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1994

Fall 1994 - 1995

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CURIOSITY GRABS THE UNDERGRAD

BY JULIUS KAPLAN,
DEAN OF GRADUATE STUDIES, RESEARCH AND FACULTY DEVELOPMENT

Yanira Armenta was curious about the relationship between the involvement of parents in their child’s education, and how that relates to the child’s overall academic achievement. So she interviewed fourth- and fifth-graders from the Riverside and Palm Springs school districts last year as part of her senior honors project. Not only did this experience give her firsthand knowledge of the research process, but her data also benefitted the long-term investigation undertaken by psychology professor David Chavez. He’s looking at how ethnically diverse populations achieve success in school and he’s just beginning to conceptualize how parents influence their children’s competence.

In the Geological Sciences Department, Kim Robeson pursued an independent study project examining how a large basin in east-central Nevada was formed. One research objective—to determine how long it took for the basin to fill with sediment—was done with isotopic dating of the minerals in the volcanic layers of the basin. He was part of a team, under the direction of Professor Joan Fryxell, that garnered partial funding by the U.S. Geological Survey for this work.

This close working relationship between students and professors characterizes the kind of teaching and learning experience that occurs at Cal State where, increasingly, the discovery-oriented approach to learning is permeating the undergraduate curriculum. Typically, the graduate student’s pursuit of new knowledge and its application has been the distinction between education at the graduate and undergraduate levels. Gradually that distinction is blurring as educators realize just how beneficial the research process is to learning. It makes a subject come alive. Students observe how the professor conceives the research plan and then take part of it for their own work, learning the appropriate techniques to achieve a successful result. They soon discover that they, too, can explore unknown territory and find new information. This makes education a continually exciting and satisfying process.

Once the work is done, students present their findings on and off campus. CSUSB organizes two research conferences each year, and many students have papers accepted at state and national professional meetings. In the Psychology Department, for example, 54 students and 15 faculty were involved in paper presentations at the 74th annual convention of the Western Psychological Association in Hilo, Hawaii last spring.

Much of this kind of work is funded by the Associated Students, Incorporated, the student government at CSUSB. Each year ASI distributes $17,000 through a student-faculty committee for this activity. This past academic year, undergraduates from the departments of biology, chemistry, criminal justice, physics and psychology were funded.

Ideally, every student at Cal State should share in such experiences. Evidence shows that students have a greater interest in education and retention of knowledge when they’re engaged actively in the learning process. Professors benefit from the students’ assistance in advancing their special projects and they especially enjoy mentoring students in their academic field. Because of the increasing faculty-student cooperative efforts, Cal State, San Bernardino has a growing reputation as a quality teaching institution—one that provides this research service to the community, too. The university welcomes corporate and private research interests and support as a means of continually enriching the intellectual environment for the campus and community alike.
Prestigious Accreditation Awarded to Business Program

Enrichment Program Funded by San Bernardino County Central Credit Union

New Library Wing Opens with Sept. 26 Ceremony

For Renate Caine, the tree of knowledge is planted firmly in the relevant. Photo by Greg Schneider.
A Mind Free to Discover Knowledge is the Independent Thinker That Will Hold its Own in Tomorrow's World Community.
The simplicity of swinging on a bench beneath a pine tree in the mountain-top community of Idyllwild, where Renate Caine makes her home, belies the complexity of her work as a national pioneer in educational reform. Yet it’s in this simplicity that her mind is clear and at its best—most open to ideas, reflections, inspirations. It is in this state of “relaxed alertness,” as she calls it, that people learn best.

The mind pays attention to what is relevant to the self, Renate says, which makes solving problems through moments of reflection, inspired by challenge, necessary for genuine learning. And learning is driven by our need to make sense of our world. It involves our entire physiology, she says. It is like eating. “My body breaks down the food and sends it to different places. Eventually this contributes to growth and change.” In a similar manner the human brain learns by linking information with memories and emotions, while recording the sensory input with which the information was collected and any physical reaction that occurred.

Knowing how the human mind works best, Renate has been chipping away at conventional forms of teacher training for some time. Now, at the end of almost two years of work, she has nearly five dozen examples of teachers, including those at Dry Creek Elementary School in Sacramento, who have replaced their “mental model” of teaching; slowly, gradually teachers willing to take risks, to infuse Renate’s “brain-based learning” into their teaching.

“Aha! There’s not really just one right way for students to do an assignment,” said one teacher. The transformation has been as exhilarating for the facilitators, who include Renate’s colleagues Geoffrey Caine and Sam Crowell. Even the television crew from The Learning Channel, who videotaped Dry Creek for the network’s “Teacher to Teacher” program that will air in October, were inspired.

For Renate, the affirmation of her work and her beliefs have been a long time coming. Trained in perceptual psychology and education in Florida in the late 1970s, she has found a few like-minded Cal State colleagues who helped her establish the Center for Research in Integrative Learning and Teaching in 1988.

For Renate, the affirmation of her work and her beliefs have been a long time coming. Trained in perceptual psychology and education in Florida in the late 1970s, she has found a few like-minded Cal State colleagues who helped her establish the Center for Research in Integrative Learning and Teaching in 1988.
Renate Caine's philosophy on the nature of learning and teaching has elicited this kind of response from teachers: "I see the brain does not easily learn things that are not logical and have no meaning. We must help students see the meaning of new information."

But it has been her persistence in the field of brain-based education that has paired her with other educational leaders like Howard Gardner of Harvard, with whom she shares the spotlight in a new Public Broadcasting System series, "Future Quest," airing this fall. Featured prominently in the show's "Wizards of Wisdom" episode on education, Renate piqued the interest of PBS producers through her book, "Making Connections: Teaching and the Human Brain," that she co-authored with Geoffrey. She was videotaped earlier this year at Parkview Junior High School in Yucaipa, where she is leading reforms similar to those at Dry Creek.

Her growing reputation also has led to several national consultancies, including service as an adviser to the Congressionally mandated Integrative Development Project, and to the Smithsonian and U.S. Department of Education special sponsored lectures. Now working with the education departments in the states of North Carolina, Minnesota and Wisconsin, she is writing another book, which focuses on school restructuring, while she is on sabbatical leave from the university this year.

Renate senses a synergy beginning to coalesce around the Caines' theory of learning and teaching, and she is eager to be able to report progress measured by standardized tests, which will be given at Dry Creek this year. She believes she is seeing the future of what education can be and that it might embrace the wisdom of the ancient proverb, "Do not limit your children to your own learning for they were born in another time."
CONSTRUCTION UNDERWAY ON EXTENDED EDUCATION, CONFERENCE FACILITY

 Barely days after the university had celebrated the construction start of its Visual Arts Center and the privately funded Robert V. Fullerton Art Museum, officials gathered June 16 for the groundbreaking of a $2.5 million Extended Education building nearby.

 Aided by a $925,000 contribution from the Yasuda Institute of Education in Japan, the first phase of the Extended Education facility will sport one story with five classrooms, a multipurpose room that can be divided into four smaller rooms, a language lab, two computer labs and a student lounge and patio area.

 LEADERSHIP CHANGES ANNOUNCED

 New and returning affiliates of the campus will be greeted by several leadership changes that occurred within the last four months.

 Now serving as the campus’s chief academic officer is Dr. Louis Fernandez, former dean of the School of Natural Sciences. He succeeds Dr. Dennis Hefner as vice president for academic affairs. Dr. Klaus Brasch is replacing Fernandez at the helm of the science school.

 Dr. Frank Rincon of U.C. Davis is stepping in as vice president for student services, a post held by Dr. Juan Gonzalez for four years. Gonzalez accepted a similar position at the CSU San Luis Obispo campus.

 Taking on new responsibilities as interim dean of the School of Social and Behavioral Sciences is Dr. Ellen Gruenbaum. She replaces Dr. Aubrey Bonnett, who departed during the summer for a vice presidency with the SUNY system.

 Dr. Charles Martin is succeeding Dr. Lewis Jones as dean of undergraduate studies, which oversees undergraduate education, student retention, academic services, educational support and opportunity programs, the learning center and the Student Assistance in Learning (SAIL) program.

 NEW COMPUTER M.S. BOLSTERED BY SOPHISTICATED EQUIPMENT

 A new master’s degree in computer science is being added at Cal State, offering the first courses this fall with some of the finest in computer technology.

 Five laboratories in Jack Brown Hall now house technology that has put Cal State at the “forefront” of computer science education, says Owen Murphy (Computer Science). One lab alone hosts 30 Silicon Graphics Indigo workstations.

 “You won’t find a university in the world” with that many Indigo stations, he says.

 Other top-of-the-line equipment will support teaching and research in the areas of software engineering, computer architecture, artificial intelligence, database and knowledge-based systems, distributed and parallel systems and, of course, computer graphics.

 CLINTON-SPEAK ON CD-ROM

 A high-tech collection of statements from President Bill Clinton is available on CD-ROM through the Cal State library.

 The IBM-PC format software includes Clinton statements from his 1991-92 presidential campaign, press releases, a full complement of White House electronic releases through 1993, and statements on health care reform by Hillary Rodham Clinton. About 2,000 documents can be searched in seconds by simply keying in a particular word or phrase.

 Compiled by Frank Stalon of the university’s Computer Center, the software also is available at a cost of less than $10. More information is available at (909) 880-5062.

 GET YOUR AD IN FRONT OF 30,000 EDUCATED READERS THREE TIMES A YEAR.
 CALL CAL STATE MAGAZINE AT (909) 880-5006.
SCHOOL NEWS

SCHOOL OF BUSINESS AND PUBLIC ADMINISTRATION

Colleagues David Bellis and Brian Watts (Public Administration) have collaborated on an attitude survey of residents, school teachers and elementary school students on San Bernardino's west side in preparation for a community-oriented problem-solving (COPS) program. They also published "Knocking Down Walls in Highland: Attitudes Have Changed After Two Years of Community-Oriented Problem-Solving" in the journal, Western City.

Shel Bockman (Management) and Barbara Sirotnik (Information and Decision Sciences) assisted Teacher's Friend Publication, Inc., with the selection of software as part of the work they perform for the university's Institute of Applied Research and Policy Analysis.

