Winter 1995 - 1996

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CHILDREN SENDING 'DON'T SMOKE' SIGNALS

OUR ANNUAL HONOR ROLL OF DONORS ISSUE CELEBRATES 1996 AS YEAR OF THE ALUMNI

PAGE 20
BACK THE PACK

And Join the CAA

COYOTE ATHLETIC ASSOCIATION

Annual Campaign Drive April-May 1996

COYOTE ATHLETIC ASSOCIATION
GIFT LEVELS AND BENEFITS

The contributions to the Coyote Athletic Association are tax deductible as allowed under state law. Some benefits as well as tickets may not be deductible. It is recommended that you consult your tax advisor to confirm what portion of your membership is deductible.

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<th>Gift Level</th>
<th>Benefits Provided</th>
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<tr>
<td>Grad Club $50</td>
<td>CAA Membership Card, Newsletter Mailings, Media Guide Recognition, Priority Seating Eligibility, CAA Lapel Pin</td>
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<tr>
<td>Howlers Club $125</td>
<td>CAA Membership Card, Newsletter Mailings, Media Guide Recognition, Priority Seating Eligibility, CAA Lapel Pin, CSUSB Sweater</td>
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<tr>
<td>Coaches Club $300</td>
<td>CAA Membership Card, Newsletter Mailings, Media Guide Recognition, Priority Seating Eligibility, CAA Lapel Pin, CSUSB Sweater, Founder Room Entry, Parking Pass</td>
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<tr>
<td>Growlers Club $500</td>
<td>CAA Membership Card, Newsletter Mailings, Media Guide Recognition, Priority Seating Eligibility, CAA Lapel Pin, CSUSB Sweater, Founder Room Entry, Parking Pass, CAA Plaque</td>
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<td>Pack Club $700</td>
<td>CAA Membership Card, Newsletter Mailings, Media Guide Recognition, Priority Seating Eligibility, CAA Lapel Pin, CSUSB Sweater, Founder Room Entry, Parking Pass, CAA Plaque, Season Tickets Choice</td>
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<tr>
<td>Grand Club $1000</td>
<td>CAA Membership Card, Newsletter Mailings, Media Guide Recognition, Priority Seating Eligibility, CAA Lapel Pin, CSUSB Sweater, Founder Room Entry, Parking Pass, CAA Plaque, Season Tickets Choice, Named Scholar Athlete</td>
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<td>Full Moon Club $2500</td>
<td>CAA Membership Card, Newsletter Mailings, Media Guide Recognition, Priority Seating Eligibility, CAA Lapel Pin, CSUSB Sweater, Founder Room Entry, Parking Pass, CAA Plaque, Season Tickets Choice, Named Scholar Athlete, Season Tickets Choice</td>
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<td>Scholar Club $5000</td>
<td>CAA Membership Card, Newsletter Mailings, Media Guide Recognition, Priority Seating Eligibility, CAA Lapel Pin, CSUSB Sweater, Founder Room Entry, Parking Pass, CAA Plaque, Season Tickets Choice, Named Scholar Athlete, Season Tickets Choice, Named Scholar Athlete, Season Tickets Choice</td>
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Call the Athletic Development Office (909) 880-5049 for more information.
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Forgot the Children and Smoking Became the Young's
Cool Convenience

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Cal State magazine will not be published in the Spring of '96.
Look for news about Cal State in your school Newsletters.

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CSU Alumni Statewide Celebrate Their Roots

Page 21
Dazzling Art from Guadalajara Exhibited

COVER:
Manu and Antonio were two of 36 children who, for research purposes, bought cigarettes at convenience stores.
Photos by Larry Rose.
No million dollar ad campaigns here. No high-powered meetings, no high tech. Just citizens marching down to their friendly, neighborhood convenience stores to say, “If you sell cigarettes to our kids, we’ll take our business elsewhere.” It’s a new tack, a grassroots effort sprung straight from the research of CSUSB psychology professor Liz Klonoff and two associates. Two years ago some of the work was published in The Journal of the American Medical Association, and Klonoff was one of several selected to appear at a national news conference recognizing the 30th anniversary of the surgeon general’s caveat on smoking. In the spring of 1994, she turned loose 36 children on 72 San Bernardino County convenience stores to make more than 2,500 tobacco buys—incognito. They were 10, 14 and 16, Black, Brown and White, non-smokers trained to buy cigarettes as though they were smokers, specially educated on the hazards of smoking and, in a roundabout way, the hazards of believing in Joe Camel and Madonna, heroes of cigarette chic for the young and the breathless. One would guess most youth score their smokes from home. But the right guess is they head for gas stations, small stores and big stores, which experts have said sell to minors chiefly to make profits. Klonoff’s data, however, says not so
Sixteen and ten at the time of the study, Manu and Antonio learned a few things firsthand.

If money’s the motive, she asks, why did her research show that clerks sold more cigarettes to girls than to boys? Why more to African-Americans than to Caucasians or Latinos? Why older children more than to younger? You want profits, you sell to everyone. Not just girls because they look mature or more responsible; not to African-Americans “just because they ask.” So Klonoff and her crew are trying to convince communities to put kids’ health first—all kids’ health. Ask a kid for her age or I.D. and sales drop drastically. Don’t ask and kids succeed eight percent of the time at buying single cigarettes, at least in Klonoff’s study, and 22 percent of the time at packs. Laugh when a kid asks to buy cigarettes and sales drop then, too. Customers in a store can make a difference that way. But in two-thirds of the attempts made by the children, customers said nothing. They didn’t want to get involved, perhaps. Except to say that a few offered their own cigarettes. As did a female clerk, whose law-abiding senses managed to kick in when one boy asked for a single, at which point she lifted her freshly lit cigarette from an ashtray and handed it to him, careful to observe as she did the letter of the law, while effectively dumping its spirit.

Though she may not have had to worry about the law. Out in Marlboro Country, where police have little time to roam, minors have been buying 1 billion packs of cigarettes every year since 1975, when it became illegal to sell to them. In those 20 years, less than 40 violations have been enforced. Licensing stores to sell tobacco is still only an idea right now. And that’s where the old principle comes in—money talks when money walks—applied here not by force of fines but by pressure from parents armed with buttons and posters and the thought of too much to lose. Their children.

Manu:
“If they (convenience stores) can get a kid at a young age to start smoking, then they can get others to start... They don’t care who they hurt.”

Antonio:
“It’s amazing to me that they could sell (cigarettes) to me at the age of 10.”
UNIVERSITY EMBARKS UPON STRATEGIC PLANNING

Aiming to develop a new approach to university planning, Cal State has created a Strategic Planning Steering Council that will lead the campus in this effort. The council will serve as a standing advisory panel to the president with regard to planning and budgeting issues, notes Vice President Louis Fernandez, chair (Academic Affairs).

The council has developed several categories that it is studying: Diversity, information support, student life, assessment, enrollment management, academic mission/culture, resource management and external interaction.

Each of these areas is being examined for current and future needs with regard to technology, physical support, human resources, organizational structure/governance, fiscal support and vision/mission.

