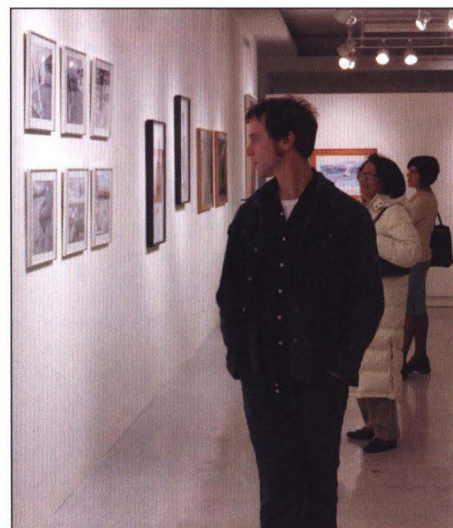
Annual Alumni Baseball and BBQ – Aug. 5

Oakland A's v. Angels. Tailgate at 11 a.m.
For information, call 510 885-2839.

ART

Annual Juried Student Exhibition May 21 to June 7

University Art Gallery
Art and Education Building.
Monday through Thursday, 12:30 to 3:30 p.m.
Free.



HISTORY

Jewish Culture and History Series May 2 at 7 p.m.

The Shoah: A Survivor's Testimony
80-year-old member of the Holocaust Center of Northern California will share her story.
Studio Theatre. Free

MUSIC

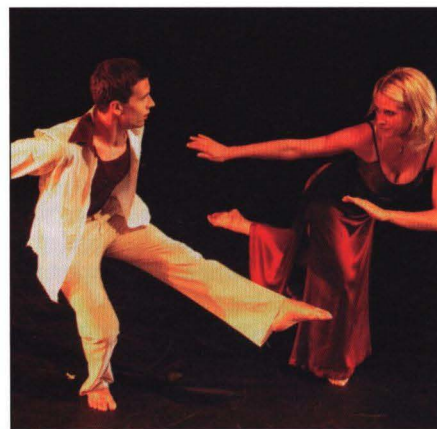
Faculty Jazz Concert

May 6 at 3 p.m. Fund-raiser for Jazz Ensemble Europe Tour 2007
Dann Zinn, woodwinds; Dave Eshelman, trombone with Colin Hogan, keyboard; Tommy Folen, guitar; Nick Underwood, bass; and Eric Garcia, drums.
Studio Theatre, Tickets \$10
Call 510 885-3167.

THEATRE AND DANCE

Charlotte's Web

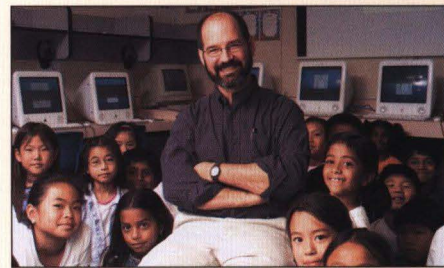
May 4, 5 at 8 p.m. May 5 at 2 p.m.
Directed by A. Fajilan
University Theatre
Tickets \$7 adults, \$6 youth and seniors, \$5 CSUEB, \$3 children, \$16 family



Performance Fusion

Directed and choreographed by advanced students, including works by faculty and guest artists.
Produced by Darryl V. Jones, Nina Haft, and Eric Kupers
Program One:
May 18, 19 at 8 p.m. May 20 at 2 p.m.
University Theatre
Program Two:
June 1, 2 at 8 p.m., June 3 at 2 p.m.
Studio Theatre
\$10 general, \$7 youth and seniors, \$5 CSUEB

Concord Campus



Day of the Teacher

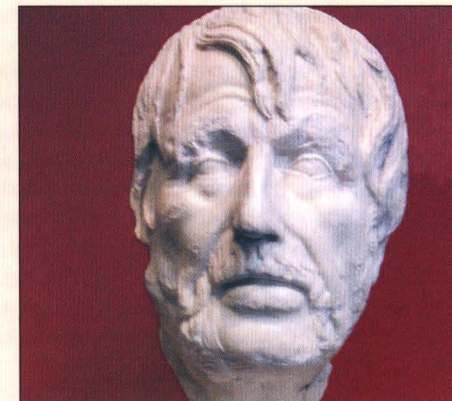
April 28 8:30 a.m. to 2:15 p.m.
Education fair for those considering a teaching career.
4700 Ygnacio Valley Road, Concord
\$10 fee includes continental breakfast and lunch.
Registration required. For information, call 925-602-8638 or e-mail annie.chandler@csueastbay.edu

SCHOLAR-OLLI Programs

The Osher Lifelong Learning Institute, funded by the Bernard Osher Foundation and CSUEB, provides programs for mature learners, 50 and older. For details call 925 602-6776 or visit www.concord.csueastbay.edu/scholarhome.htm.