Mike Boroom (Marketing) successfully defended his dissertation, "Involved Listening as a Salesperson Skill Variable and its Impact Upon Adaptive Selling and Sales Performance," at the University of South Florida this past summer.

Sue Greenfeld (Management) reviewed the book, Workers at Risk: The Failed Promise of the Occupational Safety and Health Administration, for the journal, Business & The Contemporary World.

A grant from the U.S. Small Business Administration is helping Joseph Lovell (Management) establish a Small Business Institute Program at the university.

CSUSB alumnus Professor Lance Masters '77 (Marketing) has accepted the position as chair of the Marketing Department at CSU, Hayward for the upcoming academic year.

Colleagues Victoria Seitz and Vic Johar (Marketing) collaborated on several projects, including the presentation of papers, "Positioning Self Image Projective Products in the New Europe: Strategic Issues for Marketing Manager" and "Shadow Days as a Method to Evaluate Students' Planned Career Paths," at separate conferences.

ACCREDITATION SETS SCHOOL APART

The April 11 news swept Jack Brown Hall like a trading frenzy on Wall Street: The School of Business and Public Administration received national accreditation for both its undergraduate and graduate level programs from the American Assembly of Collegiate Schools of Business. That means Cal State is the only Inland Empire university with this credential. AACSB accreditation will make the school more attractive to expert faculty, employment recruiters and future students. Nearly 3,000 students currently are declared business majors at Cal State.
Patricia Tefft Cousin (Advanced Studies) published “Critical Perspective on Diversity” in *Educational Forum*. She also wrote the chapter, “Creating Stories About Science Through Art, Literature and Drama,” in *The Astonishing Curriculum: Integrating Science and Humanities Through Language*.

Joanne Eichinger (Advanced Studies) was invited to serve as a consulting editor for *Mental Retardation*, a national journal of policies, practices and perspectives in the field. She is spending this upcoming academic year teaching at the SUNY campus in Oswego.

Patricia Kelly and Adria Klein (Elementary/Bilingual) co-presented with other scholars the workshop, “Classroom Learning from Reading Recovery,” at a conference of the California Reading Association. They also collaborated on the paper, “High-Risk Emergent Reader’s Use of Cueing Systems,” presented at the National Reading Conference.

“Beyond Computers Into Virtual Reality” is the subject of a paper that Kathryn Reilly (Advanced Studies) presented at the California Career Conference. She also presented a paper on “The Role of the Counselor in School Restructuring” to a regional conference of counselors.

David Stine’s (Advanced Studies) most recent publication is the book, *Fueling the Flame: Educational Renewal Through Transformational Leadership*.

Literacy Teaching and Learning: An International Journal of Early Literacy is a new book by Stan Swartz (Advanced Studies). He also produced the text, Daniel’s Basketball Team, which has been printed in Spanish, too.

Colleagues Dwight Sweeney and Arthur Townley (Advanced Studies) collaborated with another scholar on a paper, “HIV, AIDS, EBD, and YOU: What Teachers of Students with Emotional or Behavioral Disorders Need to Know About AIDS,” which was presented to a conference in April. They also co-authored with another scholar the article, “School Board Elections: A Study of Citizen Voting Patterns,” which appeared in *Urban Education*. Separately, Sweeney presented the paper, “Strategies for Developing Financial Decisions at the School Site Level,” at a state conference.

### SPECIAL ED TEACHER EARNs CAMPUS HOnORS

As a working student, Eileene Payne, Cal State’s Outstanding Graduate Student for 1994, has been able to apply some of her knowledge directly to her work with disabled children at Rainbow Springs School in Moreno Valley.

For example, she designed an “inclusive” program for a three-year-old girl with Down Syndrome that has permitted the girl to be educated with her non-disabled peers in a community pre-school. Payne has presented the results of this project to a state conference and is preparing a report for publication. Now armed with her graduate degree, she intends to continue her work in Moreno Valley; the work includes developing a Sunday School program for disabled children at her church.
SCHOOL NEWS

SCHOOL OF HUMANITIES

James Brown (English) is the author of a new book, The Second Story Theatre and Two Encores.

The Games of Poetics: Ludic Criticism of Post-Modern Fiction is a new text by Ruth Burke (Foreign Languages).

Luis Gonzalez (Music) was notified that KVCR-FM is airing selections from the CD recording by CSUSB’s symphonic band and that station personnel have found it to be “excellent...both artistically and technically.”

Peter Holliday (Art) is one of 20 scholars honored with the prestigious Rome Prize, which entitles him to pursue research in art history at the American Academy in Rome. The fellowships are supported by the national endowments for the humanities and the arts.

The first half of 1994 has seen two books published by Fred Jandt (Communication Studies) with two more on the way. They are: Straight Answers to People Problems and a new German translation of his popular book, Win-Win Negotiating. Soon to be published are Effective Interviewing for Paralegals and Contrary to What You’ve Been Told...The Customer is Usually Wrong!

Some of the more recent work of Kevin Lamude (Communication Studies) includes the “Relationship of Student Affect Learning to Type-A Teachers Scores,” an article that appeared in Psychological Reports.

“Code-Switching in the Public Forum” is the subject of work done by Dominique Louisor-White (Foreign Languages) and Dolores Tanno (Communication Studies) in a paper presented at a conference on Hispanic language and social identity.


A National Endowment for the Humanities study grant was awarded to Philip Page (English) for his project on Contemporary African-American Fiction: Theory and Practice.

Ted Ruml (English) is one of 40 national scholars commencing a two-year term as an adjunct fellow for the Heritage Foundation’s Salvatori Center for Academic Leadership in Washington, D.C., where the foundations of America’s political and cultural traditions will be explored.

The Director of the California State University Summer Arts Program, Patrick Watkins, is the new chair of the Theatre Arts Department at Cal State. With 23 years of experience in professional theatre both abroad and in the U.S., he will enhance the caliber of Cal State’s award-winning drama program.

TOP STUDENT IS DUAL MAJOR

English and business administration major Kerry Branch joined the university in 1989 as one of the campus’s first Honors Program students. She set a whirlwind pace since then, becoming involved in campus and community service that spanned a variety of interests—from homelessness and peer advising to general education and editorial work. Now searching for employment, eventually she plans a career in law, political science or teaching at the university level. She is the outstanding undergraduate for 1994.
Nicole Bournias-Vardiabasis (Biology) is a grant reviewer for the study section of the National Institute of Environmental Health Sciences, which is a branch of the National Institutes of Health. She also recently published the article, “An Alternative In-Vitro Method to Detect Teratogens Utilizing Drosophila Melanogaster Embryos,” in Human Innovations and Alternatives. Earlier she presented her paper, “The Effects of Electromagnetic Fields on Embryonic Development,” to the 1st International Congress on Alternatives to Animal Testing.

Klaus Brasch (Biology) co-authored with several scholars the paper, “Coiled Body Induction in Estrogen-Stimulated Rooster Hepatocytes,” which was presented at a meeting of the American Society for Cell Biology. He will serve as the acting dean of the science school this year.

Arturo Concepcion (Computer Science) presented his paper, “Specification and Analysis of Distributed Systems,” at an international conference.

Richard Eberst (Health Science) presented the paper, “Setting the Agenda for Health Education: Specific Goals to Accomplish by the Year 2000,” at a conference of the American Alliance for Health, Physical Education, Recreation and Dance.

“Practical Suggestions for Assessing Physical Fitness in Elementary and Middle School Students” was presented by Jennie Gilbert (Physical Education) at a regional conference.

Karen Kolehmainen (Physics) presented her work on “A Model of IQ Scores in Fragile X Mosaic Males” and “Population Genetics of the Fragile X Syndrome: A Multiple Allel Model with Variable Risk of CGG Repeat Expansion” at an international workshop on the Fragile X and X-Linked Mental Retardation.


“What Research Tells Us About Integrating Children with Disabilities Into Regular Physical Education” is the subject of a paper presented by Terry Rizzo (Physical Education) at the annual conference of the Association for Persons with Severe Handicaps.

Stuart Sumida (Biology) is credited in the book, The Art of The Lion King, for his work consulting Disney animators about animal movement for the hit film. He’s already serving in the same capacity for Disney’s next movie, “Pocahontas.” Over the summer he continued his work excavating fossilized animal bones with scientists in Germany for comparison with bones found in the southwestern U.S. His two-year study is funded by National Geographic.
Robert Blackey pens an article on reviews

Robert Blackey pens an article on reviews


After seven years of service at CSUSB, Dean Aubrey Bonnett resigned to become the vice president for academic affairs at SUNY, Old Westbury. He is succeeded by Ellen Gruenbaum (Anthropology), who will serve as acting head of the school this year.

Elizabeth Klonoff (Psychology), director of the university Behavioral Health Institute, continues to add to the research on tobacco with her presentations on “Preventing Cigarette Sales to Minors: A Two-Factor Model” and “Cultural Diversity in the Predictors of Adolescent Cigarette Smoking” at the annual Western Psychological Association conference. While there, she also provided results on “Cultural Diversity in the Belief that Prayer Can Cure Disease,” “Traditional African-American Family Practices: Prevalence, Correlates and Interrelationships” and “The African-American Acculturation Scale: Development, Reliability and Validity.”

American Constitutional Law: An Introduction to Constitutional Structures and Power is the first volume of a work that Al Mariam (Political Science) plans to continue.

“Tolerance for Ambiguity, Humanism and Moral Development Among Medical Students” is the subject of research that Kelly Morton and Joanna Worthley (Psychology) presented at the Western Psychological Association meeting.

A “Status Report on the Development of the Black Family Q-Sort” and “Racial Socialization and Ethnic Identity as a Predictor of Self-Esteem” are two areas of research that Jean Peacock (Psychology) reported on at the Western Psychological Association meeting.

Peter Robertshaw (Anthropology) is on the advisory boards for The Archaeology of Africa: An Encyclopedia and The Encyclopedia of the History of Archaeology, both of which will be published in the next two years.