The council and the university seek widespread input into this planning process from leaders and concerned citizens in the community. More information on involvement opportunities is available from Dr. Joseph Lovett, assistant to the vice president for academic affairs for strategic planning, at (909) 880-5037.

ENROLLMENT SWINGS UPWARD, REVERSES TREND

After three years of downturn, Cal State’s student enrollment has reversed its trend. The fall ’95 enrollment is calibrated at 11,984 students which compares to last year’s headcount of 11,866. The full-time student equivalency figures, upon which the university’s budget is based, will exceed the campus’s annual goal by two points as well.

Students also are taking a record number of courses, averaging 11.7 units.

AFFORDABLE CONFIDENTIAL COUNSELING OFFERED

If you’re anxious or depressed, if you’re struggling with a relationship or issues of self-esteem, now you can receive affordable, confidential and qualified care through the Community Counseling Center at Cal State.

Each 50-minute session costs $10; sliding scale rates also are offered. Counseling is conducted by Cal State graduate students under the supervision of Psychology Department faculty. More information is available at (909) 880-5569.

PRE-DOCTORAL STUDENTS BOLSTERED BY GRANT

Twenty-five pre-doctoral students at CSUSB will receive financial boosts from an $800,000, four-year Ronald E. McNair Postbaccalaureate Achievement Program grant.

The new program, which is being coordinated by the Graduate Studies Office, will target low-income African-American and Latino students. Students will be selected from a pool of juniors and seniors currently enrolled at Cal State and from juniors who are transferring from one of the four, local community colleges.

“African-Americans and Latinos are severely underrepresented in careers where a doctorate is a prerequisite,” states the grant proposal submitted by Cal State.

The California State University system has many doctoral incentive programs in place, but still more resources are needed to increase the number of Ph.D.-minded students in the CSU. System experts believe the shortage will reach into coming decades.

Activities planned for the project include seminars spread throughout the year that will tackle issues faced by prospective doctoral students. The program also will offer tutoring, academic counseling, faculty mentoring, special trips and a summer research internship.

YOUNG SCHOLARS TOUR CAMPUS

Fifty regional National Science Foundation “Young Scholars” toured Cal State, San Bernardino’s facilities and engaged in workshops on Oct. 7. Among the presentations that these top high school scholars were exposed to was a debate on ethics in science featuring Richard Fehn, acting chair (Biology) and Susan Finsen, chair (Philosophy).

The event distinguished CSUSB as the first CSU campus to be invited to sponsor the NSF honorary event, which typically is held at a private university.

WINGSWEP'T WILDFIRE—Cal State made national news with the wildfire that threatened campus facilities and personnel on Nov. 27. With many buildings made of noncombustible surfaces campus facilities were virtually untouched. The greatest hazard was to the wellbeing of students and employees due to smoke and flying embers, so the campus was closed for a day.
Lee Hanson (Management) has received a faculty professional development grant from CSUSB to fund his work on “Company Ownership of Outlets in Franchise Chains: Identifying Profit, Internal Organization, Market Structure & Industry Determinants.”

Lynn Judd (Marketing) will continue his research in “The Increased Usage of Part-time Employees & Temporary Workers in the Retail Industry” with a professional development grant from the university.

Frank Lin (Information & Decision Sciences) is researching “The Hidden Cost of Distributed PC-Based End-user Computing” through a professional development grant from Cal State.

Nabil Razzouk (Marketing) is serving as a consultant to the San Bernardino Area Chamber of Commerce regarding strategic planning and the image of San Bernardino. He is working to involve City Hall in these efforts, too.

Ernesto Reza (Management) and Harold Dyck presented the paper “A Framework for Understanding the Adaptive Functions of Organizational Linkages and the Transformation of Organizational Configurations in the NAFTA Regime” to the Association of Borderlands Scholars annual conference.

Kenneth Thygerson (Accounting and Finance) presented the paper “Privatization of Centralized Economies: A Case Study” at the Global Finance Association Conference. He also co-authored the paper “A Product Line Performance Appraisal System for Financial Intermediaries,” which was presented to the Midwest Finance Association.

Mo Vaziri (Accounting and Finance) spent part of his summer working in the Sticks Trading Room of the Stock Exchange in Paris to study the liquidity of French securities. His visit was by the invitation of the Institute Superieur D’Etudes Financieres et D’Ingenierie (ISEFI) and the Centre Serveur de l’Information Boursiere of France (CEIB). He also spent time reviewing and enhancing ISEFI’s graduate program in business.

In August, Brian Watts (Public Administration) presented lectures in Finland to the National Police School, National Bureau of Investigation, Central Criminal Police and Community Policing Office of the Department of Police, Ministry of the Interior, as well as to the National Research Institute for Legal Policy. Currently he is serving as the president of the Inland Empire Chapter of the American Society for Public Administration.

Estimating risk on the Brussels Stock Exchange led to the publication of some findings in the Global Financial Journal for Francisca Beer (Accounting & Finance). A Belgian citizen, Beer wanted to gauge the current estimating formulae’s ability to predict in a “thin market,” such as the Belgian market. Although virtually every European country has its own stock market, new markets are forming in eastern European countries, Beer says. “These emerging stock markets are characterized by light volume…and very thin market capitalization,” she adds. Noting the dynamics of the Belgian market, Beer was able to suggest that current estimating techniques could be improved upon and effect a change in the price adjustment process.
Billie Blair (Elementary/Bilingual) and Cheryl Fischer (Advanced Studies) have coauthored the book, Curriculum: The Strategic Key to Schooling, published by Kendall/Hunt.

Lynne Diaz-Rico (Elementary/Bilingual) is developing a “Computer Support for Beginning Teacher Support & Assessment Program” with the help of a mini-grant from the university.

Rosalie Giacchino-Baker (Secondary/Vocational) has received a professional development grant from the university to study the “International Student Teaching Program in Mexicali, Mexico.”


Rowena Santiago (Elementary/Bilingual) has received funding from the university to pursue “A Study of the Effects of Technology Integration on Writing Attitudes of ESL Learners.”

Dwight Sweeney (Advanced Studies) and Kim Clark (Health Sciences & Human Ecology) coauthored with a CSUSB graduate student, D. Silva, the paper, “Meeting the Challenge of HIV/AIDS Prevention Education for Special Education Populations,” which was presented at the 73rd Annual Convention of the Council for Exceptional Children.

Arthur Townley and Dwight Sweeney (Advanced Studies) coauthored with a graduate student, K. Toy, the paper, “Administrators’ Perceived Obstacles to the Full Inclusion of Students with Emotional or Behavioral Disorders,” which was presented at the convention of the Council for Exceptional Children.

Rowena Santiago (Elementary/Bilingual) has received funding from the university to pursue “A Study of the Effects of Technology Integration on Writing Attitudes of ESL Learners.”

Mildred Henry (Advanced Studies) presented her paper “Balancing Theory, Community-based Practice, Cultural Heritage and Survival at a Predominantly White University” at the 20th Annual National Association for Equal Opportunity in Higher Education.

Life Experience Drives Quest

East African native Araya Hiyabu is headed toward a master’s degree in educational counseling at Cal State with the assistance of a Graduate Equity Fellows grant from Cal State. He plans to go on for a Ph.D. and conduct research on cross-cultural issues. He is particularly interested in the developmental effects of foster care upon children who are separated from their nuclear families due to political upheaval and the achievements of displaced children.