Horace, Vergil and Imperial Rome May 2, 9, 16, 23 and 30 from 10 a.m. to noon.

Jacob Fuchs, CSUEB emeritus professor of English. Study the alliance of poetry and power and what it meant to be a Roman. \$50 for OLLI members, \$70 for nonmembers.



The Town of Locke: A Trip to the Delta's Past June 9 from 8:30 a.m. to 4 p.m., Oak Room.

Field trip with David Woo, CSUEB geography professor. \$40 for OLLI members, \$55 for nonmembers.

The Last Word: Entrepreneurship

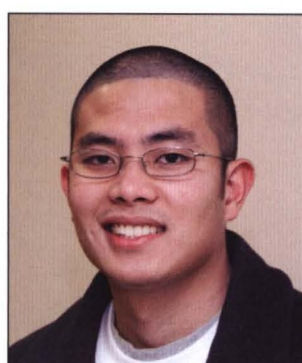


As the alumni featured in these pages can attest, Cal State East Bay is a place where the seeds of entrepreneurship find fertile ground to flourish. What exactly is this thing we call entrepreneurship? We asked a selection of business students and faculty how they define it.



"One definition of entrepreneurship is the 'pursuit of opportunities without regard to resources' (Harvard Business School). We also have the term 'intrapreneur,' which is the pursuit of innovation in the context of an existing organization. So we can also define entrepreneurship as the continuous search for a better way of doing things.

Ricardo Singson
Professor Emeritus, Department of
Marketing & Entrepreneurship



"Entrepreneurship is irrational optimism in the belief that every single living individual has the power, talent and energy to change the world."

Luis Catane
Senior business major
President, CSUEB Students in
Free Enterprise



"Entrepreneurship is the ability to start something new, assuming the responsibility in a risky situation. The core characteristics of an entrepreneur remind me of CSUEB students who pioneer their own future.

C. Joanna Lee
Chair, Department of Marketing &
Entrepreneurship



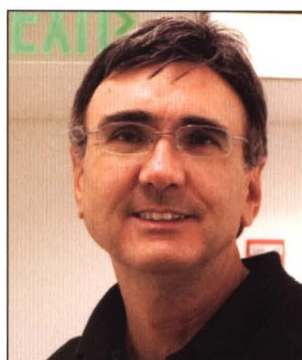
"An entrepreneur is someone who assumes risk in order to better his life through innovation and by leading people."

Jason Birch
Senior business major



"The definition of entrepreneurship to me is anything you can do to take risks to achieve something great."

Danny Shum
Senior business major, marketing
option



"Entrepreneurship is the creation of a self-sustaining business starting with minimal resources."

Norman Smothers
Professor, Department of
Marketing & Entrepreneurship

Two Great Ways You Can Support CAL STATE EAST BAY

Join the CSUEB Alumni Association

The Cal State East Bay Alumni Association keeps you in touch with everything you cherish about your university experience – classmates, traditions, events and faculty.

Through its 40-year history, the Association has remained committed to serving alumni and supporting the mission of the university.

Help us keep the commitment alive.

Join the Alumni Association today.

To learn more visit: <http://www.csuebalumni.org>

Or call 510 885-2877



Make a Gift to CSUEB

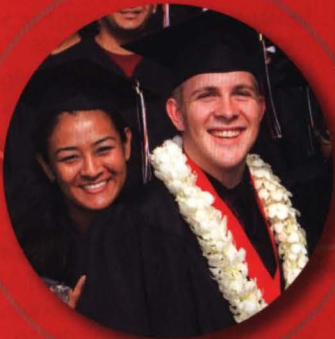
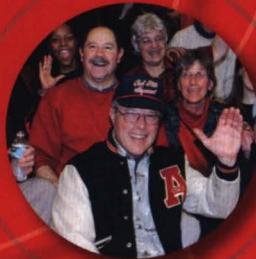
Join us in inspiring achievement and creating opportunities for Cal State East Bay's hard-working students.

Whether you're giving to scholarships, math and science teaching and research, improved facilities, technology innovation or a specific college or department, your gift will support our students.

Partner with us in building a future for our students and for California.

To learn more visit: <http://www.csueastbay.edu/support>

Or call 510 885-2150



Cal State **EASTBAY** Magazine

California State University, East Bay
University Advancement, WA 908
25800 Carlos Bee Blvd., Hayward, CA 94542

Non-Profit Org
US Postage

PAID

Permit No. 314
Oakland, CA

Return Service Requested