PSYCHOLOGY DEPARTMENT RESEARCH SETS PACE

With 54 students and 15 faculty involved in the presentation of scholarly papers at the Western Psychological Association meeting in early April, Chuck Hoffman (Psychology), department chair, surmises that no other California campus had greater representation than CSUSB. “The incredible level of involvement evidenced by these professional activities represents the extraordinary value of the research enterprise for our students,” Hoffman comments. Two CSUSB students were among eight conference participants to receive $400 awards for their studies.
ADVISORY BOARD EXPANDS

Three prominent Low Desert executives are the newest members of the campus’s advisory board formed three years ago to provide guidance for the growth and development of California State University’s presence in the Coachella Valley.

They are: Dave Rolston, general manager of Marriott’s Desert Springs Resort and Spa; Patricia Laflin, co-partner and owner of Oasis Date Gardens in Thermal; and Ronald Meraz, financial consultant for the private client group of Merrill Lynch in Palm Springs.

'94 GRADS GRACE VALLEY

The Coachella Valley campus has 250 new alumni following Commencement ceremonies held at the McCallum Theatre for the Performing Arts in Palm Desert on June 19.

One of the featured speakers at the event, Debbie Johnson, won’t be leaving the campus with just a bachelor’s degree. She’s returning this fall to work on her master’s degree.

The campus could use more like her, says Peter Wilson (Dean). Not only did she earn the distinction of membership in Phi Kappa Phi, a national honor society, but she also chaired the campus’s boards for Student Union Programs and the Associated Students’ Programs.

She also exercised initiative on behalf of her fellow students, Wilson notes.

“For the first time last winter, Debbie also was able to coordinate free tutoring services from the Cal State main campus for students in Palm Desert using the instructional television system,” he says.

Johnson also earned departmental honors that were acknowledged at the graduation ceremony. She holds a degree in business administration with a concentration in small business.

ROGERS SCHOLARSHIP BENEFITS EIGHT

A scholarship program established last year by the Mary Stuart Rogers Foundation to benefit students at CVC has announced its first recipients.

They are: Carol Adkison of Cathedral City who is majoring in psychology, Chin-Yu Barnes of Palm Desert who is pursuing business administration with an accounting concentration, Thomas Brennan of Blythe who is seeking a master’s degree in counseling and guidance and Velma Coombs of Palm Springs who is a liberal studies major.

Also benefiting from the $3,000 award that covers the cost of fees, books and supplies are Palm Desert residents Nancy Ann Hoffman, majoring in liberal studies, and Stacie Knox, studying business administration with a concentration in accounting; Deanne McCollom of Yucca Valley who is working toward a psychology degree and Ellen Okada of Blythe who is studying for a master’s degree in counseling and guidance.

The fund, established by the late James Rogers of Rancho Mirage, aims to support students who have compiled outstanding academic records, demonstrated leadership qualities and have shown a desire to serve their fellow students and citizens, notes Peter Wilson, CVC dean.

NEW M.A. IN EDUCATIONAL TECHNOLOGY LAUNCHED

Beginning this fall, Cal State’s master’s degree program in instructional technology will be offered in the Coachella Valley through a partnership involving CSUSB’s School of Education, Cal State’s Coachella Valley Campus, the Desert Sands Unified School District and the College of the Desert. The degree is designed to meet the needs of technology professionals in schools and other education-related settings.

The cooperative effort will combine computer laboratories and multimedia resources from each institution to meet the instructional needs of the program, says Peter Wilson, CVC dean.

Sixty-four interested teachers in the Desert Sands district attended the initial meeting, Wilson reports. “This is an excellent example of the synergy resulting from the existence of CVC in the valley. Working cooperatively through Cal State, San Bernardino and with local public agencies, we can bring a much-needed, cutting-edge advanced degree to the Coachella Valley.”
A COACH FOR ALL REASONS

BY SAM ROMERO, PUBLIO AFFAIRS ASSISTANT

No one who coaches for years on end loses much.

Basically, it's a numbers thing. If you lose a lot, you don't coach or you stick to coaching for inconspicuous, after-school elementary recreation programs. Simple.

Denny Aye has been coaching for 20 years.

Of course, it probably helped that he coached for 10 years before becoming a coach. Not "coached" in the "Hey, coach!" coaching sense of the word, but more in the sense that the wheels in Denny Aye's head have been turning ever since eighth grade when this Iowa boy raced up and down a basketball court thinking about team strategy, thinking about how he could improve his game, thinking about excellence.

"I've always wanted to be a coach," says Aye, who was handed the reins to CSUSB's men's basketball team in April, making this fall season his twentieth year as a "real" coach at the college level. He's looking forward, he adds, to sturdy support from the university. "You can't win the way sports fans want you to win without that kind of support."

Picking up some all-conference, all-American players along the way is pretty important to a nice, long coaching career, too. And for the last nine years Denny Aye had plenty of good players squeaking around the Oak Pavilion floor at Columbia College, where he led his Claim Jumpers to six Northern California Regional championships, one state championship and a won-lost record of 247-65. Not bad.

But Aye doesn't coach just because he gets a kick out of bossing around tall people. There are good players, he says, and then there are good players you can teach.

"Players who play here will want to be coached," Aye says matter-of-factly. "You'll never win conference championships with just great players who don't want to be coached."

It comes down to "attitude," explains Aye. "There are a lot of very, very talented athletes who, for some reason, have a little bit of an attitude," players, says Aye, who were pampered early on, maybe in elementary school or junior high, because they were so good and their coaches began making exceptions for the exceptional.

Turning players into undisciplined slackers by requiring less from them isn't quite Aye's idea of good coaching. While he doesn't believe in brow-beating a player for being a little late to a practice once in a while, the firm hand of responsibility is as fundamental to his game as the teaching of any skill.

The combination of teaching responsibility and basketball skills is what makes coaching fun for him and a positive experience, he believes, for his players.

"I feel," says Aye, "that you should make players feel good about themselves."

At Columbia College, for years, there was little more enjoyable for Aye than to take a player—at any point in the year—and teach him.

Nothing a good old NCAA eligibility rule can't take care of, though.

The rules in Division II basketball make the slightest bit of coaching...
Pioneering Executives Initiate Coyote Founders Group

You'll know them from their portraits displayed on the “Founders Wall of Fame.” You can’t miss them in the lobby, just outside Coussoulis Arena. Bruce Varner, University Advisory Board member and himself a one-time college athlete. Judy and Glenn Rymer, longtime supporters and, quite possibly, the first Coyote fans. Nick Coussoulis, Cal State alumnus and ongoing benefactor. Ann and Jerry Atkinson of Center Chevrolet, corporate sponsors for the Coyotes. And there will be others. They’ll be there to welcome you, your kids and your kids’ kids to the Coyote Sports Complex.

These are the pioneers of Cal State’s sports and recreation complex in the making. They’re the university’s first sports legends. Cal State champion Coyote MVP’s. Men and women in a league all their own.

What sets them apart? It’s their vision and lead support of the Coyote Sports Complex Campaign, a $3 million challenge to complete the university’s athletic and recreation facilities. With gifts of $15,000 and upwards, these Founders are making Cal State’s “field of dreams” a reality. And they’re creating a legacy: A first-rate sports, health and recreation facil-
BUSINESS PARTNERS EMERGING

The new corporate support group for the School of Business and Public Administration, Business Partners, has quickly become one of the university’s premiere programs. To date, 46 early-bird charter members have joined—even before the program is officially launched at an October 12 luncheon meeting.

“Several school alumni and friends read about the plans for Business Partners in the last issue of Cal State magazine and requested membership information,” explains Eldon Lewis, dean of the school. “The interest has been quite high, which demonstrates a commitment on behalf of our alumni and business community to support academic excellence and invest in our business students.”

Business Partners’ annual membership of $500 will be used to support scholarships, faculty research and development and other special projects within the school that will not be funded by the state. Lewis says the “$500 goes a long way in helping us. It will provide a partial scholarship for a student and help fund assistance with faculty research. Eventually, we plan to use some of the proceeds of this program to establish a permanent endowment fund to support a Business Partners Scholars program, awarding scholarships to academically gifted students.”

“Our goal is to have a minimum of 100 Charter members by December 31, 1994,” adds membership chair, Joanna Bruno, vice president for Foothill Independent Bank and a member of the school’s Board of Councillors. “Eventually, we should have at least 300 Inland Empire businesses investing annually in the school’s program through Business Partners. “It is prudent to invest in the students now because we will be hiring them later,” she concludes.

“The Business Partners program is a wonderful opportunity to blend the resources of the university with the resources of the business community,” comments the chair of the school’s Partnership 2000 fund-raising campaign, Don Baker, senior vice president for Stater Bros. Markets. “Through the quarterly programs, the university offers distinguished speakers addressing timely business topics. We get to network with other business leaders and prominent university faculty. It is truly a win-win situation.”

An end-of-the-school-year reception hosted June 9 by President Anthony Evans networked 75 Business Partners members and executives.

For information, please call the school at (909) 880-5700.

ABOUT BUSINESS PARTNERS’ PROGRAMMING

Your membership in Business Partners offers you the advantage of getting in on special briefings and seminars on contemporary issues at a lower cost than that offered to the general public. Find out the latest developments in management, marketing, information processing and other fields through the Business Partners’ Executive Briefing and Leadership Seminars.

An Executive Briefing is an occasional program in a series of sessions designed to review and discuss timely issues that will help business executives make informed decisions. Provided as a service to the region’s business and government leaders, these Executive Briefing sessions help blend the resources of the university and business community.

The six newest Business Partners corporate members are:
- Brunick, Alvarez & Battersby
- Kaiser Permanente Medical Center
- Kaiser Resources, Inc.
- Radisson Hotel and Convention Center
- San Bernardino County Central Credit Union
- Vincenti, Lloyd & Stutzman

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1994-95 SCHEDULE OF EVENTS - TENTATIVE
BUSINESS PARTNERS
School of Business and Public Administration

1994
October 19 BUSINESS PARTNERS LEADERSHIP SEMINAR
“Filling the Leadership Void©
Why Companies Get in Trouble and How to Prevent it,” 12:00 noon luncheon, on campus. Presented by Louis S. Adler, President, Cunningham, Jacob, Adler Associates, Inc., Costa Mesa, CA.