Sounds a lot like his life. “My large family (13 siblings was decimated when soldiers from the Russian and Ethiopian government herded most of our village into the church, which they then bombarded and set on fire,” he reports. He fled Keren, Eritrea to the Sudan, where he lived in a refugee camp for six years. One of the fortunate few to qualify for an education and attend high school in Khartoum, he later was granted political asylum in the U.S. Befriended by a counselor and professor, Christine Flores, at Chaffey College, he earned a degree there and a degree in psychology at CSUSB.
Rafael Correa (Foreign Languages) presented the paper “La iteracion en el espacio literario de Jose Luis Gonzalez” at the Association of Teachers of Spanish and Portuguese.

A CSUSB mini-grant has been awarded to Rong Chen (English) for the project, “Offering in Chinese & Linguistic Politeness.”

Risa Dickson (Communication Studies) presented “Perceived Differences Between Public and Private Explanations for Two Compliance Failures” to the International Communication Association Convention.

Bruce Golden (English) will research “Critics & Their Canon: T.S. Eliot & Northrop Frye” with the help of a mini-grant from the university.

Sant Khalsa (Art) has had several exhibits on display in recent months. In the summer, her work was included among that of 60 Los Angeles-based artists, working with photographic processes, in the exhibit titled, “PLAN: Photography Los Angeles Now.” Khalsa’s contribution was a sculptural work done in collaboration with Charles Morehead, Cal State’s art gallery designer and preparator. Another collaborative effort with Morehead focusing on water usage and development in southern California was exhibited at the Orange County Center for Contemporary Art. This fall, Khalsa had an entry in the show, “Muses,” at the Armory Center for Art in Pasadena that features the collaborative efforts of nine women artists and nine women writers. In a show that opened in early December, a collaborative installation art work with Morehead was featured in the “Landscape: The Continuum” at The Municipal Art Gallery in Los Angeles.

Philip Page (English) has received a faculty professional development grant to assist him with his work on “Contemporary African American Fiction.”

Funding for Meryl Perlson’s (Communication Studies) project “Backtalk: An Interactive Tour of Harassment in Public Places” has been provided by the university.

Dolores Tanno (Communication Studies) has received funding from Cal State for her membership on the task force and planning committee for a 1996 summer conference in Caracas, Venezuela.

Music Scholarships Awarded

Robert Oakes, a sophomore music major, is the first recipient of the Arthur Moorefield Memorial Scholarship and Evan Berry is the first to receive a Joseph K. Thomas Endowed Scholarship.

Oakes is a piano major with extensive experience in composition, reports Loren Filbeck, chair (Music). Before arriving at CSUSB, Oakes studied under alumnus Michael Tacchia, ’76. Already he has earned a distinction as the first freshman to present a full solo recital in the history of Cal State’s Music Department.

Berry is “a fine trumpet player who intends to pursue a career in music education,” Filbeck notes.

Both scholarship recipients impressed the awards committee with their musicianship and dedication to musical achievement.

Appraising Artifacts—Cal State’s Friends of the Museum presented an Heirloom Appraisal Day in November, offering professional advice for modest donations. Uncrating an object here are (from left) O.E. Spears; Kat Grosaman, ’89; Julius Kaplan and Mrs. Marge Spears.
Kimberley Cousins (Chemistry) presented her paper “Computational Chemistry on a Shoestring” to the fifth national conference of the Council on Undergraduate Research. She also has received a mini-grant from the university to study “Computer Methods for Modeling Organoaluminum Compounds.”

Marilyn Cruz-Alvarez (Biology) received a professional development grant from the university to study “Molecular Mechanisms of the Floral Transition.”

Davida Fischman (Mathematics) presented her work “On Generalized Lie Structure of Associative Algebras” to the AMS Special Session on Hopf Algebras & Quantum Groups.

Jennie Gilbert (Physical Education) presented “Fitness Fraud and Fallacy” to the national meeting of the American Alliance for Health, Physical Education, Recreation and Dance. She also introduced several public safety officers to the new Human Performance Lab in the Health and Physical Education Complex in November. She tested the body composition of the CSU police officers and presented a seminar on the relationship of physical activity and improved fitness upon the health and performance of police officers.

Michael Loik (Biology) has received funding from the university to research “The Ecological Role of Heat Shock Proteins in Desert Animals.”

A professional development grant has been awarded to David Polcyn (Biology) to assist his work in “Detailed Anatomical Descriptions of Lower Permian Vertebrate Fossils from Central Europe.”

Timothy Usher (Physics) presented “Effects of Ionizing Radiation Upon Ferroelectric Switching in KDP” to the American Physical Society.

Chemical Society’s national meeting.

Stuart Sumida (Biology) presented his paper on “Drought Tolerance of Artemisia Tridentata Under a Global Warming Manipulation” to the Desert Research Symposium. He also received a mini-grant from the university to study “Global Warming & High-temperature Tolerance of Plant Seedlings from the Rocky Mountains.”

David Maynard (Chemistry) presented “Allenes in Organic Synthesis” to the American

Priceless Fossils Acquired

Thousands of bones from Pleistocene-era (15-40,000 years old) animals are on permanent loan to Cal State from the University of California Los Angeles, which had the fourth largest such collection of its kind in the world, reports Stuart Sumida (Biology). Originally retrieved from the La Brea Tar Pits, the bones include skulls of dire wolves, sabre-tooth cats and remnants from many other prehistoric animals. The array will provide invaluable research experience for students who will assemble the relics, says Sumida, who is curating a collection in vertebrate paleontology. “We have enough (bones) to reconstruct many animals,” he says, noting that once re-assembled, the artifacts will be priceless. The University of California made the donation to Cal State as part of its process of consolidating collections among the UC campuses.
Frances Berdan (Anthropology) received funding from the university to pursue “Aztec Natural History: Reconciling Science & Symbolism.”

Gloria Cowan (Psychology) is researching “Attitudes Toward Hate Speech” via a grant from Cal State.

Joan Fryxell (Geological Sciences) is studying the “Kinematic History of the Vincent Thrust, San Gabriel Mountains, CA” with the help of a professional development grant from the university.

Tom Pierce’s (Economics) paper, “Explaining Individuals’ FOMC Voting Behavior: Politics, Personal Attributes, Experience and the State of the Economy,” was presented at the annual meeting of the Western Social Sciences Association.


Dale Sechrest (Criminal Justice) presented his paper “Treatment vs. Security: The Adversarial Relationship Between Treatment Facilitators and Correctional Officers” at the Pacific Sociological Association. He also has received a professional development grant from the university to pursue “The Effectiveness of a Lifestyles’ Approach in Keeping Youthful Parolees in the Community.”

David Shichor (Criminal Justice) has received funding from the university to study “Investment Fraud: Organization, Operation, Victimization.”

Mayo Toruno (Economics) presented “Power, Ideology and Economic Policy” at the meeting for the Association for Institutional Thought.

Elsa Valdez (Sociology) received a grant from the university to study “Identifying Factors of Attrition & Retention for Latino Students.”