November 9 BUSINESS PARTNERS EXECUTIVE BRIEFING
“Emotional Distress and Sexual Harassment in the Workplace—Legal Issues and Solutions” 7:30-9 a.m., on campus. Presented by CSUSB management professor, Dr. Lloyd Peake.

December 2 8TH ANNUAL INLAND EMPIRE ECONOMIC FORECAST BREAKFAST
7:30 to 9 a.m., on-campus, Student Union Events Center.

1995
January 11 BUSINESS PARTNERS EXECUTIVE BRIEFING
“Negotiating Skills: The Art of Negotiation”, 7:30 to 9 a.m., on-campus, presented by CSUSB communications professor, Dr. Fred E. Jandt, author of Win-Win Negotiation.

February 4-5 ANNUAL BOARD OF COUNCILLORS RETREAT
Palm Springs

February 25 BUSINESS PARTNERS-NCAA HOOPS NIGHT
CSUSB Coyotes vs. UCR Highlanders
6:00 p.m. - hosted pre-game social.
8:05 p.m. - Tip-off in Coussoulis Arena - CSUSB.

April BUSINESS PARTNERS EXECUTIVE BRIEFING
Noon luncheon - on campus.

May 5th ANNUAL ARROWHEAD CHIEF EXECUTIVE AWARDS
LUNCHEON—Noon - on-campus.

June BUSINESS PARTNERS EXECUTIVE BRIEFING
“The Turnaround of Kaiser Steel — How They Did It,”
7:30-9 a.m., on campus. Presented by Kaiser Resources, Inc.’s Executive Vice President, Gerald Fawcett, part of the management team who is credited with turning around Kaiser Steel’s financial condition.

August BUSINESS PARTNERS EXECUTIVE BRIEFING
“Team Building While Right-sizing: New Strategies for the 1990s,” 7:30-9 a.m., on campus. Presented by CSUSB management professor, Dr. Lee Hanson.

October BUSINESS PARTNERS LEADERSHIP SEMINAR
BUSINESS PARTNERS EXECUTIVE BRIEFING
“Achieving Total Customer Satisfaction,” 7:30-9 a.m., on campus. Presented by CSUSB marketing professor, Dr. Nabil Razzouk.

November

December NINTH ANNUAL ECONOMIC FORECAST BREAKFAST
ART MUSEUM CAMPAIGN ENTERS FINAL PHASE

A year after launching the private fund-raising campaign for a university art museum, university and community officials celebrated the turning of the first shovel of dirt in May when Cal State broke ground for its Visual Arts Center and adjoining museum. More than 200 people attended the event, punctuating the region's interest in bolstering the cultural life of the Inland Empire.

As of late July gifts and multi-year pledges totalling $613,417 had been received toward the capital campaign goal of $760,000 required to fund construction of the Robert V. Fullerton Art Museum. The Campaign Committee plans to achieve its goal by raising the remaining $146,583 before December 31, 1994. Included in the total of gifts and pledges received is $95,500 contributed by the university's faculty and staff. Dr. Julius Kaplan, dean of graduate studies, has led this on-campus effort.

Interest in the campus-community cultural project continues to sprout throughout the region. In June the Campaign Committee and President Anthony Evans hosted a reception for The Inland Korean-American Association on campus. Coordinated by accounting professor, Dr. Sung-Kyoo Huh, the reception permitted guests to view artwork from the Evans Collection of Asian Ceramics and hear more about the museum campaign. They were very impressed with the museum plans and equally as generous, pledging $30,000.

As the campaign enters its final phase, all alumni and university friends are invited to join in funding the museum's completion.

"Anyone who pledges $2,000 or more will be recognized permanently by having their name engraved on the major donor wall that will be located prominently in the museum's lobby. There are only a few months left to take advantage of this one-time opportunity. As individuals consider year-end gifts, we hope they will contribute to Cal State's new visual arts museum," comments Howard Grossman, campaign chair.

TOP TEN REASONS ALUMNI GIVE TO CSUSB

Why would you make a gift to CSUSB? That's what we wanted to know. Not only did you tell us why, but you put your money where your mouth is and promptly sent your annual contribution. We thank you for making your gift and for sharing your thoughts for doing so.

Top 10 Reasons Alumni Give to Cal State (besides being asked):

1. It feels good—and right—to support Cal State.
2. I’m proud to be a CSUSB graduate!
3. I’m grateful that Cal State gave me a good education at a real bargain.
4. Thanks to Cal State’s convenient location, I was able to attend college.
5. I appreciated my excellent—and accessible!—professors.
6. It’s my turn to do something for Cal State and make it an even better place for today’s students.
7. Cal State’s evening classes made it possible for a working student like me to earn a college degree.
8. My Cal State friends who give to the university told me I should, too.
9. I met my mate at Cal State.
10. If it weren’t for my Cal State education, I might not have had the extra money to give in the first place!
(CONTINUED FROM PAGE 15)

use and that of any survivor, the university must receive the entire property outright or an undivided fractional interest on the remainder.

**TAX SAVINGS FOR PARTIAL USE**

Say you have a home you don’t occupy year-round. You can make a current deductible gift to us of an undivided interest, allowing us exclusive use of the property for part of each year. A vacation home can be ideal for this purpose. For example, you could give Cal State half interest. You would continue to use the property for six months of each year while the university, as half owner, would use it for the remaining six months. As a result, you’d be entitled to an income deduction based on half the property’s fair market value.

**PERSONAL SATISFACTION PLUS TAX BENEFITS**

When you give your home to the university, whether a current or future gift, you create a tangible and enduring testimonial as evidence of your interest in the institution’s educational goals. And your personal satisfaction is complemented by important income and estate tax savings. More information is available at 880-5005.

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**CREDIT UNION UNDERWRITES ENRICHMENT PROGRAM**

When Cal State stepped up with a need for a student enrichment program in finance and economics, the San Bernardino County Central Credit Union answered the call with a generous pledge of $25,000 toward the project.

Bearing the credit union’s name, the academic enhancement program will provide computer hardware and software and finance industry publications for the benefit of students. Six computer terminals and LCD screens plus special high-powered overhead projectors will assist with classroom presentations.

The San Bernardino County Central Credit Union’s gift also will permit the university to acquire two interactive learning software systems for use in classes. "Plato" will enable students to study specific financial problems using the computer, while the "Bank President" software will require students to make decisions that the president of a financial institution might encounter. For instance, these enactments might include when and where to close branch offices, factors to consider in the loan review and approval process and where and when to invest.

“We are deeply grateful that the San Bernardino County Central Credit Union found this program worthy of support," says Eldon Lewis, dean of the School of Business and Public Administration. These types of programs are integral components of our Partnership 2000 campaign, he adds.

---

**PARENTS’ CARE PACKAGE SHOWS YOU’RE THERE IN SPIRIT**

Whether it’s a hug at the right moment, ensuring they get a good college education, or accepting the collect-call charges when they phone home, our kids are never too old to show them we care.

And here’s just one more way...

Introducing the Cal State Care Package.

Let your special Cal Stater know you care when it’s most needed and especially meaningful—right before final exams!

Reserve a Cal State Care Package for your child that includes things every successful student must have: CSUSB No. 2 pencils, a scantron form and blue book for test taking, a computer disk for term papers, snack and beverage coupons for nourishment during those long study sessions, and much more.

Best of all, your child’s package will include a personal note from you—words of encouragement, advice that only a parent can give, or a bit of humor just between you and your “special” student—that will go a long way in making those last few challenging weeks of the quarter a little easier.

A reservation form for your child’s Cal State Care Package is on its way. Watch for it and reply promptly to ensure a care package is set aside for your Cal Stater.
Launched in the Spring of 1992 and concluding in the year 2000, the Partnership 2000 Campaign for Cal State, San Bernardino was established to ensure educational quality and opportunity, to broaden the university's areas of academic distinction, and to expand further its services to the region.

Partnership 2000 embraces a public-private partnership between the university and the community. The first major multi-million-dollar fund-raising effort on behalf of Cal State, San Bernardino, Partnership 2000 is focused on generating gifts and pledges required to allow the university to meet the immediate and growing demands of its students, faculty, alumni and the community. Designed to meet current and ongoing needs for scholarships, facilities enhancements and instructional equipment, for example, Partnership 2000 also provides a structure to secure support for future programmatic expansion.

**CAMPAIGN DONORS**

The following generous donors have given to the Partnership 2000 campaigns and projects that include:
- School of Business and Public Administration
- Robert V. Fullerton Art Museum
- Pfau Addition Library
- Supporters (PALS)
- Coyote Sports Complex
- School of Natural Sciences
- School of Education
- School of Humanities
- Extended Education
- Financial Aid
- Other campus programs

**Principal Benefactors**

($500,000 and above)
- Jack H. Brown
- Yasuda Institute of Education
- Nicholas J. Coussoulis '75

**Benefactors* ($100,000 - $499,999)**
- Robert V. Fullerton
- John W. and Karen Karnoff
- Anonymous
- Herbert and Anna Jane Andrews

**Patrons** ($50,000 - $99,999)
- Jane Matthews
- Food Industries Sales Club of Riverside and San Bernardino Counties
- Bank of America

**Leadership Gifts* ($25,000 - $49,999)**
- Ernst & Young
- Joel A. Stein
- Howard and Kat Grossman '83
- Soren, McAdam, Bartells, CPA, Inc.
- Esprit Foundation
- Anthony H. and Lois Evans
- Judith and Glenn Rymer '70
- Specialty Minerals Inc.
- James N. Kennedy '72, MA '77
- Donald and Pamela Iman
- Dr. and Mrs. Taewoong Kim
- Edward G., Jr., and Evelyn Hill
- Ann and Jerry Atkinson/Center Chevrolet
- San Bernardino County Central Credit Union

**Major Gifts** (10,000 - $24,999)
- Crown Printers*
- McGladrey & Pullen*
- Dr. and Mrs. Irving Root*
- Anne M. Ronning*
- Baker's Burgers, Inc.*
- Ernest and Dorothy Garcia*
- Eadie and Payne*
- Arthur and Ruth Spaeth*
- Paul R. Mata '87 - IDS
- American Express*
- KPMG Peat Marwick*
- Gerald A. and Brenda M. Bean*
- Wilfrid Cunningham Lemann
- Faust Printing
- San Bernardino County Sun & Gannett Communities Fund
- Laura and Lawrence J. Winking '71
- Clara B. McKinney and Friends
- Union Bank
- Lois Battersby