Frank Williams (Criminal Justice) presented “Death Penalty Research, Issues and Questions” to the annual meeting of the Academy of Criminal Justice Sciences. He also presented “Some Comments on Death Penalty Issues” at the annual meeting of the Southern Criminal Justice Association.

Jenny Zorn (Geography) presented “Large Lecture Teaching Ideas” to the National Council for Geographic Education. She also has received a professional development grant from the university to study “Metropolitan Area Variations in Gender Wage Gaps in 1990.”

Brij Khare (Political Science) is researching “Comparative Democracy: The Development of Field Instruments” with the assistance of a grant from the university.

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Learning by Doing

“As a professional exposed to the problems of juvenile delinquents in our community, I believe that it is important to return the knowledge and experience acquired over the years in the form of care, concern and commitment,” says Arthur Clark, who is in his second year of studying for a master’s degree in social work with the help of a Graduate Equity Fellowship grant from Cal State.

Originally from New Orleans, Clark has worked as a volunteer for youth programs in Los Angeles and Riverside County. He expects to begin doctoral work this spring.
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, 1994 and June 30, 1995.
LAUNCHED IN THE SPRING OF 1992, 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.

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THE FOLLOWING LIST ACKNOWLEDGES ALL DONORS WHO HAVE MADE GIFTS OR MULTI-YEAR PLEDGES TO THE CAMPAIGN SINCE ITS INCEPTION.

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16
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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VOLUNTEERS FOR
SPECIAL PROGRAMS
We would like to thank the
following alumni, students,
and community volunteers
whose presence and hard
work have contributed to
the success of events such as
Homecoming and
Commencement during
1994-95.

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Jim Peters
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Catherine Stringer
Don Taylor
Crissy Tobison
Cheryl Tubbs
Zachary Tucker
Gera Unmack
Keith Unmack
Arty Van Heerde
Virgil Van Heerde
Cynthia Vasquez
Calvin Ward
Tim Watkins
Vic Zupancich

We would like to thank the
following alumni, students,
and community volunteers
whose presence and hard
work have contributed to
the success of events such as
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Commencement during
1994-95. Arty Van Heerde
would like to thank the
following alumni, students,
and community volunteers
whose presence and hard
work have contributed to
the success of events such as
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1994-95. Arty Van Heerde
would like to thank the
following alumni, students,
and community volunteers
whose presence and hard
work have contributed to
the success of events such as
Homecoming and
Commencement during
1994-95.
WHO GAVE HOW MUCH, 1994-95

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

$18,079 Parents
$189,842 Alumni
$1,900,416 Friends, Faculty & Staff
$641,345 Corporations & Businesses
$206,465 Foundations & Organizations

Cash Contributions $2,702,699
Gifts-In-Kind $ 253,478
Total Contributions $2,956,147

HOW 1994-95 GIFT DOLLARS WERE DESIGNATED

$261,209 (9%) Student Scholarships
$231,084 (8%) Academic Resources (schools, departments, faculty research, library)
$87,371 (3%) Capital Projects (new or enhanced facilities)

$2,340,247 (79%) Other Restricted Purposes (special programs and projects)

$36,236 (1%) Unrestricted
ARENA DIRECTOR ASSUMES DUTIES

Carol Dixon

With more than a decade of marketing experience in the entertainment industry, Carol Dixon is appointed the director of the James and Aerianthi Coussouls Arena and the Health and Physical Education Complex.

Most recently the director of marketing for Medieval Times Dinner and Tournament in Buena Park, Dixon served in a similar position for Circus Vargas, for which she was responsible for five regional markets. Additionally she was a regional promotional manager for a Mattel Toys outreach program and an advertising administrator for Twentieth Century Fox.

Her responsibilities at Cal State include developing and implementing a marketing plan for Coussouls Arena, which is the largest indoor sports facility in the Inland Empire. The 5,000-seat arena hosts intercollegiate athletics contests and recreational sports events currently. Future plans call for hosting area sports tournaments as well as entertainment events, Dixon says.

“We’ll have to walk before we run,” she says, commenting on the first full academic year of the arena’s operation. “We’ll start small and grow with the facility.” Noting that she would like to establish a concert series in the arena, Dixon anticipates that could happen by fall 1996.

More information on Coussouls Arena is available from Dixon at (909) 880-7326.

Get the Best Seats in the House
BASKETBALL SEASON TICKETS STILL AVAILABLE

Although basketball season is underway, season tickets still are available for fans who’d like some of the best seats in the house—the theatre-style seating in the new Coussouls Arena.

“The CCAA Conference is the best Division II conference in the nation,” notes Curt Apsey, director of athletic development. “Now that we’re into conference play there’s even more reason to come out and see the Coyotes and howl with the crowd in Coussouls Arena.”

Season ticket packages are priced at $60 each for the men’s and women’s games separately, or $80 for the combination. More information is available from Apsey at (909) 880-5049.

A SNIP IN TIME—Joining James and Aerianthi Coussouls (center), for whom Cal State’s new arena is named, in ribbon-cutting festivities were (from left) Al Garrett, alumni affairs and development, School of Business and Public Administration; Connie Schaefer, San Bernardino Area Chamber of Commerce ambassador; CSUSB President Anthony Evans; Tina and Nicholas Coussouls, ‘75. Home of Coyote basketball, the arena will be the focus of Alumni Appreciation Night and Homecoming on March 2 when grads and professors convene for a barbecue and men’s basketball game against UCR. See the calendar, page 21, for details.
## COYOTE WINTER CALENDAR

### JANUARY

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
<th>Location/Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>9</td>
<td>Women's Basketball</td>
<td>The Master’s College, 5:45 p.m.</td>
</tr>
<tr>
<td>9</td>
<td>Men's Basketball</td>
<td>St. Thomas Aquinas, 8:05 p.m.</td>
</tr>
<tr>
<td>12</td>
<td>Men's Basketball</td>
<td>Lynn University (FL), 7:30 p.m.</td>
</tr>
<tr>
<td>15</td>
<td>Men's Volleyball</td>
<td>Loyola Marymount, 7 p.m.</td>
</tr>
<tr>
<td>18</td>
<td>Women's Basketball</td>
<td>Cal Poly, Pomona, 7:30 p.m.</td>
</tr>
<tr>
<td>20</td>
<td>Men's Basketball</td>
<td>Cal State, Dominguez Hills, 7:30 p.m.</td>
</tr>
<tr>
<td>30</td>
<td>Women's Tennis</td>
<td>Cal State, Bakersfield, 1:30 p.m.</td>
</tr>
</tbody>
</table>

### FEBRUARY

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
<th>Location/Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Men's Basketball</td>
<td>Grand Canyon University, 7:30 p.m.</td>
</tr>
<tr>
<td>2</td>
<td>Men's Volleyball</td>
<td>La Verne, 7 p.m.</td>
</tr>
<tr>
<td>3</td>
<td>Women's Basketball</td>
<td>Cal State, Dominguez Hills, 7:30 p.m.</td>
</tr>
<tr>
<td>6</td>
<td>Women's Tennis</td>
<td>U.C., Riverside, 1:30 p.m.</td>
</tr>
<tr>
<td>7</td>
<td>Men's Volleyball</td>
<td>Orange Coast College, 5 p.m.</td>
</tr>
<tr>
<td>8</td>
<td>Women's Basketball</td>
<td>Grand Canyon University, 7:30 p.m.</td>
</tr>
<tr>
<td>10</td>
<td>Baseball*</td>
<td>Point Loma, Noon</td>
</tr>
<tr>
<td>12</td>
<td>Baseball*</td>
<td>Southern Utah, Noon</td>
</tr>
<tr>
<td>13</td>
<td>Softball</td>
<td>Cal Baptist, 1:30 p.m.</td>
</tr>
<tr>
<td>15</td>
<td>Men's Basketball</td>
<td>Cal State, Los Angeles, 7:30 p.m.</td>
</tr>
<tr>
<td>16</td>
<td>Baseball</td>
<td>San Francisco State, 6 p.m.</td>
</tr>
<tr>
<td>17</td>
<td>Baseball*</td>
<td>San Francisco State, Noon</td>
</tr>
<tr>
<td>17</td>
<td>Women's Basketball</td>
<td>Cal State, Los Angeles, 5:45 p.m.</td>
</tr>
<tr>
<td>20</td>
<td>Men's Basketball</td>
<td>Cal State, Bakersfield, 8:05 p.m.</td>
</tr>
<tr>
<td>20</td>
<td>Softball</td>
<td>Azusa Pacific, 2 p.m.</td>
</tr>
<tr>
<td>24</td>
<td>Women's Basketball</td>
<td>U.C. Riverside, 3 p.m.</td>
</tr>
<tr>
<td>25</td>
<td>Softball</td>
<td>Cal State, Stanislaus, 11 a.m.</td>
</tr>
<tr>
<td>25</td>
<td>Baseball</td>
<td>Southern Colorado, 6 p.m.</td>
</tr>
<tr>
<td>27</td>
<td>Softball</td>
<td>Southern California College, 2 p.m.</td>
</tr>
<tr>
<td>29</td>
<td>Men's Basketball</td>
<td>Cal Poly, Pomona, 7:30 p.m.</td>
</tr>
</tbody>
</table>

### MARCH

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
<th>Location/Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td>Baseball*</td>
<td>Cal State, Los Angeles, 1 p.m.</td>
</tr>
<tr>
<td>4</td>
<td>Men's Volleyball</td>
<td>U.C. Riverside, 7:30 p.m.</td>
</tr>
<tr>
<td>5</td>
<td>Softball</td>
<td>Vassar College, 7 p.m.</td>
</tr>
<tr>
<td>7</td>
<td>Men's Volleyball</td>
<td>Concordia University, 2 p.m.</td>
</tr>
<tr>
<td>7</td>
<td>Men's Volleyball</td>
<td>The Master’s College, 4 p.m.</td>
</tr>
<tr>
<td>8</td>
<td>Women's Tennis</td>
<td>Grand Canyon University, 1:30 p.m.</td>
</tr>
<tr>
<td>9</td>
<td>Softball</td>
<td>U.C., San Diego, Noon</td>
</tr>
<tr>
<td>10</td>
<td>Softball*</td>
<td>Cal State, Bakersfield, Noon</td>
</tr>
</tbody>
</table>

### APRIL

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
<th>Location/Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td>Women's Tennis</td>
<td>Cal Poly, Pomona, 1:30 p.m.</td>
</tr>
<tr>
<td>4</td>
<td>Softball</td>
<td>New York Institute of Technology, 2 p.m.</td>
</tr>
<tr>
<td>9</td>
<td>Women's Tennis</td>
<td>Cal State, Los Angeles, 1:30 p.m.</td>
</tr>
<tr>
<td>12</td>
<td>Baseball</td>
<td>Cal State, Los Angeles, 3 p.m.</td>
</tr>
<tr>
<td>13</td>
<td>Softball</td>
<td>Cal State, Los Angeles, 3 p.m.</td>
</tr>
<tr>
<td>14</td>
<td>Softball</td>
<td>University of San Diego, 1 p.m.</td>
</tr>
</tbody>
</table>

*All athletic contests listed are home games (unless noted otherwise). All home baseball games are played at Fiscalini Field. For more information, call the Office of Intercollegiate Athletics at (909) 880-5011.

* = Doubleheader
DEVELOPMENT DIRECTOR APPOINTED

Collette Rocha, formerly the director of development for the USC School of Medicine, is the new executive director of university development for Cal State. Rocha succeeds Stephen Christensen and brings with her 14 years of development experience in higher education. Prior to her seven years of fundraising with USC, she was involved with development activities for the Los Angeles Community College District.

In her position at Cal State, Rocha will oversee development for all university programs including the university’s Partnership 2000 campaign, which is raising money for academic programs, athletics, capital projects, faculty professional development and scholarships.

Rocha resides in Glendale, CA.

TWO EXECUTIVES JOIN ADVISORY BOARD

The CEO of St. Bernardine Medical Center and a Wells Fargo Bank branch manager are the newest executives to be appointed to the University Advisory Board for Cal State, San Bernardino.

They are Gregory Adams, president and chief executive officer for St. Bernardine Medical Center since 1990, and James White, who has been with Wells Fargo since 1994.

Adams oversees the 449 bed medical center that generates annual revenues of $215 million.

White is responsible for sales and customer service at a Wells Fargo branch in San Bernardino.

Appointments to the Advisory Board are made by Cal State President Anthony Evans. Terms are for four years. Members of the board provide counsel to the university's senior management regarding growth and development at the university. The board has 24 members.

Scholarship Endowment Established for Golf

Bruce Varner, of Gresham, Varner, Savage, Nolan & Tilden, and Alice Aslanian Robbins have established the Bill Leesburg Golf Scholarship Endowment in memory of the late Bill Leesburg.

Bill, a resident of San Bernardino from 1967 until his death in March, 1995, was a PGA Class A golf professional for 10 years. In addition to golf pro duties at Arrowhead Country Club, Bill was active in conducting junior golf clinics, mentoring junior golfers, donating time and materials to high school golf teams, and conducting clinics for the elderly. He later enjoyed a career as a licensed contractor specializing in commercial property.

Two $500 golf scholarships were made available for the 1995-96 academic year; future gifts will go to the endowment. Individuals or organizations wishing to donate to the endowment should direct their gift to The CSUSB Foundation, c/o The Bill Leesburg Golf Scholarship Endowment, 5500 University Parkway, San Bernardino, CA 92407-2397.

Assistive Devices Afforded by Gannett Grant

A $2500 grant from the Gannett Foundation/The San Bernardino County Sun has provided funding for assistive listening devices in Jack H. Brown Hall, University Hall and the Creative Arts Recital Hall. This equipment is part of the university’s ongoing program to meet the requirements of the Americans with Disabilities Act. The university’s goal is to have such devices in all lecture halls and performance areas.

Cal State magazine will not be published in the Spring of ’96. Look for news about Cal State in your school Newsletters.
PAUL R. MATA
B.S. Finance
1987
Financial Advisor
American Express Financial Advisors Inc.