**Pace setters** ($5,000 - $9,999)
- Robin and Julius Kaplan
- Chino Valley Bank
- Richard M. and Shauna McDonald Johnston
- Lockheed Commercial Aircraft Center, Inc.
- Joseph A. Bailey†
- Beverly Smith '86
- Hon. and Mrs. Dyson Wm. Cox
- Dr. Bob and Jan Percy
- Leo M. and Gloria Cutler
- George McGinnis and Odette Salvaggio

**Special Gifts** ($2,000 - $4,999)
- Louis Fox
- Joseph and Laura Ammirato
- Diana Gardiner
- Johnnie Ann Ralph

Donors are listed according to the total pledge amount and the date of their gift.
### Partnership 2000 Campaign Executive Committee Members

<table>
<thead>
<tr>
<th>Donor Name</th>
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<tbody>
<tr>
<td>Don Baker</td>
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<td>Gary Christenson</td>
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<td>Nicholas Coussoulis ’75</td>
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<td>Ted Dutton</td>
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<td>Robert V. Fullerton</td>
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<td>Howard B. Grossman</td>
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<td>Donald Iman, D.D.S.</td>
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<td>James Kennedy ’72, MA ’77</td>
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<td>Wilfrid C. Lemann</td>
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<td>Linda Norman ’82</td>
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<td>Richard R. Oliphant</td>
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<td>Robert W. Percy, D.D.S.</td>
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<td>Jeffrey J. Sykes</td>
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<td>Elise Traynum ’83</td>
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<td>Bruce D. Varner</td>
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### General Gifts ($500 - $1,999)

- Gresham, Varner, Savage, Nolan & Tilden
- Michelle and Stephen D. Christensen
- Gerald Newcombe ’76, MPA ’82
- Dr. and Mrs. Eldon C. Lewis
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- Arlene Leonard ’75
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- Mr. and Mrs. Young-Ho Cho
- Mr. and Mrs. Soo Jung Chung
- Drs. Hong S. and Eun Il Shin
- Mr. and Mrs. Daniel Kim

* “Founders” are those who made gifts of $15,000 and above.

**All restricted and unrestricted gifts and pledges of $500 and above for the campaign period 1/1/92 through 6/30/94 are being recognized. Donors are listed according to the total pledge amount and the date of their gift. These generous donors collectively have contributed $3,622,593 toward the $8 million Campaign goal.**

Over the next several years, the university looks forward to adding hundreds of additional alumni and friends to this Partnership 2000 Campaign donor listing. To add your name to this list and for other campaign information, or to notify us of any corrections needed, please call Stephen D. Christensen (909) 880-5005.
Honor Roll of Donors

Our tribute to the many friends whose gifts and volunteerism sustain and enrich the university's academic, cultural and recreational programs.

This honor Roll of Donors includes only the names of those donors who made gifts between July 1, 1993 and June 30, 1994.
YOU MAY FIND YOUR NAME IN ONE OR MORE OF THE FOLLOWING CATEGORIES:

Pages 21 to 29
- Alumni & Students
- Business & Organizations
- CSUSB Clubs, Departments & Organizations
- Current Employees
- Former Employees
- Friends

Pages 29 to 30
- Corporate Matching Gifts
- Gifts-In-Kind
- Memorials, Scholarships & Tributes
- Current Employees
- Former Employees
- Friends

Pages 31 to 32
- University Support Groups
- CSUSB AFFIRM

SUPPORT GROUP MEMBERSHIP IS DETERMINED AS FOLLOWS:

- **PRESIDENTS CIRCLE**
  - Gifts of $1,000 or greater
- **CENTURY CLUB**
  - Gifts of $100 to $249
- **CUM LAUDE SOCIETY**
  - Gifts of $500 to $999
- **UNIVERSITY ASSOCIATES**
  - Gifts of $250 to $499
- **OTHER FRIENDS**
  - Gifts of $1 to $249 (†deceased)

**ALUMNI & STUDENTS**
- Evelyn Beirich
- David P. DeMauro
- Sharon Fiekowsky
- Pamela D. Langford
- David P. DeMauro
- Evelyn Beirich

**BUSINESSES & ORGANIZATIONS**
- American Drug Stores
- Friends of Golf, Inc.
- The Gas Company
- General Telephone Co.

**PRESIDENTS CIRCLE**
- $1000 OR CIRCLE PRESIDENT'S GREATER

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**CUM LAUDE SOCIETY**
- Gifts of $500 to $999

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- Mrs. Forrest West

**OTHER FRIENDS**
- Gifts of $1 to $249 (†deceased)

**CENTURY CLUB**
- Gifts of $100 to $249

**FRIENDS OF CAL STATE**
- Gifts of $25 to $99

**UNIVERSITY ASSOCIATES**
- Gifts of $250 to $499
Contributions to help Cal State enhance its programs and services come in all kinds and sizes. Throughout this Honor Roll are mentions of designated gifts received over the past year or so that will give you a bird's eye view of the range of charitable interests that have found a home at Cal State.

Jack E. Williams
Kevin D. Young
Donna Zdubonski

American Diversified
Distributing
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C.S.S.
Calnev Pipe Line Company
Chemawa Middle School
Student Body
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Verla W. Thomas
Greg A. Timpany
Kennadine M. Turner
Glady's J. Walker
Meney L. Warman
Rebecah Warren-Marlatt
Lew F. Weaver
Laura A. White
James A. Whitehead
Marjorie Widmeyer

CURRENT EMPLOYEES
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Michael C. Arredondo
Hamid U. Azhand
Dr. Ronald E. Barnes
Dr. Frances F. Berdan
The Karnoff Collection of priceless Italian ceramic antiques expands the university's permanent collection of art. Artifacts will be showcased in the university Art Gallery's first exhibit this fall and later, when the Robert V. Fullerton Art Museum, now under construction, is completed.
A corporate gift from ESRI of Redlands donated computer hardware and software to the Geography Department, which will be used by graduate students in the geographic information system (GIS) course. Ted McDowell (Geography) and his colleagues worked together to secure the gift valued at $19,470.
In honor of the late Senator Stanford C. Shaw, a $10,000 scholarship endowment was established with contributions from friends and family. The Senator's desk—where he spent many hours working to get this CSU campus established in San Bernardino County—was donated also.
The Joseph A. Bailey Bequest established a Charitable Unitrust at approximately $10,000 per year for 20 years to benefit "needey minority students." A previous gift from Mr. Bailey established the Joseph A. Bailey Student Emergency Loan Fund.

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FALL 94-95
Anonymous has generated—so far—more than $15,000 from Walk With Life.

Marjorie Callaghan at Cal State and in our neighboring communities,

The Mara Simmons Memorial Scholarship has generated—so far—more than $15,000 from family and friends to establish a scholarship endowment that will assist undergraduates with physical or learning disabilities.

Anonymous generated—so far—more than $15,000 from Walk With Life.

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**LIBRARY ASSOCIATES**

We are most grateful to the university's friends whose gifts to the Pfau Library help enhance learning opportunities for our students and faculty by strengthening our collections and sponsoring distinguished guest speakers.

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Our sincere thanks and deepest gratitude go to the following friends, alumni, parents, faculty, staff, students, business and community leaders who shared their time, talents and ideas so freely throughout the past year. Their exemplary commitment and active participation in the life of the university continue to make profound differences within our campus community.

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For their generous support in promoting the visual arts at Cal State and in our neighboring communities, we extend a very sincere thanks to our Friends of the Gallery.

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Memorial Scholarships Created

Cal State lost three distinguished members of its faculty family this past year: Dominic Bulgarella (Sociology), Art Moorfield (Music) and Peter Wetterlin (Computer Science). The passing of each brought forward generous donations in their memory. If you would like to contribute to any of these scholarship funds, please designate your interest and send your check, made payable to the CSUSB Foundation, to the attention of Mary Colacurcio, director of alumni and donor relations, 5500 University Parkway, San Bernardino, CA 92407.

California State University, San Bernardino is proud of the interest and support of each individual and organization whose name appears in this Honor Roll of Donors. Every effort has been made to acknowledge accurately all gifts made to the university in 1993-94, but in a listing of this size inadvertent oversights may have occurred. If we have failed to recognize anyone, we apologize and ask you to notify the Office of Development so that we may correct our records. Any corrections to the Honor Roll will appear in the winter issue of Cal State magazine.

Office of Development
California State University, San Bernardino
5500 University Parkway
San Bernardino, CA 92407-2397
(909) 880-5006
Fax (909) 880-7017
WHO GAVE HOW MUCH, 1993-94

$1,000,000
$500,000
$100,000

Parents $25,364
Corporations & Businesses $132,967
Alumni $155,978
Foundations & Organizations $781,539

HOW 1993-94 GIFT DOLLARS WERE DESIGNATED

$432,097 (32%) Other Restricted Purposes (special programs and projects)
$305,880 (22%) Student Scholarships
$142,659 (10%) Capital Projects (new or enhanced facilities)
$452,616 (33%) Academic Resources (schools, departments, faculty research, library)
$4,068 (3%) Unrestricted
Coach for All Reasons . . .

(CONTINUED FROM PAGE 12)

A questionable act.

"I can't do anything with the players teaching-wise until October 15."

Which, to Aye, is like ordering a professor not to teach, or a dog not to bark, or boys—of which Aye and his wife have three—not to pull girls' hair.

"I'm a coach," he says. "I like to teach. It's the same."

At Cal State, it's looking like Aye is assembling that coachable team he wants. Besides the half-dozen-or-so players who'll be returning this year, Aye has recruited at least five "new" players—ones he knows. Three of them played for him at Columbia, one is from Barstow Community College and another from San Bernardino Valley College.

With a new coach and new team, one would expect Aye's goals for this first season to be low, and they are. But this isn't one of your classically defined "lows." Aye has his sights on the conference playoffs ... in this, his first year ... which means finishing in the top four. That's what Denny Aye means by "low."

"You (have to) realize that the school I just came from won the conference four years in a row," he says. "I'm lowering (my expectations) to be realistic with where I'm at."