- CSUSB Alumni Association Board of Directors
- School of Business Board of Councillors and Business Partners Steering Committee
- Founder, Partnership 2000 Campaign
- Alumni Fund Supporter
- Search Committee for the Executive Director of University Development
- Student Leadership Development Series Presenter, 1995
- Distinguished Alumni Selection Committee, 1995
- Student Union Board of Directors, 1992
- President, Hispanic Alumni Association Chapter
- Sponsor, American Express Outstanding Finance Student Award
- Outstanding Undergraduate Student, 1987
- Founder, Latino Business Students Association
- Founder, University Ambassadors Society

FAVORITE CSUSB CLASS:
"My first class at Cal State—Accounting 312 taught by Professor Elaine Everson. Before coming to CSUSB, I had serious doubts about my ability to succeed at the university level. Professor Everson helped me to realize I could accomplish anything I put my mind to."

ADVICE FOR TODAY’S STUDENTS:
"Join a student organization—even if you work and attend school full-time. That’s where you’ll learn the skills that will set you apart and give you an edge in the workforce."

HOBBIES AND INTERESTS:
"Raising my 21-month-old daughter, Alexandria; volleyball; racquetball; church; good movies; volunteerism."

WORDS TO LIVE BY:
"Querer es poder.” (To want to is to be able to.)

REASON FOR BEING AN ACTIVE ALUM:
"I’m grateful to Cal State—the professors, staff and administrators—for preparing me well for my career and life, and I’m proud of my CSUSB degree. I want to do everything I can to make sure that my degree retains its value and grows in prestige.”
DISTINGUISHED ALUMNI AWARD NOMINATIONS SOUGHT

Do you know a Cal State graduate who has “made it” in his or her chosen career? Has this alum demonstrated outstanding service to the community; to the university? Then we urge you to nominate him or her for the 1996 Distinguished Alumni Award. The honor is bestowed each year at Commencement to an outstanding alumnus or alumna. Please contact the Alumni Office for nomination materials at (909) 880-5008 or alumni@wiley.csusb.edu.

CAREER CONNECTION

Saturday, March 30, 1996
Careers in Education Job Fair
Coussoulis Arena
1 to 5 p.m.
More than 70 school districts from 23 counties are seeking K-12 teachers, counselors and education professionals.

Wednesday, April 17, 1996
1996 Career Opportunities Fair
Student Union Special Events Center
10 a.m. to 2 p.m.
Representatives from business, industry and government will be available to discuss a wide variety of career opportunities.

ADMISSION TO BOTH FAIRS IS FREE.

For additional information, call the Career Development Center at (909) 880-5250.

College doesn’t have to end when you receive your degree. Continue or renew your ties with CSUSB. Contact us in the Alumni Office to talk about how you can be a part of university life today. Now you can send your news, updates and messages to the Alumni Office at alumni@wiley.csusb.edu or you can call (909) 880-5008.

CSU Alumni Association
Private Party at Disneyland
celebrating the Year of the Alumni

FRIDAY, FEBRUARY 9, 1996 8 P.M. - 1 A.M.

On Friday, February 9, CSU alumni and friends will gather at the “Happiest Place on Earth” to celebrate the Year of the Alumni. It’s your chance to get together with other Cal Staters and zoom through doom on the new Indiana Jones Adventure. And because it’s our exclusive night at Disneyland, we’re guaranteed virtually no lines!

You have until January 15 to reserve your tickets. So what are you waiting for? Fill out the order form and send it today!

$24 per passport (a $9 savings off the regular passport price)
Children 2-years-and-under FREE
FREE parking (a $6 value)

Please make one check payable to Disneyland. No orders accepted after January 15. All orders will be directed through Cal Poly, San Luis Obispo. Your passports will be mailed to you.
“I joined the Alumni Association because I wanted to give something back—I received so much from my college education.” — Gerald Duncan ’90  
Owner  
Long Beach City Mortgage

JOIN YOUR ALUMNI ASSOCIATION TODAY!  
Please use this form to sign-up and to let us know what’s happening in your life. Send to: Alumni Office, CSUSB, 5500 University Parkway, San Bernardino, CA 92407-2397.

ALUMNI UPDATE & MEMBERSHIP APPLICATION

Name_________________________ Previous name_________________________  
Home address___________________________________________  
City_________________________ State_________ Zip_________  
Home telephone_________________________ Work telephone_________________________  
Degree_________________________ Class year_________ Major_________________________  
Employer_________________________ Position_________________________ New?  
Work address_________________________  
Frataternity/sorority/student organization_________________________  
Spouse name_________________________  
If spouse is a CSUSB grad: Class year_________ Degree_______ Major_________________________  

What’s New With You?  
News you’d like to share in Cal State magazine or in your school newsletter:  
(If available, please send us a quality black and white photo with your update.)

CSUSB Alumni Association members enjoy these and other benefits:
- check-out privileges at all CSU libraries
- discounted access to career search services
- $25 Extended Education savings certificate
- discount coupons for California amusement and recreation parks
- travel discounts
- reduced price admission to university theatre, music and art events
- Coyote athletic event discounts
- health, dental and vision insurance
- San Bernardino County Central Credit Union membership

Membership Options:
- New Graduate ………. $14 (Class of ’95)
- Annual ………………… $20
- Joint Annual ………….. $30
- Two-year membership ….. $35
- Two-year Joint ………… $55
- Senior Citizen (60+) ….. $15
- Joint Senior Citizen …… $25
- Lifetime ………………. $300
- Joint Lifetime ………… $450
- Installment
  - Lifetime … $100/yr 3 yrs.
  - Installment Joint  
    - Lifetime … $150/yr 3 yrs.

Please make your check payable to the CSUSB Alumni Association and send it along with your application to: Alumni Office, CSUSB, 5500 University Parkway, San Bernardino, CA 92407-2397. Questions? Contact the Alumni Office at (909) 880-5008 or by e-mail at alumni@wiley.csusb.edu.
1969

Bill Christelman, B.A. history, vice principal of San Gorgonio High School, is the president of the CSUSB Alumni Association Board of Directors.

1971

Patricia Lawrence Golden, B.A. English, is working for Golden Financial Services in Redlands. She writes: "After majoring in English, I'm amazed to find myself doing so much math!"

John L. Safford, B.A. philosophy, B.A. history '76, and B.A. special major '80, is an associate professor of government and philosophy at the University of South Carolina—Sumter.

1974

Nicholas J. Coussoulis, B.A. geography, received the Ernst & Young Spirit of Leadership Award for his "outstanding leadership, ability to overcome challenges, and a will to contribute back to the community." Nick is the president of Coussoulis Development Company in San Bernardino and currently serves on the University Advisory Board.

1976

David Amori, B.A. history and M.B.A. '95, was elected vice president of the CSUSB Alumni Association.

1978

Kim Nadler Dhanes, M.A. psychology, was selected for inclusion in the 1995-96 edition of Who's Who In Executives & Professionals. Kim is a marriage, family and child therapist in private practice in San Bernardino.

1979

Toni Callicotte, M.A. special major, was chosen by the Inland Empire Charter Chapter of the American Business Women's Association as its 1995 Business Associate of the Year.