Coyote Founders Group . . .

(CONTINUED FROM PAGE 13)

ty that will serve generations—from students to alumni, sports fans to athletes, and those serious about getting physically fit to those who just want to play.

Funded mostly by state revenue bonds, part of this 26-acre complex will open in the 1994-95 academic year. Among the facilities to be unveiled then: additional nursing, physical education and health science classrooms and laboratories; a competition-size swimming pool; a fitness center; and outdoor courts for volleyball, tennis and basketball. Also debuting this season is the stunning, much-talked about 5,000-seat Coussoulis Arena.

Blueprints for the Coyote Sports Complex also include a 1,500-seat ballpark and a 4,000-seat outdoor stadium for soccer, track and special events. Both venues will be built with lighting, electronic scoreboards, grandstands, press boxes and concession stands. And both must be built entirely with private gifts.

Already more than $573,000 is committed thanks to these early Founders and members of the Coyote Sports Complex Campaign. Along with a permanent place on the "Founders Wall of Fame," the university also will recognize Founders for their key support with:

- A Coyote Sports Complex sweater.
- Reserved parking for campus athletic events.
- Lifetime access to the Coyote VIP Den, an exclusive room for pre-game and half-time receptions.
- Three-year membership in the Coyote Club.
- A complimentary foursome in the annual Coyote Golf Classic.
- Two complimentary season tickets for three years (with option to renew after that) in the choice Founders seating section in Coussoulis Arena.

Membership in the prestigious Coyote Sports Complex Founders program is open to those who make their gifts or pledges of $15,000 or more by December of 1995. Gifts may be cash or in-kind, and pledges may be fulfilled over a three- to five-year period.

"This is a one-time-only opportunity for people who can and want to do something lasting and meaningful for the university and community," says Bruce Varner of the law firm of Gresham, Varner, Savage, Nolan & Tilden. Varner serves on the Coyote Sports Complex Campaign Cabinet.

There is also a limited number of naming opportunities in the complex for key supporters at the Founders level. Coussoulis Arena is taken. But there's still the ballpark, the outdoor stadium, the swimming pool, scoreboards, the training room and more. The entire sports complex, in fact, may be named. Until then, it will be known as the Coyote Sports Complex.

Naming opportunities are an ideal way to honor family, friends and associates, or the memory of a loved one, according to Pam Langford, campaign director. To reserve a naming opportunity or for more information about the Founders program, the Coyote Sports Complex Campaign or touring the facilities, call Langford at (909) 880-5006.

Come Howl with the 'Yotes

What's new and improved? Not only the Coyotes’ fresh, new facilities, but their look, too. You’ll see this new logo popping up just about everywhere. It’s been designed with the Coyotes’ persevering, never-say-die attitude in mind. Young and wiry, the new Coyote logo is bold and befitting of the Coyotes’ new den and the next era for Cal State athletics.

FALL 94-95
BUSINESS HONOREES INCLUDE FIVE ALUMNI

BY MARY COLACURCIO, DIRECTOR OF ALUMNI AND DONOR RELATIONS

When Cal State graduates depart the university for careers and active lives in their communities, those of us who remain here often wax philosophical about having touched the lives of so many “future leaders” in the region. We know that more than 80 percent of our alumni reside in the Southern California area, so Cal State, San Bernardino has had a significant effect upon shaping the destiny of our state.

So it comes as no surprise that five CSUSB alumni were among The San Bernardino Sun’s honorees in its Up-and-Coming Business Leaders program. In this fiftieth year of the newspaper’s recognition of some of the region’s top young business men and women, the Cal State grads were acknowledged for achieving a measure of distinction in their fields. Other criteria include their relative youth (they must be under the age of 40) and commendations by colleagues, peers, or business associates.

The CSUSB elite include:
- Jon Boeche, B.A. economics, ’87, owner of Quality Treats, San Bernardino
- Herb Gardner, B.A. economics ’93, construction manager at Gardner Construction, Highland
- Steve Hartert, M.B.A. ’89, director of marketing, Omnitrans, San Bernardino
- Manuel Hernandez, B.A. economics, ’81, accounts executive, State Compensation Insurance Fund, San Bernardino
- Adrian Sanchez, B.A. economics ’79, vice president and regional economist for First Interstate Bancorp, Los Angeles.

Congratulations to each of you. You’ve brought distinction to your university and your fellow alumni.

CAL STATE ALUMNI LAUDED AT HONORS BANQUETS

Two springtime banquets saluted the accomplishments of CSUSB graduates. The Soroptimist International of San Bernardino honored, among others, the following CSUSB alumni:
- Christina Gonzales, B.A. liberal studies ’85; M.A. education ’91

Recognized for outstanding service by the School of Education at its May 22 banquet were alumni: Barbra Bowman, M.A. educational counseling ’78; Yolanda Contreras, M.A. education ’85; Ingrid Doesburg, B.A. liberal studies ’79, M.A. education ’90; Nelda Esmeralda, B.A. liberal studies ’79; Paula Goldberg, M.A. education ’86; Benito Gomez, B.A. Spanish ’84; Patricia Horton, B.A. liberal studies ’90; Beverly Laing, physical education credential ’74; Dale Levine, M.A. education ’88; Dr. Philip Mirici, B.A. theatre arts ’74, M.A. education ’76; Charlotte Netzer, B.A. liberal studies ’80, M.A. education ’85; Erna M. Noble, B.V.E., vocational education ’81; Reynaldo F. Ortiz, M.A. educational counseling ’81; Sharon Swan Sedrowski, B.A. English ’73; Dr. Malcolm Scheult, credential ’91; Michael Whisenand, professional administrative services credential ’92.

They say gray hair distinguishes a man.

But more than silky-gray hair and a mustache are distinguishing John Kennedy, Sr., these days.

Last spring the 79-year-old was named Cal State’s Distinguished Alumnus. A long-time San Bernardino accountant, Kennedy received his award during Commencement ceremonies in June.

Kennedy, who earned a B.A. in business administration in 1979 and a B.A. in economics in 1985, opened the doors of his accounting firm in the mid-’50s, a few years after a massive coronary forced him from a high-pressure job with the Carnation Company.

“I had to change my lifestyle and that’s when I went into accounting,” says Kennedy.

When he earned his second bachelor’s degree, Kennedy started a scholarship endowment that has helped nine Cal State recipients over the years fulfill their own graduation dreams.

But for Kennedy, stricken by the education bug since taking some science classes at San Bernardino Valley College in the late ’60s, the only goal in coming to Cal State was the sheer “enjoyment of studying and learning something new.” So the possibility of graduating from Cal State came as a

CONTINUED ON PAGE 41
1994 GRADUATE CLASS GIFT

YOUR CHANCE TO MAKE HISTORY!

DIID YOU MISS IT?

The graduates of the Class of '94 should have received detailed information in the mail, around Commencement time, concerning the Class of '94 gift. All graduates were invited to contribute $19.94 (or more) to help fund the clock faces for the tower on the new Student Union. What better memento than the central landmark of the campus could the class of '94 leave as its heritage? For each $6,000 donated, one clock face will be emblazoned with Class of '94 for all Cal State students to see as they walk toward the center of campus. Your support of this first-ever Class Gift to the university will be so meaningful to the university, its faculty, staff and students—your "other family" for the past few years.

To those of you who have already made your gift, THANK YOU. To those of you who intended to do so, there's still time. Simply fill out the coupon below, make out your check for $19.94 (or more) to the CSUSB FOUNDATION—CLASS OF '94, and mail to the address listed on the coupon. All donors will receive two complimentary tickets to the first Coussoulis Arena basketball game, a CSUSB decal for their car bumper, free tickets to selected Student Union events, and, while supplies last, a Class of '94 Commencement painter's cap with the "Coyote Paw" on top.

YES, I would like to help the Class of '94 make history, say "Thanks to Cal State," and provide time for future generations of Cal State students. To help put the clocks in the Student Union Clock Tower, here is my tax-deductible gift of:

$19.94 or $________

Please make your check payable to CSUSB FOUNDATION—CLASS OF '94 and send it in the self-addressed business reply envelope stitched in the center of this magazine, or mail to University Relations, CSUSB, 5500 University Pkwy., San Bernardino, CA 92407-2397.

Send my free tickets, Cal State decal and Class of '94 painter's cap* to:

PLEASE PRINT NAME

STREET ADDRESS

CITY, STATE, ZIP

CHECK ONE:

☐ 2 TICKETS FOR JAN. 5 (MEN VS. CONCORDIA)

☐ 2 TICKETS FOR JAN. 5 (WOMEN VS. ALASKA-FAIRBANKS)

*LIMITED SUPPLIES

SOCIAL SECURITY NUMBER

HOME PHONE

BUSINESS PHONE

FALL 94-95
1970

Dr. Karen K. Harshman, teaching credentials, is the new superintendent for the Fontana Unified School District. In addition to teaching in the Fontana schools, she has held administrative and teaching positions in Rancho Cucamonga and the Ontario-Montclair school districts.

1971

Bob Botts, B.A. administration, life member of the Alumni Association, holds the newly created position of manager of San Bernardino's Office of Business Development. The local newspaper reports he will "boost the city's image, cut joblessness and woo new businesses." Botts said 75 percent of his time will be spent dealing with existing San Bernardino firms.

Jim Robertson, B.A. sociology; teaching credential '72, is the principal of Lupon Hill Elementary School in Calabasas. He and his wife, Jeanne, and their two daughters live in Thousand Oaks.

Dona Sleeper, B.A. English, "moved from arts to science." She is now a registered nurse and still uses her English training to help others.

1974

Dr. Thomas McCombs, B.A. chemistry, is now in private practice specializing in wellness education and osteopathic manipulation in Issaquah, WA. Also, he writes that he is "training and teaching Taoist temple disciplines."

1975

Herbert E. Miller, B.A. administration, M.B.A. '77, has now returned from his stint in Jinan, the People's Republic of China. He and his wife are living in Twin Peaks, CA.

Linda Stockham, B.A. anthropology; M.A. special major '87, has had her play "Divorce Sale," which premiered Off-Off Broadway in 1993, accepted for publication by Aran Press.