Ingrid Docsburg, B.A. liberal studies and M.A. education administration '90, is a resource teacher for Woodrow Wilson Elementary School in Colton. With the belief that "when the parents care, the kids care more," Ingrid developed "Come Read With Me" or "Ven a Leer Conmigo," a reading and computer program that encourages students to bring their parents and friends to read with them in the school's library. Many of the children who have participated in the program, which began in February 1993, have shown improvement in their reading test scores.

Tal Wilson, B.A. marketing and M.B.A. '84, was elected to the Alumni Association Board of Directors. Tal, a financial planner with Dean Witter Reynolds, Inc. in Riverside, is active with the university's Coyote Sports Campaign Cabinet, the Inland Empire American Red Cross and Rotary. He also serves as president of the Shandin Hills Golf Course Men's Club.

1980

Linda Grimes, B.A. geography and M.P.A. '94, is the senior transportation planner at CalTrans. Linda, who has two sons attending the university, writes: "I'm very proud of my alma mater and I'm confident my sons will get an excellent college education at Cal State."

Lauren Kinney, B.A. liberal studies, was promoted to principal at Wellwood Elementary School in Beaumont. She has taught at Wellwood for the past five years and was chosen Teacher of the Year for the Beaumont Unified School District.

1981

Nick Hambrick, B.A. marketing and M.B.A. '85, and Leonard Graves, B.A. management '89, owners of Highland-based New Solutions, were named Marketers-of-the-Year by the CSUSB chapter of the American Marketing Association. New Solutions is a wholesale distributor of wheelchair tires and tubes.

Donald G.P. Lucia, Jr., B.S. accounting, is president of Donald Lucia, Jr. & PC CPA's in San Bernardino. He is married to Brenda L. Boatman, B.A. communication studies '92.

1982

John Bruce Elliott, M.S. biology, graduated from Saint Louis University with the degree of Doctor of Philosophy, with a major in biology. John's dissertation was titled, "rDNA Evolution and Population Phylogeny in Juniperus occidentalis Hooker."

Kathleen Mitchum, B.A. sociology, was named client manager for Johnson & Higgins' Costa Mesa office. In her new capacity, Kathleen will be in charge of property and casualty brokers and employee benefit consultants for the clients she serves.

Dr. Linda Norman, B.A. political science, presented "The Politics of Leadership" at a Student Leadership Development Series workshop. Linda is an assistant professor of political science at CSUSB and a member of the Alumni Association Board of Directors.
1983
Mary DeMarco, B.A. liberal studies, was elected to a second term on the Student Union Board of Directors.

1985
L. Bruce Mills, Jr., M.B.A., was elected to the Alumni Association Board of Directors. Bruce is the executive vice president for Life Savings Bank in San Bernardino and is active with the Volunteer Center of the Inland Empire and the Rotary Club of San Bernardino North.

Victor Zupancich, B.A. liberal studies, a sixth-grade teacher at Hillside Elementary School, was a finalist for the 1995 Duncan Webb Award for excellence in teaching values in the public school classroom. Victor prepares his students for the transition to middle school by insisting they exemplify the three Rs of “respect, responsibility and reputation.”

1986
Maggie Ivy, B.A. marketing, is the executive director for the Santa Cruz County Conference and Visitors Council.

Laura Ramirez, B.A. art, was elected to the Board of Directors of the National Orange Show in San Bernardino. Laura is a manager at J.J. Ramirez Citrus Management of Redlands.

1987

Rick Zahariades '87

Rick Zahariades, B.A. music, and partner Ed Wynne have announced formation of their record label RICKEDDI RECORDS and the forthcoming release of their CD titled “Acrylic Joe, Sneakin’ In.” The pair is currently discussing a European distribution deal. Rick (right) is a Los Angeles guitarist who has worked with Bobby McFerrin, Brandon Fields, Eddie Daniels, David Garfield, Tony Guerrero, Brian Bromberg and film and TV composer Jorge Riesenberg.

Kerrick Bubb, M.B.A., senior vice president for TSI Financial Services in San Bernardino, was elected to the Alumni Association Board of Directors.

Shawn Price, B.S. accounting, is a financial consultant with Merrill Lynch in San Bernardino. Shawn, a former president of the Accounting Association, would like to hear from his classmates and friends.

1989
Maggie Hawkins, B.A. communications studies, is the community affairs coordinator, Riverside County, for Planned Parenthood of San Diego and Riverside Counties.

Sheri L. Whitt, M.S. counseling psychology, received her Marriage Family and Child Counselor license in July. She works for the Children’s Mental Health of Santa Cruz County as Family Liaison in the new Parent Partnership Program.

1990

Chris Ahern '90

Chris Ahern, B.A. marketing, presented “When to Lead, When to Manage” in the university’s Student Leadership Development Series. Chris, an alumni leader on the Alumni Association Board of Directors, is the sales manager of the Health Services Group at Moore Business Forms & Systems Division in Los Angeles.

Suzette Davis, B.A. liberal studies, is a teacher with the Adelanto School District. She sends this message to communication studies professor Fred Jandt: “Congratulations on your continued accomplishments. I learned so much from you. Thank you.”

1991
Mona M. Jackson, M.A. vocational education, is an assistant professor at San Bernardino Valley College. She is enrolled in law school and hopes “to graduate by the year 2000!”

Kristin L. Musser, B.A. management, is an indirect sales manager of wireless communications for PageNet in St. Louis, MO. She sends thanks to her professors for giving her “the knowledge to succeed.”

It’s never too late. Just ask Julie Stokes, B.A. psychology, who, after earning her associate’s, bachelor's then doctorate degrees went back to finish high school. Yes, you read that right. A high school dropout then a working mom, Julie had always intended to complete her General Education Development (GED) certificate. Last June,
25 years later, Julie was awarded her high school diploma. She teaches at CSU Fullerton.

### 1992

**Sean Cain**, B.S. accounting, was elected to the Alumni Association Board of Directors. Sean is the director of finance for Arrowhead United Way.

### 1993

**Douglas Allen**, B.A. psychology and M.A. education '95, ΦΚΦ, XΣΙ, ΦΧ, was awarded a full scholarship and graduate assistantship for the rehabilitation doctoral program at Southern Illinois University. Doug was named the 1995 Volunteer of the Year by the Greater Riverside County Volunteer Center and was honored at the Mayor’s Picnic in Riverside for his dedicated volunteer efforts at the Riverside Men’s Shelter.

**Bradley J. Bjork**, B.A. marketing, is a production supervisor for Western Container Corp. in Rancho Cucamonga. He sends his thanks to his professors for their support.

**Gregory Ellis**, B.A. special major, is enrolled at Southwestern University School of Law. Greg is married to **Julie Ellen Ellis**, B.A. communication studies '92.

**Nick Erickson**, B.A. finance, was appointed acting associate director of the university’s Services to Students with Disabilities Department. Nick has served in the Academic Support Services area with SSD since May 1993.

**Michael A. Foster**, B.A. finance, is a sales analyst for Fison Pharmaceuticals in Rochester, NY. He sends his thanks to his professors for their commitment, and to alumni and students: “If you are interested in starting your own business, call me at (716) 325-6647.”