1976

Kenneth Eldred, B.A. biology, received his M.A. in education from Chapman University's satellite campus in Palm Desert. He is married to Elaine Antflk Eldred, B.A. anthropology and French, '77.

John Loeffler, B.A. Spanish, recently wrote to Ron Veclik, B.A. social sciences '75, that the Salem Broadcasting Co. is broadcasting his Steel on Steel as a simulcast over two Colorado radio stations: KRKS-FM, Boulder/Denver and KGFT, Colorado Springs. This arrangement on two powerful FM radio stations gives them border-to-border coverage from Wyoming to New Mexico along the Colorado front range.

1977

David Child, B.A. art, has been appointed as the alumni representative of the Student Union Board of Directors for the 1994-1996 term of office. He invites other alumni to contact him through the Alumni and Donor Relations Office with your concerns and ideas.

Janet Linda (Thorvaldson) Holden, B.A. history, moved to Washington state in 1983 and has been employed for the past 10 years by the University of Washington, College of Forest Resources, as a senior secretary at their 4,200-acre forestry research station located in Eatonville. She writes that she "really enjoys the magazine and looks forward to its arrival." Linda was instrumental in assisting Paige Satter, B.A. theatre arts '92, and Candice Macias, B.A. marketing '93, in organizing the first-ever CSUSB Picnic in Seattle in August.

Carol Wiley, B.A. sociology, has been employed by the Victor Valley College in Victorville since graduation. In her off-hours she finds time to be the chair of the Mojave Group of the Sierra Club.

1978

Kevin Aguilar, B.A. art, was the subject of a recent article in the San Bernardino Sun that focused on "The Flintstones" phenomenon. He was recruited into creating Bedrock-type products by Steven Spielberg's own people. His company—Neon-Lithics—manufactures nightlights made of faux rock (plaster of Paris). The nightlights have impressionistic designs of Fred and Barney, Dino, and a blazing fire; they are being marketed through Frederick's of Hollywood gift stores at Universal Studios.

1979

Laura Ann Gonzales, B.A. sociology, received the Latino Peace Officers Association Officer of the Year Award. She is a probation officer for San Bernardino County.

Carmen V. Hernandez, B.A. liberal studies; M.A. educational administration '84, principal of Van Buren Elementary School in Glen Avon, Jurupa Unified School District, is justly proud that her school was awarded the National Blue Ribbon School Award by the U.S. Dept. of Education. Only 30 schools in California received this award; 276 schools in the country made it to this elite list. Among the elements scrutinized by the judges: leadership, degree of parent involvement, curriculum, test scores, and the teaching and learning environment. This award follows another major award won last year when Van Buren was named a California Distinguished School.

Anne Segura-Valdez, B.A. economics, is a vice president and banking officer of Chino Valley Bank, Pomona.

1981

Charlyn Chambers, B.A. liberal studies, is an elementary school teacher for the San Bernardino City Unified School District. Her husband, Ernie Wasley, Jr., B.A. administration '92, is a patient accounts manager for St. Bernardino Medical Center.

Ronald G. Martin, B.A. history, M.A. Spanish '89, logistics manager, is with the Missile Systems Center at Los Angeles Air Force Base.

1983

Victoria Gates, B.A. liberal studies, is a substitute teacher in Yuma County, AZ. She is a widow with two children.

Elise K. Traynum, B.A. political science, and an attorney-at-law, is now with Rutan & Tucker in Costa Mesa, CA. Traynum is a member of the University Advisory Board.

Peggy Voss, B.A. English, writes that, "I am now a writer/researcher at UC Riverside after 18 years as secretary/administrative assistant" in many areas such as the library, relations with schools, the Chancellor's Office, and the development office.

One of the many well-known speakers
at the 15th anniversary celebration in April of the Highland Senior Center was alumna Joanne Wyman, B.A. sociology. Joanne was their first executive director and was instrumental in obtaining a state grant for renovation of their present building. Also present was a subsequent director of the center, Bobbie Babbage, B.A. '86, M.A. '89, psychology.

1984
Sharon Ruiz, B.A. Spanish, is a vocational rehabilitation counselor for State Fund in San Bernardino.

1985
Suzanne Bolowich, B.A. administration, is the new assistant director of accounting at Cal State. She previously served as assistant controller for San Gorgonio Hospital.

In addition to being a physician with the Renaissance Medical Group in West Covina, Dr. Kay Kalousek, M.A. biology, is the vice-chair of the Foothill Aids Project, a volunteer medical director at the Montclair Clinic, and has made several TV and radio appearances. In recent years she has been honored for her volunteerism and professionalism.

1986
Margaret Ivy, B.A. administration, is the executive director at the Greater Morgantown Convention and Visitors Bureau in West Virginia.

Carole Lee, B.A. psychology, writes that “since finishing my M.A. in educational psychology at UCR in 1990, I’ve also finished my Ph.D. coursework in that field and have become a grandmother.” Her husband is Michael Lee, B.A. administration '85.

Dr. Cheryl Oh, B.A. biology, is now in the Family Medicine Residency Program at Florida Hospital in Orlando.

1987
Dr. Peter Coldwell, B.A. biology, graduated from the Medical College of Ohio in June '94 and has entered residency training with the Army in emergency medicine in San Antonio, TX.

David Damico, M.A. psychology, is the ergonomics safety specialist at USAA in San Antonio, TX. He runs two ergonomic labs focusing his research on data entry devices and graphical user interface design. Since his move to Texas two years ago, David has become an avid bass fisherman, barbecuer, and learned how to rope a calf.

Gary Kelly, M.A. education, has been named dean of the social sciences division of San Bernardino Valley College. A counselor at SBVC since 1988, he also has experience as an instructor and superintendent of the Community College of the Air Force.

1988
Amelia Marquez, B.A. human development, TX, writes, “I received my B.A. at age 60 and am presently taking part in Project Help (Hispanics and Elders Learning Partnership)” through Cal State’s office of Extended Education. “It feels great to be associated with my alma mater in such a worthwhile way.”

Ruth Nolan, B.A. English, is studying for her M.A. in English-Creative Writing at Northern Arizona State University in Flagstaff. In addition to teaching her daughter, Tarah, to read and write, Ruth is busy involving herself in Arizona poetry events and working with the Northern Arizona Writing Project.

Susan Reed, B.A. psychology, received her M.A. in psychology in Jan. '94 from Chapman University and is working at the Oasis Counseling Centers in Barstow and Victorville as a therapist/counselor. Jerry Schumacher, B.S. administration, is an auditor for Vavernik, Trine & Day.

John Weber, M.B.A., is the director of human resources at O.S.P. Publishing, the largest designer and distributor of licensed posters in the country. John and his wife, Cindy, are expecting their first child in November.

1989
Stephen Edmonds, B.A. economics, received an M.A. in international policy studies from the Monterey Institute of International Studies in Monterey, CA.

Gloria Meltzer, B.A., M.A. psychology '93, writes, “I am finishing my first year in a clinical/counseling doctoral program in psychology at Pepperdine University. I was well prepared at CSUSB!!”

1990
Daryl Anderson, M.B.A., is the new director of accounting at Cal State.

Anja (Anderson) Miller, B.A. administration, is currently a sales office administrator for Raeul Instruments in Irvine.

Respondia “Dia” Poole, B.A. administration, was pleased to learn that she was among the finalists for the 1994-95 Jesse M. Unrath Assembly Fellowship Program that offers exposure to full-time legislative staff work in Sacramento. A systems analyst for San Bernardino County, Dia also is known as “Miss D,” producer and host of the weekly radio program “African-American Awareness” and co-host of the morning show on KUCR.

1991
Jeff Angelo, B.A. communication, is still working as a marketer for PACE Credit Union in Portland. He and his wife and two children live in Salem, OR.

Bruce Cooley, Jr., B.A. history, is a senior investment representative for Cohig & Associates Inc. Investments and has been responsible for opening a new office in La Jolla.

Patrick Cooney, B.A. political science, the 1990-91 ASI president, is a second-year student at the University of San Diego School of Law.

Lori Hansen, B.A. liberal studies, KA, is a family reunification counselor working with abused children and their parents for Guadalupe Childrens Homes in El Monte, CA.

Michelle Harbauer, B.S. administration, is an assistant manager for Wal-Mart in Colton.
Eric Kritz, B.A. political science, is dreaming of living on a tropical island and finding Ms. Right. Meanwhile, he is pursuing a career in law enforcement and has recently completed an A.A. degree in criminal justice at San Bernardino Valley College as well as completed training at the San Bernardino County Sheriff’s Reserve Academy. Currently, he is a reserve deputy and is open to career advice, job offers and dates!

Mel Sundean, M.B.A., is the director of Life Support Education at Loma Linda University. In his spare time he is active with the Community Theater and has held lead roles in the past two Redlands Bowl Productions. He also finds time to pursue a Ph.D. in administration.

1992

Heather Gil Arteche, B.S. and credential, physical education, is a physical education teacher at Cope Middle School in Redlands. She writes that “I want to mention how thankful I am to the entire CSUSB Physical Education Dept. for all of their support and encouragement while I was attending.” Her husband, Zachary Arteche, B.A. communications ’93, owns his own truck driving business in the L.A. area.

Tammy Astenius-Smith, B.A. administration, started her own computer consulting firm, TNT Computing, in April ’93, specializing in custom software written in Paradox and general computer sales and support. She was a speaker at the Borland International Developers Conference in Florida in June ’94.

Sean Cain, B.S. administration, is the director of finance for the Arrowhead United Way in San Bernardino.

Marlene Thorn Taber, M.A. education, is performing in the community of Athens, GA and is working toward a Ph.D. in drama at the University of Georgia, where she holds a teaching assistantship.

Timothy Cody Watkins, B.A. administration, is the deputy registrar for the Contractors State License Board. He investigates construction-related consumer complaints for the Contractors State License Board. Tim was one of the many alumni who volunteered his time to help out at Commencement on the Cal State campus on June 18.

Robert Watson, B.A. criminal justice, has graduated from the Police Academy and is currently interviewing with several police departments in the San Diego area.

1993

Mazen Ajouz, B.S. computer science, is a sales and tech support representative at Tredx California, Inc.

Jill Burian, B.A. health science, is a human resources manager for Host Marriott Corp. at General Mitchell International Airport in Milwaukee, WI.

John Conway, Jr., B.A. psychology, is an urban forester for Newport Beach and is responsible for managing the tree division of the General Services Dept. His department maintains 20,850 trees throughout the city. All trees have been inventoried and inputted into a computer software program that monitors yearly maintenance and costs.

Elaine (Brann) Hegedusich, B.A. liberal studies, is a substitute teacher for the Colton Unified School District.

1994

Sisters Kimiko Glenn and Nakeesha Glenn Cluse, B.A. communication, are pursuing graduate work in their field. Kimiko is studying organizational communication at the University of New Mexico, where she has a graduate assistantship. Nakeesha is in the graduate journalism pro-
BUSINESS PARTNERS’ PROGRAMMING . . .

(Continued from page 14)

tive regarding macro-management of organizations.

“Success in the next millennium will depend heavily on such assets as a highly trained, adaptable and professional work force; entrepreneurial business leaders; and government officials able to achieve, simultaneously, steady economic growth and steady improvements in the region’s quality of life,” remarks School of Business and Public Administration Dean Eldon Lewis.

“In addition to granting undergraduate and graduate degrees, the school is committed to providing lifelong learning opportunities and a central forum for the discussion of contemporary business and governmental issues. Our faculty will provide the current knowledge and develop further applied research projects and problem-solving initiatives based upon their interactions with Business Partners leaders.

“As leaders of the Inland Empire and CSUSB organize partnerships, our region will greatly enhance its opportunities to capitalize on the initiatives of the 21st century. Business Partners is positioned uniquely to lead this effort,” Lewis adds.

A tentative schedule of events is provided on page 15 and will be updated in communications with you in the future. For additional information or to reserve a seat, please call the School of Business and Public Administration at (909) 880-5700.

PUBLIC ADMINISTRATION ALUMNI, WHERE ARE YOU?

Several of our public administration graduates are among our “lost alumni,” i.e., graduates for whom we have no addresses. If you know their whereabouts, call the Alumni Director, Mary Colacurcio, (909) 880-5008. There is a reward!


DISTINGUISHED ALUMNI . . .

(Continued from page 36)
mild surprise when one of Kennedy’s professors told him that he only needed two more courses to earn a business degree.

Today, Kennedy works only in the afternoons at the Kennedy and Kennedy office. He recommends “taking life at its own pace” to everyone at any age.

YOUR LISTING MAY HELP STUDENTS FIND JOBS

Alumni can help CSUSB students and other alumni by listing summer or part-time job openings with the Career Development Center. You may list your positions by calling 1-800-999-8725. Job listings from all locations are welcome. Summer jobs will be listed for 30 days, part-time jobs listed for two weeks.

CSUSB ALUMNI ASSOCIATION MEMBERSHIP FORM

Name ________________________________

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Social Security # ________________________________

Year of degree and major ________________________________

☐ Payment Enclosed ☐ $14 New Graduates (1994)
☐ $20 Annual Single ☐ $30 Annual Joint (both are alumni)
☐ $300 Lifetime Single ☐ $450 Lifetime Joint

Charge my:

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☐ Please let me know how I can help at Commencement on June 17, 1995.

Make your check payable to the CSUSB Alumni Association, California State University, San Bernardino, 5500 University Parkway, San Bernardino, CA 92407-2397. Your membership helps provide student scholarships.
Whether it’s art, lectures or outdoor fun, Cal State, San Bernardino offers a variety of activities for the whole family. Keep this calendar handy. Share. Enjoy. (The Public Affairs Office recommends calling ahead to confirm an event using the phone numbers listed after each description. All numbers are in the 909 area code.)

SEPTEMBER 23
Talk.
Noted Egyptologist, Prof. Zahi Hawass, speaks on recent discoveries in Cheops complex. 7:30 p.m., Creative Arts Building Recital Hall. Free. 880-5058.

SEPTEMBER 26
Interactive Video.
Fun Flicks makes you the star on video. 10 a.m.-4 p.m., Student Union Lounge. General admission $5; free for students. 880-5943.

Ribbon cutting.

OCTOBER 13-NOVEMBER 23
Art Exhibit.

OCTOBER 19
Festival.
The Second Annual Culturefest “Kultatami-O-Rama” features authentic cultural dance and food. 11 a.m.-3 p.m., Student Union Courtyard. Free. Sponsored by CSUSB Multicultural Center. 880-7204.

NOVEMBER 11-13, 16-20
Theatre.
“Lysistrata,” by Aristophanes. An hilarious effort from the women of Athens who seek peace by withholding the one activity men love more than war. Curtain time for evening shows 8:15 p.m. Nov. 13 and 20 shows 2 p.m., Sunday matinees. University Theatre. General admission $8; senior citizens and CSUSB alumni with Alumni Association membership card $5; students $3. 880-5884.

NOVEMBER 22
Music.
CSUSB Jazz Ensemble directed by Andy Cleaves. 8:15 p.m., Recital Hall. General admission $5, students $3. 880-5884.

NOVEMBER 30
Music.
CSUSB Concert Choir directed by Tamara Harsh. 8:15 p.m., Recital Hall. General admission $5, students $3. 880-5884.

DECEMBER 2
Talk.
Juan Megrin Fetter, international expert on the art of the Huichol peoples, discusses recently acquired Stein Collection of Huichol yarn paintings. 7 p.m., University Art Gallery. Free. 880-5802.

DECEMBER 2, 3
Dance.
The Theatre Arts Department’s Inaugural Dance Concert. 8:15 p.m., University Theatre. General admission $5; students, senior citizens $3. 880-5884.

DECEMBER 10, 11
Holiday Show.
“A Dickens Holiday Festival,” performed by CSUSB Chamber Singers and CSUSB Theatre Arts players. Family event featuring music, stories and food. Dec. 10 at 8:15 p.m., Dec. 11 at 2 p.m. Recital Hall. General admission $10; students $5; children under 12 $3. Proceeds benefit Performing Arts Scholarship Fund. 880-5884.
But five years ago, as she worked her first murder case and talked about skydiving with a news reporter and a friend who worked for the district attorney, the idea began to sound...well, let's say not so totally objectionable to Deborah Daniel. She had, after all, thought about skydiving when she was 18 and parachutes were round and landing "more intense."

Daniel mostly practices family law out of her Redlands office, but whenever this 1980 CSUSB distinguished alum gets the chance, especially on weekends, she heads down to Perris Airport for a little "relaxation" hanging from a chute...
string, swinging in the wind, floating above the fray below.

"I think a lot of people who have high stress jobs find skydiving a good activity because it’s relaxing in that it requires total concentration of what you’re doing," says Daniel, a 1976 graduate of Cal State with a degree in criminal justice. "For that 60 seconds that you’re in the air in freefall, there isn’t anything else outside that’s intriguing."

The sport draws adventurers from almost every occupation, she says, from teachers to doctors to rocket scientists to skydiving bums who live out of vans and pack parachutes for $5 a job. In all, Daniel has jumped more than 1,250 jumps. And during the months when the days are long and beautiful, and the weather lets her gaze with wonder upon San Diego or Los Angeles or the Pacific, and maybe a pilot runs a $99, all-day special, she can put together a fun weekend and rack up 10, 15, or even 20 jumps. Skydiving is about a two- or three-minute ride from plane to planet—so long as you watch your altimeter and open your chute at normal opening altitude, somewhere around 2,000 feet. Down to that point, Daniel says the earth looks small and harmless and "you don’t really have a sense of falling."

But things change, and soon you begin to experience what divers call "ground rush," which is not a growing enthusiasm for the good earth, but the distinct feeling that the ground is actually coming to greet you—fast—and that being "under canopy" would be very nice about now.

One of Daniel’s other head rushes, in fact, came last year when she went to Flachau, Austria. An alternate for the U.S. women’s team in the sport of paraskiing, she and her teammates had trained to compete in the world championships in formation skydiving. Unfortunately, not enough countries were into women’s paraskiing, and so Daniel’s team settled for the thrill of opening and closing ceremonies and just being there.

She was glad for such opportunities.

"It’s important to take the time to do the things that you enjoy," she says.

Her philosophy was reinforced two-and-a-half years ago when 16 skydivers were killed in a Perris Airport crash. Several of the divers were Daniel’s good friends. She also knew four of the six survivors, experienced some of the same survivor-guilt they experienced, and thought about how lucky she was. Only two days earlier, Daniel had dived from that same plane flown by the same pilot.

"It’s not worth it to become so totally focused on one thing, particularly your career, that you exclude family and friends. Some of my most treasured memories are of the times spent with the people that I lost."

But the losses have not frightened Daniel away. Nor have the two broken bones she sustained in a landing mishap almost a year ago.

For a few hours or a full weekend—from planes or a hot air balloon—she jumps, leaving behind divorces, legal separations and modifications of support, concentrating, instead, on her dive, her body slicing through the air at a top speed of 120 m.p.h. ☺
The Choice Financial Institution for Alumni of California State University, San Bernardino

Since 1949 the San Bernardino County Central Credit Union has served as a safe and sound financial institution for its members with unparalleled attention to quality service. All accounts are federally insured up to $100,000 by NCUA. Excess deposits are insured at no direct cost, for amounts exceeding $100,000, through a private insurer.

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Membership in San Bernardino County Central Credit Union is not available to everyone. However, through special arrangement with California State University, San Bernardino, all members of the Alumni Association and University employees are eligible. And we stand ready to serve you with our competitive savings and loan rates.

Amidst changing times and mega mergers, it is comforting to know that San Bernardino County Central Credit Union still provides personal and friendly financial service. We remain your lifetime full-service financial institution.

For information regarding Credit Union services and benefits, please call (909) 881-3355 ext. 295 or 1-800-743-7228 ext. 295.

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San Bernardino County Central Credit Union

NCUA
National Credit Union Administration (U.S. Government Agency)

E-Qual Housing Lender
STAGES—If Augustine Birrell were to attend the Sept. 26 noon ribbon-cutting for the new library wing, he'd say the Pfau was yet unfinished. "Libraries are not made," once said the 19th-Century writer. "They grow."