**Bill Hensley**, B.A. public administration, was promoted to Barstow district manager for Southwest Gas. Bill is active with Toastmasters International and the Apple Valley Chamber of Commerce.

**Johnny L. Le**, B.A. finance, is the manager of PrimeMax Mortgage Co, Inc. in Arcadia.

**Michele Rincon**, B.S. accounting, is a senior accountant with Eadie and Payne, CPAs in San Bernardino.

**Paul G. Short**, B.S. accounting, ΣΧ, is a staff accountant with KPMG Peat Marwick in Ontario. Paul is the treasurer for the Inland Empire Sigma Chi Alumni Chapter.

**Angelique Weathersby**, M.B.A., AKΨ, is a registered nurse in the Post Anesthesia Care Unit at San Bernardino County Medical Center.

### 1994

**Seana Brief**, B.A. English, is in her second year of a professional writing master’s degree at USC and is the entertainment editor for the Highland Community News. Of her job she writes: “I get to eat, see movies, concerts and plays for free and write about them. It’s a great creative outlet and I owe it all to my wonderful experiences at CSUSB. Life is good!”

**Paula A. Clarkston**, B.A. business economics, is attending Southwestern University School of Law in Los Angeles.

**Shelley Crawford Hamblin**, B.A. political science, married David Hamblin and moved to Omaha where she is a full-time student at Creighton Law School. She extends her gratitude to Dr. Michael LeMay, “the most caring professor in the classroom and out.”

**Napoleon Imperio**, M.S. health services administration, is an administrative hospital nursing supervisor at Valley Presbyterian Hospital in Van Nuys and at Alhambra Hospital.

**Lou Monville**, B.A. communication studies, ZTII, is a legislative assistant for Assemblyman Ted Weggeland. Lou served as the ASI president for the 1994-95 term.

### 1995


### Marriages

- **Ben Lautenslager**, B.A. liberal studies ’93, and Jennie Gebelein were married June 18 at South Shores Church in Dana Point.
- **Kathleen Mitchum**, B.A. sociology ’82, and Jack McIntosh were married on October 7.
- **Karyn Lori Stephens**, B.A. psychology ’93, wed Paul A. Christian on August 5 in Upland.

### Births

- Ashlym Joelle, born August 25 to Pam Konynenbelt Bender, M.A. special education ’94 and Michael Bender, B.S. physical education ’89.
- Meghan Rhea-Anne, born June 12 to Michelle Richards, B.A. liberal studies ’93, and John Kenneth Wood.
RINGING IN THE YEAR OF THE ALUMNI

ALUMNI! 1996 is YOUR YEAR!

Declared officially the “Year of the Alumni” by the CSU Board of Trustees, it’s a systemwide celebration honoring our greatest asset—Alumni.

To CSUSB’s 30,000 alumni, we wish you continued successes and fulfilling lives, and we thank you for your many contributions to the campus community. See page 21 for the first of many alumni events in 1996.

Board of Trustees of The California State University Resolution Declaring 1996 the Year of the Alumni

WHEREAS, The Alumni of the California State University are the most important product of the University and are an integral and valued constituency of this educational endeavor; and,

WHEREAS, There are currently more than 2 million alumni of the CSU, who comprise 10 percent of California’s labor force and one-third of the state’s lawmakers; and,

WHEREAS, The Alumni of the California State University serve and support not only their individual campuses but also the greater university system, with their talents, energies, and commitment; and,

WHEREAS, The Board of Trustees wishes to recognize, honor, and promote the unique contributions of the Alumni; therefore, be it

RESOLVED, By the Trustees of The California State University, that 1996 is hereby declared The Year of the Alumni.

Adopted, Long Beach, California, this 5th Day of July 1995.

The Office of Extended Education has individual courses and certificate programs in business and computers to help you stay on top of the latest developments.

WINTER COURSES INCLUDE:

Certificate Programs
Business Lending - Computer-Aided Drafting
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Business Courses
Career Change - ISO 14000
Supervision - Tax Preparation

Computer Courses
Geographic Information Systems (GIS)

For more information or to receive an extension course catalog, call the Office of Extended Education at (909) 880-5981.
Like art? Plays? Music? Lectures? Outdoor fun? Cal State, San Bernardino offers activities for the whole family. Keep this calendar handy. Share and enjoy. (It is best to call ahead and confirm an event using the phone numbers listed after each description. All numbers are in the 909 area code.)

**JANUARY 18-FEBRUARY 23**

**Art Show.**
"The Huichol" exhibit includes yarn paintings, stone sculptures and dance drums. University Art Gallery. Opening reception Jan. 18, 5-7 p.m. Gallery hours Monday-Friday, 9 a.m.-4 p.m.; Saturday and Sunday, noon-4 p.m. Free. 880-5802.

**JANUARY 20**

**Music.**
Annual Alumni Reunion Concert. 8:15 p.m., Recital Hall. Free. 880-5859.

**FEBRUARY 2**

**Music.**
CSUSB Faculty Brass Quintet. 8:15 p.m., Recital Hall. General admission $6, students and senior citizens $4. 880-5859.

**FEBRUARY 16**

**Talk.**
"Twentieth-Century Literary Currents in Spain," by Prof. Roberta Johnson, chair of Department of Spanish at University of Kansas. 7 p.m., Lower Commons Sycamore Room. Free. 880-5847.

**FEBRUARY 17**

**Music.**
Flutist Damien Bursill-Hall. 8:15 p.m., Recital Hall. General admission $5, students and senior citizens $3. 880-5859.

**MARCH 8-10, 13-17**

**Theatre.**

**MARCH 14-16, 22, 23**

**Music.**
21st Annual Chamber Singers’ Renaissance Banquet. All dates 7 p.m., Student Union Events Center. $30. 880-5859.

**MARCH 15**

**Music.**
CSUSB Symphonic Band. 8:15 p.m., Recital Hall. General admission $5, students and senior citizens $3. 880-5859.

**APRIL 13**

**Music.**
Poulenc’s "Gloria" featuring CSUSB-Inland Empire Symphonic Choir with Inland Empire Symphony Orchestra. Ticket, time information from California Theatre of Performing Arts. 381-5388

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**THE YEAR OF THE ALUMNI**

1996 is the Year of the Alumni (YOTA)! It's our time to brag about the accomplishments of our alumni and it's your time to come back to CSUSB and discover what we have to offer you today. So let's start the Year of the Alumni off right with these winter-quarter events saluting CSUSB's greatest asset—our alumni!
FEARSOME FIRE—Haunting memories of the 1980 Panorama fire that claimed some university facilities were recalled by campus employees and local citizens when a wildfire, fanned by winds, threatened Cal State, forcing it to close for the day Nov. 27. Campus facilities sustained no damage, but nearly 70 acres of chaparral, including Badger Hill, on the northern perimeter were burned.

California State University, San Bernardino
5500 University Parkway
San Bernardino, CA 92407-2397

Address correction requested
Parents Please Note: If your son or daughter is no longer at this address, please send an address correction to us at the above location.

Cal State magazine will not be published in the Spring of '96. Look for news about Cal State in your school Newsletters.

If you do not wish to continue receiving this magazine or you are getting more than one copy, please call us at (909) 880-5006.